

The package



2020 COMMUNICATION CAMPAIGN

**Position yourself across media as an industry innovator,
expert in the field and solutions provider!**

Do you have an outstanding product in your portfolio? Then let people know about it!
We will give your company and your product the platform they deserve. And we'll do that right in the middle
of your target group – the readers of MM MaschinenMarkt, the decision-makers of industry

An event of



– a brand of



VOGEL COMMUNICATIONS
GROUP

The Communication Campaign for the Best of Industry Award in Overview

In 2020 it will be the fifth time already that the Best of Industry Award has honored outstanding achievements of the industry in various categories. Linked to the nomination process is a six-month, chargeable cross-media communication campaign that culminates in the award ceremony.

The winners in the individual categories will be decided 50 % by the readership of MM in an online vote, and 50 % by a jury of independent experts consisting of MM editors and representatives from research and industry.

Categories:

Products and solutions can in principle be submitted from across all sectors of industry. Possible categories: additive production, automation, drive technology, forming & sheet metal working, Industry 4.0, material flow, measuring and test technology, metal-cutting, operating technology, robotics, start-ups.

Target group:

Companies looking to advertise a prize-winning or nominated product across media over a long period and thereby position themselves as innovators and solutions providers in the relevant target group.

Duration:

The communication campaign starts with the online vote in March 2020 and ends with the second Best of Industry special issue in September 2020.

Requirements:

Only products, solutions and processes that have already won an industry award or have been nominated on a shortlist in the evaluation period 1/1/2019 – 12/31/2019 are eligible to participate.

Dates

■ *March–May 2020*

- Start of online voting (approx. 10 weeks)
- Landing page goes live
www.best-of-industry.de
- incl. publishing of advertorials
- “Best of Industry” special issue appears, containing one-page advertorials of all nominees in the full MM MaschinenMarkt run
- Editorial reporting in print and digital in the MM Group (MM MaschinenMarkt, blechnet, MM Logistik)
- D/A/CH press release
- Social media presence
- Special newsletter featuring nominees

■ *May 2020*

- Jury meets to evaluate the submissions with external experts and specialist editors, with editorial reporting in print/digital/social media

■ *June 25, 2020*

- Gala award ceremony in the Vogel Convention Center with all nominees, guests of honor and industry experts
- Editorial report on the gala, incl. image gallery
- D/A/CH press release

■ *July–August 2020*

- Video material published: Winner statements, impressions of the gala
- Special newsletter featuring category winners, incl. other nominees
- Editorial reporting in print and digital in the MM Group (MM MaschinenMarkt, blechnet, MM Logistik)
- Social media presence in MM Group

■ *September 2020*

- Second special issue appears
- “Best of Industry” with extensive profile of winners in MM MaschinenMarkt split run

Best of Industry Communication Campaign

Six-month presence around the Best of Industry Award, online performance with extensive reach, gala participation, maximum target group outreach and coverage.

Services & price

PRINT	DIGITAL	GALA	PRINT RUN	COVERAGE
One-page advertorial in first "Best of Industry" special issue, appearing March 2020, print run 60,000, distributed with full MM MaschinenMarkt run and at trade fairs, events	Online advertorial on www.best-of-industry.de and www.maschinenmarkt.de for the entire duration	Four entry tickets to the award gala on June 25, 2020	Over 500,000 in total through editorial reporting	Over 720,000 page impressions per month on MM MaschinenMarkt
Double-page presence of the winners in second "Best of Industry" special issue and mention of nominees, appearing September 2020, print run 12,000, distributed with MM MaschinenMarkt split run and at trade fairs, events	Reader voting with regular advertising across all MM channels	Winner logo for exclusive use	60,000 copies of "Best of Industry" special issue 1 in MM MaschinenMarkt	98,348 contacts through registered users and newsletter recipients per month
	Social media presence in MM Group (MM MaschinenMarkt, blechnet, MM Logistik)	Presentation of nominees on the stage with logo and product presence		
Editorial reporting on Best of Industry in complete campaign period	Special newsletter per category before and after award ceremony incl. advertorial to 15,700 recipients	Mention as nominee and/or winner in editorial cross-media reporting around event	12,000 copies of "Best of Industry" special issue 2 in MM MaschinenMarkt	28,843 fans and followers on social media channels of the MM Group (MM MaschinenMarkt, blechnet, MM Logistik)
			50 special copies to each nominee for own distribution	
Nominee logo for exclusive use	Nominee logo for exclusive use			Over 17,500 votes from readers in 2019
Package price € 7,900 (€ 3,500 for start-ups*)				

* **Requirements:** Your company was founded in 2014 or later. The company is not a subsidiary of an existing company. The company is not yet established on the market, but has developed at least one marketable product. Your company's business idea is innovative and financing has been obtained.

We'd like to be there:

We would like to exhibit at the Best of Industry Award in Würzburg on June 25, 2020 and want to book the following participation package:

- Full package (price € 7,900)
- Full package for start-ups (price € 3,500)

(All prices exclude VAT)

Address field:

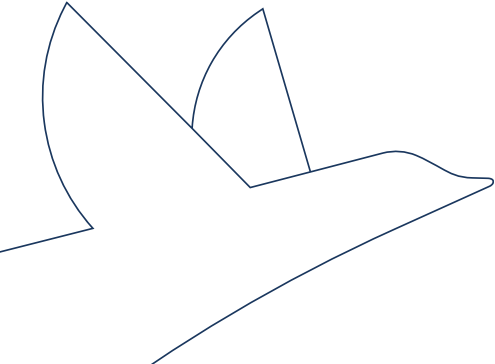
Company		Contact
Street	Zip code	Town
Phone	Fax	Email

The contract comes about with the sending of approval (confirmation of order) by Vogel Communications Group GmbH & Co. KG. Up to 6 weeks before the start of the event, Vogel Communications Group declares that it consents to 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 is payable. Our full terms and conditions can be found at: www.best-of-industry.de

Date	 Signature
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Contact us

We look forward to seeing you!



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