

ZELLCHEMING-Expo 2022

Digital presentation opportunities for exhibitors
and on-site/digital sponsoring packages



29 June – 1 July 2022,
RMCC, Wiesbaden, Germany

expo
2022

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The ZELLCHEMING platforms

ZELLCHEMING VIRTUAL WORLD

NEW

365 Days Event Community

The ZELLCHEMING Virtual World is a closed virtual network for high quality content and events.

ZELLCHEMING EXPO

29 June – 01 July 2022

For the professional exchange of technology users and providers across the entire value chain.

ZELLCHEMING CONFERENCE

26 – 29 June 2022

A joint initiative of the association ZELLCHEMING e.V. with its technical committees and the Technical University of Darmstadt.

ZELLCHEMING WOMEN4PAPER

29 June 2022

The network for women in the pulp and paper industry.

INFORMATION, INTERACTION & COMMUNICATION

ZELLCHEMING-Expo 2022

Perfect fusion of digital and on-site experience

1. Reach, attendance, and engagement are increased ■ Lower barrier to entry events ■ Hybrid events reach more, not fewer, customers – anytime, anywhere ■ Attendees are mobile, chatting, rating, learning about companies, and sharing valuable content with their friends and colleagues.
2. Extended lifetime of the event ■ Recordings of streams are available as on-demand sessions in addition ■ Attendees can view profiles of other attendees and companies and access e.g., product catalogs, info brochures, and much more.
3. Take advantage of powerful sponsorship and marketing opportunities ■ Digital banner advertising and session sponsorship are the direct line to the perfect-fit target group ■ Exhibitor stands can be enhanced digitally and marketed



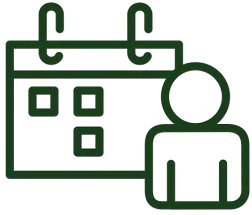
INFORMATION, INTERACTION & COMMUNICATION

ZELLCHEMING-Expo 2022

Company profiles with presentation and interaction elements

Goal: Lead generation

- Categorization of exhibitors and sponsors with exclusive presentation and display options (e.g., linked logo on start and/or agenda page)
- **Lead generation** through “Request more information” button
- Direct contact in sponsor, exhibitor and company profile via direct video call or employee chat via **interactive partner profile**
- Intelligent digital, analog and hybrid appointment scheduling (considers personal calendar / appointments, time zones, hygiene concepts for on-site events and much more)
- Assignment of dedicated contact persons to specific products and jobs
- Impressive visual and content presentation of companies, exhibitors and sponsors through media packages (video, images, PDFs, etc.)

