

FactSheet on the eSPECIAL exhibitor packages



Our objectives

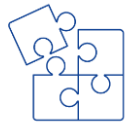
„THE PLACE TO BE“ for the international organic food and natural & organic cosmetics industry

From 17 to 19 February 2021, the organic food and natural & organic cosmetics sector is getting together on the digital platform with notable participants from all over the world to **establish contacts, network, discover trends and innovations** and **exchange knowledge with experts**.

We put special emphasis on direct and **personal exchange**: Your team will benefit from various interactive communication options throughout the entire digital event to quickly get in touch with the participants and target groups relevant to you.

You will be supported by an intelligent **matchmaking** system, which suggests those contacts among all participants of the event that best match your requirements and interests.

The digital platform is completed by the high-profile **BIOFACH and VIVANESS Congress**, which offers first class professional dialogue and networking. Participation in the congress is already included in the regular participation fee.



**Products,
trends & novelties**



**Knowledge exchange &
high-quality
networking**



**Congress with high-quality
lecture programme &
valuable market insights**

Your key benefits

- ✓ **Professional company and product presentation** by individual and expressive company profile: elements such as image, PDF and video files that can be integrated in various ways enable a competent presentation of your product portfolio
- ✓ Exhibitors benefit from the **international coverage** of BIOFACH / VIVANESS as a world-leading trade fair and **increase their recognition level**
- ✓ **Qualitative leads and numerous touch points** with existing as well as potential customers through a digital intelligent **matchmaking system** that checks your entered search criteria with those of the participating visitors to ensure the best match
- ✓ **Efficient networking**: Filter functions for numerous criteria enable efficient contacting among participating visitors and exhibitors and furthermore allow searching across the product assortments
- ✓ **Time-saving follow-up** by receiving all generated contacts as a **lead list** subsequently
- ✓ **Individual eSPECIAL activities** via **open discussion forums for lectures, discussions, company presentations and guided tastings / product demonstrations**. Invite your desired target group to attend!
- ✓ Comprehensive **transfer of knowledge at the BIOFACH and VIVANESS Congress** with its global reach
- ✓ Competent **presentation possibilities for joint participations**



