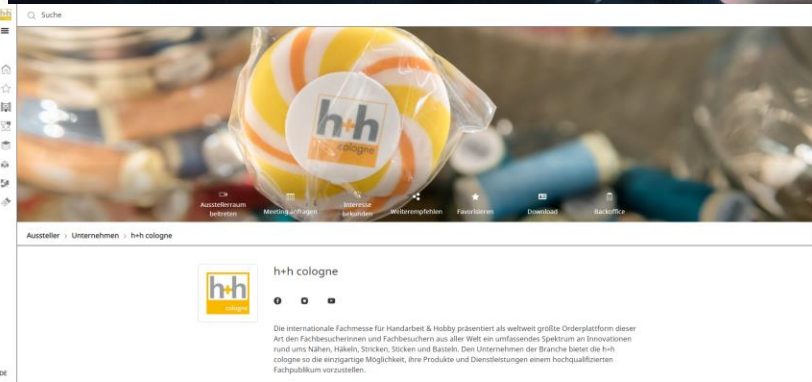
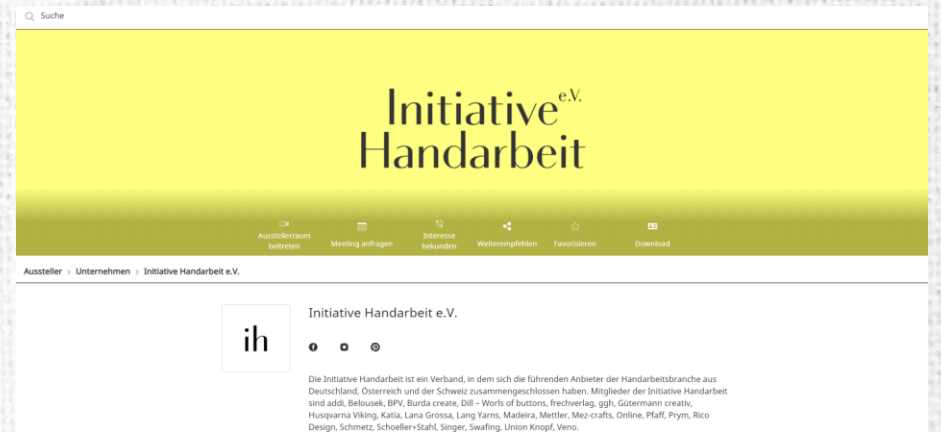
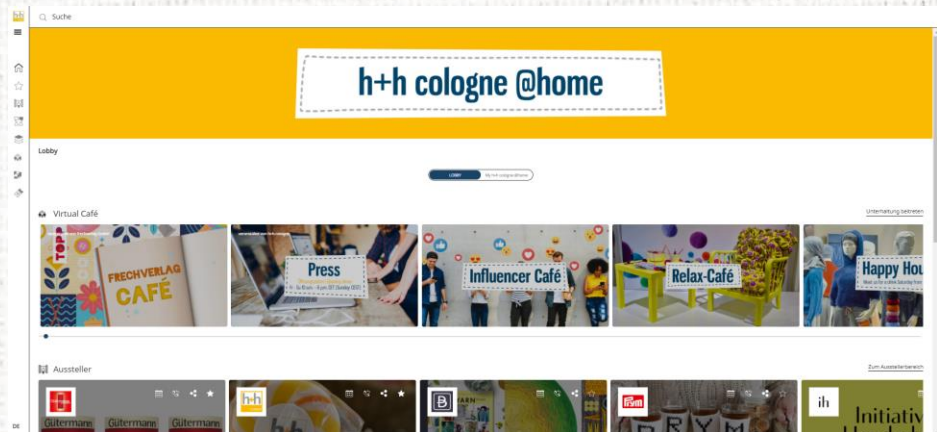




COLOGNE, 18.03. – 20.03.2022



**h+h cologne goes hybrid:
100% creative, 100% successful!**





Benefit from the reach of the leading global trade fair!

- ✓ The trade fair has displayed **constant growth for 10 years**: h+h cologne disposes of a global network, whose connections can push your business.
- ✓ **2019: 16,880 visitors, 7,053 from abroad - a 15 % increase.**
- ✓ **#knithappens**: Exhibitors were already successfully able to use the trade fair's channels (blog, newsletters, Facebook, Instagram) for their communications in 2020.
- ✓ **2021: Around 3,000 participated in h+h cologne @home.**
- ✓ **Strong community on Facebook & Instagram with just under 9,000 fans and approx. 6,000 followers.**

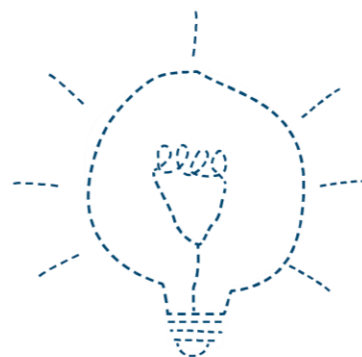
A small icon of a pair of scissors, indicating a cut line.

