

Introducing our new digital flagship event

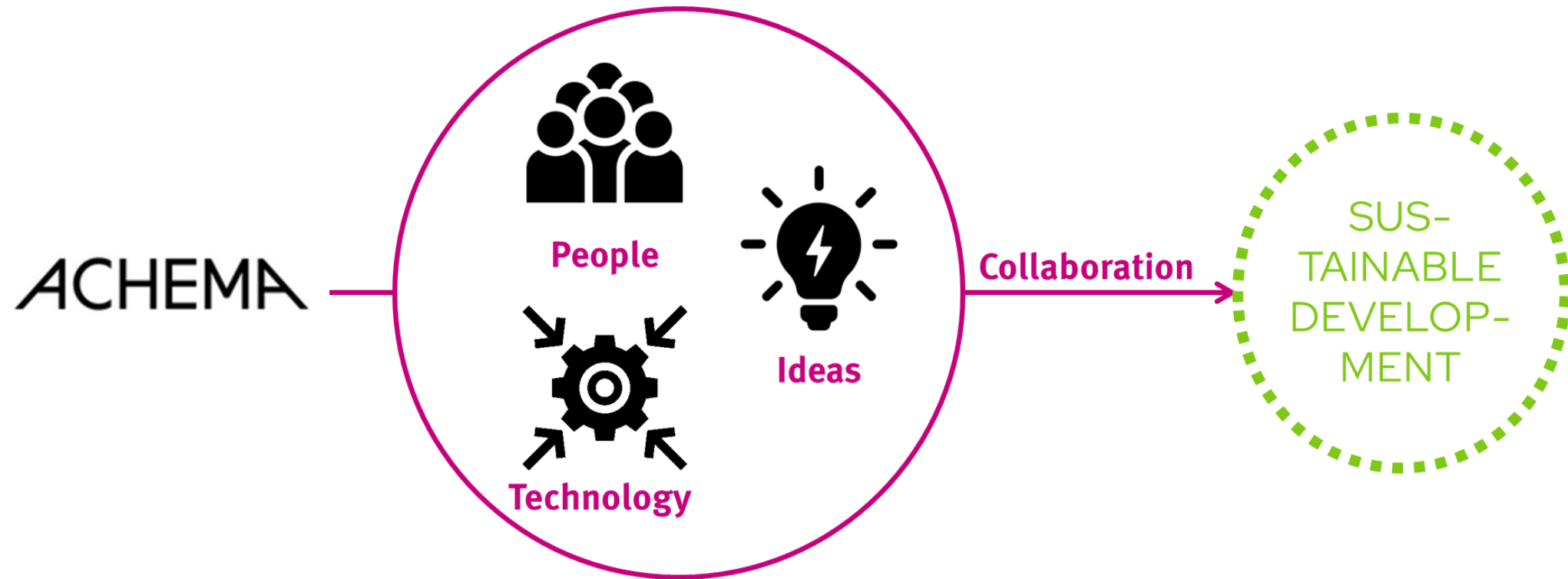


15 – 16 June 2021

ACHEMA
PULSE

Our mission and heritage

Inspiring sustainable connections is what we are all about



Our events provide the world forum for the process industries

ACHEMA Pulse will add a digital flagship event to our event portfolio



June 15-16, 2021
Online

ACHEMA Pulse
will set the standard
for digital live events in
process industry

ACHEMA

April 4-8, 2022
Frankfurt, Germany

ACHEMA
is the preferred gathering
place for the global process
industry community

ACHEMASIA

October 2022
Shanghai, PR China

ACHEMASIA
expedites the growth dynamic
of China and neighbouring
process industry markets

Our community at a glance

We connect experts, decision-makers and solution providers around the world

160,000
attendees

4,000
partners

150
countries

1920
established

1
community

∞
opportunities

Note: Figures combine ACHEMA 2018 and ACHEMASIA 2019 data



--- Pulse intro

ACHEMA
PULSE

Digital flagship event for the global process industries

ACHEMA Pulse will deliver a unique live event, expo and networking experience in June 2021

EXPO AND NETWORKING

1-on-1 Videocalls | Matchmaking | Profiles | On-demand content

OPEN
May 31 –
June 30,
2021

STREAMS

WORK-
SHOPS

PREMIUM
CHANNELS

OPEN
SPACES

LIVE
STAGES

CONGRESS
STREAMS

LIVE
June 15-16,
2021

Ticket Category 1: Pulse

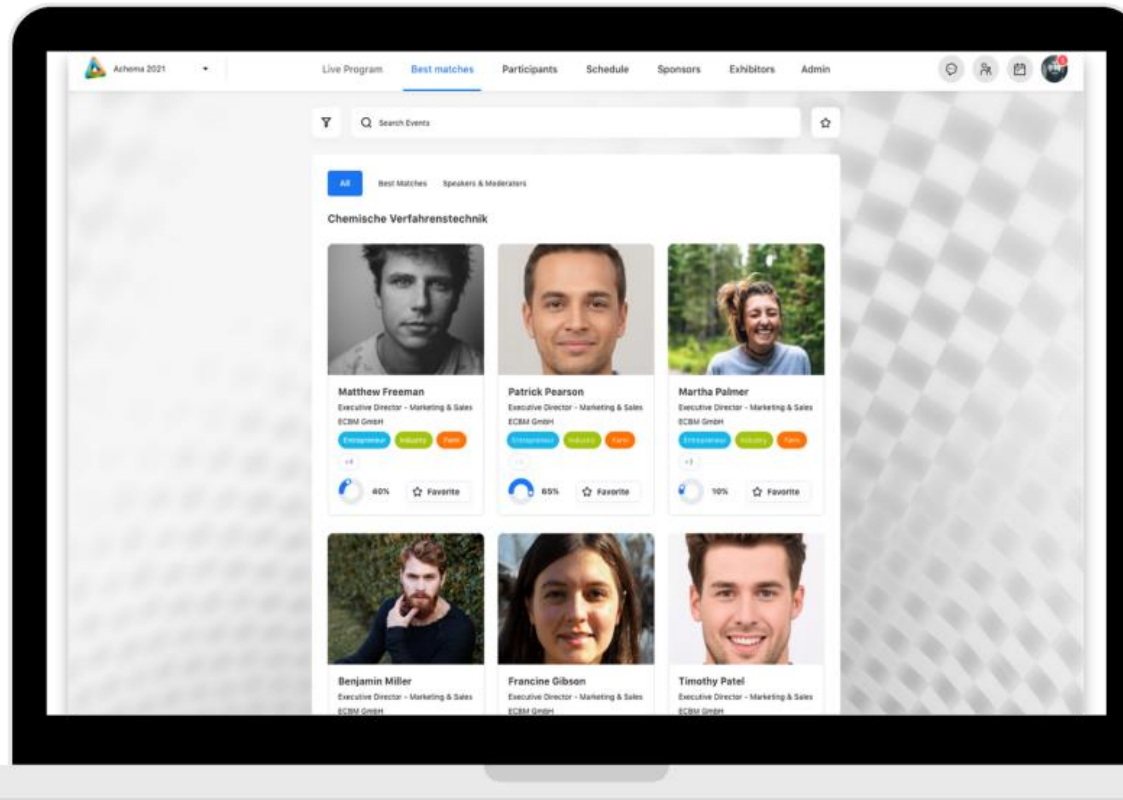
Exhibitor packages include unlimited number of voucher codes

