



h+h cologne @home

26 – 28/03/2021

100% digital

100 % creative, 100 % successful!



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International Trade Fair for Creative Handicraft & Hobby Supplies

26-28 March 2021

03-07

Entering the future successfully

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Efficient business & networking: What the digital platform offers

18-21

Customised to your professional identity

22-23

We're here for you



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International Trade Fair for Creative Handicraft & Hobby Supplies

26-28 March 2021

The start of a new age!

Take a (cautious) look towards the future together with others. In March 2021, the world's leading trade fair for the handicraft industry offers a fantastic setting to (re-)enter a conversation with key decision makers, buyers and industry experts - thanks to the new, digital h+h cologne @home. Whether a restart or re-entry:

- ✓ Meet important decision makers!
- ✓ Learn everything about the latest trends and developments!
- ✓ Generate valuable contacts and leads!



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Profit from the reach of the world's leading trade fair.

- 
- ✓ A trade fair that has constantly grown over the last ten years. h+h cologne possesses a global network with connections to drive your business forward.
 - ✓ 2019: 16,880 trade visitors, 7,053 of them international - a 15% rise.
 - ✓ Strong community on Facebook and Instagram with almost 9,000 fans and roughly 6,000 followers.
 - ✓ #knithappens: even in 2020 exhibitors successfully used the trade fair's platforms (blog, newsletter, Facebook, Instagram) for their communication.




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Arguments in favour of h+h cologne @home.

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- ✓ THE global industry meeting point for handicraft and hobby supplies.
 - ✓ A digital, state-of-the-art platform: extensive and appealing offering for exhibitors and trade visitors, with user-friendly operation.
 - ✓ Reach customers across the world, including after the fair.
 - ✓ Contact details for all visitors attending your virtual booth.
 - ✓ Easy to contact visitors by online chat, audio or appointment request.
 - ✓ Wide range of individual presentation options.
 - ✓ Enhanced image and media attention for the industry.




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We make contact and business safe!

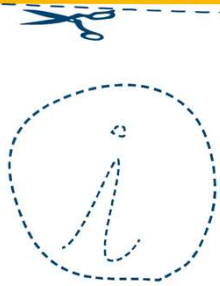
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- ✓ The handicraft and hobby industries thrive on creativity and personal contact. However, the pandemic will not allow a promising, international in-person event in March 2021.
 - ✓ We are taking a new, creative approach for safe and successful dialogue between exhibitors and visitors, with h+h cologne becoming a purely digital trade fair in 2021.
 - ✓ With newly developed formats and creative online solutions, you can showcase your products and services just the way you want to.



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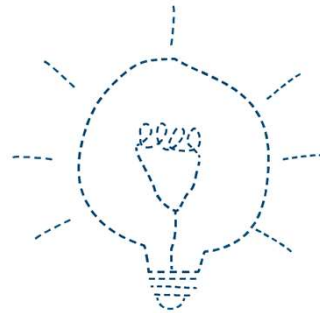
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h+h cologne @home: Four building blocks for success.



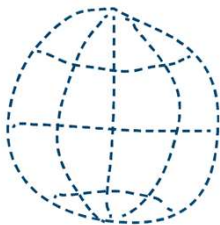
Information:

Products,
new things,
technologies



Inspiration:

Live Talk Sofa,
business tips,
trends, lookbook



Networking:

Meetings,
chats,
videocalls



Business:

New contacts &
lead generation

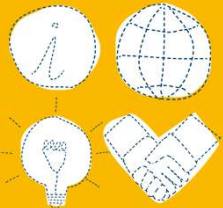


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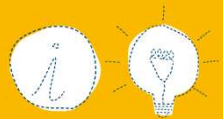
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All the functions at a glance.



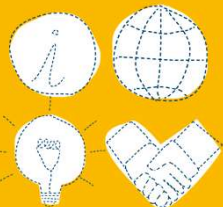
Lobby:

Where the creative future begins.



Main Stage:

Raise the curtains for stimulation & insights.



