

# INDUSTRY.FORWARD EXPO

DIGITAL. CONFERENCE. FESTIVAL.

publish  
industry  
verlag

Spring

07<sup>th</sup> - 17<sup>th</sup> May 2024

Fall

26<sup>th</sup> Nov. - 05<sup>th</sup> Dec. 2024

## THE FESTIVAL OF THE INDUSTRY

Generate qualified leads successfully – with or without your own content!

# INDUSTRY.forward EXPO 2024

The INDUSTRY.forward EXPO is the digital festival of the industry. At the core of the festival is a high-quality technical conference program featuring keynote speeches as well as tech sessions across seven themed stages. For users, relevant thematic meeting points are created over two weeks.

The high digital reach and visibility within the industry ensure relevant awareness for festival partners.

Additionally, for providers, there is the opportunity to generate Marketing Qualified Leads through the presentations at the INDUSTRY.forward EXPO—or alternatively, even without their own presentation.

*Over 95% of all participants rated the variety and relevance of the topics, the quality of the speakers and moderators, and the festival period of several weeks as good or very good.*

## YOUR ADDED VALUE AS A FESTIVAL PARTNER

**AWARENESS:** High digital reach and visibility through targeted marketing and advertising in the industry sectors.

**COMPETENCE:** The festival sets the stage for companies to showcase innovations, technologies, and relevant topics and issues for the future of industry

**INTERACTION:** Topic related meeting points, moderated in terms of content by content specialists, as relevant touchpoints for industrial companies: Q&A with all participants, chat, direct contact & networking opportunities.

**LEAD-GENERATION:** Contact & interest data of the participants registered for your session or alternatively on selected topics become your leads

**FLEXIBILITY:** All sessions remain available for on-demand viewing after the end of the presentation and even after the live festival has ended (INDUSTR.com, YouTube)

# Content spectrum of the INDUSTRY.forward EXPO - Theme tiles

INDUSTRY ZERO & TRANSFORMATION	NEXT TECHNOLOGY	INDUSTRIAL SOLUTIONS	FACTORY	PROCESS	ELECTRONICS	ENERGY
Sustainability	Quantum Computing	Efficiency & Flexibility	Factory Automation	Process Automation	Embedded & Microprocessors	Industrial Energy Transition
Transformation	Future Mobility	Availability	Control Technology	Control Technology	Power & Power Electronics	Digital Energy & Energy Efficiency
Digitalization	Smart Maintenance	Connectivity	Robotics	Control Cabinet Technology	Development Tools & Prototyping	Energy Procurement & Generation
Open Innovation & Ecosystem	Smart Building	Sustainable Manufacturing	Machine Vision	Industrial Software	Components	Security of Supply & Self-Sufficiency Concepts
New Business Models	Additive Manufacturing	Safety & Security	Control Cabinet Technology	Edge Computing	Connection Methods	Renewables
Circular Economy	Smart Production	Industrial Communication	Industrial Software	Industrial Cloud	Housing & Cooling Technology	Energy Monitoring
Future Leadership	Smart Development	Industrial 5G	Edge Computing	Explosion Protection	Distribution & Service	Energy Management
Technology Integration	All Electric Society	Artificial Intelligence	Industrial Cloud	Process Engineering	Displays & HMI Components	CO <sub>2</sub> Management
Resilience	Materials & Ressources	Data Management	Drive Technology	Pumps & Compressors	Measurement Technology	Power-to-X
Supply Chain	Industrial Metaverse	Human Machine Interface	Sensors & Measurement	Sensors & Measurement	Laser & Photonics	Storage & Batteries
Reshoring	Future Food	Logistics & Intralogistics		Plant Engineering & Operation	Smart Sensors	Hydrogen Solutions
People & Culture				Powder & Bulk	Software & Security	Heat Recovery
<b>INDUSTRY ZERO &amp; TRANSFORMATION</b>	<b>NEXT TECHNOLOGY</b>	<b>INDUSTRIAL SOLUTIONS</b>	<b>AD</b>	<b>PA</b>	<b>EE</b>	<b>energy</b>

## INDUSTRY.forward EXPO – High participation & media reach

**70**

Sessions

**80**

Speaker

**70**

Companies

**800+**

Participants

**10.000**

booked sessions

**1.000 h**

Session participation

**250.000**

E-mail contact points

**15 Mio.**

Social media reach

*98 % of participants would recommend the  
INDUSTRY.forward EXPO to others.*

# INDUSTRY.forward EXPO – Marketing Qualified Leads

## INTEREST-DRIVEN LEADS GENERATE MARKETING QUALIFIED LEADS

With our **festival packages** and **Smart Lead packages**, we offer our customers a combination of awareness and leads.

