

didacta
die Bildungsmesse

7 to 11 June 2022

Live on-site in Cologne and digitally

Seize the opportunities – discover new approaches to education

■ Early Education ■ School ■ Vocational Education and Training/myQ-Qualification

MOVING TO THE NEXT LEVEL TOGETHER

7.–11.06.2022

PHYSICAL
didacta IN COLOGNE:

For personal discussions and
business contacts!



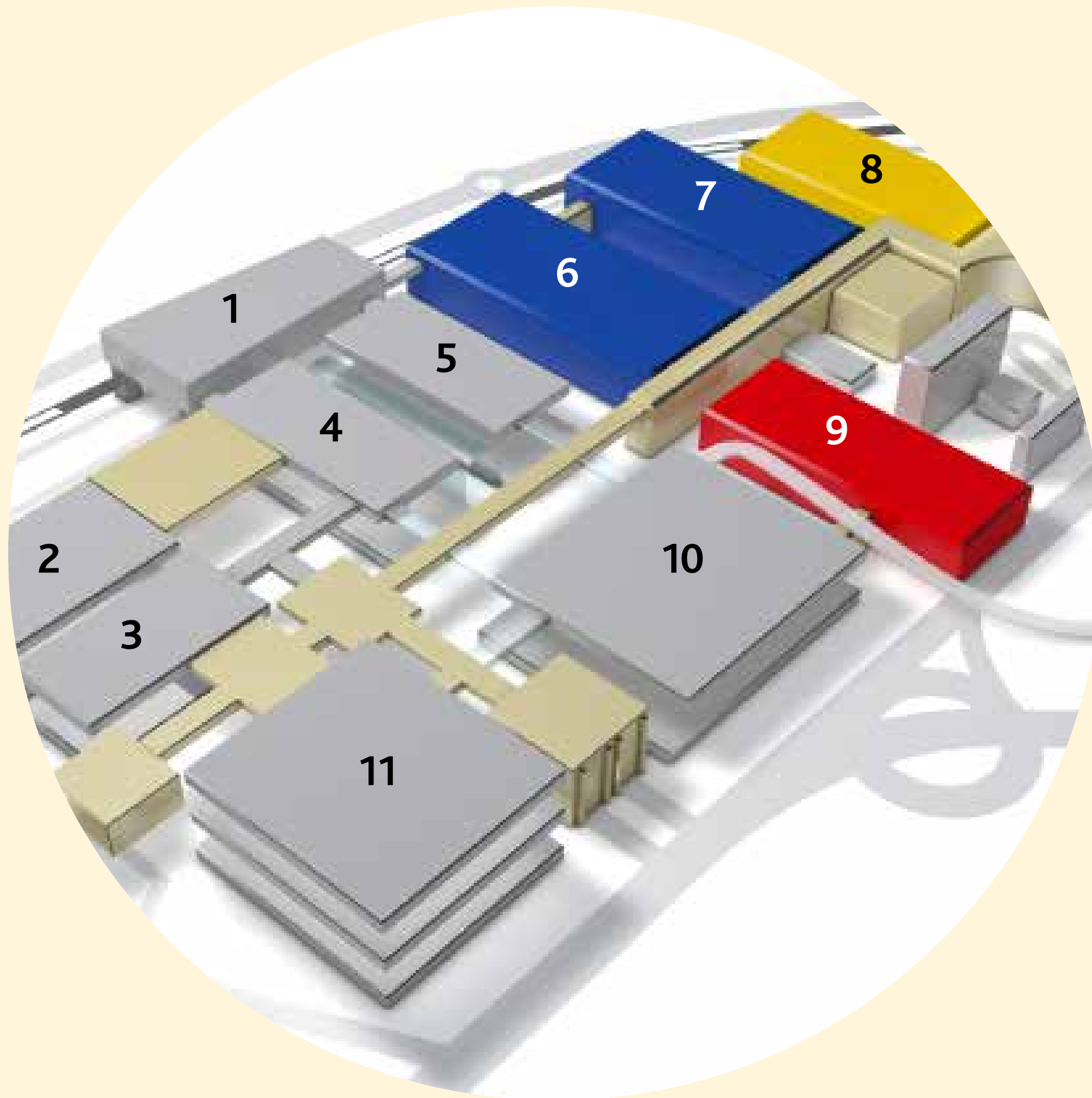
7.–30.06.2022

didacta @home:

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



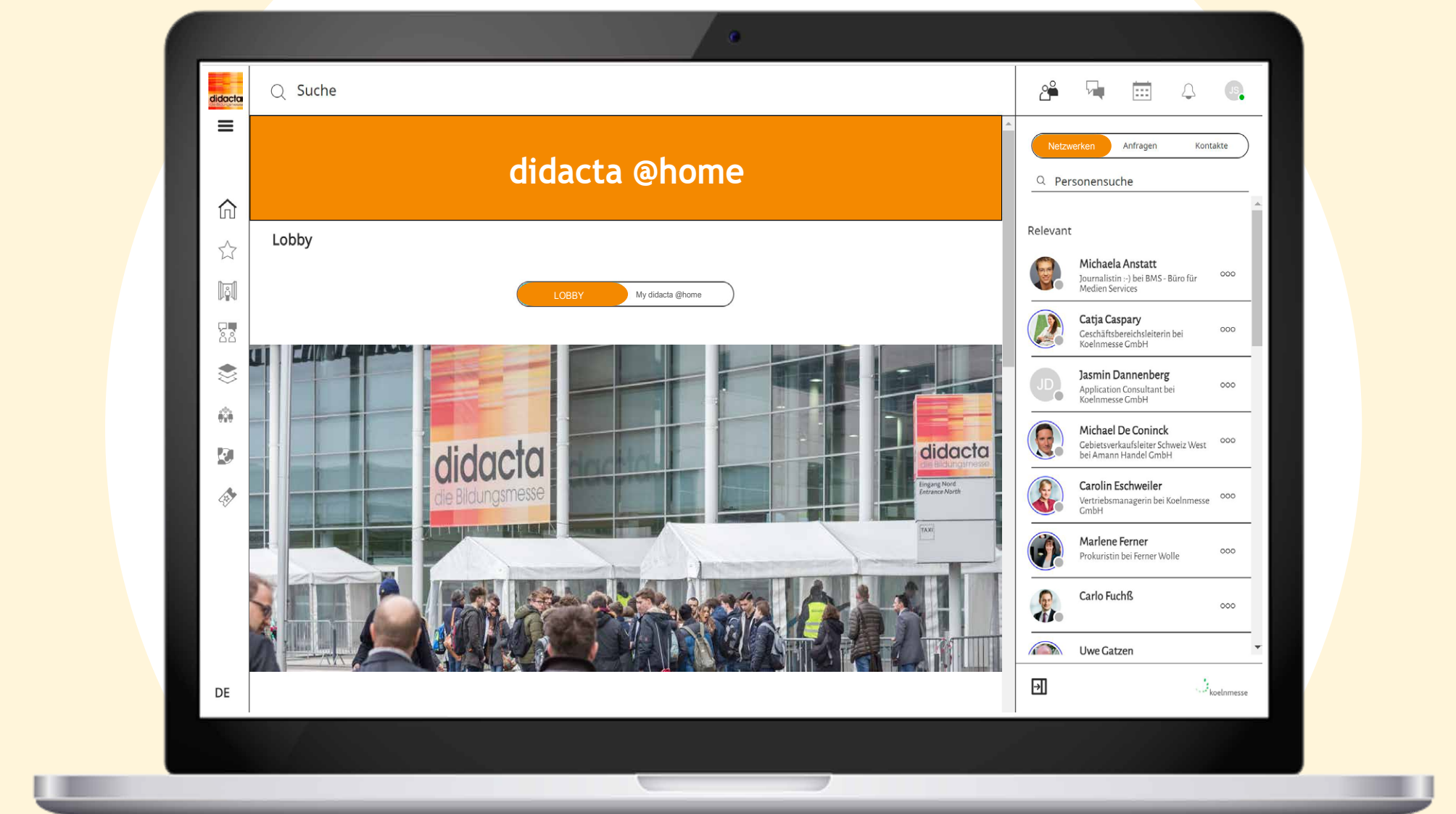
EXPERIENCE THE TRADE FAIR!



