

Hybrid trade fairs: Sponsoring service description

Product/Service general description

The sponsor package gives exhibitors (hereinafter referred to as "sponsor") another opportunity to present their company logo and products.

For this, the content entered in the exhibitor database is presented exclusively for the sponsor in the form of a virtual 3D stand. The sponsors' 3D stands are positioned in a virtual hall, the Sponsor Dome. The Sponsor Dome will be linked on the event website's start page during the event.

The sponsor package also includes:

- The display of the sponsor logo in info mailings and the event's trend theme mailings during the month of the event
- Four 30-minute web sessions ([Link to service description](#)) - These web sessions are coordinated by the service partner [A. Sutter Fair Business GmbH](#).
- The creation of [calendly](#) calendars with dates during the event period, unless a link to the sponsor's date booking tool is desired.
- Publication of at least one press release and at least one news blog about the Sponsor Dome
- Reporting on the Sponsor Dome on the event's social media channels

The standard offer is advertised on the https://virtual.medica.de/vMED2020_Sponsorpaket page. A video is also published on this website, in which a sample stand is used for navigation.

Description of virtual 3D stand

The Sponsor Dome with the virtual 3D stands will be built by [fairnet](#) using the [Unity](#) runtime and development environment. The sponsor has the choice between one of three standardised stand options.

Visitors can navigate through the selected stand with a click. This interaction option extends the length of stay. This should hold the visitor's attention and increase the recognition and conversion rate.

The scope of the virtual 3D exhibition stand includes the listed features. Example illustrations below this list illustrate the scope.

- The stand will be colour coordinated in one colour. This includes the colour of the border around the stand (shown in orange in the stand pictures in Messe Düsseldorf) and the font colour.
- A sponsor logo is integrated. In the stand options shown below, this will be displayed instead of the Messe Düsseldorf logo.
- A text with the company profile will be published on a virtual information board on the stand. The text can contain up to 1000 characters.

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- The products are displayed on virtual monitors in the product area. If more than six products are presented, a list with the products will be opened as soon as the product area is opened.
- The product description for the product is opened by clicking on one of the products. The text can contain up to 1000 characters.
- One PDF file with product information per product can be offered using a download button.
- Contact details are displayed after selecting an avatar. Clicking on an avatar opens an overlaying window with the contact person's or contact persons' profile, if the information for several people is to be stored behind one avatar. Up to five people's details can be linked to one avatar. The contact details consist of the first and last name, telephone number and e-mail address.
- In the videos section, clicking opens a library if the number of videos exceeds the number of screens available. In the media library, the stand visitor selects the video they want, which then starts.
- Up to four web sessions are displayed on a virtual information board. If you want to link to more than four web sessions, either the four days of the fair or four topics can be displayed there. If you select one of these four options, a list of the matching web sessions will be displayed.
- The offer includes four bookable web sessions, further web sessions can be booked using the Messe Düsseldorf Online Order System.
- Contact forms are placed on the information counter. Enquiries can then be sent to the sponsor by email.
- A reference to the sponsor's appointment booking system or to a calendar on the [calendly](#) appointment booking platform is integrated into the 3D stand. [calendly](#) gives you the possibility to offer 1:1 appointments. The linked appointment booking website is opened in a browser window within the 3D environment.
- The creation of calendars using the [calendly](#) platform are included in the offer, unless the sponsor provides a link to their own booking platform. 30, 60 or 90 minute consecutive appointment slots are set in these [calendly](#) calendars during the event period.
- If more than one [calendly](#) calendar is required, we refer to an intermediate page. On this page the contact persons are listed by name, job title and country. The person's [calendly](#) calendar is referred to underneath these details.
- Up to five social media icons will be displayed on the stand, each with a link to the sponsor's social media channel.
- The 3D stand area names are displayed in English.
- External links are opened in a browser window in the virtual environment.