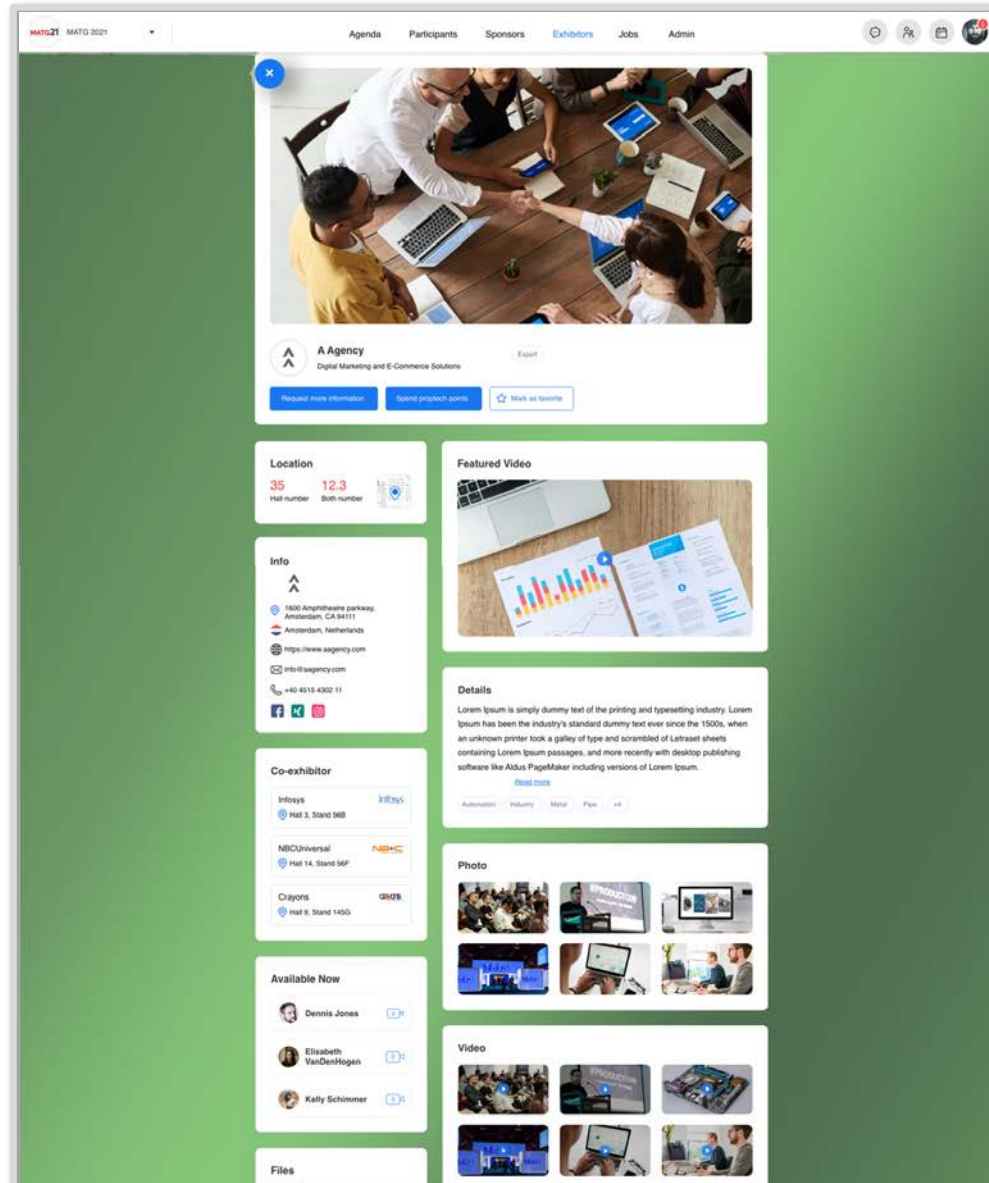




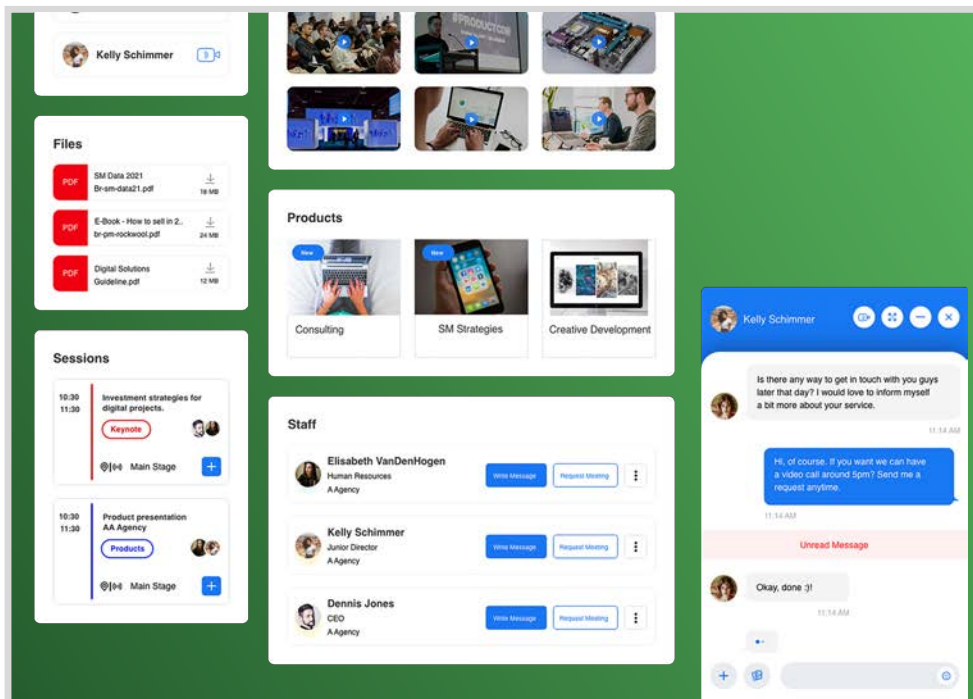
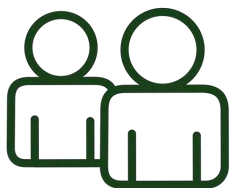
Leadtracking for exhibitors

Depending on the package booked, exhibitors and sponsors will receive a list of all personal contacts they met during the event after the ZELLCHEMING-Expo.

The leads are collected and passed on in compliance with GDPR.



Interactive partner profile

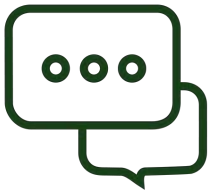


Exhibitors and sponsors can present technologies, products and services as part of their interactive partner profile.

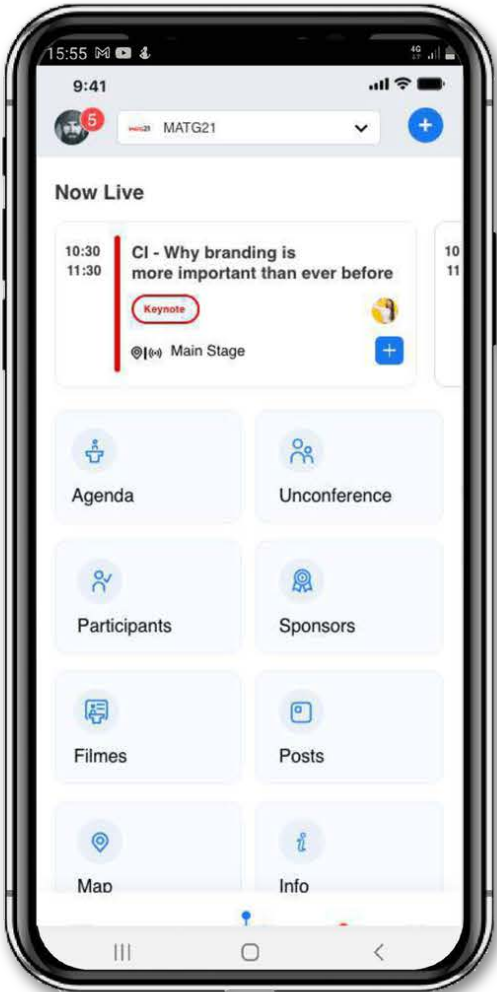
Participants then can establish personal contact directly via the respective company profile.

The exhibiting companies and sponsors can thus directly control which employee contacts which customer.