You can either participate through a **festival package** with a presentation that we market for you online, via newsletter, and on social media, and receive the participant contacts as Marketing Qualified Leads.

Or you can participate with a **Smart Lead package** and receive a fixed number of leads as well as brand awareness WITHOUT directly participating with a presentation.

*AWARENESS + LEAD GENERATION – With both participation packages, you can do one without leaving the other.*

We provide you with leads with the participants' permission to contact them and send them further information. You can easily convert these marketing leads into sales leads in a few steps.

The leads are generated through the content offerings of the INDUSTRY.forward EXPO, which an interested party can sign up for free. By registering, the interested party releases their data and grants permission for further contact by our clients.

All leads provided by us comply with GDPR requirements. A lead provided to you includes:

- Contact details incl. e-mail and phone number if available
- Job title
- Company name
- Topic interests
- Opt-in for your contact via e-mail (+ phone, if applicable)

# Lead Generation@INDUSTRY.forward EXPO: With or without your own session

As a company, you can choose between different forms of lead generation:

## WITH YOUR OWN SESSION

### FESTIVAL PACKAGES

#### LEAD PACKAGE (Page 7)

You participate with a presentation and receive its participant contacts as marketing leads.

#### FOCUS PARTNERSHIP (Page 8)

You participate with a presentation and receive its participant contacts as well as all leads from approximately 3-4 presentations of the chosen focus theme: Energy for Industries | AI in Production | Single Pair Ethernet | Hygienic Design | H2@Industry | Supply Chain Transformation | Batteries

#### THEME PARTNERSHIP (Page 10)

You participate with 3 presentations, choose 5 topic tiles from the theme stages, and receive the participant contacts of your presentations plus all presentations taking place within these chosen topic tiles as leads.

## WITHOUT YOUR OWN SESSION

### SMART LEAD PACKAGES (Page 11)

You select three topics from the seven theme stages on page 11, out of over 50 available topics, for which you would like to receive leads.

From the presentations, we gather all participant contacts and provide them to you immediately after the INDUSTRY.forward EXPO in anonymized form (company name + job title + areas of interest).

Depending on the package, you choose the number of leads you desire: **25 – 50 – 75 – 100**

The SMART LEAD PACKAGES are fixed-price packages. From 100 to 400 participant contacts, depending on the package, you select your desired leads, which we then fully transmit to you.

# FESTIVAL PACKAGES: Tech Session – Your Participation with Presentation

*Included in the Lead Package and all other Festival Packages*

- Tech session for the presentation of technologies, products and solutions in the form of a 20-minute talk
- Technical moderation of the session by a publish-industry content expert
- The tech session is part of the festival agenda, along with keynotes, panels and start-up pitches.
- The tech session remains available directly after the event as a recording in the agenda for interested parties
- Marketing: invitation mailings, announcement mailings and reminder mailings for all sessions
- **NEW:** Your tech session on one of our focus topics (further information on page 9)

