



**Hamburg  
Messe + Congress**

# **WindEnergy Hamburg Digital 1 – 4 December 2020**

## **Exhibitor Packages - Details**



## Our strengths

- 1 WindEnergy Hamburg is a strong brand, uniting the whole value chain of the global wind industry - on & offshore.
- 2 We give access to more than 45.000 energy professionals in 100 countries.
- 3 2018, we had more than 100.000 search queries for exhibitors & products as well as thousands of favourites and contacts.
- 4 During WindEnergy Hamburg Digital, highest traffic will be generated from 1 – 4 December 2020, flanked by the engagement of our users on par with LinkedIn and Twitter.
- 5 The WindEnergy Hamburg Digital platform extends your global presence, with your products and services online worldwide 24/7 through to the next edition in 2022. Exhibitors can add value to their profile and update news, innovations and contacts.



## Discover

The new portal “Discover WindEnergy Hamburg” helps users find – and get in touch with – corporations, participants as well as the conference programme. It replaces the old exhibitor’s directory and offers more functionality in a completely user centered design.

## App

The new WindEnergy Hamburg app comes with search and a touch. Users swipe corporations, participants and the programme sessions – and we’ll learn. Just like Netflix, WindEnergy will engage users by recommending content. Starting with the app, and later throughout the whole customer journey.

## Single Sign On

No matter if app, website or newsletter, Single Sign On allows users easy access to all their data, favourites and personal information with one account.

## Profiles

The new booth of companies! Profiles offer new ways to present the product- and service portfolio. Companies offer various types of content (Whitepapers, links to Webinars etc.), unlimited, to view and download for users.

## VirtualMeet

The new “Standgespräch”. Users are able to talk with experts of a company by video or audio. They scribble and discuss documents with minimal efforts needed to configure by companies.

## Matchmaking

“Say hello” to the thousands of experts within the On- & Offshore industry. Consent assumed, users acquire contact data and use their preferred app to talk — there’s no chat functionality within the app.

## Smart Matching

WindEnergy uses sophisticated algorithms of Hamburg Messe to analyze connections of people and make personal recommendations of new corporations, content and participants for every user.



## A quick note

The presentation gives an overview of what to expect for WindEnergy, starting later this month and leading onwards the main event in early December.



symbolises an item being part of an exhibitor package at WindEnergy Hamburg Digital.



symbolises additional digital sales items.



symbolises a sponsoring item.



Organised by:



In cooperation with:



Co-organised by:



Global Partner:



Partners:





# Recommendations

New space within the Homepage of WindEnergy Hamburg highlights companies for visitors.

- Homepage is one of the three most popular digital places of WindEnergy Hamburg.
- Any company within that space profits from several thousand impressions during WindEnergy Hamburg.
- Integration is part of 🎟️ Master and 🎟️ VIP.



## Ihre Empfehlungen



### ABB Turbinen GmbH

Kraftwerke und Turbinen.  
ABB Ability Kraftwerke und Turbinen. Nutzen Sie unsere 3D Modelle zur Steigerung ihrer Effizienz.



### Hydrogen is the Future

In ihrem Vortrag bespricht Daphne Futur den Beitrag von Hydrogen zur Ökonomie der Zukunft. Jetzt im Re-Live für Sie.

