

Introducing our new digital flagship event

- ADVANCED WEBINAR -



Andreas Konert
Head of BD & Sales

ACHEMA
PULSE

World forum for the process industries

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



June 15-16, 2021
Online

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



April 4-8, 2022
Frankfurt, Germany

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



October 2022
Shanghai, PR China

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

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 PACKAGES

Choose among six packages and upgrade as needed

A green-tinted graphic showing a person in a white shirt standing in front of a large screen displaying a network diagram. The screen also shows various business icons like a bar chart, a pie chart, and a gear.

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

A blue-tinted graphic showing a person in a white shirt holding a smartphone. The background features a line graph with an upward trend.

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

A purple-tinted graphic showing a hand pointing at a screen. The background features a starburst pattern.

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

A dark green-tinted graphic showing a hand holding a glowing orb. The background features a starburst pattern.

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

A dark blue-tinted graphic showing a woman in a white shirt holding a tablet. The background features a blurred office setting.

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

An orange-tinted graphic showing a laptop displaying a video call with a person. The background features a blurred office setting.

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

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. Let's 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

Agenda and Outlook

03

MARCH

- Book packages and upgrades
- Launch your first campaigns
- Invite your guests

Spotlight:
Streaming & Workshops

04

APRIL

- Set up your profile / content
- Schedule your live sessions
- Book your advertisements

Spotlight:
Brand Advertising

05

MAY

- Intensify Pulse campaigns
- Train and onboard your team
- Complete preparations

Spotlight:
Sales Trainings

Exhibitor checklist

03

MARCH

- Book packages and upgrades
- Launch your first campaigns
- Invite your guests

New to ACHEMA? Welcome!

- Pre-register to receive access to Pulse exhibitor shop
- Register for ACHEMA 2022 for FREE Pulse BUSINESS* package
* Discount of 2,500 Euro on all shop purchases

Book packages and upgrades in the Pulse exhibitor shop

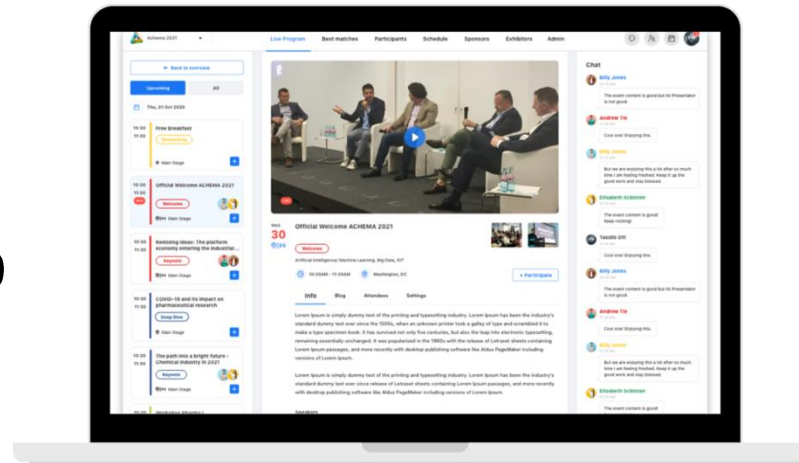
- Contact persons: Check your e-mail inbox for login credentials
- Book your initial package to secure Pulse participation
- Download social media and e-mail marketing kit for campaigns
- Book streaming, workshops, recruiting or media upgrades
- **Remember:** A22 exhibitor discount expires March 31st!
- **Remember:** Booking is required to participate in ACHEMA Pulse

Remember:

Professional LIVE content upgrades available for all packages

Streams vs. Workshop

- ✓ One-to-many communication
- ✓ Live or pre-taped
- ✓ Zoom call with Slido integration for chat questions / votings
- ✓ Available on demand (max. next day)
- ✓ 1-on-1 tech check with speakers in advance
- ✓ 30 min Talk/Panel: 2,000 Euro
- ✓ 15 min Pitch/Case: 800 Euro (Startups: -50%)



- ✓ interactive Workshop session
- ✓ up to 25 participants
- ✓ Live only, no recording due to GDPR
- ✓ Video call via Zoom
- ✓ 1-on-1 tech check with speakers in advance
- ✓ 45 min Workshop: 1,800 Euro

Why streams and workshops are so important

The image shows a screenshot of the Achema Pulse event interface. On the left, there is a sidebar with a navigation menu and a list of upcoming sessions for 'Thu, 01 Oct 2020'. The sessions include 'Free Breakfast', 'Official Welcome ACHEMA 2021', 'Remixing Ideas: The platform economy entering the industrial...', 'COVID-19 and Its impact on pharmaceutical research', 'The path into a bright future - Chemical industry in 2021', and 'Workshop Pharma I'. The main content area displays a live stream of a panel discussion with five participants seated on a stage. Below the video, there is a 'Welcome' message and a 'Participate' button. The interface also shows the event title 'Official Welcome ACHEMA 2021', the date 'Wed 30', and the location 'Washington, DC'.

