



ANGA**COM**

DIGITAL

ONLINE CONGRESS

8-10 JUNE 2021

DIGITAL PARTNERSHIPS

www.angacom.de/digital

ANGA COM DIGITAL: Overview

ANGA COM - Exhibition & Conference for Broadband, Television & Online - with most recently 20,000 attendees has launched a **new virtual event format** with ANGA COM DIGITAL.

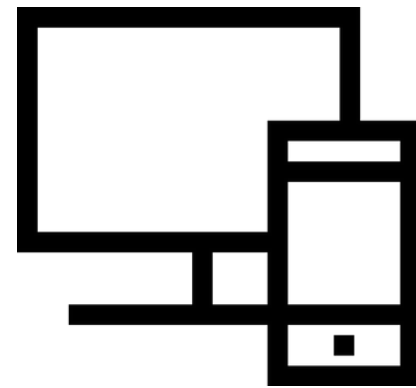
This new online congress will take place on a digital event platform from **8 - 10 June 2021**.

From now on, companies can register for a **Digital Partnership**. Digital partners can actively participate in the extensive **conference programme** on technology and strategy topics from the broadband and media sectors, present their products and services to an international audience in the **Digital Showrooms** and take advantage of numerous **networking options**.

With a **free registration for participants**, ANGA COM DIGITAL offers the best possible advertising reach for digital partners.

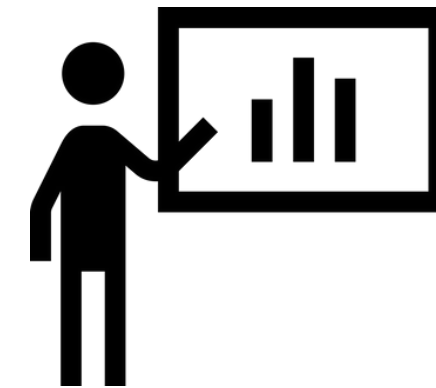


ANGA COM DIGITAL: Elements



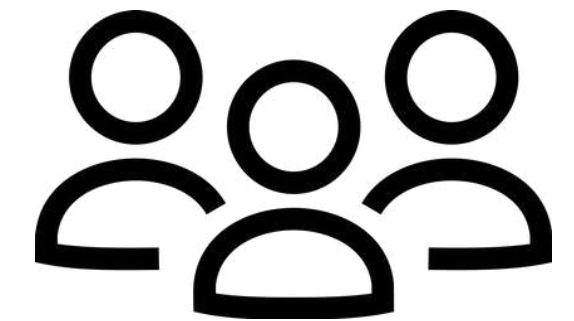
Digital Showroom

- Online-optimized company presence
- Integration of videos, documents, images, job ads etc.
- Communication with participants (chat, 1:1 video meetings, video calls)
- Lead Tracking



Conference Programme

- International circle of participants from broadband and media
- High visibility of digital partners through active involvement in the programme
- On demand library for self-designed panels and presentations



Networking

- Intelligent AI-powered matchmaking
- Extensive networking and contact options
- Jump in Discussions (free choice of topic, multiple participants)
- Digital job board

ANGA COM DIGITAL: Advantages for Digital Partners

- **International visibility** and maximum digital reach
- **Free participant registration** for the best possible advertising impact
- **Digital showrooms** for an online-optimized, interactive and user-friendly company presence
- **Lead generation** through numerous opportunities for interaction with participants, touchpoint in the digital showroom and intelligent matchmaking
- **Speaker slots** in the conference programme on technology and strategy topics
- **On demand library** for keynotes and self-designed panels
- **Networking** and contact options (chat, 1:1 video meeting, video call)
- **Jump in Discussions** for the creation of own discussion rooms with a free choice of topic and multiple participants
- **Job board** for the publication of job advertisements
- **Flexible budget** through graded partner levels

ANGA COM DIGITAL Night

If circumstances permit, a small, exclusive **evening event** will be held during ANGA COM DIGITAL - the ANGA COM DIGITAL Night. As soon as the pandemic situation allows, further details will be published.

Invitations to ANGA COM DIGITAL Night will be limited and issued only to a few selected decision makers of the broadband and media industry as well as exclusively to the partners of ANGA COM DIGITAL from the level silver. Here, the following scale applies:

- Silver partner: 1 ticket
- Gold partner: 1 ticket
- Platinum partner: 2 tickets

Also for the ANGA COM DIGITAL Night, sponsoring opportunities will be offered. More details will be published as soon as it seems possible to hold the event.

