



IT trifft Prozessindustrie im Digital Hub -
Der neue Branchen-Hotspot kurz erklärt

IT meets process industry at the Digital Hub-
the new sector hotspot in a nutshell



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ACHEMA

At a glance

World forum and leading show for the process industries

150,000

attendees

3,700+

exhibitors

150

countries

5

days

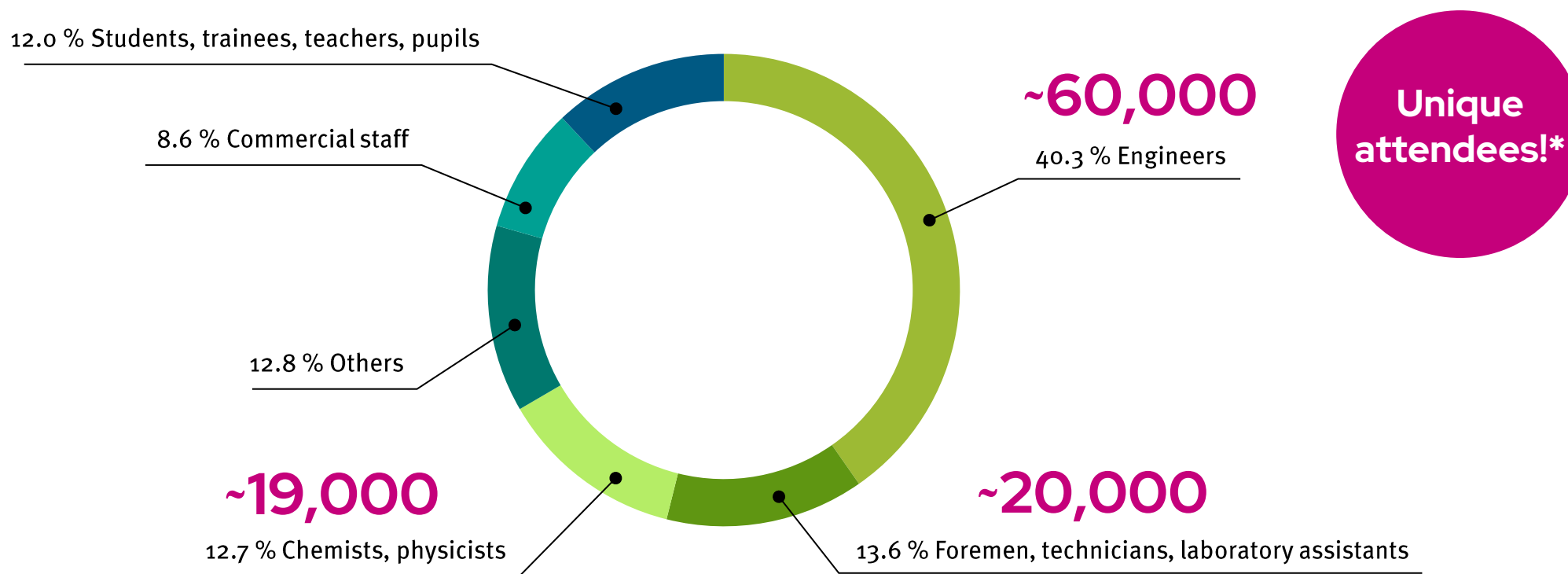
1

location

∞

possibilities

150,000 experts, decision-makers and solution providers from 150 countries makeACHEMA the leading process industry event



* Numbers calculated based on relative visitor structure from visitor survey data 2018.

The ACHEMA world forum is a global hotspot for the Chemical and Pharmaceutical Industry and related fields

