

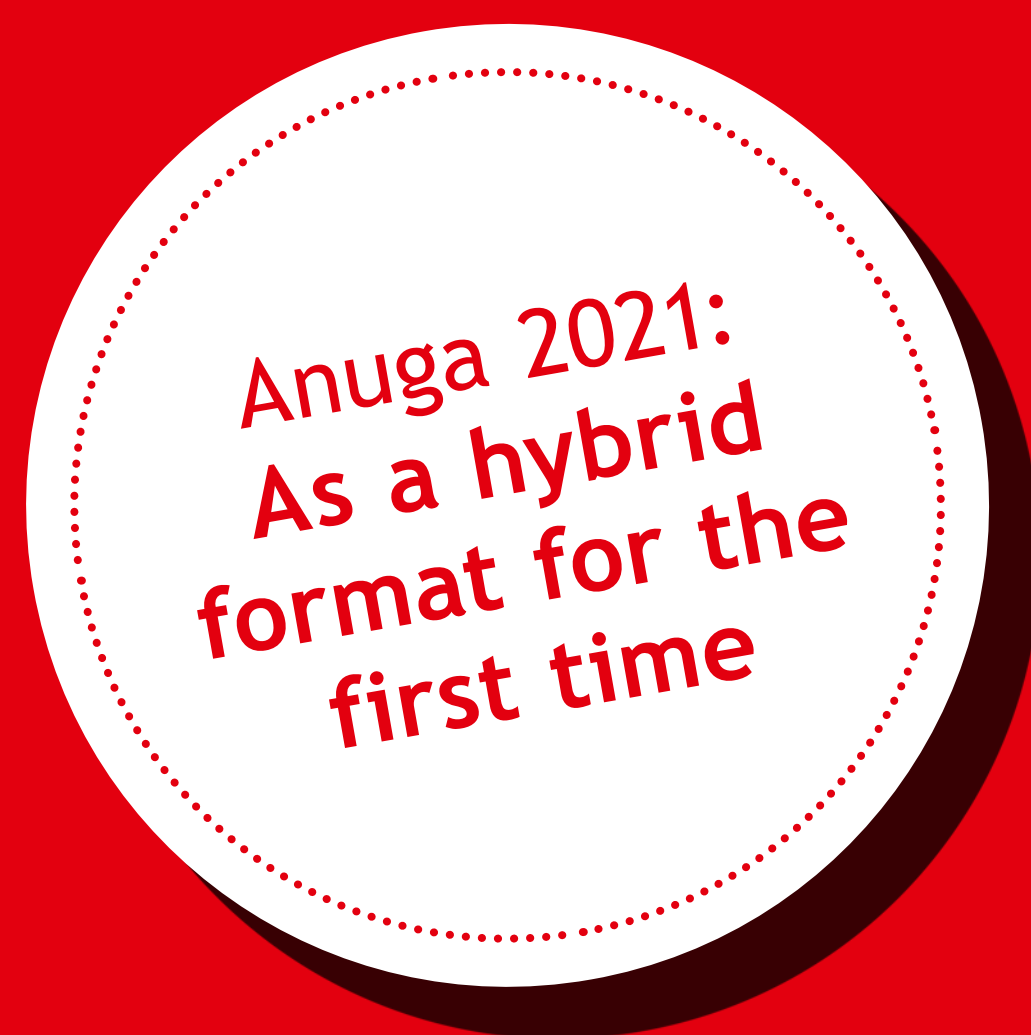


www.anuga.com

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.**



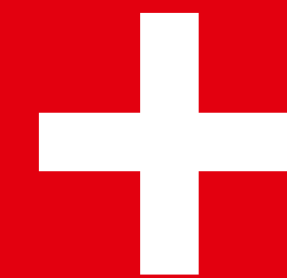
Digital
Event Platform:
Anuga @home

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 outreach!

“

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.

