



## BABYWELT is going digital

### Raise the curtain! Your digital platform

BABYWELT is going digital! In a completely new and unique way! Thanks to digital live event platform xircus we are in a position to stage a live fair without equal. 1 million parents know and trust BABYWELT as a consumer event brand. For them, we are creating space for interactive encounters, personal exchange and enjoyable shopping experiences that feels like the real thing! Why not join us?

### Come on in! Welcome to the new live

The digital BABYWELT will inspire young and expectant parents, attracting visitors with a wide range of products, high-quality expert presentations and one-to-one consultation.

Step into a new live experience together with us as an exhibitor. Present yourself on our digital stages, meet expectant and young parents online and advise them via live stream and chat – in 4 digital worlds of experience:

#### 1. Digital exhibition:

Trade Fair stands will invite visitors to browse, (expectant) parents can enjoy your individual expert advice, follow your product shows and shop to their heart's content.

#### 2. Expert talks

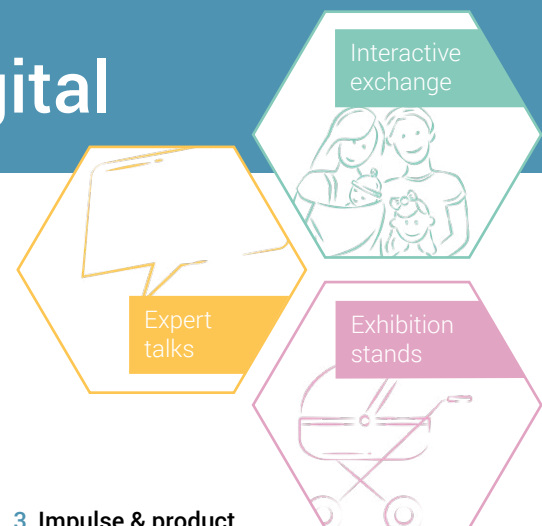
Renowned experts will provide the best infotainment on the main stage.

#### 3. Impulse & product shows

Give a keynote speech on an interesting topic or impress (expectant) parents by presenting your latest product.

#### 4. Meet & Talk

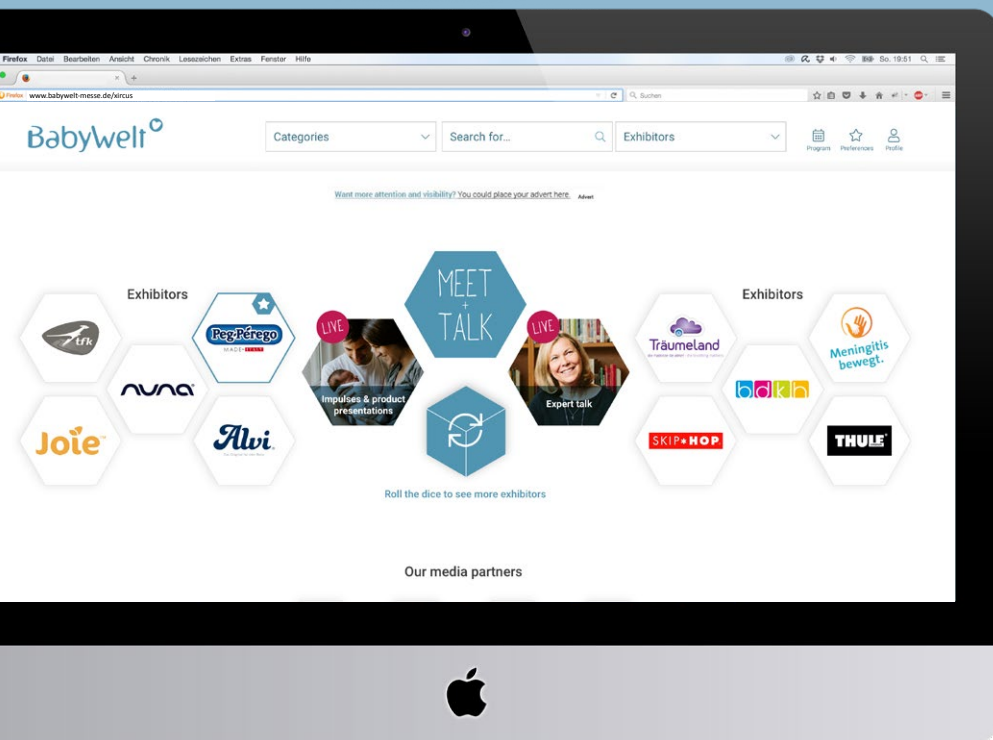
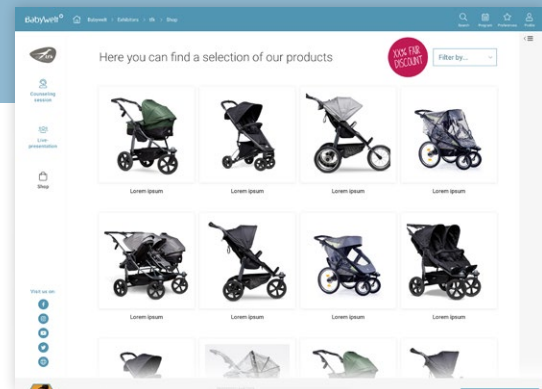
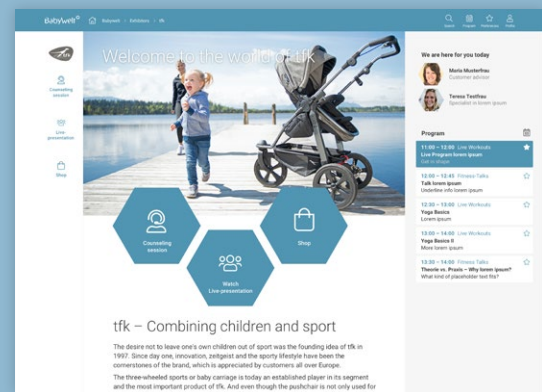
Visitors are able to share their experience with other parents, put individual questions to the speakers and meet well-known influencers.



