

VDID

VERBAND
DEUTSCHER
INDUSTRIE
DESIGNER



THE TRADE SHOW FOR KIDS' FIRST YEARS

KIDS
DESIGN
AWARD

2021

INNOVATIVE INTO THE
FUTURE!

**RE-START
EDITION!**
BE PART OF IT!



09.-11.09.2021



www.kindundjugend.com

STARTING TOGETHER

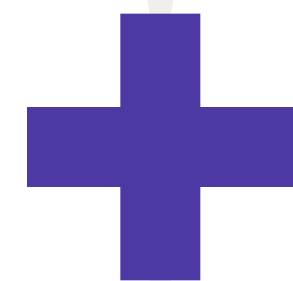


THE TRADE SHOW FOR KIDS' FIRST YEARS

09.-11.09.2021

**KIND + JUGEND LIVE
ON-SITE IN COLOGNE:**

For in-person talks and
business contacts!



09.09.-30.10.2021

KIND + JUGEND @HOME:

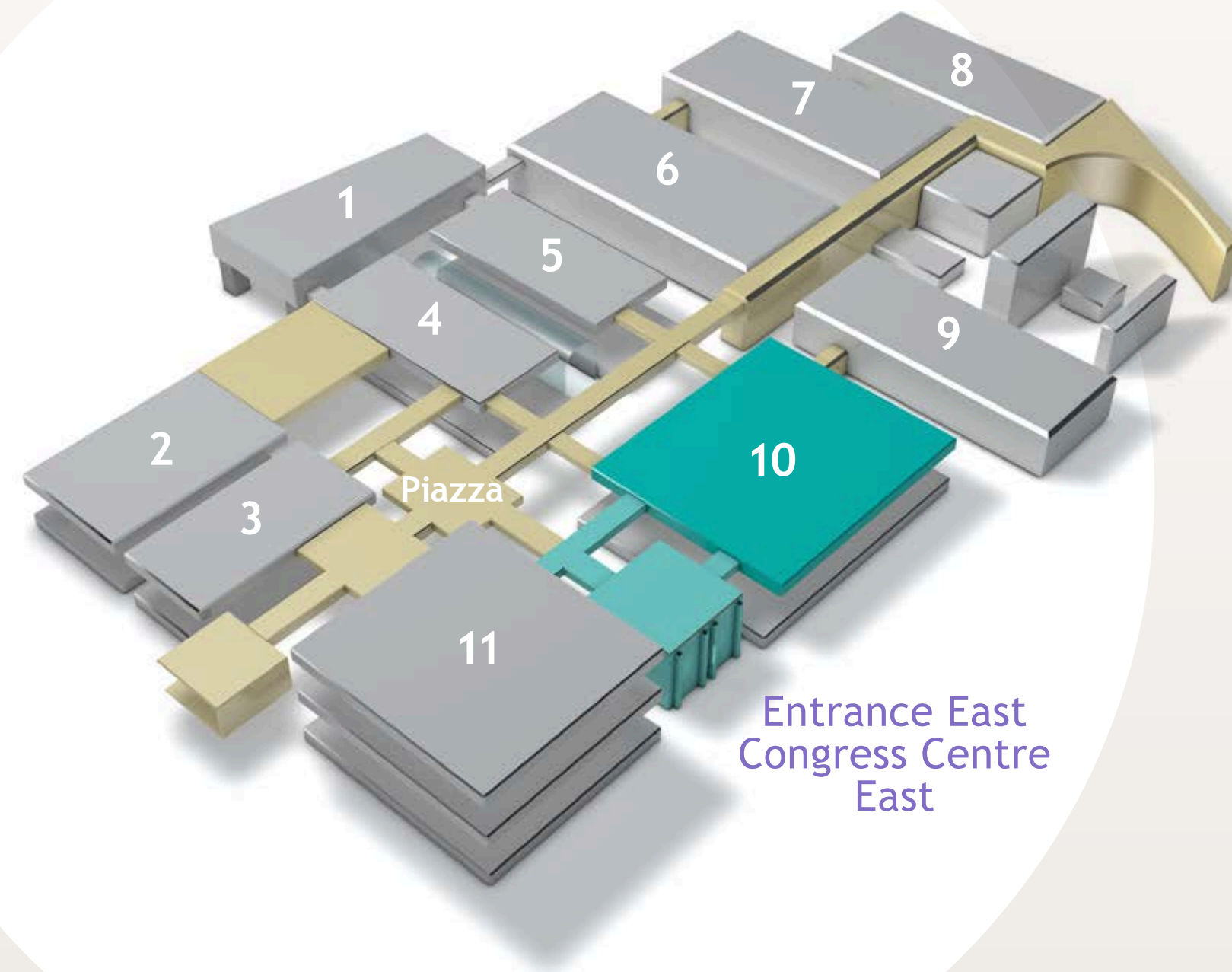
Digital event platform for
targeted business and interactive
networking - global and wide
reach!



