

# WindEnergy Hamburg Digital

Join the global on & offshore event  
1 – 4 December 2020 and beyond

Register for digital participation **now!**

Organised by:



In cooperation with:



Co-organised by:



Global Partner:



Partners:




Power Systems



[windenergyhamburg.com](http://windenergyhamburg.com)





**THOUSANDS OF EXPERTS  
FROM OVER 100 COUNTRIES  
ARE TAKING PART IN  
WINDENERGY HAMBURG  
DIGITAL WITHOUT LEAVING  
THEIR OFFICE.**





# NEW REALITIES CALL FOR A NEW VISION.

All are struggling with the consequences of the coronavirus pandemic, including business travel restrictions and strict quarantine requirements. Even the best hygiene strategy cannot change this reality for us as a trade fair organiser.

This is why we have developed an alternative scenario for this year, which is now becoming a reality: **Since many potential participants are unable to travel to our event, we will bring it to them!**



# WE EXTEND THE EVENT FROM FOUR DAYS TO NEARLY TWO YEARS!

With a powerful **digital platform** we turn the world's largest meeting place for the wind industry into a **lasting global industry marketplace**. Starting with the upcoming WindEnergy Hamburg Digital from 1 – 4 December 2020, it enables your company to maintain a **permanent presence until the next WindEnergy Hamburg in September 2022**. Our solution makes it

easy for all suppliers and buyers to participate with measurable success. Moreover, it provides effective tools for **building customer relationships** and the ability to update your presence as needed. Even without the personal encounter at the exhibition stand, it creates almost unlimited opportunities to **get informed, share views and ideas, and generate leads**.

## Seize the opportunity of WindEnergy Hamburg – the digital way:

- More than **1,400 exhibitors** from all segments of the value chain
- Roughly **35,000 industry visitors** from 100 countries
- The new **WindTV Open Stream** and **WindTV Premium** featuring **WindEurope's Premium Conference** with insights into key topics
- 24/7 global online presence **until next WindEnergy Hamburg in September 2022**



# THE WINDENERGY HAMBURG DIGITAL PLATFORM. YOUR GATEWAY TO BUYERS, SUPPLIERS AND KNOW-HOW.

Our solution makes it easy for you to showcase your products and services and expand your business network. Integrate your existing online content effortlessly, put employees from various departments in place to respond to online enquiries, and interact with potential buyers and experts from

around the world. Additionally, WindEnergy Hamburg Digital lets you take part in the wind industry's top-rated conference, the new **WindTV Open Stream** and **WindTV Premium** featuring **WindEurope's Premium Conference** with insights into key topics.

## Build global market presence – around-the-clock, for two entire years:

- Comprehensive **presentations of companies and products**
- Unlimited uploading and downloading of **content**
- Direct **interaction, chats** and **matchmaking** with interested parties
- On-target **news** and **communications** to media representatives
- **Networking, recruiting** and **conference participation**





# WINDTV FEATURING WINDEUROPE'S PREMIUM CONFERENCE

Hamburg Messe und Congress and WindEurope have jointly developed WindEnergy Hamburg Digital including a brand new feature: WindTV. It will have two streams with exclusive live and on-demand content – **WindTV Open Stream** and **WindTV Premium**.

It will tackle every facet of the wind industry today. With dedicated sessions on global wind markets powered by GWEC, permitting, community engagement, electrification, renewable hydrogen, technology and innovation and the wind energy supply chain, among others. We will be joined by business leaders, policymakers and leading experts from the wind industry and beyond.

While the **WindTV Open Stream** will allow you to grasp the latest trends in business, policy and

technology from a high-level and commercial perspective, the **Premium** part will allow you to gain more in-depth knowledge from top the specialists.

Just like with your regular TV network, it is you that will decide what you want to watch and when.

We know it is sometimes difficult to spend three days at a conference, covering travelling and accommodation cost on top of the event' fee. This is your chance to learn and be part of strategic industry's discussions from a comfortable setting of your own office, investing your time in smart and personalised manner.

For anyone with an interest or stake in the wind industry, attendance is a must!





# YOUR COMPANY PROFILE AND ITS CORE ELEMENTS

## Business Card

Provides visitors with basic information about your company, what it sells, as well as key contact information.

## Stage

Present the highlights of your products and/or services portfolio. Provide webinars, company news and/or descriptions of featured innovative products. Use visual enhancements where appropriate. The Stage showcases up to nine selectable items from your content which is fully featured in the "More Information" section. The more content you have posted to your company profile, the more easily the website search algorithm can access specific items and match them to the interests of individual visitors.

## Company Logo

## Job Route

## Contact Information

## Company Description

## Contact Persons

## Categories (unlimited)

## Best Of

## Product Profiles (unlimited)

## Product Material

## Product Innovation (optional)

## Press Releases

## Job Route

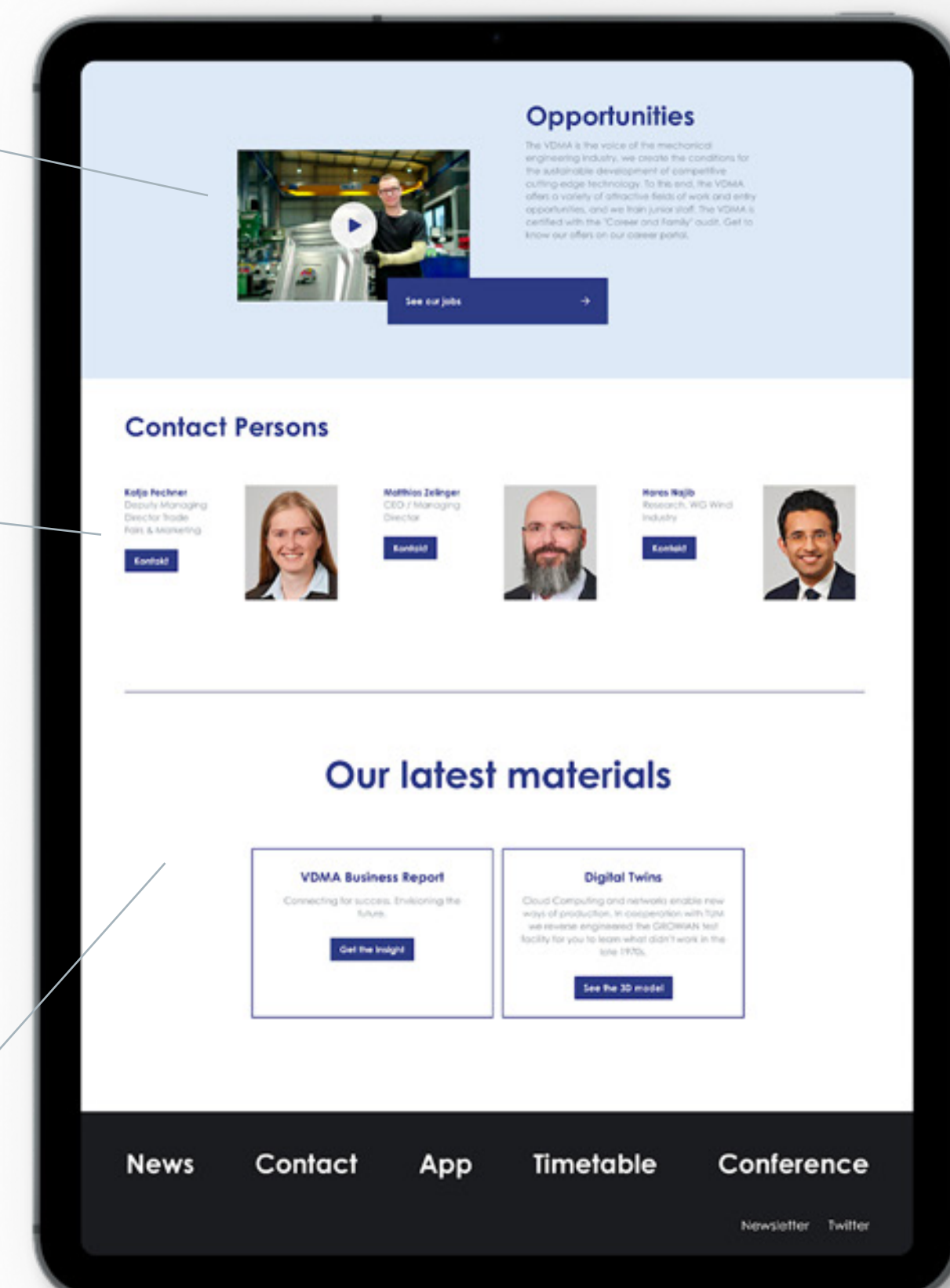
This optional section lets you make use of the full potential of the employment market by presenting yourself as an attractive employer using video footage and a brief company profile. Integrate a link that takes visitors directly to the job openings posted on your company website.

