



**next  
Industry**  
presents:

**THE  
FUTURE  
CODE**

12787

## Partner Packages & Participation Opportunities

Experience the Transformation of Industry  
June 6/7, 2019 – Vogel Convention Center VCC, Würzburg

# Experience the Transformation of Industry

**"The Future Code"** offers a wealth of exciting topics relating to the digital transformation over 2 days packed with know-how, innovations, inspiration, learning sessions and intensive networking.

The Future Code will enable leading heads in the industry to make the right decisions as part of the digital transformation. We will bring together lots of bright minds, thought leaders and lateral thinkers, strategists and newcomers in the industry

## *Format:*

2-day business event with keynote speeches, best practices, master classes, networking areas, exhibition world & business theme park

## *Feature topics:*

- **Technology experience:** AI, machine learning, IT security, smart data, Blockchain, AR/VR, chat bots, additive manufacturing, automation, robotics etc., IoT and cybersecurity
- **Customer experience:** Digital marketing, lead management, customer centricity, augmented & virtual reality, digital customer communication, social media & influencer marketing, chat bots
- **Culture experience:** New work scenarios, networked worlds, human resources reloaded, talent management, "Human and Machine"
- **Transformation experience:** Digital transformation, change management, business strategies, trends

## *Target group:*

- **Corporate Leaders:** CxOs, leading management and decision makers who strategically drive and steer the transformation process
- **Business modelers:** Digital officers, business developers, in-house consultants and leading market managers and product managers who implement and monitor the transformation process at operational level
- **Leading experts:** Top influencers in the field of digital transformation, industry experts from industrial practice, applied research and science, start-ups
- **Young professionals:** Next-generation leading experts
- **Students:** Next-generation business movers
- **Public institutions:** Decision makers in public administrations, political institutions etc.

## *Expected attendance:*

More than 250 participants from industry and business, particularly from the areas of automotive, electrical engineering, machine construction, IT and chemistry & life sciences.

# *Good reasons for you to take part*

## **■ *For industry & consulting firms and tech providers:***

- Show off your entire range of digital transformation services: products, solutions, tools, technologies, services, concepts and consultancy
- Demonstrate your competence and performance capability
- Meet decision makers and CxOs
- Broaden your customer portfolio and acquire new leads
- Use the platform for your employer branding and get to know digital young and next professionals in a personal meetup.
- Get to know new start-ups who will be interesting for your digital business development
- Use the platform to engage in new partnerships

## **■ *For start-ups:***

- Meet potential partners and companies to push your business
- Introduce your new approach and innovations and present your business model

## **■ *For all:***

- Benefit from a comprehensive communication and marketing campaign all around the event and reach over 40,000 decision makers

# Choose your package!

## Experience **PRIME**

14.900,-€

### **24 m<sup>2</sup> booth space**

In the Expo Area or in an individual setting (limited) by arrangement, e.g. an exclusive coffee bar, the Future of Work Lounge, partner of the C-Level Lounge etc.

### **Speaking Engagement**

Keynote speech on the main stage or master class session (approx. 60–90 min.)

### **25x VIP visitor tickets**

Access to all areas for your network of customers, partners and employees

### **Access to the C-Level Lounge**

Access for representatives and C-level customers of your company: networking, meetings incl. catering

### **Awareness package:**

Inclusion of your company's short profile as a premium partner on the event website, company logo and link on the event website, inclusion of the logo in different media for event communications, communication services as part of reporting media for the event including a mention with logo as part of the special editorial section for the event in the magazine "Next Industry" (edition: #4 2019, print run 10,000)

## Experience **BIZZ**

3.500,- €: 6 m<sup>2</sup> / 4.900,- €: 12 m<sup>2</sup>

### **6 m<sup>2</sup> oder 12 m<sup>2</sup> Standfläche**

Incl. basic furniture – 2 bar stools, workstation with PC terminal

### **10x VIP visitor tickets**

Access to all areas for your network of customers, partners and employees

### **Awareness package:**

Company logo and link on the event website, communication services as part of reporting media for the event including a mention as part of the special editorial section for the event in the magazine "Next Industry" (edition: #4 2019, print run 10,000)