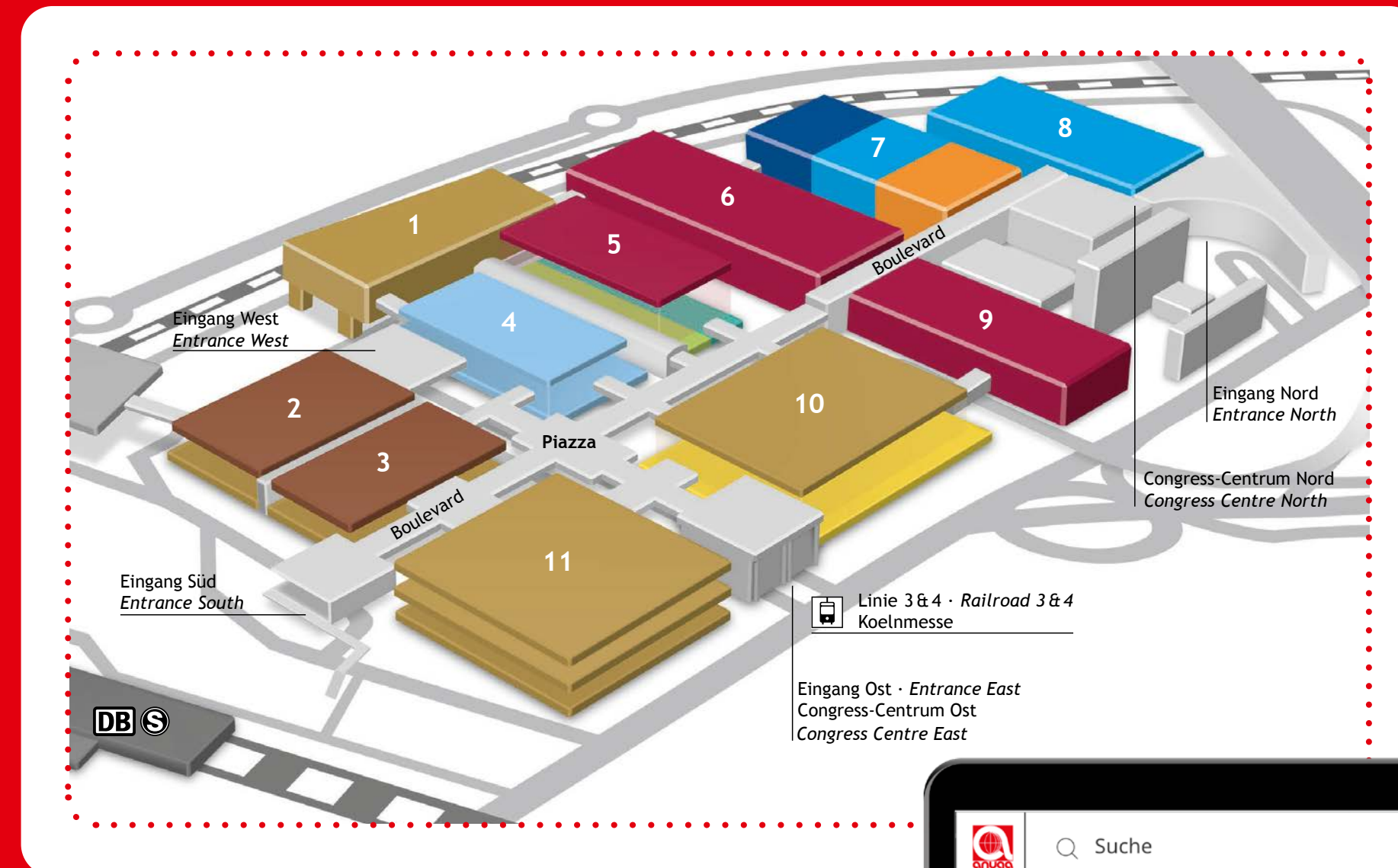
Stefanie Mauritz, Director Anuga



Experience the trade fair **TOGETHER.**



Digital
Event Platform:
Anuga @home

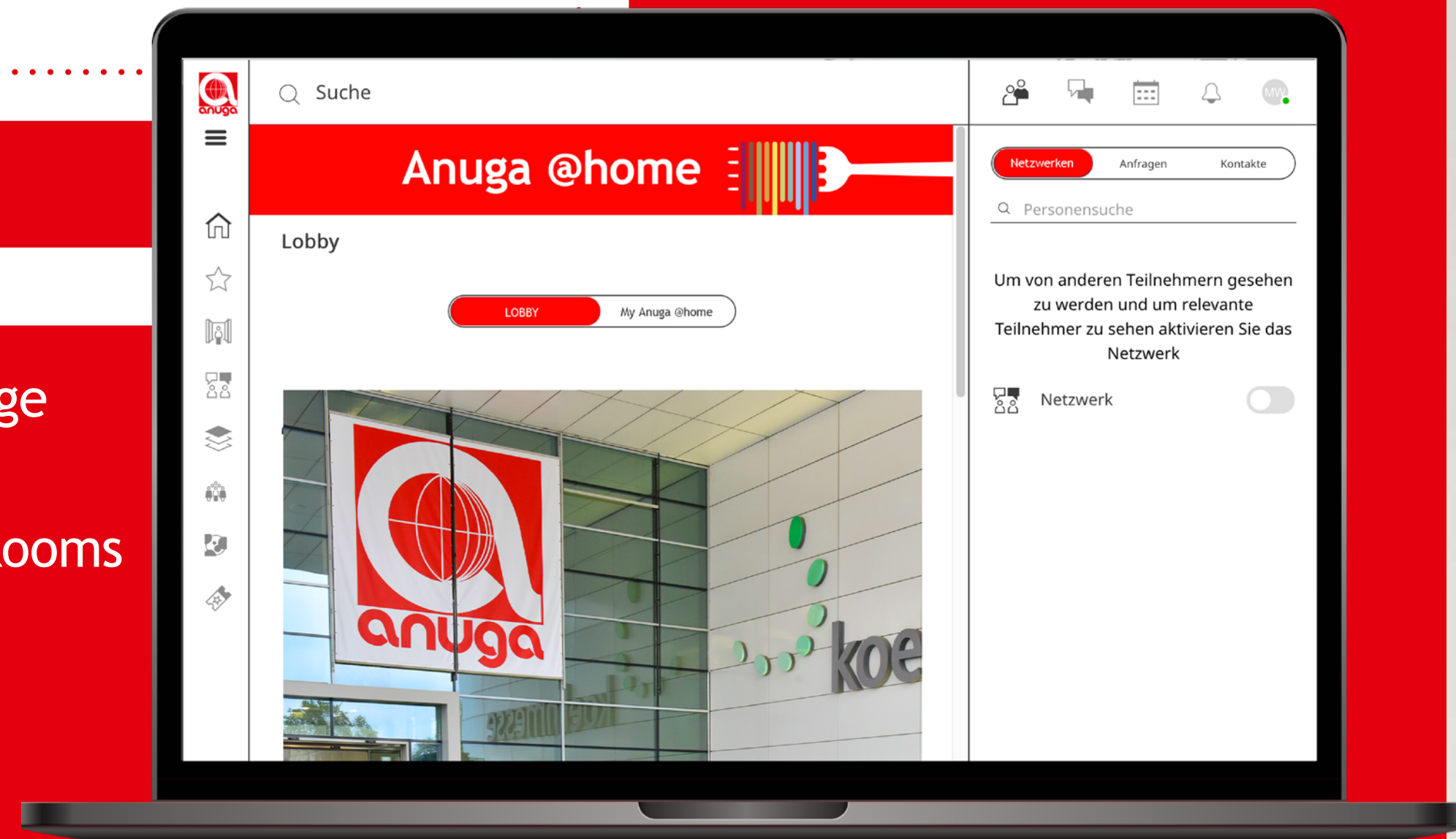


LIVE IN COLOGNE:

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



Digital
Event Platform:
Anuga @home



Finding recipes for the future **TOGETHER.**



Digital
Event Platform:
Anuga @home

The digital event programme of Anuga

MAIN STAGES

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



CONGRESS STAGE

Anuga conferences in cooperation with partners:

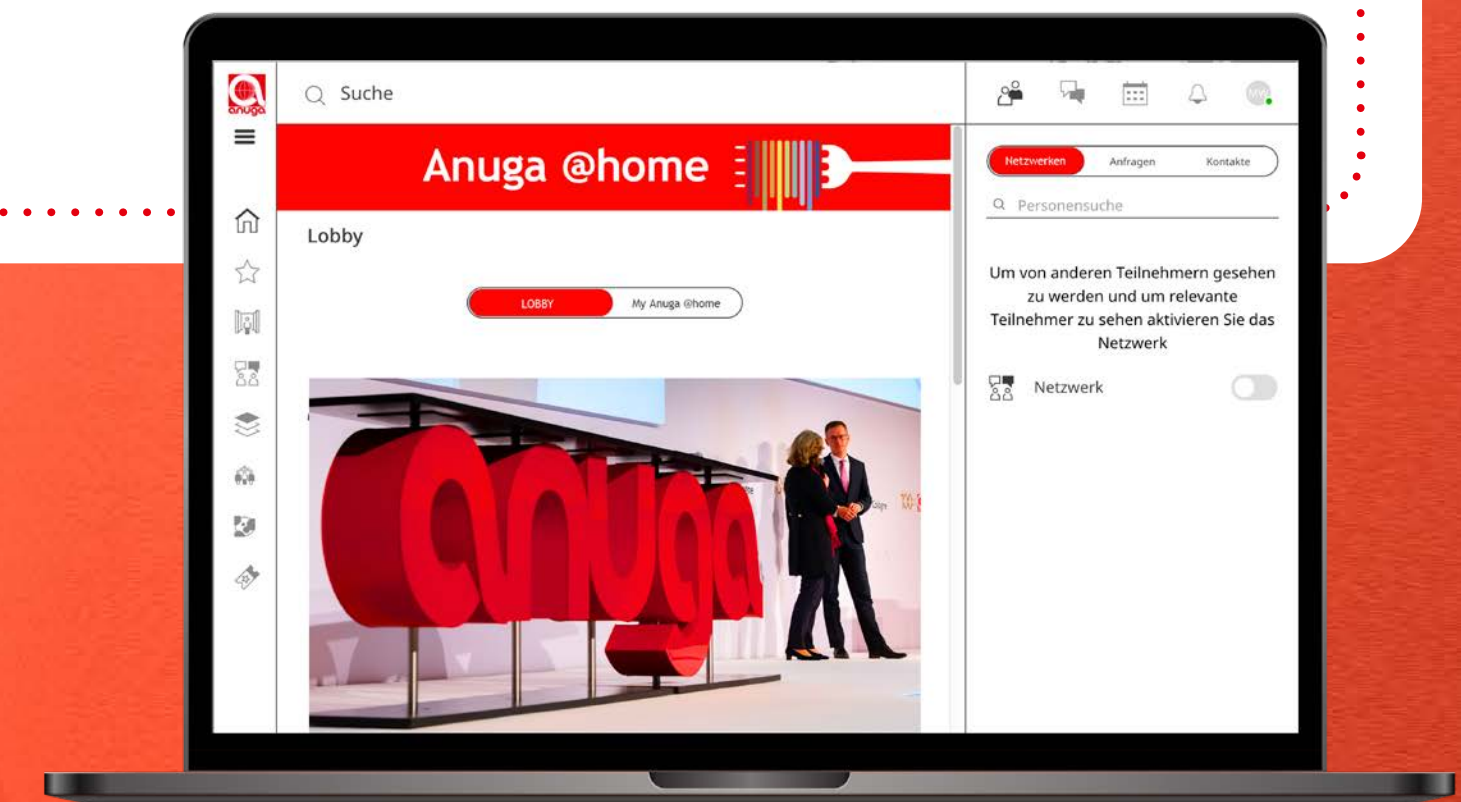
- New Food Conference
- ZNU Future Congress
- Newtrition X



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!

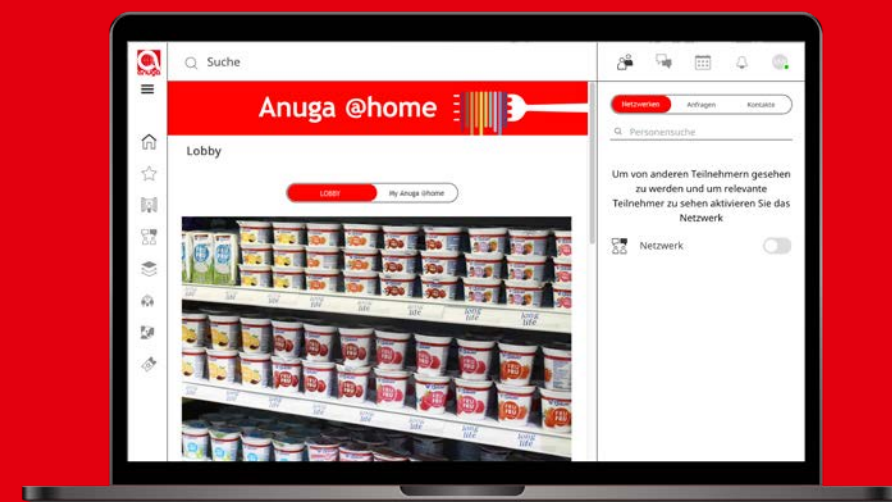


Set impulses **TOGETHER.**

Attract attention to yourself and your group participants on the Product Stages.