LIVE ON-SITE IN
COLOGNE

DIGITAL AND
WORLDWIDE:
didacta @home

- didacta aktuell
- Product Stages with exhibitor lectures and workshops
- Showrooms
- Simple lead generation



GENERATE ADDITIONAL EXPOSURE



YOUR ADVANTAGES THROUGH didacta @home

- Added interest in your products, brands and workshops
- Global presence and networking beyond the days of the trade fair
- Efficient lead generation through networking functions, analyses and statistics
- Manageable additional investment
- 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 didacta

THE DIGITAL EVENT PROGRAMME

didacta aktuell

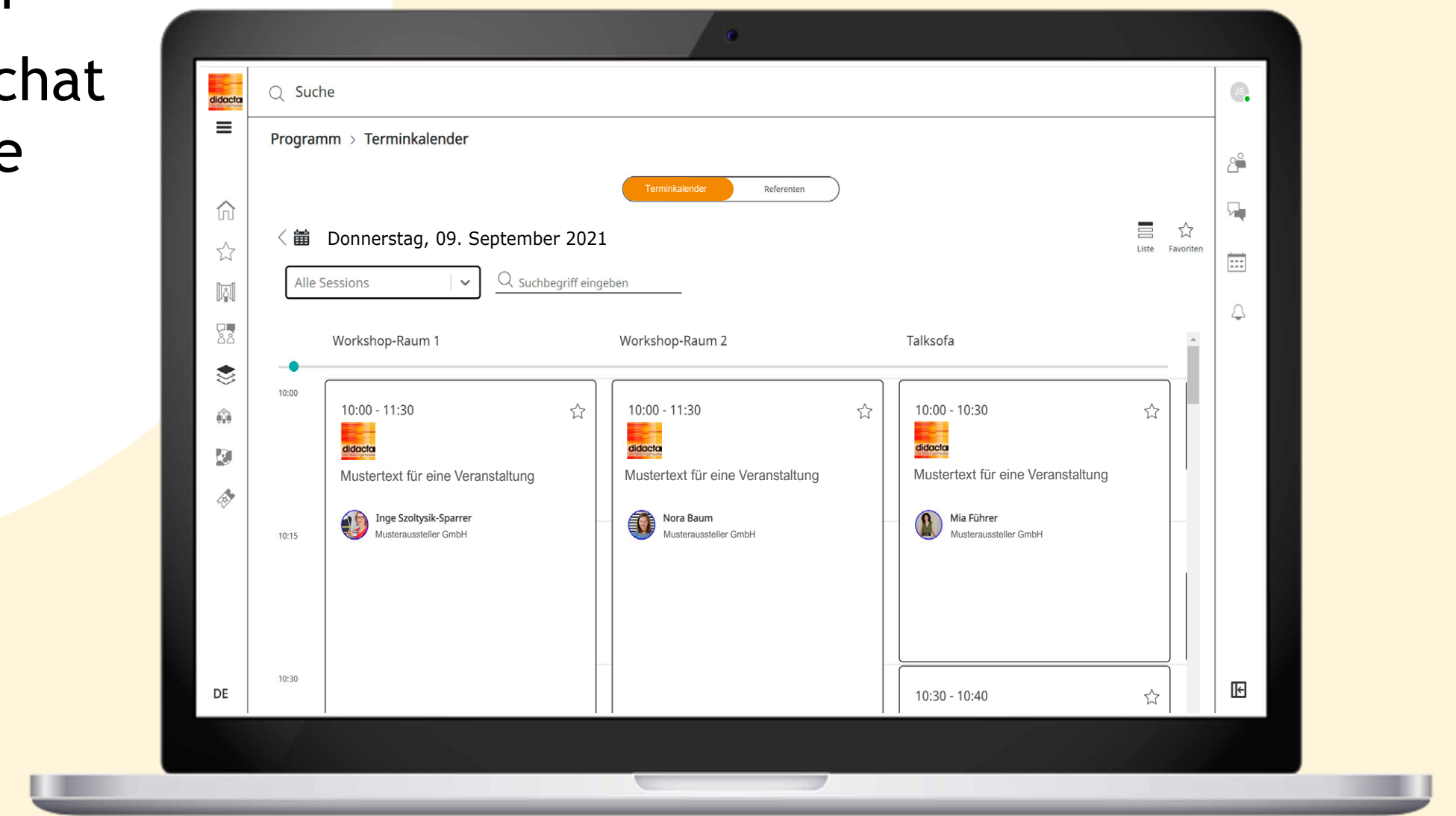
- Curated event programme
- Keynote speakers
- Interaction between the audience and the speakers on the main stage
- Global education themes



