

CONNECT TECH SHOW

FRANKFURT

MATCHMAKING PLATFORM SPONSORSHIP OPPORTUNITIES



TECH SHOW
FRANKFURT
22. - 23. May 2024 Messe Frankfurt
techshowfrankfurt.de

INCORPORATING



**CLOUD EXPO
EUROPE**



**CLOUD & CYBER
SECURITY EXPO**



**BIG DATA
& AI WORLD | BARC**



**DATA CENTRE
WORLD**

ORGANISED BY



THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN GERMANY

INCREASE YOUR INVESTMENT BY HARNESSING THE POWER OF OUR DIGITAL MATCHMAKING PLATFORM AT **TECH SHOW FRANKFURT**

Connect at Tech Show Frankfurt empowers our audience and exhibitors to discover buyers and solutions that are right for them. The digital web based platform uses streamline navigation along with a powerful algorithm to make booking meetings easier than ever. Unlock new prospects, connect with new businesses, and maximise your ROI before stepping on-site.

ACCESS THE EVENT PRE-SHOW TO:

- 6,200+ visitors, exhibitors, sponsors and speakers with early event access
- Arrange and request meetings before coming on-site.
- Create and manage your virtual profile to connect with visitors ahead of time.
- Exhibitors you can manage your company profile, increasing your brand awareness.
- Don't miss a session by creating a personalised conference schedule.
- SMS and email reminders will be sent to remind you of your appointments along with support from the on-site concierge team.

CONNECT
TECH SHOW
FRANKFURT



SPONSORSHIP OPPORTUNITIES

Headline Sponsor

The headline sponsor logo is placed to the right of the portal logo and overlays the header banner.

Specification

Size (WxH)	840px (max.) x 120px (max.)
Type	PNG image (transparent)
Tenants	Single

Engagement tracking

- ✓ Impressions
- ✓ Clicks
- ✓ User tracking

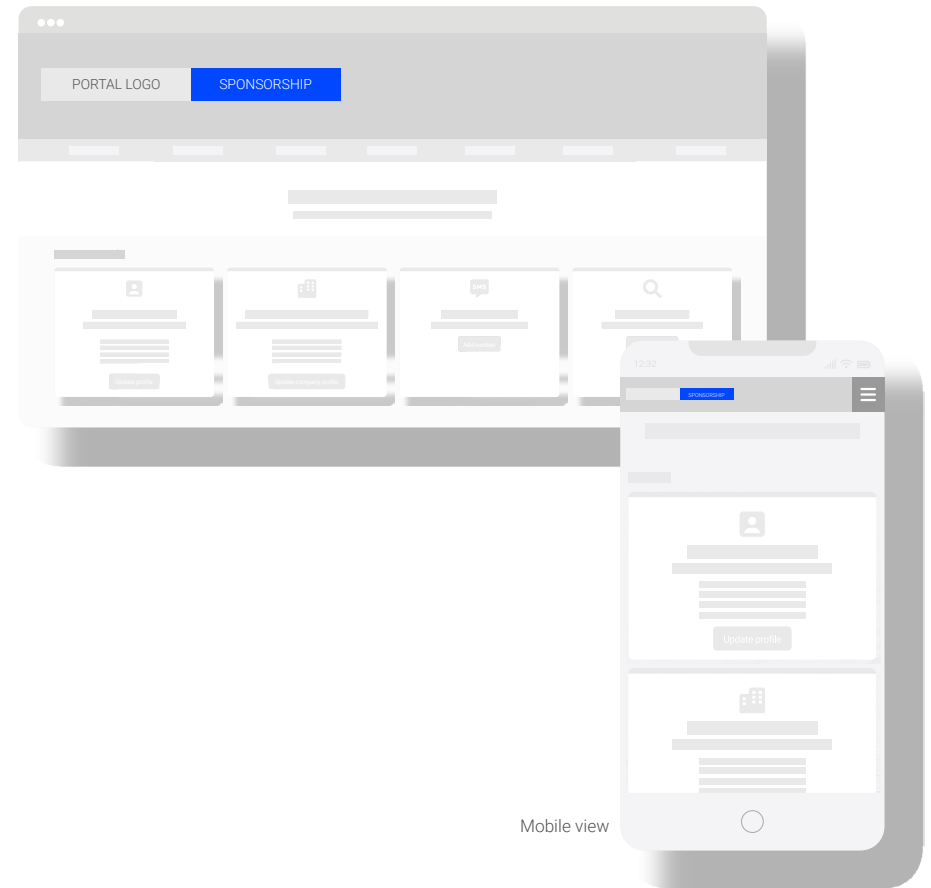
PLEASE PROVIDE:

- Sponsorship Logo

Your sponsorship logo must be provided in **varying colour options** (e.g. full colour, dark version, light version).