Ticket Category 2: Premium+

Exhibitor packages include a limited number of voucher codes that can be upgraded

Exhibitor tickets include Premium+ access

ACHEMA Pulse Features

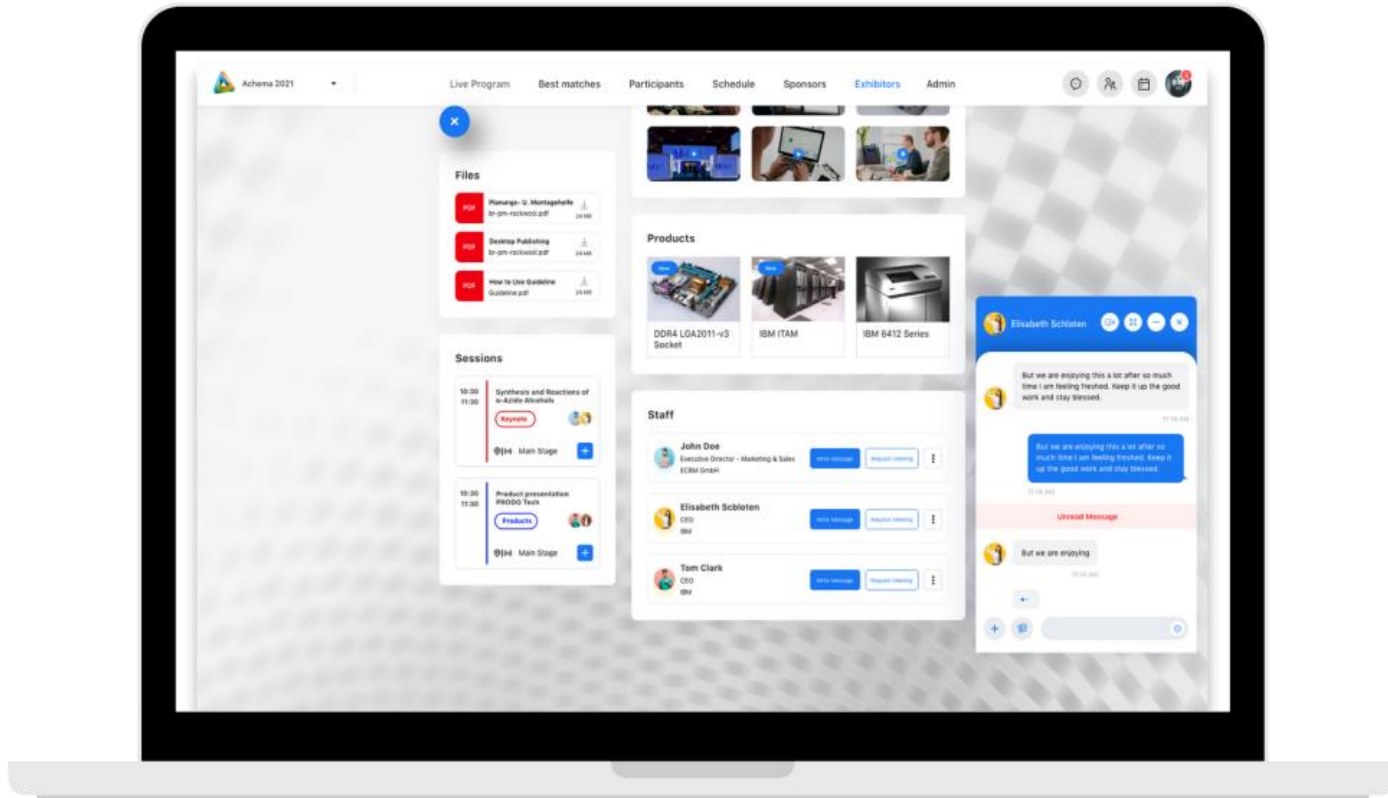


Intelligent matchmaking and 1:1 meetings

Take part in algorithm-based matchmaking, enable participants from all over the world to contact you and network with potential new customers and partners.

Chat with any participant directly and easily schedule 1:1 meetings in private video chatrooms before (only scheduling) and during the live event.

ACHEMA Pulse Features



Interactive exhibitor profile

Participants can contact you and your staff directly via your company profile.

Highlight the diversity of your offerings and generate new leads with your high-class media and content assets.

Create vivid sub-pages for products and jobs to attract new business and talent.

Change your profile whenever you like and contact our tech support anytime for assistance.

