



[www.anuga.com](http://www.anuga.com)

## TASTE THE FUTURE

ANUGA IN COLOGNE: 09.–13.10.2021

ANUGA @HOME: 11.–13.10.2021 & ON DEMAND



We are unbeatable  
**TOGETHER**

**1**

Moving to the next level **TOGETHER.**



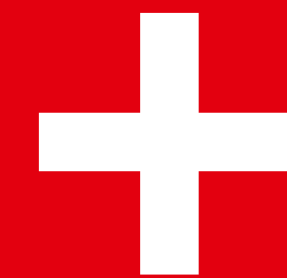
Digital  
Event Platform:  
Anuga @home

09.–13.10.2021



### **PHYSICAL ANUGA IN COLOGNE:**

For meeting face to face  
with business contacts - and  
tasting food and beverages!



11.–13.10.2021 &  
on demand



### **ANUGA @HOME:**

Digital event platform  
for targeted business and  
networking - worldwide and  
with extensive exposure!

“

Additional exposure: by enhancing the physical  
format of Anuga with Anuga @home, you can  
reach all of the decision-makers, who are not  
on-site in Cologne.

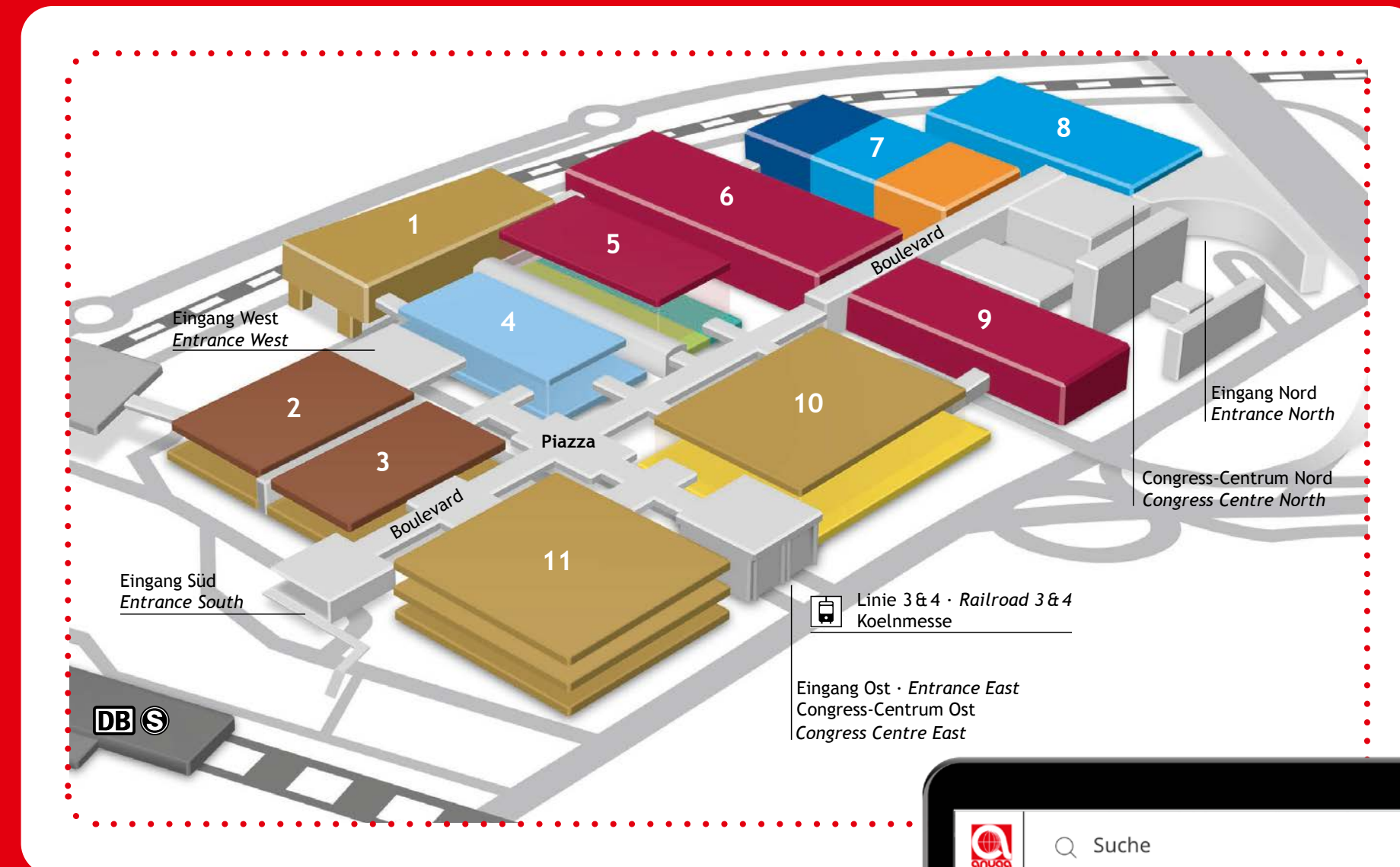
Stefanie Mauritz, Director Anuga



# Experience the trade fair **TOGETHER.**



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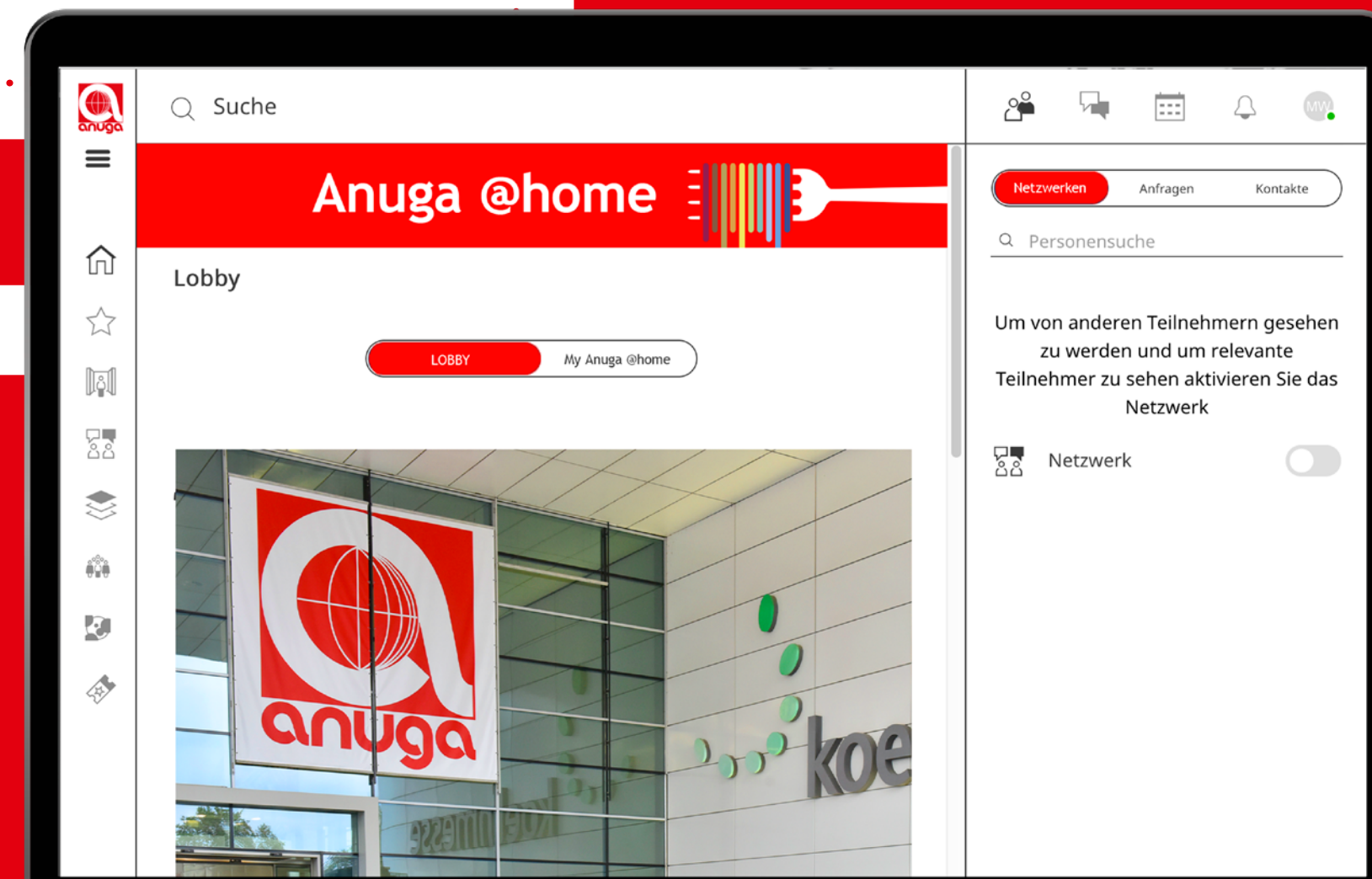


## LIVE IN COLOGNE:

10 trade shows under  
one roof

## ANUGA @HOME

- ✔ Main Stages & Congress Stage
- ✔ Product Stages
- ✔ Showrooms & Conference Rooms
- ✔ Simple lead generation



Generate additional exposure  
**TOGETHER.**

Your benefits at Anuga @home

- ✔ Attract interest for your products and brands
- ✔ Global presence and networking beyond the days of the trade fair
- ✔ Efficient lead generation through networking functions, analyses and statistics
- ✔ Attractive offers for kicking off your digital trade fair participation
- ✔ Professional digital presence also for one's own channels
- ✔ Media attention and expansion of your community
- ✔ Digital access to the largest global industry network of Anuga



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Event Platform:  
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# Finding recipes for the future **TOGETHER.**



Digital  
Event Platform:  
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## The digital event programme of Anuga

### MAIN STAGES

- Curated event programme
- Keynote speakers
- Interaction between the audience and the speakers
- Global trend themes



### CONGRESS STAGE

Anuga conferences in cooperation with partners:

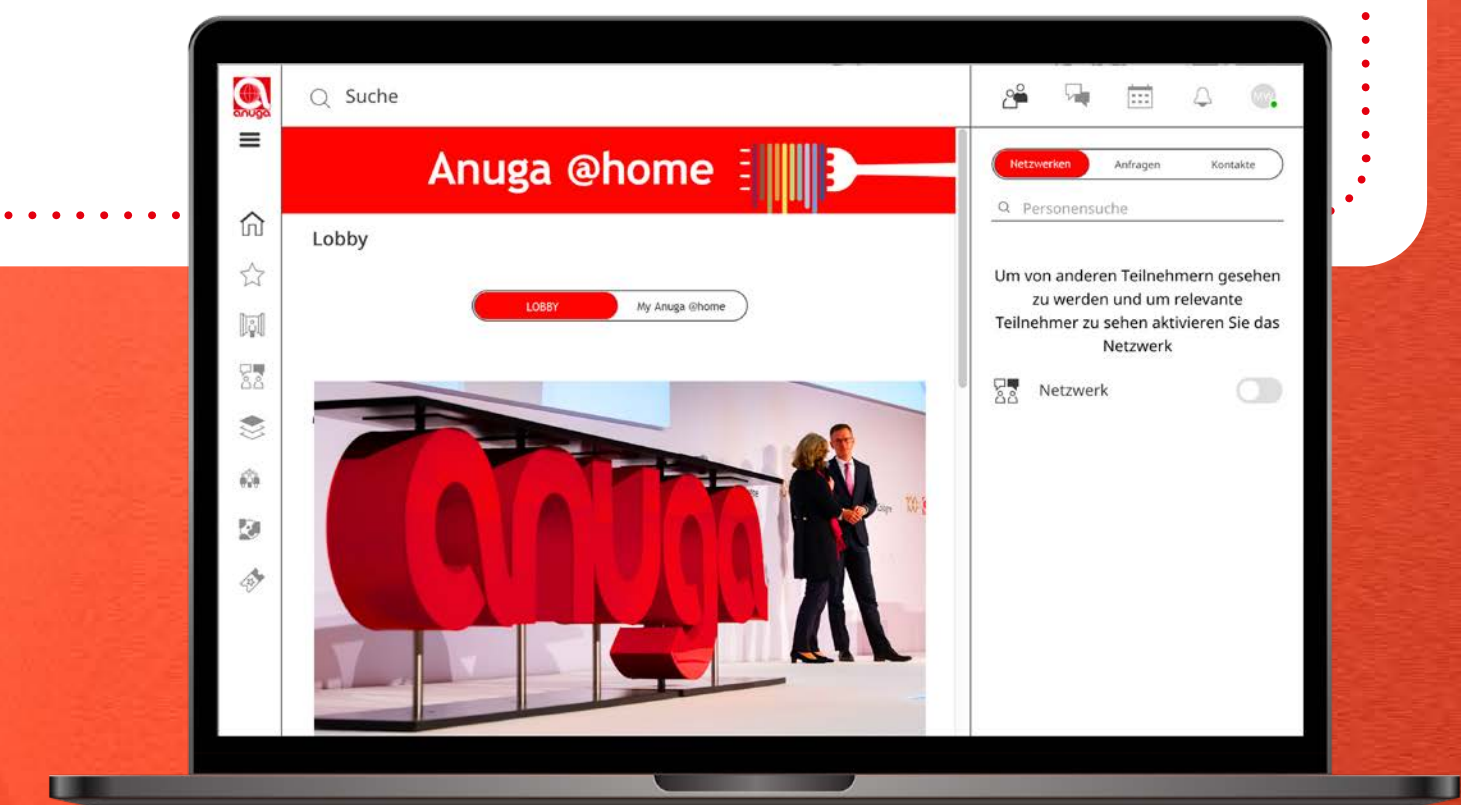
- New Food Conference
- ZNU Future Congress
- Newtrition X



### PRODUCT STAGES

- Anuga Trade Shows Stage
- Anuga Country Stage
- Anuga Food Trends Stage
- Anuga Start-up Stage: Exclusively for start-ups
- Anuga taste Innovation Stage: Exclusively for finalists

Book  
your slot on a  
Product Stage!

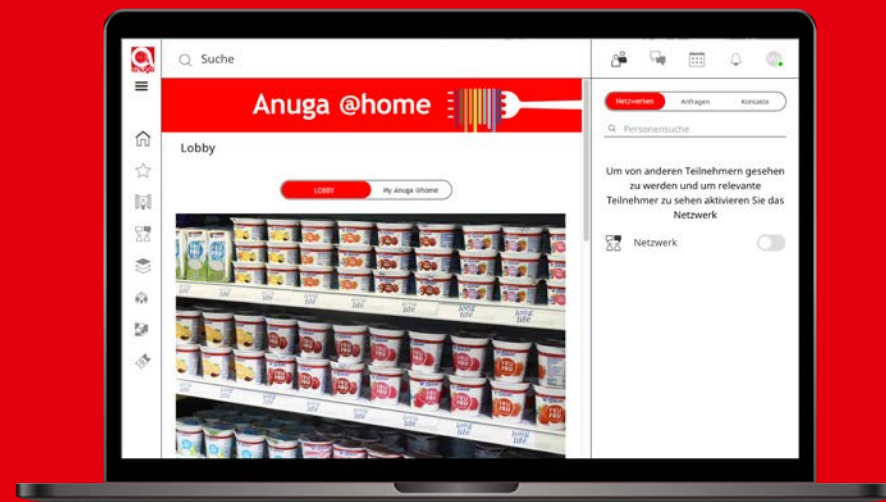


Set impulses **TOGETHER.**

Attract attention to yourself and your Showroom on the Product Stages.