## Contact Persons

Are you ready to answer customer enquiries and establish new business contacts? Introduce your entire team of experts in this area, and allow visitors to contact them directly. Depending on the participant package you have booked, you may post the profiles of one, up to five, or an unlimited number of contacts.

## More Information

The content pool of your company profile. The content stored here feeds the Stage in the upper portion of your company profile.





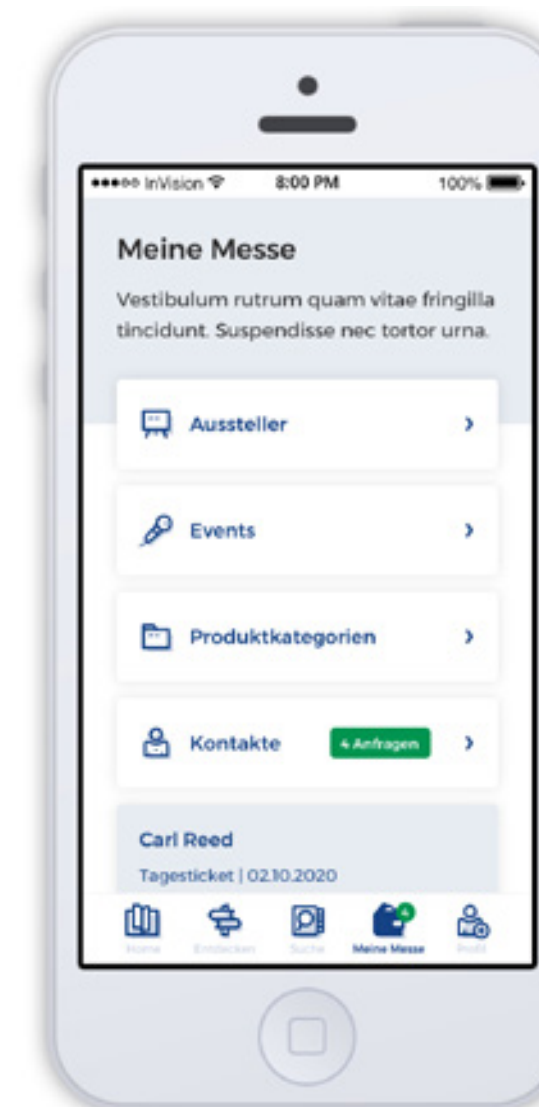
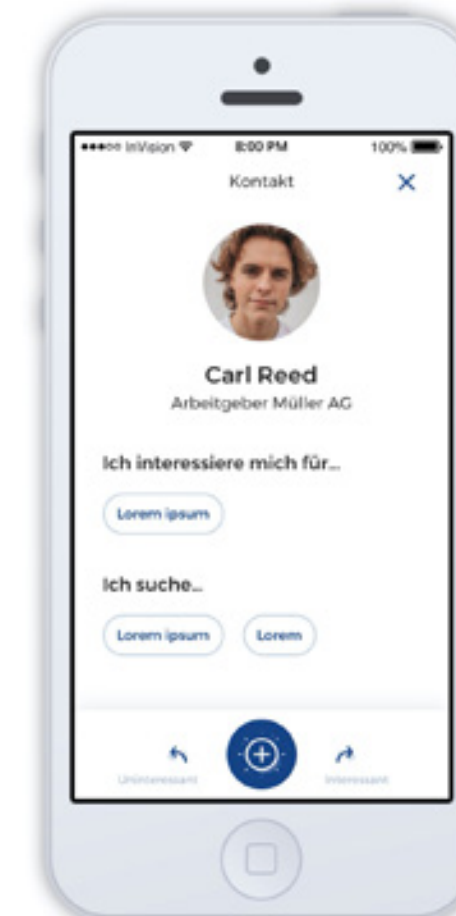
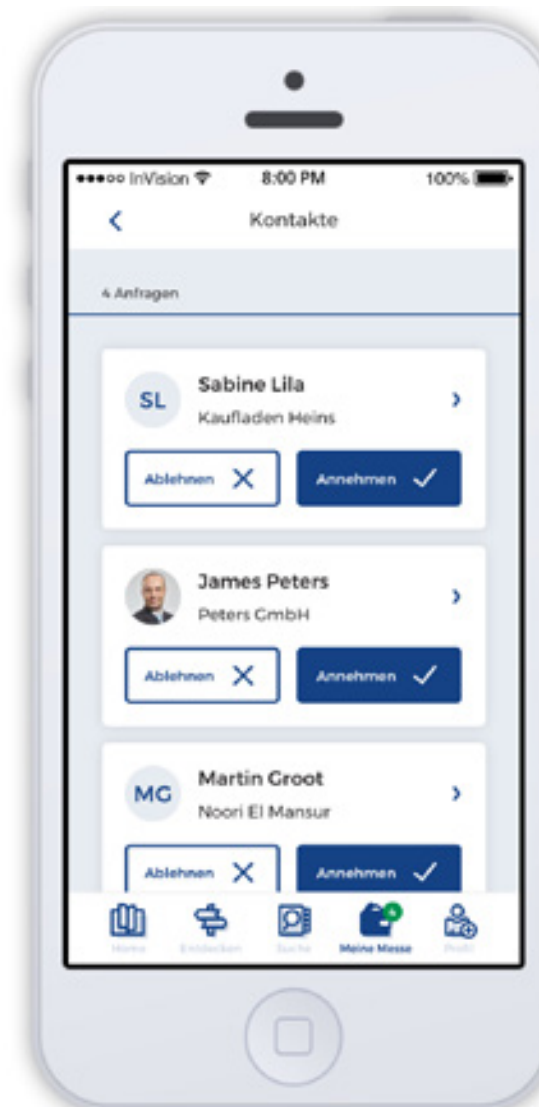
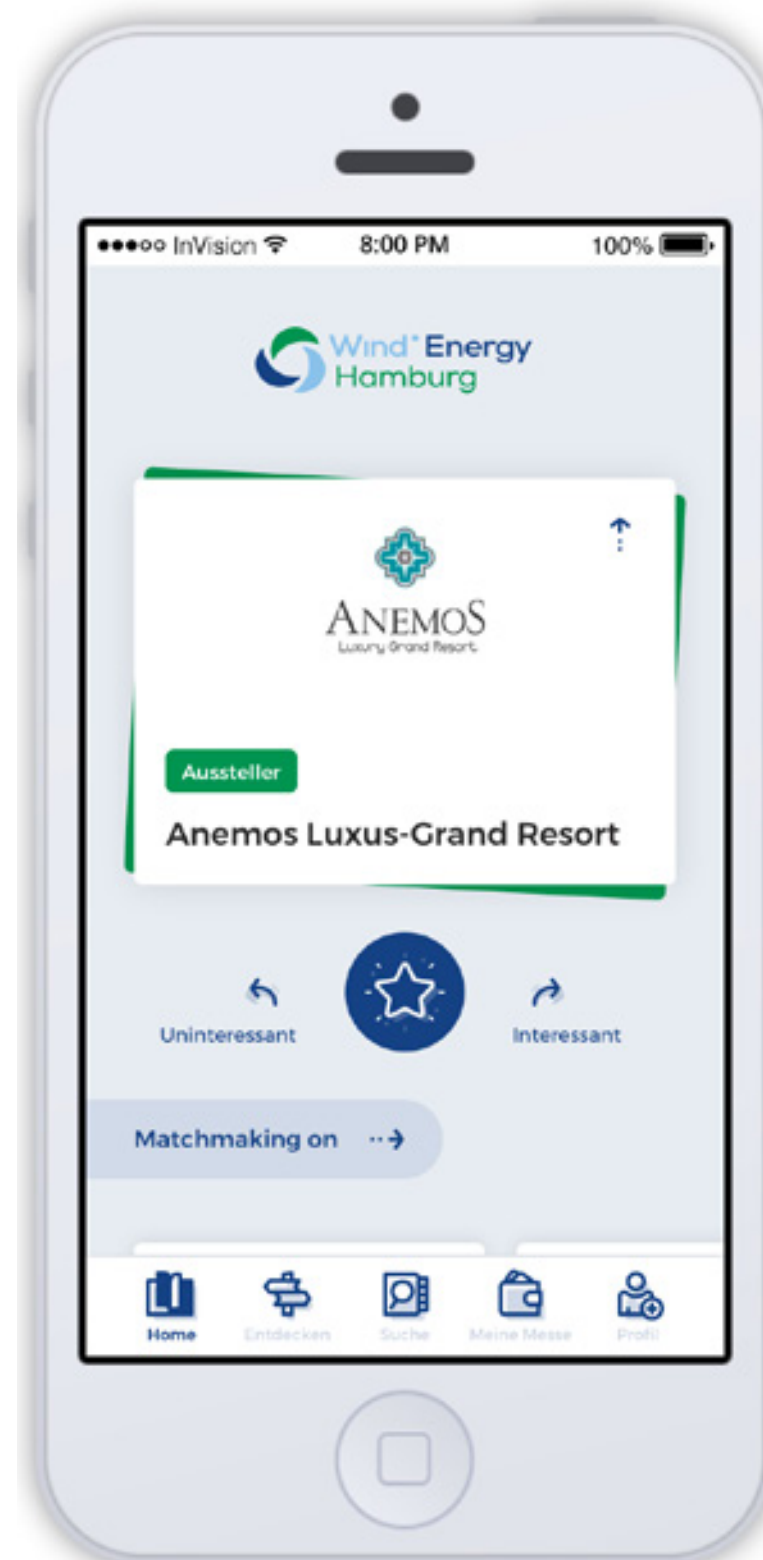
# THE WINDENERGY COMMUNITY IN YOUR HANDS