Mehr Empfehlungen für Sie



Alle Aussteller



Alle Sessions der Konferenz





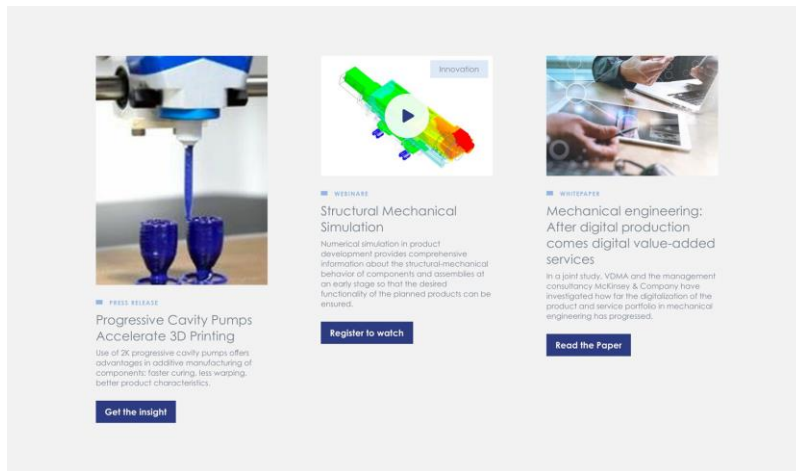


# The Stage

A new area within the profile for companies to present themselves and attract the interest of users.







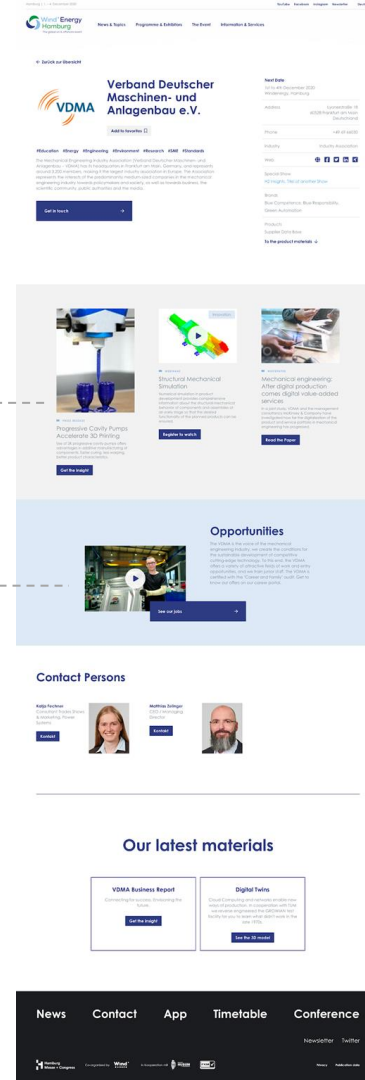
- Part of  every type of package, „Starter“, „Performer“, „Master“, „VIP“
- The digital platform will automatically feed the “Stage” with content out of all the content a company has provided
- However, for content to qualify for “The Stage”, it needs to have one of the following characteristics:
  -  it qualifies as innovation.
  - the content comes with a price tag or users have to register to watch.
  - it's a Webinar.
  - it's a news release of the company.
  - company presentation as video.
- And our algorithms will decide what will be shown to users as the number of items is limited to 9; at a later stage in 2021, every visitor will get the stage personalized to his, her or them interests.



# The Profile

Two parts for corporations to show their presence within the On- & Offshore industry.

-  Part “Company presence”
  - Short metadata at start help users understand what the company offers
  - Users are able to get in touch via “VirtualMeet” (see Slide 14)
  - Based on favorites, we’ll recommend content to users
-  “The Stage” (see next slide) helps companies to make an entrance and increase interest from visitors
-  Companies attract talent by presenting opportunities to visitors of the profile (incl. In „Master” and „VIP” or as additional Digital Service)
-  Part “Products & Contact Persons”
  - Companies present Content of various types: Whitepapers, Videos etc.
  - Servicepartner Sutter Fair Business GmbH supports companies with enrichment

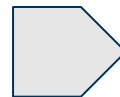




# Discover

A new part of windenergyhamburg.com which guides users to companies, products, services as well as programme and all other types of content.

- The 🦋 “Hero” (sold out) introduces a selection of three companies to thousands of users in a very prominent fashion.
- Easy access to the whole content of windenergyhamburg.com: companies, participants, the conference and more.
- All companies will be included, and users will find them using the search bar.
- “Next events” attracts users to webinars and other types of video.
- 🛒 Banners increase the visibility within this very important part of the On- & Offshore industry.
- Shortlinks give direct access to companies, contacts and the conference.
- Everything is connected, cf. companies offering video-on-demand will automatically be named within the video profile.