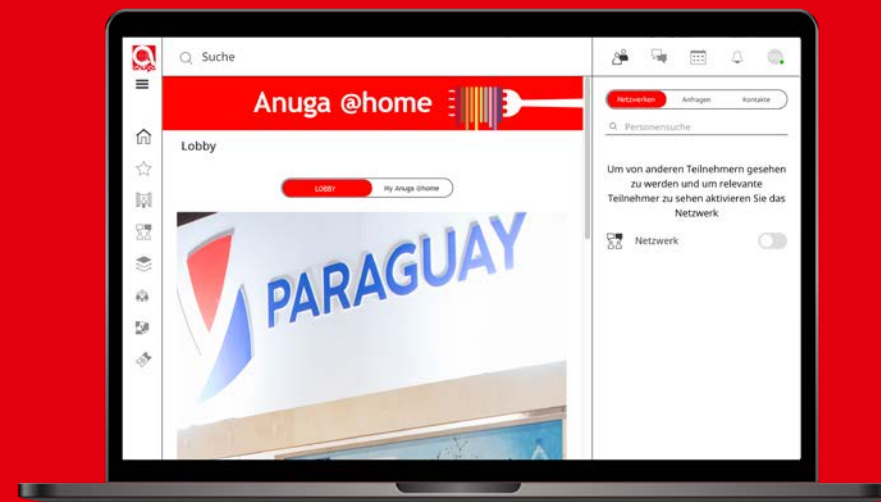


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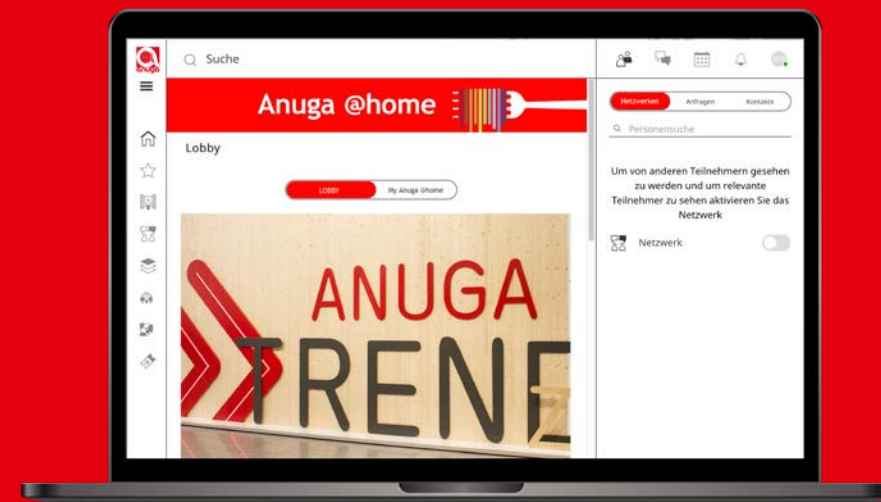
### Anuga Trade Shows Stage

10 trade shows under one roof: present yourself within “your” trade show to the relevant decision-makers.



### Anuga Country Stage

World of Food & Beverages: present your company in the context of country-specific or regional focuses.



### Anuga Food Trends Stage

Food trends and focal themes: present your future-oriented products and brands.

- Digital stage for your presentation
- Part of the official event programme/ trade fair schedule
- Unlimited number of participants
- Videos available on demand after the event
- Text chats with Q&As
- Lead generation through extensive participant statistics and data

# Initiate business **TOGETHER.**



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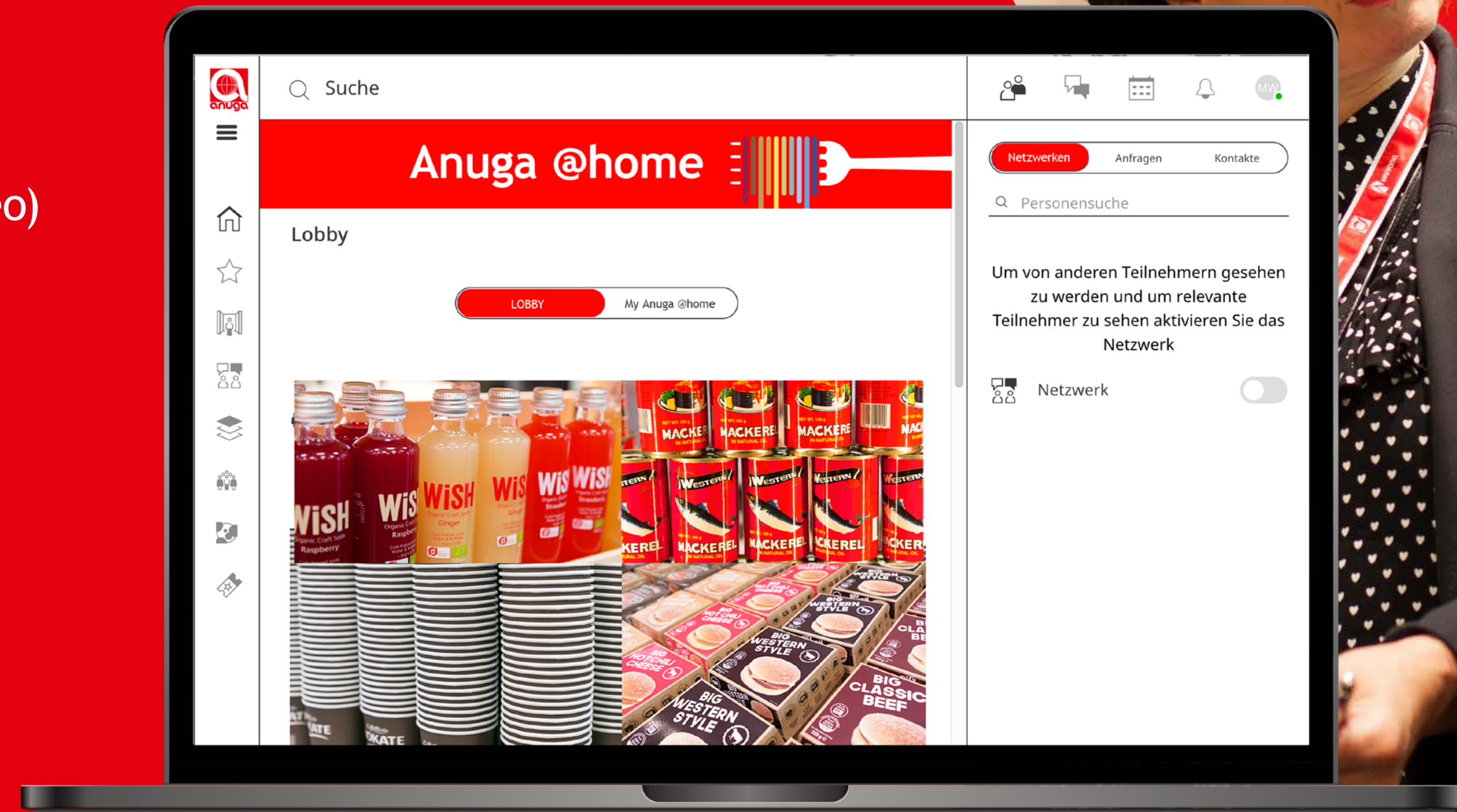
## Your digital Showroom

Your digital Showroom is the digital fair ground of Anuga @home. This is where you are represented with your digital exhibition stand.