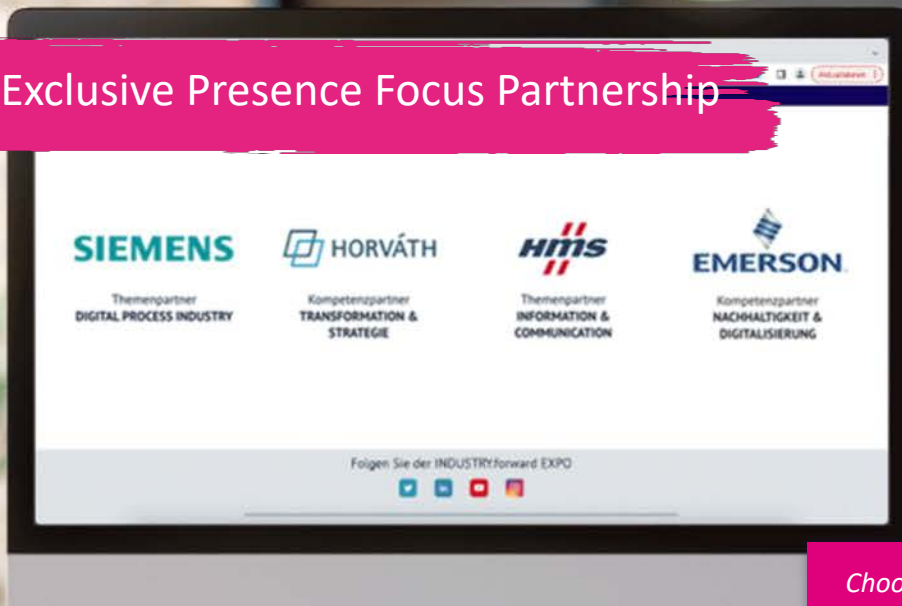
**85**

Registration/Session\*

**69 EUR**

Cost per Lead\*

## FESTIVAL PACKAGES: Exclusive Presence Focus Partnership



*Choose your focus theme on page 9*

### New for 2024 - Our Focus Topics!

At the INDUSTRY.forward Expo 2024, we are focusing on topics that have high economic and technical relevance and currency.

Here, we are consolidating technology sectors that play an important role in the future of industry.

### Components of the Focus Partnership

- Tech Session for presenting your technologies, products, and solutions in the form of a 20-minute presentation
- Leads from your sessions and all presentations of the chosen focus theme
- Exclusive logo branding on the festival landing page and conference pages related to your chosen theme

# FESTIVAL PACKAGES: Focus Themes of INDUSTRY.forward EXPO Spring 2024

## Energy for Industries

- Energy Procurement & Purchasing
- Self-generation/Renewable
- Energies Energy Management
- Operation of Buildings, Fleet, etc.

07.05.2024, morning

## Single Pair Ethernet

- Technologies
- Standardization
- Applications & Use Cases
- Network and Connection Technology

08.05.2024, afternoon

## Batteries

- Battery Technologies
- Battery & Charging Management
- Cell Production & Packaging
- Raw Materials
- Recycling

13.05.2024, morning

## AI in Production

- Models & Possibilities
- Tools & Services
- AI in Control and Management
- Edge & Cloud Systems
- AI in Components

14.05.2024, morning

**As a lead or focus partner, place your tech session in a focus theme of your choice.**

## Hygienic Design

- Equipment & Components
- Avoiding Dead Spaces and Contamination
- Requirements & Regulation
- Future: AI in Hygienic Design