EXPERIENCE THE TRADE FAIR!



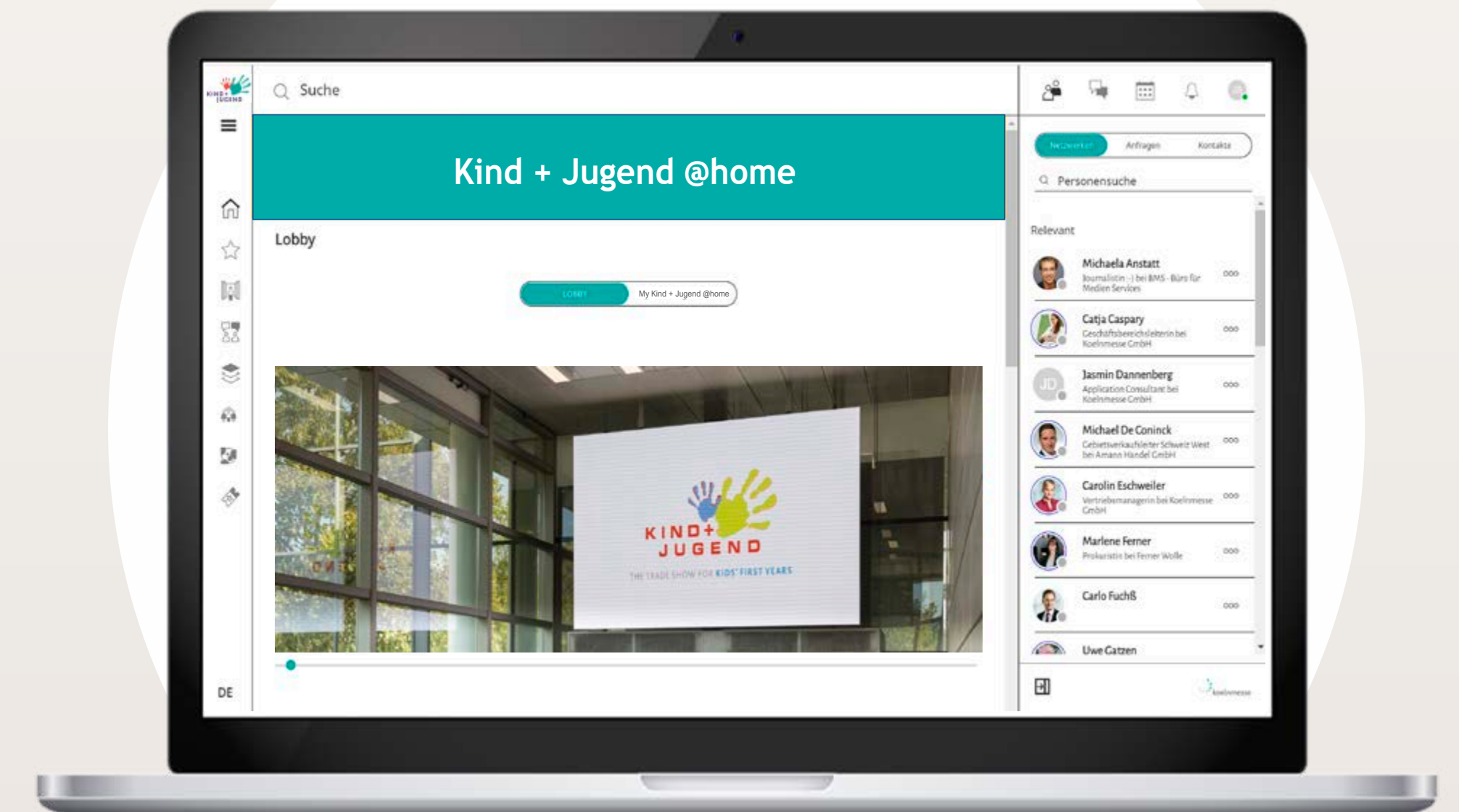
THE TRADE SHOW FOR KIDS' FIRST YEARS



LIVE ON-SITE IN
COLOGNE

DIGITAL AND
WORLDWIDE:
KIND + JUGEND
@HOME

- TREND FORUM
- Product Stages
- Showrooms & Conference Rooms
- Easy lead generation