Included  
in the  
obligatory  
marketing  
package



- Interactive exhibitor profile (contact data, product group entries)
- “Talk-to-me“ function for a direct exchange (audio/video) between the visitor and yourself
- Public text chats and audio/video room
- Easy to find via the search function
- Lead generation through extensive user statistics that conforms with the data protection regulations
- Appointment arranging function with availability



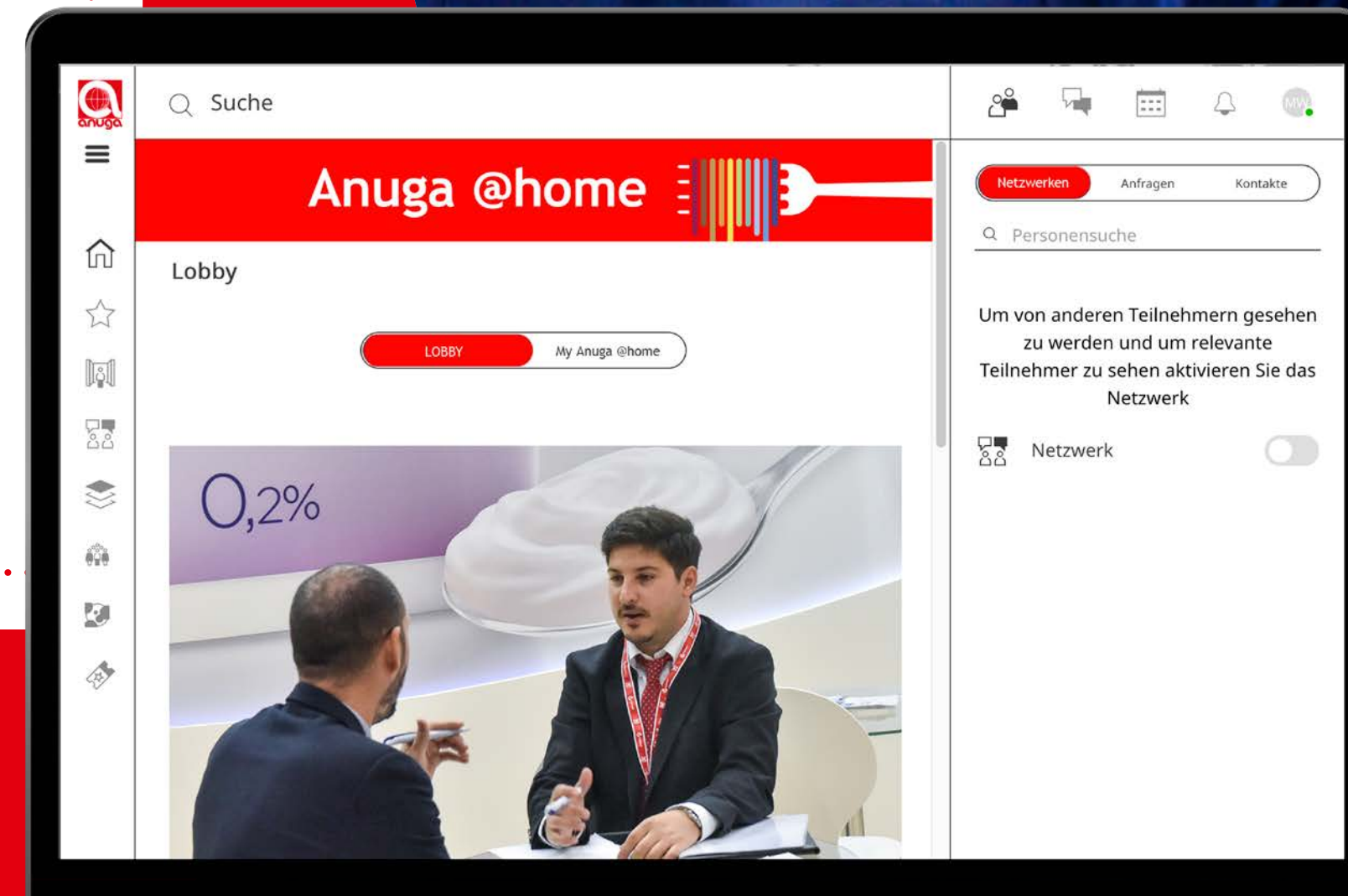
Offer the best places for good business  
**TOGETHER.**



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**Your upgrade for even more content and visibility:**

- Your new products/product entries and brands
- Enhanced by own multimedia contents (videos, photos, PDFs, links, live streams)
- Digital conference rooms for your events (presentations, tastings, show cooking, PR events) for varying numbers of participants, on invitation/demand
- Display of additionally booked Product Stage slots, live streams and conference rooms