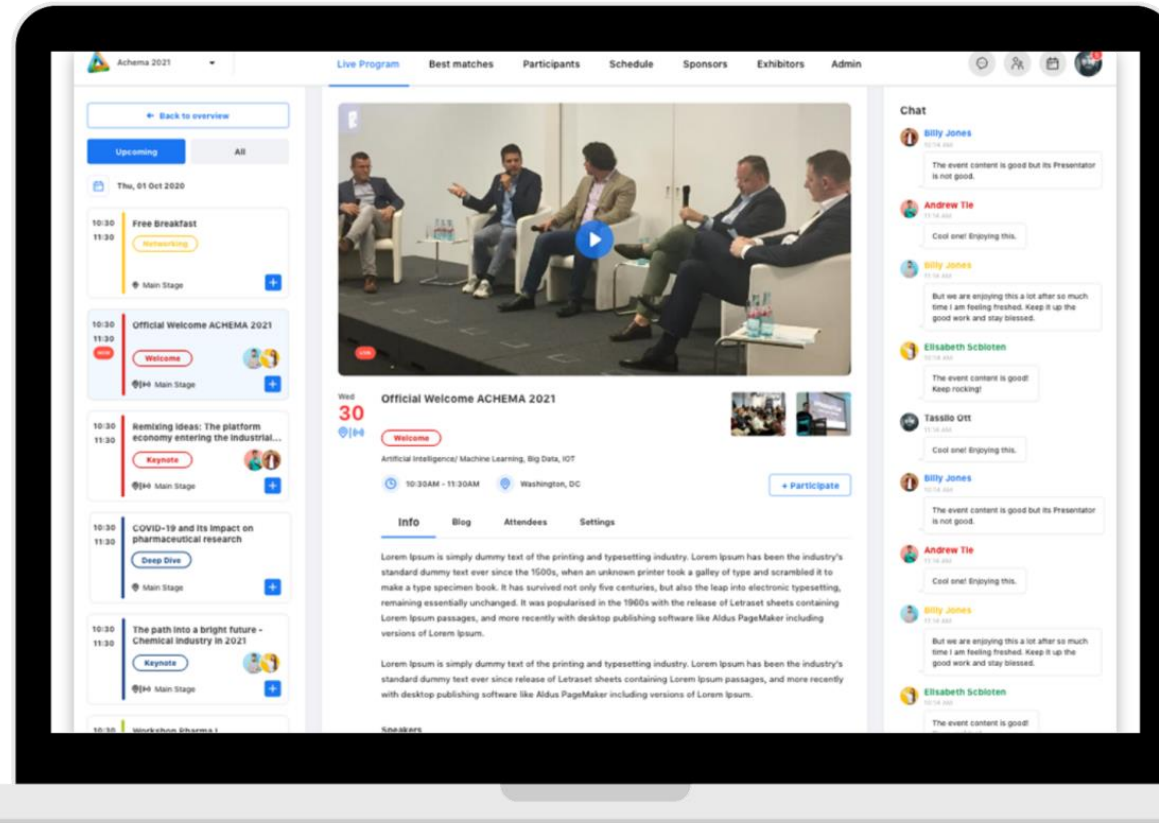
ACHEMA Pulse Features

Live conference

Be inspired by world-class speakers and thought-provoking content.

Our talks, roundtables, highlight sessions, deep dives and Q&A sessions facilitate content that inspires and empowers all attendees.

By covering the latest trends in process industry it offers plenty of learning and development opportunities.



Exhibitor streaming

Present exciting applications and solutions, host interesting discussions or workshops – live and on-demand.

So why join?

Six good reasons to not miss AICHEMA Pulse

The digital flagship-event for process industry in 2021

1. Inspiring live stage program featuring all major headlines
2. Lets you set the agenda that shapes the industry
3. Best-in-class networking tool for sales and BD, open all month
4. > 2,250 AICHEMA 2022 exhibitors invited to join
5. The [process industry] world will be watching – literally
6. 100% AICHEMA in spirit, ambition and diversity

Ideal launchpad for post-crisis jumpstart and AICHEMA 2022 campaign

The background of the slide features a series of concentric, overlapping arcs in shades of magenta and blue, creating a sense of depth and movement. A pen nib is visible, positioned diagonally across the center, with a blue and white striped pattern on its barrel.

2

Pulse packages

ACHEMA
PULSE

Before we start: You are in good hands



ACHEMA Pulse Hotline

Your direct-line for personal assistance regarding your ACHEMA Pulse purchases or technical handling will always be at your service.

+49-69-7564-700

achemapulse@dechema.de

ACHEMA PULSE PACKAGES

Choose among six packages and upgrade as needed

A green-tinted image showing a person from behind, looking at a large screen displaying a network diagram. Several hexagonal icons with symbols like a bar chart, a line graph, and a network node are overlaid on the right side.

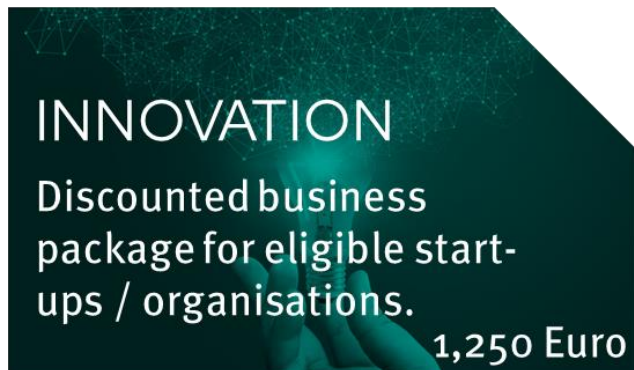
BUSINESS
Create a professional
networking and sales
experience.
2,500 Euro

A blue-tinted image showing a hand holding a pen, writing on a document. A line graph with an upward arrow is visible in the background.

PERFORMANCE
Deliver advanced
brand experiences
and sales impact.
9,500 Euro

A purple-tinted image showing a hand pointing at a screen. Several five-pointed stars are arranged in a row at the top.

EXCLUSIVE
Exclusively position
your brand as one of
20 premium partners.
49,500 Euro

A dark green-tinted image showing a hand holding a glowing, futuristic device. A network diagram is visible in the background.

INNOVATION
Discounted business
package for eligible start-
ups / organisations.
1,250 Euro

A dark blue-tinted image showing a woman with curly hair, smiling and holding a tablet.