Everything also works by app



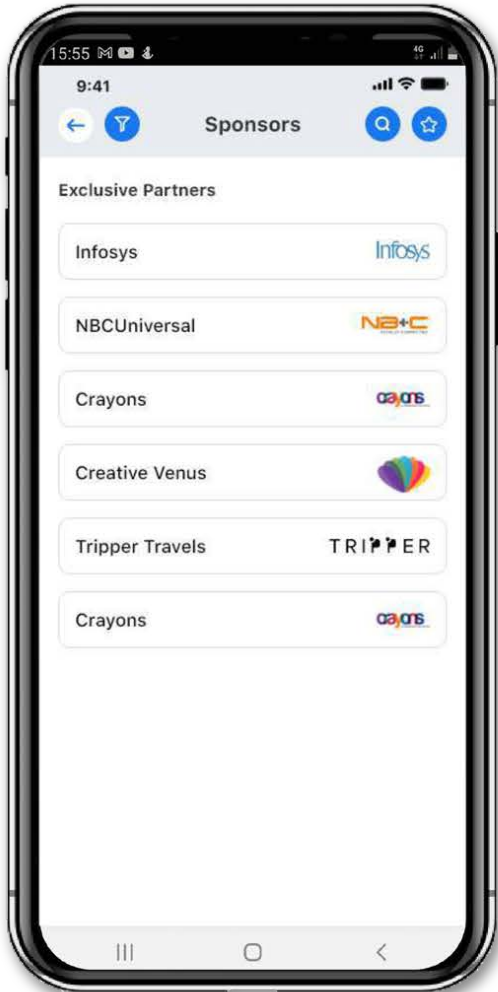
Main event screen



Participants & matchmaking

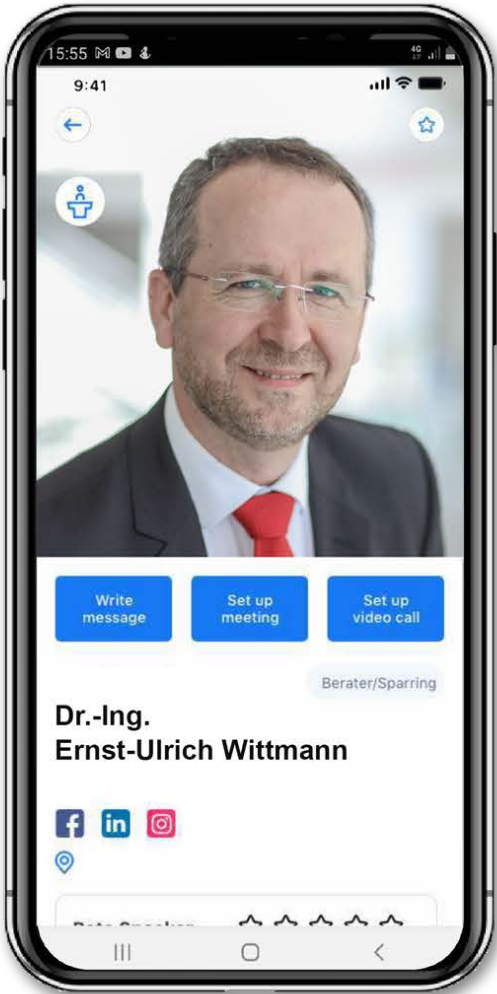


Exhibitors/sponsors

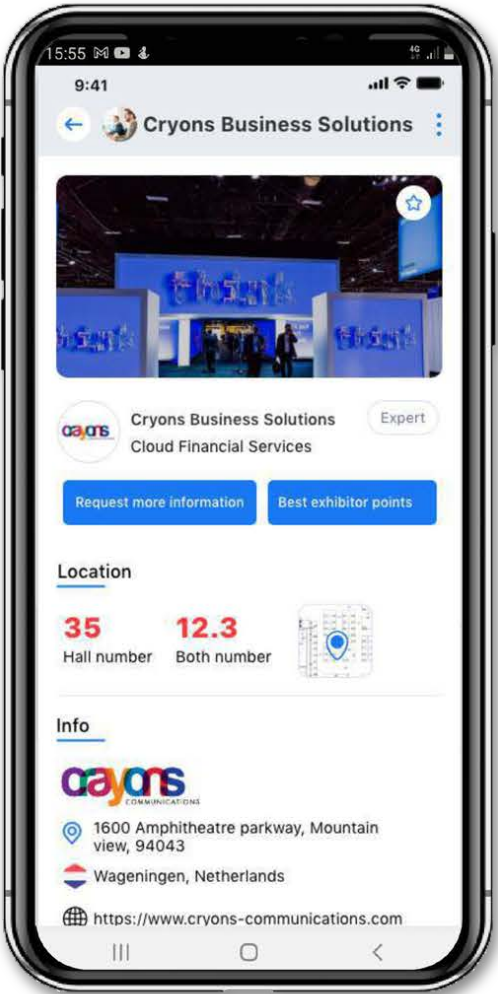


Everything also works by app

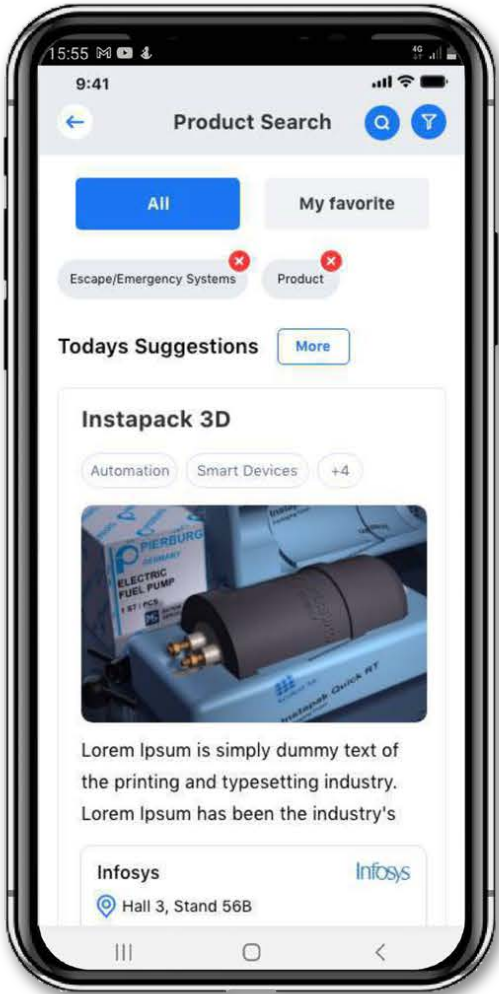
Personal profiles



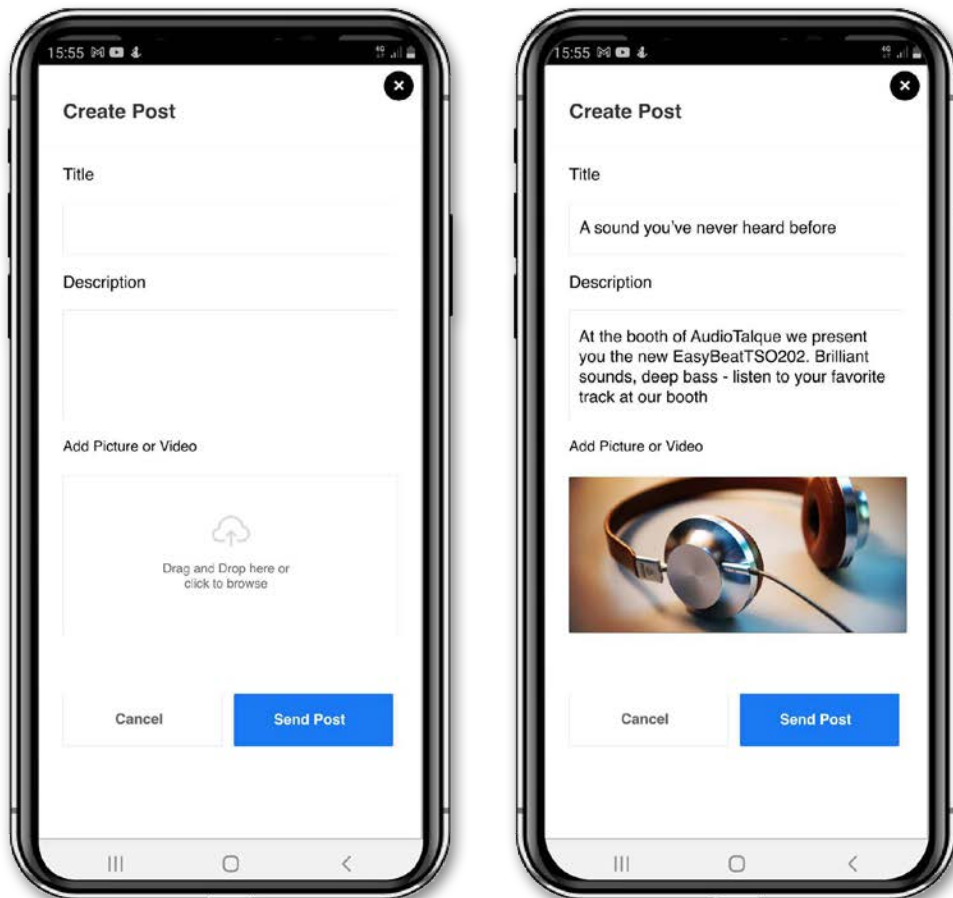
Exhibitor profiles



Products



Everything also works by app



Real-time photo & video posts by exhibitors

- Exhibitors can generate spontaneous **picture and video posts** from their mobile/laptop during the event, which are immediately visible for all participants (e.g., spontaneous interviews at the booth, etc.)
- Online participants can also see the posts immediately and, if necessary, react to them (**comments**) and – if desired – send posts themselves
- Posts are also visible in the **exhibitor profile** – the perfect marketing for your trade show participation

Everything also works by app



Distinction between on-site and virtual participants

- **Virtual and on-site participants** can be distinguished immediately
- Contact options via chat, **1:1 appointment suggestions for meeting** (only on-site participants), video call (virtual and on-site participants)
- **Session participation** possible virtually via stream or on-site (only on-site participants)
 - Room limitation and waiting list function available

ZELLCHEMING Virtual World

... and after the event? Commitment over 365 days!



- 365 days community = closed virtual network
- High quality content is preserved
- Additional events (webinars) are possible
- Interaction with other users 1:1 permanently possible
- **Company profiles and content remain until the end of 2022 as part of the booked exhibitor and sponsor packages**



For ZELLCHEMING-Expo 2022 exhibitors

Superior Package

Exclusive appearance on all levels with presentation on homepage, Virtual World, forum and summer evening

Exhibitor price: EUR 3,500.–

Value EUR 7,500.–

Premium Package

Provides you with advanced branding and lead generation capabilities

Exhibitor price: EUR 2,000.–

Value EUR 5,000.–

Business Package

Offers you everything you need for professional networking and targeted customer contact

Exhibitor price: EUR 1,000.–

Value EUR 2,500.–

Basic Package

Standard entry for all exhibitors included in the marketing fee.

For exhibitors included

Value EUR 950.–

Comparison packages for exhibitors ZELLCHEMING-Expo 2022

	Superior	Premium	Business	Basic
ZELLCHEMING-Expo – exhibitors	3,500.– €	2,000.– €	1,000.– €	incl.
Value	7,500.– €	5,000.– €	2,500.– €	950.– €
Company profile	✓	✓	✓	✓
Presentation as premium partner / company logo on homepage	✓	✓	✗	✗
Nomination in welcome speech	✓	✗	✗	✗
Logo forum & Summer Evening	✓	✗	✗	✗
Images / videos / documents in company profile	15 / 5 / 10	10 / 4 / 5	5 / 1 / 3	✗
Product page / product entries	20	15	10	10
Workshop: 60 min – on the “Virtual World” platform in the 2nd half-year of 2022	✓	✗	✗	✗
Link to own live content	✓	✓	✓	✗
Contact persons / employees	15	10	5	1
Matchmaking / interaction via chat and video call	✓	✓	✓	✓
Function direct video call	✓	✓	✗	✗