# BABYWELT – inspired by xircus

## Four great reasons for companies to exhibit

- 1. Consumer fair experience with a live feeling:** four digital worlds of experience provide a completely new live feeling. Young and expectant parents can enjoy one-to-one consultation with you in real time, experience high-quality talks from experts and immerse themselves in the shopping experience. You can share live with speakers, influencers and other parents – all on the same platform.
- 2. High level of interest and demand:** The high level of interest in a digital BABYWELT from visitors who have already registered and our online community demonstrates the ongoing demand among (expectant) parents. As an exhibitor, you will make contact with a large target group across many regions that is looking for orientation and exchange.
- 3. Interactive advice including shopping experience:** Whether on the big stage, in small groups or intensive one-to-one meetings – as an exhibitor you can advise your stand visitors live and interactively. Consulting rooms allow you to explain all the advantages and functions of your products and services in detail. Impressed by a product? Links to the online store lead to a fun shopping experience.
- 4. Unique combination of discovery and browsing:** xircus creates a unique live digital event. Artificial intelligence is deployed to automatically take visitors to precisely those exhibitors, lecture topics, services and products that interest them. In addition to AI-controlled matchmaking, visitors to the platform can also search for brands and products in a targeted way or simply browse and find their own way round.



 **xircus** – A new world of sharing

xircus is a live digital event platform, developed by trade fair and conference organiser FLEET Events. The platform networks technical systems for live streaming, chat and video conferences. In focus: intuitive control for all users and a high level of interaction among all participants.



# Take part now – your options

## Your digital stand options:

**Basic package** EUR 2,300 plus VAT.



Header, video trailer or image



Logo, text, social media, web link



Live chat function



Product page displaying 24 products



Live presentation room 1:X

## Increase interaction?

### Optional add-on

#### First room for consultations

EUR 500 plus VAT.

- Integration onto the exhibitor page
- Access link (excl. technology)

#### Each additional consultation room

EUR 300 plus VAT.

#### Talk slot on Impulse & Product shows stage

EUR 500 plus VAT.

- Duration: 25 min.
- Integration into the programme
- Displayed live at the highest event level
- Integration onto the exhibitor page
- You manage the direction (excl. technology)

## Got what you need?

### Optional add-on

#### Technical package I

EUR 1,500 plus VAT.

- Support from one person over 2 days
- Installation of the stream
- iPad camera guide (mobile)
- Microphones
- Travel expenses and accommodation included

#### Technical package II

EUR 4,000 plus VAT.

- Support from two people over 2 days
- Live stream installation
- Camera technology on tripod – guided
- Microphones, handheld transmitters
- Light on tripod to light up 15 m<sup>2</sup>
- Travel expenses and accommodation included

## Increase visibility?

Gain additional presence at the digital BABYWELT fair through ad placements

#### Text advert

EUR 220 plus VAT.

- Text display on the main page, max. 80 characters
- Several adverts are shown in rotation
- Links to the exhibitor page
- Advertisement is shown 5 x per event hour
- Advertisement duration: 30 seconds

#### Advertising trailer in the talk programme

EUR 290 plus VAT.

- One-time integration of a web trailer before a talk on the main stage
- Duration: Up to 15 seconds

## Sound good?

We are here to help with advice and ideas! For more information and technical advice, please contact us:

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