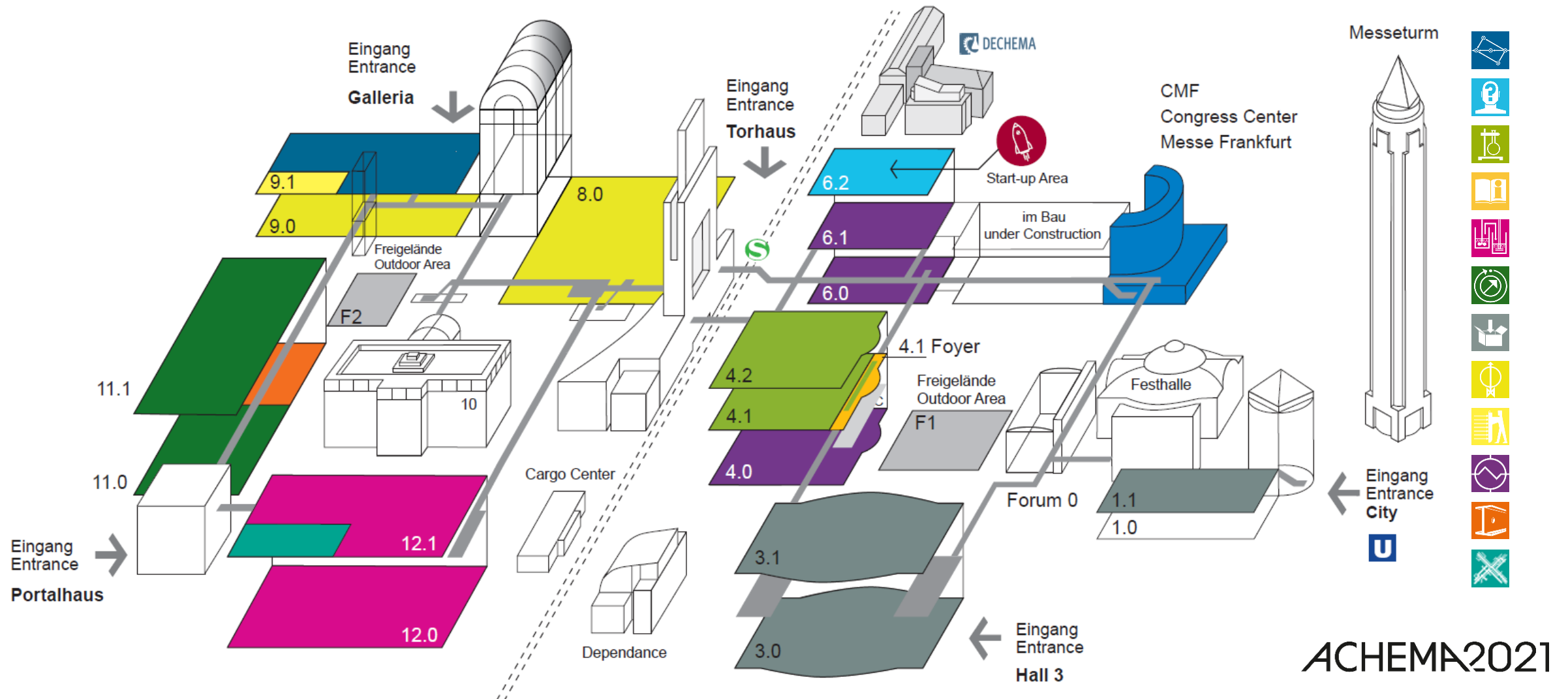


Delegations from

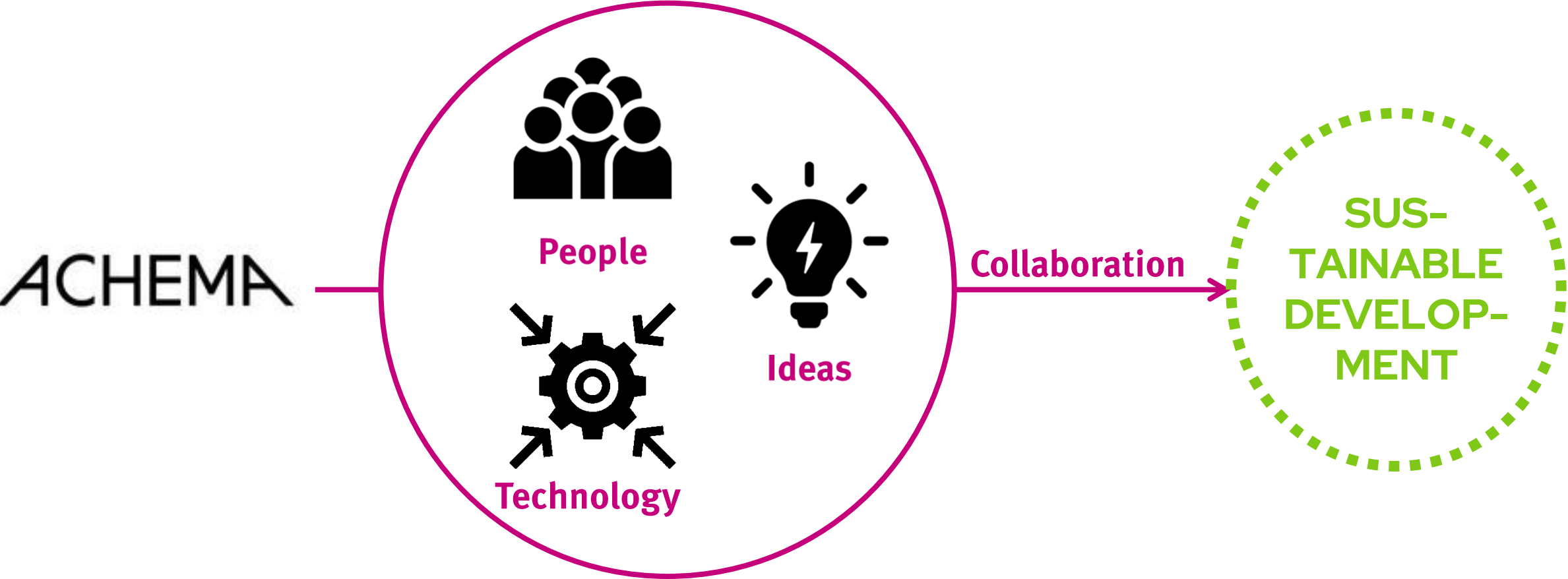
- 43 of 50 largest chemical companies*
- 26 of the 28 largest pharmaceutical companies*
- Representing 1,634 Bn. € sales in 2018
- ... and many more

