

Package Features		Platinum	Gold	Silver	Official
BRANDING	Naming of Stage (e.g. the XYZ Digital Innovation Stage) and preset stage branding (Logos and corporate colours)*	✓	-	-	-
	Stage name offers additional brand visibility in show signage, hall plans and communications	✓	-	-	-
	Logo represented on stages´ partner wall onsite and in selected print/online communications*	✓	✓	✓	✓
	Relative Size of logo representation (onsite, print and online)	~300%	~150%	~100%	~75%
CONTENT	Presentation time on stage (gross, split into 30 minute intervals)*	300 minutes (10 slots á 30 minutes)	90 minutes (3 slots á 30 minutes)	30 minutes (1 slots á 30 minutes)	-
	Video recording of all sessions, incl. publishing rights (available after the show)	✓	✓	✓	-
	Preferred placement in stage schedule*	✓	✓	✓	-
	Dedicated Session privilege* (60 to 120 minutes sessions with multiple contributions under one session title)	✓	✓	-	-
	Involved in program development*	✓	-	-	-
	Detailed Company Information (online)*	✓	✓	-	-

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ADVERTISING & MEDIA	Banner on achema.de content page*	Full size banner (880 x 300 pixel) 3 month	-	-	-
	Banner ad on ACHEMA online exhibitor search page, rotating*	Full-size banner (880 x 300 pixel) 3 month	-	-	-
	Banner ad on ACHEMA online list of results page, rotating*	-	Medium rectangle (300 x 250 pixel) 3 month	Medium rectangle (300 x 250 pixel) 1 month	-
	Mobile Advertising in ACHEMA App*	Splash Screen Ad (Rotating) + Logo Package	Logo package	Logo package	-
	Feature article in ACHEMA pre-show newsletter *	1	-	-	-
	Featured post in ACHEMA Social media channels*	2	1	-	-
	General Social Media collaboration and advocacy*	✓	✓	✓	✓
CONDITIONS	Service fee, excl. taxes	48,000 €	12,000 €	4,000 €	2,000 €
	max. number of innovation partners per theme	1	4	8	12
	Open to non-exhibitors	Exhibitors only	Yes, but + 75% mark-up for non-exhibitors ¹	Yes, but + 75% mark-up for non-exhibitors ¹	Yes, but + 75% mark-up for non-exhibitors ¹
	¹ mark-up includes 2 exhibitor passes, media package and visitor flat rate and grants access to ACHEMA exhibitor web shop for booking additional services (e.g. media, advertising) *The provision of this service feature is conditional upon the timely submission of deliverables by the partner as specified by DECHEMA. Failure by the partner to submit deliverables in time or quality does not constitute grounds for a (partial) refund of the partner package service fee.				