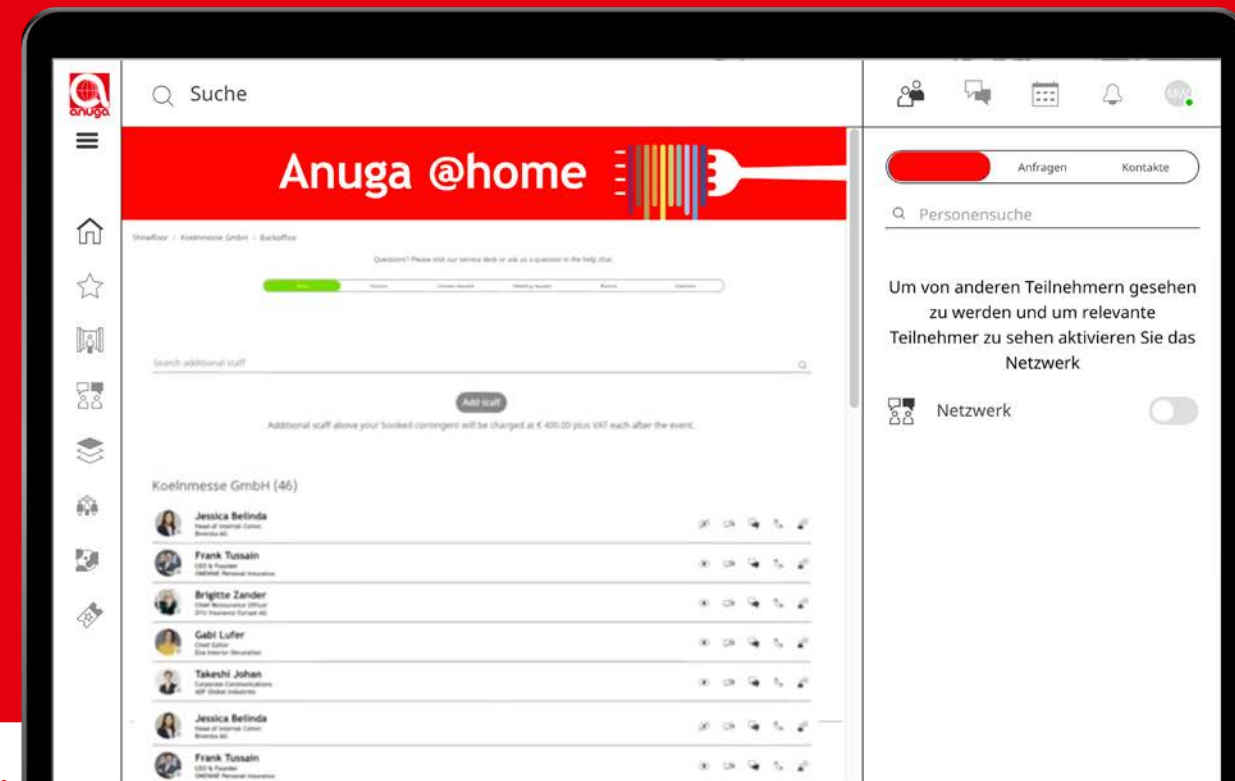


Find the perfect partner  
**TOGETHER.**

Optimised lead generation



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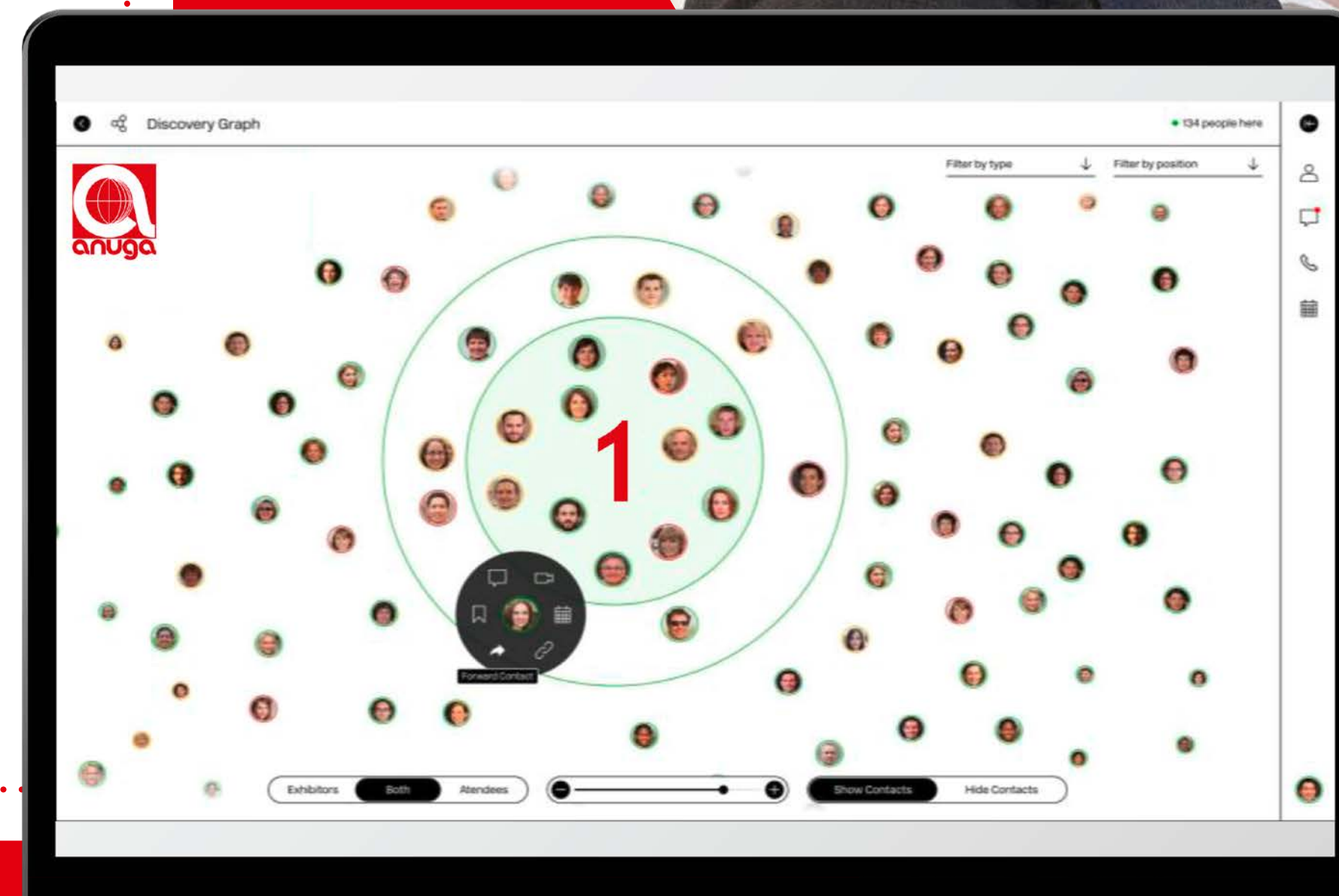
- Visibility of the personalised leads in the back office in real-time
- Simple download of all leads as a csv file
- Analysis of the leads acc. to contact points
- Recording of the marketing consent of all participants that is conform with the data protection regulations