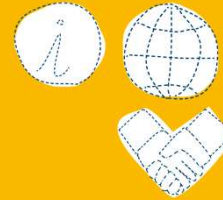
Showfloor:

The digital trade fair hall.

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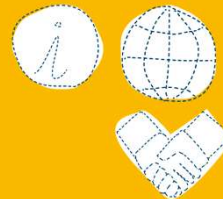
Showroom:

Your digital booth.



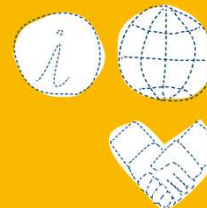
Product Stage:

Your products in action.



Round Table:

The best spots for good business.



Virtual Cafe:

Network while relaxing.



Networking:

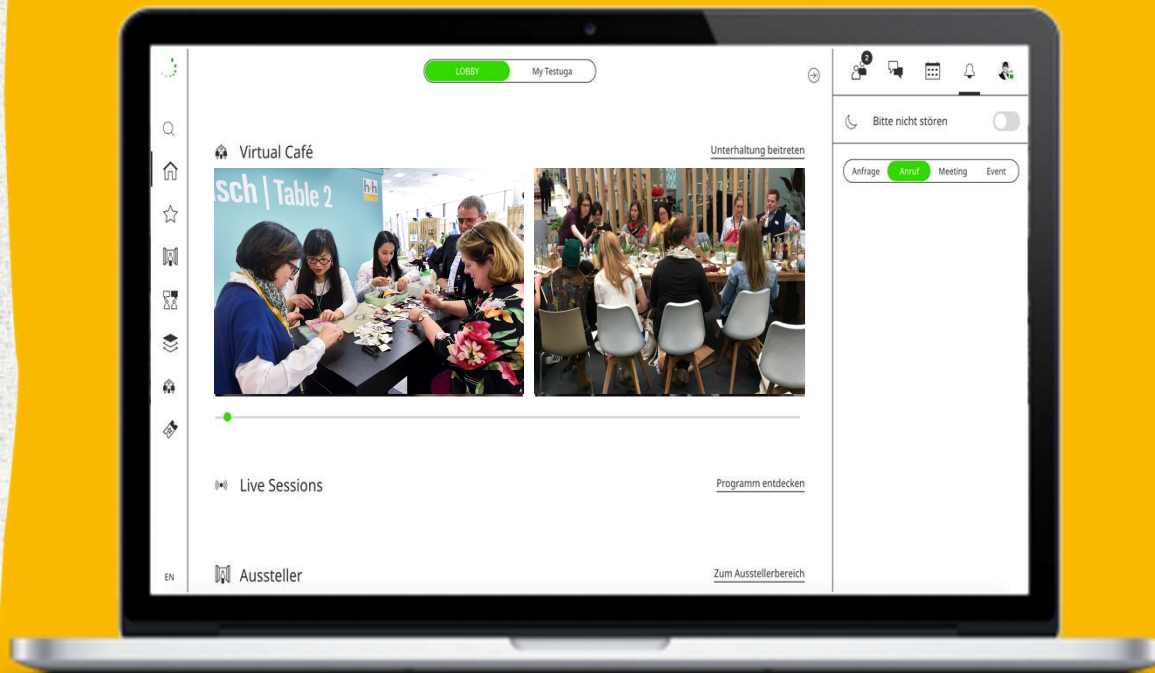
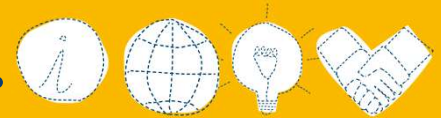
Easy lead generation.



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The Lobby: Where the creative future begins.



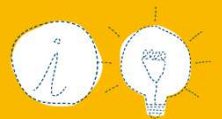
- ✓ Log in and get started: The Lobby is where you have everything in view. It's individual and can be personalised. Your direct access to all areas.
- ✓ It displays the latest content (highlights, live shows, new products, virtual cafes).
- ✓ Direct access to the communication centre, with your own profile, personal contacts, agenda and all communication channels (chats, calls, video calls, group meetings).
- ✓ Intuitive operation.