Visibility



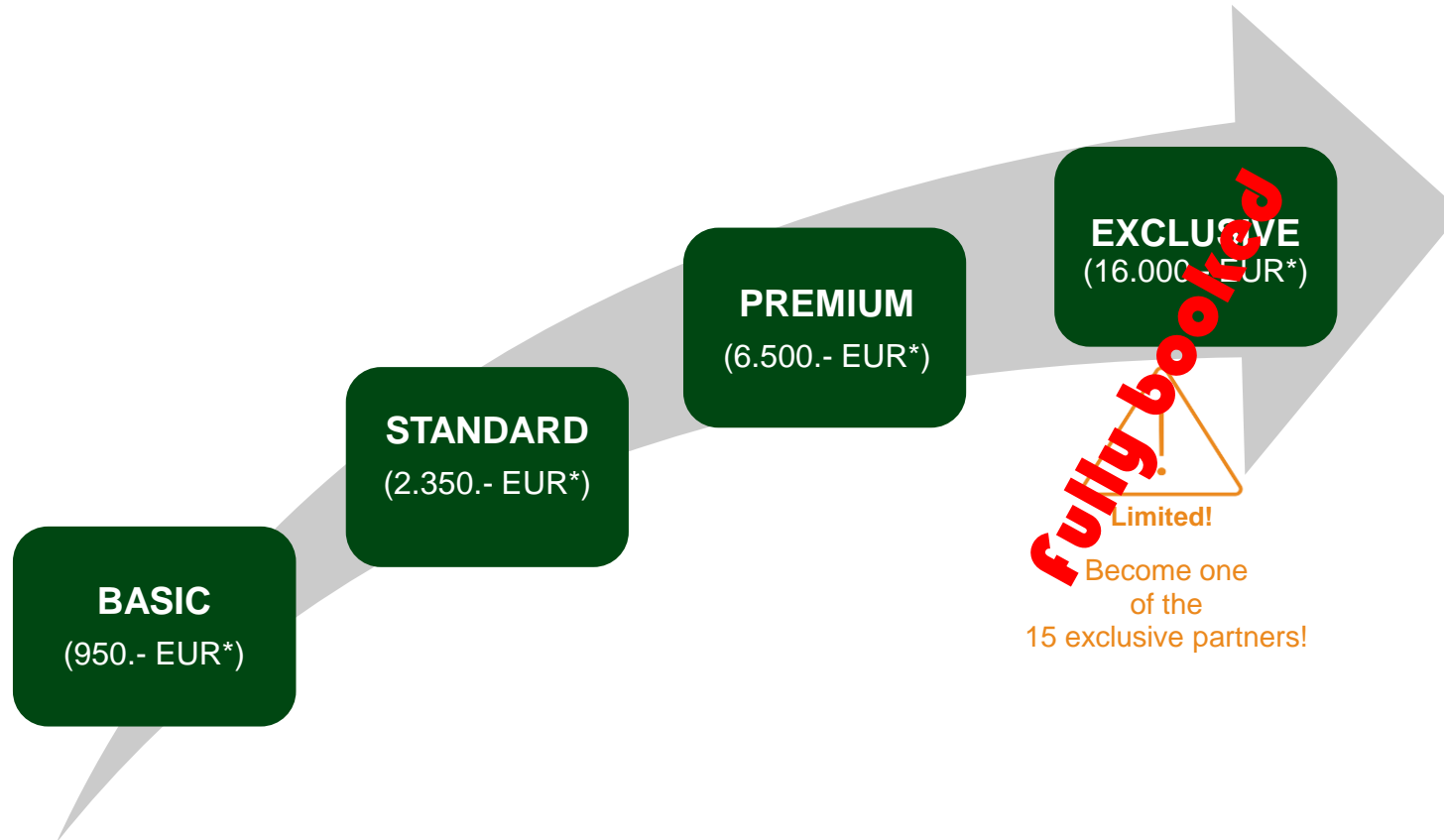
Coverage



Lead generation

Digital exhibitor packages

Package overview



Choose your package according to your individual needs!

- **Maximum use intensity** >> e.g. through flexible numbers of exhibitor passes
- Access to **various visualisation options** for products and services
- Versatile **new sales opportunities and efficient customer management** >> depending on required degree of detail
- Increase of **coverage and recognition level** >> different options up to the exclusive premium partner appearance

Digital exhibitor packages

BASIC package for 950.- EUR*



COMPANY PROFILE

Your company

- Company profile incl. company description, company logo, teaser image, contact information, links (social media, website)
- Possibility of continuous updating of the profile
- Document gallery: Integration of **1 PDF document**
- Assignment of employees to your company profile as contact persons
- **5 exhibitor passes** (each additional exhibitor pass is charged with 10.- EUR*)

Your products / services

- Inclusion of **1 product** (the product profile contains 1 image, 1 video and 1 document)

NETWORKING

Digital matchmaking

- **Access to digital matchmaking** with the participants of the event

Efficient customer management

- integrated **chat** and possibility to arrange **1:1 video meetings** with participants and exhibitors
- **Online appointment scheduling**
- **Live video call feature**

Participation in the congress

- Knowledge transfer and enhancement of competence around sector relevant topics

MARKETING SERVICES

Invitation management

- **10 e-codes** (digital voucher codes)
- each additional e-code redeemed will be charged to the exhibitor at 10.- EUR*

Digital exhibitor packages

STANDARD package for 2.350.- EUR*



COMPANY PROFILE

Your company

- Company profile incl. company description, company logo, teaser image, contact information, links (social media, website)
- Possibility of continuous updating of the profile
- Document gallery: Integration of **3 PDF documents**
- Media gallery: Inclusion of **1 video and 10 images**
- Assignment of employees to your company profile as contact persons
- **10 exhibitor passes** (each additional exhibitor pass is charged with 10.- EUR*)

Your products / services

- Inclusion of **10 products** (each product profile contains 1 image, 1 video and 1 document)

NETWORKING

Digitales Matchmaking

- **Access to digital matchmaking** with the participants of the event

Efficient customer management

- integrated **chat** and possibility to arrange **1:1 video meetings** with participants and exhibitors
- **Online appointment scheduling**
- **Live video call feature**
- **Leadlist – standard version:** list of all your generated contacts (sent after the event; document with GDPR compliant leads)

