

tekom FAIR21

NOVEMBER 8 - 19

and

TECHNOLOGY
NOVEMBER 8+15 DAYS

The ONLINE EVENT in
Technical Communication



The tekomp fair and Technology Days at a glance

The ONLINE EVENT in
Technical Communication

The tekomp fair and Technology Days will be held digitally together with the tcworld conference from November 8–19, 2021.

This means that the entire event will run over a two-week period for the first time. Both weeks will start on Monday with the Technology Day, which has already been successfully implemented at Frühjahrstagung 2021 and offers exhibitors an exclusive stage to present their content to a broad audience. The focus of the conference is on technical presentations in the first week and on workshops in the second week. Once again, there will be numerous interactive program items and supporting events.

Combined with a strong conference

This year, the tekomp fair will be more closely interlinked with the tcworld conference. Thus, 'tekomp live' provides a joint platform for all attendees. The free fair ticket will be enhanced by access to all the functions of 'tekomp live'. For the first time, exhibitors presentations will be published on an equal footing with technical presentations in a joint conference program.



How do you present your company at the tekomp fair?

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SHOWROOMS

Present your company and products in the **branded showroom**. Here, visitors receive sales documents, relevant company information, access to your social media channels and can write you a message or make an appointment. Receive visitors spontaneously or by appointment in your showroom via **video conferencing**.

EXHIBITORS PRESENTATIONS

Present your products and services in exhibitors presentations **via live stream directly in your showroom**. Answer visitors' questions live. New: Announcement in the program booklet. Recording available for at least 6 weeks after the event.

CUSTOMER APPROACH ON THE TEKOMP LIVE PLATFORM

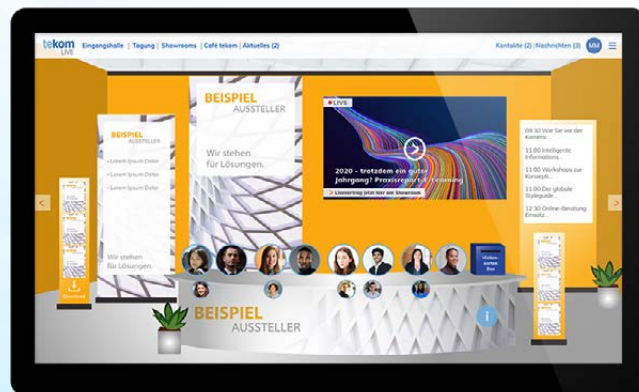
You can use **tekomp live** to find potential customers and exchange information with existing customers. You can use the **search and filter function** to find people who are a good match for you. The platform remains in place beyond the event.

TECHNOLOGY DAY

Reach new target groups on Technology Day.

Participate with a **presentation** and demonstrate your expertise on the key topic: **"Designing content and processes in the face of digitization"**.

The program will be developed in consultation with a moderator and other exhibitors. In particular, we are looking for presentations in the areas of: Content creation and content management systems, (international) management for TD/project management, language and translation technologies and terminology, and visualization and video creation.



Example Showroom



tekomp live platform

Exhibitor Packages

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tekoma
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Services	Basis	Silver	Gold	Platinum	
Showroom with videoconferencing	✓	✓	✓	✓	
Showroom features: rollup, wall graphics, counter with branding function, contact details, company description, social media buttons, 2 freely selectable URLs, document upload (max. 10), "contact"	✓	✓ plus image, video and brochure stand	✓ plus image, video and brochure stand	✓ plus image, video and brochure stand	
Consultant/visitor seats in the showroom	2 / 4	4 / 8	6 / 12	8 / 16	
Additional consultants for more flexibility	2	4	6	8	
Upload function for job offers with publication in the showroom and on the job wall	✓	✓	✓	✓	
Logo on exhibitor and sponsor wall in the entrance hall of the tekoma live platform (alternating insertion)	No	No	Yes	Yes	
Exhibitor classification for findability via filter function	3 entries	6 entries	9 entries	12 entries	
Exhibitor entry in 'tk' 6/2021 and tcworld Magazine 4/2021	✓	✓	✓	✓	
Entry in the exhibitor directory (online)	✓	✓	✓	✓	
Access to statisticsZugriff auf Statistiken	✓	✓	✓	✓	
Technical support by the tekoma trade fair team	✓	✓	✓	✓	
Number of free accesses to the digital tcworld conference	2	4	6	8	
Live exhibitors presentation*	None included, bookable	2 included, additional bookable	3 included, additional bookable	4 included, additional bookable	
Advertising clip package*	None included, bookable	1 included, additional bookable	2 included, additional bookable	3 included, additional bookable	
Table at Café tekoma*	Not bookable	Not included, bookable	Not included, bookable	1 time slot included, additional bookable	
	Price for tekoma members	1,800 Euro	3,700 Euro	5,600 Euro	7,500 Euro
	Price for non-members	2,250 Euro	4,500 Euro	7,000 Euro	9,000 Euro