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The Main Stage: Raise the curtains for stimulation & insights.



- ✓ 'My lovely living room': the Talk Sofa live from the Koelnmesse studio.
- ✓ Variety of interaction options during talks: chats, Q&As, polls.
- ✓ A moderator in the studio and another in the chat.
- ✓ Available on demand for professional audiences in other time zones after the first broadcast.
- ✓ In German and English.

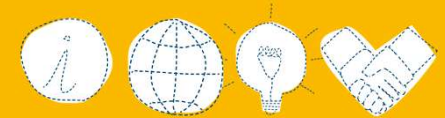


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The Show Floor: The digital trade fair hall.



Access to various exhibitor booths - the 'Showrooms' - via 'brand cards'.

For exhibitors:

- Large brand cards raise visibility.
- Dedicated illustration/company logo increase noticeability.
- Efficient lead generation with integrated calls for contact.

For trade visitors:

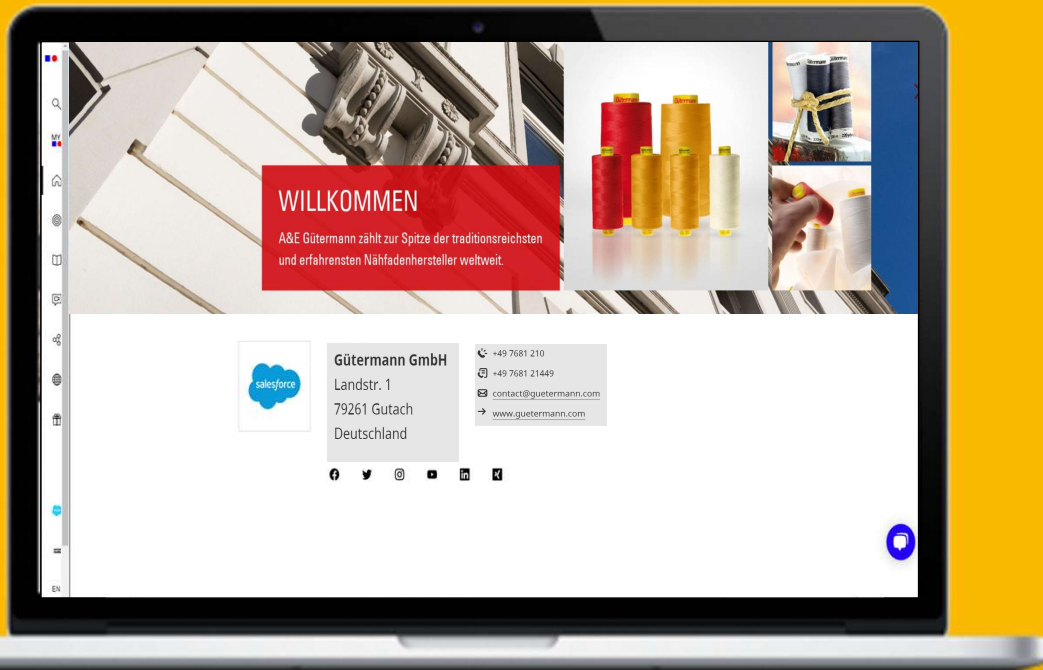
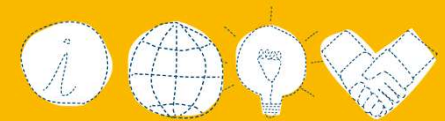
- Easy to search for exhibitors - save exhibitors and make favourites lists.
- Contact people, ask for appointments, express interest.
- Recommend exhibitors to others.



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The Showroom: Your digital booth.



- ✓ Presentation of your company or brand.
- ✓ Interactive exhibitor profile and individual content.
- ✓ Products and new things can be listed.
- ✓ 'Talk-to-me' function for direct communication with all team members.
- ✓ Public text chat and audiovisual space - integration for videos, photos, PDFs, etc.
- ✓ Comprehensive visitor statistics - data exported to CRM.

