

interzum

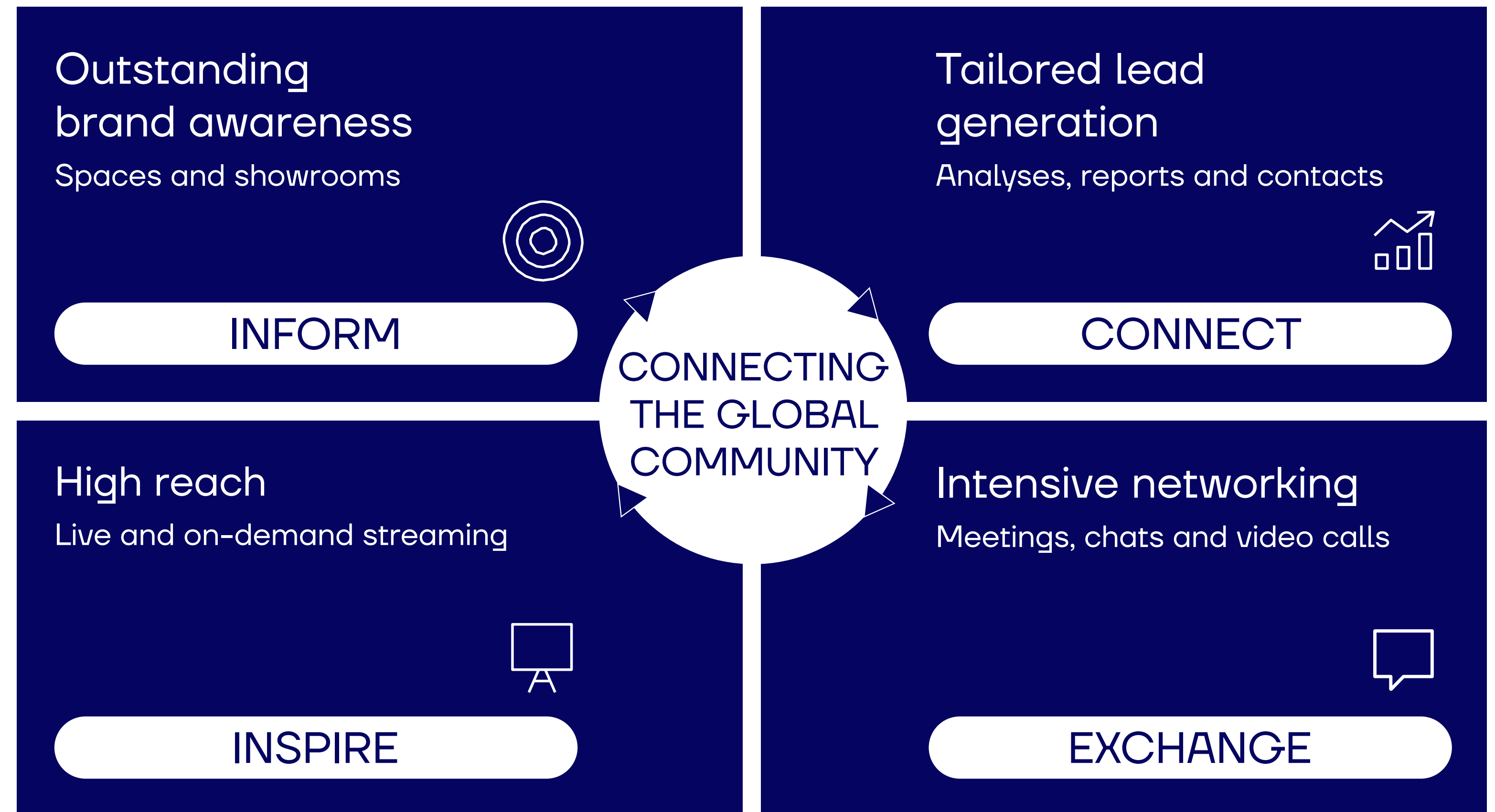


interzum @home

The new digital trade fair platform

# interzum @home

**interzum @home** is a cutting-edge business platform that offers you the same international reach as a physical event combined with a successful digital trade fair experience – all individually tailored to your needs.



# interzum @home:

## The three building blocks of your success

At a trade fair or in day-to-day commercial activity, your company's success is based on three essential building blocks: **inspiration, interaction and business**. **interzum @home** counters the current shortages of these crucial elements by opening up groundbreaking opportunities for you. Extensive features enable you to reach more potential customers easily, to experience trends and talks on demand and to establish valuable contacts – from anywhere in the world.

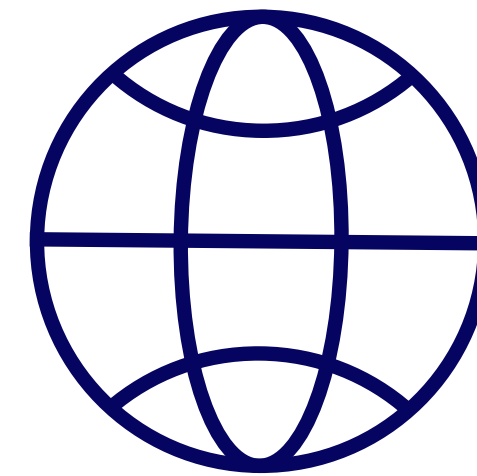
### Business

- Improved lead generation
- Data-driven customer insights
- Greater reach



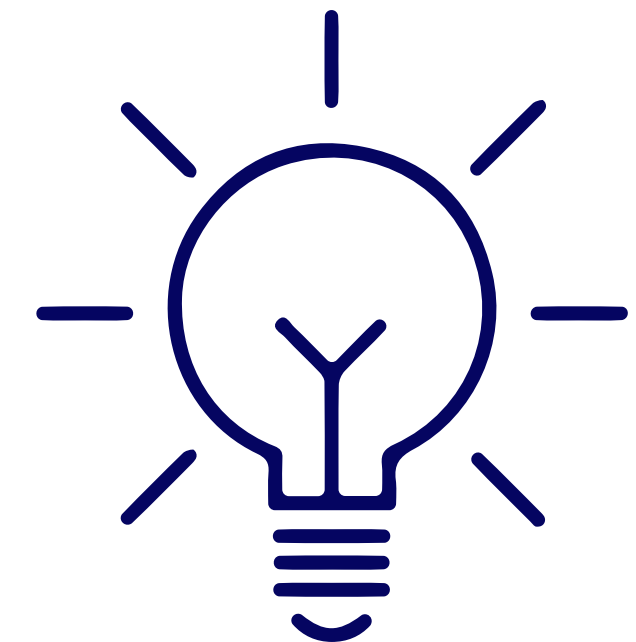
### Networking

- Discover new contacts who share your interests
- Safe interaction from anywhere in the world
- Direct opportunities to make contact with participants



### Inspiration

- Experience trends immediately
- Interdisciplinary new ideas for your business
- On-demand content
- Industry talks and workshops



# The features at a glance – what interzum @home offers you

What is driving the furniture production industry in 2021? This is the central focus of the digital **interzum @home**. Numerous features offer you the full spectrum of opportunities for your business on a platform that is simultaneously exceptionally easy and intuitive to use. Whatever your level of familiarity with digital technologies, **interzum @home** brings the real trade fair experience to you – anywhere in the world.