PROFESSIONAL
Light package for small
service companies with
only one representative.
850 Euro




An orange-tinted image showing a laptop screen displaying a video call with a woman. A stack of books is visible next to the laptop.

RECRUITING
Special package for
HR service companies
and employer brands.
4,500 Euro

PULSE BUSINESS PACKAGE

Professional networking and sales experience






Brand Profile included services/features 	Brand Awareness included services/features 	Brand Engagement included services/features 
<ul style="list-style-type: none"> ✓ Logo, key visual, 10.000 characters for company profile, external links to web and social media 	<ul style="list-style-type: none"> ✓ Unlimited Pulse ticket codes for free access to exhibition and networking, on-demand and live exhibitor content 	<ul style="list-style-type: none"> ✓ Access to virtual matchmaking with all participants
<ul style="list-style-type: none"> ✓ Links from profile page to content sessions 	<ul style="list-style-type: none"> ✓ Social media kit (incl. online banners) 	<ul style="list-style-type: none"> ✓ Direct chat and bookmarking function
<ul style="list-style-type: none"> ✓ Update profile and receive support anytime 	<ul style="list-style-type: none"> ✓ E-Mail marketing kit with campaign templates 	<ul style="list-style-type: none"> ✓ Schedule 1:1 video meetings with all participants
<ul style="list-style-type: none"> 5 Product-/topic keywords for search index 	<ul style="list-style-type: none"> 10 Premium+ tickets for unlimited access, incl. LIVE stages and conference sessions 	<ul style="list-style-type: none"> ✓ Standard lead tracking and export after the event (GDPR-conformity)
<ul style="list-style-type: none"> 5 Pictures on profile page 	<ul style="list-style-type: none"> ✓ Access to media/advertising upgrades (extra cost) 	
<ul style="list-style-type: none"> 2 Videos on profile page 		
<ul style="list-style-type: none"> 2 Documents on profile page 		
<ul style="list-style-type: none"> 3 Featured products/services with additional pictures, videos, documents 		
<ul style="list-style-type: none"> 5 Exhibitor tickets (contacts listed in profile/product, Premium+ access to all content and networking features) 		

PULSE PERFORMANCE PACKAGE

Advanced branding and lead generation

9,500 Euro
excl. VAT and upgrades

Brand Profile included services / features 	Brand Awareness included services/features 	Brand Engagement included services/features 
<ul style="list-style-type: none"> ✓ Logo, key visual, 10.000 characters for company profile, external links to web and social media 	<ul style="list-style-type: none"> ✓ Unlimited Pulse Ticket codes for free access to exhibition and networking, on-demand and live exhibitor content 	<ul style="list-style-type: none"> ✓ Access to virtual matchmaking
<ul style="list-style-type: none"> ✓ Links from profile page to content sessions 	<ul style="list-style-type: none"> ✓ Social media kit (incl. online banners) 	<ul style="list-style-type: none"> ✓ Direct chat and bookmarking function
<ul style="list-style-type: none"> ✓ Update profile and receive support anytime 	<ul style="list-style-type: none"> ✓ E-Mail marketing kit with campaign templates 	<ul style="list-style-type: none"> ✓ Schedule 1:1 video meetings ✓ Extended lead tracking and list export after the event (GDPR-conformity)
<ul style="list-style-type: none"> 10 Product-/topic keywords for search index 	<ul style="list-style-type: none"> ✓ Access to media/advertising upgrades (extra cost) 	<ul style="list-style-type: none"> ✓ Direct video call function activated
<ul style="list-style-type: none"> 10 Pictures on profile page 	<ul style="list-style-type: none"> 20 Premium+ tickets for unlimited access, incl. LIVE stages and conference sessions 	<ul style="list-style-type: none"> ✓ LIVE streaming package: 30 min. Talk/Panel + 15 min. Pitch/Case streams with ∞ viewers (live + on-demand)
<ul style="list-style-type: none"> 4 Videos on profile page 	<ul style="list-style-type: none"> 10 Online job postings in job market and on company profile for recruiting before, during and after the event 	<ul style="list-style-type: none"> 2 LIVE Workshops 45 min., up to 25 participants (no recordings)
<ul style="list-style-type: none"> 4 Documents on profile page 6 Featured products/services with additional pictures, videos, documents 10 Exhibitor tickets (contacts listed in profile/product, Premium+ access to all content and networking features) 		<ul style="list-style-type: none"> 1 HR interview zone for pre-screened candidates
<ul style="list-style-type: none"> ✓ Performance dashboard visualises interaction 		

Note: See glossary for more details

PULSE EXCLUSIVE PACKAGE

Limited to 20 premium partners

49,500 Euro
excl. VAT and upgrades

Brand Profile included services/features		
✓	Logo, key visual, 10.000 characters for company profile, external links to web and social media	
✓	Links from profile page to content sessions	
✓	Update profile and receive support anytime	
30	Product-/topic keywords for search index	
20	Pictures on profile page	
8/8	Videos/documents on profile page	
18	Featured products/service subpage with additional pictures, videos, documents	
30	Exhibitor tickets (contacts listed in profile/product, Premium+ access to all content and networking features)	
✓	Performance dashboard visualises interaction	
✓	Logo displayed in sidebar on main views (randomized) and listed on PARTNER page	
✓	Tagged in all lists/searches as „PREMIUM“	

Brand Awareness included services/features		
✓	Unlimited Pulse ticket codes for free access to exhibition and networking, on-demand and live exhibitor content	
✓	Social media kit (incl. online banners)	
✓	E-Mail marketing kit with campaign templates	
✓	Access to media/advertising upgrades (extra cost)	
60	Premium+ tickets for unlimited access, incl. LIVE stages and conference sessions	
30	Online job postings in job market and on company profile for recruiting before, during and after the event	
✓	Branded ticket shop	
✓	Featured as exclusive partner in select event communication before, during & after the event	

