


THE FUTURE CODE



Present yourself as a partner of the event!

The event platform 'The Future Code' brings digitization and industry experts together and provides fuel for the central themes of digital transformation. You are free to decide whether you participate online or in presence!

**December 7-8, 2021 | Vogel Convention Center Würzburg
Hybrid Event**

Experience the Transformation of Industry

'**The Future Code**' provides fuel for the digital transformation. Two days of concentrated know-how, innovation, inspiration, learning and intensive networking. '**The Future Code**' empowers industry leaders to make the right decisions during the digital transformation. We bring together the experts, forward thinkers and lateral thinkers, strategists and newcomers of the industry.

Format

2-day hybrid business event with keynote speech lectures, best practices, masterclasses, networking areas, expo & business experience

Main topics

- **Technology Experience:** AI, machine learning, IT security, smart data, blockchain, AR/VR, chatbots, additive manufacturing, automation, robotics & Co., IoT and cyber security
- **Customer Experience:** Digital marketing, lead management, customer centricity, AR/VR, digital customer communications, social media & influencer marketing, chatbots
- **Culture Experience:** New work scenarios, connected worlds, human resources reloaded, talent management, 'man and machine'
- **Transformation Experience:** Digital transformation, change management, business strategies, trends

Target audience

- **Corporate Leaders:** CxOs, leading management and decision-makers who are responsible for the transformation process strategically advance and control
- **Business Modellers:** Digital officer, business developer, inhouse consultants and leading market and product manager
- **Leading Experts:** Top influencers in the area of digital transformation, industry experts from industrial practice, applied research and science, start-ups
- **Young Professionals:** Next generation leading experts
- **Students:** Next generation business mover
- **Public Institutions:** Decision makers of public administrations, political institutions, etc.

Expected participants

+300 participants from industry and business live on site, additional high range through digital participants

Areas and content formats

On more than 2,400 m², the event platform '**The Future Code**' presents various areas for experiencing technology, getting informed about current developments and for discussion and exchange with industry, digital and HR experts. The areas offer a variety of interactive content formats.

Areas

- **Expo Area:** The Expo Area combines all trade exhibitors, start-ups, the Future of Work Lounge and the special show with exhibits.
- **Experience Zone:** The Experience Zone is embedded in the Expo Area and connects our stages, the exhibition and the Future of Work Lounge. It is the meeting point for speakers, visitors, young professionals and tech experts.
- **Future of Work Lounge:** The topics Change Management, HR, Employer Branding and Talent Acquisition will be addressed here. Entrepreneurs, HR pioneers and transformation managers meet with professionals and the next generation in meetings and open discussions.
- **Start-up Area:** The Start-up Area is the hub for young pioneers in the digital industry. Innovative companies present their new concepts, tools and services.
- **C-Level Lounge:** The high-quality equipped C-Level Lounge with exclusive catering is the meeting place

and retreat for keynote speakers, speakers and company representatives in a decision making function. It offers the opportunity for exchange and co-working.

Content formats

- **Keynote @Main Stage:** 10-15 minute keynote speech on the main stage in one of the four experience tracks. Each keynote will be given exclusively and is part of the international keynote session with high-ranking C-level experts.
- **Masterclasses:** The 45-60 minute sessions can be set up in the form of a workshop or a focused topic session. In these sessions you will pass on your know-how in technology, strategy and consulting.
- **Barcamp:** The Barcamp is an open format in the Expo and Experience Zone. In an open exchange with the participants, you determine the relevant topics. After a short pitch, a discussion will take place about the topic that is in the interest of the majority.

