INDUSTRY FORWARD

EXPO

DIGITAL. CONFERENCE. FESTIVAL.

THE DIGITAL INDUSTRY CONFERENCE

Spring: April 28 - May 5, 2027 | Autumn: October 25 - 29, 2027

INDUSTRY.forward EXPO 2027

The INDUSTRY.forward EXPO is THE digital industry conference. At the heart of the EXPO is a high-quality technical program featuring strategy presentations and tech sessions across seven themed stages. For attendees, this creates relevant thematic gathering places over the course of several days.

Become a partner of the INDUSTRY.forward EXPO and secure maximum visibility, a strong brand presence, and direct access to highly qualified B2B decision-makers - whom you'll receive as leads - through a digital tech session.

NEW: EXPERT TALKS – INTERVIEW FORMAT
In a 20-minute expert interview with our editor-in-chief, we'll showcase you as an expert. Read more on page 8.

YOUR BENEFITS AS AN EXPO PARTNER

AWARENESS: Wide digital reach and visibility through targeted marketing and promotion in industrial sectors

EXPERTISE: The conference provides companies with a platform to showcase innovations, technologies, and relevant topics and issues concerning the future of the industry

RELEVANCE: Thematic meetups, moderated by content specialists, serving as relevant touchpoints for industrial companies. Q&A sessions with all participants, chats, and opportunities for direct contact and networking

LEAD-GENERATION: Contact and interest information for participants registered for your presentations - or, alternatively, for selected topics - will become your leads

FLEXIBILITY: All sessions will be held live and will remain available online for on-demand viewing after the live conference ends (INDUSTR.com, YouTube)

The range of topics covered at the INDUSTRY.forward EXPO

INDUSTRY.FORWARD EXPO
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INDUSTRY.FORWARD	DEFENCE	INDUSTRIAL AI	FACTORY AUTOMATION	PROCESS	ELECTRONICS	ENERGY
Strategy	Dual-Use Technologies	Artificial Intelligence	Smart Production & AI	Process Automation & AI	Embedded Systems & Microprocessors	Industrial Energy Transition
Transformation	Electronic Warfare	Machine Learning	Control Engineering	Control Engineering	Power & Power Electronics	Digital Energy & Energy Efficiency
Sustainability	Civil-Military Cooperation	Data Analytics	Robotics	Industrial Software & Industrial Cloud	Development Tools & Prototyping	Energy Procurement & Generation
AI & Digitalization	Drones & Unmanned Systems	Predictive Maintenance & Anomaly Detection	Machine Vision	Hygienic Design	Components	Security of Supply & Self-Sufficiency Concepts
Open Innovation & Ecosystem	Sensors & Reconnaissance	Process Excellence	Control Cabinet Technology	Explosion Protection	Connection Technology	Renewables
Business Model Innovation	Military Communications	Machine Vision & Image Recognition	Industrial Software	Process Engineering	Enclosures & Cooling Technology	Energy Monitoring
Circular Economy	Logistics	Edge AI & Embedded Intelligence	Edge Computing	Pumps & Compressors	Distribution & Services	Energy Management
Future Leadership	Resilience & Crisis Preparedness	Autonomous Systems & Physical AI	Sensors & Measurement Technology	Sensors & Measurement Technology	Displays & HMI Components	CO_2 Management
Technology Integration	Procurement & Tendering Procedures	Digital Twins & AI Simulation	Drive Technology	Plant Construction & Operations	Measurement Technology	Power-to-X
Resilience	Defence Startups & Scale-ups	Data Governance & Training Data	Industrial Cloud	Powders & Bulk Materials	Communications	Storage & Batteries
Supply Chain	Capital & Financing	Regulation & EU AI Act	Industrial Communication	Food & Beverage	Sensors	Hydrogen
People & Culture	Supply Chains & Production Networks	Skills & Competence Development	Human Machine Interface	Packaging Technology	Software & Security	E-Mobility
Knowledge Management & Transfer	Production Automation	AI-Driven Automation	Logistics & Intralogistics	Human-Machine Interface	Smart Engineering	Smart Building
All Electric Society	Contract Manufacturing	Transformation Mindset	Smart Maintenance	Smart Maintenance	Materials & Resources	Research & Development
Future Mobility	Security	Sustainability by AI	Safety & Security	Safety & Security		Photonics
Market Management	Law & Regulation	Explainable AI (XAI) & Trustworthy AI	Autonomous Systems			Future Materials
			Additive Manufacturing			

INDUSTRY.forward EXPO – High Turnout & Reach



1.000+
Registered participants from the industry

130+
Strategy & Tech Sessions

1.000 h
Session Participation

12
successful editions

250.000
Email Contact Points

15 Mio.
Social Media Impressions

Ø 70
Leads/Session

Ø 83 EUR
Cost per Lead

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

Lead Generation @INDUSTRY.forward EXPO

With our lead packages, we offer our customers a combination of brand awareness and leads.
As a partner, you can choose from various forms of lead generation:



TECH-SESSIONS

page 7

You'll participate by giving a talk - including a presentation - on your topic or product, and our content specialists will introduce and wrap up your session, as well as guide you through the subsequent Q&A. You'll then receive the attendees' contact information as leads.