* ACHEMA 2018 data matched with external rankings

With 135,000 m² of exhibition area structured in twelve exhibition groups, AACHEMA is a true cross-industry melting pot



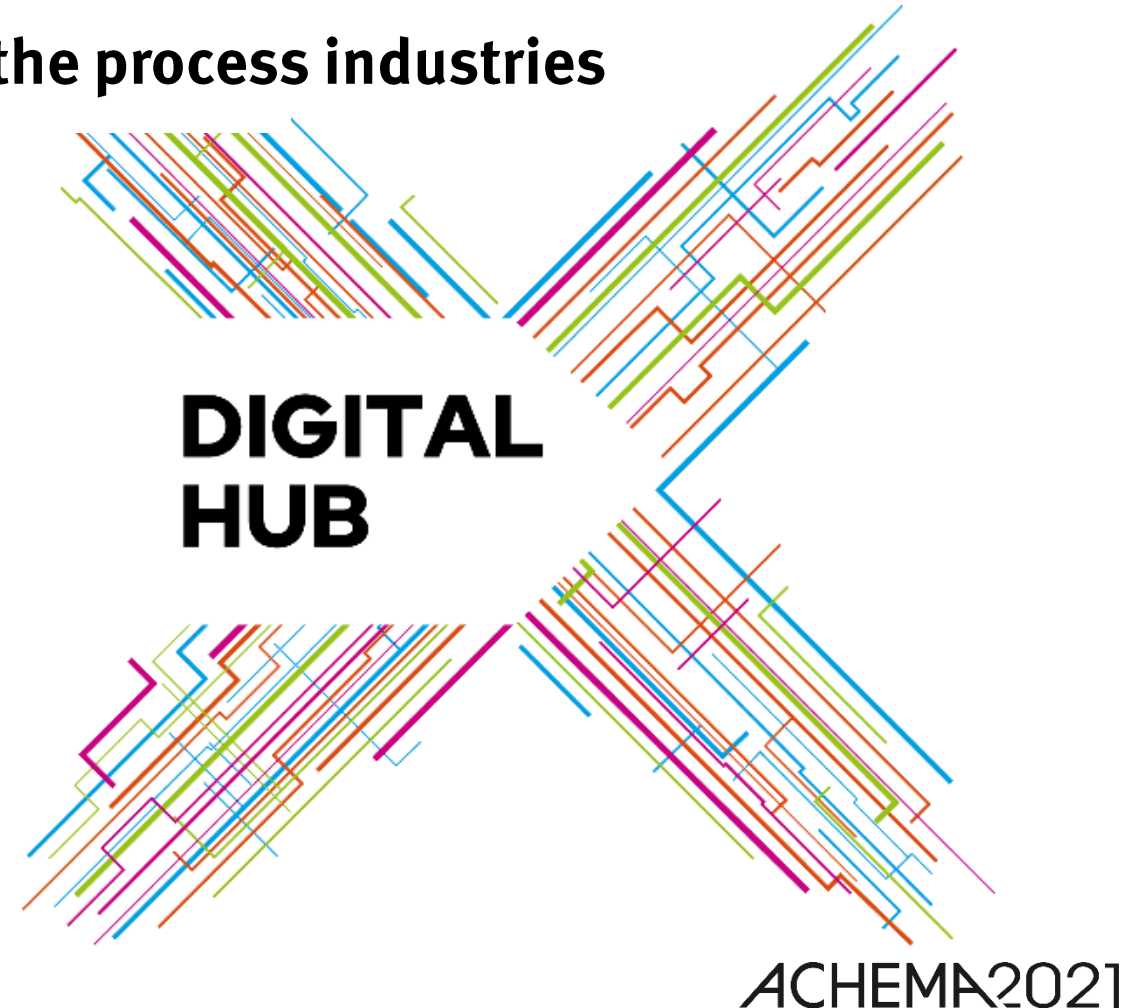
Our Mission at ACHEMA: Inspiring Sustainable Connections