15.05.2024, afternoon

## Supply Chain Transformation

- Current Trends
- Best Practices
- Offers & Services

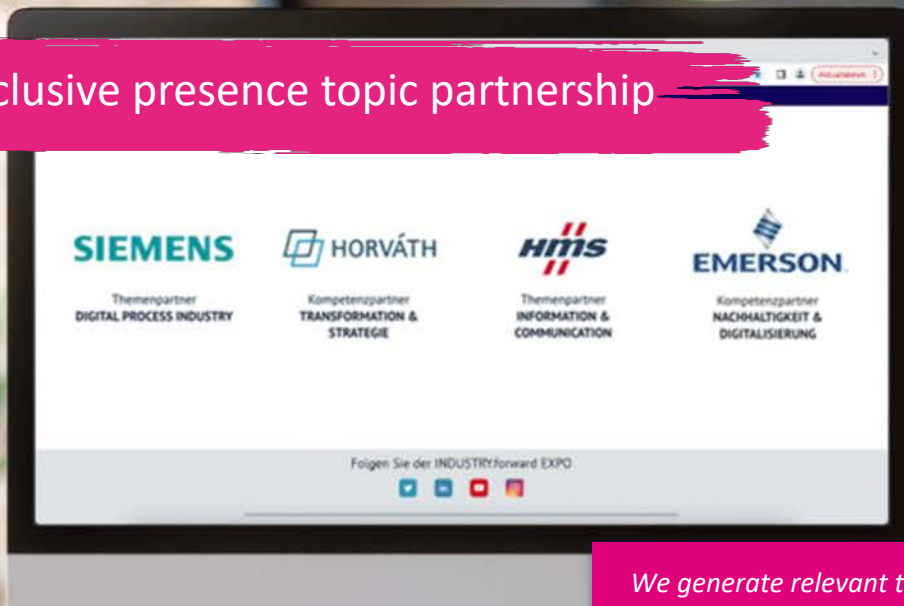
16.05.2024, morning

## H<sub>2</sub>@Industry

- Generation
- Networks
- Utilization

17.05.2024, morning

## Festival packages: exclusive presence topic partnership



*We generate relevant topic attention and leads for you based on all the sessions in your chosen topic clusters.*

We place you as an exclusive partner for your topic and collect all topic leads of the INDUSTRY.forward EXPO 2024 for you.

Together with you, we define 5 topic clusters, based on our 7 topic days from page 3, which meet your topic in the best possible way.

### Components of the topic partnership

- 2-3 tech sessions to present your technologies, products and solutions in the form of 20-minute presentations
- Leads from your sessions and all the talks of the 5 selected thematic clusters
- Exclusive logo branding on the festival landing page and conference pages

## SMART LEAD PACKAGES: Lead Generation without your own session

Our Smart Lead packages offer you a hassle-free alternative to the festival packages: We generate Marketing Qualified Leads for you without requiring your active participation in the content of the INDUSTRY.forward EXPO.

### SMART LEADS IN 3 STEPS:

**Step 1** – You select three topics from the seven adjacent theme stages for which you want to receive leads.

**Step 2** – We collect all participant contacts from the presentations of the chosen topics and provide them to you immediately after the INDUSTRY.forward EXPO in anonymized form.

**Step 3** – You choose your desired leads from 100-400 participant contacts, which we then transmit to you in compliance with GDPR. Each lead provided contains: contact details including email and possibly telephone number, job title, company name, areas of interest.

100 LEADS	75 LEADS	50 LEADS	25 LEADS
€ 8,500,- Cost/Lead: € 85,-	€ 6.750,- Cost/Lead: € 90,-	€ 4.900,- Cost/Lead: € 98,-	€ 3.000,- Cost/Lead: € 120,-

The SMART LEAD PACKAGES are fixed-price packages.

#### THEMEN STAGE: INDUSTRY.ZERO & TRANSFORMATION

Sustainability | Transformation | Digitalization | New Business Models |  
Circular Economy | Resilience | Supply Chain | Reshoring

#### THEMEN STAGE: NEXT TECHNOLOGY

Future Mobility | Smart Maintenance | Smart Production | Smart Development |  
All Electric Society | Materials & Ressources | Future Food

#### THEMEN STAGE: INDUSTRIAL SOLUTIONS

Efficiency & Flexibility | Availability | Connectivity | Sustainable Manufacturing |  
Safety & Security | Industrial Communication | Artificial Intelligence |  
Data Management | Human Machine Interface

#### THEMEN STAGE: FACTORY

Factory Automation | Control Technology | Robotics | Industrial Software | Industrial  
Cloud | Drive Technology | Sensors & Measurement Technology

#### THEMEN STAGE: PROCESS

Process Automation | Hygienic Design | Industrial Cloud | Process Engineering | Pumps  
& Compressors | Sensors & Measurement Technology | Plant Engineering & Operation