EXPERT-TALKS

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As part of an interview series, you'll engage in a conversation with one of our editors-in-chief from A&D, E&E, P&A, or ENERGY about your topic, solution, or innovation, and receive the participants' contact information as leads.

INDUSTRY.forward EXPO – Marketing Qualified Leads

MARKETING-QUALIFIED LEADS ARISE FROM INTEREST IN A TOPIC

We provide you with leads who have given their permission for you to contact them and send them additional information. You can convert these marketing leads into sales leads in just a few steps.

Leads are generated through the content offered at the INDUSTRY.forward EXPO, for which prospective attendees can register free of charge. By registering, prospective attendees provide their contact information and grant permission for our clients to contact them.

All leads we provide comply with GDPR requirements.

The presentations are promoted online, via newsletters, and on social media.

A lead address for you includes:

- First and Last Name
- Job Title
- Email and, if applicable, phone number
- Company Name
- Topics of Interest
- Opt-in to receive contact via email (and, if applicable, by phone)

TECH SESSION – Your Participation with a Presentation



- Tech session for presenting technologies, products, and solutions in the form of a 20-minute presentation
- Technical moderation of the presentation by a publish-industry content expert
- Along with tech talks and strategy sessions, the tech session is a key component of the agenda

- The tech session will remain available as a recording in the agenda for those interested immediately after the event
- Marketing: Invitation, announcement, and reminder emails for all presentations, social media posts, and online marketing on the INDUSTR.com industry platform

Ø 70
Registrations/Session*

83 EUR
Cost per Lead*

*Average figures from INDUSTRY.forward EXPO 2025

EXPERT TALKS – an interview with your expert



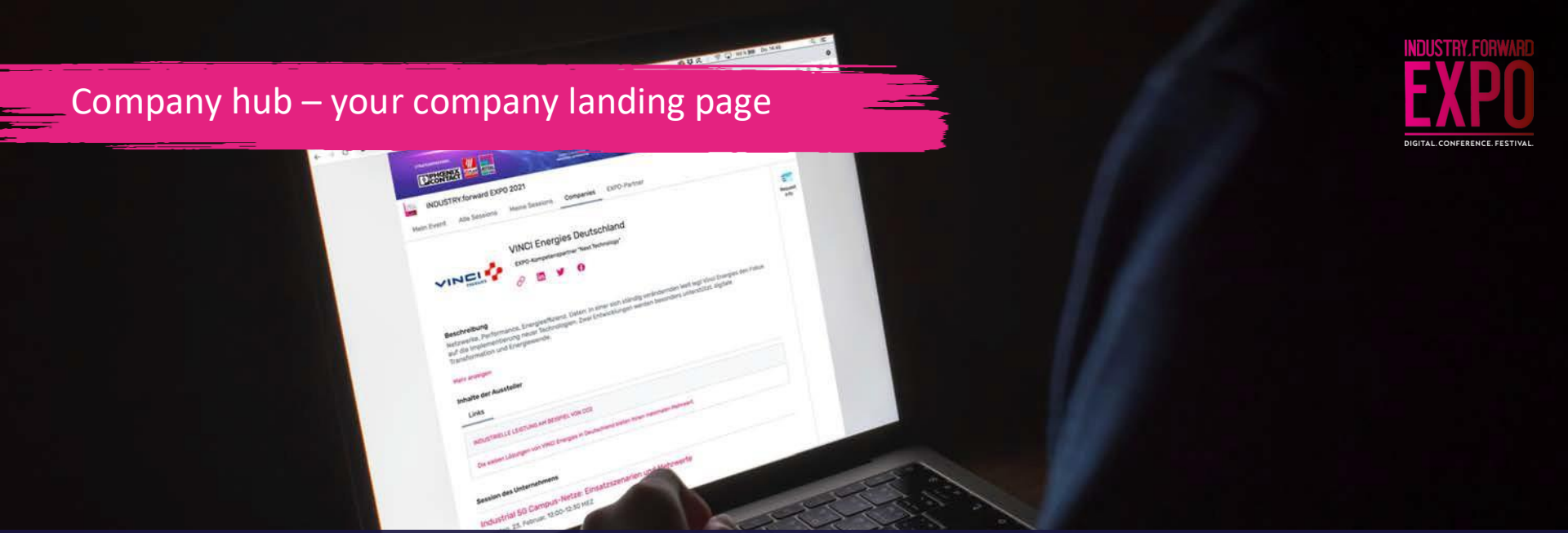
- EXPERT-Talk: A discussion on technologies and solutions in the form of a 20-minute interview
- Our editor-in-chief in a live, moderated panel discussion with your expert
- The Expert Talk is a substantive part of the agenda - alongside the strategy and tech sessions
- The Expert Talk will be available as a recording in the agenda for interested parties immediately after the event
- Marketing: Invitation, announcement, and reminder emails for all presentations

Over 95% of all participants rate the variety and relevance of the topics, as well as the quality of the speakers and moderators, as good or very good.