Four ingredients for success!



Information:

Products, new products, technologies



Inspiration:

Talksofa live, business tips, trends, look book & fashion show



Networking:

Meetings, chats, video calls



Business:

Neue contacts & lead generation



**The perfect combination:
physical h+h cologne in Cologne...**

- ✓ THE global industry meeting point for handicraft and hobby supplies.
- ✓ Nearly all of the top brands of the handicraft industry are on-site.
- ✓ Outstanding visitor quality.
- ✓ International marketplace (other trade fairs only serve regional markets).
- ✓ Optimum date for placing orders.

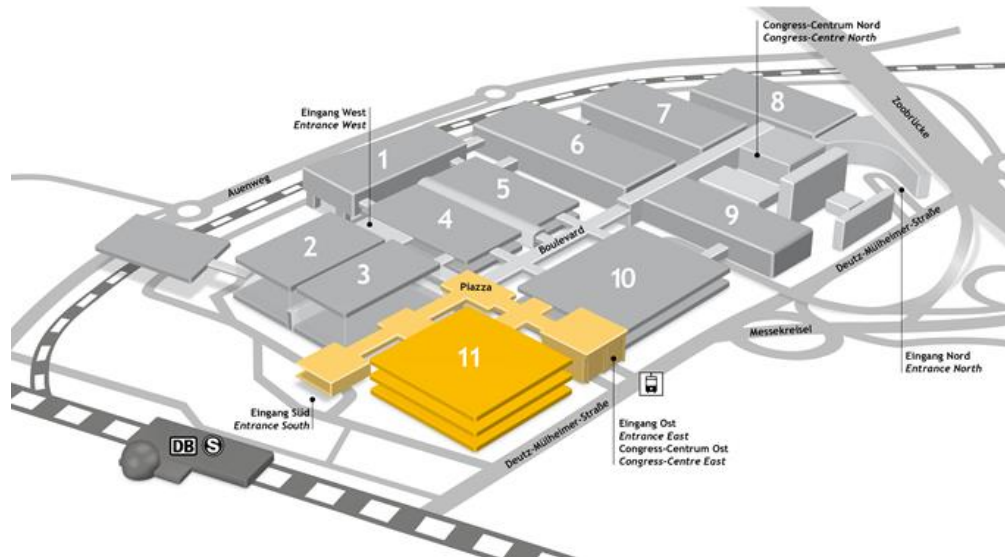


**...and digital event platform h+h
cologne @home!**

- ✓ Digital "state-of-the-art" platform.
- ✓ Reach further customers all over the globe - prior to, during and also after the trade fair in Cologne (until 30th June 2022).
- ✓ Contact data of all visitors of your virtual stand.
- ✓ Simple contact options for the visitors on-site or digitally per chat, audio or requests for appointments.

- ✓ Diversified, individual analogue or digital presentation options.

The perfect combination:
physical h+h cologne in Cologne...



...and digital event platform
h+h cologne @home

- ✓ Even more user-friendly.
- ✓ For desktop, tablet, mobile.
- ✓ Networking automatically activated.
- ✓ Invitation management via token links.
- ✓ Data import and maintenance by Koelnmesse service provider.
- ✓ Global search across all areas and topics, e.g. exhibitors, participants, products, stages, product groups.