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Stand options:

The sponsor has the choice between one of the following three stand options:

Alternative 1:



Alternative 2:



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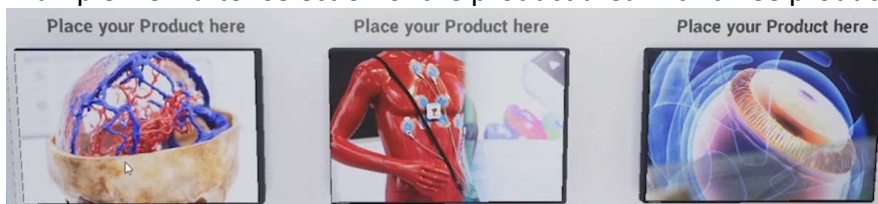
Alternative 3:



Product area:

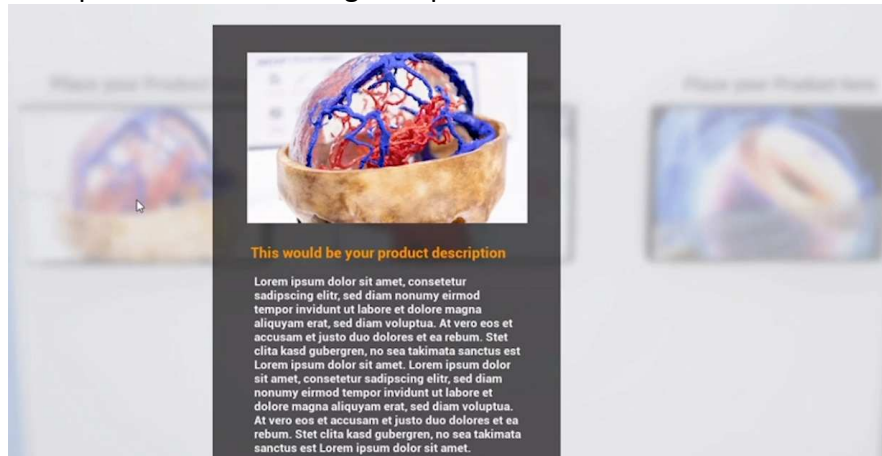
The sponsor's product images are presented on virtual monitors in the product area. After selecting a product image, the product description for the product appears. If more than six products are presented, a list with the products will be opened as soon as the product area is opened.

Example view after selection of the product area with three products:



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Example view after clicking on a product:



Avatars:

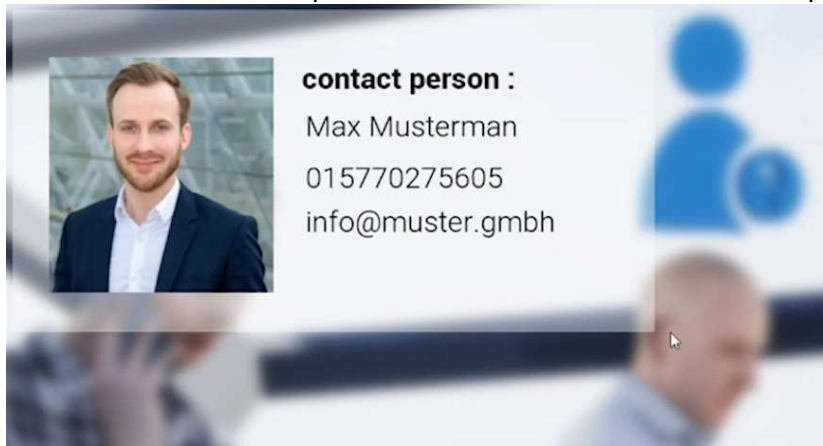
Avatars are graphic figures like people. With the package the displayed standard avatars can be selected:



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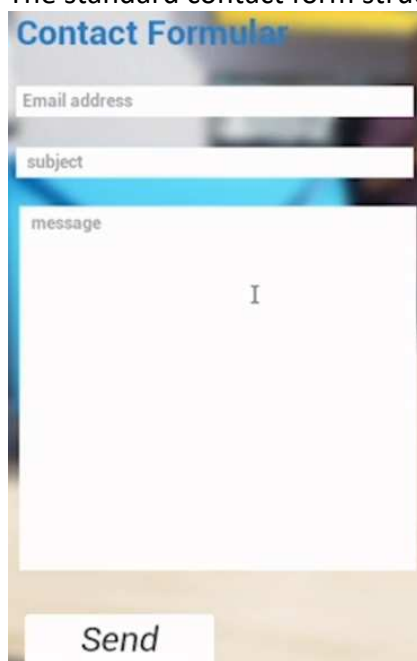


Once the stand visitor has selected an avatar, a contact person's details are displayed in the format shown below. Up to five contact details can be stored per avatar.



Contact forms:

The contact forms allow enquiries to be sent to an email address provided by the sponsor. The standard contact form structure is as follows:



Contact Formular

Email address

subject

message

I

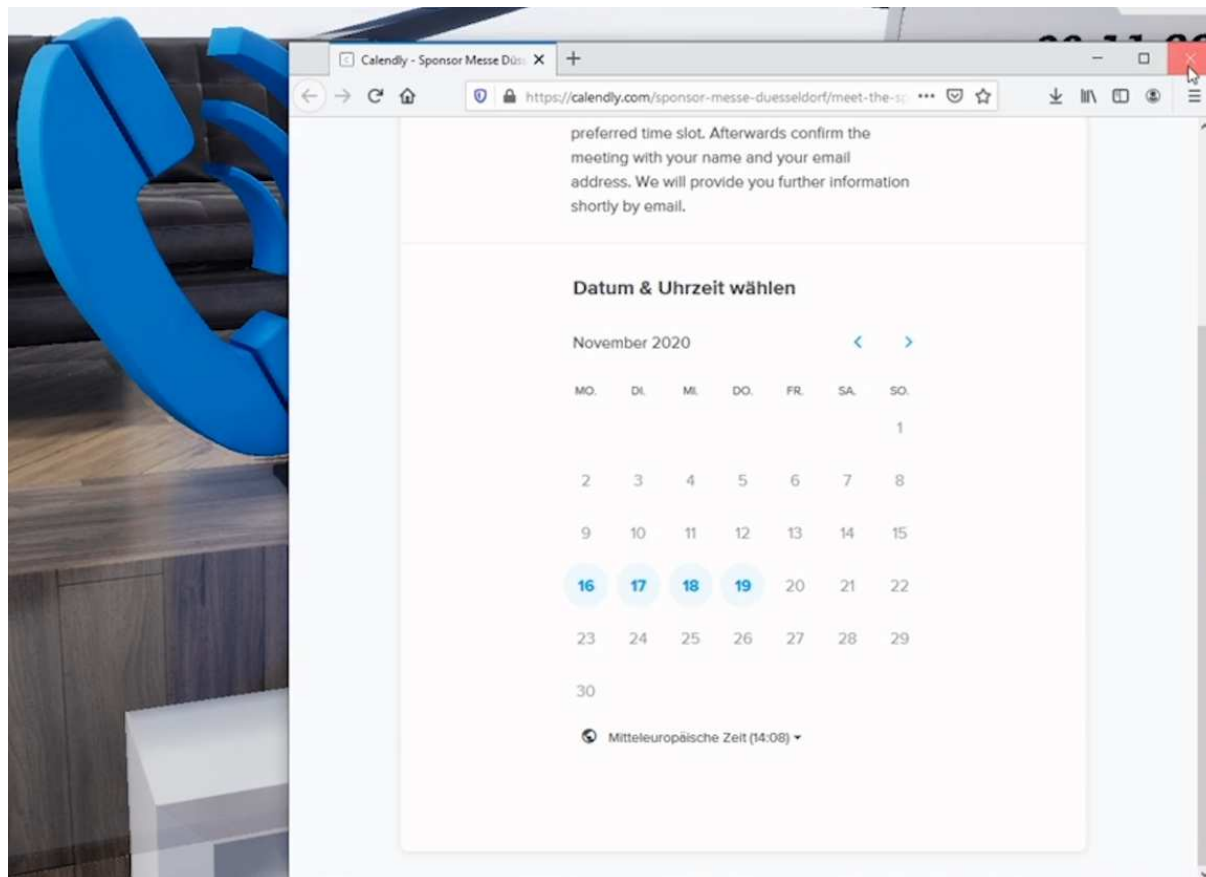
Send

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Instead of standard contact forms, reference can be made to the sponsor's forms. These are opened in a browser window within the virtual 3D environment.

Integration of appointment booking system:

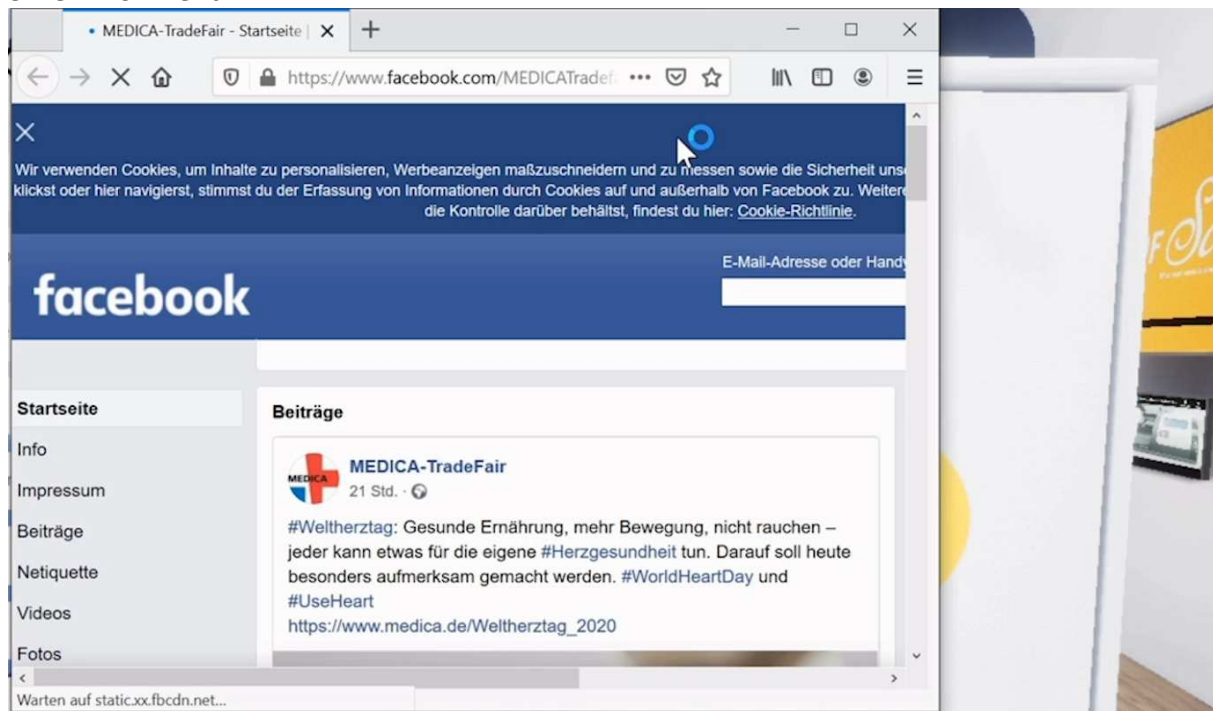
The virtual 3D stand contains a link to an appointment booking system. This is opened in a browser window within the virtual 3D environment.



