



didacta creates perspectives

The online event

didacta
die Bildungsmesse

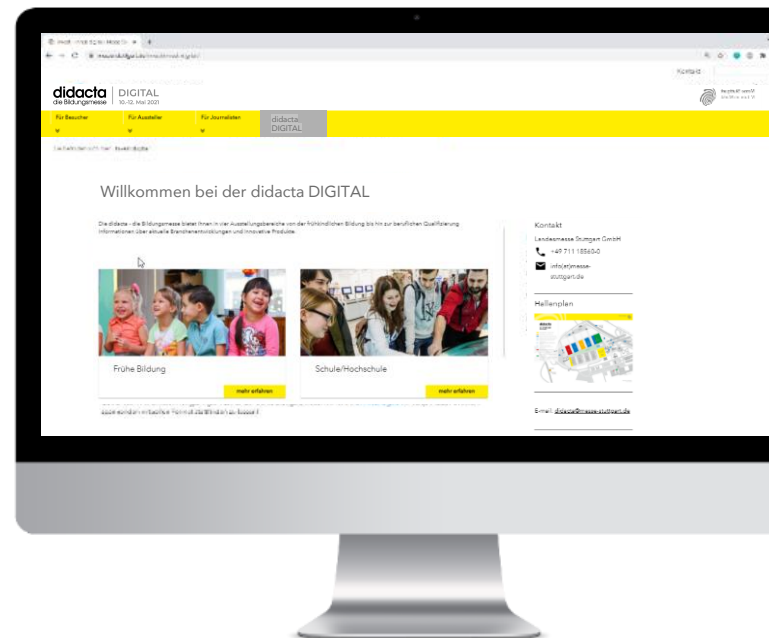
DIGITAL
10.-12. Mai 2021

didacta DIGITAL 2021 – the trade fair for education and training

The offer for our visitors:

- A forum for exchange and knowledge transfer across sectors
- Several streaming channels with expert discussions, key notes and solution oriented presentations
- Company profiles with presentations of product portfolios and interaction opportunities
- Matching of visitor interests and the information on offer

We take **didacta DIGITAL** home!

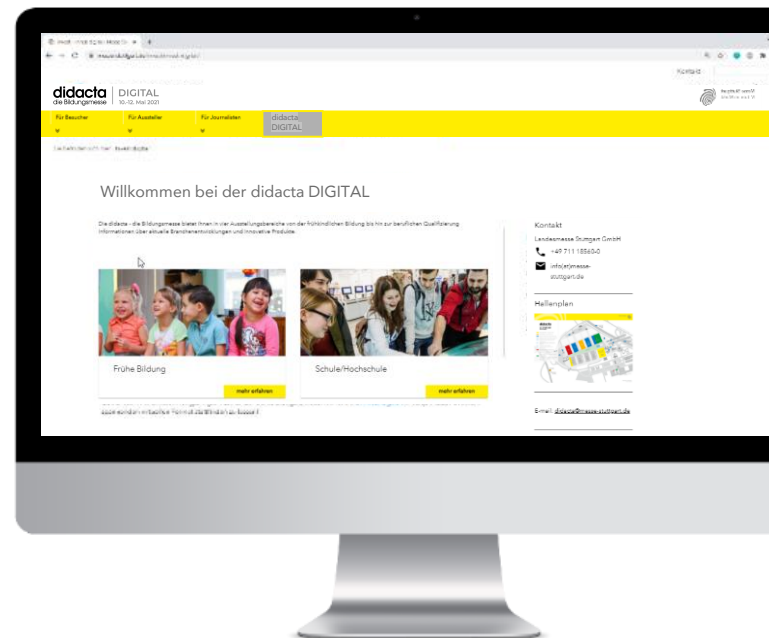


didacta DIGITAL 2021 – the trade fair for education and training

The offer for our exhibitors:

- Perfect matching with your relevant target group
- Attractive presentation of your portfolios including company page and lecture
- Interaction with your target group via live text or video chat
- Various presentation options for interesting download materials and video content
- Make valuable contacts in times of high demand for information

We bring the visitors to you!