## Lobby

Your home page

## interzum trend stage

The curated event programme

## Product Stage

The perfect stage for your input

## Exhibitors/Products

The digital trade fair hall

## Showroom

Showcase your company and products

## Communication Center

Interaction made easy

## Networking

Establishing contacts and generating leads could not be easier with the Discovery Graph

## Back Office

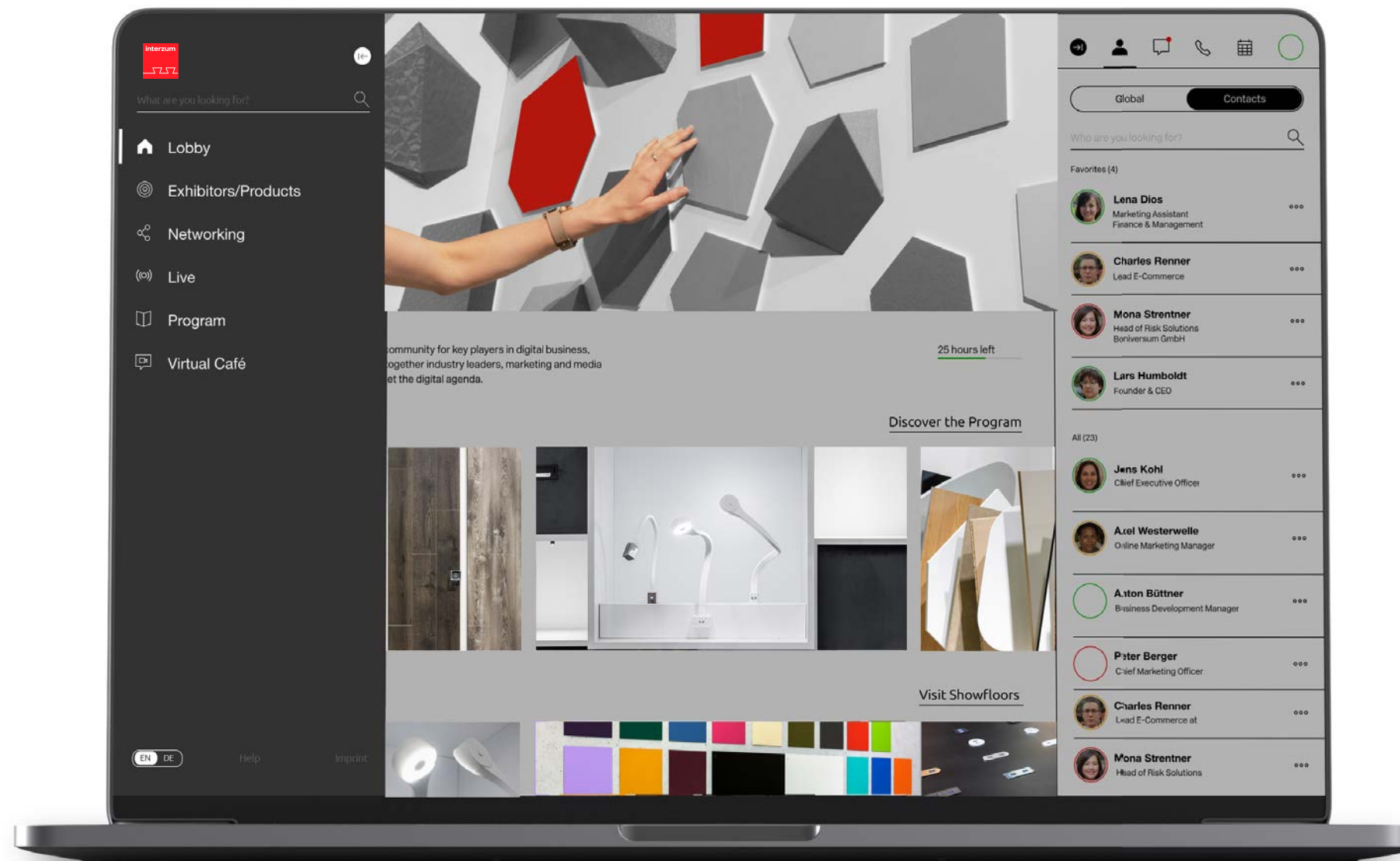
Insights into all your data include lead export

## Virtual Cafés

Exchange of current topics of the sector

## Round Table

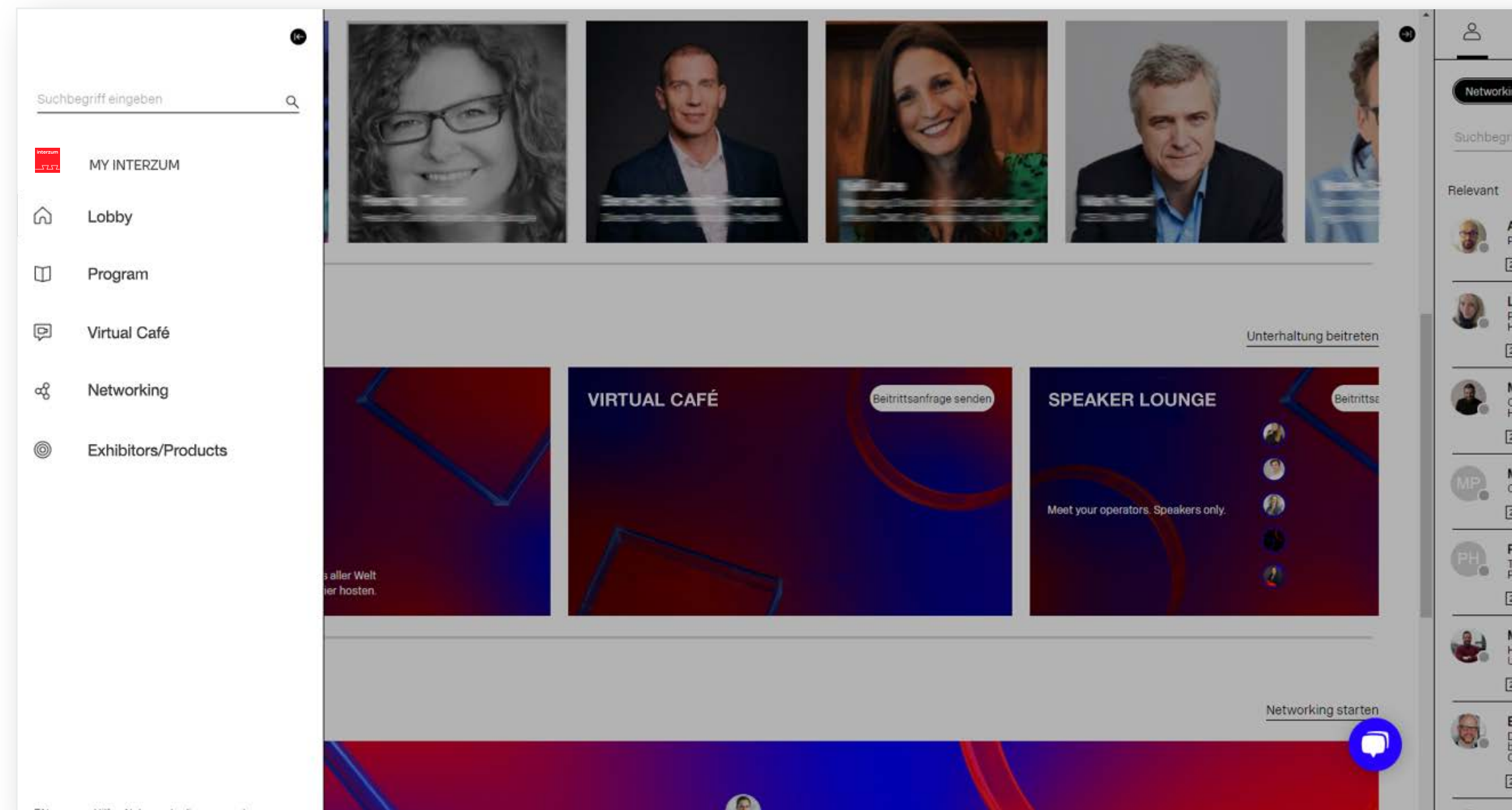
Interact with our users







Log in and get started: The Lobby is your home page. It gives you a clear overview and access to all the different areas via the menu. The latest highlights are also displayed here, and you can check your personal messages and your diary.