Discover enables access to thousands of profiles of companies, conference sessions and other forms of video on demand plus access to Whitepapers, Press Releases etc.



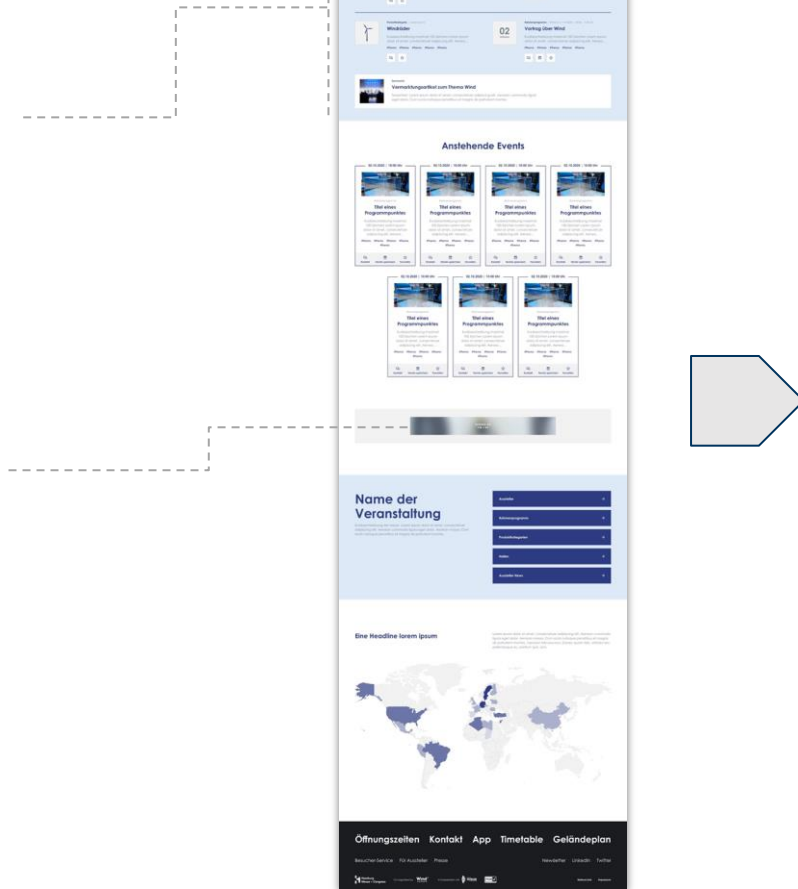




# Search

A redesigned functionality of windenergyhamburg.com with easy access to all companies, products, services and the programme.

- 🏠 Balcony highlights four companies during the search process of users.
- Search functionality is technically new, it supports 🏠 keywords (starting with "Performer"), 🏠 product categories (starting with "Starter"), alternative spellings, considers full text, encompasses all the content of WindEnergy Hamburg and supports users with suggestions.
- Companies highly visible thanks to 🛒 banner campaign.
- The more and regularly companies deliver content, the easier users will find them.
- Search results are limited to results of the language selected by the user.
- Search results are the same in web and app.