Online event

10 - 12 May 2021, daily from 10:00 to 18:00

Access for visitors from 9:00, programme start / chat available from 10:00

Programme

Several streams with interesting live lectures

Company profiles

Presentation area for companies with interaction opportunities

The digital platform in the background



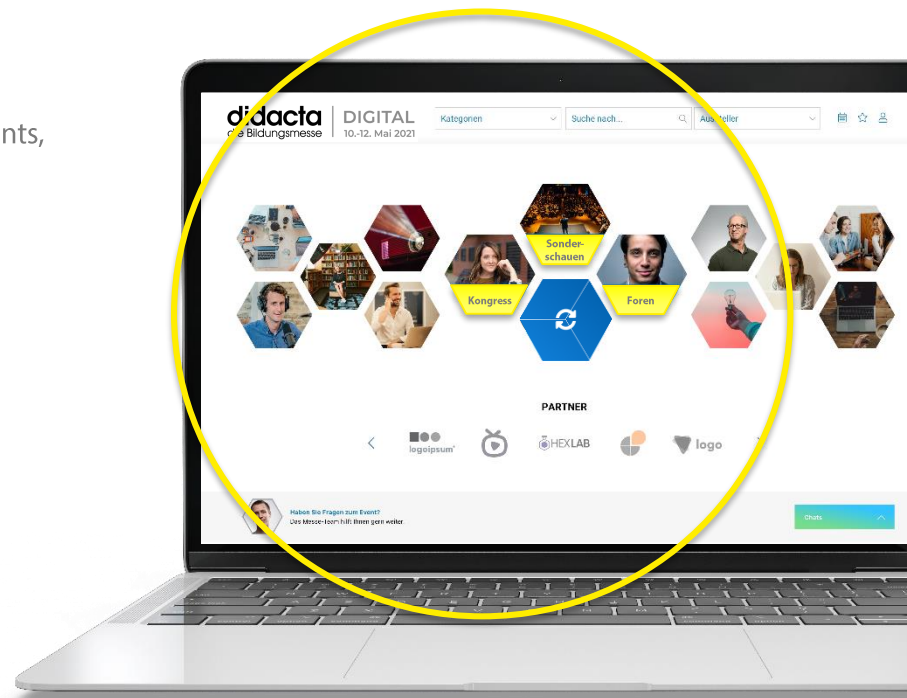
About the digital platform in the background

Tried & interactive platform

- Realised event: Digital Headmasters' Conference with 2,100 participants, 16,000 session views, over 3,500 chat articles, a visit duration of 4 h/day and a 91% satisfaction rate
- Until March 2021 Realisation of about 50 events, including some with 300 – 500 „exhibitors“ and over 10,000 visitors

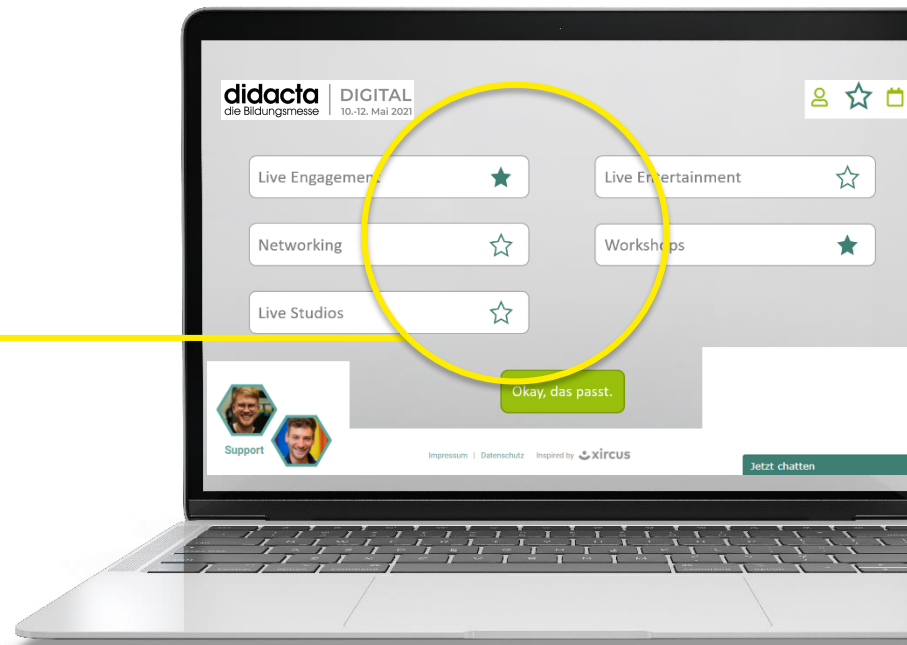
Safe & intuitive

- No download of apps or software necessary
- All servers located in Germany
- Barrier-free access on all current browsers