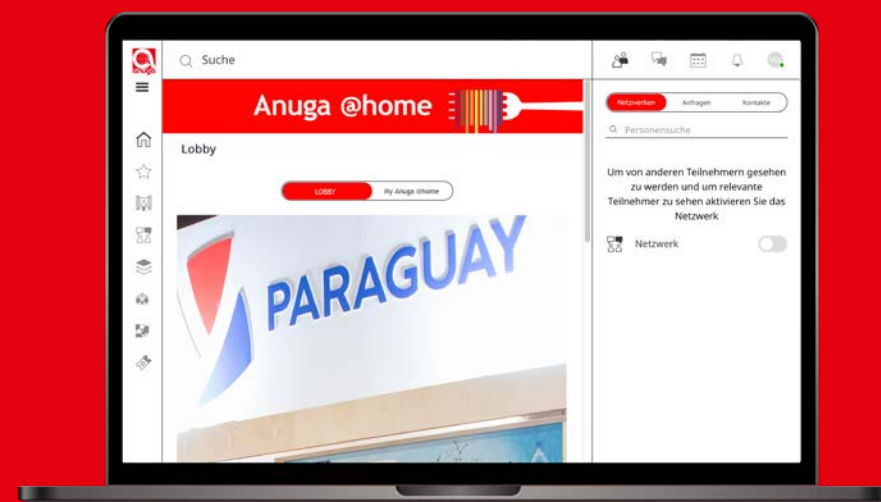


Digital
Event Platform:
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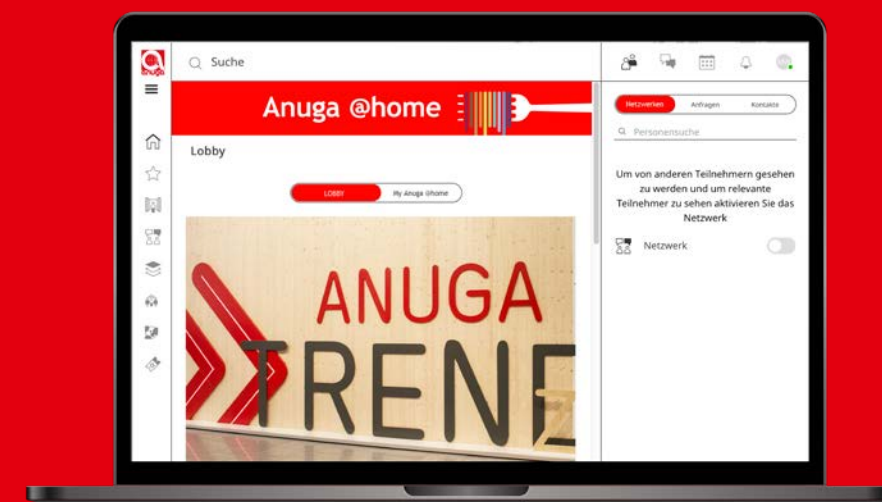
Anuga Trade Shows Stage

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.

