

Press release

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ISH 2021 to be a hybrid event!

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ISH will be supplemented by an extensive digital programme in 2021. In addition to the trade fair itself in Frankfurt am Main, there will be a host of digital features that visitors can explore concurrently.

Extraordinary times call for extraordinary measures. Accordingly, the ISH management has decided to supplement the ISH trade fair with an extensive digital programme, which means ISH 2021 will combine the best of two worlds: besides the event at Frankfurt Fair and Exhibition Centre, exhibitors and visitors will benefit from new digital features that promote the interaction of all participants and ensure maximum coverage. Thus, the exhibitors will have an online presence the whole year round and also be able to reach those customers who are unable or do not want to come to Frankfurt in person next year.

The supplementary digital programme has three main elements: the Media Package Manager, which enables exhibitors to make a presentation using a digital corporate profile, in addition to their physical exhibition stand. From there, the appropriate information is relayed to all ISH channels so it can be found quickly and easily by potential customers. Another element from which exhibitors benefit is the new ISH 'digital extended' supplementary format. Additionally, they have the opportunity to broadcast their product presentations, expert talks, etc., around the world in live-content streaming from the new, fully equipped web studio at the Exhibition Centre.

The ISH 'digital extended' supplementary format

The new ISH 'digital extended' supplementary format is based on an award-winning technology from UFI, the Global association of the Exhibition Industry.

And this is how it works: the corporate profile entered into the Media Package is transmitted directly to the virtual space of the fair, where it can be supplemented by additional features. To access ISH 'digital extended', all trade visitors have to do is register and create their own profile. In this way, both groups can find each other without difficulty.

ISH 'digital extended' permits exact matchmaking of trade visitors and exhibitors to generate business opportunities and leads. The new format includes live interaction elements for making contact (individually or in groups) per chat or video call, as well as the integration of live streaming

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straight from the exhibition stand with interaction options for the user, e.g., live tours of the exhibition stand à la Google Street View including a direct dialogue with the sales specialist, or streaming product presentations at the stand.

The special benefit for exhibitors: Messe Frankfurt is offering ISH 2021 exhibitors the ISH 'digital extended' supplementary format free of charge as an introductory offer.

ISH will be held at Frankfurt Fair and Exhibition Centre from 22 to 26 March 2021.

Further information about ISH and registration at www.ish.messefrankfurt.com.

Press releases & images:

<http://ish.messefrankfurt.com/press>

Social media:

www.ish.messefrankfurt.com/facebook

www.ish.messefrankfurt.com/twitter

www.ish.messefrankfurt.com/youtube

www.ish.messefrankfurt.com/linkedin

www.instagram.com/building.technologies.messeffm

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

ISH
Weltleitmesse für Wasser, Wärme, Klima
The world's leading trade fair
HVAC + Water
Frankfurt am Main, 22 to 26 March 2021