

Press Release

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## ISH digital 2021 – focusing on matchmaking and lead generation

Aleksandra Götz  
Tel. +49 69 7575-6144  
Aleksandra.Goetz@messefrankfurt.com  
www.messefrankfurt.com  
www.ish.messefrankfurt.com

**ISH 2021 goes digital! How this will work, what value added the new format offers and how exhibitors and visitors can take part was announced during today's Press Web Dialogue.**

The world's leading trade fair for water, heating and air-conditioning is branching out in new directions and will take the form of a digital event from 22 to 26 March 2021. The aim: to bring together and connect all of the sector's experts for five days. Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt: "Over recent weeks, we have worked extremely hard to make ISH 2021 the main platform for doing business and imparting knowledge in the sanitation and HVAC sector. If it is not possible for us to hold a physical event in Frankfurt, we will simply take ISH to people at home and focus on doing that what we could always do best: bring together demand and supply, convey knowledge, generate new impulses and reveal solutions."

There are two modules for exhibitor participation: ISH Contactor and ISH digital platform 2021.

ISH Contactor is the international hub and search engine for water, heating and air-conditioning the whole year round. For a whole year, companies can reach everyone interested in sanitation and HVAC with their profiles at [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com). Naturally, this profile can be updated, modified and extended at any time. Over one million visits for this period means that ISH Contractor will be the world's biggest catalogue for the sanitation and HVAC world. Additionally, content for the sector will also be available there.

The heart of event is the ISH digital platform, the virtual live event from 22 to 26 March 2021. There, all exhibitor activities will be brought together and intelligently linked to the various services offered by Messe Frankfurt. On offer are three packages – Basic, Advanced and Premium – each with a variety of different features. For young, innovative companies, there is a special Start-up Package. In common with ISH Contactor, all packages include an attractive exhibitor presentation with products, information and contact details but with the addition of a chat function and 1:1 video calls, which exhibitors can use

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

to communicate with customers. The most important feature: the intelligent, AI-aided matchmaking with appropriate business contacts for lead generation.

Rounding off these central features will be live streams and on-demand relays of items from the programme of events, as well as an appointments system for online meetings with exhibitors. During the event, all features will be available around the clock, in all time zones worldwide, and thus give visitors the chance to benefit from all lectures, press events, product shows, presentations, special shows, etc., regardless of time or location.

In September 2020, the patrons of the fair – the Federation of the German Heating Industry (BDH), the Association of Air Conditioning and Ventilation in Buildings (FGK), the German Sanitary Industry Association (VDS), the German Sanitation, Heating and Air Conditioning Association (ZVSHK) and the German Association for Energy Efficiency in Building Services (VdZ) – gave their unanimous support to holding ISH as a digital event and are backing ISH digital to the hilt.

Detailed information about ISH digital and the various exhibitor packages can be found at [www.ish.messefrankfurt.com](http://www.ish.messefrankfurt.com).

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[www.instagram.com/building.technologies.messeffm](http://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](http://www.messefrankfurt.com)

ISH  
Weltleitmesse für Wasser, Wärme, Klima  
The world's leading trade fair  
HVAC + Water  
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