Present your country group on the Anuga Country Stage

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

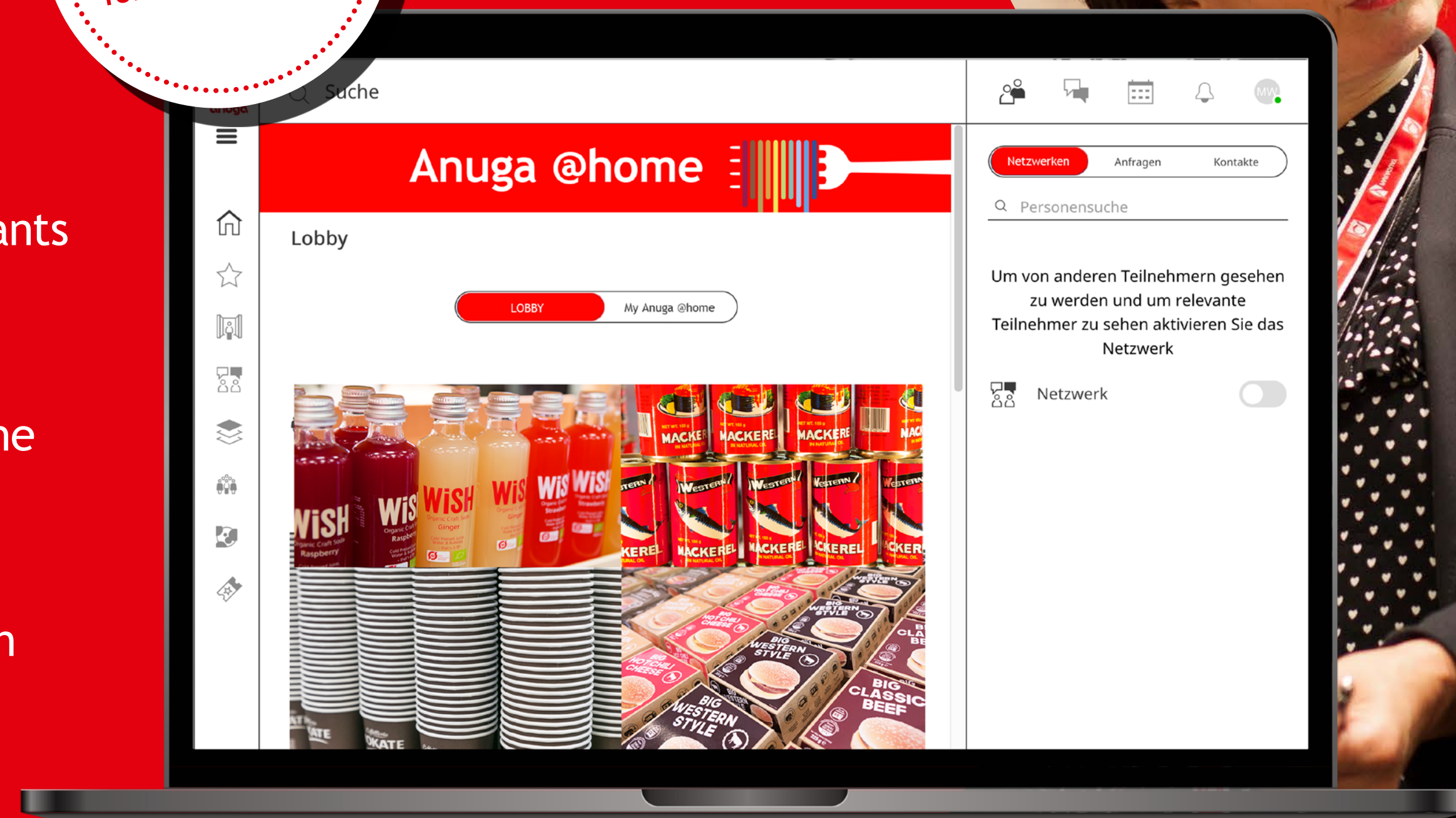
Initiate business **TOGETHER.**

Your digital Showroom: The digital home for your group

The exhibitor/products section is the digital fair ground of Anuga @home. Your group showroom is the hub to your group participants and presentations on Anuga @home.

Already included
in the obligatory
marketing package
for hybrid groups

- Interactive profile of the group organisers
- Listing of all group participants in the showroom
- Link to the showrooms of the individual group participants
- Additional visibility due to the group being easy to find under the exhibitor search
- „Talk-to-me“ function for a direct exchange between the visitor and yourselves (with all team members)
- Public text chats and audio/video room
- Lead generation that conforms with the data protection regulations through extensive user statistics
- Appointment arranging function with availability



Digital
Event Platform:
Anuga @home

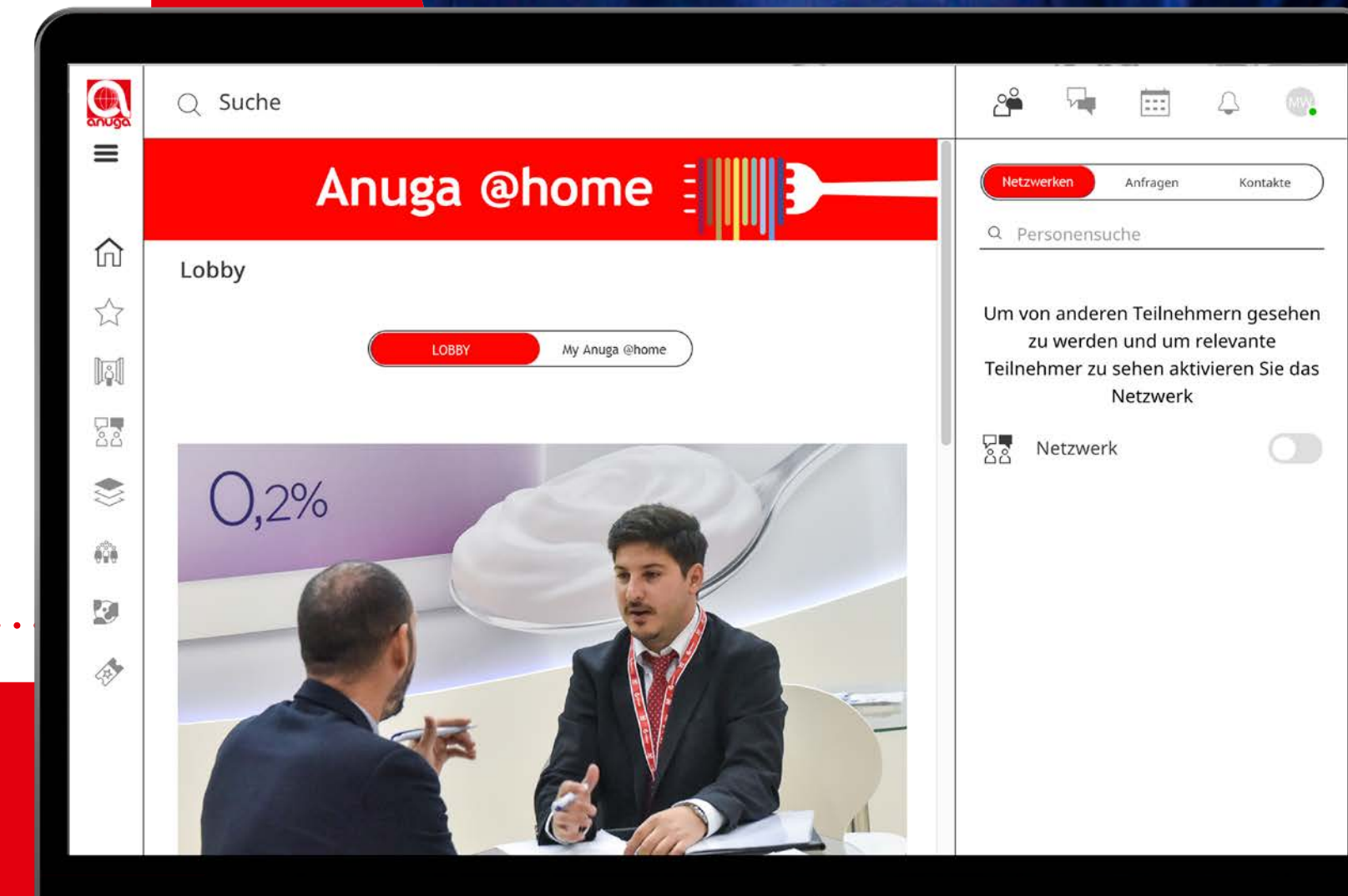
Offer the best places for good business **TOGETHER.**



