Questions & Answers

Exhibitor

General information

What kind of event is didacta DIGITAL – The trade fair for education and training?
didacta DIGITAL - The trade fair for education and training is an online event that exclusively takes place on a digital platform. From 10 – 12 May 2021, participants find here a forum for the exchange and cross-section knowledge transfer. Several streaming channels with expert panels, key notes and further education events address the challenges and chances of the sector and show ways for the future.

When will didacta DIGITAL - The trade fair for education and training be finalised?
Exhibitors can upload and views their content online from the end of April on.

Is the platform only visible during the event or will didacta DIGITAL - The trade fair for education and training be accessible online over a longer period? Is the visit limited in time?
With their access data, visitors and exhibitors can get informed on the three event days (10 – 12 May 2021) for 24 hours about products and services as well as exhibitors. The direct contact to exhibitors and support is only possible between 10:00 and 18:00.

Will didacta DIGITAL - The trade fair for education and training be available in different languages?
The platform is only available in German. Individual lectures and presentations may be held in English. didacta DIGITAL - The trade fair for education and training focuses on the German speaking countries.

When do ticket sales start?
The participation is free. Registration for **didacta DIGITAL - The trade fair for education and training** will start in mid April.

When can the programme be viewed?
The programme will be online approximately 3 weeks before the event.

Will there be a detailed instruction for visitors about how to use the platform?
The use of the platform is basically self-explaining for visitors. Nevertheless, there will be a FAQ section for answers on the most frequently asked questions on the platform.

How can I attract visitors as an exhibitor?

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Show your customers even before the event that you are looking forward to meeting them. You are welcome to use our means of communication for your invitation management. On our cloud, we provide advertising material you can include in your website, your e-mail signatures and on further media.

The important dates and deadlines at a glance:

Week 14: Start of visitor registration

16 April 2021: Registration deadline for exhibitors

Week 16: Dispatch of log-in information to exhibitors with access to the self-service portal for the creation of the company presentation

05 May 2021: Deadline for the upload / changes of data in the company presentation

10 May 2021: Start of didacta DIGITAL 2021 – the trade fair for education and training

Digital platform

Is didacta DIGITAL - The trade fair for education and training entirely browser-based or do exhibitors/visitors have to download an application?
There is no need to download data or applications. didacta 2021 DIGITAL - The trade fair for education and training is entirely browser-based. A customary internet browser is the only requirement. (Recommended: Google Chrome)

What content do exhibitors have to prepare? In what form must it be made available?
Exhibitors can design their company profile individually in the self-service portal. The content is exclusively defined by the exhibitors. The Project team will send out a list of required formats in advance.

Can exhibitors pro-actively contact the visitor?
As a rule, the first contact has to be initiated by the visitor. Exhibitors cannot make pro-active contact with visitors and address visitors directly.

Is it possible to upload moving images to the company hexagons on the starting page instead of a logo?
In the interest of greater clarity for the visitors, only static pictures / logos can be uploaded to the starting page. On the individual company pages, a video can be integrated.

Can the sequence of elements within the brand presentation be determined individually or is the positioning of the elements fixed?
The sequence of the elements is fixed.

Matching

How are the different exhibitors presented to the visitors? What opportunities are there for exhibitors to be found?
Visitors set their preferences during their registration. The selection is identical to the keywords you select as an exhibitor when you enter your content. The exhibitors and lectures presented to the visitors on the starting

page are in accordance to their preference settings. A search function makes it possible to display all exhibitors and programme items. Visitors can also find more lectures and companies via the alphabetical listing and the "roll the die" function on the starting page.

How does the matching of visitors and exhibitors work?
The matching is based on the keywording of lectures and company profiles. Up to four keywords can be selected for each lecture or company profile. As an exhibitor, you also have the option to send the free registration link to visitors you would like to invite actively to didacta DIGITAL - The trade fair for education and training for exchange.

Will the keywords be announced before the registration?
The keywords are as follows: Early childhood education, School/University, Vocational training, Further training, Digital learning, Digital media, Digital equipment, E-Learning, Associations and organisations, Learning environment and furniture, Music, play and sports materials, Teaching and learning materials, Consumables, Extracurricular learning. When you upload your content for a lecture or your company profile you will be asked for your keyword selection.