ANGA COM DIGITAL: Digital Partnership Levels

Costs per Partnership (plus VAT)	PLATINUM 25,000 €	GOLD 15,000 €	SILVER 10,000 €	BRONZE 5,000 €
Digital Showroom				
Digital Showroom on the ANGA COM DIGITAL Platform	+	+	+	+
Digital Lead Tracking (visitor data collection)	+	+	+	+
Speaking Opportunities				
Speaker Slot in the ANGA COM DIGITAL conference programme	4	3	2	1
Keynote On Demand Space (self-designed speech / presentation)	4	3	2	1
Webinar On Demand Space (self-designed panel)	2	1	-	-
Digital Branding				
Logo on the ANGA COM website in the "ANGA COM DIGITAL" section	+	+	+	+
Logo in the online programme brochure (PDF)	+	+	-	-
Logo on starting page of the ANGA COM DIGITAL Platform as "Platinum Partner"	+	-	-	-
Logo in all email newsletters as "Platinum Partner" (to > 30,000 recipients)	+	-	-	-
Social Media & PR				
Press Release on the ANGA COM website in the "News Digital Partners" section	2	2	1	1
Twitter Retweet of a partner tweet via the ANGA COM Twitter account	2	1	-	-
LinkedIn Share of a partner post via the ANGA COM LinkedIn account	1	-	-	-
Add Ons				
Advertising in the email newsletter ANGA COM DIGITAL Daily	additionally bookable for all partners from 2,500 €			
Branding of the Participants Registration	additionally bookable for all partners for 10,000 €			



Digital Showroom

Digital Showroom on the ANGA COM DIGITAL Platform

PLATINUM	GOLD	SILVER	BRONZE
+	+	+	+

- The new conference format ANGA COM DIGITAL takes place on a virtual platform. With online-optimized digital showrooms, it offers partners extensive presentation opportunities as well as a conference area with panel discussions and presentation sessions on technology and strategy topics. In addition, there is an on demand library, where partners can be present with their own panels, keynotes or presentations. Jump in Discussions allow to spontaneously create own discussion rooms with a free choice of topic and multiple participants. A further highlighting of certain partner offers is provided by the product list and the job board. Access to digital matchmaking and numerous networking options allow interaction with all participants and make it possible to gain new contacts.
- Each partner receives a digital showroom on the ANGA COM DIGITAL Platform, which can be filled or linked with a variety of content via the partner backend. This includes logo, teaser image, company description, contact information with link to the website and social media channels, contact persons (linking to staff), speaker slots in the conference programme, keynotes, webinars (if included in the booked partner level), 10 documents, 10 products (each with 1x video, document and image; additional publication in product list), 5 videos and 5 job advertisements (additional publication in job board). For the communication with participants the functions chat, 1:1 video meeting and video call are available.

Digital Lead Tracking (vistor data collection)

PLATINUM	GOLD	SILVER	BRONZE
+	+	+	+

- Each partner receives the contact details of the visitors who clicked on the "Request more information" button in their digital showroom, as well as of those with whom the partner company's staff successfully made contact during the event.
- For each contact, the lead list contains the following information: First name, last name, email address, company name, job title, country and interaction type.

Speaking Opportunities

Speaker Slot in the ANGA COM DIGITAL Conference Programme

PLATINUM	GOLD	SILVER	BRONZE
4 Speaker Slots	3 Speaker Slots	2 Speaker Slots	1 Speaker Slot

- The new congress format ANGA COM DIGITAL takes place on a virtual platform. Here, the conference programme offers a variety of international presentation and discussion panels on technology and strategy topics from the broadband and media sectors.
- Partners receive a number of speaker slots in the conference programme, graded according to partner level. The positioning in the programme is done in coordination between the organizer and the partner.
- The conference programme will be extensively promoted in the run-up to ANGA COM DIGITAL (agenda on the ANGA COM website, speaker list on the ANGA COM website, online programme brochure, press release, newsletter, social media).

Keynote On Demand Space (self-designed speech or presentation)

PLATINUM	GOLD	SILVER	BRONZE
4 Keynotes	3 Keynotes	2 Keynotes	1 Keynote

- In addition to the linear conference programme, the ANGA COM DIGITAL Platform also offers an extensive on demand library.
- Here, partners can be present with a number of keynotes, graded according to partner level. The keynote can be a self-designed speech or presentation (e.g. product presentation), that means that the partner can freely choose the topic and the speaker of the keynote. There are 15 minutes available per keynote.
- The keynotes are produced by the partner in the run-up to ANGA COM DIGITAL and made available to the organizer as a video file. They are then available on the Digital Platform as on demand content for the entire event period.