GENERATE MORE REACH



THE TRADE SHOW FOR KIDS' FIRST YEARS



YOUR BENEFITS ON KIND + JUGEND @HOME

- More attention for your products and brands
- Worldwide presence and networking after the trade fair
- Efficient lead generation through networking functions, analyses and statistics
- Reasonable additional investment
- Professional digital presence for your own channels
- Media attention and expansion of your community
- Digital access to the largest global industry network of Kind + Jugend

THE DIGITAL EVENT PROGRAMME



THE TRADE SHOW FOR KIDS' FIRST YEARS

TREND FORUM

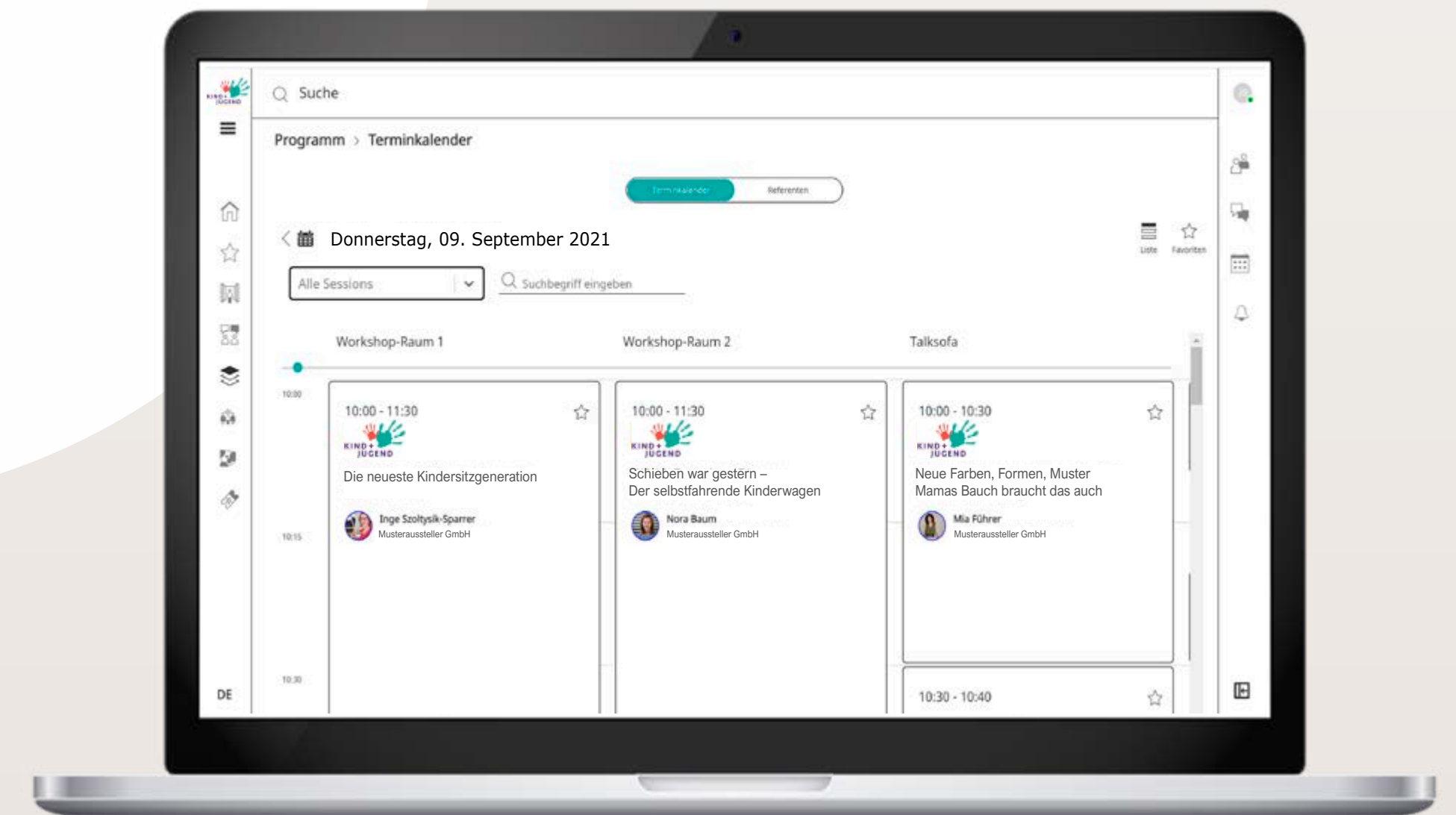
- Curated event programme
- Key speakers
- Interaction between audience and speaker
- Global trend topics