PRODUCT STAGES

- Virtual stage for your streamed lectures and workshops
- Pre-produced or live from the conference room
- Interaction via text chat with viewers possible
- Audience in the exhibitor studio

Book your slot on a product stage!



DRAW ATTENTION TO YOURSELF

PRODUCT STAGES

- Digital stage for your presentation or workshop
- Part of the official event programme
- Unlimited number of participants
- Videos available on demand after the event
- Session-based text chats with interactive Q&As
- Lead generation through extensive participant statistics and data



INITIATE BUSINESS

YOUR DIGITAL SHOWROOM*

The Showfloor is the digital fair ground of didacta @home. This is where you are represented with your digital exhibition stand.

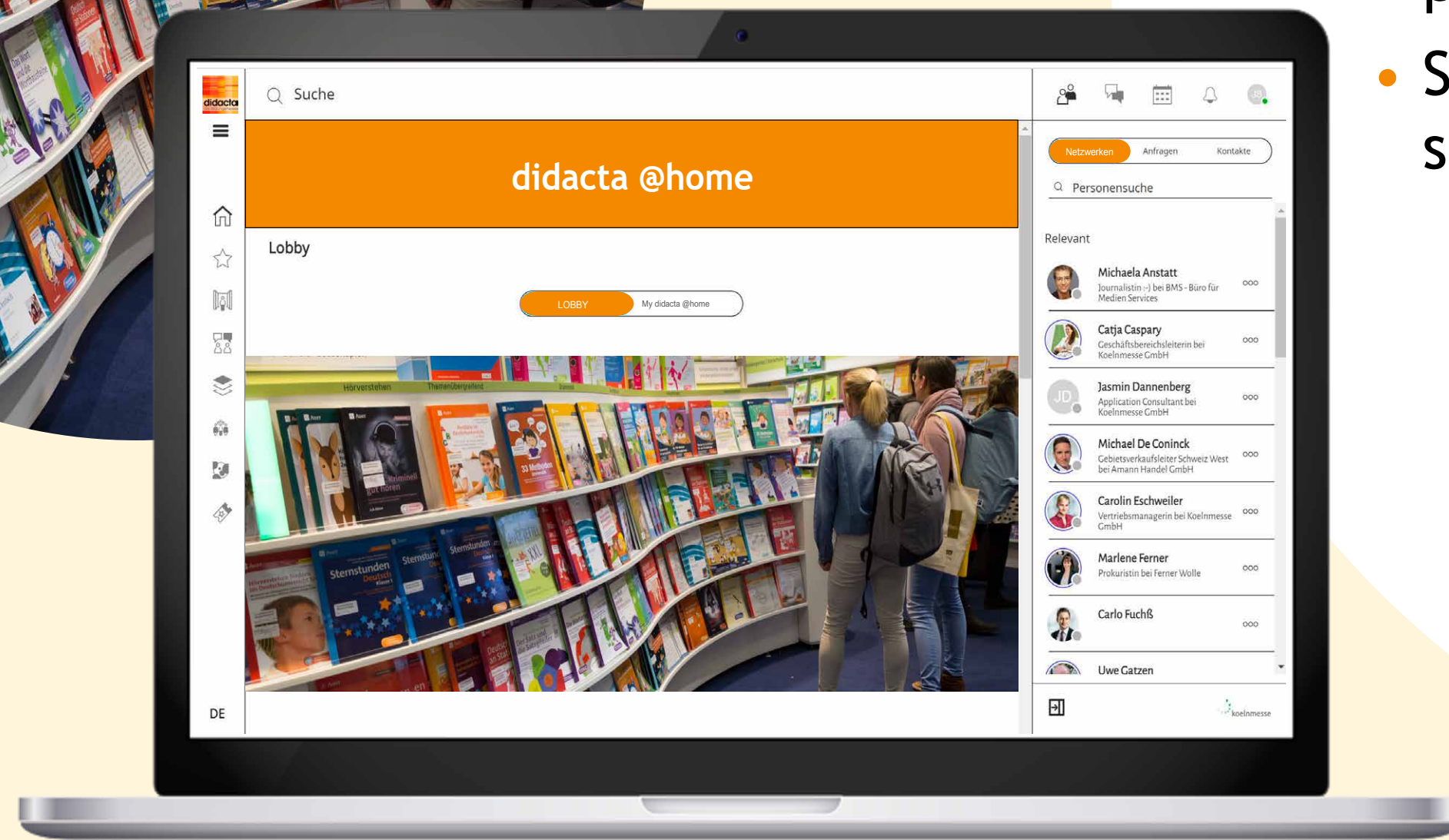
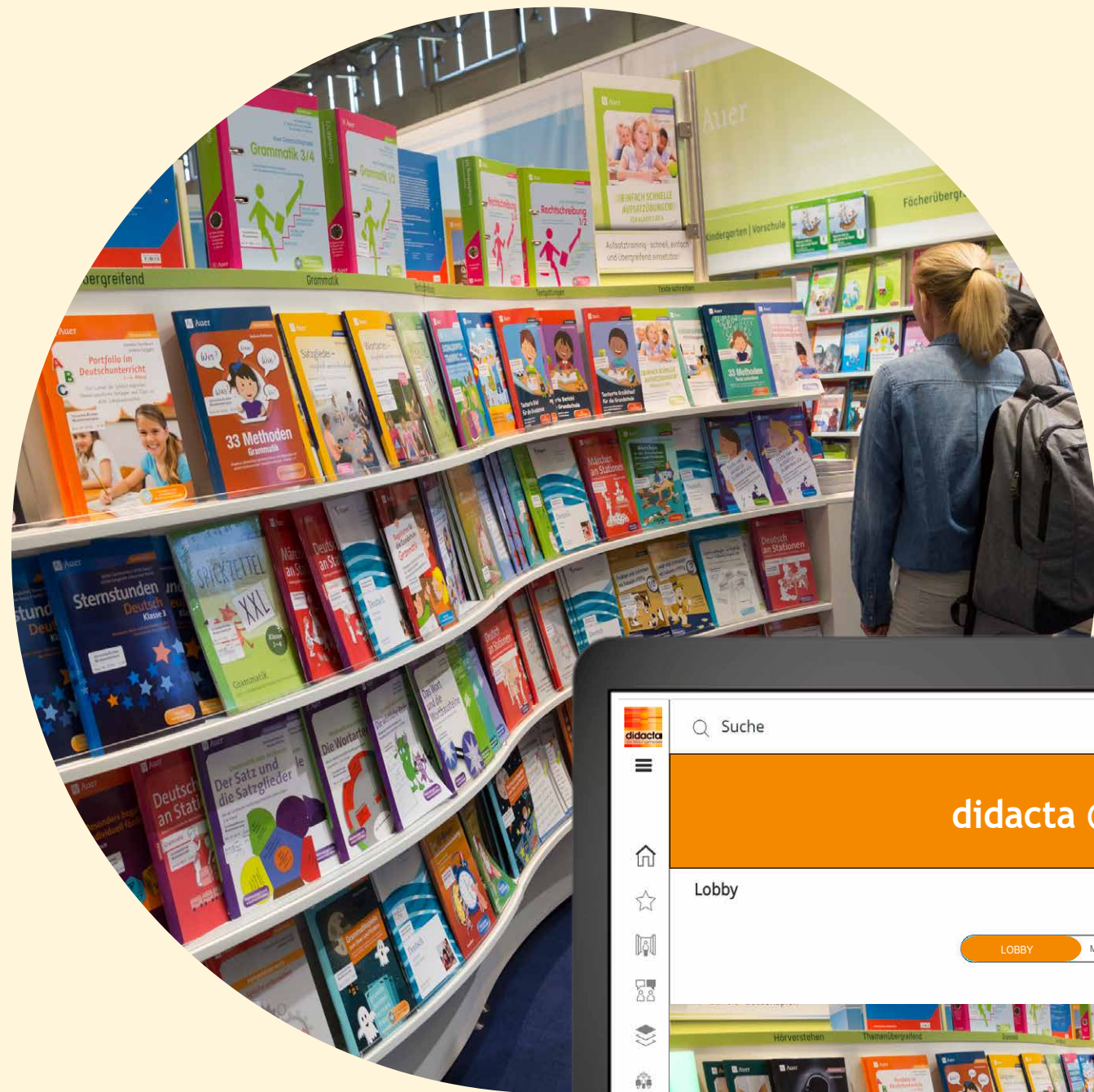
- Interactive exhibitor profile (contact data, product group entries)
- “Talk-to-me” function for a direct exchange with the visitors
- Public text chats and audio/video room
- Easy to find via the search function under the section “Exhibitors/Products”
- Lead generation that conforms with the data protection regulations through extensive user statistics
- Direct link to your Product Stage slots