Brand Engagement included services/features		
✓	Access to virtual matchmaking	
✓	Direct chat and bookmarking function	
✓	Schedule 1:1 video meetings with	
✓	Extended lead tracking and list export after the event (GDPR-conformity)	
✓	Direct video call function activated	
6	LIVE Workshops 45 min., up to 25 participants (no recordings)	
3	HR interview zones for pre-screened candidates	
3	Sponsored posts in event newsfeed	
✓	Exclusive LIVE Channel, up to 4 hours per day	
✓	Thought leadership presentation (20 min.) or panel discussion on LIVE stage	

Note: See glossary for more details

PULSE INNOVATION PACKAGE

Discounted for eligible start-ups / organisations

1,250 Euro

excl. VAT and upgrades

Brand Profile included services/features	
✓	Tagged in exhibitor list as „INNOVATION“
✓	Logo, key visual, 10.000 characters for company profile, external links to web and social media
✓	Links from profile page to content sessions
✓	Update profile and receive support anytime
5	Product-/topic keywords for search index on company profile
5	Pictures on profile page
2	Videos on profile page
2	Documents on profile page
1	Featured product/service subpage with additional pictures, videos, documents
3	Exhibitor tickets (contacts listed in profile/product, Premium+ access to all content and networking features)


Brand Awareness included services/features	
✓	Unlimited Pulse ticket codes for free access to exhibition and networking, on-demand and live exhibitor content
✓	Social media kit (incl. online banners)
✓	E-Mail marketing kit with campaign templates
✓	Access to media/advertising upgrades (extra cost)
6	Premium+ tickets for unlimited access, incl. LIVE stages and conference sessions


Brand Engagement included services/features	
✓	Access to virtual matchmaking with all participants
✓	Direct chat and bookmarking function
✓	Schedule 1:1 video meetings with all participants
✓	Standard lead tracking and export after event the (GDPR-conformity)
50% off	LIVE Pitch/Case presentations 15 min., ∞ viewers (live + on demand) 400 Euro instead of 800 Euro


PULSE PROFESSIONAL PACKAGE

Light package for only one representative



Brand Profile included services/features		
✓	Logo, key visual, 10.000 characters for company profile, external links to web and social media	
✓	Links from profile page to content sessions	
✓	Update profile and receive support anytime	
5	Product-/topic keywords for search index on company profile	
5	Pictures on profile page	
2	Videos on profile page	
2	Documents on profile page	
1	Exhibitor ticket (contact listed in profile/product, Premium+ access to all content and networking features)	


Brand Awareness included services/features		
✓	Unlimited Pulse ticket codes for free access to exhibition and networking, on-demand and live exhibitor content	
✓	Social media kit (incl. online banners)	
✓	E-Mail marketing kit with campaign templates	
✓	Access to media/advertising upgrades (extra cost)	
2	Premium+ tickets for unlimited access, incl. LIVE stages and conference sessions	


Brand Engagement included services/features		
✓	Access to virtual matchmaking with all participants	
✓	Direct chat and bookmarking function	
✓	Schedule 1:1 video meetings with all participants	
✓	Standard lead tracking and export after the event (GDPR-conformity)	


PULSE RECRUITING PACKAGE

For HR service companies and employer brands



Brand Profile included services / features		
✓	Tagged in exhibitor list as „RECRUITING“	
✓	Logo, key visual, 10.000 characters for company profile, external links to web and social media	
✓	Links from profile page to content sessions	
✓	Update profile and receive support anytime	
5	Product-/topic keywords for search index on company profile	
5	Pictures on profile page	
2	Videos on profile page	
2	Documents on profile page	
5	Exhibitor tickets (contacts listed in profile/product, Premium+ access to all content and networking features)	

Brand Awareness included services / features		
✓	Unlimited Pulse ticket codes for free access to exhibition and networking, on-demand and live exhibitor content	
✓	Social media kit (incl. online banners)	
✓	E-Mail marketing kit with campaign templates	
✓	Access to media/advertising upgrades (extra cost)	
30	Premium+ tickets for unlimited access, incl. LIVE Stages and conference sessions	
30	Online job postings in job market and on company profile for recruiting before, during and after the event	

Brand Engagement included services / features		
✓	Access to virtual matchmaking with all participants	
✓	Direct chat and bookmarking function	
✓	Schedule 1:1 video meetings with all participants	
✓	Direct video call function activated	
✓	Standard lead tracking and export after the event (GDPR-conformity)	
3	HR interview zones for pre-screened candidates	

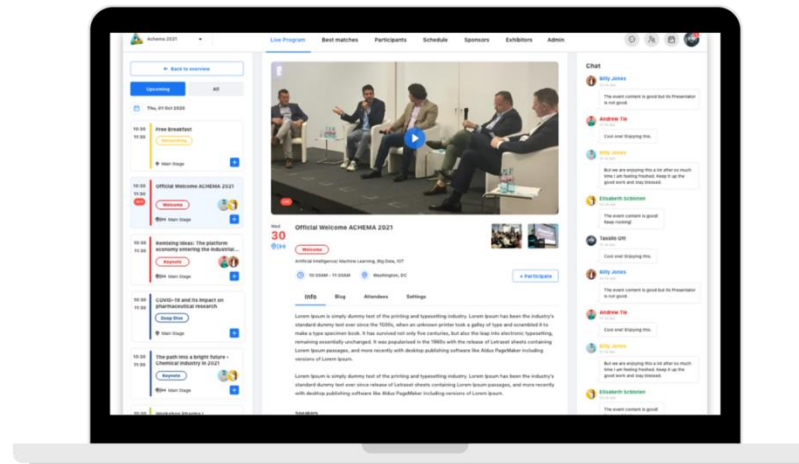
Note: See glossary for more details

Set your own agenda

Professional LIVE content upgrades available for all packages

Streams vs. Workshop

- ✓ 30 minute Talk/Panel (2,000 Euro) or 15 minute Case/Pitch (800 Euro)
- ✓ One-to-many communication
- ✓ Live or pre-taped
- ✓ Zoom call with Slido integration for chat questions / votings
- ✓ Professionally produced and available on demand (next day)
- ✓ 1-on-1 tech check with speakers in advance



- ✓ 45 minute interactive Workshop session (1,800 Euro)
- ✓ up to 25 participants
- ✓ Live only
- ✓ Video call via Jitsi or other tools (e.g. Zoom, Teams, Skype, WebEx)
- ✓ No recording due to GDPR
- ✓ 1-on-1 tech check with speakers in advance

Note: All prices excl. VAT and subject to change. Final prices in exhibitor shop.

