



14 – 18 June 2021
Frankfurt am Main,
Germany

ACHEMA2021

DIGITAL HUB

The central hotspot for experts and enthusiasts in
the area of bits & bytes at ACHEMA



Hardly any trend moves the ACHEMA community more comprehensively than the digital transformation. It is shaking up the industry and is becoming an increasingly decisive competitive factor. This is why we are putting digitization on the big stage at ACHEMA 2021.

In Hall 12.1 representatives of the digital industry who you have always wanted to meet at ACHEMA will present themselves. Showcase your company in this newly created, innovative setting and gain perfect access to the digitization activities of the global process industry. Your participation opportunities are multiple:



With an attractive stele stand for a professional trade fair appearance in the Digital Innovation Zone.

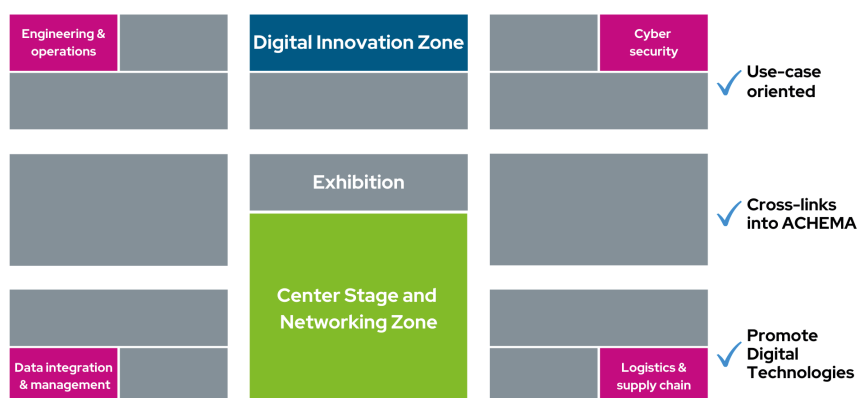
- You are already an exhibitor but would like to be perceived as a digital solution provider by ACHEMA visitors? Then book your company's appearance in the Digital Hub exhibition group starting in autumn, select the appropriate keywords from our comprehensive product directory and supplement this with a meaningful product entry.
- Exhibit your digital portfolio in the Digital Hub. Choose a further stand starting from 12 m² with your own stand construction or with a stand construction package (on request with additional costs) or an efficient all-inclusive stand package (stele stand, see illustration on the left) in the Digital Innovation Zone.
- Last but not least: Mobilize your digital ecosystem – internal and external – and use the ACHEMA Digital Hub for your goals and initiatives.

A unique concept developed
in close cooperation with
representatives of the digital
economy:

The **Center Stage and Networking Zone** offers exciting impulses and networking opportunities with an attractive stage program.

The **Access Points** are dedicated to current trend topics in the digital transformation of the process industry and promote the exchange between experts and interested parties with expert lectures and exciting presentations. They are also the starting point for Guided Tours through the entire ACHEMA Digital Hub. You will meet these theme worlds at the Access Points:

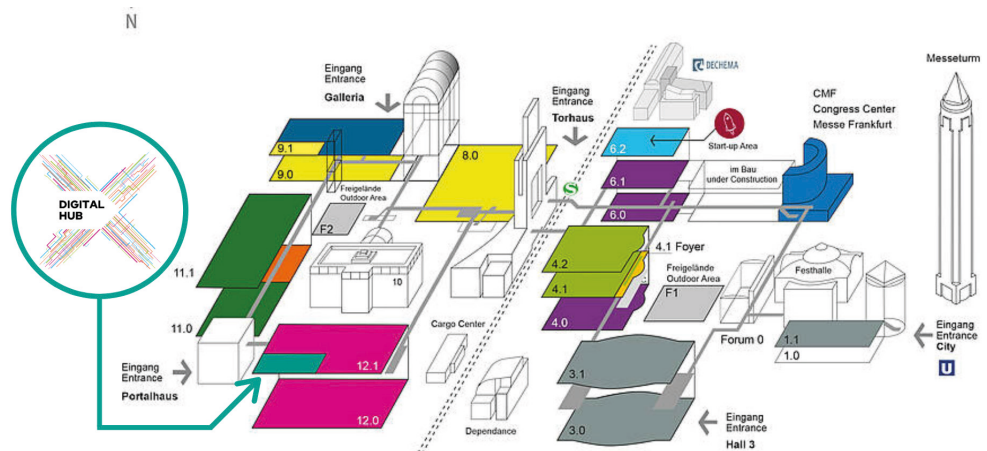
- Engineering & Operations
- Data Integration & Management
- Logistics & Supply Chain
- Cyber Security



Schematic illustration

The **Digital Innovation Zone** as a joint stand is aimed particularly at small and medium-sized companies and more mature start-ups who want to realize a professional trade fair presence without a great deal of effort, as well as companies with main stands in other exhibition groups who want to be present with their digital portfolio in the Digital Hub.

Well located in the new Hall 12.1 with direct access to the Portalhaus, the Via Mobile and the shuttle busses:



Cost overview:

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 €

All prices are subject to VAT at the applicable rate.

Visitor flat-rate

Each exhibitor has access to an optional number of day tickets for guests calculated according to a graduated, mandatory flat-rate charge by stand size. For further details, please see page 23 of our [applications documents](#).

Media package

Each exhibitor is provided with a mandatory media package, enabling a targeted and platform oriented presentation of the company and products. The media package is charged at a flat-rate of € 355.00 for every exhibitor. The co-exhibitor rate for the media package is € 180.00. For further details, please see page 24 of our [application documents](#).

Access our [online registration](#) form for the Digital Hub and the Digital Innovation Zone.

Do you have further questions or want to learn more about the Digital Hub?

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www.achema.de/digitalhub