INDUSTRY.forward EXPO 2027

PRE-CONFERENCE MARKETING: Attention & Reach Among Industry Decision-Makers	
Reach the Industrial Ecosystem: Marketing across all publish-industry channels (magazines, INDUSTR.com, LinkedIn, and newsletters)	✓
Speaker Package: Materials for your marketing and social media channels (visuals, speaker teasers, session teasers, agenda link, hashtags, and text snippets)	✓
Company logo in pre-conference marketing emails	✓
Speaker and company listings, including company logos, on the event registration website and live conference website	✓
PRE CONFERENCE BRIEFING: Level up	
Speaker Briefing and Technical Check	✓
CONFERENCE: Content, Interaction, Leads	
Tech session or tech talk with a subject-matter expert as moderator via Zoom (20-minute presentation plus 10 minutes of Q&A)	✓
Announcement and reminder emails regarding the tech sessions	✓
Session as part of the conference agenda (including search tags for interest-based agenda planning)	✓
Company Hub: Your Personal Landing Page (Logo, link to the company website, social media links, company description, direct contact option, company links to your tech sessions, downloads for product information, white papers, additional link options, etc.)	✓
Interaction: A 10-minute Q&A session following the presentation	✓
Leads: All registrations and attendees for your presentation(s), including visitors to your Company Hub	✓
POST CONFERENCE COMMUNICATION: Awareness & Engagement	
Reach the Industrial Ecosystem: Content marketing across all publish-industry channels (magazines, INDUSTR.com, LinkedIn, and newsletters)	✓
Company Logo in Post-Event Thank-You Emails	✓
A recording of your tech session for your channels (presentation plus a moderated Q&A session)	✓
Tech Session	**EUR 4,990**
Expert Talk with the Editor-in-Chief of publish-industry	**EUR 5,990**
Additional Tech Session	EUR 1,290

Company hub – your company landing page



To complement the conference program, your company's landing page features your most important news, videos, and engaging content, available for download or via links.

Components of the Company Hub

- Logo
- Link to the company's website
- Company Description
- Title and links to the respective tech session or tech talk
- Social Media Links
- Option to contact us directly via email
- Downloads for product information, white papers, etc.
- Additional Link Options

Invitation & attendee marketing

The INDUSTRY.forward EXPO is promoted through all publish-industry channels (INDUSTR.com, INDUSTRY.forward, newsletters, magazines, LinkedIn, etc.). Users can participate free of charge after a one-time registration.

WE ALSO ACTIVELY SUPPORT YOU IN PROMOTING YOUR PARTICIPATION IN THE CONFERENCE



MARKETING MATERIAL

We'll provide you with speaker teasers, session teasers, links, hashtags, and text snippets for your communication channels.



E-Mail MARKETING

Your company logo in all INDUSTRY.forward EXPO email campaigns: before, during, and after the conference. Your session featured as a highlight in the weekly preview, along with a reminder email sent to all registered attendees of your session (a total of 250,000 contacts).



SOCIAL MEDIA MARKETING

Your session in the schedule post leading up to the presentation.
Your session/speaker as a post leading up to the presentation.

Included in all packages

Your marketing activities as a partner

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

EXHIBITION CALENDAR

Add the INDUSTRY.forward EXPO to your calendar of events

PRESS RELEASES

Notify your press contacts and influencers about your INDUSTRY.forward EXPO activities via a press release

EXHIBITION INFORMATION

Highlight your participation in the INDUSTRY.forward EXPO at all customer touchpoints

NEWSLETTER & MAILINGS

Invite potential prospects to your INDUSTRY.forward EXPO presentations

SOCIAL MEDIA

Share your INDUSTRY.forward EXPO activities with your networks

INDUSTRY.forward EXPO attendees particularly enjoyed:

"The twice-a-year schedule is great. Please keep it up. It's a very quick and efficient way to get (basic) information. If you're interested in learning more, you can then reach out to the company in question in a more targeted way. Please keep up the good work here, too!"

"Professional presentations, well-moderated Q&A sessions, and a wide variety of topics."

"Watching the presentations later via the video recordings. I didn't have time to watch them during the day. So I'll catch up on them when I have time. That's really great!"