Digital Hub Vision

Create a central hotspot for digitalisation in the process industries

- ✓ **Invite** digital / IT companies to the AICHEMA table
- ✓ **Spotlight** digital use cases across all of AICHEMA
- ✓ **Facilitate** learning and networking
- ✓ **Serve** as central „Campfire“ for digitalisation



Digital Hub Journey

Co-Development with representatives from the digital ecosystem:

accenture

bitkom



Deloitte.

hte



software AG

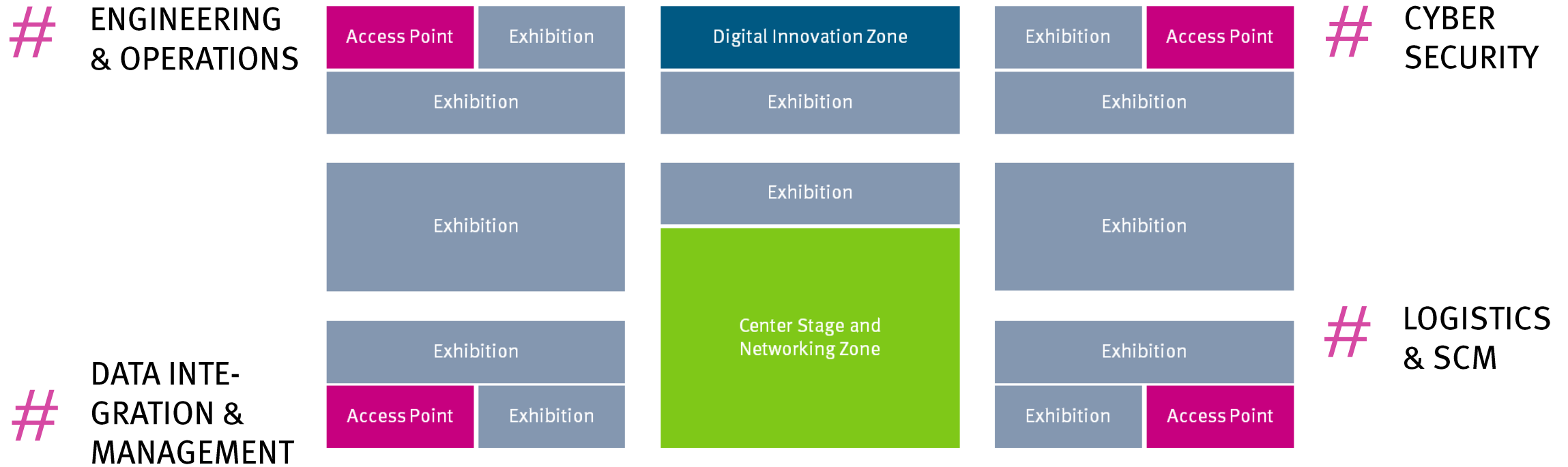
WILEY-VCH



ZVEI:
Die Elektroindustrie

Digital Hub Concept

AccessPoints on hot topics go far beyond classical exhibition elements



Digital Hub AccessPoints

Access Points

Powered by
 **DECHEMA**
and Partners

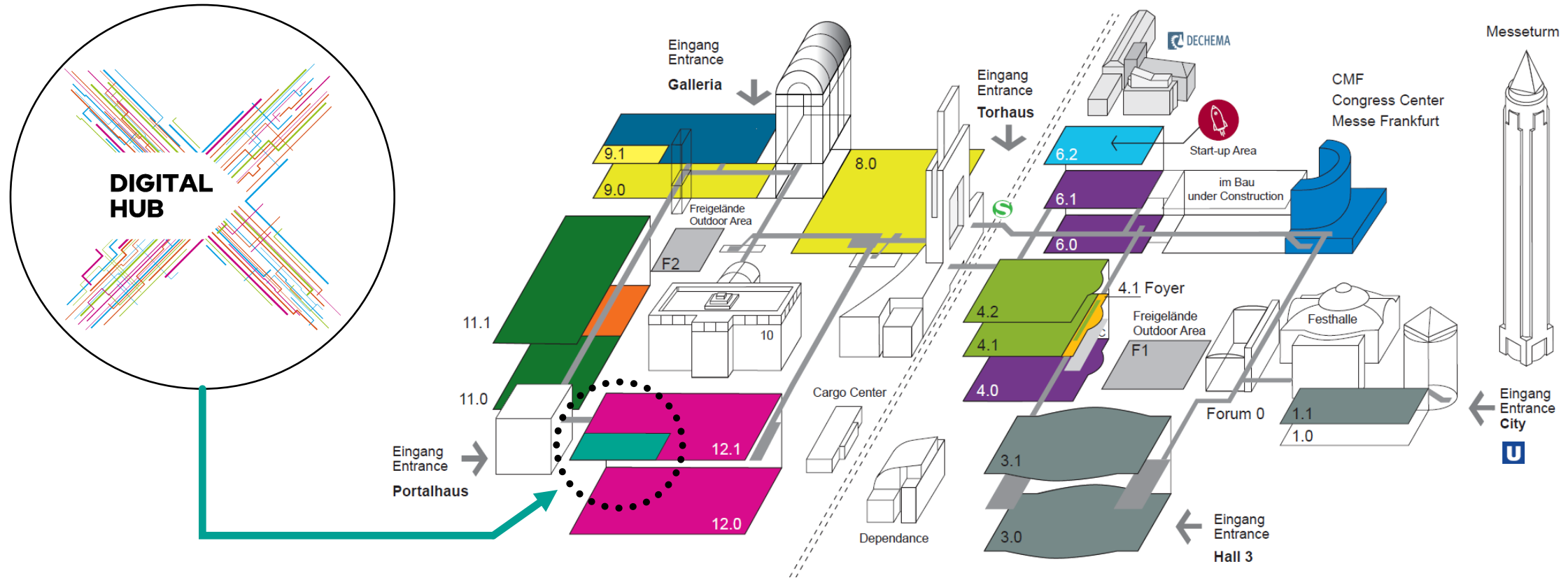
- **Four hotspots for information and networking:** Engineering & Operations, Data Integration & Management, Cyber Security, Logistics and SCM
- **Each with expert stage and overview exhibition,** curated by DECHEMA & Partners
- **Free Hashtags for digital showcases at AICHEMA** (accessible via info desk, catalogue, app)
- **Starting point for topical guided tours** (COVID-19 situation permitting)

Digital Innovation Zone



- Community stand with open floorplan
- Attractive Stelae Stand
- Efficient full-service package
- Best for spin-off-Exhibitions, SMEs and mature start-ups
- All-inclusive rate: 7,900 €

Exhibition Group Digital Hub covers 2,200 m² in new hall 12.1



Digital Hub: Extra Features but Standard Prices

ACHEMA calculator



**5 easy steps to get an insight
into the cost of exhibiting**

www.achema.de/calculator

Application Documents

Stand type	Price
Aisle stands for all stands along hall walls and for aisle stands (only 1 open side) along the outer gangways of halls	341.00 €/m ²
Central aisle stands + 20 % surcharge for all other aisle stands (only 1 open side) in halls	409.20 €/m ²