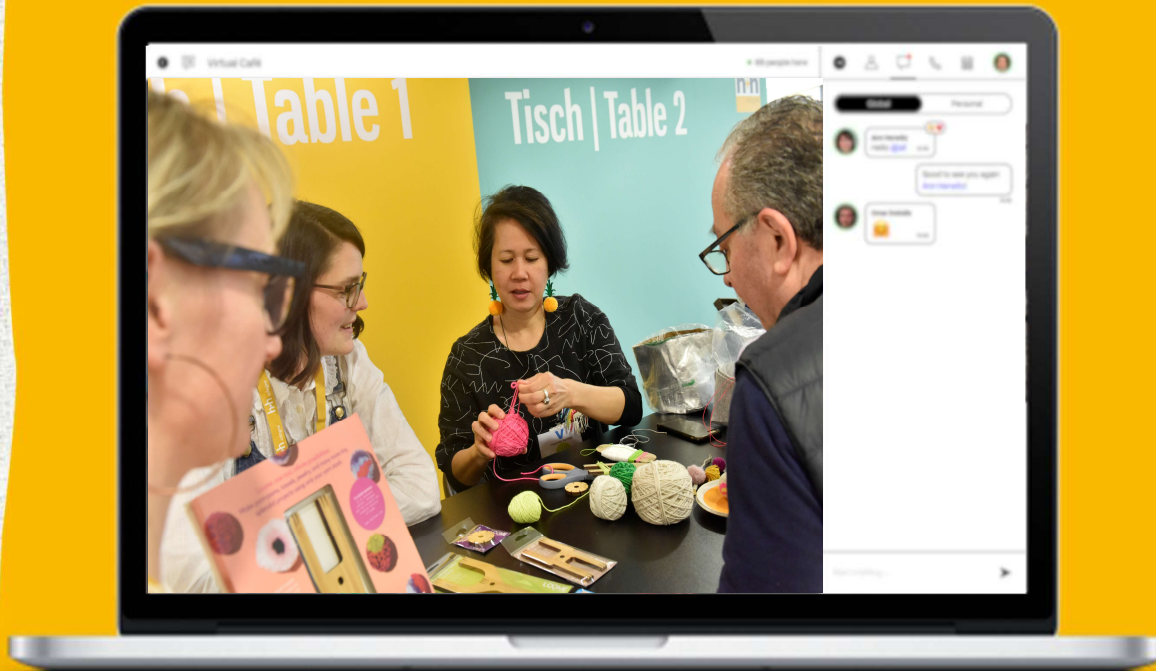


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The Product Stage: Your products in action.



- ✓ Using content that you've pre-produced, you can build a profile for yourself as an expert exhibitor. Showcase your new and highlight products in action. Content is accessible to all logged-in users.
- ✓ Additionally, you can present yourself in live sessions from the Koelnmesse studio.
- ✓ Variety of interaction options: chats, Q&As, polls. One of your staff is there live in the chat.
- ✓ Agenda planned by Koelnmesse (to avoid duplication of subject matter).