Leadlist (GDPR-compliant)	Extended	Extended	Standard	✗
Tickets for participants	15	10	5	✗

Superior Package

Exclusive appearance on all levels with presentation on homepage, Virtual World, forum and Summer Evening

Exhibitor price: EUR 3,500.–

Value EUR 7,500.–

Basic Package (included in marketing fee)

- Company description (max. 3,000 characters)
- Company logo, teaser image and contact information
- Listing in exhibitor directory
- 10 product entries

Extended benefits superior package

- Company logo on platform landing page, Virtual World, forum and Summer Evening
- Links to your company's homepage as well as social media profiles
- **15 images** (jpg, png) in media gallery
- **5 / 10 videos / PDF files** in profile page
- **10 additional products / service entries** in product page

Presentation opportunities

- Link to own live content
- **Live workshop** (60 minutes) on Virtual World platform in the 2nd half-year 2022

Network

- **Creation of 15 accounts** for staff members as contact persons in your profile
- **15 participant tickets** for invitation of customers
- **Extended leadtracking** and list export after the event (GDPR compliant)
- **Function direct video call** is enabled
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants

Premium Package

Provides you with advanced branding and lead generation capabilities

Exhibitor price: EUR 2,000.–

Value EUR 5,000.–

Basic Package (included in marketing fee)

- Company description (max. 3,000 characters)
- Company logo, teaser image and contact information
- Listing in exhibitor directory
- 10 product entries

Extended benefits premium package

- **Company logo on platform landing page**
- Links to your company's homepage as well as social media profiles
- **10 images** (jpg, png) in media gallery
- **4 / 5 videos / PDF files** on profile page
- **5 additional products / service entries** on product page

Presentation opportunities

- Link to own live content

Network

- **Creation of 10 accounts** for staff members as contact persons in your profile
- **10 participant tickets** for invitation of customers
- **Extended leadtracking** and list export after the event (GDPR compliant)
- **Function direct video call** is enabled
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants

Business Package

Offers you everything you need for professional networking and targeted customer contact

Exhibitor price: EUR 1,000.–

Value EUR 2,500.–

Basic Package (included in marketing fee)

- Company description (max. 3,000 characters)
- Company logo, teaser image and contact information
- Listing in exhibitor directory
- 10 product entries

Extended benefits business package

- Links to your company's homepage as well as social media profiles
- **5 images** (jpg, png) in media gallery
- **1 / 3 video / PDF files** in profile page

Presentation opportunities

- Link to own live content

Network

- **Creation of 5 accounts** for staff members as contact persons in your profile
- **5 participant tickets** for invitation of customers
- **Standard leadtracking** and list export after the event (GDPR compliant)
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants

ZELLCHEMING-Expo 2022 Sponsoring Packages

Individual
packages
on request

Platinum Package

EUR 7,500.–

For ZELLCHEMING company members
EUR 6,750.–

Gold Package

EUR 5,000.–

For ZELLCHEMING company members
EUR 4,500.–

Silver Package

EUR 3,500.–

For ZELLCHEMING company members
EUR 3,150.–

Bronze Package

EUR 1,750.–

For ZELLCHEMING company members
EUR 1,500.–

Comparison sponsoring packages

	Platinum	Gold	Silver	Bronze
ZELLCHEMING company members	6,750.- €	4,500.- €	3,150.- €	1,500.- €
Full rate	7,500.- €	5,000.- €	3,500.- €	1,750.- €
Digital benefits				
Company profile	✓	✓	✓	✓
Logo presentation platform, website, newsletter, press release	✓	✓	✓	✗
Live nomination as sponsor	✓	✗	✗	✗
Matchmaking / 1:1 meetings / interaction via Chat and video call	✓	✓	✓	✓
Function direct video call	✓	✓	✗	✗
Interview or statement in visitor mailing	✓	✗	✗	✗
Exclusive social media post	✓	✗	✗	✗
Workshop: 60 min. – on the Virtual World platform in the second half-year 2022	✓	✗	✗	✗
Exclusive sponsoring for selected topics	✓	✗	✗	✗
On-site benefits				
Logo presentation forum, Summer Evening, press releases	✓	✓	✗	✗
Sponsoring evening event (Summer Evening)	✓	✓	✗	✗
Summer Evening tickets	10	5	✗	✗
Participant tickets ZELLCHEMING-Expo	20	10	3	✗

Platinum Package**EUR 7,500.–**

For ZELLCHEMING company members
EUR 6,750.–

- **Company logo presentation platform landing page, forum and Summer Evening, live nomination**
- Logo presentation live channel, homepage, newsletter, press release
- Company description, max 3,000 characters
- Company logo, teaser image and contact details
- Links to your company's home page as well as social media profiles
- **10 images** (jpg, png) in media gallery
- **4 / 5 videos / PDF files** in profile page

On-site benefits

- Exclusive logo presentation as Platinum Sponsor
- Logo presentation in program and marketing materials
- Logo presentation in main hall during the Summer Evening and Expo newsletter
- Logo on event website
- Possibility to display a maximum of three different advertising products (flyers, brochures, etc.) at the ZELLCHEMING-Forum
- Exclusive sponsorship for selected topics
- Consideration of individual wishes on the platinum sponsor's request

Digital benefits

- Interview or statement in visitor mailing
- Exclusive social media post
- Link to own live content
- **Live workshop (60 minutes) on Virtual World platform in the 2nd half-year 2022**

Network

- Creation of **10 accounts** for staff members as contact persons in your profile
- **Extended leadtracking** and list export after the event (GDPR compliant)
- **Function direct video call** is enabled
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants
- **20 ZELLCHEMING-Expo 2022 tickets** for your customers
- **10 ZELLCHEMING Summer Evening 2022 tickets**

Gold Package

EUR 5,000.–

For ZELLCHEMING company members
EUR 4,500.–

- Logo presentation live channel, homepage, newsletter, press release
- Company description, max 3,000 characters
- Company logo, teaser image and contact details
- Links to your company's home page as well as social media profiles
- **5 images** (jpg, png) in media gallery
- **1 / 3 video / PDF files** in profile page

On-site benefits

- ZELLCHEMING-Forum and Summer Evening – Exclusive logo presentation as Gold Sponsor
- Logo presentation in program and marketing materials
- Logo presentation in main hall during the Summer Evening
- Logo on event website
- Possibility to display one advertising product (flyers, brochures, etc.) at the ZELLCHEMING-Forum
- On-screen display of the sponsor logo during congress

Presentation opportunities

- Link to own live content

Network

- Creation of **5 accounts** for staff members as contact persons in your profile
- **Extended leadtracking** and list export after the event (GDPR compliant)
- **Function direct video call** is enabled
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants
- **10 ZELLCHEMING-Expo 2022 tickets** for your customers
- **5 tickets ZELLCHEMING Summer Evening 2022**

Silver Package

EUR 3,500.–

For ZELLCHEMING company members
EUR 3,150.–

- Logo presentation live channel, homepage, newsletter, press release
- Company description, max 3,000 characters
- Company logo, teaser image and contact details
- Links to your company's home page as well as social media profiles
- **3 images** (jpg, png) in media gallery
- **1 / 1 video / PDF file** in profile page

On-site benefits

- ZELLCHEMING-Forum – Exclusive logo presentation as Silver Sponsor
- Logo presentation in program and marketing materials
- Logo on event website
- Possibility to display one advertising product flyers, brochures, etc.) at the ZELLCHEMING-Forum

Network

- Creation of **3 accounts** for staff members as contact persons in your profile
- **Standard leadtracking** and list export after the event (GDPR compliant)
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants
- **3 ZELLCHEMING-Expo 2022 tickets** for your customers

Bronze Package**EUR 1,750.–**

For ZELLCHEMING company members
EUR 1,500.–

- Logo presentation live channel, homepage, newsletter, press release
- Company description, max 3,000 characters
- Company logo, teaser image and contact details
- Links to your company's home page as well as social media profiles

On-site benefits

- Logo presentation in program and marketing materials
- Logo on event website

Network

- Creation of **1 account** for staff member as contact person in your profile
- Interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants
- Calendar functions for your staff's time scheduling
- Access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants

On-site advertising

Advertising on the central walkways in the exhibition hall and the entrance area can help to stage your company impressively and attract even more visitors to your exhibition stand.



Lanyards

Exclusively for one sponsor

Lanyards incl. badge cases, 3,000 pieces

Deadline: April 12, 2022

EUR 2,300 sans production costs and delivery



Tote bags

Exclusively for one sponsor

Your logo on tote bags for visitors

The bags will be placed in the main entrance of ZELLCHEMING-Expo

Inclusive of your own marketing materials

Deadline: April 12, 2022

EUR 1,610 sans production costs and delivery

Young talents promotion sponsoring packages



1. Sponsoring Science Flash Prizes

- Logo display during award ceremony
- Oral acknowledgement during award ceremony

EUR 500 for exhibitors, EUR 750 for non-exhibitors



2. Sponsoring ZELLCHEMING-Expo excursion

- Sponsoring of coach tours to ZELLCHEMING-Expo for students / trainees
- Possibility to distribute give-aways and marketing materials to students / trainees

EUR 1,000 for exhibitors, EUR 1,250 for non-exhibitors

Sponsoring packages Coffee Break and Women4Paper



The Coffee break sponsoring package contains the following services:

- Presentation of your company in the form of branded table displays
- Logo presentation in program and marketing materials

