

# Product & Service Stream

## Web Sessions on our digital event platform

### How is a digital trade fair held?

To hold a purely digital event or a hybrid event, it is necessary to have a digital event platform. This event platform offers exhibitors and visitors (participants) the opportunity to present their companies, engage in dialogue and network even outside the event. There are generally multiple streaming channels available on the platform. Each channel has a different area of focus, with some allocated to the industry's top themes and others to exhibitor streams. Exhibitor streams are intended for promotional use. They allow exhibitors to offer a distinctive presentation of their company and be approachable, making it possible to establish closer, more personal contact with participants. Within these exhibitor streams, it is possible to book time slots for **Web Sessions**. These Web Sessions provide exhibitors with an outstanding platform for presentations and promotion.

### Just what is a Web Session?

Web Sessions offer exhibitors the opportunity to present their product innovations and services in a very individual and personal manner. All Web Sessions enjoy equal status with other items on the event platform and are listed in the event calendar. Each Web Session has a fixed 'broadcast time' at which it is streamed live on the event platform. Following the live streams, all Web Sessions remain available as videos on demand until the platform is closed (which is usually a few weeks after the end of the event). Web Sessions are either 15 or 30 minutes in length and can be booked for a fee until 21 days before the start of the event. The following options are available:

#### Option 1: Pre-recorded content

If you choose this option, you supply us with a finished video by no later than two weeks before the start of the event. Our technical team will then integrate the live stream into the event platform. It goes without saying that you have full control over the content and design of your video, as there is no live component. All Web Sessions under Option 1 include a free Q&A session in the form of a chat. This allows you to personally contact participants even when using pre-recorded content. The chat remains open throughout the Web Session, making it possible for participants to ask you questions. These questions will not be visible to the rest of the audience. As a result, you can answer them yourself without worrying about outside interference. If you would rather not take advantage of the Q&A chat, you can simply deactivate this when making your booking.

Subtitles can also be used for Web Sessions under Option 1. Please integrate these directly into your video file. There is **no** provision made for a test run. As soon as we have received your content, we examine it to ensure that it meets the specified requirements and then broadcast the live stream at the agreed time.

#### Option 2: Live streaming with presentation and speaker view

With this option, you give your presentation as a live stream. This is shown to participants as a large image on the screen, with a smaller window featuring the person giving the presentation. Please be sure to supply us with the finished presentation by no later than two weeks before the start of the event. Our technicians will then integrate it into the live stream directly. Your speaker will be broadcast live using the vMix Call video conferencing program. Please note that we only work with vMix Call and that it is not possible to integrate other video conferencing programs (e.g. Microsoft Teams, Zoom, WebEx etc.). All Web Sessions under Option 2 include a free Q&A session that allows you to personally contact participants during the steaming slot you have booked. For this Q&A, a chat window is opened for the entire duration of your Web Session that allows participants to ask you questions. You are the only one who can see these questions, and you can decide which topics you would like to address in more detail following your presentation. With Option 2, it is also possible to open a second speaker window for answering questions after the presentation is finished. You can use this window to have a moderator ask the speaker questions (that you have already selected from among those selected), or you can have a different expert answer the questions. If you would rather not take advantage of the Q&A session, you can simply deactivate this when making your booking.

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### **Option 3: Live streaming an expert discussion with as many as five participants simultaneously, without a presentation**

In Option 3, you can discuss topics important to your industry with as many as five people of your choice. Your panel could be made up entirely of experts from within your company, or you can allow your partners and customers the chance to have their say – the decision is yours. Option 3 does not include an ability to integrate a presentation. Instead, it is centred on a captivating dialogue involving your experts, and it goes without saying that they can join your Web Session live from various locations. Please note that we only work with vMix Call and that it is not possible to integrate other video conferencing programs (e.g. Microsoft Teams, Zoom, WebEx etc.). All Web Sessions under Option 3 include a free Q&A session that allows you to personally contact participants during the steaming slot you have booked. For this Q&A, a chat window is opened for the entire duration of your Web Session that allows participants to ask you questions. You are the only one who can see these questions, and you can decide which topics you would like to address in more detail following your presentation. If you would rather not take advantage of the Q&A session, you can simply deactivate this when making your booking.

### **Option 4: Live streaming directly from your company (headquarters, production facility etc.) or from your stand**

Welcome visitors to your Web Session directly from your company's premises. Take advantage of the session to report on your company and deliver a live presentation from your production facility or the reception area at your headquarters. Invite visitors to join you for an exclusive look behind the scenes.

Or would you prefer to participate in a hybrid event and enjoy the benefits of an exhibition stand on site? Wouldn't it be wonderful to offer customers from the industry who are unable to travel to Frankfurt a welcome directly from your stand? You can make this reality by broadcasting your Web Session directly from your stand as part of the event programme. Make the most of your elaborate stand set-up and expand your reach far beyond the exhibition grounds.

Professional technical support on site is essential to ensure that your presentation comes off without a hitch – please commission someone to do this for you. Your technicians then give our technical department the signal to broadcast your session in our live stream. We will be happy to put you in touch with our technical partner – they are present throughout Germany. This makes it possible to provide your Web Session with support from a single source. On-site technical support is not included in the price of your Web Session.

All Web Sessions under Option 4 include a free Q&A session that allows you to personally contact participants during the steaming slot you have booked. For this Q&A, a chat window is opened for the entire duration of your Web Session that allows participants to ask you questions. You are the only one who can see these questions, and you can decide which topics you would like to address in more detail. Please make sure that there is someone to oversee the chat while you are on camera. If you would rather not take advantage of the Q&A session, you can simply deactivate this when making your booking.

### **Important information for Options 2, 3 and 4:**

All Web Sessions for Options 2, 3 and 4 are conducted in a single language of your choice. We offer an advance test run for all Web Sessions for these options. This takes place during the week before the event (test runs will be later if streaming from the stand). For organisational reasons, we urgently request that you honour your test date. To perform the test, it is essential that you use the same technical set-up under the same on-site conditions that will pertain when you are doing your live stream. For Options 2, 3 and 4, it is also possible to have the session recorded for a fee – this must be booked in advance.

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Please make sure that there is someone to monitor the questions submitted by participants during the chat who can coordinate which questions are selected to be answered and then pass these to your speaker(s). We will supply you with a link in advance that allows you to see the questions submitted by participants during your Web Session and – if you wish – answer these in writing. This link can be shared as often as desired, so that multiple people can be served at the same time. Should you receive questions that you find particularly relevant, you can make these visible for all conference participants before you answer them. The function of the Q&A links will also be tested the week before the event during the test run detailed above.