Creating a visitor profile:

- Personal data (name, company etc.)
- Preference settings and preliminary filter questions
- Essential for the matching of exhibitors & visitors



Home screen

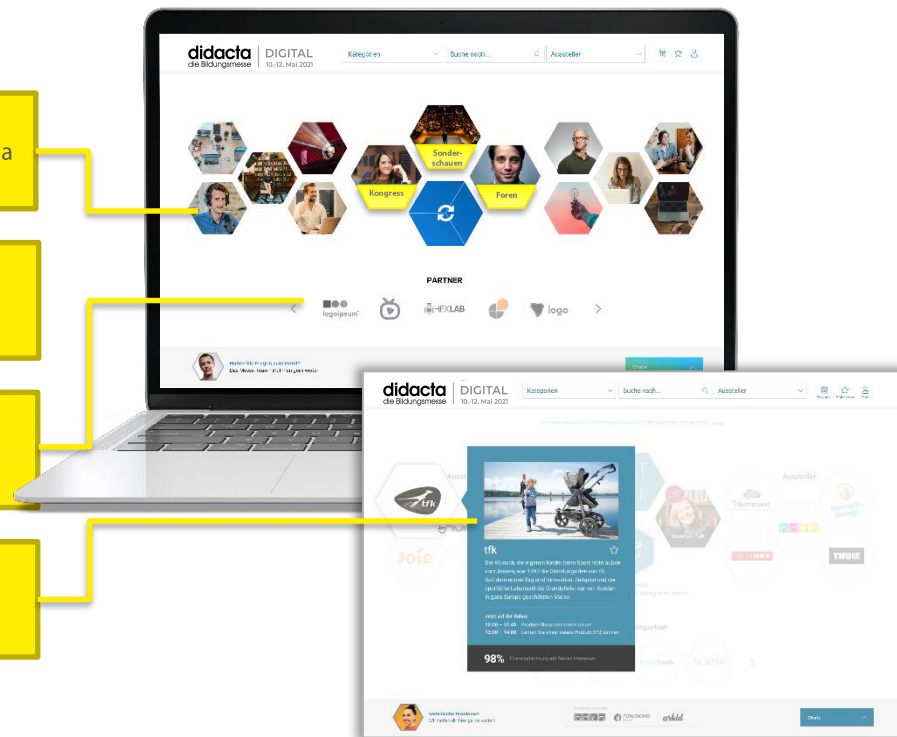
According to the preference settings, visitors see their individual home screen.

As an exhibitor, you will appear in one of the exhibitor hexagons next to the lecture hexagons (in the middle) on the top event level or you can be found in the search bar via drop-down overview.

The home screen can be recomposed by the user by clicking on a die cube again and again, giving each exhibitor a presence on the user's main level.

Event partners are permanently displayed on the home screen in a rotating slider. By clicking on the logos, visitors are redirected to their event partner page.

Visitors gain insights into your range of services by mouse over. Clicking your exhibitor hexagon takes them to your exhibitor page.