It is important to ensure the most appropriate option is chosen to **minimise interference** with the **portal banner branding**.

Desktop view



Mobile view

SPONSORSHIP

1 X SPONSORSHIP OPPORTUNITY:

€9,999 EACH

SPONSORSHIP OPPORTUNITIES

Dashboard Carousel

Interactive multi-tenant sponsorship placement. Includes image, logo, title text, description text and a call to action button with internal link capability.

Specification

Size (WxH)	790px (Max.) X 440px (Max.)
Type	Image & Text
Tenants	1 - 5 tenants

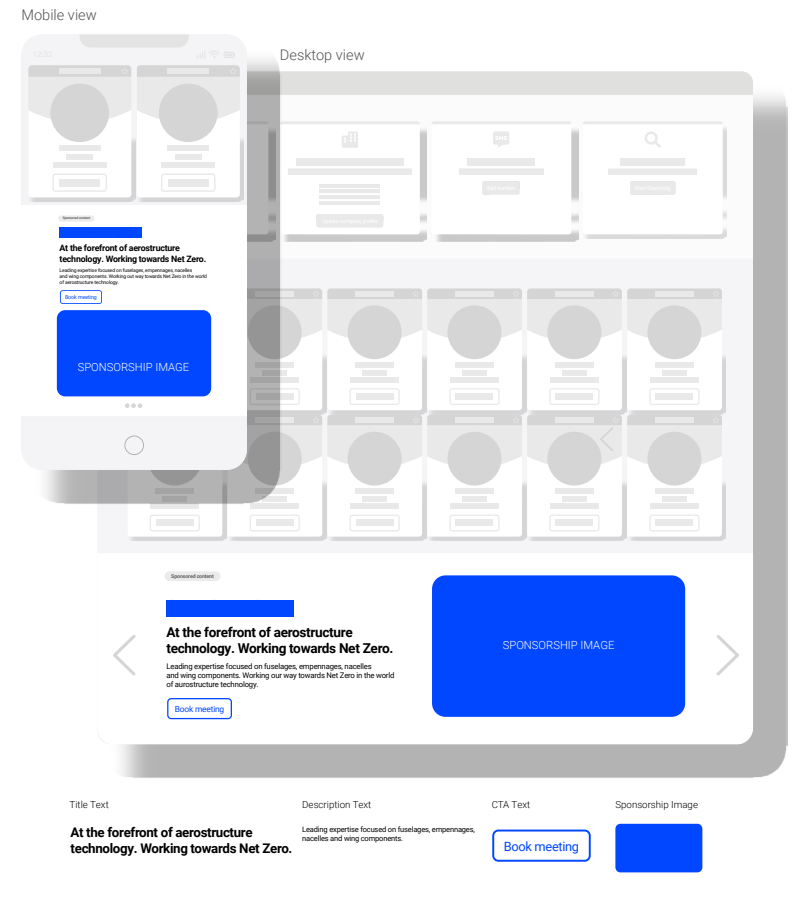
Engagement tracking

- ✓ Impressions
- ✓ Clicks
- ✓ User tracking

PLEASE PROVIDE:

- Title text - max 50 characters
- Call to action text
- Description text - max 120 characters
- Sponsorship Image

Order of content can be pre-determined or set to shuffle if preferred. We require each of the above elements separately. **Please do not provide a pre-designed banner.**



SPONSORSHIP

5 X SPONSORSHIP OPPORTUNITIES:

€2,500 EACH

SPONSORSHIP OPPORTUNITIES

Static Banner

Interactive single-tenant sponsorship placement.
Static banner links to sponsor profile, session or content page.
Banner will appear 'full width' on smaller screen resolutions.

Specification

Size (Desktop)	1,200px x 150px
Size (Mobile)	377px x 260px
Type	Image
Tenants	1 per badge type

Engagement tracking

✓ Impressions ✓ Clicks ✓ User tracking

PLEASE PROVIDE:

- Desktop sponsorship image
- Mobile sponsorship image

Banner will always appear below dashboard tasks and recommendations.