EUR 1,000 for exhibitors, EUR 1,250 for non-exhibitors



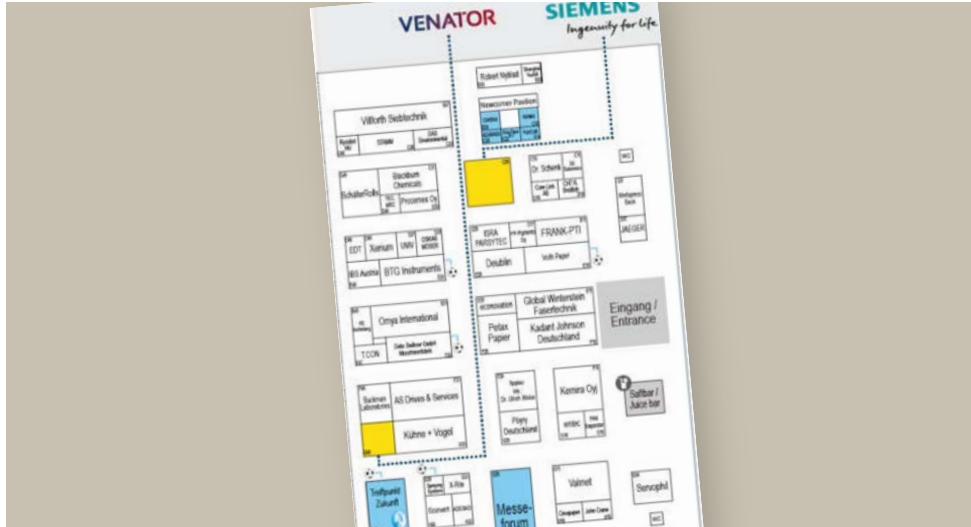
The Women4Paper sponsoring package contains the following services:

- Presentation of your company by means of a beach flag (to be provided by the client)
- Logo presentation in program and marketing materials
- Naming of your company in the online program and during the keynote speech (powered by ...)
- Logo presentation in the invitation

EUR 1,000 for exhibitors, EUR 1,250 for non-exhibitors

Print advertising

Your advertisement, your logo or your insert in the Event Guide of the ZELLCHEMING-Expo will attract maximum attention from your target group on-site.



Logo in Event Guide

Highlighting of your stand in the hall plan incl. logo.

The Event Guide will be distributed to all exhibitors and visitors on-site and online in advance.

Circulation 1,500 copies, limited to 5 sponsors

Deadline: April 20, 2022

Format: PDF, EPS, JPG, TIF

EUR 475 net incl. production costs



Adverts in Event Guide

The Event Guide will be distributed to all exhibitors and visitors on-site and online in advance.

Circulation 1,500 copies.

Deadline: April 20, 2022

¼ page (74x105 mm)	420 EUR
½ page portrait (74x210 mm)	790 EUR
½ page square (148x105 mm)	790 EUR
1/1 page (148x210 mm)	1,560 EUR
1/1 page (inside back cover)	1,670 EUR
1/1 page (back cover)	2,630 EUR

Net prices, incl. production costs

Print advertising

Your advertisement, your logo or your insert in the Event Guide of the ZELLCHEMING-Expo will attract maximum attention from your target group on-site.



Insert in the Event Guide

Exclusively for one sponsor

Provide an insert for the ZELLCHEMING-Expo Event Guide.

The Event Guide will be distributed to all exhibitors and visitors on-site.

The Event Guide has a circulation of 1,500 copies.

Deadline: May 18, 2022

The following formats are suitable as supplements:

- DIN A6 148 x 105 mm
- DIN long format 210 x 105 mm
- Maxi postcard 235 x 125 mm
- Special formats (i.e., round flyers)

EUR 3,100 sans production costs and delivery (net)

Your personal contacts will be pleased to help you:



Petra Hanke

Contact person sponsors

ZELLCHEMING Service GmbH

+49 6074 72860-45

p.hanke@zellcheming.de



Cornelia Gembus

Contact person exhibitors

ZELLCHEMING Service GmbH

+49 6074 72860-45

c.gembus@zellcheming.de

Terms and Conditions for the online event ZELLCHEMING Virtual Days for Partner Companies and Sponsors

Special Conditions for Participation in the trade fair ZELLCHEMING-Expo 2022 with a Digital Extension for Exhibitors and Sponsors

1. Venue, duration, opening hours

Venue: RheinMain CongressCentrum, Friedrich-Ebert-Allee 1
65189 Wiesbaden, GERMANY/Digital event platform
Duration: 29 June – 1 July 2022
Opening hours: Wed 29 June 2022 – Thu 30 June 2022 09:00-18:00 hrs. daily
Fri 1 July 2022 09:00-17:00 hrs.
Even beyond the actual event period, selected digital contents will remain accessible online in an Exhibitors & Products database until at least 31 December 2022.

2. Organizer

ZELLCHEMING Service GmbH, Neckarstr. 3, 63322 Rödermark, GERMANY
phone: +49 60 74 - 72 860-45 e-mail: gmbh@zellcheming.de
www.zellcheming.de/en/events/zellcheming-expo

3. Admission criteria as a digital exhibitor/sponsor

3.1 All companies and institutions that offer products or services (devices, facilities, components, processes, services, software) in the field of pulp-, paper- and fiber-based industries. The exhibited products must be used in this field in the broadest sense. In case of doubt, ZELLCHEMING Service GmbH shall decide on admission.
3.2 Companies in respect of which judicial insolvency proceedings have been opened cannot become digital exhibitors/sponsors. If such proceedings are opened after registration for ZELLCHEMING-Expo 2022, ZELLCHEMING Service GmbH must be notified immediately.

4. Registration, conclusion of contract

4.1 Orders for participation packages for ZELLCHEMING-Expo 2022 can be placed only via the respective order form.

4.2 The contract between the exhibitor/sponsor and ZELLCHEMING Service GmbH shall be concluded when ZELLCHEMING Service GmbH sends the invoice. The Conditions of Participation in ZELLCHEMING-Expo are bindingly accepted by the partner company/sponsor with the order. The order is binding for the exhibitor/sponsor.

4.3 Before the event, from calendar week 15/2022 at the earliest, the exhibitor/sponsor will receive a link to the talque event platform to enter their digital profile there. During the event, exhibitor/sponsor will use their profile to get in touch with other exhibitors/sponsors and visitors via talque and to take advantage of services such as video calls, matchmaking etc.

4.4 In addition to the Conditions of Participation for the ZELLCHEMING-Expo hybrid event, the Licence and Terms of Use for talque of Real Life Interaction GmbH shall apply. If the License and Terms of Use for talque of Real Life Interaction GmbH and the Condition of Participation for the hybrid event ZELLCHEMING-Expo for exhibitors/sponsors contradict each other, the latter shall take precedence.

4.5 If ZELLCHEMING Service GmbH provides additional exhibition services through a service partner based on a separate order, the validity of these Terms and Conditions of Participation shall not be affected by the contractual terms and conditions applicable to the exhibition services.