# Choose your package!

## **Chill & Connect Lounge**

4.900,- €

### **Lounge Corner**

Approx. 9 m<sup>2</sup> with 2-3 seating options + lounge table, carpeting, wall panel incl. logo

### **10x VIP visitor tickets**

Access to all areas for your network of customers, partners and employees

### **Awareness package:**

Company logo and link on the event website, communication services as part of reporting media for the event including a mention as part of the special editorial section for the event in the magazine “*Next Industry*” (edition: #4 2019, print run 10,000)

## **Start-up Booth**

1.990,- €

### **Demopoint Area**

Approx. 4 m<sup>2</sup> with bar table + bar stool – “Bring your own Booth Devices”

### **5x VIP visitor tickets**

Access to all areas for your network of customers, partners and employees

### **Awareness package:**

Company logo and link on the event website, communication services as part of reporting media for the event including a mention as part of the special editorial section for the event in the magazine “*Next Industry*” (edition: #4 2019, print run 10,000)

# Choose your package!

## *Participation opportunities*

Extras – only available in conjunction with the Expo Packages:

### **Content**

- Master class approx. 60 – 90 min – € 3,400
- Speaking engagement (limited): Keynote speech, deep-dive session, panel participation or similar on the main stage – € 3,400
- Bar camp approx. 45 min – € 1,900

### **Entertainment**

- Food truck partner – outdoors
- Live music partner
- Party hosting "NEXT INDUSTRY NIGHT"
- Champagne bar
- Live entertainment
- DJ sponsoring
- Shuttle sponsoring
- Catering sponsoring
- Individual sponsoring, e.g. live band, photo booth, cigar lounge etc

*(Prices available on request by individual arrangement)*

### **Branding**

- Lanyard sponsoring – exclusive for all visitors and speakers – € 1,900
- Display/handouts of company brochure/giveaways – € 590
- Sponsoring of pads + pens – € 1,600

Please note that the offered packages + extras are suggestions. We are also happy to develop a completely individual concept with you, or you can also integrate your own event in "The Future Code" as a so-called "docking station".

***We want you to appear in the perfect light – please come and talk to us!***

# Registration for “The Future Code”

We would like to present ourselves at the event “The Future Code” on June 6/7, 2019 in Würzburg and wish to book the following service package:

- Experience PRIME (price: 14.900,- €)       Extras \_\_\_\_\_
- Experience BIZZ (price: 3.600,- €)      \_\_\_\_\_
- Chill & Connect Lounge (price: 4.900,- €)
- Start-up Booth (price: 1.990,- €)

(All prices plus VAT)

## Adressfeld:

Company \_\_\_\_\_ Contacts \_\_\_\_\_

Address \_\_\_\_\_ Postcode \_\_\_\_\_ Town/city \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

UID \_\_\_\_\_

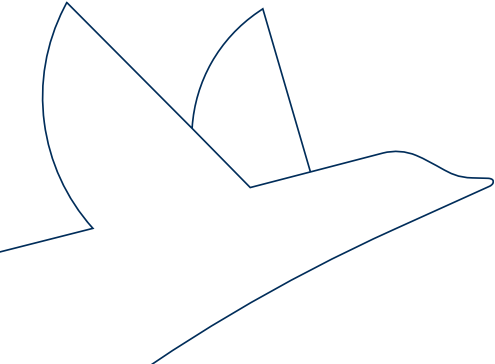
The contract will come into effect when the registration (order confirmation) is sent out by Vogel Communications Group GmbH & Co. KG. Up to 6 weeks before the start of the event, the Vogel Communications Group agrees to accept a written cancellation of contract upon payment of a fixed cancellation fee of 50% of the agreed charges. If the contract is canceled later than 6 weeks prior to the start of the event, 100% of the agreed charges are payable. Our full terms and conditions of business can be found at: [www.thefuturecode.de](http://www.thefuturecode.de)

Date \_\_\_\_\_  Signature \_\_\_\_\_

Booking

*Please get in touch!*

**We look forward  
to meeting you.**



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