Island stands/Corner stands + 40 % surcharge for all stands with at least 2 sides open, not located along hall walls	477.40 €/m ²
Special tariff special rate for young companies (max. 6 years old) and university- based institutions	216.00 €/m ²
Co-exhibitor participation fee	975.00 €
All-inclusive stele stand in Digital Innovation Zone	7.900.00 €
<small>All prices are subject to VAT at the applicable rate.</small>	

+ media
package
and
visitor
flat-rate

ACHEMA2021

Five reasons to joinACHEMA Digital Hub

1

GET READY FOR NEXT

ACHEMA is driving change and inspiring innovations. It brings together decision-makers, operators and solution providers – the people needed to make digitalisation actually happen.

2

NOT EXACTLY “GREENFIELD”

3,700 exhibitors from 55 countries in 11 groups covering 130,000 m² at ACHEMA offer a huge and diverse spectrum of potential new clients and partners from the OT field.

3

LET YOURSELF BE CHALLENGED

Send your best crew, because our expert visitors will dive in deep with them, giving you the priceless opportunity to earn their trust and build strong relationships for projects to come. And in return, providing you with priceless market feedback to plan your next move.

4

SHOW YOUR BEST

Exhibitors go all out to deliver unique brand and technology experiences at ACHEMA. They engage visitors and excite them with their ideas and showcases in ways seen nowhere else in our industry.

5

PLUG AND PLAY LIKE NEVER BEFORE

Tap into the global process industry melting pot, providing you with unparalleled access and networking opportunities to 150.000 unique attendees across all continents and industries.

Get ready for the unexpected.
www.achema.de

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ACHEMA2021
GET READY FOR THE UNEXPECTED