Participation in the congress

- Knowledge transfer and enhancement of competence around sector relevant topics

MARKETING SERVICES

Invitation management

- **20 e-codes** (digital voucher codes)
- each additional e-code redeemed will be charged to the exhibitor at 10.- EUR*

Digital exhibitor packages

PREMIUM package for 6.500.- EUR*



COMPANY PROFILE

Your company

- Company profile incl. company description, company logo, teaser image, contact information, links (social media, website)
- Possibility of continuous updating of the profile
- Document gallery: Integration of **7 PDF documents**
- Media gallery: Inclusion of **3 videos, 25 images and 1 header video**
- Assignment of employees to your company profile as contact persons
- **20 exhibitor passes** (each additional exhibitor pass is charged with 10.- EUR*)

Your products / services

- Inclusion of **25 products** (each product profile contains 1 image, 1 video and 1 document)

NETWORKING

Digitales Matchmaking

- **Access to digital matchmaking** with the participants of the event

Efficient customer management

- integrated **chat** and possibility to arrange **1:1 video meetings** with participants and exhibitors
- **Online appointment scheduling**
- **Live video call feature**
- **Leadlist – extended version:** list of all your generated contacts (sent after the event; document with GDPR compliant leads)

Participation in the congress

- Knowledge transfer and enhancement of competence around sector relevant topics

MARKETING SERVICES

Invitation management

- **50 e-codes** (digital voucher codes)
- each additional e-code redeemed will be charged to the exhibitor at 10.- EUR*



- **Direct video call feature**
- **Creation of digital rooms for virtual discussions**

* all prices are subject to statutory VAT

Digital exhibitor packages

EXCLUSIVE PARTNER package for 16.000.- EUR*

Become one of the 15 exclusive partners!

BIOFACH
eSPECIAL

fully booked

COMPANY PROFILE

Your company

- Company profile incl. company description, company logo, teaser image, contact information, links (social media, website)
- Possibility of continuous updating of the profile
- Document gallery: Integration of **15 PDF documents**
- Media gallery: Inclusion of **5 videos, 50 images and 1 header video**
- Assignment of employees to your company profile as contact persons
- **40 exhibitor passes** (each additional exhibitor pass is charged with 10.- EUR*)

Your products / services

- Inclusion of **100 products** (each product profile contains 1 image, 1 video and 1 document)

NETWORKING

Digitales Matchmaking

- **Access to digital matchmaking** with thousands of participants of the event

Efficient customer management

- integrated **chat** and possibility to arrange **1:1 video meetings** with participants and exhibitors
- **Online appointment scheduling**
- **Live video call feature**
- **Leadlist – extended version:** list of all your generated contacts (sent after the event; document with GDPR compliant leads)

Participation in the congress

- Knowledge transfer and enhancement of competence around sector relevant topics

MARKETING SERVICES

Invitation management

- **150 e-codes** (digital voucher codes) each additional e-code redeemed will be charged to the exhibitor at 10.- EUR*

Exclusive partnership

- **Promotion as exclusive partner** of the event in communication before and during the event
- **Placement of your logo** on the website and on the homepage of the digital platform
- **Pole Position! Top position in the exhibitor list** on the digital platform (in alphabetical order)



- **Direct video call feature**
- **Creation of digital rooms for virtual discussions**

* all prices are subject to statutory VAT

Digital exhibitor packages

Packages at a glance.



 Limited!
Become one of the 15 exclusive partners!

SERVICES	BASIC	STANDARD	PREMIUM	EXCLUSIVE
Company profile incl. company description and contact persons	✓	✓	✓	✓
Contact information with link to the website and social media channels	✓	✓	✓	✓
Participation in digital matchmaking	✓	✓	✓	✓
Chat feature	✓	✓	✓	✓
Arrangement of 1:1 video meetings with participants and exhibitors	✓	✓	✓	✓
Live video call feature	✓	✓	✓	✓
Access to the congress	✓	✓	✓	✓
Publication of PDF documents in the company profile	1	3	7	15
E-codes for free redemption	10	20	50	150
Exhibitor passes	5	10	20	40
Inclusion of products	1	10	25	100
Inclusion of images		10	25	50
Inclusion of videos		1	3	5
Leadlist		✓ (Standard)	✓ (Extended)	✓ (Extended)
Direct video call feature			✓	✓
Creation of digital rooms for virtual discussions			✓	✓
Promotion as an exclusive partner in the communication before and during the event				✓
Pole position on the digital platform				✓
Products on the novelties page				✓
	Separate registration required - price still to be determined			
PRICE	950.- EUR*	2.350.- EUR*	6.500.- EUR*	16.000.- EUR*