Webinar On Demand Space (self-designed panel)

PLATINUM	GOLD	SILVER	BRONZE
2 Webinars	1 Webinar	-	-

- In addition to the linear conference programme, the ANGA COM DIGITAL Platform also offers an extensive on demand library.
- Here, platinum and gold partners can be present with a number of webinars, graded according to partner level. The webinars are self-designed panels, that means that the partner can freely choose the topic and speakers of the webinar. There are 30 minutes available per webinar.
- The webinars are produced by the partner in the run-up to ANGA COM DIGITAL and made available to the organizer as a video file. They are then available on the Digital Platform as on demand content for the entire event period.

Digital Branding

Logo on the ANGA COM website in the "ANGA COM DIGITAL" section

PLATINUM	GOLD	SILVER	BRONZE
+	+	+	+

- Each partner will be listed with logo including a link to a required URL on the ANGA COM website (www.angacom.de) in the "ANGA COM DIGITAL" section.
- Sorting is done by partner level (Platinum > Gold > Silver > Bronze) and within the levels in alphabetical order.

Logo in the online programme brochure (PDF)

PLATINUM	GOLD	SILVER	BRONZE
+	+	-	-

- In addition to the presentation on the platform, the conference programme of ANGA COM DIGITAL will also be set as a PDF brochure and made available for download on the ANGA COM website (www.angacom.de) in advance of the event, as well as being used to promote the event.
- Platinum and gold partners will be listed as such with their logo displayed in the online programme brochure.

Logo on the starting page of the ANGA COM DIGITAL Platform as "Platinum Partner"

PLATINUM	GOLD	SILVER	BRONZE
+	-	-	-

- Platinum partners will be listed as such on the starting page of the ANGA COM DIGITAL Platform with their logo and link to the partner's digital showroom.
- In addition, platinum partners will be listed as such on the entrance page to the Digital Showrooms on the ANGA COM DIGITAL Platform with their logo and link to the partner's digital showroom.

Logo in all email newsletters as "Platinum Partner" (to > 30.000 recipients)

PLATINUM	GOLD	SILVER	BRONZE
+	-	-	-

- The ANGA COM DIGITAL email newsletter will be sent out at least three times in the run-up to the event (April, May, June 2021) and as "ANGA COM DIGITAL Daily" on all three event days (8, 9 and 10 June 2021), each to more than 30,000 international recipients.
- Platinum partners will be listed as such with their logo displayed in all email newsletters (from booking date).

Social Media & PR

Press Releases on the ANGA COM website in the "News Digital Partners" section

PLATINUM	GOLD	SILVER	BRONZE
2 Press Releases	2 Press Releases	1 Press Release	1 Press Release

- In the section "News Digital Partners" on the ANGA COM website (www.angacom.de), partners can be present with a number of press releases, graded according to partner level.
- One document (PDF format) and one image (PDF, JPG, GIF, PNG or EPS format) can be published per press release.

Twitter Retweet of a partner tweet via the ANGA COM Twitter account

PLATINUM	GOLD	SILVER	BRONZE
2 Retweets	1 Retweet	-	-

- The ANGA COM Twitter account (https://twitter.com/ANGA_COM) is used to retweet a number of tweets from platinum and gold partners, graded according to partner level.
- The selection of the tweets is done in coordination between the organizer and the partner.

LinkedIn Share of a partner post via the ANGA COM LinkedIn account

PLATINUM	GOLD	SILVER	BRONZE
1 Share	-	-	-

- The ANGA COM LinkedIn account (<https://www.linkedin.com/company/angacom>) is used to share a LinkedIn post from a platinum partner.
- The selection of the post is done in coordination between the organizer and the partner.

Add ons

Advertising in the email newsletter ANGA COM DIGITAL Daily

The ANGA COM DIGITAL Daily will be sent out as an email newsletter to more than 30,000 recipients during the event on 8, 9 and 10 June 2021. Platinum partners will already be listed as such with their logo displayed in all issues of the ANGA COM DIGITAL Daily. For all partners, there are further advertising opportunities that they can add to their existing booking:

- **Advertorial** (editorial contribution with free choice of topic in one issue of the ANGA COM DIGITAL Daily; text: 1,000 characters including spaces)
5,000 € plus VAT (6x available)
- **Logo in the header** (logo in the header leaderboard in all issues of the ANGA COM DIGITAL Daily)
3,500 € plus VAT (0x available - already sold)
- **Banner at the footer** (banner with link to a required URL at the footer in all issues of the ANGA COM DIGITAL Daily; banner size: 800 x 220 pixels)
2,500 € plus VAT (0x available - already sold)

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ANGA Services GmbH Nibelungenweg 2 50996 Cologne / Germany Tel. +49 221 998081 0 info@angacom.de