Digital
Event Platform:
Anuga @home

Your upgrade for even more content and visibility:

- Attractive representation of the group showroom with an individual header and own multimedia-content (videos, photos, PDFs, links, live streams); bookable in the Media Shop
- Digital conference rooms to replace your physical lounge, for your networking as well as for your events (group events, presentations, tastings, show cooking, PR events) for varying numbers of participants, on invitation/demand
- Possibility to present your group participation on one of the stages at Anuga by booking Product-Stage-slots
- Enhanced by own multimedia contents (videos, photos, PDFs, links, live streams) that can be booked in the Media Shop

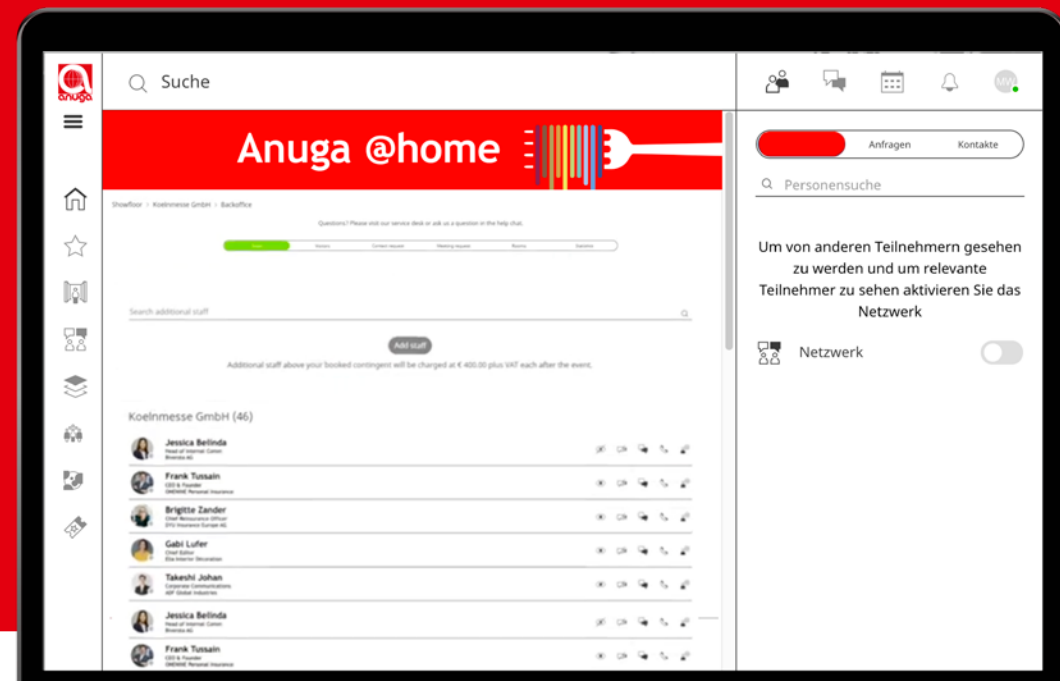


Find the perfect partner **TOGETHER.**

Optimised lead generation



Digital
Event Platform:
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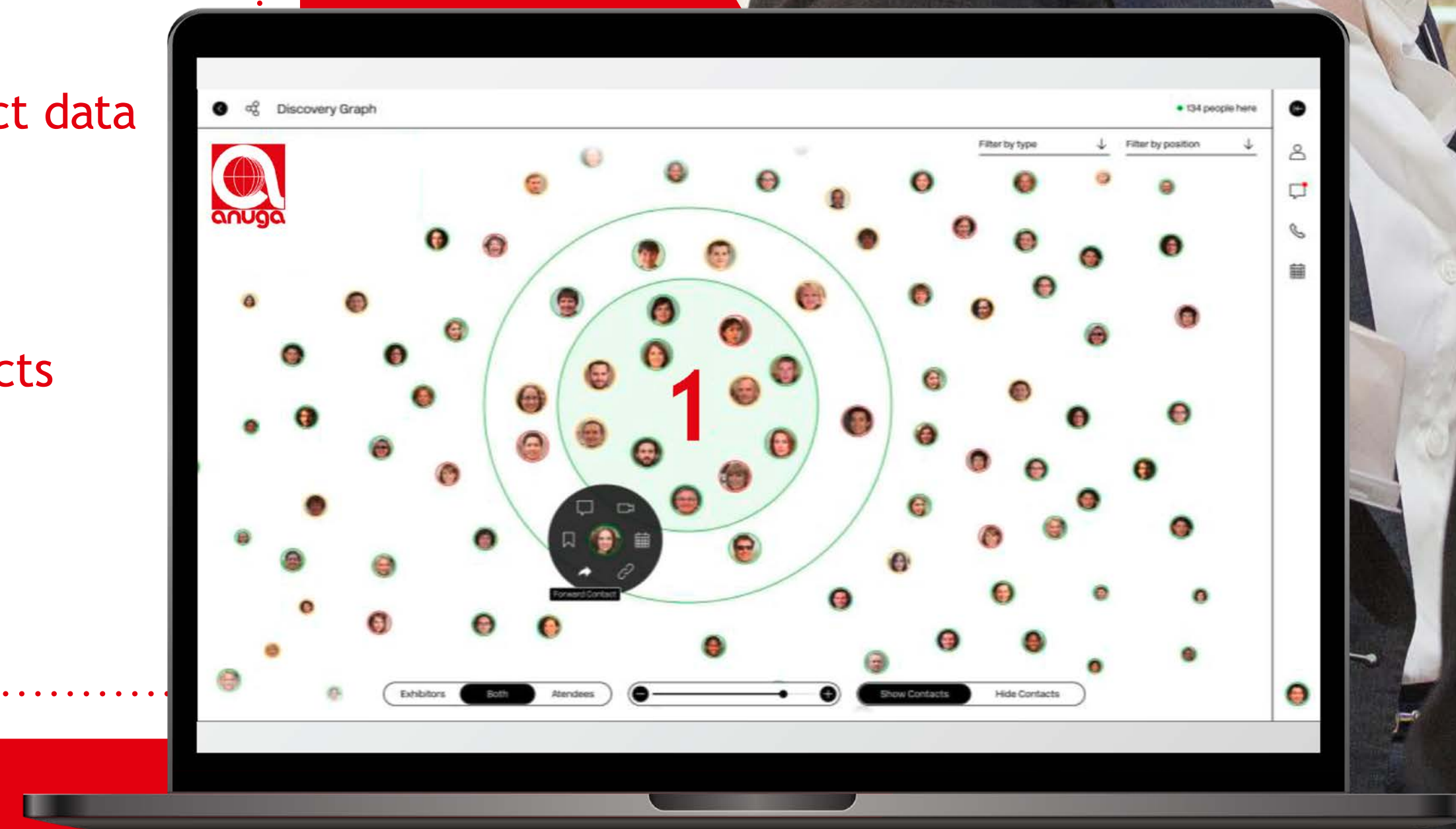
- Each group organiser and each group participant receives its own and independent back office
- Visibility of the personalised leads in the back office in real-time
- Simple download of all leads as a csv file
- Analysis of the leads according to touch points
- Recording of the marketing consent of 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"



Digital
Event Platform:
Anuga @home

Acting as pioneers
TOGETHER.

Participation at Anuga @home for
purely digital group organisers:

starting from €3,030

Including the basic marketing package:

- Entry in the alphabetical list of exhibitors
- Entry in the digital list of product groups (unlimited in the online exhibitors search, app & Anuga @home)
- 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 available for you to use

Participation fee for each registered, purely digital group participant: from € 3,030

Book with
your sales
contact