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Linking social media channels:

Up to five social media channels are displayed on a virtual info column. These are linked. When selecting an icon, the stand visitor is redirected to the social media channels the sponsor wants. The social media network pages are opened in a browser within the virtual 3D environment.



calendly process description

[Calendly](#) is an appointment booking platform that displays available appointments for stand visitors in a clearly arranged calendar view. Interested visitors can use it to call up the exhibitor's meeting calendar on the virtual stand and send an appointment request to the sponsor. The desired time window is booked by clicking on an appointment and entering the first name, surname and email address. The sponsor answers the request using a link to the meeting program of their choice.

Creating appointments:

1. An email address is required to create a [calendly](#) account. As Messe Düsseldorf is creating this account on the behalf of the sponsor, a Gmail account (hereinafter referred to as the "auxiliary account") will be set up by Messe Düsseldorf. The user does not therefore need to provide access data for an email account. Up to six [calendly](#) calendars are created per account.
2. The sponsor will inform Messe Düsseldorf of the desired dates. The sponsor chooses between 30, 60 or 90 minute consecutive appointment slots during the event period. The sponsor will also inform users of their time zone, the event names and event descriptions.

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name of sponsor Sponsor Messe Düsseldorf

name of meeting **Meet the sponsor!**

duration 30 min
web session

meeting description Thank you for your interest. Please choose your preferred time slot. Afterwards confirm the meeting with your name and your email address. We will provide you further information shortly by email.

Datum & Uhrzeit wählen

November 2020


MO.	DI.	MI.	DO.	FR.	SA.	SO.
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Mitteuropäische Zeit (13:24)

3. Messe Düsseldorf creates the appointments and sends the user a link to them as well as the login data for the [calendly](#) accounts.
4. The sponsor has the right to change the appointments once before the start of the event. The sponsor always has the possibility to change the appointments independently by logging in using the login data for [calendly](#).

Booking appointments:

1. After selecting a time window, the interested party enters their first name, last name and email address and reserves the appointment by booking the slot.



Sponsor Messe Düsseldorf

Meet the sponsor!

30 min
web session

09:30 - 10:00, Montag, 16. November 2020

Mitteuropäische Zeit

Geben Sie Details an

Name *

E-Mail-Adresse *


[Gäste hinzufügen](#)

Bitte gib alles an, was bei der Vorbereitung auf unser Meeting hilfreich sein könnte.

[Termin buchen](#)

2. The interested party will receive an email with the date, time and a calendar entry sent to the email address entered.

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 invite.ics
2 KB

Action Items

Zeit Montag, 16. November 2020 09:30-10:00 | **Ort** web session

You have been invited to the following event.

Test und Sponsor Messe Düsseldorf

When Mon Nov 16, 2020 8:30am – 9am Coordinated Universal Time

Where web session ([map](#))

Calendar meinersj@messe-duesseldorf.de

Who

- sponsor_messe_duesseldorf@gmail.com - organizer
- meinersj@messe-duesseldorf.de

[more details »](#)

Ereignisname: Meet the sponsor!

3. The reserved appointments are published on the [calendly](#) event page with the time slot and the interest party's name. An email with the appointment booking is also sent to the auxiliary account. The event page is available for the user on https://calendly.com/app/scheduled_events/user/me. The account data provided by Messe Düsseldorf are required to log in. After selecting the details, the user will see the interest party's email address. This email address is used to send the contact details for the meeting (e.g. web link or dial-in data).

 09:30 - 10:00

Test ▼ Details

Ereignistyp **Meet the sponsor!**

E-MAIL ✎

meinersj@messe-duesseldorf.de

ORT

web session

ZEITZONE DES EINGELADENEN

Mitteleuropäische Zeit

FRAGEN

Bitte gib alles an, was bei der Vorbereitung auf unser Meeting hilfreich sein könnte.
This is a test

