

ISH

World's leading trade fair
HVAC + Water
Frankfurt am Main, 22. – 26. 3. 2021

WATER.
ENERGY.
LIFE.

**ISH is going
hybrid!**



messe frankfurt

The digital programme of events will now be even more extensive – for a successful ISH 2021

Widen your reach beyond what you'd normally expect from a trade fair and take advantage of the new ISH digital formats. As an exhibitor, you will have an online presence 365 days a year that allows you to make contact with customers who cannot or do not want to come in person in 2021.

ISH 2021 offers the best of both worlds: In addition to the event itself at the Frankfurt exhibition centre, you benefit from new digital features that enable all participants to network and that generate maximum reach.

ISH is going hybrid: What exactly does that mean for exhibitors?

- Your exhibition stand at ISH 2021 in Frankfurt am Main gives you an on-site presence.
- In addition, you will be presenting your digital company profile to potential customers as part of the compulsory Media Package (€ 750 plus VAT).
 - You will be showcasing your company and products in texts, images and videos in the exhibitor and product search engine. 24/7, 365 days a year.
 - In addition, you can also be found in the official trade fair catalogue, Navigator app and visitor information system on the exhibition grounds.
- **New:** Use the ISH "digital extended" format for a total price of € 3,500 (plus VAT) with features such as live streaming, AI-based matchmaking and chat function. This package offers you new opportunities in virtual space to generate leads, make direct contacts and significantly increase the reach of your corporate presence.
- **New:** With our new ISH web studio at ISH, you can live stream your messages, talks and presentations with participants across the globe.



➡ Our introductory offer for you:

- Even the basic version of the Media Package provides you with a digital presence for your customers worldwide 365 days a year. You can extend your presence at any time with additional chargeable modules.
- For the premiere of this offer, you can use the ISH "digital extended" package free of charge.

Exclusively for ISH 2021, you will save € 3,500 if you take full advantage of all the options.



The new digital features at a glance:

1. Media Package Manager – your marketing centre

From here, your data is output on all trade fair channels and can be found quickly and easily by potential customers. Online and offline. Worldwide. Round the clock, 365 days a year.

Do it yourself: The brand-new **Media Package Manager** now supports you in maintaining your profiles and data in your company profile yourself. Take advantage of the opportunity to integrate video clips about your products and innovations. It's the ideal way to showcase your latest offering.

Use the Media Package Manager to publish

- ✓ extensive company information on your exhibitor profile
- ✓ texts, images and videos about your products on 5 product pages
- ✓ direct links to your products (5 links) and social media channels (10 links)

Would you like to know more about this new tool?
Take a look at the explanatory video at:

<http://ish.messefrankfurt.com/mpm-video>

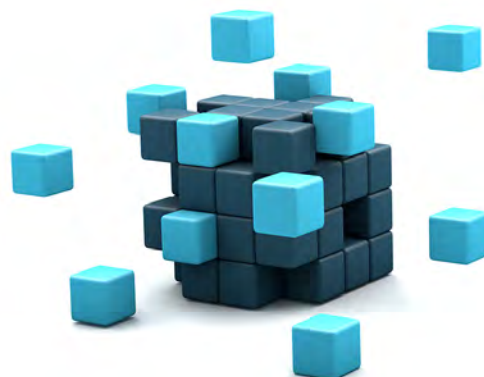
2. The ISH “digital extended” format

The new ISH “digital extended” format is based on a technology that has won several awards from the **UFI** (Global Association of the Exhibition Industry). ISH “digital extended” optimally complements your digital company profile.

Your company profile is maintained in the Media Package Manager and transferred directly to the ISH “digital extended” virtual space. It can be supplemented with additional features.

➡ **Use ISH “digital extended” free of charge – exclusively for ISH 2021!**

A plus for your networking: To gain access to the ISH “digital extended” format, trade visitors must register and also create a profile. This makes it easy for you to find each other.



ISH “digital extended” offers the following features:

- Tailored matchmaking of trade visitors and exhibitors to generate business opportunities and leads
- LIVE interactive elements for making contacts (individually or in groups) via chat or video call
- Integration of LIVE streaming directly from the exhibition stand with interactive possibilities for the user (e.g. live guided tour of the stand à la Google Street View and direct dialogue with sales staff) or streaming of product presentations at the stand
- Planning of customer appointments by placing your individualised company profile online before the fair begins

3. ISH Web Studio

A new Web Studio with state-of-the-art equipment has been set up on the exhibition grounds and is available for hourly bookings (including technology and technical staff)! Take advantage of the opportunity to broadcast your product presentations, expert talks etc. to the whole world via live content streaming, directly from ISH.

The hybrid features of ISH will be intensively publicised on all our communication channels as an integral part of our communication strategy. Make the most of this opportunity!