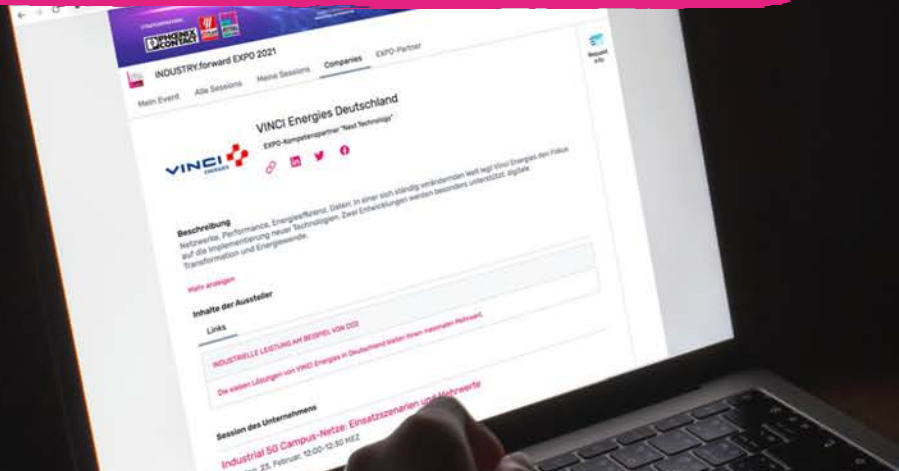
#### THEMEN STAGE: ELECTRONICS

Power & Power Electronics | Connection Technology | Housing & Cooling Technology

#### THEMEN STAGE: ENERGY

Industrial Energy Transition | Digital Energy & Energy Efficiency | Energy Procurement &  
Generation | Supply Security & Autonomy Concepts | Renewables | Energy Monitoring |  
Energy Management | CO2 Management | Power-to-X | Storage & Batteries |  
Hydrogen Solutions | Heat Recovery

## Company Hub – your digital festival landing page



*Included in all festival and smart lead packages*

Accompanying the conference program, on your company's festival landing page, your most important innovations, videos and exciting content will be available for download or as a link

### Components of the Company Hub

- Logo
- Link to Company Website
- Company description
- Title and links to the respective tech session and, if applicable, to keynote or panel talk
- Social media links
- Possibility for direct contact via e-mail
- Downloads for product information, whitepapers, etc.
- further link possibilities

## Invitation & Participant Marketing

INDUSTRY.forward EXPO will be marketed via all publish-industry channels (INDUSTR.com, INDUSTRY.forward, newsletter, magazines, LinkedIn, etc.). Users can participate free of charge by registering.

### WE ALSO ACTIVELY SUPPORT YOU IN MARKETING YOUR FESTIVAL PARTICIPATION:



#### MARKETING MATERIAL

You will receive speaker teasers, session teasers, links, hashtags and text modules for your communication channels..



#### E-MAIL MARKETING

Your company logo in all INDUSTRY.forward EXPO mailings before, during and after the festival;  
your session as an agenda highlight in the weekly preview, reminder mailing to all registered participants of your session (250,000 contact points in total).



#### SOCIAL-MEDIA-MARKETING

Your session in the schedule post in the run-up to the talk.  
Your session/speaker as a post in the run-up to the talk.

*Included in all festival and smart lead packages*

## Your marketing activities as a partner

Increase your registration numbers for your presentations by promoting your participation in the INDUSTRY.forward EXPO through your channels as well.

### **FAIR CALENDAR**

Include INDUSTRY.forward EXPO  
in your calendar of events

### **PRESS RELEASES**

Inform your press contacts and  
multipliers about your  
INDUSTRY.forward EXPO activities  
via press info

### **TRADE FAIR INFORMATION**

At all customer touchpoints point  
out your participation in the  
INDUSTRY.forward EXPO