# Establish contacts **TOGETHER.**

## The Discovery Graph

- Personal chat or video chat, with and without appointments
- Exchange, download and recommendation of contact data
- Find new contacts with similar interests
- Find contacts of my contacts
- Find new leads via "I am searching for" and "I am offering"



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Find  
**TOGETHER.**

Your purely digital  
participation at  
Anuga @home:

from €3,030

Book with  
your sales  
contact  
now!

Including the basic marketing package:

- Entry in the alphabetical list of exhibitors
- Entry in the list of product groups
- Participation in networking incl. tool for arranging appointments
- Integrated lead tracking
- Set-up and provision of an online press box
- All functions of the platform utilisable



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# Achieve more **TOGETHER.**

Basic digital participation	
Participation price Anuga @home	€2,000
Basic marketing package (obligatory)	€1,030
Entry in the alphabetical list of exhibitors	✓
Entry in the list of product groups (5 entries in the catalogue)	✓
Entry in the list of product groups (unlimited in the online exhibitors search, app & @home)	✓
Participation in networking incl. tool for arranging appointments	✓
Integrated lead tracking	✓
Set-up and provision of an online press box	✓
<b>Price for complete package digital participation</b>	<b>€3,030</b>

Book in the media shop now!



Digital Event Platform: Anuga @home

## Upgrade packages (optional)

	Basic digital participation	Plus	Pro	Premium
	€0	€460	€1,660	€3,560
Basic company portrait: Title + max. 100 characters of text in German/English		✓	✓	✓
Header graphic		✓	✓	✓
Logo printed in the alphabetical list of exhibitors (all trade fair media)		✓	✓	✓
Basic product entry (product photo and product title)		1	10	Max. 30
Premium product entry (product photo and product description)			3	10
Product video in Showroom			1	2
Premium brand entry (brand name, brand logo, reference to company name, contact data)			1	1
Basic brand entry (brand name, reference to company name)				10
Social media buttons			✓	✓
Tile upgrade to maximum size				✓
<b>Price for complete package digital participation</b>	<b>€3,030</b>	<b>€3,490</b>	<b>€4,690</b>	<b>€6,590</b>



Setting highlights **TOGETHER.**

Attractive presentation options  
for your company

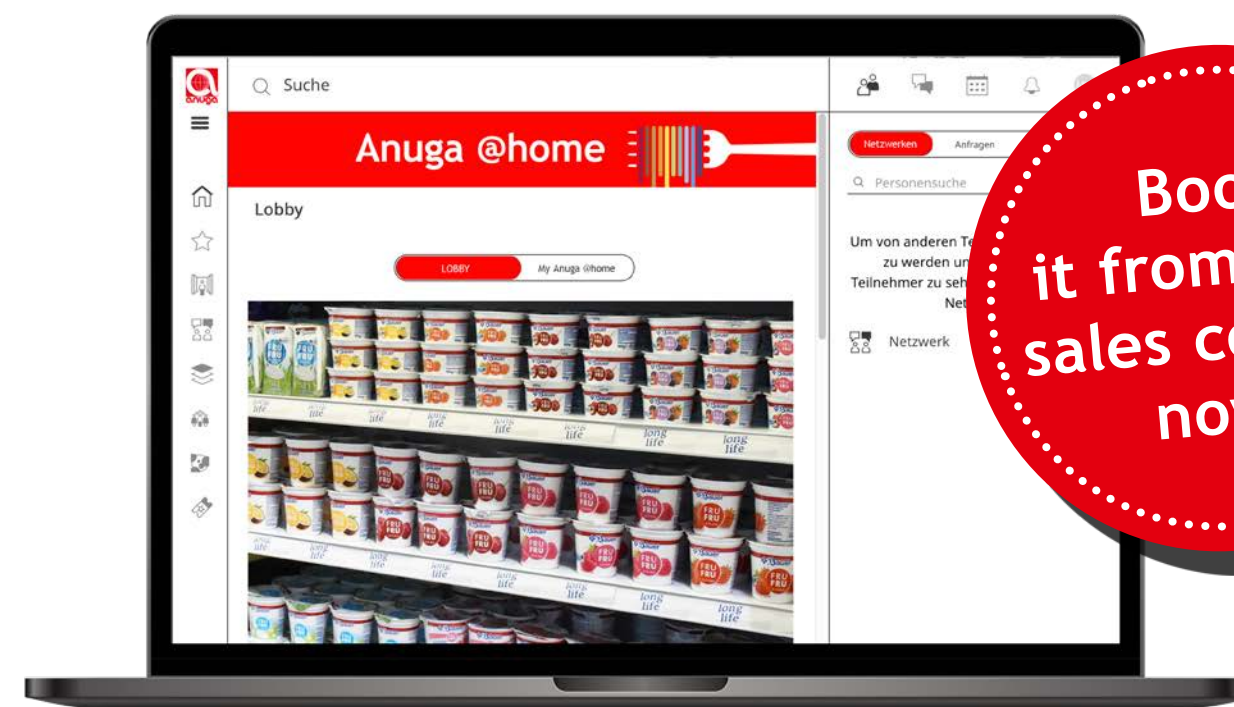


“  
Anuga @home offers you the  
perfect environment for  
presenting your products and  
brands.