With intelligent networking functions and intuitive operation, the new WindEnergy Hamburg app connects you with about 35,000 wind industry professionals.

## Card Stack

Decide who and what is important: using a card stack, the new WindEnergy Hamburg app presents all participating companies, industry professionals, webinars or conference sessions and speakers. Users can indicate whether they are "interested" or "not interested" by simply wiping the card. If they are interested, they can immediately delve deeper and initiate personal contact via the matchmaking function.

The app's algorithm uses the selection made to specifically recommend further content. Thus, with each interaction, the user experience on the website and app is more precisely personalised and tailored to the individual interests of each user. Companies that want to draw more attention to their offerings can also place banners in the card stack.



## Matchmaking

The smart way to make contact: based on the profiles and professional interests of thousands of experts in the wind industry, users can initiate personal contact requests and build their own network. The matchmaking function accesses a pool of about 35,000 continuously updated, qualified data sets and uses a smart matching algorithm that suggests specific contact recommendations based on the connections of individuals. To start a chat, favorite apps such as Whatsapp or iMessage can be used.

## My Messe

Personal information always well sorted and synchronized: in the "My Messe" section, users can create their own personal selection of information about companies, events, products and people and access it both via app and website. Single Sign On enables convenient access to all end devices via a single account.



# FOR EVERY NEED: OUR PARTICIPANT PACKAGES.

With four pre-configured, expandable service packages we cater to the needs of a wide spectrum of participants, making it easy for everyone to find what they need.

## STARTER PACKAGE

Our entry-level **Starter Package** gives you all key functionalities for a successful digital showcase at WindEnergy Hamburg Digital.

## PERFORMER PACKAGE

BEST-SELLER

The **Performer Package** includes additional digital performance drivers for companies who are keen on attracting more attention to their products and services.

A top value, this recommended package can be further expanded by adding various services.

## MASTER PACKAGE

The **Master Package** gives your company outstanding visibility on the digital platform by placing your company profile prominently in the "Recommendations" area of the home page. What is more, your company will be highlighted on the Job Route, attracting the attention of job seekers. The package further includes a ticket for **WindEurope's Premium Conference**.

## VIP PACKAGE

LIMITED

first come, first served

The limited-edition **VIP Package** was developed for companies looking for an event appearance that stands out, allowing them to position their company and/or products prominently in the market. The VIP Package includes two tickets for the **WindEurope Premium Conference** as well as a comprehensive set of visibility-enhancing services.

Every package can be customised by adding some extra options from our range of **supplementary digital services**, such as an online banner, newsletter ad placements, top-of-list placement, and more (see page 18/19).



# FOR EVERY VISIBILTY NEED: OUR PARTICIPANT PACKAGES.

## STARTER PACKAGE

Our entry-level **Starter Package** gives you all key functionalities for a successful digital showcase at WindEnergy Hamburg Digital.

✖ Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 18/19).