* Please make sure an employee always keeps an eye on the demand and enquiries placed in the chat and answers these as promptly as possible.

Included in the
obligatory marketing
package



OFFER BEST PLACES FOR GOOD BUSINESS



YOUR ADDITIONAL UPGRADE FOR EVEN MORE CONTENT AND VISIBILITY:

- Your new products/product entries
- Enhanced by own multimedia contents (videos, photos, PDFs, links, live streams)
- Screen sharing, integration of video content or studio production



ESTABLISH CONTACTS

SIMPLE LEAD GENERATION

- Personal chat or video chat, with and without appointments
- Exchange and forwarding of contact data
- Simple, always executable download option of all contacts received as a CSV file
- Enhanced by social networking data (Xing, LinkedIn, ...)
- Establish new contacts via the “Contacts of contacts” function
- Find new contacts via stated interests as well as via “I am searching for” and “I am offering”



“didacta @home offers you the perfect environment to present your products and brands.”

Oliver Frese,
Koelnmesse GmbH
Chief Operating Officer



ACHIEVE MORE

ATTRACTIVE UPGRADE PACKAGES FOR YOUR SHOWROOM

	Plus	Professional	Premium
Logo package	✓	✓	✓
Header graphic	✓	✓	✓
Premium product entry	2	Flat	Flat
Upload pdf	1 x	2 x	3 x
Social media buttons	✓	✓	✓
Premium brand entry		1 x	2 x
Product video in detailed exhibitor entry		1 x	2 x
Tile upgrade to maximum size			✓
Live stream			✓
Upgrade package price*	€ 499	€ 1,019	€ 1,949

* Upgrade package in addition to the obligatory marketing package: Euro 315 (up to 20 m² area), Euro 630 (over 20 m² area), Euro 250 (co-exhibitor)

BOOK NOW IN
THE MEDIA SHOP
OF didacta!

SET HIGHLIGHTS

ATTRACTIVE PRESENTATION OPTIONS FOR YOUR COMPANY

PRODUCT STAGES:

	Pre-recorded	Live from a conference room
Product Stage 15 min	€ 500	–
Product Stage 30 min	€ 950	–
Live 60 min		€ 1,699

BOOK TODAY
WITH YOUR SALES
CONTACT!

We will be pleased to answer any of your questions:

Patricia Bergmann,
Tel. +49 221 821-2846,
p.bergmann@koelnmesse.de

Kerstin Raeth,
Tel. +49 221 821-3869,
k.raeth@koelnmesse.de

Daniela Basten,
Tel. +49 221 821-2944,
d.basten@koelnmesse.de

...or send an e-mail to sales@didacta-koeln.de

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