

# cleanzone

Digital Edition

18 + 19 November 2020

Your digital  
trade fair  
presentation  
2020

[www.cleanzone.messefrankfurt.com](http://www.cleanzone.messefrankfurt.com)

## What is different in 2020? What is new?

Cleanzone, the international trade fair for contamination control and cleanroom technology, is taking place digitally on 18 and 19 November 2020.

The virtual event also offers you numerous opportunities for showcasing your products and solutions. Take advantage of this digital platform!

## Your benefits:

- You raise your profile by maximising your digital reach.
- Your customised company profile helps you stand out at the event.
- Intelligent AI-supported matchmaking guarantees that you will gain countless new leads.
- You will have the opportunity to network virtually and dialogue with potential business partners via chat.
- You can reach your visitor target group around the clock – even after the event has ended, until the end of the year.

## Your digital package ...

- Your custom company profile and brand/product profiles (up to 5)
- Dialogue with your customers in real time: Chats and video streaming
- AI-supported matchmaking based on visitor interests and your products and services
- Personal appointment calendar and participation for your entire team
- Streaming and on-demand content:  
Cleanzone Conference & Cleanzone Award
- Actively address visitors
- Lead package (unlimited leads)
- Speed dating
- Complimentary visitor tickets for your customers

**for  
5,900 euros**

## ... plus a range of services that can be booked individually

- Integration of a video into the exhibitor profile or the brand/product profile: 100 euros each
- Additional brand/product profiles: 100 euros each
- Product presentation on the exhibitor channel with listing in the event calendar: on request
- Data package, contact evaluation and clicks: 1,500 euros
- Private conference rooms for up to 50 people – including 12 with cameras (roundtable): 1,000 euros each

## You can also book the following – availability is limited:

- Top of the list (in the exhibitor list): 1,500 euros
- Pre-roll ad before the conference streams (10 – 15 second video): 2,000 euros
- Pre-roll ad before the Cleanzone Award ceremony (10 – 15 second video): 2,000 euros
- Session sponsor in the event view: 1,700 euros
- Video sponsorship during the conference streams: on request
- Visitor newsletter banner: 500 euros
- Banner advertising for Cleanzone Digital Edition registration: on request
- Online banners on the Cleanzone website: on request

## International media presence

Cleanzone has an international media presence – and not just for the digital edition. Take advantage of this network!

### Already in 2019

- there were articles, advertisements and online ads in trade media in 14 countries
- 64 accredited journalists from 7 countries
- 19,028 clicks on Google Ads in Germany and worldwide

### Cleanzone currently enjoys

- 1,770,348 page impressions annually
- 1,216 followers on Twitter
- 482 followers on Facebook
- 530 followers on LinkedIn
- 236 followers on XING

**limitless  
digital**

# This is how your international visitors are brought into the network ...

## Valuable contacts through international marketing

### **Messe Frankfurt's promotional activities:**

- 23,800 postal and 203,000 digital direct marketing contacts
- Advertisements and online ads in international trade media
- International sales network in 188 countries

### **In 2019, Cleanzone was visited by 1,300 cleanroom technology experts from 42 different countries**

#### **Among those on hand:**

Abbott, Arges, BASF, Biotest, Centillion, EURECA Messtechnik, Fresenius, Infineon Technologies, LaVision, LEONI ecolab, Lieken Brot- und Backwaren, Merck Healthcare, Nestlé, Ratiolab, Robert Bosch, ROTOP Pharmaka, Sanofi-Aventis, Siemens, Ursa-Chemie, zytomanufaktur



## Your benefits from the new digital features ...

With the Digital Edition of the Cleanzone at the pulse of cleanroom technologies. Take a look at the explanatory video below: [www.cleanzone.messefrankfurt.com/video](http://www.cleanzone.messefrankfurt.com/video)

**See you @ Cleanzone Digital Edition**

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