5. Services of the Organizer towards the Exhibitors / Sponsors

5.1 Exhibitor Superior Package:

Basic Package (included in marketing fee) company description max. 3,000 characters, company logo, teaser image, and contact information, listing in online exhibitor directory, 10 product entries

Additional Benefits Superior Package

Company logo on platform landing page, links to your company's homepage as well as social media profiles, 15 images (jpg, png) in media gallery, 5/10 videos/PDF files in profile page, 10 additional products/service entries in product page, link to own live content, live workshop (60 minutes) on Virtual World platform in the 2nd half-year 2022, creation of 15 accounts for staff members as contact persons in your profile, 15 participant tickets for invitation of customers, extended leadtracking and list export after the event (GDPR compliant), function direct video call is enabled, interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants, calendar functions for your staffs time scheduling, access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants.

5.2 Exhibitor Premium Package:

Basic Package (included in marketing fee) company description max. 3,000 characters, company logo, teaser image, and contact information, listing in online exhibitor directory, 10 product entries

Additional Benefits Premium-Package

Company logo on platform landing page, links to your company's homepage as well as social media profiles, 10 images (jpg, png) in media gallery, 4/5 videos/PDF files in profile page, 5 additional products/service entries in product page, link to own live content, creation of 10 accounts for staff members as contact persons in your profile, 10 participant tickets for invitation of customers, extended leadtracking and list export after the event (GDPR compliant), function direct video call is enabled, interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants, calendar functions for your staffs time scheduling, access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants.

5.3 Exhibitor Business Package:

Basic Package (included in marketing fee) company description max. 3,000 characters, company logo, teaser image, and contact information, listing in online exhibitor directory, 10 product entries

Additional Benefits Business-Package

Links to your company's homepage as well as social media profiles, 5 images (jpg, png) in media gallery, 1/3 video/PDF files in profile page, link to own live content, creation of 5 accounts for staff members as contact persons in your profile, 5 participant tickets for invitation of customers, standard leadtracking and list export after the event (GDPR compliant), interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants, calendar functions for your staffs time scheduling, access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants.

5.4 Platinum Sponsoring Package:

Company logo presentation platform landing page, forum and Summer Evening, live nomination; logo presentation live channel, homepage, newsletter, press release; company description max. 3,000 characters, company logo, teaser image, and contact information; Links to your company's homepage as well as social media profiles; 10 images (jpg, png) in media gallery; 4/5 videos/PDF files in profile page; 10 products/service entries in product page; link to own live content; live workshop (60 minutes) on Virtual World platform in the 2nd half-year 2022; exclusive logo presentation as Platinum Sponsor; logo presentation in program and marketing materials; Logo presentation in main hall during the Summer Evening and in Expo newsletter; Logo on event website; Possibility to display a maximum of three different advertising products (flyers, brochures, etc.) at the ZELLCHEMING Forum; verbal thanks during the fair forum and Summer Evening; consideration of individual wishes on the platinum sponsor's request; creation of 10 accounts for staff members as contact persons in your profile; extended leadtracking and list export after the event (GDPR compliant); function direct video call is enabled; interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants; calendar functions for your staffs time scheduling; access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants; 20 ZELLCHEMING-Expo 2022-tickets your customers; 10 ZELLCHEMING Summer Evening 2022 tickets.

5.5 Gold Sponsoring Package:

Logo presentation live channel, homepage, newsletter, press release; company description max. 3,000 characters, company logo, teaser image, and contact information; Links to your company's homepage as well as social media profiles; 5 images (jpg, png) in media gallery; 1/3 video/PDF files in profile page; 5 products/service entries in product page; link to own live content; ZELLCHEMING-Forum and Summer Evening – exclusive logo presentation as Gold Sponsor; logo presentation in program and marketing materials; logo presentation in main hall during the Summer Evening; logo on event website; Possibility to display one advertising product (flyers, brochures, etc.) at the ZELLCHEMING-Forum; creation of 5 accounts for staff members as contact persons in your profile; standard leadtracking and list export after the event (GDPR compliant); function direct video call is enabled; interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants; calendar functions for your staffs time scheduling; access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants; 10 ZELLCHEMING-Expo 2022 tickets for your customers, 5 ZELLCHEMING Summer Evening 2022 tickets.

5.6 Silver Sponsoring Package:

Logo presentation live channel, homepage, newsletter, press release; company description max. 3,000 characters, company logo, teaser image, and contact information; Links to your company's homepage as well as social media profiles; 3 images (jpg, png) in media gallery; 1/1 video/PDF file in profile page; 3 products/service entries in product page; ZELLCHEMING-Forum – exclusive logo presentation as Silver Sponsor; logo presentation in program and marketing materials; logo on event website; possibility to display one advertising product (flyers, brochures, etc.) at the ZELLCHEMING-Forum; creation of 3 accounts for staff members as contact persons in your profile; standard leadtracking and list export after the event (GDPR compliant); interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants; calendar functions for your staffs time scheduling; access to virtual

matchmaking with all ZELLCHEMING-Expo 2022 participants; 3 ZELLCHEMING-Expo 2022 tickets for your customers.

5.7 Bronze Sponsoring Package:

Logo presentation live channel, homepage, newsletter, press release; company description max. 3,000 characters, company logo, teaser image, and contact information; links to your company's homepage as well as social media profiles; logo presentation in program and marketing materials; logo on event website; creation of 1 account for staff member as contact person in your profile; interaction via chat and timing of 1:1 video meetings with all ZELLCHEMING-Expo 2022 participants; calendar functions for your staffs time scheduling; access to virtual matchmaking with all ZELLCHEMING-Expo 2022 participants.

Technical requirements

5.8 Images on company profile: File format jpg, jpeg (preferred), png.
5.9 Videos on company profile: The first video in a company profile is displayed in a "featured video box", i.e., it is prominently visible on the company's profile. All other videos are displayed in the media gallery together with the pictures. When uploading a video, expect to wait a few hours for it to be displayed on the company profile. File size max. 256 MB; File format: mp4, mkv, avi, mov.
5.10 Documents on Profile Page: File format: pdf (preferred), ps, eps, doc, docx, ppt, pptx, ppox, xls, xlsx, odt, odp, key, pages, num.dps

5.11 Featured Product/Service Subpage: In each product profile is an option to integrate the product description, a picture, a video, and a document from the exhibitor/sponsor. The company profiles are linked directly to the products.
5.12 Product-Topic Keywords for Search Index: On the platform, multi-level filter hierarchies (including product group, product features) can be used to filter and search for all the products/topics. The exhibitor/sponsor selects the product categories.

5.13 Activation Direct Video Call Function: Within one click, the visitor can arrange a direct (video) call with an available staff of the exhibitor/sponsor.