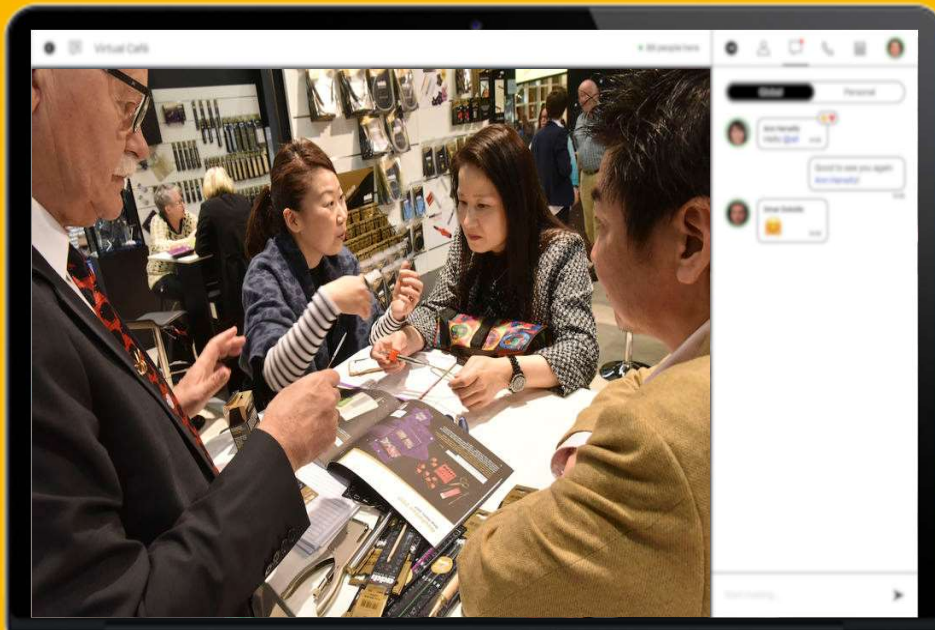


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The Round Table: The best spots for good business.



- ✓ Member-only audiovisual space available by invitation for specified participants.
- ✓ For example: meeting point for international customers or exclusive PR or influencer events.
- ✓ Official agenda item on the calendar, with restricted access - you decide who participates.
- ✓ As an exhibitor, you can invite a maximum of 100 guests by yourself - unplanned participation is possible when you allow admission. You set the agenda and choose the target audience.

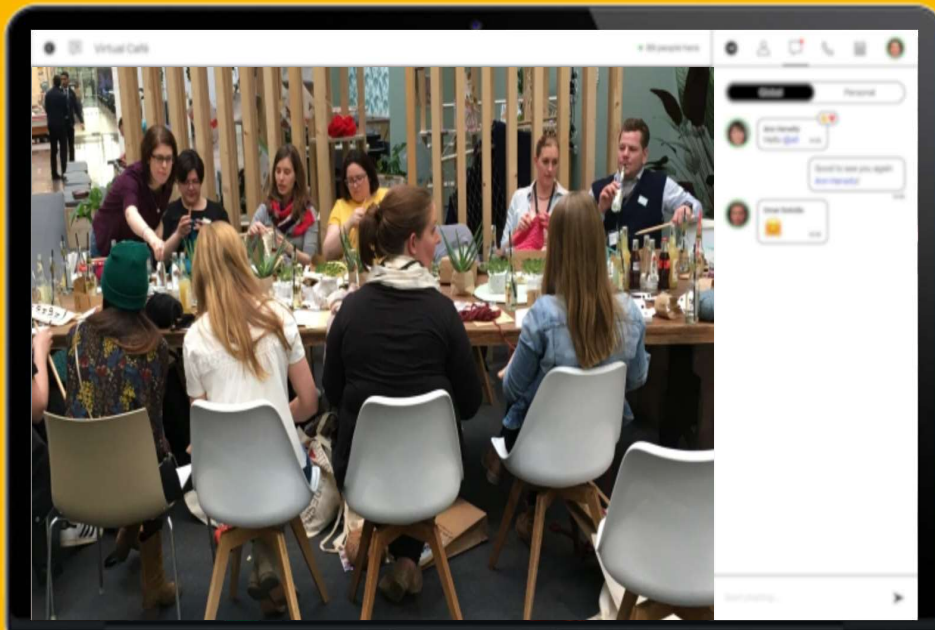


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The Virtual Cafe: Network while relaxing.



- ✓ For all logged-in users: open-access chat space with audio/video chats about selected subjects.
- ✓ Open and accessible all day long, maximum 20 participants simultaneously.
- ✓ As an exhibitor, you can become a virtual cafe sponsor - which is ideal, for example, for private customer presentations or themed sessions ('Knitting Online Together').
- ✓ Also suitable for socialising events (virtual happy hour, for example).




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Networking: Easy lead generation.