Your digital company presentation

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Header: Image or video

Web site / social media channels

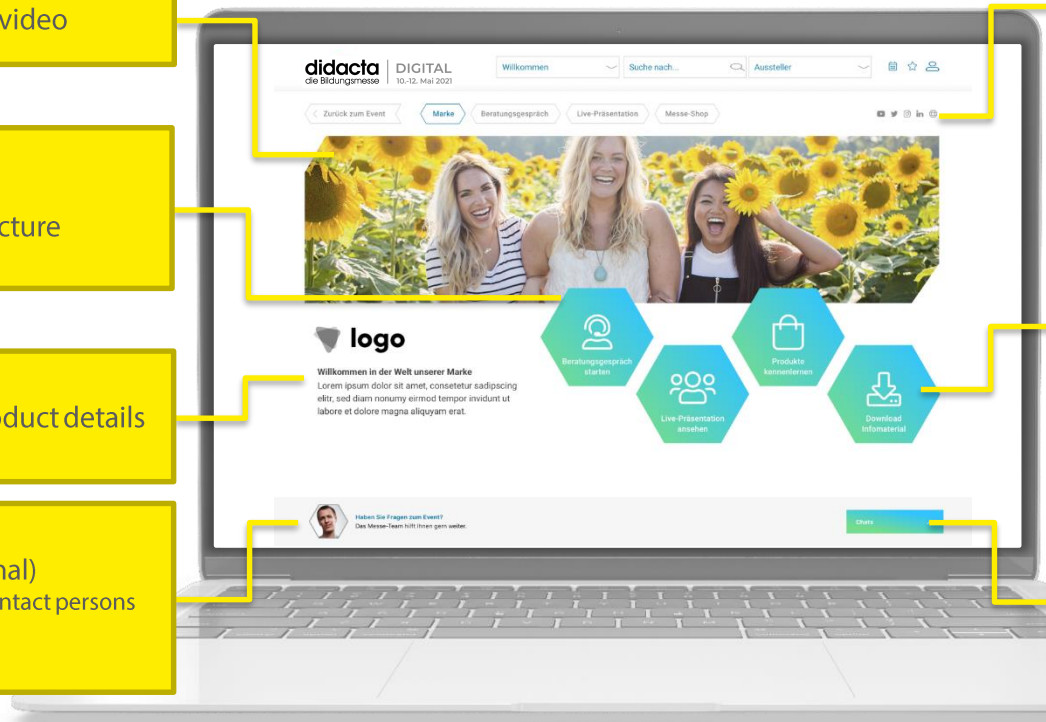
Further hexagons
redirect to your lecture

Company and product details

Download of information material

Your team (optional)
Introduce here the contact persons
for the event days.

Live chat (optional)
Answer the questions of your visitors about
your company and products here.



Your participation options



Basic

Basic price
1,250 €

Didacta
members
990 €

- ✓ Logo presence as hexagon in the exhibition area
- ✓ Listing in the exhibitor index
- ✓ Company presentation / brand space
(header, logo, text, social media buttons, web link, 1 video link)
- ✓ 2 buttons for downloads
- ✓ Chat function for up to 2 contact persons
- ✓ Advertising package for your individual visitor communication
(for example banners, logos)

Premium*

Basic price
2,990 €

Didacta
members
2,490 €

- ✓ Logo presence as hexagon in the exhibition area
- ✓ Listing in the exhibitor index
- ✓ Company presentation / brand space
(header, logo, text, social media buttons, web link, 1 video link)
- ✓ 4 buttons for downloads
- ✓ Chat function for up to 4 contact persons
- ✓ Advertising package for your individual visitor communication
(banners, logos)
- ✓ 1 lecture of up to 30 minutes incl. question time
- ✓ Top 20 leads with longest session duration on company
brand space / lecture

Upgrade options for Premium packages

Top 75 Leads

990 €

- ✓ With the longest session duration on company brand space / lecture
(Top 20 included)

Premium leads

990 €

- ✓ Transfer of details of all visitors to the company brand space

Additional lecture slots

750 €

- ✓ Maximum 2 additional lectures slots /
maximum 1 lecture per event day

Recording of lectures

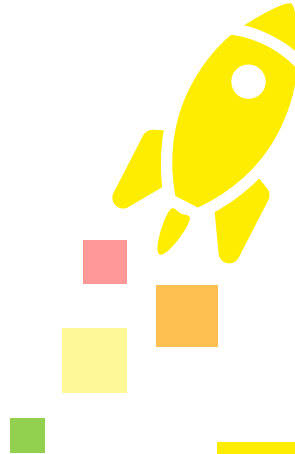
400 €

- ✓ per lecture for further use

Banners in didacta newsletter

990 €

- ✓ Circulation 22,000, maximum 3 banners per newsletter



Our joint communication



Visitor communication measures:

- Invite your customers to your presentation at
didacta digital 2021 – the trade fair for education:
 - Newsletters
 - Social media
 - Press releases
- Joint advertising of your company activities
- Multiplication of your advertising by event partners and media partners
- Accompanying communication by Messe Stuttgart:
 - Social media & Google Ads campaigns
 - Newsletters to visitors of previous didacta
 - Banners & ad campaigns



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Contact and Registration



Project team

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→ To the registration

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