PRODUCT STAGES

- Virtual stage for your presentations in the stream
- Preproduced or live
- Interaction with viewers possible

Book your
slot on a
product stage!



CREATE AWARENESS



THE TRADE SHOW FOR KIDS' FIRST YEARS

PRODUCT STAGES

- Digital stage for your presentation
- Part of official event programme
- Unlimited number of participants
- No more than three presentations simultaneously
- Accessible afterwards via video-on-demand
- Session-based text chats with interactive Q&A
- Lead generation through comprehensive participation statistics and data



GENERATE BUSINESS



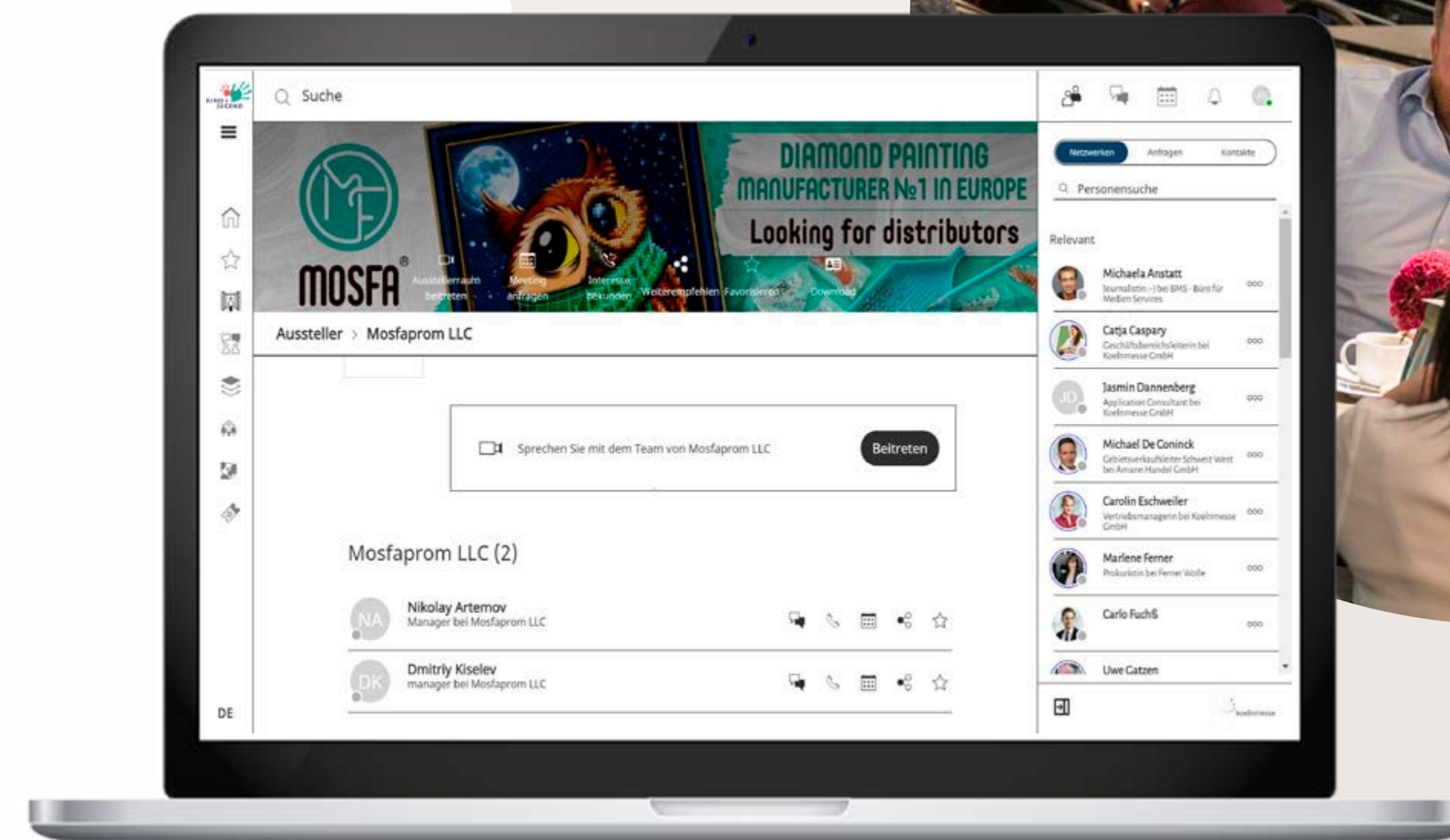
THE TRADE SHOW FOR KIDS' FIRST YEARS

YOUR DIGITAL SHOWROOM*

The showfloor is the digital exhibition area of Kind + Jugend @home. This is where you are represented with your digital exhibition stand.

- Interactive exhibitor profile (contact data, product group entries)
- “Talk-to-me” feature for direct communication with visitors
- Public text chat and audiovisual space
- Easy to find via search function in “Exhibitors/Products” area
- GDPR-compliant lead generation thanks to comprehensive user statistics
- Direct link to your product stage slots and conference rooms

Included in
the obligatory
marketing
package



* Please make sure that a staff member keeps track of the enquiries and requests made via chat and can respond promptly

THE BEST SPOTS FOR GOOD BUSINESS:



THE TRADE SHOW FOR KIDS' FIRST YEARS

YOUR ADDITIONAL UPGRADE FOR EVEN MORE CONTENT AND VISIBILITY OFFERS

- Your product news/entries
- Addition of your multimedia content (videos, photos, PDFs, links, live streams)
- Digital conference rooms for your exclusive events for different numbers of participants
- Screen sharing Integration of video content or studio production



