



www.ism-cologne.de



Digital
event platform:
ISM @home

ISM IN COLOGNE: 30.01.—02.02.2022

ISM @HOME: 01.—02.02.2022 & ON DEMAND UNTIL 30.04.2022

ISM & ProSweets @home

ISM 2022:
As a hybrid
event for the
first time
Book additional digital
services now!

SWEETEN YOUR GLOBAL BUSINESS!



Join our ISM network — in Cologne and worldwide!

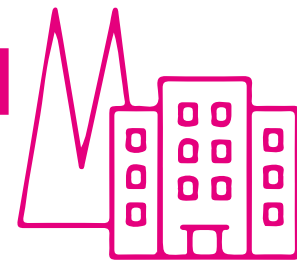
WELCOME TO ISM - THE WORLD'S LARGEST
TRADE FAIR FOR SWEETS AND SNACKS





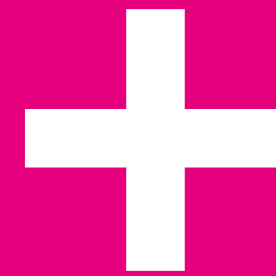
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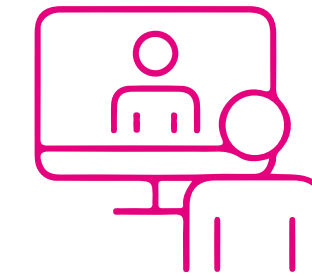


PHYSICAL ISM IN COLOGNE:

For face-to-face meetings and
business contacts - and for
tasting sweets and snacks!



01.—02.02.2022 &
on demand
until 30.04.2022



ISM @HOME:

The digital event platform
for targeted business and
networking - worldwide, and
with extended reach!



LIVE IN COLOGNE:

The entire world of sweets & snacks

ISM @HOME

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



ISM @home



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Your benefits at ISM @home

- ✓ Attract interest for your products and brands
- ✓ Global presence and networking beyond the physical event
- ✓ 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 international industry network of ISM



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The digital event programme of ISM

EXPERT STAGE

- Trend lectures
- Specialised information
- Start-up pitches

GLOBAL COMPETENCE IN FOOD STAGE

- Information from the Koelnmesse food network
- Market research and sweet trends from all over the globe

PRODUCT STAGES

- Products and solutions of the ISM exhibitors
- Compact short lectures by manufacturers

Book your slot
on a product
stage!

ATTRACT ATTENTION TO YOURSELF ON THE PRODUCT STAGES

- 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 up until 30.04.2022
- Text chats with Q&As
- Lead generation through extensive participant statistics and data



Your digital Showroom

The exhibitor/products section is the digital fair ground of ISM @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
- Easy to find via the search function
- Lead generation that conforms with the data protection regulations through extensive user statistics
- Appointment arranging function with availability



Digital
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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

Marshmallows

Pressed Candies



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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

Digital networking

- 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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Digital participation for physical exhibitors	
Marketing package (obligatory, already booked on registration!)	€1,069
Entry in the alphabetical list of exhibitors	✓
Entry in the list of product groups (10 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	✓

Book it in
the Media
Shop now!



Digital
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Upgrade packages (optional)	Plus €410	Pro €1,160	Premium €2,460
Basic company portrait: Title + max. 100 characters of text in German/English	✓	✓	
Premium company portrait			✓
Top of the list entry in the list of product groups			✓
Header graphic	✓	✓	✓
Logo printed in the alphabetical list of exhibitors (all trade fair media)	✓	✓	✓
Upgrade to Premium Flat product entry		✓	✓
Premium product entry (product photo and product description)	1	1	1
Product video in Showroom		1	2
Premium brand entry (brand name, brand logo, reference to company name, contact data and hall/stand number)		1	3
Upload of 2 PDFs		✓	✓
Positioning of 2 links		✓	✓
Package price incl. marketing package (obligatory)	€1,479	€2,229	€3,529



Attractive presentation options for your company



And just like on the exhibition grounds, you can also access the participants of ProSweets Cologne on the digital platform.