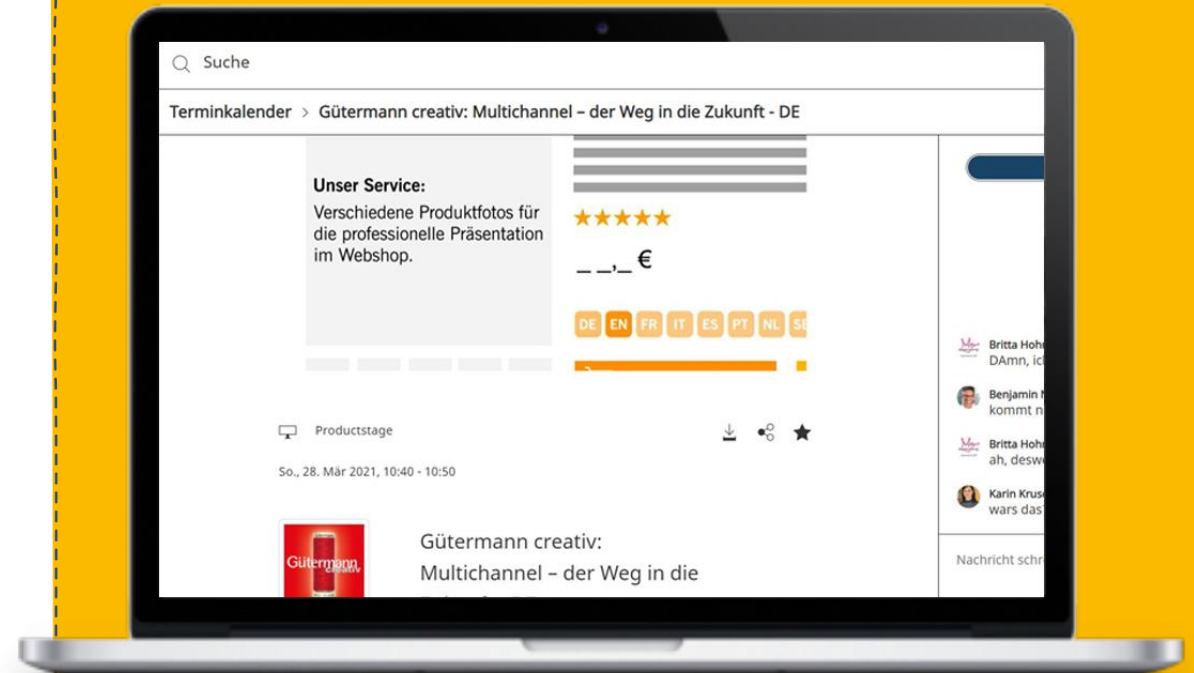
The Main Stage: Raise the curtain for impulses & insights.

- ✓ **The Talksofa** live from the exhibition halls in Cologne.
- ✓ **Manifold possibilities** of interaction during the Talks: Chats, Q&As or votes.
- ✓ **After the initial transmission available on demand** for the trade audience in other time zones.
- ✓ **In German & English.**



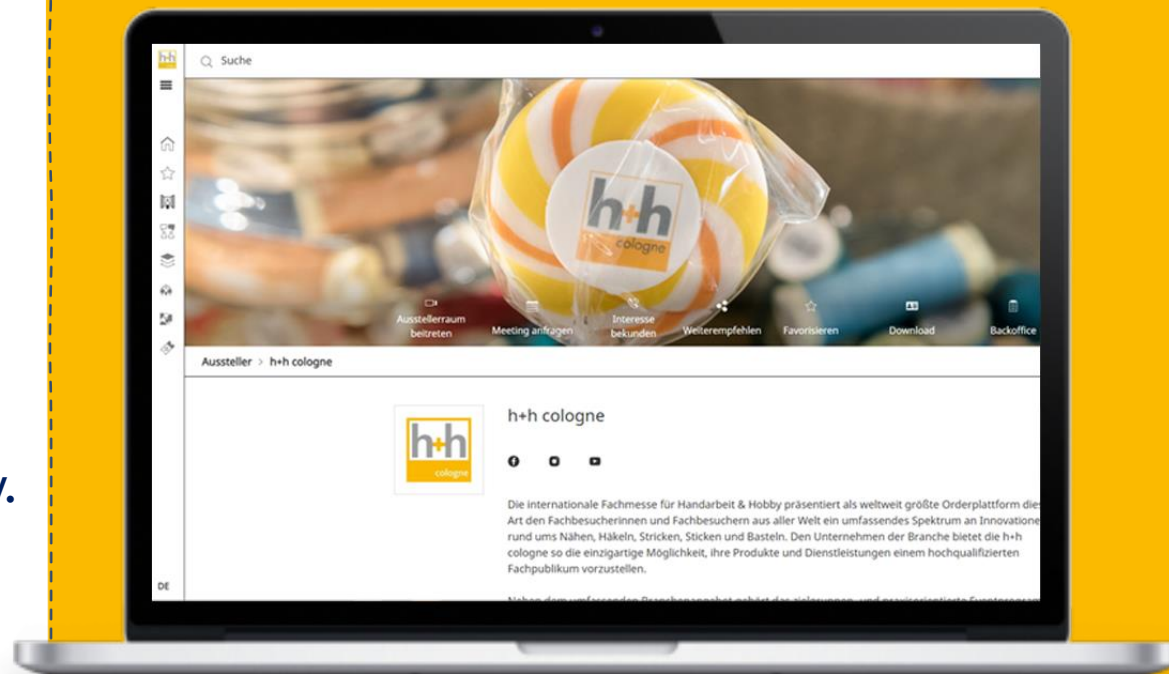
The Product Stage: Your products in action.