- ✓ **Keep in mind: Digital Events ≠ Tradeshows**
Very few people just „stroll“ through the exhibition
- ✓ **Streaming and workshop sessions are highly visible**
Use this opportunity to set the process industry agenda
- ✓ **Sessions generate pre-qualified leads**
Participant list available for download after the session
- ✓ **Sessions give your sales team something to talk about**
Support lead generation by providing talking points
- ✓ **Marketing campaigns need attractive content**
Invite your guests via e-mail to your own Pulse sessions
- ✓ **Produce a high-class content asset**
Live streams are recorded and available outside Pulse

Exhibitor checklist

03


MARCH

- Book packages and upgrades
- Launch your first campaigns
- Invite your guests

Check out the Exhibitor Service Center / Ticket Shop

- Log in to the Exhibitor Service Center (ESC)
 - Invite your guests (customers, employees, partners etc.) with unlimited, free Pulse tickets (access to all exhibitor content)
 - Provide your distinguished guests with Premium+ tickets
 - Full access including live stages and congress streams
 - Packages include limited number
 - Additional tickets available at 35 Euros each (pay per use)
 - Dashboard lets you track your campaign in real time
 - **Remember:** EXCLUSIVE Package receives branded ticket shop
- ### Launch your AICHEMA Pulse campaigns



Preview Exhibitor Service Center (ESC)





**ACHEMA Pulse** 15.06. - 16.06.2021
ADITUS GmbH | Hall: – Booth: –
Promotion-Code: 2bjTW


Thank you for participating and welcome to the ACHEMA Pulse 2021 Exhibitor Service Center. On this page you can order, register and maintain your exhibitor-passes and voucher codes. It will guide you from your fair event appearance. Here you can find everything about your next steps, current activities and open tasks.

Visitor vouchers: voucher codes, campaigns

Professional invitation campaigns provide a high-level influx of visitors to your stand, boosts acquisition of new customers and insures customer loyalty.









-  **Order vouchers**
Purchase vouchers to invite your customers
-  **Invite visitors**
Invite you customers to the Fairevent
-  **Manage visitor tickets**
Search for visitors, tickets and vouchers
-  **Voucher contingents**
View details about your voucher contingents

**ACHEMA Pulse** 15.06. - 16.06.2021
ADITUS GmbH | Hall: – Booth: –
Promotion-Code: 2bjTW

Event-stand / Exhibitor services


Planning your event-stand and staff registration



-  **Order additional exhibitor-passes**
Order additional exhibitor-passes
-  **Staff registration**
Register your personnel and send ID-cards
-  **Manage exhibitor tickets**
Search for employees and exhibitor-IDs
-  **Ticket contingents**
View details about your ticket contingents

Marketing options

Optimize your fair event appearance with additional promotional content and presence.

-  **E-mail body text templates**
Manage e-mail templates, customize your e-mail body texts and send test e-mails

Exhibitor checklist

04

APRIL

- Set up your profile / content
- Schedule your live sessions
- Book your advertisements

- Set up your company profile starting end of March**
 - Talque will invite you via e-mail to set up your profile. Online forms will guide you through the process step by step
 - Upgrade anytime for more additional media assets (e.g. pictures, videos, documents), product subpages, key words or jobs
 - **Remember:** Use video tutorials and Pulse hotline for support
- Schedule your live sessions after Easter holidays**
 - Follow e-mail instructions and book / edit your sessions
 - **Remember:** Sessions will be available on achema.de – use social shares and links in your content-based campaigns
- Book Advertising upgrades**
 - Advertising available before, during and after the Live Event

Exclusive advertising upgrades before the live event



Banner on ACHEMA online (880 x 300 px)