## Features and Benefits

- Left-hand menu allows you to quickly jump between all the areas
- Direct access to the Communication Center with your profile, personal contacts, diary and all the communication channels (chats, voice calls, video calls, group meetings)
- The central Lobby presents the latest content (live talks, new launches, Virtual Cafés) and allows you to enter the digital trade fair (the Showrooms)
- Intuitive design
- Generate attention right from this central entrance area

# interzum Trend Stage

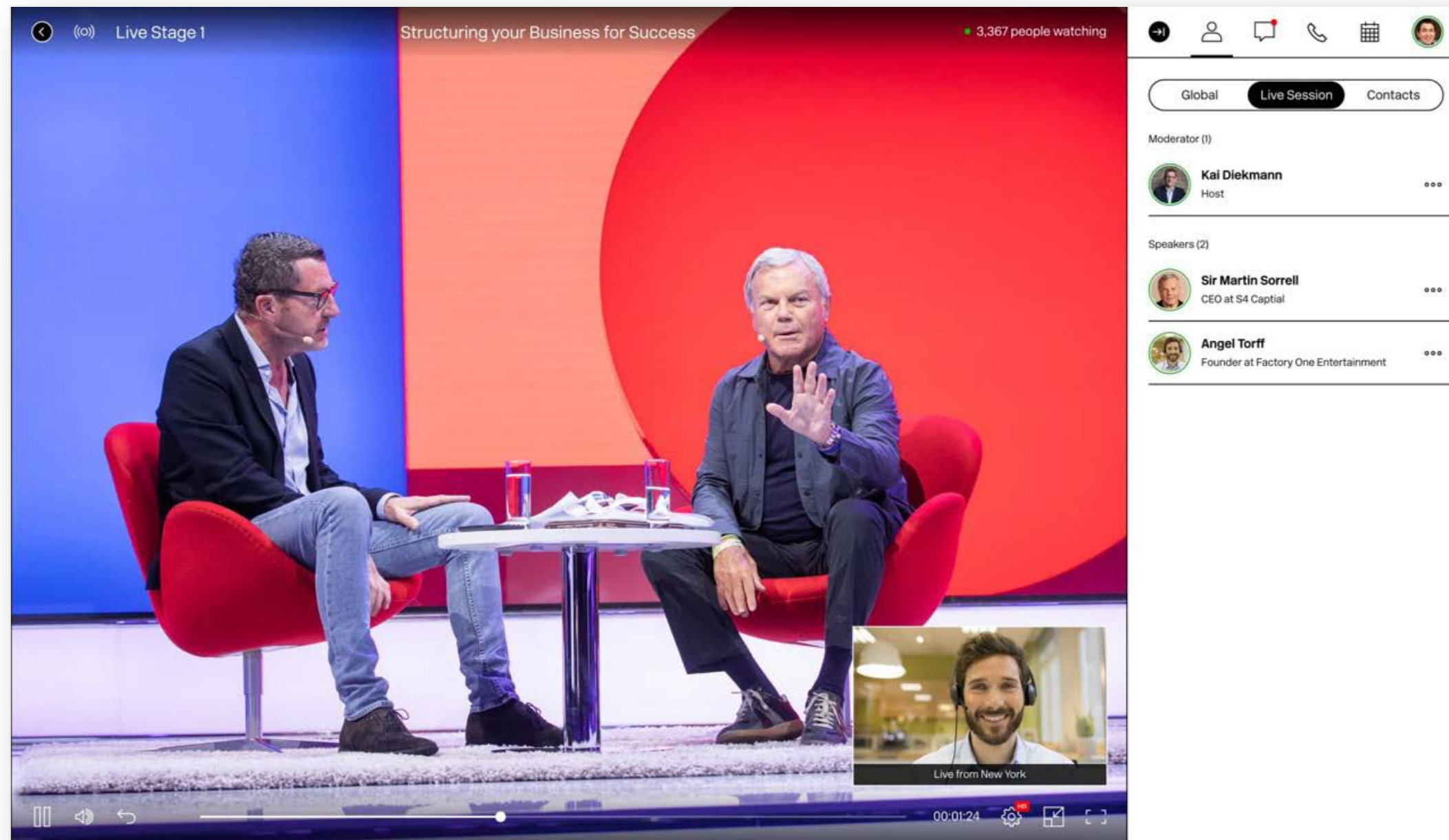
Networking



Inspiration



The curated event programme organised by Koelnmesse is hosted on the interzum Trend Stage. Experience talks by key speakers from your industry and use the opportunities for interaction in chats to join the dynamic exchange between the community and the speaker.



## Features and Benefits

- Part of the official programme
- Session-based text chats with interactive Q&As
- The high-quality event programme is a magnet for visitors
- Major global issues enrich the exchange between exhibitors and visitors



# Product Stage

Business



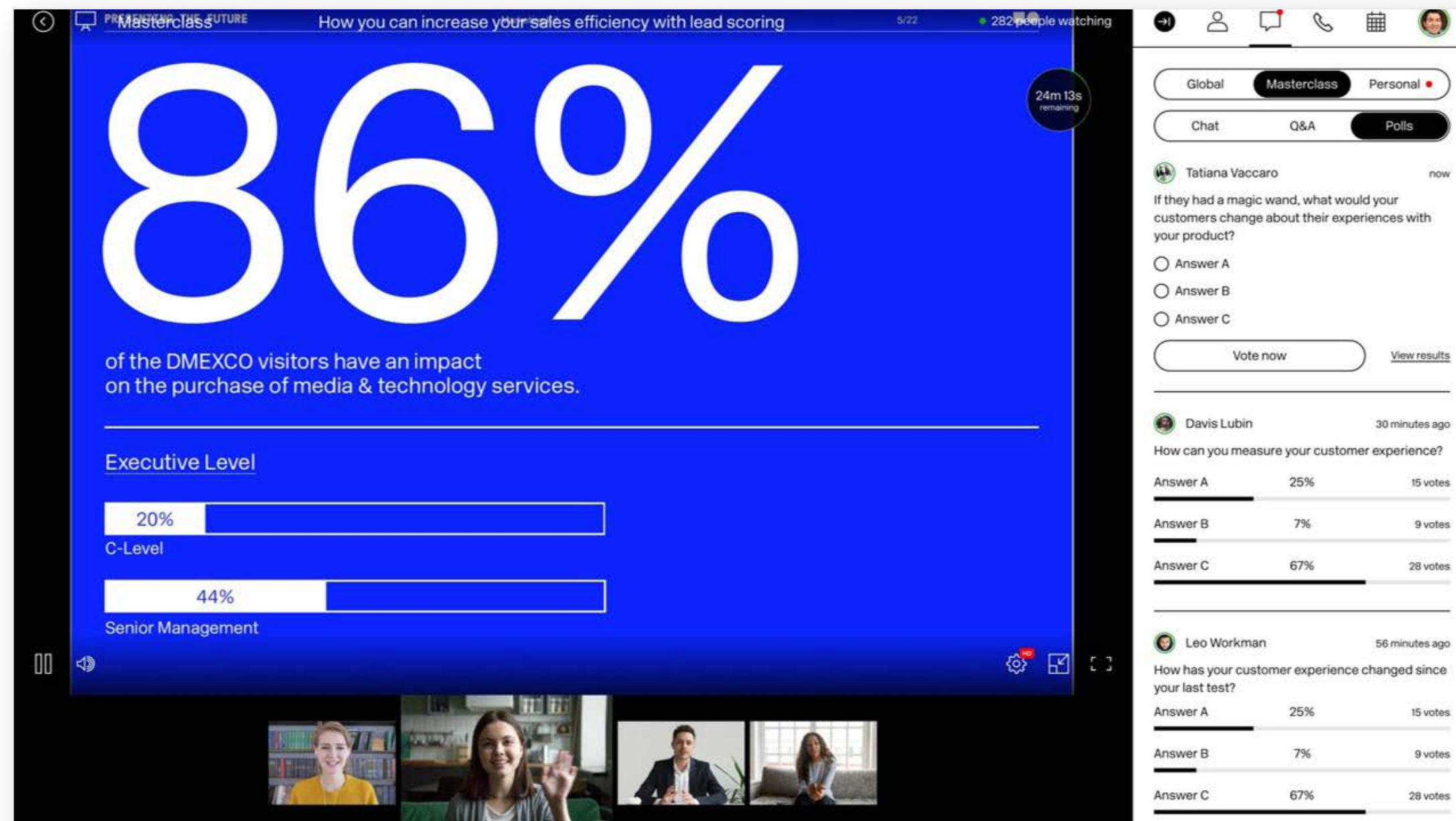
Networking



Inspiration



Your input brings the Product Stage to life. You choose the content that you want to share with the sector. Present your latest products, best practices or other relevant topics for your company. Book one or more slots on the Product Stage in the run-up to the event to create a buzz about your company among potential leads.