Oliver Frese, Chief Operating Officer  
of Koelnmesse GmbH



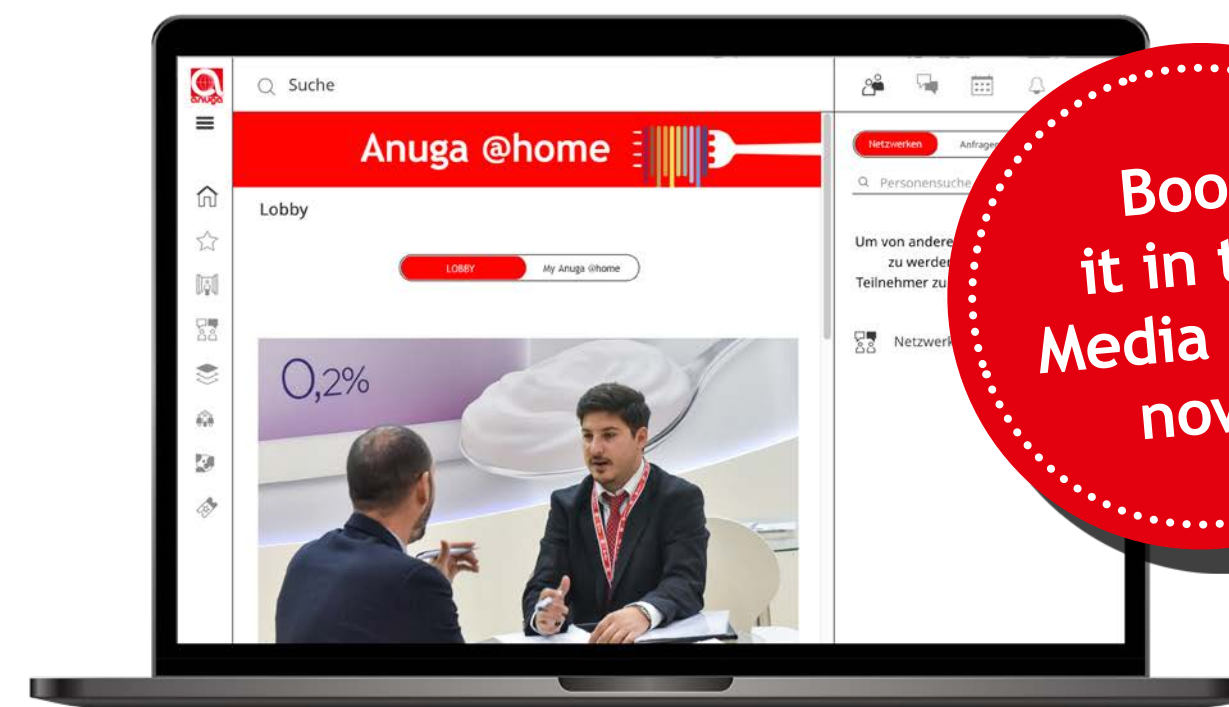
Digital  
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Book  
it from your  
sales contact  
now!

### PRODUCT STAGES:

- ✔ 10-min-Slot (pre-recorded): € 1,500
- ✔ 20-min-Slot (pre-recorded): € 2,500
- ✔ Live transmission (from the trade fair or a studio): on request



Book  
it in the  
Media Shop  
now!

### CONFERENCE ROOMS & LIVE STREAM:

for access-limited events and the streaming of live  
contents in your Showroom: *see Media Shop for prices*



Heading for the future **TOGETHER.**

Do you have  
any questions?

We're happy  
to advise you!



A large white banner for the ANUGA 2021 exhibition. On the left, a red fork icon is positioned below a series of horizontal bars of various colors (red, orange, yellow, green, blue). Each bar is labeled with a category: ANUGA MEAT, ANUGA BREAD & BAKERY, ANUGA FINE FOOD, ANUGA HOT BEVERAGES, ANUGA DAIRY, ANUGA ORGANIC, ANUGA CHILLED & FRESH FOOD, ANUGA FROZEN FOOD, ANUGA DRINKS, and ANUGA CULINARY CONCEPTS. To the right of the bars is the ANUGA logo, which consists of a red square containing a white stylized 'A' with a globe inside. Below the logo, the text 'Stay connected' is followed by icons for Facebook, Instagram, and LinkedIn. Further right, the text 'AUF WIEDERSEHEN SEE YOU AGAIN' is displayed in a serif font, followed by the dates '09.-13.10.2021' in a bold sans-serif font, and the location 'KÖLN | COLOGNE' in a smaller sans-serif font.

ANUGA MEAT  
ANUGA BREAD & BAKERY  
ANUGA FINE FOOD  
ANUGA HOT BEVERAGES  
ANUGA DAIRY  
ANUGA ORGANIC  
ANUGA CHILLED & FRESH FOOD  
ANUGA FROZEN FOOD  
ANUGA DRINKS  
ANUGA CULINARY CONCEPTS

**anuga**

Stay connected  
f i in

AUF WIEDERSEHEN  
SEE YOU AGAIN  
**09.-13.10.2021**  
KÖLN | COLOGNE

Contact for exhibitors from Germany:  
E-mail [athome@koelnmesse.de](mailto:athome@koelnmesse.de)

Contact for exhibitors from abroad:  
Contact your sales partner.

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