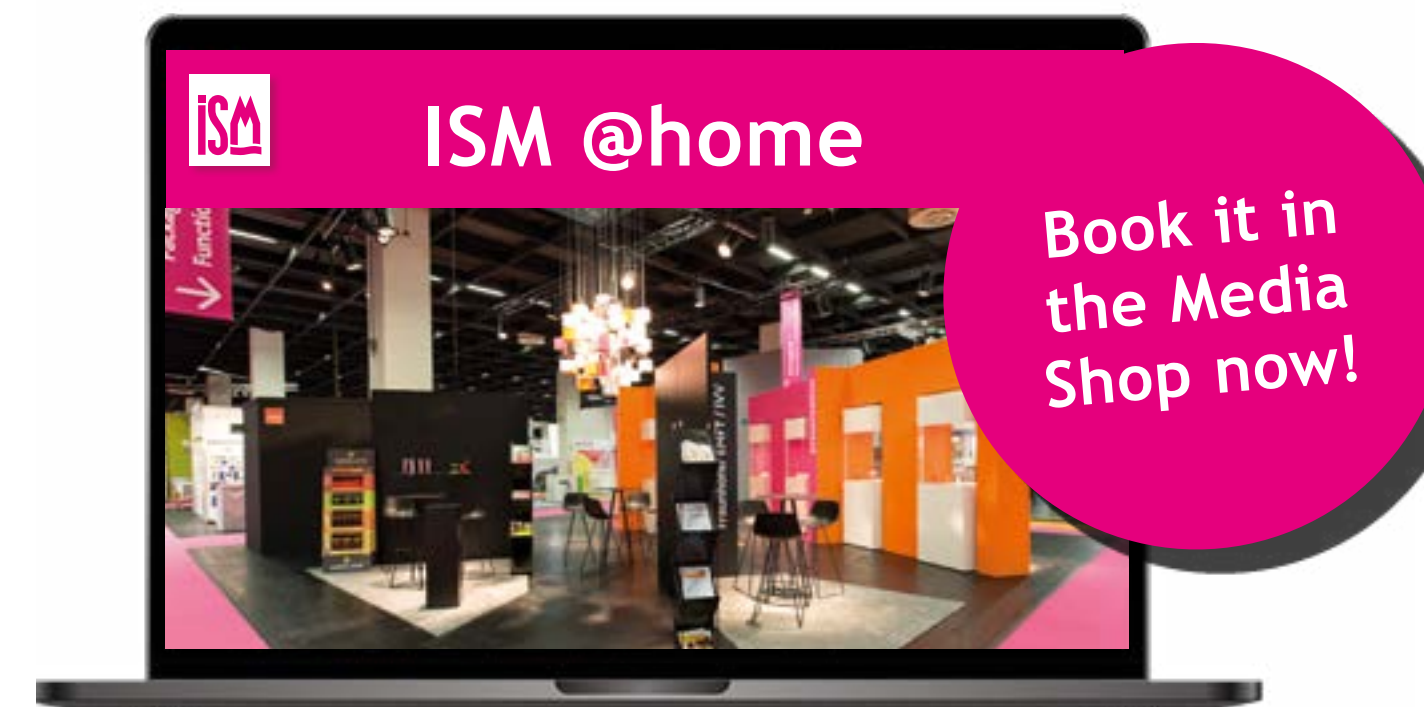


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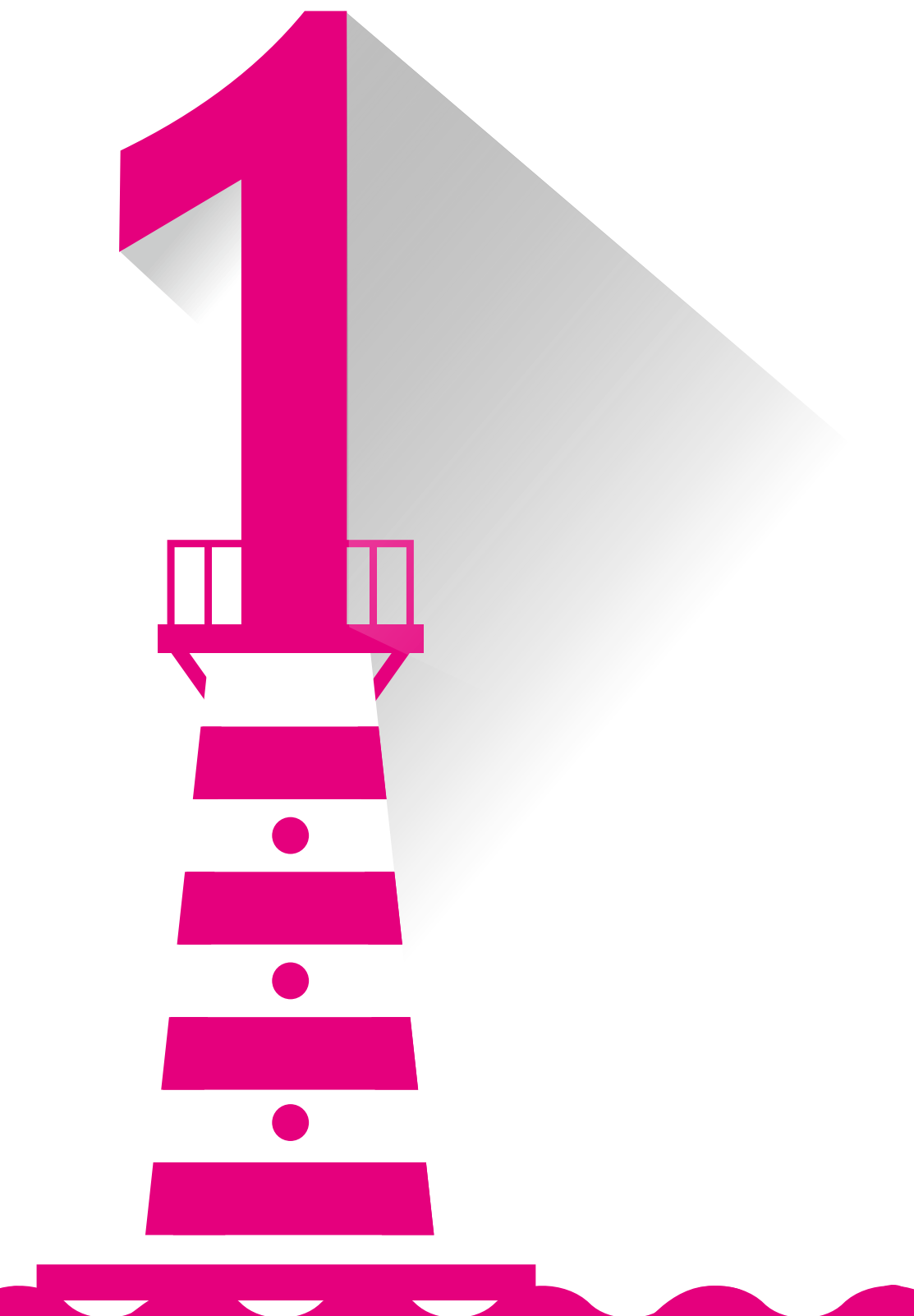
PRODUCT STAGES:

✓ 10-min slot (pre-recorded): €1,500




CONFERENCE ROOMS & LIVE STREAM:

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





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Do you have
any questions?
We're happy
to advise you!

Get in touch with your sales contact person

For a purely digital participation from Germany:

E-mail: athome@koelnmesse.de

Contact for exhibitors from abroad:

Contact your local Koelnmesse subsidiary or representative

Koelnmesse GmbH

Messeplatz 1

50679 Köln

Germany

www.koelnmesse.de