### Company Profile



### Hompage



### “Discover”



### Search



### App



### Conference



### Newsletter





# FOR EVERY VISIBILTY NEED: OUR PARTICIPANT PACKAGES.

## PERFORMER PACKAGE

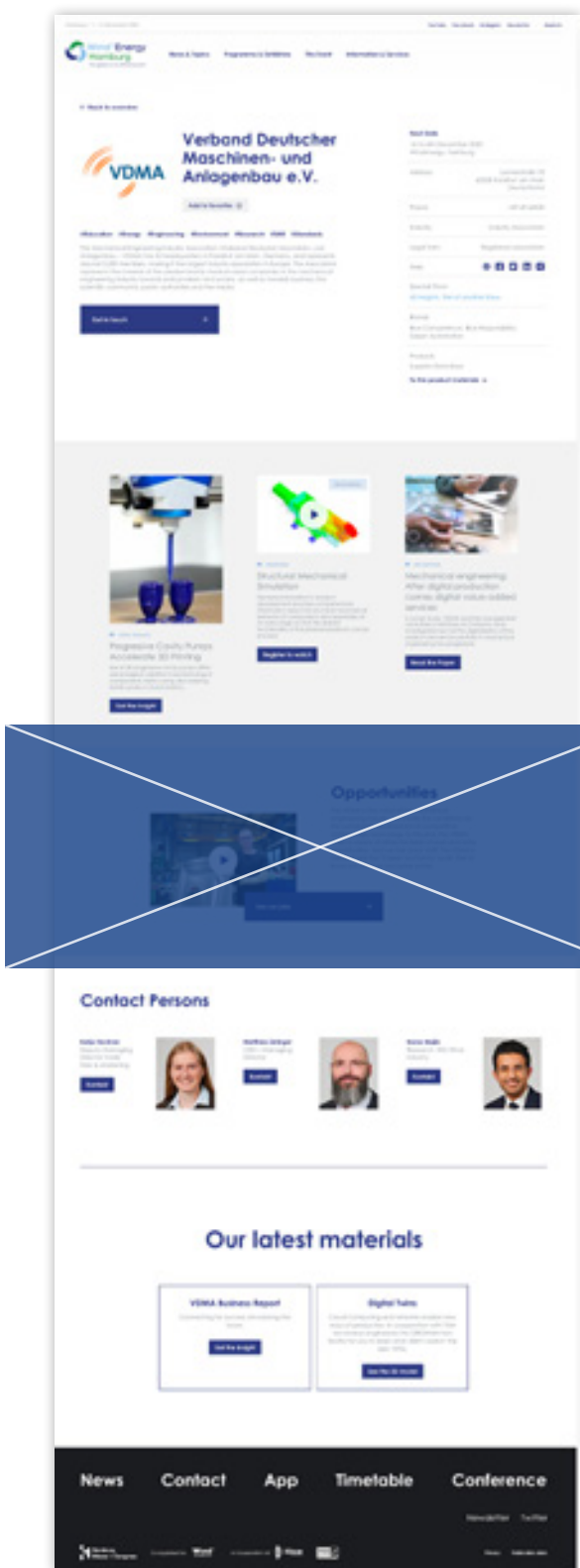
BEST-SELLER

The **Performer Package** includes additional digital performance drivers for exhibitors who are keen on attracting more attention to their products and services.

A top value, this recommended package can be further expanded by adding various services.

Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 18/19).

### Company Profile



### Hompage



### “Discover”



### Search



### App



### Conference



### Newsletter





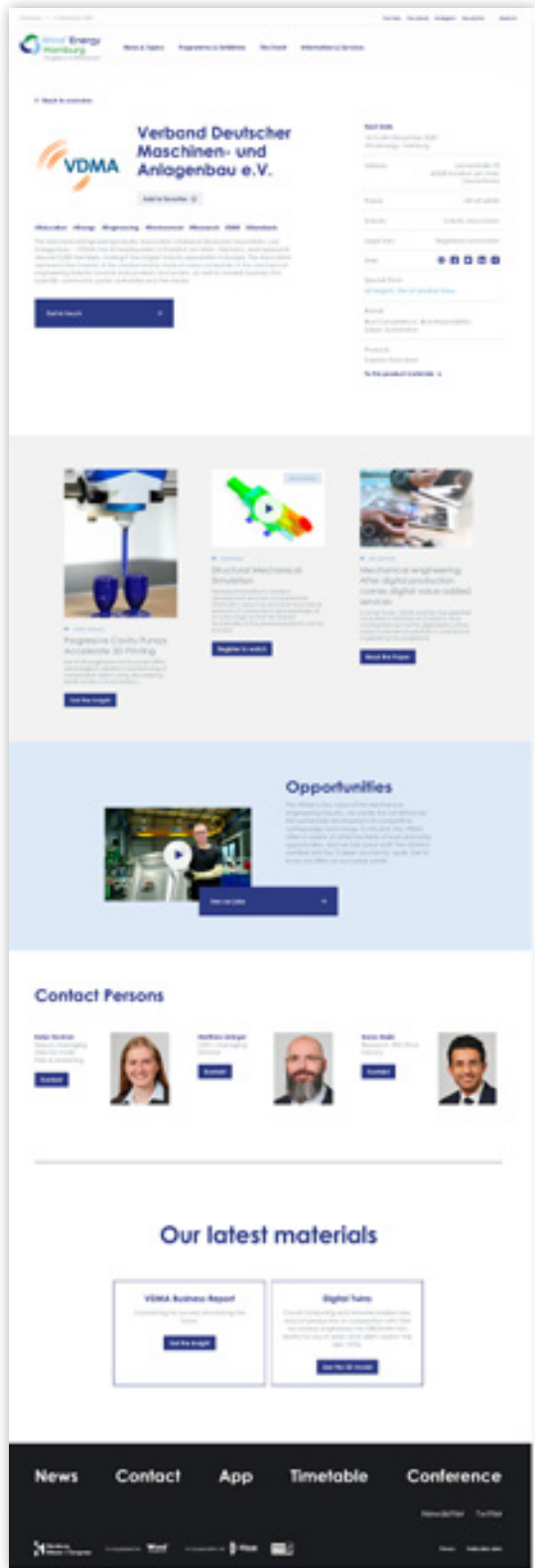
# FOR EVERY VISIBILITY NEED: OUR PARTICIPANT PACKAGES.

## MASTER PACKAGE

The **Master Package** gives your company outstanding visibility on the digital platform by placing your company profile prominently in the “Recommendations” area of the home page. What is more, your company will be highlighted on the Job Route, attracting the attention of job seekers. The package further includes a ticket for **WindEurope’s Premium Conference**.

✖ Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 18/19).

