

Partner invitation

1. mav EMO-Preview Event

September 23rd, 2021 | Kongresshalle Böblingen

Incl. extensive
media package!

Present your EMO innovations to relevant decision-makers in Germany!



Kongresshalle Böblingen meets EMO!

- The **1. mav EMO preview event** will take place as one of the first face-to-face events this year in September 2021 in Böblingen, Germany.
- At this **event**, you can reach customers who are not traveling to Milan for EMO this year but still want to find out about innovations in the field of machines, tools, additive manufacturing, etc. in one day.
- The event is based on the proven concept of the *mav Innovationsforum*: parallel lecture halls as well as an accompanying exhibition with valuable contact opportunities and extensive media services.
- In addition due to corona, the presentations will be streamed in parallel on the web (hybrid event).
- Professionals have the chance here to inform themselves, exchange experiences and make numerous contacts in just one day.
- The partners receive all DSGVO-compliant subscriber leads of the visitors.
- In addition to the event in the proven format, the overall package is rounded off by an **extensive EMO media package** so that you can place your innovations in the relevant media context.

A proven event concept

- The event concept is based on the proven *mav Innovationsforum*: It combines the advantages of a trade fair with those of a congress.
- Opening of the event by an attractive keynote from the field of research / university
- Parallel presentation sessions on different main topics
- The different lecture halls are spatially separated from each other within the congress center.
- Visitors can change the lecture halls at any time or visit the accompanying exhibition of the partners.
- Generous breaks invite networking.
- In view of the infection situation, we will develop comprehensive safety measures and hygiene concepts together with our partner, the Böblingen Congress Hall, at an early stage.



Accompanying exhibition

- Each partner receives an exhibition space of approximately 6 m² for roll-ups, small pop-up displays, company presentations or exhibits. Depending on the location either:
 - 2,5 x 2,5 m or
 - 2,0 x 3,0 m
- Electricity, wifi access, tables and chairs will be provided.
- Booths will be placed in mirror image of the presentation slots so that the greatest possible turnover is achieved.



Service overview (1): Event

Presentation area at the event location

Exhibition area 2.5 x 2.5 m or 2 x 3.0 m

25-minute presentation slot

for the presentation of concrete solutions

Unlimited, free guest card contingent

for business partners, customers or suppliers

Exclusive transfer of contact data of visitors and online participants

for individual further processing within the scope of the DSGVO

Synergy effects

through the dedicated distribution of all advertising materials by the partners

Handling, organization and moderation of the event

by the team of mav

Organization of a keynote speaker

from the environment university / research

Service overview (2): Media package

Editorial event promotion

In print and on the online portal mav.industrie.de

8-page invitation flyer incl. logo + program

Incl. printed contingent for own use

Publication of a statement in mav 7-8/2021

What can visitors expect? What novelty are you presenting?

Summary of your presentation to be printed in the conference reader

on a double page. The conference reader is a special print for the event.

Reprint of the conference reader article in mav 10/2021.

In addition to visitors, you get another 22,050 contact opportunities through mav.

One page advertisement in the EMO issue of mav

1/1 page in mav 9/2021, the trade show issue for EMO 2021

Text contribution on an editorial EMO online topic page on mav.industrie.de.

You provide us with an article/novelty that is placed in the environment of editorial articles on the topic of EMO. Length: approx. 3000-5000 characters.

Setting up an event microsite on mav.industrie.de

Incl. program, registration modalities and logos

Mention in the mav newsletter prior to EMO

As well as all advertising material for individual integration

Total package price:
9.500 .-

Data and facts

- Date/Location:** Thursday, September 23rd, 2021, Böblingen Congress Hall
- Content/Topics:** Applications or innovations, for example, in the areas of machine tools, tools, process tuning, additive manufacturing, robotics and automation, or digitization.
- Concept:**
- » Exchange of experience with visitors directly on site
 - » Moderation by our technical and chief editors
 - » Attractive Keynote speaker
 - » Innovative presentations in different main topics
 - » Exhibition space for the partner companies
 - » Time for talks and contacts; networking among users
 - » Incl. extensive EMO media package online and print
- Veranstalter:** Trade magazine "mav Innovation in der spannenden Fertigung“, Konradin Media Group
- Beteiligung:** Position yourself as a specialist partner and expert with a presentation at the event and take advantage of our comprehensive EMO package to present yourself!

Total package: 9.500€
Registration deadline June 18th, 2021

Your contact to us



Peter Hamberger

Director Sales

Tel. +49 (0) 711 7594 360

peter.hamberger@konradin.de



Holger Röhr

Editor in Chief mav

Tel. +49 (0) 711 7594 389

holger.roehr@konradin.de



Verena Benz

Project Manager

Tel. +49 (0) 711 7594 332

verena.benz@konradin.de