## Features and Benefits

- Virtual stage for exhibitor-organised talks and/or events
- Unlimited numbers of participants
- Up to 20 minutes long
- Stream of pre-produced content
- Videos available on demand after the event
- Session-based text chats with interactive Q&As
- Part of the official event programme/trade fair schedule
- Lead generation via comprehensive user statistics

# Exhibitors/Products

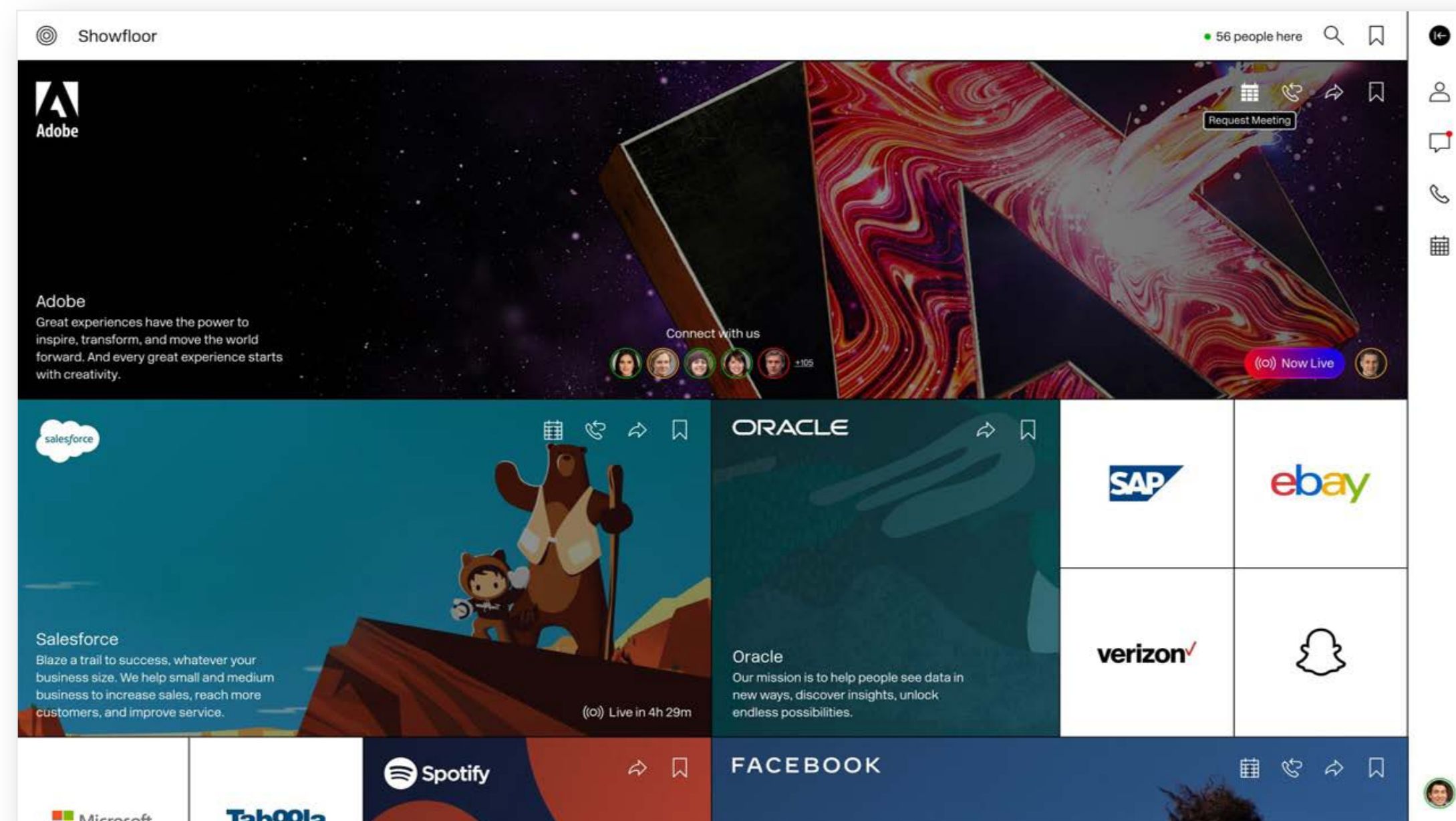
Business



Networking



Welcome to the interactive, digital trade fair hall, where tiles (brand cards) provide access to the exhibitors' stands, the Showrooms (see next page). Right from this area of the digital fair, users can make contact directly, request an appointment, bookmark or recommend an exhibitor, or signal their interest using icons.



## Features and Benefits

- Quick overview of the participating exhibitors
- Easy-to-use exhibitor search
- Option to request an appointment
- Save exhibitors/Create a favourites list/Bookmark exhibitors
- Recommend an exhibitor
- Establish contact/Register your interest
- Large brand cards increase visibility
- Use your own graphics and company logo for brand recognition
- Effective lead generation via integrated CTAs