erstellt am 18. Oktober 2020

 Verschieben

 Absagen

 Ereignistyp bearbeiten

 Nach Ereignistyp filtern

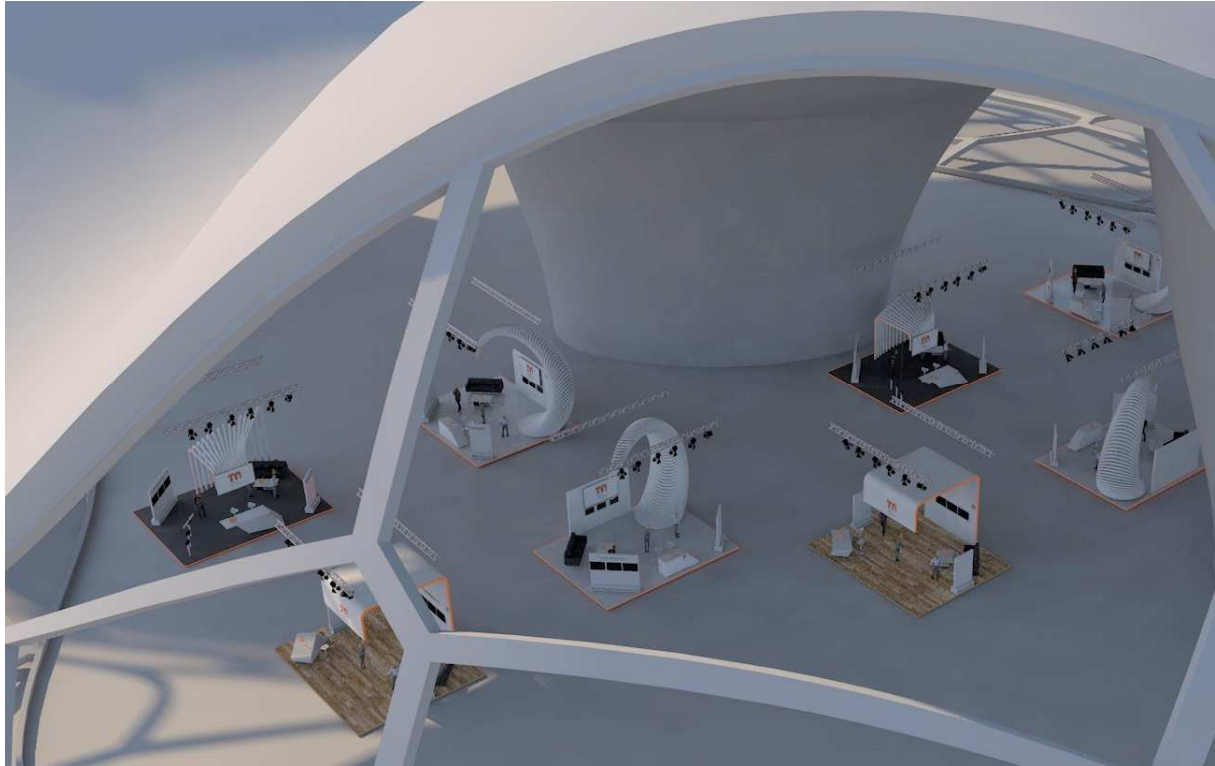
 Eingeladenen erneut planen

 Dieses Ereignis melden

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Integration of virtual 3D stand