now!



Digital
Event Platform:
Anuga @home



Offer services TOGETHER.

Register your hybrid and purely digital group participants for Anuga @home. These can be registered using a group participant form.

Offer your group participants an additional service in the form of an attractive group showroom. The upgrade package for group organisers offers many opportunities.

Total price for
purely digital
group organisers:
3.590 €

Upgrade package for group organisers
Basic marketing package (obligatory, already booked with the registration)
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)
Conference Room (small)
Upgrade package price: 560 €



Use the digital platform
TOGETHER
as a group.

Participation at Anuga
@home for purely digital
group participants:

from €3,030
incl. Basic marketing package

Your advantages by participating in a group

- High visibility through the presence of the group
- Close link with the showroom of the group
- Easy to find as a group and as company under the exhibitor search
- Participation in conferences and events of the group organiser
- It is possible for all group participants to upgrade their own showroom and book product stage slots after receiving the approval of the group organiser

Apply at
your group
organiser



Digital
Event Platform:
Anuga @home



Achieve more **TOGETHER.**

Attractive upgrade packages for your group participants

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	✓
Price for complete package digital participation	€3,030

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				✓
Price for complete package digital participation	€3,030	€3,490	€4,690	€6,590

Only bookable in the Media Shop for group participants after approval



Digital
Event Platform:
Anuga @home

Set highlights **TOGETHER.**

Set highlights together. Attractive presentation options for your group.