- 
- ✓ Your personal communication centre for targeted matchmaking: personal or video chat - with or without an appointment (exhibitors and trade visitors).
 - ✓ Contact details can be swapped and downloaded, and recommendations can be passed on (by registering as a professional guest).
 - ✓ Social network details can be added (XING, LinkedIn).
 - ✓ Increased number of contacts thanks to the 'Contacts of Contacts' function.
 - ✓ New contacts generated based on interests specified.
 - ✓ Find and be found: the more your profile says, the greater your chance to find new contacts - when more 'virtual booth staff' are registered as designated contact persons, more meetings/chats/communication can be held in parallel.

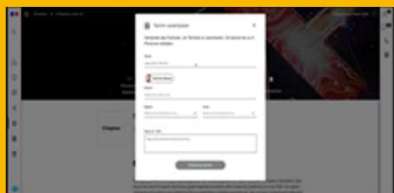


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Networking in a new dimension: more contacts, more data, more quality.



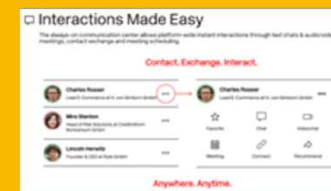
Lead-Tracking:

- ✓ Company-specific selection of visitor data from content and Showroom
- ✓ Contact request through private text chats/immediate video calls/group dialogue with screen sharing



Discovery Graph:

- ✓ **A networking tool that visualises all participants and their connections.**
- ✓ **Filter for limiting participants.**
- ✓ **Interactive profile areas.**



Chats:

- ✓ Communication centre with direct interaction throughout the entire platform.
- ✓ Private chats, audio, video.
- ✓ Screen sharing.
- ✓ Maximum 10 participants.



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Individual and customised:
business and networking as you want it.

	'Digital only' price	Basic	Smart	Best
Showfloor	'Business card' size Interactivity Top-of-list billing	1,500 €	10,000 €	15,000 €
Showroom		1/4 Basic -	1/2 Medium -	1/1 Lead-optimised One category included
Product Stage	Window: 10 minutes	Incl. Audio/Video		
		-	Broadcast of a pre-produced session Included	Broadcast of three pre-produced sessions or a live session in the KM studio included
	Pre-produced content	1,000 €	800 €	500 €
	Live session in the KM studio	3,500 €	3,000 €	2,500 €

Subject to changes



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business and networking as you want it.

Round Table

Max. 100 participants
Member-only;
meeting room
atmosphere

Real-time lead reporting

Virtual cafe

Max. 20 participants,
no limits on access,
branding possible

Incl. opt-in, if
agreed

Basic

One-time add-on
30 minutes:
2,500 €

Smart

One Round Table (60
minutes) included.
Max. 3 time slots can
be added on
30 minutes: 2,500 €
60 minutes: 3,500 €

Best

Three Round Tables
(of 60 minutes)
included. Unlimited
number of time slots
can be added on
30 minutes: 2,000 €
60 minutes: 3,000 €

Included

-

Sponsorship of a
table within the
Koelnmesse
offering:
2,500 €

Sponsorship of
cafe with up to 5
tables:
7,500 €

Subject to changes



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business and networking as you want it.

Tickets (valid before, during and after the event)				
		Basic	Smart	Best
	Staff	5	15	50
	Visitors	50	250	Flatrate
Each additional ticket		20 € (equivalent to a daily pass for the in-person h+h cologne)		

- ✓ Reasonably small investments in professional, digital appearance - content can be used for your own channels after the fair.
- ✓ Give the community a boost and invest in the industry's digital expertise.

Subject to changes



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Individual and customised:
business and networking as you want it.

	Basic	Smart	Best
Statistics and analyses	included		
Full-text search	included		
Picture-in-picture mode (multitasking)	included		
Real-time support	included		
Leisure time in the Handiwork Yoga Cafe	included		
Virtual happy hour	included		

Subject to changes



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**Are you interested? Or have questions?
We're here for you!**

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100% digital

**Creative, successful, digital:
Let's get started together in March 2021!**