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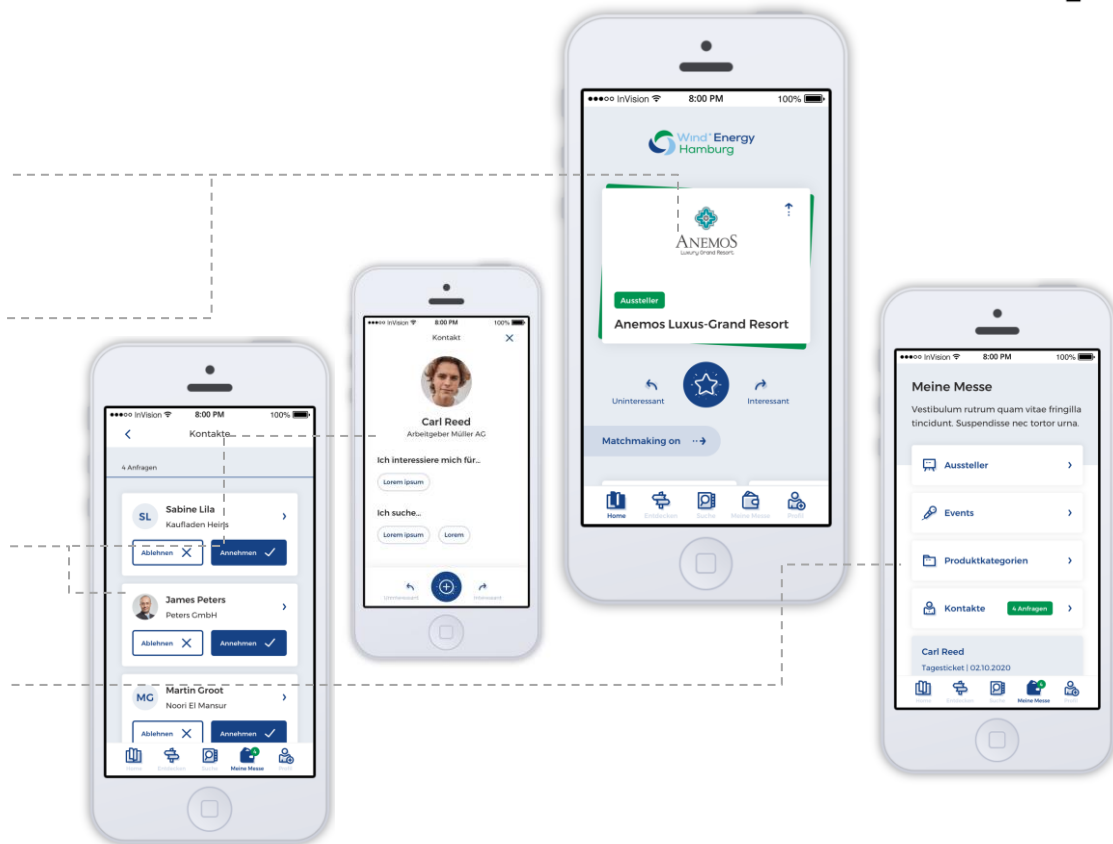




# The new app

A personal concierge for users to access the On- & Offshore industry quickly.

- 📱 Users discover all companies, participants and programme sessions in a new way, by showing “interested” or “not interested”.
- Companies place themselves within the the card stack by means of 📄 banners.
- 🏢 WindEnergy Hamburg uses this data to recommend new content as well as personalise website and app for users.
- 📱 Users build their network through Matchmaking. Chats take place in established apps like Whatsapp or iMessage.
- Users organise content within their personal “My Messe” area, data is synced and available via Website.





# Virtual Meet

A simple way for users to meet companies and discuss business.









- Users of WindEnergy Hamburg connect with companies to get answers regarding products and services, starting on the Profile of a company.
- Companies answer user requests, and meet by audio and video; supported by sharing documents and the possibility to collaborate by real time scribbles.
- Platform automatically routes requests based on product categories and managed by an employee within [my.windenergyhamburg.com](https://my.windenergyhamburg.com)
- Communication is secure and private as only the user, the employee plus potentially invited colleagues are allowed to join.