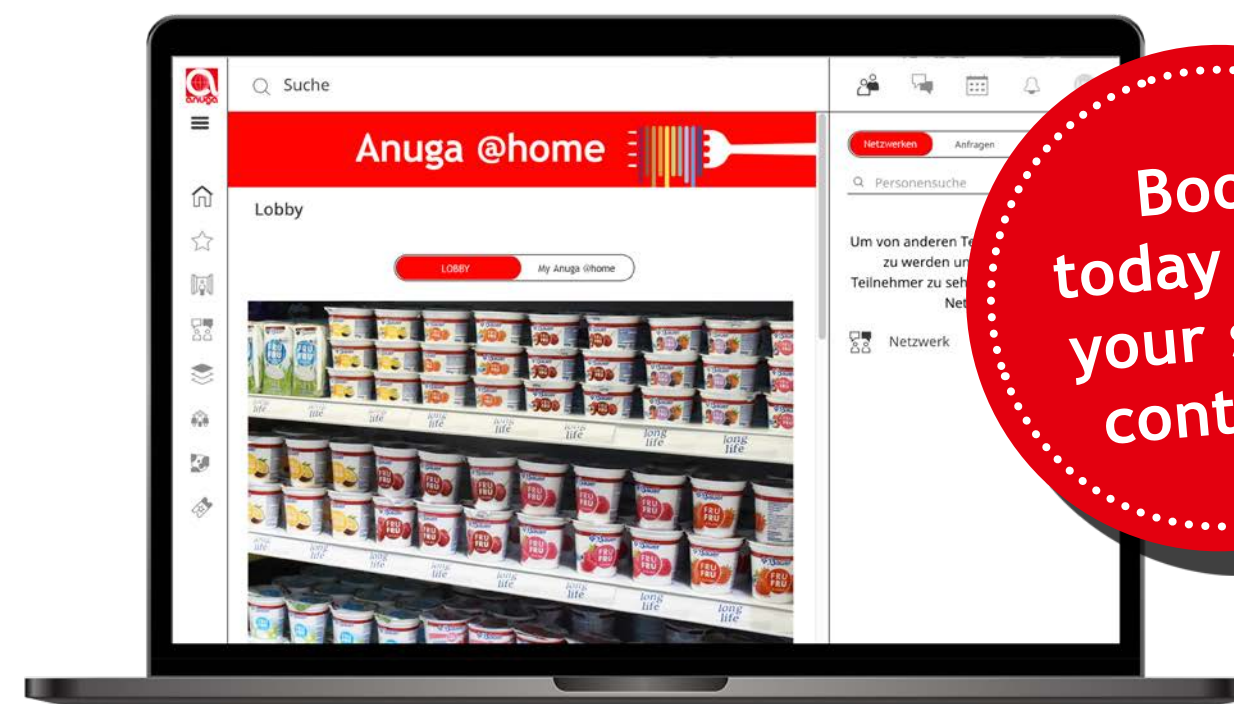
“

Anuga @home offers international groups the perfect environment for presenting your products and brands.”

Oliver Frese, Chief Operating Officer
of Koelnmesse GmbH



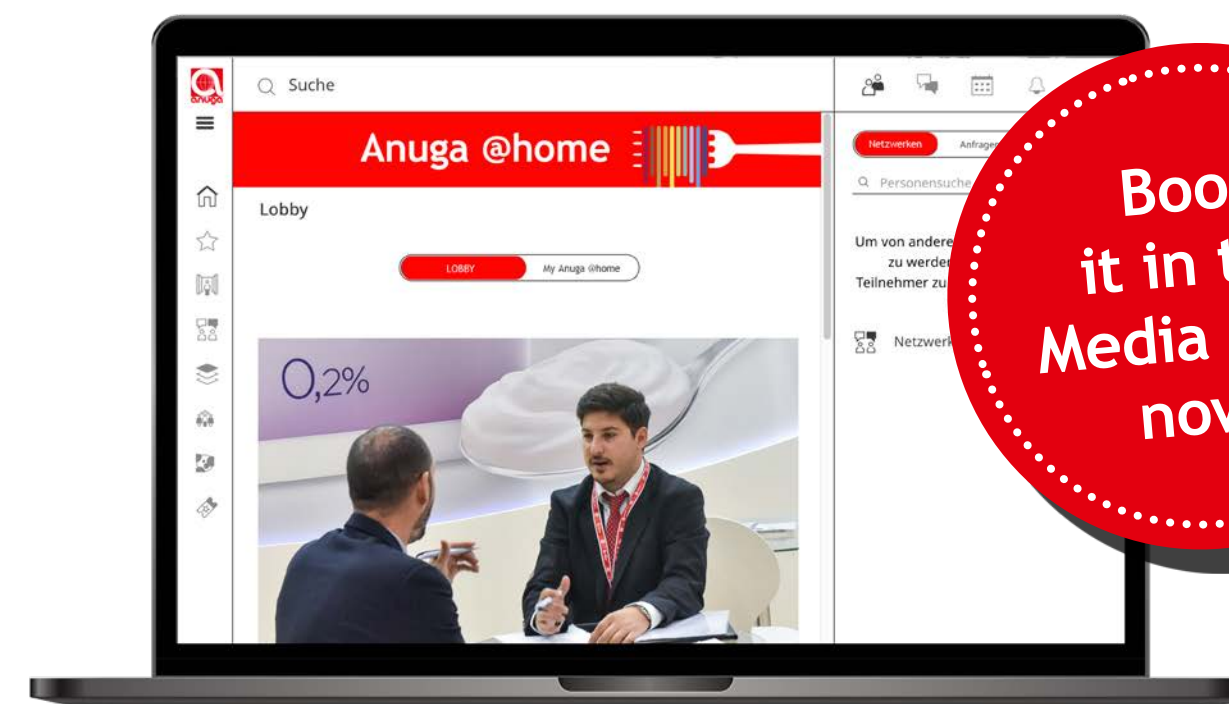
Digital
Event Platform:
Anuga @home



Book
today with
your sales
contact!

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: up 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: Prices for conference rooms from €500 and live stream starting from € 300.



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 is displayed in a modern, industrial-style hall with visible pipes and lights. The banner features a colorful graphic of a fork with horizontal bars of various colors (red, orange, yellow, green, blue) extending from its tines. To the right of the graphic is a list of exhibition categories. Further right is the ANUGA logo, which consists of a red square containing a white stylized 'Q' with a globe-like pattern inside. To the right of the logo is the text 'AUF WIEDERSEHEN SEE YOU AGAIN' in black, followed by the dates '09.-13.10.2021' in red, and the location 'KÖLN | COLOGNE' in black. At the bottom right of the banner, it says 'Stay connected' above three social media icons: Facebook, Instagram, and LinkedIn.

- 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

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

Stay connected
f i in

Contact for exhibitors from Germany:
E-mail athome@koelnmesse.de

Contact for exhibitors from abroad:
Contact your sales partner.

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