### **NEWSLETTER & MAILINGS**

Invite potential prospects to  
your INDUSTRY.forward EXPO  
presentations

### **SOCIAL MEDIA**

Let your networks participate in  
your INDUSTRY.forward EXPO  
activities

# INDUSTRY.forward EXPO 2024 – FESTIVAL PACKAGES

PRE-FESTIVAL MARKETING: Attention & Reach among Industry Decision-Makers	AWARENESS	LEAD	FOCUS PARTNERSHIP	TOPIC PARTNERSHIP
Reach the Industrial Ecosystem: Festival promotion across all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazines, LinkedIn)	✓	✓	✓	✓
Speaker Package: Materials for your marketing and social media channels (Visuals, Speaker Teasers, Session Teasers, Agenda Link, Hashtags, and Text Templates)	✓	✓	✓	✓
Company Logo in Pre-Festival Marketing Emails	✓	✓	✓	✓
Company-Logo on Festival Registration Page	✓	✓	✓	✓
Speaker and Company Listing on Festival Website	✓	✓	✓	✓
Speaker Briefing and Technical Check	✓	✓	✓	✓
FESTIVAL: Content, Interaction, Networking, Leads				
Company Logo and Name on Festival Website	✓	✓	✓	✓
Tech Session with expert moderation via Zoom (20-minute presentation plus 10-minute Q&A)	1 Tech Session	1 Tech Session	1 Tech Session	3 Tech Sessions
Announcement and Reminder Mailings for Tech Sessions	✓	✓	✓	✓
Tech Session as part of the Festival Agenda (including search tags for interest-based agenda planning)	✓	✓	✓	✓
Company Hub: Your Festival Landing Page (Logo, Link to Company Website, Social Media Links, Company Description, Direct Contact Option, Company Links to Your Tech Sessions, Downloads for Product Information, Whitepapers, etc., additional link options)	✓	✓	✓	✓
Interaction: Extended Q&A session following the presentation		✓	✓	✓
Leads: All registrations and participants of your presentation(s)		✓	All Leads of the Focus Theme	All Leads of the 5 Topic Clusters
Leads: All visitors to your Company Hub		✓	✓	✓
POST-FESTIVAL COMMUNICATION: Awareness & Engagement				
Reach the Industrial Ecosystem: Festival content promotion across all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazines, LinkedIn)	✓	✓	✓	✓
Company Logo in Post-Event Thank-You Emails	✓	✓	✓	✓
Results of Post-Festival Survey		✓	✓	✓
Your Tech Session as a recording for your channels (presentation plus moderated Q&A session)		✓	✓	✓
Exclusive mailing to 3,000 recipients with a link to your Tech Session recording			✓	✓
RATE (excluding VAT)	EUR 3,330.-	EUR 4,990.-	EUR 9,900.-	EUR 15,000.-
Additional Tech Session	EUR 1,190.-	EUR 1,190.-	EUR 1,190.-	EUR 1,190.-

## INDUSTRY.forward EXPO 2024 – SMART LEAD PACKAGES

PRE-FESTIVAL MARKETING: Attention & Reach among Industry Decision-Makers	Smart Lead Package 100	Smart Lead Package 75	Smart Lead Package 50	Smart Lead Package 25
Reach the Industrial Ecosystem: Festival promotion across all publish-industry channels (INDUSTR.com, INDUSTRY.forward, Newsletter, Magazines, LinkedIn)	✓	✓	✓	✓
Company Logo in Pre-Festival Marketing Mailings, on Festival Registration Page, Festival Website	✓	✓	✓	✓
FESTIVAL: Content, Interaction, Networking, Leads				
Company Logo and Name on Festival Website	✓	✓	✓	✓
Company Hub: Your Festival Landing Page (Logo, Link to Company Website, Social Media Links, Company Description, Direct Contact Option, Company Links to Your Tech Sessions, Downloads for Product Information, Whitepapers, etc., additional link options)	✓	✓	✓	✓
Selection of 3 theme clusters for which you want to receive leads	✓	✓	✓	✓
Lead Guarantee (Selection from 100-400 anonymized participant contacts)	100	75	50	25
POST-FESTIVAL COMMUNICATION: Awareness & Engagement				
Company Logo in Post-Event Thank-You Emails	✓	✓	✓	✓
RATE (excluding VAT)	EUR 8,500.-	EUR 6,750.-	EUR 4,900.-	EUR 3,000.-

## The INDUSTRY.forward EXPO participants particularly liked:

"The rotation 2x a year is very good. Please keep it. Very fast and efficient way to get (basic) information. In case of deeper interest, one can then approach the company in question in a more targeted manner. Please keep it up!"

"Professional presentations, good moderation in question/answer mode, variety of topics."

"Watching the lectures after the actual event through the video recordings. I didn't have time to watch the lectures during the day. This is how I divide it up when I have time. This is really great!"

"Brief concise insights and an overview of future topics without requiring a large investment of time."