fully booked

>> Book your exhibitor package now via the online registration:
www.biofach.de/application

* all prices are subject to statutory VAT

BIOFACH / VIVANESS 2021 eSPECIAL

Possibilities. Packages. Glossary.



Individual company profile: Present your company the way you want to be recognized by your customers. Assign your staff to your profile and use the various options for contacting or making appointments with participants from all over the world. The event lives from you!

Staff onboarding: Assign your staff to your company profile as contact persons - your staff can be reached directly as "virtual stand personnel" by interested parties during the event via chat, direct or live video call (services vary depending on the exhibitor package).

Easy access: Together with a partner experienced in the event industry, we have created a digital environment that is intuitive and easy to use. It focuses on two pillars: personal establishment of business contacts and knowledge transfer. As an exhibitor, you benefit from our service provider's experience, receive valuable tips on how to maintain and make the most of your profile and can always count on our support.

Place products and innovations prominently: Enrich your company profile and make it stand out with meaningful content such as image and video files as well as documents and custom product profiles, design your profile attractively and attract the interest of the participants. Make product pictures, marketing films, product data sheets or videos of your products accessible to potential customers and show who you are and what you offer! (Services vary depending on exhibitor package)

Targeted matchmaking: During the onboarding process, every participant – exhibitors as well as visitors – fills out a detailed networking profile in which interests, product groups, product characteristics, sales channels, etc. are queried. Based on your individual requirements, the most relevant contacts are suggested as top matches and you can begin communicating with them instantly. Don't get lost in the crowd – easily find the right contact persons to meet with!

Targeted search for participants (companies and persons): With the help of the search function (free text search and numerous filter criteria) you can easily and precisely search and find the companies and persons on the platform that are of interest to you, so that networking with exhibitors and visitors of the BIOFACH / VIVANESS 2021 eSPECIAL is effective and efficient.

Targeted search for products: The targeted search for products (free text search and numerous filter criteria) is also possible, allowing you to go directly to the product presentation in the exhibitor's profile and obtain comprehensive information about the product and the exhibitor.

BIOFACH / VIVANESS 2021 eSPECIAL

Possibilities. Packages. Glossary.



Direct video call: The direct video call feature allows the visitor to see directly on the company profile page, which of the exhibitor's employees are currently available for a direct video call. The direct video call makes it possible to communicate directly with an exhibitor's staff via videocall, even without a pre-arranged appointment, in order to obtain further information about the company and its products at a flexible time. (The prerequisite for using this feature is booking the Premium or Exclusive package).

Novelties presentation: Present your novelties prominently in the novelties section created on the platform. Visitors can use numerous filter criteria to search for the innovations that are of interest to them. You will receive further information on novelties registration shortly.

Open Discussions (digital discussion rooms): Use in contrast to a personal 1:1 meeting the opportunity to create open discussion forums e.g. for lectures, discussions, company presentations and product demonstrations and invite your desired target group. (The prerequisite for using this feature is booking of the Premium or Exclusive package).

Leadlist: Your staff will automatically receive (after the event) a list of all personal contacts during the event, whether in appointments, chats, digital discussion rooms (varies depending on the exhibitor package). For more efficiency and minimized effort in the follow-up!

The **leadlist standard** contains the contact data of those persons with whom an exhibitor's contact person has been in contact on the digital platform. The lead list is generated personally for each contact person of the exhibitor and therefore represents an aggregated list of the leads made per contact person of the exhibitor.

The **leadlist extended** is a more comprehensive version of the leadlist standard. In addition to chat and meeting contacts, persons who have explicitly requested to be contacted by the exhibitor via the "Request more information" button in the company profile appear here.