### Company Profile



### Homepage



### “Discover”



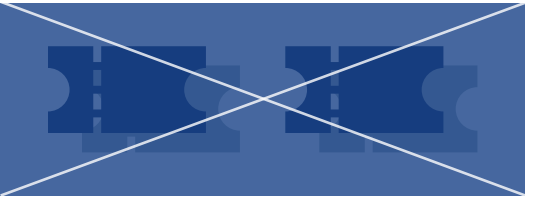
### Search



### App



### Conference



### Newsletter





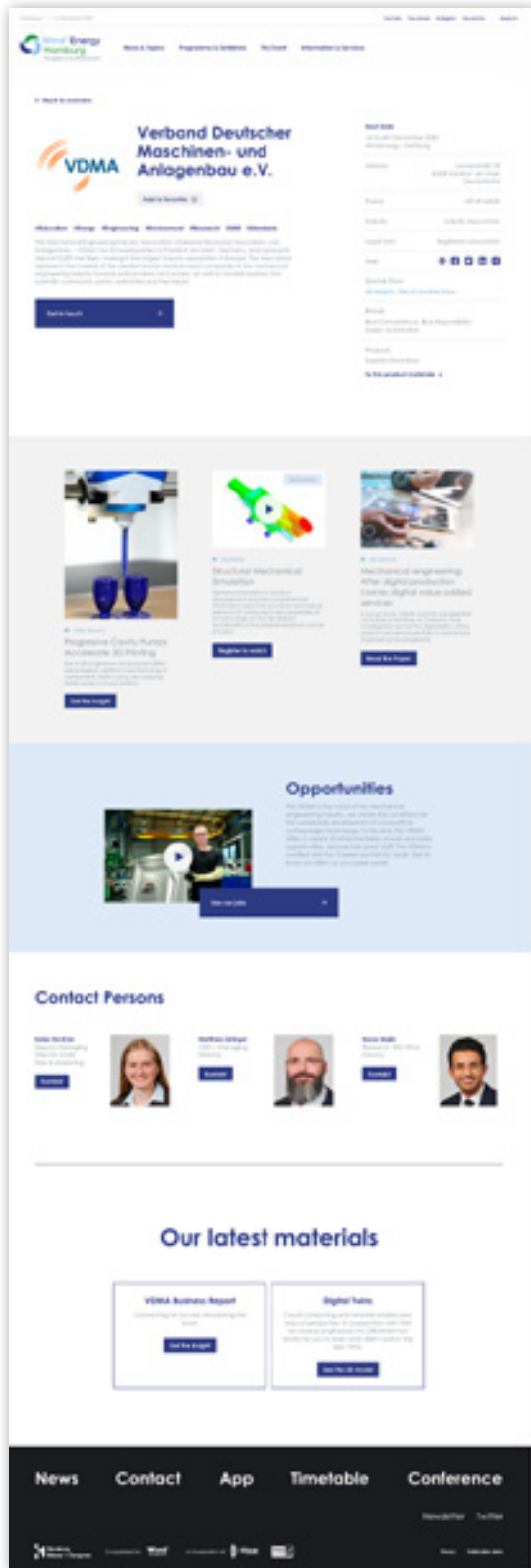
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✖ Service not included within this package. Customise your package by adding some extra options from our range of add-on digital services (see page 18/19).

Company Profile



Hompage



“Discover”



Search



App



Conference



Newsletter





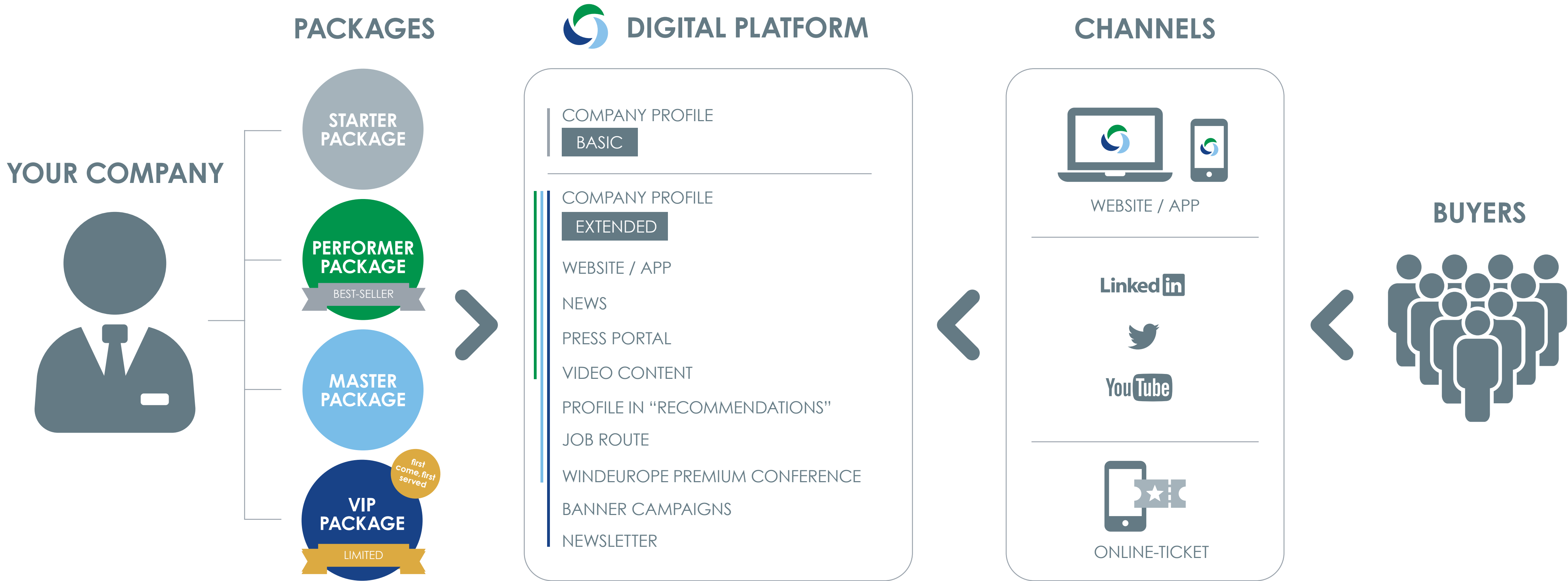
# OUR PARTICIPANT PACKAGES AT GLANCE.

	STARTER PACKAGE	PERFORMER PACKAGE BEST-SELLER	MASTER PACKAGE	VIP PACKAGE LIMITED first come, first served
Company Logo	●	●	●	●
Categories	●	●	●	●
Company Description	●	●	●	●
Product Profiles	●	●	●	●
Contact Information	●	●	●	●
Product Material Downloads	●	●	●	●
Contact Persons	● (1 max.)	● (5 max.)	● (no limit)	● (no limit)
Keywords		●	●	●
News		●	●	●
Press Releases		●	●	●
Video Content		●	●	●
Profile in "Recommendations"			●	●
Job Route			●	●
Conference Ticket			● (1 ticket)	● (2 tickets)
Banner in Newsletter				●
Content in Newsletter				●
Website Banner Campaign ("For visitors" section)				●
Website Banner Campaign ("Discover" section)				●
Storage Tour				●
Set-up Fee	€ 499 *	€ 499 *	€ 499 *	€ 499 *
	<b>€ 3,900</b>	<b>€ 4,900</b>	<b>€ 9,900</b>	<b>€ 19,900</b>
Advocacy Fee (included)	(incl. € 50 Advocacy Fee)	(incl. € 125 Advocacy Fee)	(incl. € 250 Advocacy Fee)	(incl. € 500 Advocacy Fee)

\*Set-up fee not applicable if registered by the end of October 2020.  
All prices are net prices exclusive of legal VAT.