Upgrade your event package as needed

Profile features

+ Pictures on profile page	300 Euro/10 pictures
+ Videos on profile page	300 Euro/2 videos
+ Documents on profile page	300 Euro/2 docs
+ Featured products/services: subpage with text, pictures, videos, documents	800 Euro/product
+ Product-/topic keywords for search index	200 Euro/5 keywords
+ Direct video call function activated	500 Euro

Advertising

- + Separate price list available soon

HR / Recruiting features


+ Online job postings in job market and on company profile for recruiting before, during and after the event	1.000 Euro/5 jobs
+ HR interview zone: virtual meeting room for pre-screened candidates	1.000 Euro/zone

Tickets

+ Exhibitor ticket contact listed in profile / product, Premium+ access to all content and networking features	50 Euro/ticket
+ Premium+ ticket Voucher code for additional guest	35 Euro/ticket


Note: See glossary for more details. All prices excl. VAT and subject to change.
Final prices in exhibitor shop.

Package Features: Brand Profile

		BUSINESS 2,500 Euro	PERFOR- MANCE 9,500 Euro	EXCLUSIVE 49,500 Euro	INNO- VATION 1,250 Euro	PROFES- SIONAL 850 Euro	RECRUITING 4,500 Euro	AVAILABLE UPGRADES
		RESTRICTIONS						
FEATURES		-	-	max. 20 partners	< 6y/age or research	1 user only	no products	prices in Euro
 Brand Profile	Tagged in exhibitor list as...	-	-	„Premium“	„Innovation“	-	„Recruiting“	
	Logo displayed in sidebar on main views (randomized) and listed on PARTNER page	-	-	✓	-	-	-	
	Logo, key visual, 10.000 characters for company profile, external links to web and social media	✓	✓	✓	✓	✓	✓	
	Pictures on profile page	5	10	20	5	5	5	300 /10
	Videos/documents on profile page	2/2	4/4	8/8	2/2	2/2	2/2	300/2
	Product-/topic keywords for search index	5	10	30	5	5	5	200/5
	Links from profile page to content sessions	✓	✓	✓	✓	✓	✓	
	Update profile and receive support anytime	✓	✓	✓	✓	✓	✓	
	Featured product/service subpages	3	6	18	1	0	0	800
	Performance dashboard visualises interaction	-	✓	✓	-	-	-	
	Exhibitor tickets (contacts listed in profile/product + premium access)	5	10	30	3	1	5	50


Note: See glossary for more details. All prices excl. VAT and subject to change.
Final prices in exhibitor shop.

Package Features: Brand Awareness

		BUSINESS 2,500 Euro	PERFOR- MANCE 9,500 Euro	EXCLUSIVE 49,500 Euro	INNO- VATION 1,250 Euro	PROFES- SIONAL 850 Euro	RECRUITING 4,500 Euro	AVAILABLE UPGRADES
FEATURES		RESTRICTIONS						
		-	-	max. 20 partners	< 6y/age or research	1 user only	no products	prices in Euro
 Brand Awareness	Featured as exclusive partner in select event communication before, during and after the event	-	-	✓	-	-	-	
	Branded ticket shop	-	-	✓	-	-	-	
	Unlimited Pulse ticket codes for free access to exhibition and networking, on-demand and live exhibitor content	✓	✓	✓	✓	✓	✓	
	Social media kit (incl. online banners)	✓	✓	✓	✓	✓	✓	
	E-Mail marketing kit with campaign templates	✓	✓	✓	✓	✓	✓	
	Premium+ tickets for unlimited access, incl. LIVE Stages and conference sessions	10	20	60	6	2	30	35
	Online job postings in job market and on company profile for recruiting before, during and after the event	0	10	30	0	0	30	1,000/5
	Access to media/advertising upgrades	✓	✓	✓	✓	✓	✓	

Note: See glossary for more details. All prices excl. VAT and subject to change.
Final prices in exhibitor shop.

Package Features: Brand Engagement

		RESTRICTIONS	BUSINESS 2,500 Euro	PERFOR- MANCE 9,500 Euro	EXCLUSIVE 49,500 Euro	INNO- VATION 1,250 Euro	PROFES- SIONAL 850 Euro	RECRUITING 4,500 Euro	AVAILABLE UPGRADES
			-	-	max. 20 partners	< 6y/age or research	1 user only	no products	prices in Euro
 Brand Engagement	Premium LIVE channel, up to 4 hours per day		-	-	✓	-	-	-	
	Thought leadership presentation (20 minutes) or panel discussion on LIVE stage		-	-	✓	-	-	-	
	Sponsored posts in event newsfeed		-	-	3	-	-	-	
	Virtual matchmaking with all participants		✓	✓	✓	✓	✓	✓	
	Direct chat and bookmarking function		✓	✓	✓	✓	✓	✓	
	Schedule 1:1 video meetings with all participants		✓	✓	✓	✓	✓	✓	
	Direct video call function activated (extra cost)		(✓)	✓	✓	(✓)	(✓)	✓	500
	Talk/Panel: 30 min., ∞ viewers (live+on demand)		0	1	0	0	0	0	2,000
	Workshop: 45 min., up to 25 participants (live)		0	2	6	0	0	0	1,800
	Pitch/Case: 15 min., ∞ viewers (live + on demand)		0	1	0	50% off	0	0	800
	HR interview zone for pre-screened candidates		0	1	3	0	0	3	1,000
	Lead tracking and export (GDPR-compliant)		Standard	Extended	Extended	Standard	Standard	Standard	

Note: See glossary for more details. All prices excl. VAT and subject to change.
Final prices in exhibitor shop.