Company profile

How and when can the company profiles be filled?
Company profiles can be uploaded from the end of April.

As an exhibitor, do I have to design the company profile myself or is this done by Messe Stuttgart?
You will receive templates and format requirements from us and can create your company profile individually.

What is the difference between a tile and a download button?
Download content is accessed via buttons and tiles. The difference is that a tile has a more attractive design and can be assigned with an (external) link. A button can only be assigned with a single file.

Can contact persons be changed in the company profile for the three event days?
No, that's unfortunately not possible.

Can more contact persons be added?
No, you only have the booked number of contact slots at your disposal. As an alternative to a contact person, you can enter a general contact address.

What types of videos can be uploaded to the company profile?
YouTube or Vimeo videos.

Can contact persons be listed with presence hours?
Yes, you can list contact persons with presence hours. Nevertheless, the contact persons will always be displayed to the visitors as available disregarding the presence hours listed.

How long before the trade fair can I change my company profile as an exhibitor?
You can make changes to the company profile until 3 May 2021, 18:00 as you upload the content to the platform yourself. We kindly ask you to finalise your company profile before the deadline in order to avoid incorrect representations or the like during the event.

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didacta | **DIGITAL**
die Bildungsmesse | 10.-12. Mai 2021

Do I as an exhibitor have to be available via chat during didacta DIGITAL - The trade fair for education and training?
The chat on your company profile should be staffed on both event days from 10:00 - 18:00. You have - depending on your package - up to four contact person options. You decide how to staff these positions.

When do I as an exhibitor receive detailed information about the size of videos, format of pictures etc.?
You will receive this information as soon as it is possible to upload content. This is expected to be at the end of April.

Chat

How does the chat work?
Visitors can contact the listed person(s) on your company profile via text or video chat.

Which tool can I use to chat or video chat on the platform?
The chat tool is integrated in to the platform. No download or installation of an extra tool is necessary.

Does the chat have to be manned at all times?
Every exhibitor commits to keep his staff as well as the content of the company presentation available during the live times between 10:00 and 18:00.

Can there be more than one chat at a time?
The contact can see and react to several chat requests at the same time.

Will the visitors be notified if all contacts are busy?
No, visitors can write chat messages to contacts at any time.

Are there only one-on-one chats or also group chats?
In the contact person option, there is only a one-on-one chat possible.

Lectures

Do I have to hold the lecture live or can I use a pre-recorded one?
Both options are possible. However, we recommend to preproduce your contribution. For interaction with visitors, you can react live to questions in the chat during the broadcast.

What is the length of the lectures?
Lectures last a maximum of 30 minutes. It is our recommendation to plan enough time for answering questions from the viewers. If the 30 minutes are up and many questions remain unanswered, you can refer to your company profile so that visitors can get into exchange with the contact person again.

How does the speaker take note of the questions from the chat?
The speaker can read and answer the questions from the chat after the presentation. It is recommended that a co-host views the question during the lecture and notes them for the question time. The co-host can also get linked in via a further-speaker function and can ask the speaker questions.

In case of a live lecture, do I have to record the lecture myself or does Messe Stuttgart offer this?
You can record your lecture individually or book the recording of your lecture for €400 per lecture.

Do I have to hold the lecture on the Messe Stuttgart venue or remotely from home or office?
You can hold your lecture comfortably from your home or office – whether it is a live lecture or prerecorded.

Packages, upgrades & leads

Will I receive the visitor data after the event?
The provision of the 20 top leads is included in the Premium Package. More leads can be booked as an upgrade to the Premium Package.

Will the visitor data be provided in compliance with the DGPR?
Yes, visitors have to agree to or refuse the transfer of their data before they participate in didacta DIGITAL - the trade fair for education and training. Data will only be collected if the participant agrees to the information processing.

How can I determine after the event who visited my page and how often documents were downloaded?
With the "Premium Leads Package" you will receive a complete evaluation after the event didacta DIGITAL - The trade fair for education and training.

Can I still book the lead package during the event?
No, that's not possible. Please book the lead package ahead of the event.

Questions?

Please contact the project team:

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