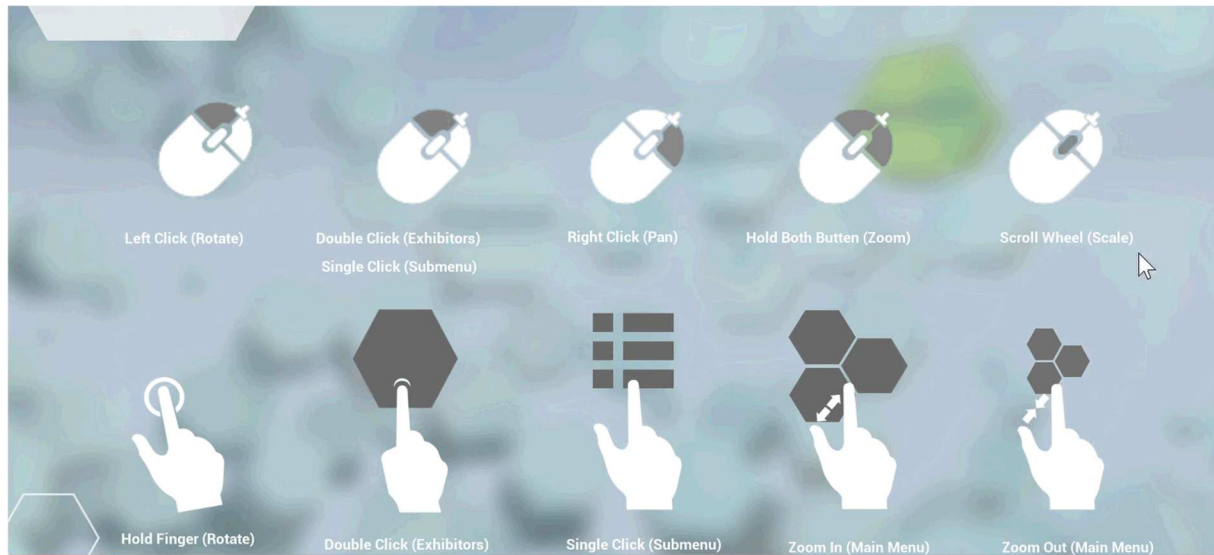
The Sponsor Dome will be linked on the event's start page. After selecting this link, the website visitor is redirected to the website with the Sponsor Dome. The Sponsor Dome is integrated on a separate website. The sponsors' 3D stands are displayed in the Sponsor Dome.



After selecting a stand, the visitor is redirected to a website with the sponsor's virtual 3D stand. At the stand, the visitor can select the individual stand components by clicking. The page with the Sponsor Dome and the virtual stands can be reached on the event's domain.

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While the virtual environment is loading, the loading screen shown below is displayed. How long it is displayed depends on the capacity of the visitor's end device.



The sponsor's obligations

The information, data and contents listed below are to be sent to the email address sponsoring@medica.de by 31.10.2020 (time zone: UTC+1):

- Selection of stand option
- A colour value for 3D stand branding as a hexadecimal number
- Company logo
- Company profile (up to 1000 characters)
- Product images for all products
- Product descriptions of all products (up to 1000 characters each)
- One PDF file per product
- Portrait photos for all contacts in 2362x3543 pixel format
- Contact details for all contact persons: first name, last name, telephone number and email address
- Number of contacts per avatar (max. five contacts per avatar)
- All company, image and product videos in .mp4 format
- Title, speaker, time and links for all web sessions
- Subdivision of the web sessions into four subject areas or the event's four days
- Email addresses for the contact forms or a link to them – either an email address or a link can be included per contact form
- 30, 60 or 90 minute appointment slots for the [calendly](#) appointment booking platform between 8.00 a.m. and 6.00 p.m. during the event period or a link to the sponsor's appointment booking calendar
- The user's [calendly](#) calendar time zone, appointment names and appointment descriptions

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If the information is not provided until a later date, the implementation of the stand and the integration of the logos on the website and in the info mailings and trend theme mailings cannot be guaranteed.

Possibilities to adapt

The sponsor has the right to make corrections to the 3D stand twice before the start of the event (two feedback loops).

The sponsor has the possibility to request changes to the event appointments for the [calendly](#) appointment booking platform once before the start of the event. (one feedback loop)

Further requirements

Internet access is required and JavaScript must be activated to access the virtual trade fair stand. This requirement applies to exhibitors and visitors.

The virtual trade fair stand is created using the JavaScript programming interface [WebGL](#) on the event website. An overview of the desktop browsers that support this can be found [here](#).

The [Unity](#) WebGL interface is currently not supported on mobile devices. The performance and available memory on most mobile devices is not sufficient to load the [Unity](#) WebGL content. For this reason the [Unity](#) WebGL displays a warning message when loading content in mobile browsers.