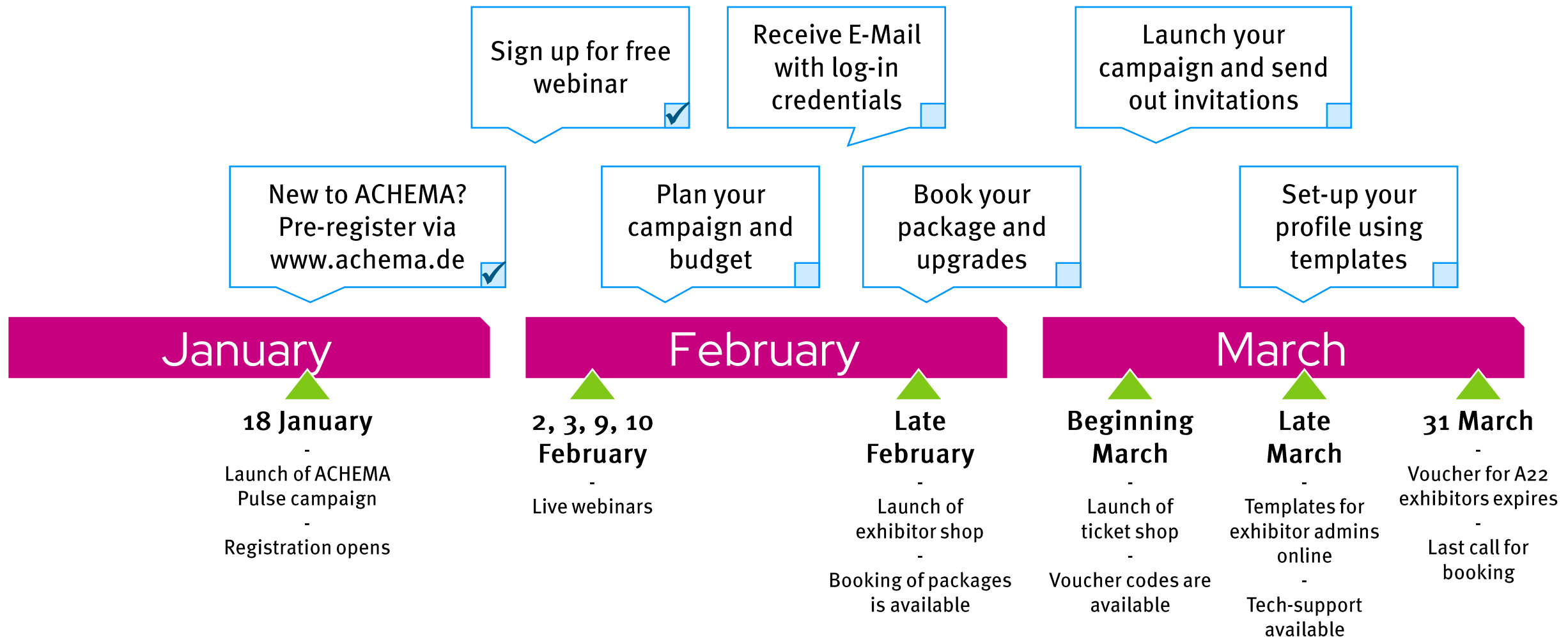
The background of the slide features a series of concentric, overlapping arcs in shades of magenta and blue, creating a tunnel-like effect. A pen nib is visible, pointing towards the center of the arcs.

3

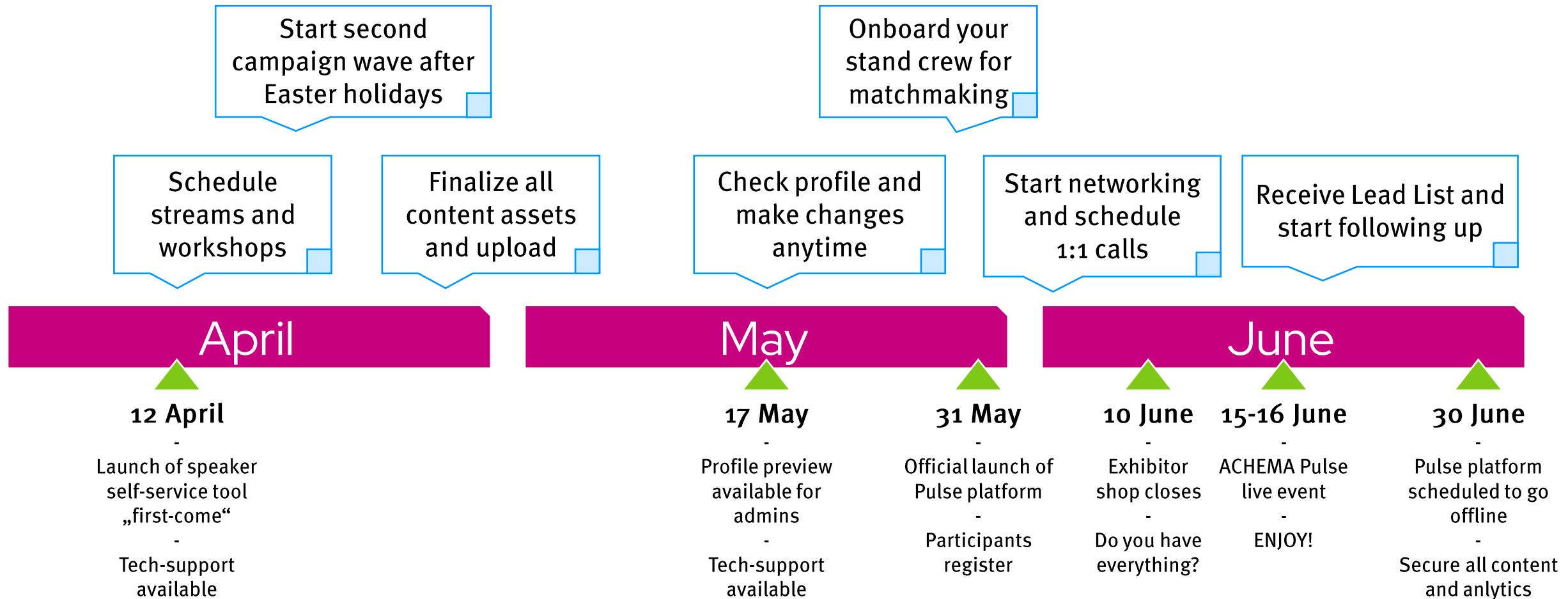
What to do next

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Timeline – what to do next



Timeline – what to do next



The background of the slide features a series of concentric, overlapping arcs in shades of magenta and blue, creating a sense of depth and movement. A pen nib is visible, positioned diagonally across the center-right of the frame, with its tip pointing towards the top right. The overall aesthetic is modern and professional.