"Dynamic format, short presentations. The "long" 2 week time frame made it possible to specifically pick topics that were interesting and schedule attendance."

"Opportunity to hear technical, economic and environmental contributions free of charge; opportunity to listen to contributions afterwards; opportunity to get to know companies"

"Easy registration process, not too many reminder emails, motivated presenters, adhered to schedule, functional links, long event period."

"Very valuable information from the individual sessions. Good mix concrete UseCases / general topics on digitalization."

## What our partners say

As a topic partner of the INDUSTRY.forward Expo 2022, we were enthusiastic about the competent organization and the personal exchange during the sessions. Due to the variety of topics and high media reach, the Industry Festival is the perfect platform to make new contacts and expand one's network."

Magic Software ( topic partner of the INDUSTRY.forward EXPO 2022)

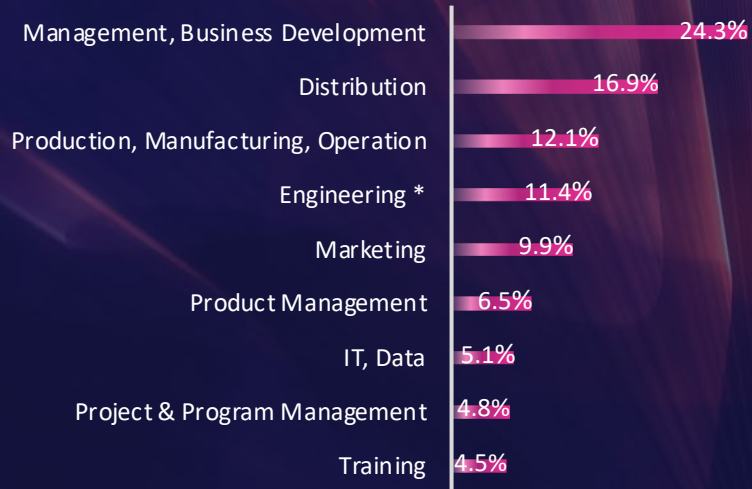
"Through INDUSTRY.forward EXPO we have received a lot of very good leads with which we support our sales. The concept of the industry festival is completely convincing. The sessions address the current topics of the industry. In addition, a professional holistic organization, everything well thought out and well prepared.

Many thanks to publish-industry - it was great to be part of it."

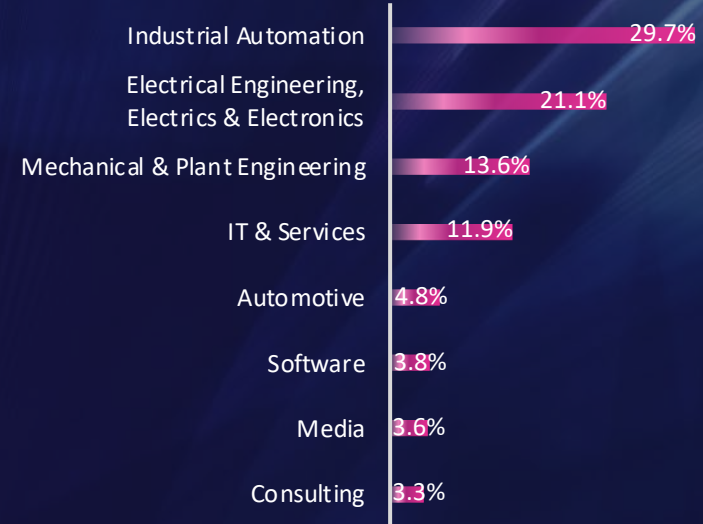
Gundula Schulze, Marketing Communication Manager, HMS Industrial Networks GmbH  
(competence partner of the Industrial Solutions topic days)

## Qualified participants from the industry

### TOP FIELDS OF ACTIVITY



### TOP INDUSTRIES



\* development, construction, engineering, application

# References



The background is a dark, abstract composition of light streaks and rays. On the left, there are prominent red and orange streaks that fan out from the top left towards the center. On the right, there are blue and cyan streaks that fan out from the top right towards the center. The overall effect is one of dynamic energy and modern technology.

# We create business for industries

[www.publish-industry.net](http://www.publish-industry.net)