Exclusive placement on the content pages of ACHEMA online; number of centrally placed banners is limited

static image

Options / Prices	2,475 Euro	Event month (1-30 June 2021)
	4,950 Euro	Now until 30 June 2021
	1,650 Euro per month	Extension leading up to ACHEMA 2022



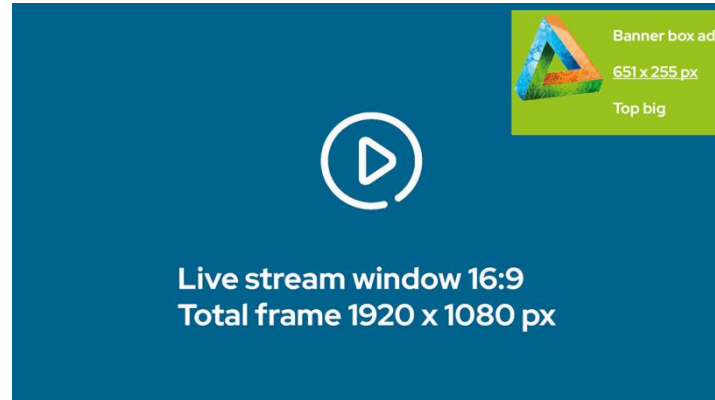
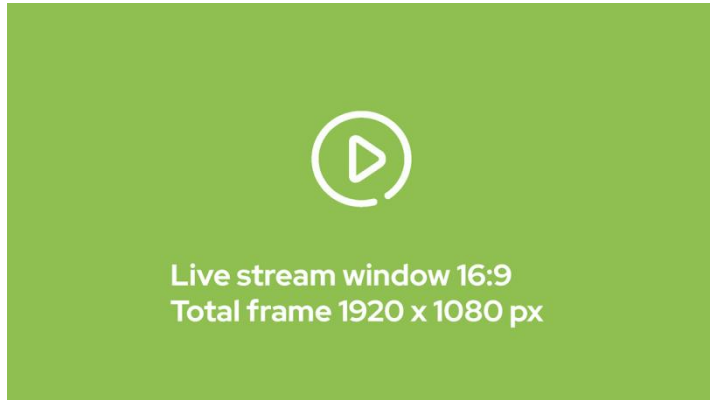
Banner on ACHEMA online (300 x 250 px)

Exclusive placement on the content pages of ACHEMA online; number of centrally placed banners is limited

static image or animation (max. duration: 4 sec.)

Options / Prices	1,650 Euro	Event month (1-30 June 2021)
	3,300 Euro	Now until 30 June 2021
	1,100 Euro per month	Extension leading up to ACHEMA 2022

Exclusive advertising upgrades during the event



Brand Advertisement
Beginning of session
10 - 15 seconds video
live stages or congress streams
only one ad before each session
3x per day / 6 total
5,000 Euro*

Brand Advertisement
10 - 15 seconds <u>during</u> session
video / picture
live stages or congress streams
only one ad during each session
bundle of 2
1,500 Euro*

Streamframe
upgrades own sessions
shown permanently
300 Euro*

* Excluding production cost

Exhibitor checklist

05

MAY

- Intensify Pulse campaigns
- Train and onboard your team
- Complete preparations

- Intensify your Pulse campaigns**
 - **Remember:** Marketing for digital events peaks 4-6 weeks before
 - Join the [ACHEMA Exhibitor Groupon](#) LinkedIn
- Train and onboard your team**
 - **Remember:** Digital Events ≠ Tradeshows
 - Use free videos or book „inhouse“ online training session
 - Onboard your entire team from May 17th and start exploring the Pulse platform
- Complete preparations**
 - Check your profile preview and make final adjustments
 - Check out your competitors for benchmarking
 - Complete all bookings and upgrades by June 10th (except LIVE Talk/Panel and LIVE Pitch/Case, here the booking deadline is already 18 May 2021)

Inhouse sales training

The ideal preparation of your sales team for ACHEMA Pulse

1,200 Euro
excl. VAT



Official partner:

PIRATE^X
EVENT PRODUCTIONS

Contact

Frederic Bleck

achema@pirate-x.com

+49 221 9758 9275

We help you find the best format for your message



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

www.achema.de

SOON:
Video
tutorials

Q&A

Follow #ACHEMAPulse

www.achema.de



ACHEMA Pulse Hotline
+49 69 7564 -700
achemapulse@dechema.de

ACHEMA