# Showroom

Business



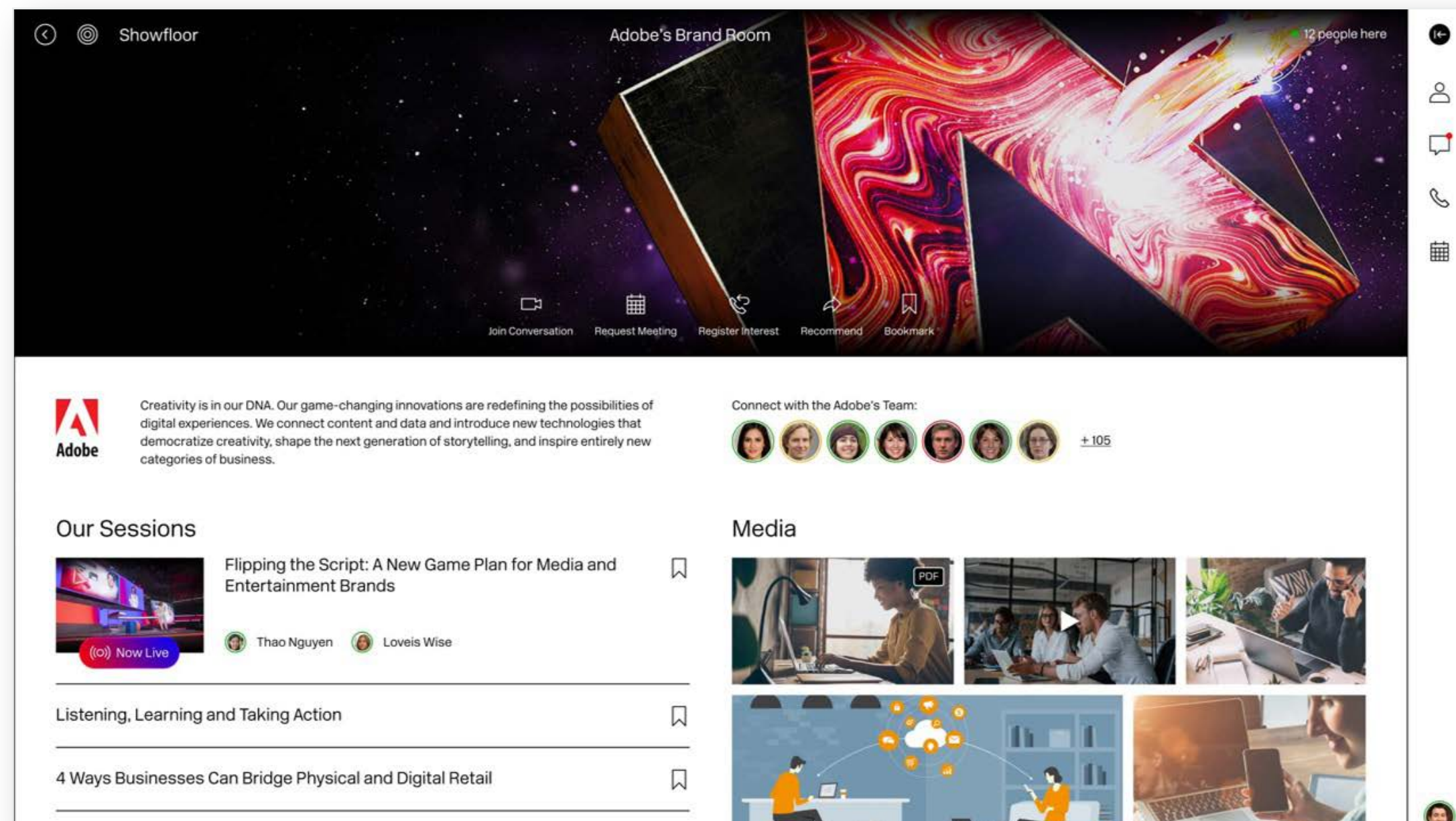
Networking



Inspiration



Your Showroom is your digital trade fair stand. This is where you as an exhibitor can present all the relevant information on your company, products and services. You can supplement information material with further content to download, links to exciting sessions and much more. Start a conversation with your visitors in real time or arrange appointments for a later date.



## Features and Benefits

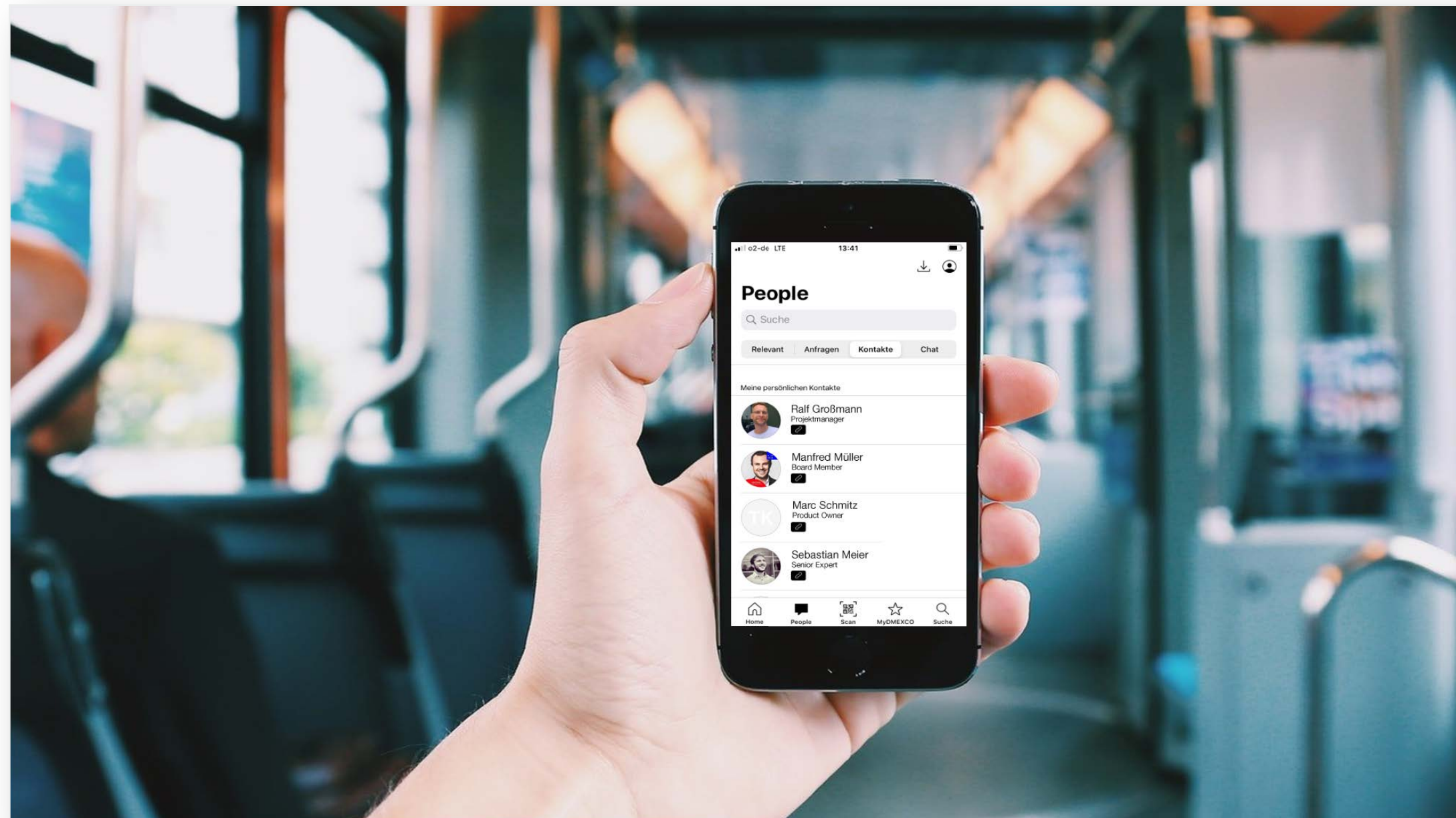
- Interactive exhibitor profile with all the relevant information (content, products, product stage links, meeting requests, etc.)
- Company portrait with your logo
- List product launches or highlights
- Present videos, photos, PDFs and more
- Talk-to-Me feature enables direct interaction with all team members
- Public text chats and audio/video room
- Showroom listings are visible to participants and can be promoted
- Lead generation via comprehensive user statistics



# Networking – the Communication Center



The Communication Center in always-on mode enables you to interact directly across the platform via text chats and audio/video meetings. You can also exchange contacts and plan appointments.