# A POWERFUL PLATFORM. POWERFUL OPTIONS.





# ADDED VALUE FOR YOU: OUR PARTICIPANT PACKAGES IN DETAIL.



## Company Logo

Enhance your visibility: Embed your logo into your online exhibitor profile and search results to improve your company's visibility and attract more attention from visitors



## Contact Information

Help visitors find you: Your company's entry in your online exhibitor profile will include your address along with hyperlinks to your homepage and social media channels



## News

Keep the media in the loop: Communicate innovative product and company news directly from the platform to media representatives



## Categories

Make sure you are found: Select an unlimited number of product and/or offer categories from our list to improve your search result placement



## Product Material Downloads

Share information: Upload unlimited content relating to your products & services for visitors to download, including product descriptions, case studies about product applications, etc.



## Press Releases

Reach the press: Attach meaningful, downloadable press releases to your online exhibitor profile



## Company Description

Highlight your expertise: Include a more detailed company description to inform visitors viewing your profile about your range of products/services



## Contact Persons

Generate leads: Publish the contact info for your customer service representatives and in-house experts so interested visitors can get in touch directly



## Video Content

Deliver content: Offer videos about your products, webinars or other dynamic content to visitors viewing your profile



## Product Profiles

Showcase your capabilities: Make any number of entries to present your products using both text and images



## Keywords

Maximise your expo footprint: Freely select and combine search terms to direct specific searches to your profile and enhance traffic



## Profile in "Recommendations"

Enhance your expo presence: Your company's brief profile will appear on the "Stage" of the WindEnergy Hamburg Digital homepage, alternating with others, where it will attract attention, especially from visitors using "Recommendations" to guide their searches.



# ADDED VALUE FOR YOU: OUR PARTICIPANT PACKAGES IN DETAIL.



## Job Route

Find skilled staff: Direct jobseekers to your profile by presenting yourself as an employer, and include a link to the Careers page of your company website



## Conference Ticket

Get ahead of the competition: A ticket for the Premium Conference will give you access to exclusive programme content. The new WindTV channel by WindEurope covers the Premium Conference and features open programming, as well. The new, user-friendly concept makes it easy to learn in a creative and effective way, and share expert knowledge. The Master Package includes one ticket, the VIP Package includes two tickets



## Website banner campaign in the “For visitors” section (30 days)

Expand your reach: A 30-day banner campaign will enhance the visibility of your company in the most frequented area of the digital platform



## Website banner campaign in the “Discover” section (30 days)

Expand your reach: A 30-day banner campaign will enhance your company's visibility. Your banner will appear on the landing page of the “Discover” section and, after every tenth search result, on the list of search results



## Banner in Newsletter

Build brand awareness: Use an eye-catching section in our official WindEnergy Hamburg Digital e-mail newsletter to raise awareness of your products and services among our more than 43,000 newsletter recipients. Include links leading to your company website or to content in your online exhibitor profile



## Storage Tour

Let your expertise speak for itself: If your company sells solutions for wind power conversion, storage or system integration, you may place your related content (news, products, webinars etc.) among the selections of the Storage Tour so Visitors interested in these topics will be made aware of it



## Content in Newsletter

Expand your customer base: Present high-value content fashioned similarly to an advertorial in a WindEnergy Hamburg Digital e-mail newsletter that will be sent out to the entire event mailing list. Offer your target audience participation in webinars produced by your company, or post exclusive white papers for downloading. This is a highly effective option to generate leads and initiate a conversation with potential customers



# ADD-ON DIGITAL SERVICES TO EXTEND YOUR PARTICIPANT PACKAGE.

## 30-day Website Banner Campaign

Expand your reach: A 30-day banner campaign will enhance your company's visibility. Your banner will appear in the "For Visitors" or "Discover" section or in one particular theme category

AVAILABLE  
AGAIN FROM  
JANUARY  
2021

€ 2,500

## 30-day App Banner Campaign

Expand your reach: Increase your company's visibility through a 30-day banner campaign on the homepage of the WindEnergy Hamburg app as well as in the list of search results after every tenth result

AVAILABLE  
AGAIN FROM  
JANUARY  
2021

€ 2,500

## Banner in Newsletter

Use an eye-catching section in our official WindEnergy Hamburg Digital e-mail newsletter to raise awareness of your products and services among our more than 43,000 newsletter recipients. Include links leading to your company website or to content in your online exhibitor profile

€ 950

## Content in Newsletter

Expand your customer base: Present high-value content fashioned similar to an advertorial in a WindEnergy Hamburg Digital e-mail newsletter that will be sent out to the event mailing list. Offer your target audience participation in webinars produced by your company, or post exclusive white papers for downloading. This is a highly effective option to generate leads and initiate a conversation with potential customers

€ 5,000

## Storage Tour

Let your expertise speak for itself: If your company sells solutions for wind power conversion, storage or system integration, you may place your related content (news, products, webinars etc.) among the selections of the Storage Tour so Visitors interested in these topics will be made aware of it

€ 69

## Product Innovation

Showcase novelties: Highlight a product profile as an "innovation" for a period of 90 days, and make it appear in the list of results of any search using this term

€ 1,350

All prices are net prices exclusive of legal VAT.



# ADD-ON DIGITAL SERVICES TO EXTEND YOUR PARTICIPANT PACKAGE.

## Job Route

Find skilled staff: Direct jobseekers to your profile by presenting yourself as an employer, and include a link to the careers page of your company website

€ 2,500

## Speakers' Corner Slots

Inspire enthusiasm: Contribute content for a video slot in our open programme which runs in parallel with the Premium Conference. Use this opportunity to highlight your company and/or your innovative technology. All we need is a ready-to-broadcast, maximum 10-minute video from you. Speakers' Corner Slots can be booked in conjunction with a VIP Package only. Since the number of available slots is limited, slots are assigned on a first-come, first-served basis



€ 990

## Special Expertise and Country Focus

Let your expertise speak: Place content (e.g. news, product information, or webinars) in a specific theme category (e.g. H2Insights). Visitors browsing the theme category will notice your content and can get in touch with you directly using a link in your online exhibitor profile

Call for price

## Conference Ticket

Get ahead of the competition: A ticket for the Premium Conference will give you access to exclusive programme content. The new WindTV channel by WindEurope covers the Premium Conference and features open programming, as well. The new, user-friendly concept makes it easy to learn in a creative and effective way, and share expert knowledge

€ 499 (4 day non member)

€ 349 (4 day member)

€ 49 (4 day student)

## Production Best Practices (SAL)

Provide comprehensive information: Post best-practice case studies to provide visitors with a better understanding of your product or services. Create an editorial plan together with our partner Sales Automation Labs (SAL), and produce content to be played back within the digital marketplace or on your own website

Price TBD

## Premium Banner Campaign in the "Discover" Section

Position yourself prominently: A brief profile of your company placed on the revolving "Stage" on the highly frequented "Discover" landing page will achieve outstanding visibility

Price TBD

All prices are net prices exclusive of legal VAT.



