Questions & Answers

Exhibitors

General information

What kind of event is INTERGASTRA *digital*?

INTERGASTRA *digital* is an online live event. From 8 - 10 March, many online activities of partner associations, initiatives and event formats will be combined into a curated programme.

Do company representatives have to be on-site for certain formats?

Exhibitors can coordinate the activities of their representatives individually. Depending on the currently valid Corona Ordinance, smaller regional presence formats can be booked optionally as an upgrade.

When will the INTERGASTRA *digital* platform be completed?

Exhibitors can upload content from 15 Feb 2021. Exhibitors can view the uploaded content right after.

Will the INTERGASTRA *digital* platform be visible during the running time of the event only or is it accessible for a longer period? Is the visit time bound?

With their access data, visitors and exhibitors can inform themselves about products and services for 24 hours within the running time of the event (8 - 10 March 2021). Direct contact with exhibitors is possible from 10:00 to17:00.

Will INTERGASTRA *digital* be available in different languages?

The platform is only available in German. Individual lectures and presentations can be held in English. The focus of INTERGASTRA *digital* is on the German speaking countries.

Questions & Answers

INTERGASTRA *digital*

Is INTERGASTRA *digital* browser-based or do exhibitors/visitors have to download an application?

There is no need to download data or applications. INTERGASTRA *digital* is a browser based application. A customary internet browser is the only requirement. (Recommended: Google Chrome)

What are the specifications for uploading the data (file size, etc.)?

The exact specifications for the data are currently still being revised. You will find the information here soon. Specification requirements will also be included in the stand confirmation correspondence.

What content do exhibitors have to prepare? In what form must it be made available?

Exhibitors will get access to our self-service portal and can design their company presentation individually. The content is exclusively defined and submitted by the exhibitors.

How many videos can be uploaded to the exhibitor page?

Exhibitors are free in designing their presentation. Up to 5 videos can be integrated into your own video slider via a Youtube link.

Can exhibitors pro-actively make contact with visitors?

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

What is the difference between a digital meeting room and the normal chat function?

With the normal chat function, visitors can make contact with the company for general information or particular product details. The text chat is between the visitor and the exhibitor only and not visible to the public. In a digital meeting room, visitors can obtain information on topics / products directly from the contact person via a video meeting. This area is not open to the public.

Does the chat have to be manned at all times?

Every exhibitor commits to keep his employees as well as the content of the company presentation available during the live times between 10:00 and 17:00.

Can there be more than one chat at a time?

The contact can see and react to several chat requests at the same time.

How are the different sections ("Exhibition halls") presented to the visitors? What opportunities are there for exhibitors to be found?

Visitors select their product preferences when they register. According to the selected product categories, they are shown the respective exhibitors on the starting page. In addition, visitors can find more products and companies via the search function, alphabetical listing, and the "roll the dice" function on the starting page.

Questions & Answers

INTERGASTRA *digital*

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 company pages, moving images can be integrated.

Can the lectures for "live presentations" be pre-produced or do they actually have to be played live?

The integration of a pre-recorded video is possible via a Youtube link and must be started manually in the lecture room at the desired start time. It is recommended, however, to stage a live presentation and use it to interact with visitors (Q&A, dialogue, discussion etc.).

Can the sequence of elements within the brand presentation be defined individually or is the positioning of the elements fixed?

The sequence of the elements is fixed.

Is it possible to add a further contact person during the running of the live event if necessary?

The number of contact persons is fixed in advance via the packages and cannot be changed at short notice (Start-Up = 1 Person / Basic = 3 Persons / Premium + Event Partner = 6 Persons).

Packages & Upgrades

What are the opportunities for exhibitors to order visitor access codes?

Every exhibitor package already contains a contingent of visitor access codes. More codes can be booked in packages of 100 via the upgrade options.

Which services are included in Press conferences?

The main exhibitor can hold press conferences in the digital meeting room. Via the INTERGASTRA press list, the press conferences will be published in advance of the event and as a reminder to the accredited journalists on the conference day.

What are the specifications for advertising trailers and when are they shown?

An advertising trailer may be a maximum of 15 seconds long. It is shown once before a lecture on one of the stages. The time slot will be coordinated with the project management in advance.

What is the difference between a tile and a button?

Download material can be accessed via buttons or tiles. The difference is that tiles have a better design and can be assigned with a link to an external website. A button can only be assigned with a link to a single file.

How many buttons or tiles can be booked?

The number of buttons / tiles is defined in advance via the packages.