4

Pulse glossary

Glossary 1 – D

We will continuously update our online-glossary at www.achema.de/achemapulse

1:1 video meeting: 1:1 video meetings are meetings between two or more participants where there is focused attention on the direct communication. Meeting requests must be scheduled in advance. The integrated video call software Jitsi is used for this purpose.

Branded ticket shop: Accompany your customers through all stages of their registration process for ACHEMA Pulse and ensure that they keep you in mind during preparations for the event. When your customer receives your invitation, their registration process begins with a personalized landing page that welcomes them on your behalf. A key visual with your corporate design guides them through the entire ticket shop.

Company Profile: The company profiles allow exhibitors and sponsors to present themselves and their team. The exhibitor profile contains the logo, a picture or video, the most important contact information and an overview of the team members present. Furthermore, the profile contains the media gallery containing various documents available for preview or download. Furthermore, it is possible to link the company profile with the respective agenda slots and with the exhibitor's products. Please note: The features available may vary according to the exhibitor package booked.

Direct video call: Within one click, the visitor can arrange a direct (video) call with an available staff with Exhibitor ticket.

Documents: File Format: pdf (preferred), ps, eps, doc, docx, ppt, pptx, ppsx, xls, xlsx, odt, odp, key, pages, numbers

Glossary E – K

We will continuously update our online-glossary at www.achema.de/achemapulse

Employer onboarding: Employees can assign themselves to their company profile. As "virtual stand personnel", your employees can be contacted directly by interested parties during the event via chat, direct or video call. (available communication tools vary depending on the exhibitor package).

Exhibitor ticket: Tickets for employees who are linked to the company profile and can interact via the company profile. This means that participants visiting an exhibitor profile can contact the respective staff member directly via chat function, video call meeting request or direct video call.

Featured products/services: In each product profile is an option to integrate the product description, a picture, a video and a document from the exhibitor.

HR interview zone: This service includes an additional way for recruiters to connect with job seekers. Applicants can make video call appointments with recruiters shown on an additional company profile, by answering a question formulated by the recruiter in advance. The recruiter can then accept or decline the meeting request.

Glossary L – M

We will continuously update our online-glossary at www.achema.de/achemapulse

Lead list: Lead = information and details of your contacts during the trade fair. Only staff members who are linked to the exhibitor profile can access the lead lists via the exhibitor profiles.

- **Standard lead list:** Lead list of all your generated contacts after the event (file with DSGVO compliant leads). Employees linked to the company profile can receive a lead list of all personal contacts they had contact with during the event. A lead is only generated if the contact was both sided via chat or video call appointments.
- **Extended lead list:** The participant has the option of clicking on a "get more information" button on the exhibitor profile. The participant's contact details will be made available to the exhibitor's contact person.
= Possibility for the participant to be contacted by the exhibitor after the fair.

Matchmaking: During the onboarding process, each participant - exhibitor as well as participant - fills out a profile sheet in which interests, offer, etc. are queried. Based on this data, the most relevant contacts for your individual requirements will be suggested to you as top matches and you can start making contact right away. Matchmaking is only possible between participants, not between companies.

Media gallery: The exhibitor profiles can contain files, images and videos. The size of the media gallery depends on the package.

Glossary N – P

We will continuously update our online-glossary at www.achema.de/achemapulse

Performance dashboard: At the Performance dashboard you can view and check your contacts as well as the participants in your profile at any time. The dashboard provides an overview of participants in the company profile, meetings arranged as well as chat messages from the contacts. Important: These statistics are quantitative. Personal data of meeting participants, chat contacts etc. are NOT displayed in the dashboard for data protection reasons - these can only be reviewed in the lead list.

Pictures: File format jpg, jpeg (preferred), png

Pitch/Case: 15 minutes with unlimited potential of viewers, produced and streamed live at set date and available on-demand next morning. Classic innovation pitch or product-related case study presentation. Each speaker is connected via a Zoom call. Questions can be asked via chat and answered in real time. Live votings may be set up in advance. Includes 1-on-1 tech check with speakers in advance.

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 selects the product categories, depending on the exhibitor package, multiple selection is possible here.

Glossary Q – V

We will continuously update our online-glossary at www.achema.de/achemapulse

Talk/Panel: 30 minutes with unlimited potential of viewers, produced and streamed live at set date and available on-demand next morning. On a defined core topic, a speaker gives a presentation or discusses the topic with 2-3 other panellists. Each speaker is connected via a zoom call in the live stream (Zoom will be tested beforehand in case of firewall problems you can switch to another software). Questions can be asked via chat and answered in real time. Live votings may be set up in advance. Includes 1-on-1 tech check with speakers

Teaser picture: The teaser picture is displayed in the list view of exhibitors, in addition to the exhibitor name and logo. It is also displayed as banner at the top of the exhibitor profile.

-Recommended size: 1920 x 1080; 1920 x 640 pixels (format 3:1)

Videos: The first video in an exhibitor profile is displayed in a "featured video box", i.e. it is prominently visible on the exhibitor 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. 256MB

- File format: mp4, mkv, avi, mov

Glossary W – Z

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Workshop: 45 minutes, up to 25 participants (live only, no recordings due to GDPR-restrictions). Based on a defined topic/question, an interactive discussion is designed. The exhibitor takes over the opening and leads the discussion. They can be created with the integrated video call software (Jitsi) or a video call software (e.g. Zoom, Teams, Skype, WebEx) of the exhibitor's choice. Includes 1-on-1 tech check with speakers in advance.

Further items and details may be added or changed during event preparation.
Details will be final only in the exhibitor shop.

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