# GENERATE INTEREST AND NEW LEADS THROUGH OUR NEWSLETTER SERVICES.

Take advantage of WindEnergy Hamburg Digital's global newsletter e-mailing list to showcase your products and services and expand your customer base among the right audience. We make it easy for you to reach out to experts and decision-makers of all segments related to the global wind industry, both onshore and offshore.

Benefit from our **exhibitor packages** and **add-on digital services**, and select one of the following formats in our newsletters:

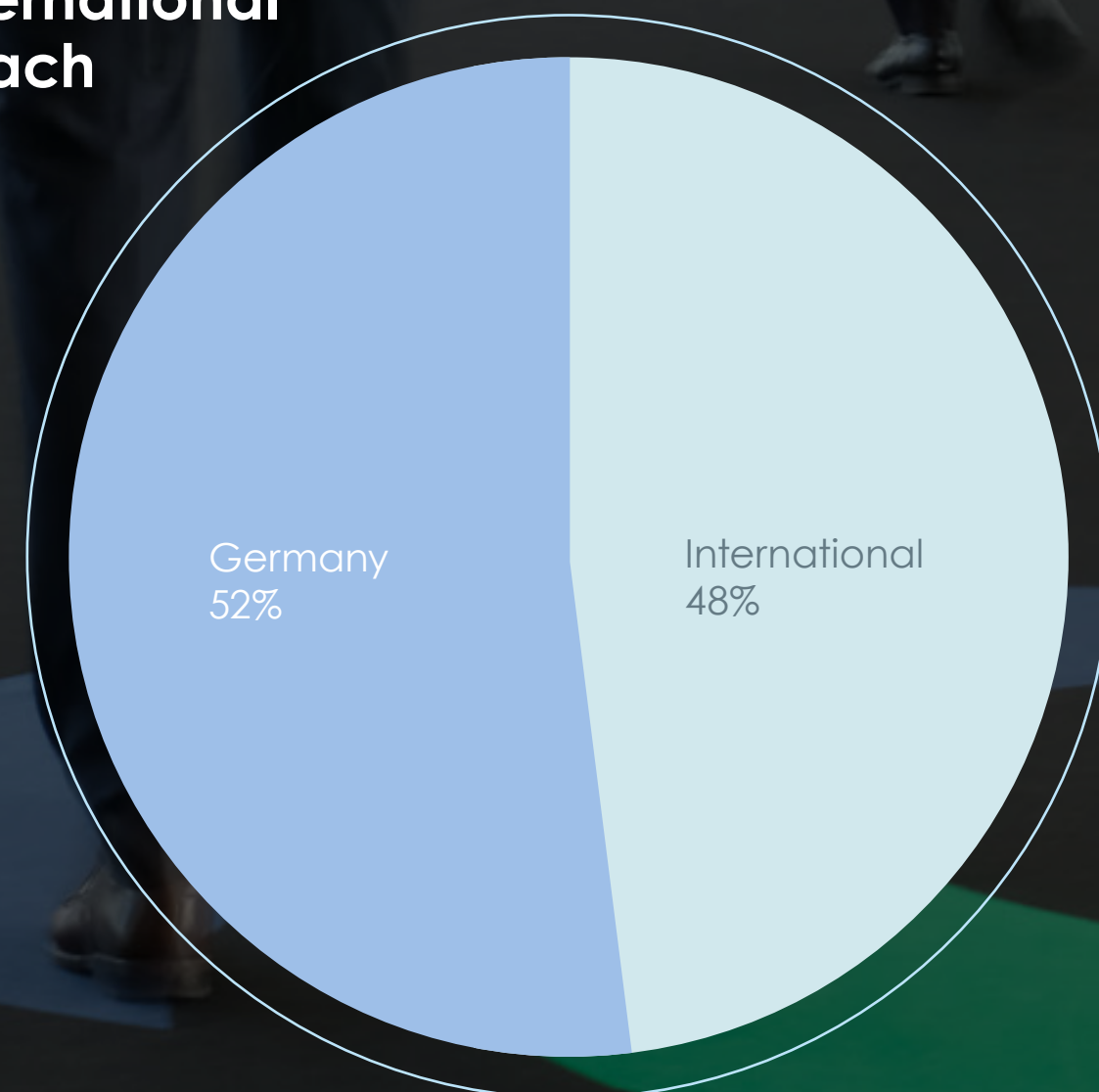
- **Banner in Newsletter** (including a link to your company website or expo profile)
- **Content in Newsletter** (your content will be integrated into a format similar to an advertorial)



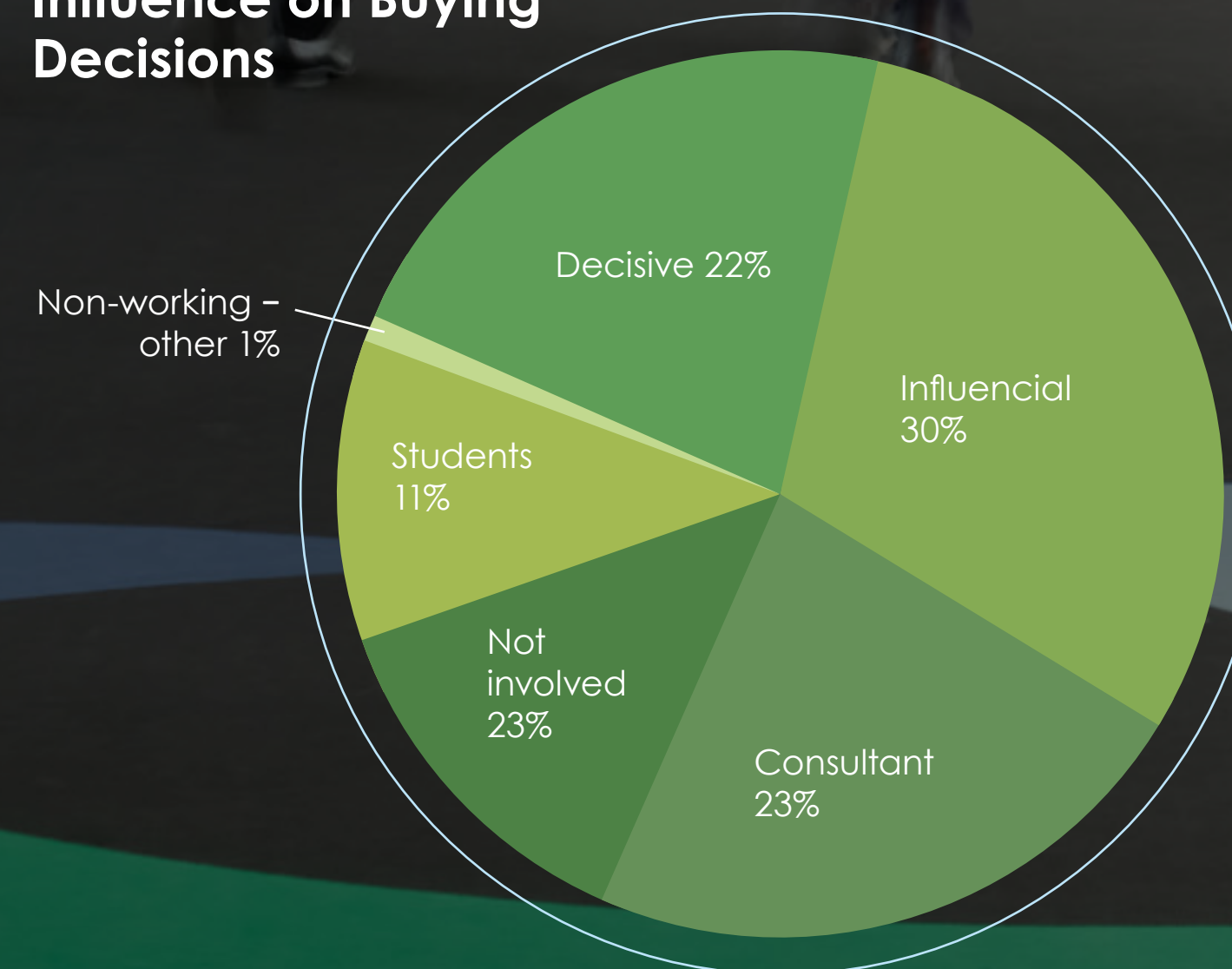
# USE OUR PERFORMANCE INDICATORS TO DRIVE YOUR COMPANY'S PERFORMANCE.