6. Duties of the Exhibitors/Sponsors

6.1 The exhibitor/sponsor is responsible, for creating the technical requirements for participation in the trade fair ZELLCHEMING-Expo 2022 with a Digital Extension.

6.2 The responsibility for the exhibitor/sponsor's own digital presentation lies solely with the exhibitor/sponsor. The contents of the digital presentation transmitted by the exhibitor/sponsor must not violate applicable law and must not infringe the rights of third parties. The exhibitor/sponsor must ensure that they have the corresponding rights of use for the transmitted content (videos, texts, images, brands, trademarks, and graphics). The exhibitor/sponsor shall be responsible for compliance with trademark rights, rights of use, and personal rights. The exhibitor/sponsor shall indemnify ZELLCHEMING Service GmbH and its affiliated companies against all claims made by third parties in connection with the illegality of their details and/or materials (including copyright, trademark rights).

6.3 To advertise the event, the exhibitor/sponsor allows the organizer to use their logo/company name, even if these are protected under trademark law.

7. Costs of participation in the event, payment modalities

Participation in the event incurs costs for the exhibitor/sponsor in the amount of the booked package. The respective prices at the time of ordering in the order form apply. The prices are calculated in EURO and are net prices, i.e., without VAT and/or other excise or service taxes. If such taxes are triggered by the services, they shall be payable in addition to the agreed price. Payments to ZELLCHEMING Service GmbH may not be reduced by present or future taxes, duties, and/or fees. Withholdings shall be borne by the exhibitor/sponsor. All payments shall be made free of charges and in EURO and will quote the invoice number. Entitlement to the booked service exists only after full payment of the invoice. Proof of payment shall be provided by the exhibitor/sponsor. Payment is due within 14 days of the invoice date. Invoices shall be issued electronically in the form of a PDF file. The exhibitor/sponsor shall accept this procedure and name an e-mail address suitable for electronic invoicing in connection with the registration.

8. Cancellation of the registration

Cancellation of the registration in written form for sponsors is possible free of charge until May 12, 2022. In the event of cancellation after May 12, 2022, a cancellation fee of 100 % of the services ordered must be paid to the organizer. If the exhibitor/sponsor does not make use of one or more services within the booked packages, this will have no effect on participation and the package price.

9. Advertising

Advertising of all kinds is permitted within the digital platform rented by the exhibitor/sponsor for the partner company/sponsor's own company and only for products and services that are manufactured or distributed, insofar as these have been registered and approved.

10. Liability

10.1 The exhibitor/sponsor shall irrevocably indemnify ZELLCHEMING Service GmbH against all third-party claims against ZELLCHEMING Service GmbH, insofar as they are based on the fact that the partner company/sponsor's appearance, products, intellectual content, or advertising violate third-party rights (in particular copyrights, image and name rights, trademark rights, competition rights, personal rights) or other statutory provisions. The indemnification obligation also extends to any warning, court, and legal costs incurred.

10.2 ZELLCHEMING Service GmbH accepts no liability for changes to the program or postponements of announced program contents and speakers. ZELLCHEMING Service GmbH reserves the right to postpone or cancel program contents. Claims for damages by exhibitors/sponsors are excluded in this case.

10.3 ZELLCHEMING Service GmbH shall have unlimited liability for damages in the event of injury to life, limb, or health of persons insofar as ZELLCHEMING Service GmbH is responsible for such injury due to negligence or intent. ZELLCHEMING Service GmbH shall only be liable for other damages in the event of gross negligence and intent unless essential contractual obligations are involved. It shall also be liable for material contractual obligations in the event of simple negligence. Essential contractual obligations are those obligations whose fulfillment makes the proper performance of the contract possible in the first place and on whose compliance the contractual partner regularly relies on and may rely, i.e., the essential main contractual obligations.

10.4 If ZELLCHEMING Service GmbH breaches material contractual obligations, its liability for damages in the event of simple negligence shall be limited to the direct average damage that is foreseeable and typical for the type of agreement. In such a case, compensable damages include particularly the expenses incurred for participation in the digital event, indirect damages, such as those resulting from unrealizable sales expectations, on the other hand, are excluded.

10.5 Claims by the partner company/sponsor against the organizer arising from the contractual relationship and all related claims must be filed with ZELLCHEMING Service GmbH within 30 days of the conclusion of the event, insofar as they can be designated or quantified by the exhibitor/sponsor in terms of reason or amount. Should defects or disruptions occur during the event, these must be reported immediately. Otherwise, the assertion of claims is excluded.

10.6 Claims by the exhibitor/sponsor shall become statute-barred within twelve months unless the liability of the organizer results from intentional conduct. The statutory limitation periods for tortious claims, fraudulent intent, and culpable impossibility shall remain unaffected. The limitation period shall commence at the end of the month in which the final day of the event falls.

10.7 Insofar as ZELLCHEMING Service GmbH's liability is limited in accordance with the above provisions, this shall also apply to the personal liability of its legal representatives and vicarious agents.

11. Place of performance, place of jurisdiction

The place of jurisdiction is Offenbach. This also applies if the participant is a merchant or a legal entity under public law or has no general place of jurisdiction in Germany. The organizer is also entitled to sue the participant at the participant's general place of jurisdiction.

12. Data use for commercial purposes

The organizer is interested in maintaining the customer relationship with its exhibitors and sponsors and in sending them information and offers about its own similar events and services. Therefore, the data provided with the registration (company name, address, telephone/fax number, and e-mail address) will be processed by the organizer to send correspondence event-related information and offers by e-mail in accordance with Art. 6 Para. 1 lit. f EU GDPR.

The use of the data for the purpose of direct advertising can be objected to by the organizer at any time; this also applies to profiling insofar as it relates to direct advertising. If the objection is made, the data will no longer be processed for this purpose. The objection can be made without stating any reasons and without incurring any costs in addition to the usual transmission costs according to the base rates. It should be addressed to ZELLCHEMING Service GmbH, Neckarstr. 3, 63322 Rödermark, GERMANY or gmbh@zellcheming.de.

This data will only be passed on to ZELLCHEMING Service GmbH subcontractors for processing within the scope of the above-mentioned purposes. Further information on data protection can be found at <https://www.zellcheming.de/en/privacy-policy>.

13. Severability clause

Should the Conditions of Participation be partially legally ineffective or incomplete, this shall not affect the validity of the remaining provisions or of the contract. In this case, the parties undertake to replace the invalid provision with such a provision or to fill the gap with such a provision with which the economic purpose pursued by the parties can be most closely achieved.

The German text of these Conditions of Participation shall prevail.

Status: March 2022



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