SPONSORSHIP

1 X SPONSORSHIP OPPORTUNITY:

€4,000 EACH **SOLD**

SPONSORSHIP OPPORTUNITIES

Targeted In-search Advert

Product categories sponsorship within directory search results such as: *Find meetings, products directory and exhibitor directory.*

Specification

Size (WxH)	700px x 352px
Type	Responsive image
Tenants	Unlimited

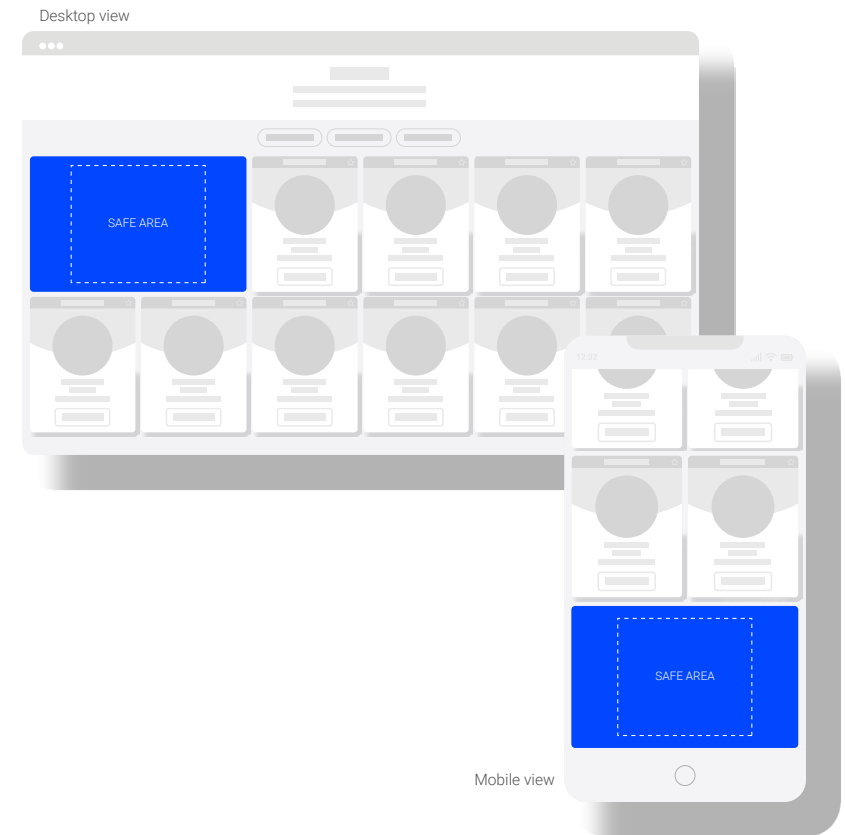
Engagement tracking

✓ Impressions ✓ Clicks ✓ User tracking

PLEASE PROVIDE:

- Sponsorship image
- Specific categories for each image/sponsor
- Type of directory for each image/sponsor

Content must be contained within the safe area, approx 400px x 300px (except backgrounds).



SPONSORSHIP

1 X SPONSORSHIP OPPORTUNITY:

€4,500 EACH

This will guide individuals directly to the section where they can book on-site meetings with you.

Highlights from Connect at Tech Show Frankfurt 2023



10,913

visitors accessed the platform and uploaded their profiles



3,841

unique attendees actively engaged with the platform (35%)



9,783

meeting requests sent through the platform

'We only had 1 meeting confirmed through the platform, but it was an extremely good lead.'

CLOUD SOLUTION ARCHITECT - **BECHTLE CLOUDS**

'We only had a few meetings booked as a company on the platform due to not seeing the promotion emails, but it is definitely something we would use more effectively next year!'

COMMERCIAL ACCOUNT EXECUTIVE - **DATADOG**

We're here to help.



Need advice with marketing sponsorship opportunities or creating assets?

Schedule a call with our matchmaking platform team to run through best practices.



germantech@closerstillmedia.com

TECH SHOW
FRANKFURT

22. - 23. May 2024 Messe Frankfurt
techshowfrankfurt.de

INCORPORATING



CLOUD EXPO
EUROPE



CLOUD & CYBER
SECURITY EXPO



BIG DATA
& AI WORLD | **BARC**



DATA CENTRE
WORLD

ORGANISED BY



THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN GERMANY