The wind industry's only global event is the perfect place for you to reach out to **decision-makers** and **experts** from the entire value chain, from planning to maintenance, and from consultants through to CEOs.

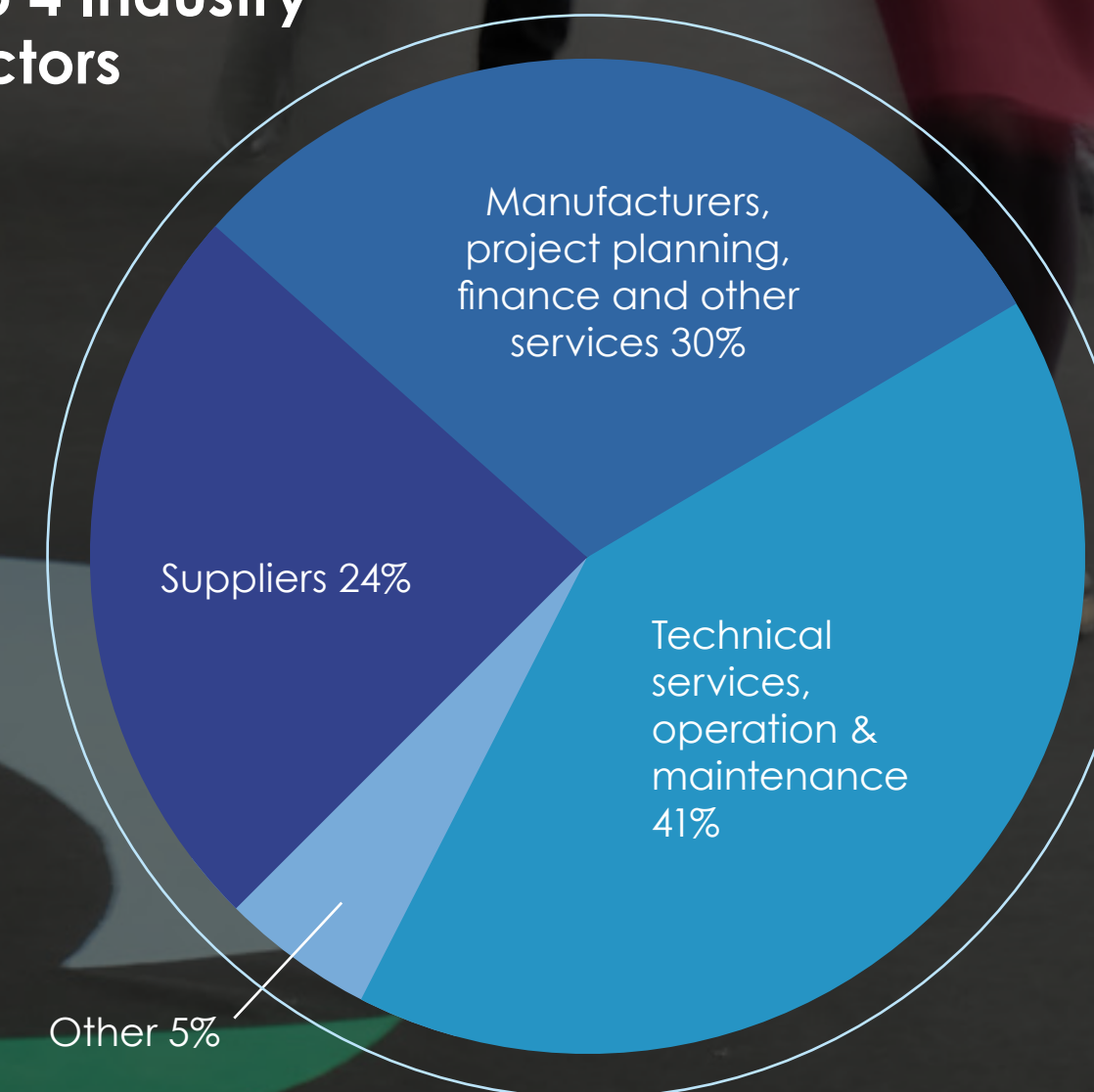
**International Reach**



**Influence on Buying Decisions**



**Top 4 Industry Sectors**



(Source: FKM industry visitor structural survey: WindEnergy Hamburg 2018, visitor survey conducted by Gelszus Messe-Marktforschung, Hamburg)



# EVERYTHING YOU EXPECT FROM A WORLD-LEADING EXPO AND MORE.

As an exhibitor at WindEnergy Hamburg Digital, you will be part of the global **live event** of the wind industry from **1 – 4 December 2020**. It includes everything you need to boost your business success:

- Comprehensive **presentations of companies and products**
- Unlimited uploading and downloading of **content**
- Direct **interaction, chats** and **matchmaking** with interested parties
- On-target news and communications to media representatives
- **Networking, recruiting** and **conference participation**

You extend your reach across the globe, present your products and services **online globally for two years 24/7**, and profit from numerous marketing opportunities:

- **Your company will enjoy high visibility** at windenergyhamburg.com
- **Integration in highly frequented sections of the website** (“Discover” and “Recommendations”)
- **Make it easy for people to find your products & services** (your products, categories, keywords)
- Publish current company **news and digital content**



**ANY QUESTIONS?  
WE ARE HERE  
TO SERVE YOU.**

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**To find your international contact, go to:**  
[www.hamburg-messe.de/av](http://www.hamburg-messe.de/av)

 **Hamburg  
Messe + Congress**

**Eingang Mitte - Central Entrance**





**THE PLATFORM IS READY.  
THE COUNTDOWN IS ON.  
THIS IS YOUR LINK TO PARTICIPATION:  
[WINDENERGYHAMBURG.COM/EXHIBITOR-PACKAGES](https://windenergyhamburg.com/exhibitor-packages)**

We are delighted to welcome you as a participant in WindEnergy Hamburg Digital 2020.  
We will do whatever it takes to ensure your expectations for successful participation will be met.  
Let us join hands to drive the energy transition!

**The WindEnergy Hamburg Digital Team**