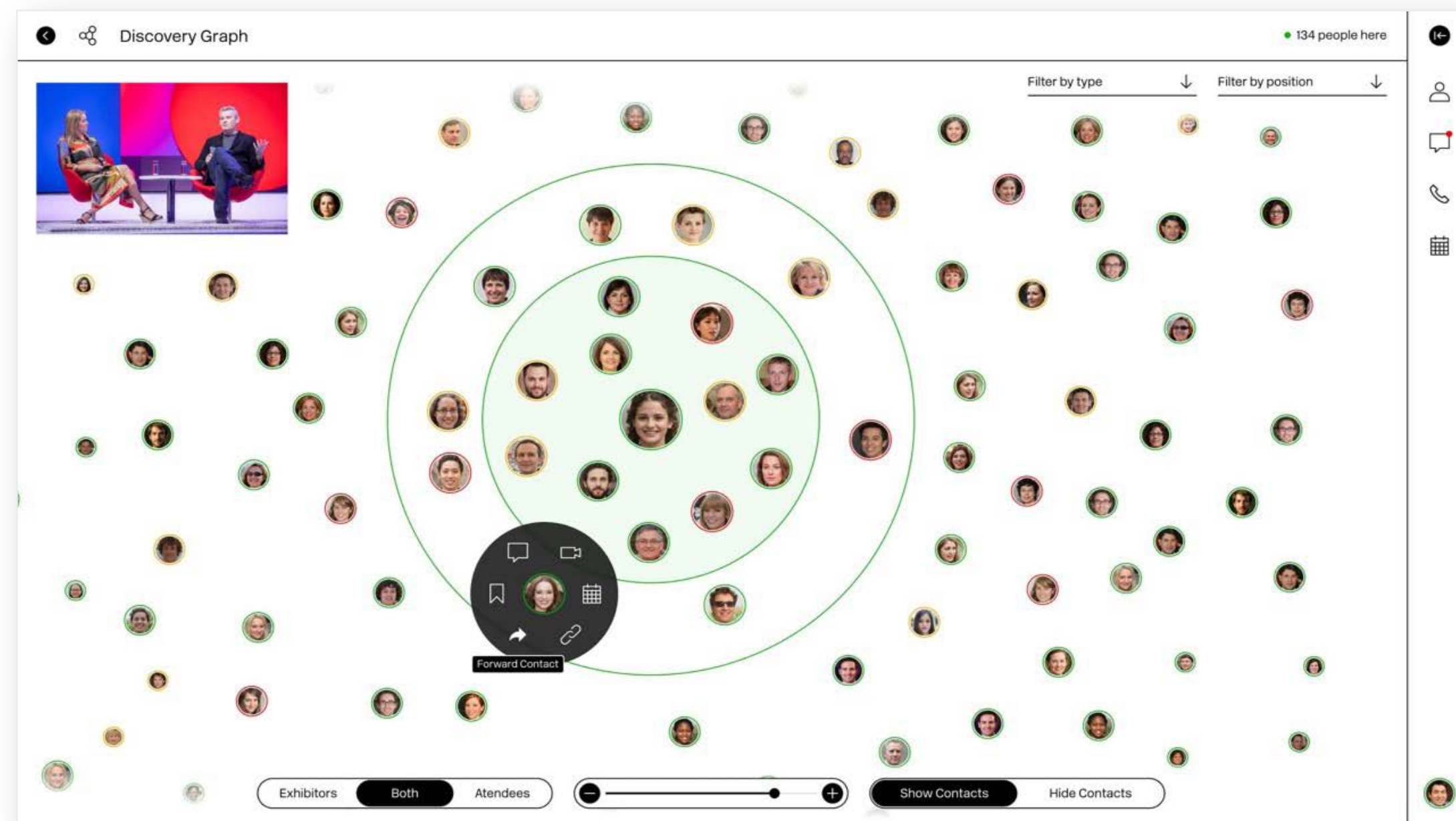
## Features and Benefits

- Create a profile (contacts, interests, CV)
- Connect with contacts
- Update your appointment calendar
- Private text chats
- Voice/video calls
- Group conversation via chat or audio/video call
- Audio/video meetings with screen sharing
- Option to integrate your LinkedIn, Xing, Twitter and Facebook profiles
- Register your interest
- Update your appointment calendar before the event opens
- Do Not Disturb mode for appointments and absences

# Networking – the Discovery Graph



Find exactly the right person for your business among all the participants. The visual Discovery Graph makes identifying relevant contacts and companies incredibly easy, entertaining and interactive – either via your existing network of personal contacts or using the Match feature based on the interests you have entered.



## Features and Benefits

- Covers all the participating visitors and exhibitors
- Connect and communicate with participants
- Network with the Recommend feature
- Full-text search
- The Discovery Graph visualises all participants and their connections
- Extensive filters help you to narrow down your target group
- All the elements are interactive, including real-time networking and communication features



# Round Table

Business



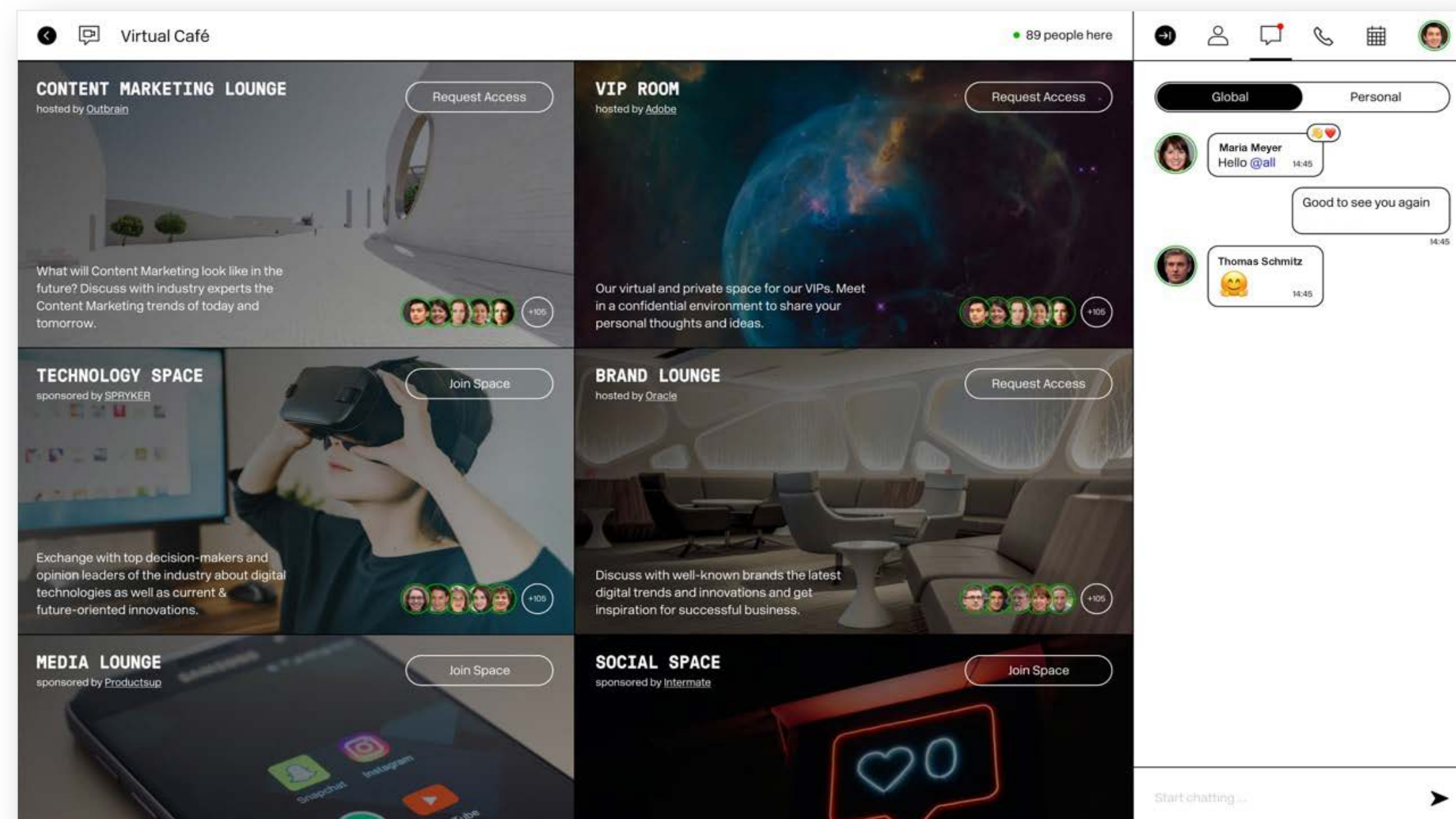
Networking



Inspiration



Like a Virtual Café, a Round Table is a closed room to which you as an exhibitor can control access. It is part of the official event programme and visible to all **interzum @home** users, but its duration is limited, and the number of participants restricted. A Round Table can be used to stage press conferences, product presentations or targeted sales meetings, among other events.