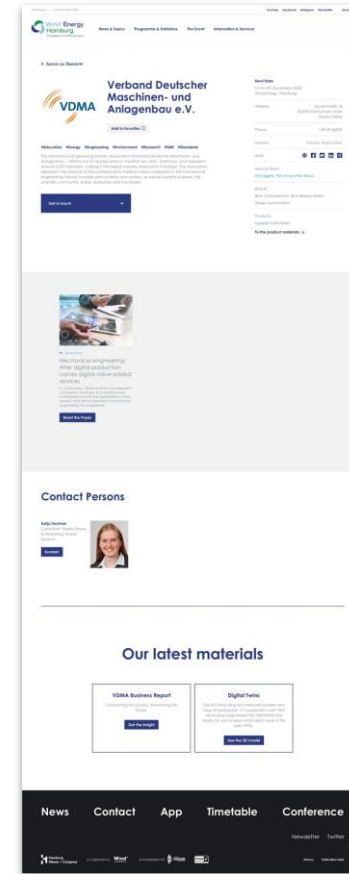
A low-angle, upward-looking photograph of a wind turbine. The white, cylindrical tower dominates the right side of the frame, with several dark grey support cables running diagonally across it. In the bottom left corner, the curved, metallic nacelle of the turbine is visible, showing a grid-like structure. The background is a solid, clear blue sky. A white rectangular box is positioned in the upper left, and a larger white rectangular box is in the center-left, containing the title text.







# **The Profiles**

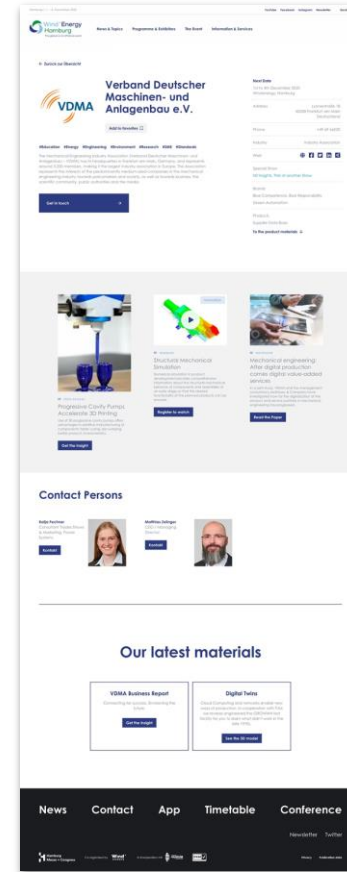
# Starter









The first step for companies to get to be known within the industry.

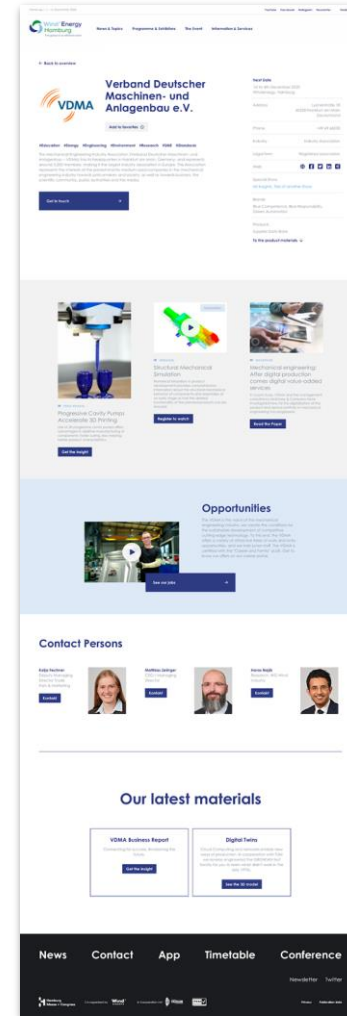
-  Metadata is populated by the information given during registration, or acquired by Hamburg Messe. Company logo is part of the package.
-  Sutter Fair Business GmbH supports company by qualifying metadata and content management.
-  Stage is limited to content with a price tag and company videos, can be upgraded by  marking a product as innovation.
-  Number of contact persons is limited to one.
-  Company is unlimited regarding the number of categories and product profiles but is not able to use keywords.