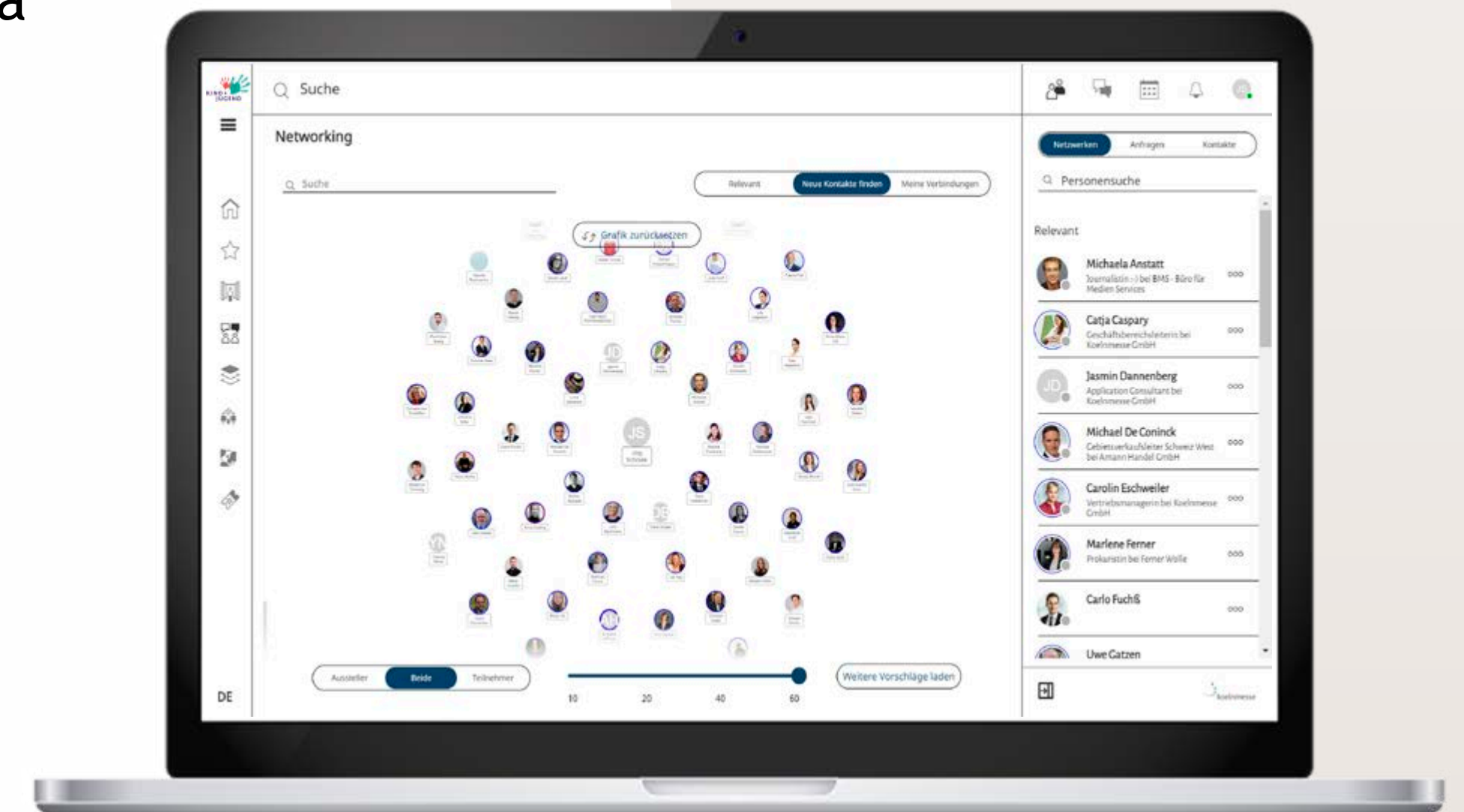
ESTABLISH CONTACTS



THE TRADE SHOW FOR KIDS' FIRST YEARS

EASY LEAD GENERATION

- Personal or video chat, with and without appointments
- Exchange and forwarding of contact data
- Easy download of all received contacts at any time as a CSV file
- Addition of social networking data (Xing, LinkedIn, ...)
- Make new contacts via the “Contacts of contacts” feature
- Find new contacts via interests indicated as well as “I am searching for” and “I am offering”



ACHIEVE MORE



ATTRACTIVE UPGRADE PACKAGES FOR YOUR SHOWROOM

	Plus	Profi	Premium
Marketing package (mandatory, included with registration)	✓	✓	✓
Company portrait basic: Title + max. 100 characters German/English text	✓	✓	✓
Header graphic	✓	✓	✓
Logo image in alphabetical list of exhibitors (all trade fair media)	✓	✓	✓
Social media buttons	✓	✓	✓
Product entry basic (incl. product photo and product title) Unlimited (flat) for online, mobile and @home		✓	✓
Product entry premium flat		2	Flat
Product video in the showroom		1	2
Brand entry premium (brand name, brand logo, reference to company name, contact details and hall/booth number)		1	4
Upgrade to company portrait premium			✓
Upgrade tile to maximum size			✓
Package price incl. marketing package (mandatory)	1.525 €	2.435 €	4.200 €
Upgrade package price*	365 €	1.275 €	3.040 €

* This price is in addition to the mandatory marketing package

CREATE HIGHLIGHTS



ATTRACTIVE PRESENTATION OPPORTUNITIES FOR YOUR COMPANY

PRODUCT STAGES:

	Pre-Content or Live@home	Live@Cologne from our Trend Forum Stage
Product Stage 5 min	400 €	-
Product Stage 10 min	750 €	1.000 €
Product Stage 15 min	1.100 €	1.400 €

We would be happy to answer any questions you might have:

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... as well as the Koelnmesse sales partners
in your country.



LIVE STREAM:

for the streaming of live content in your
showroom:

- Live-Stream: 300 €



Oliver Frese,
Koelnmesse GmbH
Chief Operating Officer



LOOK TO THE FUTURE



THE TRADE SHOW FOR KIDS' FIRST YEARS



CONTACT FOR NATIONAL EXHIBITORS:

E-Mail: sales@kindundjugend.de

CONTACT FOR INTERNATIONAL EXHIBITORS:

Contact your sales partner.

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