## Features and Benefits

- Planned, exhibitor-led video chat with invited participants hosted at a specific time
- Invitation-only channels/groups with group text chats and an audio/video room
- Use Round Tables to position your products and ideas directly with your target group
- Your Round Tables generate maximum attention as part of the official programme
- Ideal for private customer presentations, roadshows or thought leadership sessions on specific topics

# Virtual Café

Business



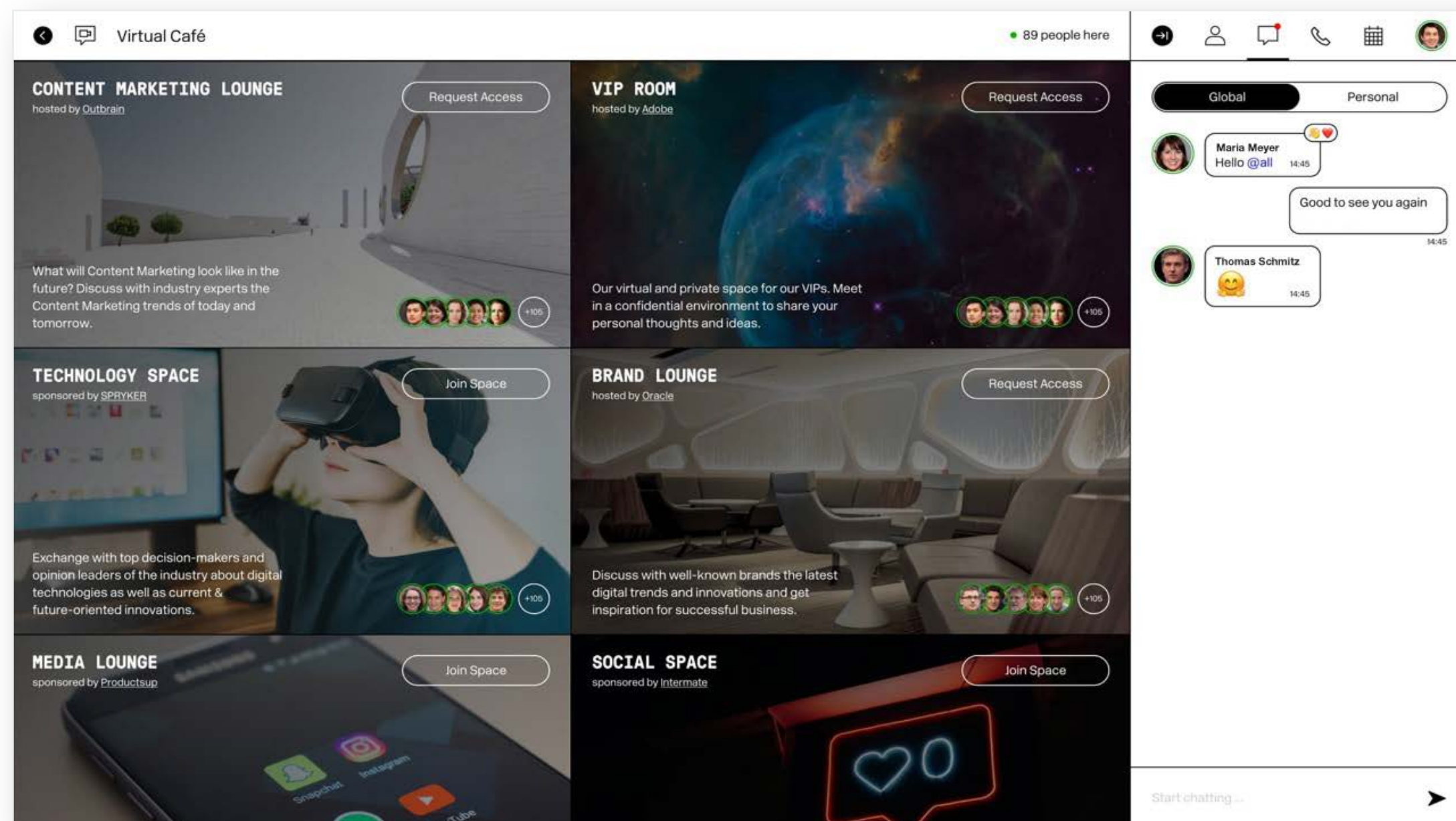
Networking



Inspiration



The Virtual Café is where the interzum community gathers. This format gives you as an exhibitor the option to invite your customers, the press or other market participants, for instance, to exchange ideas in open or closed meeting rooms. Access to a Virtual Café space can also be restricted to invited participants exclusively.



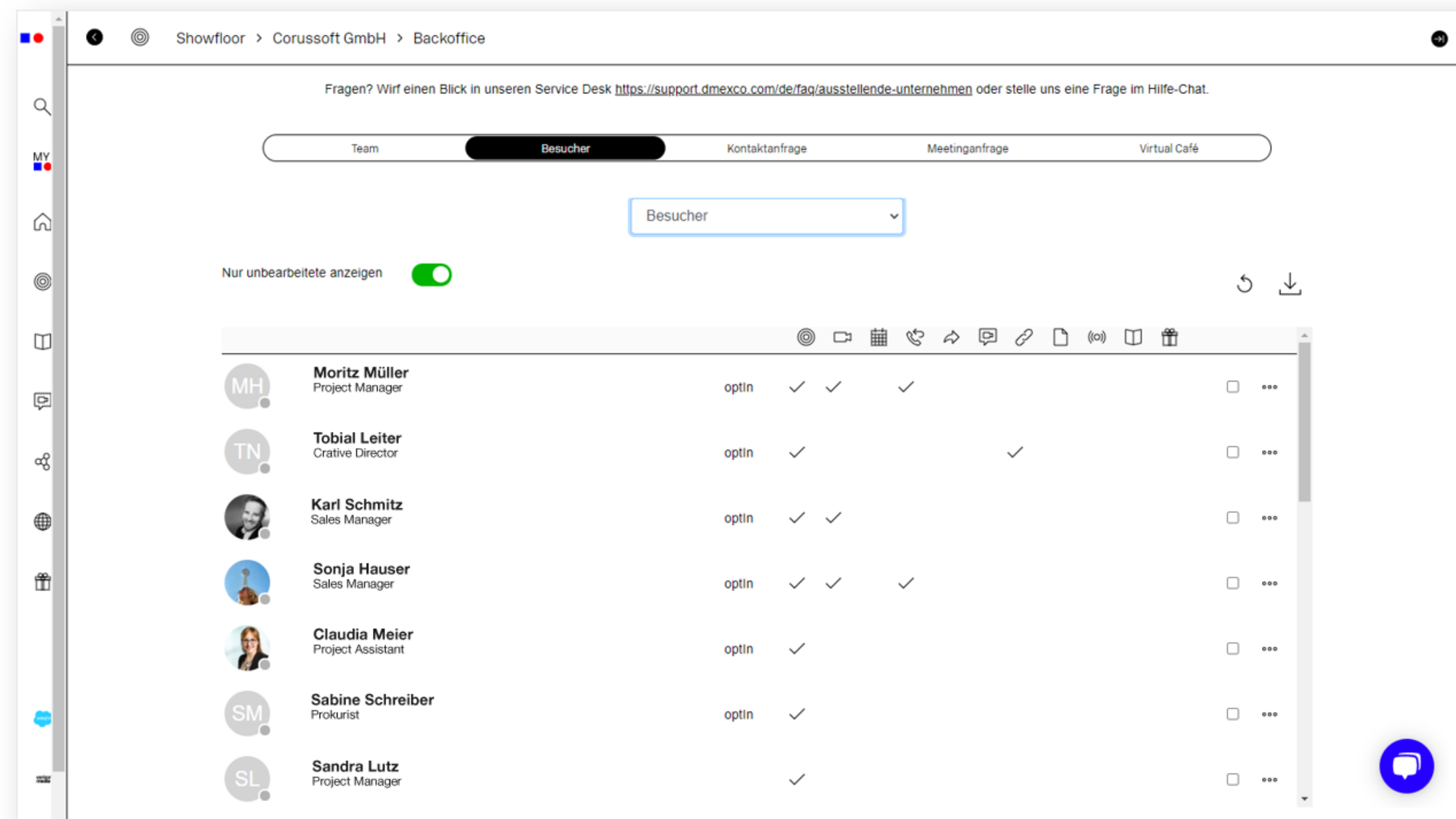
## Features and Benefits

- No restrictions on the numbers of participants in a room
- Detailed visitor statistics
- Group text chats
- Always-on audio/video room for up to 100 participants
- Invitation-only channels/groups with group text chats and an audio/video room
- Exchange views with the community in a discussion open to everyone or a closed group





Your exclusive exhibitor Back Office gives you insights into visitor statistics. Find out who viewed your Showroom or connected with you via video call, among a host of other information. You can easily download the leads you have generated as a CSV file. If your contacts have opted in, you can contact your future customers immediately or after the event.