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-  Sutter Fair Business GmbH supports company by qualifying metadata and content management.
-  Stage is unlimited regarding content, can be upgraded by  marking a product as innovation.
-  Number of contact persons is limited to five.
-  Company is unlimited regarding the number of categories, product profiles and keywords.



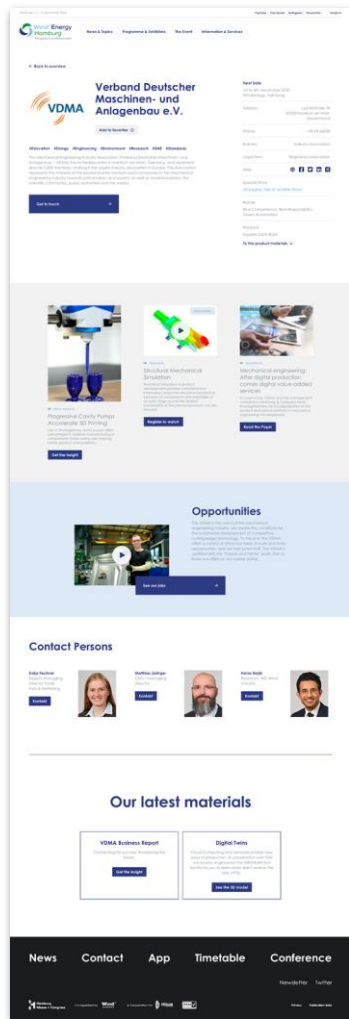
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-  Sutter Fair Business GmbH supports company by qualifying metadata and content management.
-  Stage is unlimited regarding content, can be upgraded by  marking a product as innovation.
-  Number of contact persons is unlimited as is the number of keywords and products.
-  Company is able to attract interest by publishing as many press releases as wished.
-  Company is able to attract job prospects.
-  Company will be recommended to users on Homepage (see Slide "Recommendations").





For companies to get a special treat.

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- 📁 Company is able to attract interest by publishing as many press releases as wished.
- 📁 Company is able to attract job prospects.
- 📁 Company will be recommended to users on Homepage (see Slide "Recommendations").
- 📁 Company qualifies for 30 days banner campaign, text ad newsletter and mailing campaign.





A low-angle, upward-looking photograph of a white wind turbine tower on the right side of the frame. To the left, a portion of a modern building with a curved, glass-and-steel facade is visible. The background is a clear, deep blue sky. A white rectangular box is positioned in the upper center, and a larger white rectangular box is on the left side, containing the text.

# **Important FAQs**



# FAQs

Do users have to register?

Yes and no. It is not necessary to register to visit the profile of a company or to search for companies. Syncing favourites, meeting requests or the WindTV programme does require a registration.

What about “Co-Exhibitors”?

We don't support these types of companies, it wouldn't work in the digital world. Every company has to have its own profile by booking an exhibitor package.

Will there be some kind of rehearsal?

No, starting later this month Hamburg Messe will monitor the functionality of the platform release and release updates on a fortnightly basis.

What is the technical base?

The technical frame of the platform is self developed, stored and managed within Amazon Web Services (EU-region) for scalability. HMC does use systems of other platforms by interface to manage Virtual Meet, in particular to ensure good video/audio streaming for our worldwide audience.

How long until changes are made or uploads visible?

After the initial supply of content companies will have to wait for a few days until Sutter Fair Business GmbH has published managed the data. Afterwards updates will be visible in an instant, there are certain exceptions where Hamburg Messe reserves the right to reject (cf. Product Innovation).



# FAQs

What about images?

Companies should supply images in high quality, respecting a file size limit of five megabytes and the file formats jpg, png, eps and tiff.

What about videos?

To ensure a good quality for videos, HMC does not store the videos itself but uses third party platforms (YouTube, vimeo, etc.) to ensure good performance for our global audience. Companies are expected to supply the link for any video they would like to show the users, not the file itself.