- ✓ **Show your product innovations and highlights** (max. 10 minutes, up to 3 slots can be combined). The content is accessible to all registered users.
- ✓ **A wide range of interaction possibilities** with visitors.
- ✓ **Programme planning by Koelnmesse** (to avoid topics being covered twice).



Showroom: Your digital exhibition stand.

- ✓ **Interactive exhibitor profile** (contact details, product group entries).
- ✓ **"Talk-to-me" function** for direct exchange (audio/video) between the visitor and you.
- ✓ **Easy to find** via search function.
- ✓ **DSGVO-compliant lead generation** through comprehensive user statistics.
- ✓ **Appointment function** with availability.



New: Conference Rooms - small meetings, big stage!

Conference Room small

- ✓ Audio-video room on the exhibitor details page
- ✓ Max. 16 participants
- ✓ Restricted access possible (admission via back office)
- ✓ Parallel text chat
- ✓ Available during the entire duration of the trade fair (you determine the content yourself)
- ✓ No representation in the programme

Conference Room large

- ✓ Live demonstration (e.g. presentation)
- ✓ Max. 90 minutes
- ✓ Unlimited number of participants
- ✓ Fixed time
- ✓ Part of the official programme (optional)
- ✓ Invitation management via token links that can be sent in advance
- ✓ Text chat
- ✓ List of participants present
- ✓ Subsequent breakout session possible (limited number of participants)
- ✓ Available on demand afterwards (optional)

Networking: finding the best partners.

Optimised lead generation

- ✓ Real-time visibility of personalised leads in the back office.
- ✓ Easy download of all leads as csv file.
- ✓ Evaluability of the leads according to contact point.
- ✓ DSGVO-compliant recording of the marketing content of all participants.

The Discovery Graph

- ✓ Personal chat or video chat, with or without appointment.
- ✓ Exchange, download and recommend contact details.
- ✓ Find new contacts with similar interests.
- ✓ Discover contacts of my contacts.
- ✓ Find new leads via "I am looking" and "I am offering".



Be part of it!

- ✓ From 168 EUR/m²
 - ✓ 1.045 EUR
- ### Marketing package (obligatory)

Plus
0.60 EUR/m² AUMA fee
15 EUR/m² service charge down payment for
services

The marketing package includes

- ✓ Entry and logo in the alphabetical list of exhibitors in all available trade fair media
- ✓ Unlimited number of product groups in all trade fair media
- ✓ Unlimited number of brand entries Basic in the app, online exhibitor search and @home
- ✓ Establishment and provision of an online press compartment
- ✓ One product entry Premium in the app, the online exhibitor search and @home incl. product photo and product description
- ✓ Participation in networking in the app and @home incl. appointment setting
- ✓ Header graphic in the app and @home
- ✓ Provision of unlimited number of admission ticket vouchers requiring registration

Upgrade packages for more visibility!

PLUS

- ✓ Company portrait Basic + max 100 characters in DE/EN
- ✓ Product entry Premium 50
- ✓ Social media buttons
- ✓ 1 x link indication
- ✓ 1 x pdf upload

✓ 450 EUR

PROFI

- ✓ Company portrait Premium (title + max 2,000 characters in DE/EN)
- ✓ Product Entry Premium 50
- ✓ Social Media Buttons
- ✓ 2 x Link indication
- ✓ 2 x PDF upload
- ✓ 1 x Brand entry Premium incl. logo
- ✓ 1 x Product video in the showroom

✓ 1.450 EUR

PREMIUM

- ✓ Company portrait Premium (title + max 2,000 characters in DE/EN)
- ✓ Product Entry Premium 50
- ✓ Social Media Buttons
- ✓ 3 x link indication
- ✓ 3 x pdf upload
- ✓ 3 x Brand entry Premium incl. logo
- ✓ 3 x Product video in the showroom
- ✓ Upgrade tile to maximum size
- ✓ Conference room small

✓ 3.450 EUR



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**Are you interested or do you have any questions?
We're here for you!**

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E-MAIL

TELEFON



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h+h cologne goes hybrid:
Let's take off together!