Sponsoring Packages

Features	Logo package	Logo package PLUS	Premium sponsoring package	
Logo on exhibitor and sponsor wall in the entrance hall of the tekoma live platform (alternating insertion)	✓	✓	✓	
Logo on the sponsor page	✓	✓	✓	
Advertising clip package*	No	✓	✓	
Free access to the digital tcworld conference	1	1	At least 1	
	Price for tekoma members	1,000 Euro	1,300 Euro	Upon request
	Price for non-members	1,250 Euro	1,750 Euro	Upon request

The General Terms and Conditions and information on data protection for sponsoring and advertising services within the scope of conferences organized by tekoma/tcworld and European Conferences apply. All prices quoted plus VAT at the legally applicable rate.

Additional Features

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Features	Supplement to exhibitor package	Supplement to sponsoring package
<p>TECHNOLOGY DAY on Nov. 8 and Nov. 15, 2021 respectively</p> <ul style="list-style-type: none"> ✓ Lecture/panel discussion in a moderated program of exhibitors ✓ List of participants available ✓ Your own marketing of the Technology Days ✓ Logo on all advertising measures for Technology Day ✓ Participation in the Technology Day supporting program (e.g. quiz, platform tours, etc.) ✓ Support service by the tekomp team ✓ A table in the Café tekomp during Technology Day 	<p>1,500 EUR per day</p>	<p>2,000 EUR per day</p>
<p>* Live exhibitors presentation</p> <ul style="list-style-type: none"> ✓ Via live stream in the showroom ✓ With text and video chat function ✓ List of participants visible ✓ Announcement in program planner ✓ Duration: 45 minutes ✓ Recording available for at least 6 weeks after the event 	<p>400.00 EUR/presentation</p>	<p>Not bookable</p>
<p>* Advertising clip package</p> <ul style="list-style-type: none"> ✓ 3 advertising clips ✓ Broadcast at the beginning of a selected technical presentation in the conference program of the tcworld conference ✓ Max. 3 advertising clips per lecture ✓ Length of a commercial clip: max. 20–30 second 	<p>300.00 EUR/package</p>	<p>300.00 EUR/package</p>
<p>* Table at Café tekomp</p> <ul style="list-style-type: none"> ✓ Time slot: 1 morning or afternoon ✓ 8 visitor seats in the first niche in Café tekomp ✓ Table branded with exhibitor name ✓ Bookable for the period November 9–12 ✓ Number of slots/tables is limited 	<p>Bookable from Silver Package and above at 400.00 EUR table/time slot</p>	<p>Not bookable</p>
<p>Article in the special pages of tcworld Magazine 4/2021 on the tcworld conference</p> <ul style="list-style-type: none"> ✓ Half-page technical article in issue 4 of tcworld Magazine, scheduled for publication on October 21, 2021 ✓ Layout coordination, proofreading for quality assurance, and up to three proofreading runs until printing 	<p>710.00 EUR</p>	<p>710.00 EUR</p>
<p>Premium sponsorship options</p> <ul style="list-style-type: none"> ✓ Branding of informational emails to attendees ✓ Goodie bags ✓ Evening event ✓ Advertisement in the conference planner (PDF) <p>For all premium sponsorships: Logo in the event newsletter</p>	<p>Upon request</p>	<p>Upon request</p>