"Brief, concise insights and an overview of future topics without taking up too much time"

"A very simple way to learn about other topics every now and then"

"A dynamic format with short presentations. Because the program spanned a 'long' two-week period, it was possible to specifically select the topics that were of interest and plan my participation accordingly."

"The opportunity to listen to technical, economic, and environmental presentations for free; the opportunity to listen to recordings of the presentations; the opportunity to get to know companies"

"Simple registration process, not too many reminder emails, motivated moderators, a schedule that was followed, working links, and a long event duration."

"High-quality information from the individual sessions. A good mix of specific use cases and general topics related to digital transformation."

What our partners say

"As a content partner for the INDUSTRY.forward Expo, we were impressed by the professional organization and the personal interactions that took place during the presentations. Thanks to the wide range of topics and its broad reach, the Industry Festival is the perfect platform for making new connections and expanding one's network."

Magic Software (Theme Partners of the INDUSTRY.forward EXPO 2022)

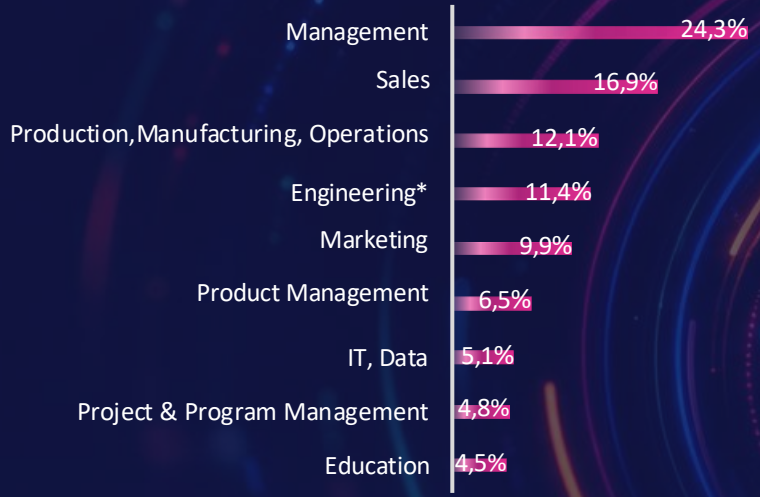
"Thanks to the INDUSTRY.forward EXPO, we've received a large number of high-quality leads that are helping our sales team. The concept of the industry festival is thoroughly compelling. The presentations address the industry's current topics. Add to that professional, comprehensive organization - everything was well thought out and well prepared. Many thanks to publish-industry - it was great to be there."

Gundula Schulze, Marketing Communication Manager, HMS Industrial Networks GmbH

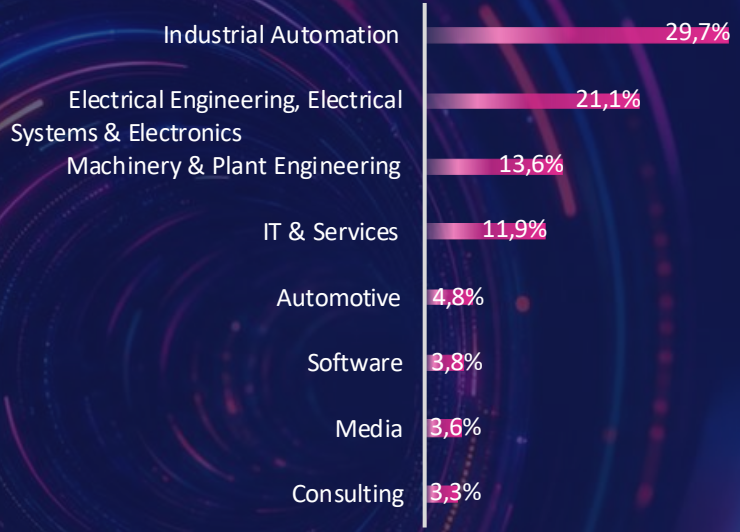
(Expert Partner for the Industrial Solutions Theme Days)

Qualified participants from the industry

KEY AREAS OF ACTIVITY



TOP INDUSTRIES



*Development, Design, Engineering, Application

References


ABB
accenture
ACTEMIUM
a-eberle
ANALOG DEVICES
Ansys
AUCOTEC
autosen
axians
B&R
bachmann.
BALLUFF
BECKHOFF
BELDEN
BEUMERGROUP
BILFINGER
CODESYS
congatec
CONRAD
Danfoss
EMERSON
encoway
Endress+Hauser
endrich
ENGIE
e·on
EPLAN
EtherCAT Technology Group
FESTO
FRABA
Fraunhofer IPA
genua.
GFT
GP JOULE
HARTING
hilscher empowering communication
HMS
HORVÁTH
IBM
igus
intershop
Jauch
kaspersky
KraussMaffei
KUKA
Lacon
logicals
Lenze
LOTZE
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rkuit.
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SIGLENT
SMC
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TeamViewer
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