## Features and Benefits

- Detailed analyses of all the visitors and contacts you have attracted as an exhibitor
- Lead Tracking 2.0 – all visitor data is available to exhibitors in its entirety, in a GDPR-compliant form and with a double opt-in
- All the data can be exported
- Data can be viewed in Excel
- Clear organisation of lead management within your team thanks to visible lead status (new/managed)
- Complete visibility into your visitors, including how visitors heard about your company
- Never miss a lead again
- Opportunities for your sales team or other departments to make contact give your company 100 % sales potential (where visitors have opted in)



# Your participation options

As an exhibitor, you benefit from the opportunity to open up new, international target groups and to showcase your products and solutions to the global community. Find business and networking opportunities customised to your individual preferences with our packages.

## Premium

Achieve high awareness and reach for your products with appearances on the Product Stage, entries in the Product Highlight segment, top-of-list placements, Round Tables and many other options. You also benefit from extensive networking and lead generation opportunities. The option to live-stream content makes your digital appearance even more unique.

## Gold

Get the best out of your presence on **interzum @home**: Combining a large number of Product Stage appearances and Product Highlight entries, top-of-list placements, Round Tables with a host of other features, the Gold package is the ideal way to showcase your company and products. With our cutting-edge networking tools, lead generation is easier than ever before. And the option to live-stream content makes your digital appearance even more unique.

## Basic

The entry-level package gives your company a presence on **interzum @home** and the opportunity to use the platform for global networking and lead generation.

## Smart

Our best value-for-money package for your product presentations. Take advantage of various appearances on the Product Stage and entries in the Product Highlight segment combined with networking tools and a variety of other features to raise awareness of your solutions and generate sales leads.

# Your participation options at a glance (1/4)

	Basic	Smart	Premium	Gold
Price	EUR 10,000.00	EUR 20,000.00	EUR 40,000.00	EUR 80,000.00
Company presence on the Exhibitors and Products Showfloor	Tile size on the Showfloor: 1/4	Tile size on the Showfloor: 1/4	Tile size on the Showfloor: 1/2	Tile size on the Showfloor: 1/1
Top-of-list placement in a product segment of your choice	—	—	3 x	6 x
Bookable services	- Top-of-list placement on the General Showfloor: EUR 3,990.00 (max. six entries) - Top-of-list placement in a product segment: EUR 990.00 (max. six entries per product segment in total)			
Entry in the alphabetical list of exhibitors and the product group list	✓	✓	✓	✓
Own Showroom presence including video/audio, request-a-meeting tool, employee visibility and the option to upload or link information material	✓	✓	✓	✓
Bookable services	—	—	Live-stream interface in the Exhibitor Showroom: EUR 2,700.00	
	—	—	—	iframe in the show floor: included, on request



# Your participation options at a glance (2/4)

	Basic	Smart	Premium	Gold
Product Highlight entries	<ul style="list-style-type: none"><li>■ Up to 2 products included</li><li>■ Maximum of 2 additional entries bookable</li></ul>	<ul style="list-style-type: none"><li>■ Up to 4 products included</li><li>■ Maximum of 4 additional entries bookable</li></ul>	<ul style="list-style-type: none"><li>■ Up to 8 products included</li><li>■ Maximum of 8 additional entries bookable</li></ul>	<ul style="list-style-type: none"><li>■ Up to 16 products included</li><li>■ Maximum of 16 additional entries bookable</li></ul>
Bookable services	Each additional Product Highlight entry: EUR 800.00			
Product Stage segment	<ul style="list-style-type: none"><li>■ Screening 1 segment pre-produced by the exhibitor on the Product Stage (max. 20 minutes)</li><li>■ Maximum of 1 additional segment bookable</li></ul>	<ul style="list-style-type: none"><li>■ Screening 2 segments pre-produced by the exhibitor on the Product Stage (max. 20 minutes)</li><li>■ Maximum of 2 additional segments bookable</li></ul>	<ul style="list-style-type: none"><li>■ Screening 4 segments pre-produced by the exhibitor on the Product Stage (max. 20 minutes)</li><li>■ Maximum of 4 additional segments bookable</li></ul>	<ul style="list-style-type: none"><li>■ Screening 8 segments pre-produced by the exhibitor on the Product Stage (max. 20 minutes)</li><li>■ Maximum of 8 additional segments bookable</li></ul>
Bookable services	Each additional segment on the Product Stage (pre-produced, max. 20 minutes): EUR 1,500.00  Production of a segment in the interzum Studio in line with the exhibitor's concept, including technology, editing and post-production (max. four hours' studio time): price available on request			





# Your participation options at a glance (3/4)

	Basic	Smart	Premium	Gold
Participate in networking including appointment booking, the Communication Center and Discovery Graph	✓	✓	✓	✓
Round Table	1 Round Table (part of the official programme, max. 50 participants per Round Table, access controlled by the exhibitor, max. 30 minutes)	Maximum of 2 Round Tables (part of the official programme, max. 50 participants per Round Table, access controlled by the exhibitor, max. 30 minutes)	Maximum of 4 Round Tables (part of the official programme, max. 100 participants per Round Table, access controlled by the exhibitor, max. 60 minutes)	Maximum of 8 Round Tables (part of the official programme, max. 100 participants per Round Table, access controlled by the exhibitor, max. 60 minutes)
Bookable services	Each additional Round Table (part of the official programme, max. 50 participants per Round Table, access controlled by the exhibitor, max. 30 minutes, limited to three additional Round Tables): EUR 1,500.00  One Virtual Café (max. 20 participants, access unrestricted, hosted throughout <a href="#">interzum @home</a> ): EUR 4,900.00		Each additional Round Table (part of the official programme, max. 100 participants per Round Table, access controlled by the exhibitor, max. 60 minutes, limited to three additional Round Tables): EUR 3,000.00	
Spontaneous chats with up to 10 participants (max. 60 minutes)	✓	✓	✓	✓
Real-time lead tracking including opt-in (where consent granted) and CSV export	✓	✓	✓	✓



# Your participation options at a glance (4/4)

	Basic	Smart	Premium	Gold
Admission ticket vouchers for before (exhibitors only), during and after the event (for the duration of the platform's live time)	<ul style="list-style-type: none"><li>■ Exhibitors: 10 vouchers</li><li>■ Visitors: unlimited number</li></ul>	<ul style="list-style-type: none"><li>■ Exhibitors: 20 vouchers</li><li>■ Visitors: unlimited number</li></ul>	<ul style="list-style-type: none"><li>■ Exhibitors: 30 vouchers</li><li>■ Visitors: unlimited number</li></ul>	<ul style="list-style-type: none"><li>■ Exhibitors: 60 vouchers</li><li>■ Visitors: unlimited number</li></ul>
Bookable services	- Each additional admission ticket voucher for an exhibitor pass: EUR 45.00			
Full-text search; picture-in-picture mode (Multitasking); real-time support	✓	✓	✓	✓

# Forging the future together – how to elevate your business to a new level with interzum @home

Numerous prestigious brands and industry opinion leaders will be represented on **interzum @home** – we would be delighted to count you among them.

Give us a call or contact us by e-mail.  
We would be happy to advise you on your options:

**Petra Opgenoorth**

Sales Manager  
Function & Components  
Tel. +49 221 821-2998  
[p.opgenoorth@koelnmesse.de](mailto:p.opgenoorth@koelnmesse.de)

**Nikola Funk**

Sales Manager  
Textile & Machinery  
Tel. +49 221 821-2246  
[n.funk@koelnmesse.de](mailto:n.funk@koelnmesse.de)

**Caroline Freda-Bodensteiner**

Sales Manager  
Materials & Nature  
Tel. +49 221 821-3597  
[c.bodensteiner@koelnmesse.de](mailto:c.bodensteiner@koelnmesse.de)

**Michael Ahlgrimm**

Sales Manager  
Materials & Nature  
Textile & Machinery  
Tel. +49 221 821-2503  
[m.ahlgrimm@koelnmesse.de](mailto:m.ahlgrimm@koelnmesse.de)