Expo Packages

Services	Business Partner PLATINUM	Business Partner GOLD	Business Partner SILVER
Equipment	<p>Size: < 20 m² // individually designed: In the Expo Area or an individual setting (limited) by arrangement (e.g. coffee bar, partner of the Future of Work Lounge or the C-Level Lounge)</p>	<p>Size: < 12 m²: furniture (1 table, 2 chairs or 2 bar stools, PC terminal workstation without hardware)</p>	<p>Chill & Connect Lounge incl. furniture</p>
Speaking commitment: keynote on the main stage (limited) or masterclasses	<p>Keynote on the main stage (limited) or masterclasses</p>	<p>Interview at the booth during the Guided Tour (for all visitors onsite and digitally)</p>	<p>Interview at the booth during the Guided Tour (for all visitors onsite and digitally)</p>
Tickets	<p>15 VIP presence tickets (access to all areas for your network of customers and partners)</p> <p>20 digital tickets for your network of customers and partners</p> <p>4 free tickets for stand personnel incl. catering (additional guest tickets for your customers and partners for a special price -20 % of the regular ticket price)</p>	<p>10 VIP presence tickets (access to all areas for your network of customers and partners)</p> <p>15 digital tickets for your network of customers and partners</p> <p>3 free tickets for stand personnel incl. catering (additional guest tickets for your customers and partners for a special price -20 % of the regular ticket price)</p>	<p>5 VIP presence tickets (access to all areas for your network of customers and partners)</p> <p>10 digital tickets for your network of customers and partners</p> <p>3 free tickets for stand personnel incl. catering additional guest tickets for your customers and partners for a special price -20 % of the regular ticket price)</p>
C-Level Lounge: Access for representatives and C-Level customers of your company for networking and meetings	●	●	●

All prices in EUR plus VAT.

Expo Packages

AWARENESS PACKAGE	Business Partner PLATINUM	Business Partner GOLD	Business Partner SILVER
Placement of your company profile on the event website	•	•	•
Placement and linking of your company logo on the event website	•	•	•
Integration of the company logo in selected communication measures (e.g. advertisements, flyers)	•	•	•
Marketing kit for your own communication (logo, flyer, banner, etc.)	•	•	•
Mention in print and online coverage	•	•	•
Presentation of your company in the digital partner zone of the online stream*	•	•	•
Display of your company logo as a slider in the digital lobby of the online stream*	•		
EXTRAS	Business Partner PLATINUM	Business Partner GOLD	Business Partner SILVER
List of all event participants as Pdf (name, first name, company, location)	•	•	•
Preliminary video interview with the management on communication in social media	•	•	
Exclusive stand-alone post-event-mailing with your message to all participants in the CI of the TFC	•		
Statement in the aftermovie of the event	•	•	
Package price	16,900.00	7,900.00	5,900.00

*Hybrid component

All prices in EUR plus VAT.

Choose your package!

Services	START-UP Partner	Exhibitor
Equipment	Demopoint in the start-up area incl. basis equipment or 'bring your own devices'	< 6 m ² exhibition area
Speaking commitment	Start-up pitch competition: As an exhibitor in the Start-up Area you can also take part in a pitch competition: Apply for a free pitch session of three minutes each in front of a TOP jury on the main stage	-
VIP visitor tickets: Access to all areas for your network of customers and partners	<p>2 VIP presence tickets (access to all areas for your network of customers and partners)</p> <p>4 digital tickets for your network of customers and partners</p> <p>2 free tickets for stand personnel including catering</p> <p>(additional guest tickets for your customers and partners for a special price -20 % of the regular ticket price)</p>	<p>2 VIP presence tickets (access to all areas for your network of customers and partners)</p> <p>4 digital tickets for your network of customers and partners</p> <p>2 free tickets for stand personnel including catering</p> <p>(additional guest tickets for your customers and partners for a special price -20 % of the regular ticket price)</p>
C-Level Lounge:	-	-
AWARENESS PACKAGE:	START-UP Partner	EXHIBITOR
Placement of your company profile on the event website	●	●
Placement and linking of your company logo on the event website	●	●
Marketing kit for your own communication (logo, flyer, banner, etc.)	●	●
Package price	1,900.00	2,900.00

All prices are per event and plus VAT.

Extras ‘content formats & area sponsoring’

Only available in combination with Expo Packages

Keynote @Main Stage (limited)

10-15 minute keynote speech at the Main Stage in one of the four Experience Tracks

Price: 3,900.00

Masterclass

Approx. 45-60 minute session in the form of a workshop or a focused theme session (deep dive)

Price: 3,600.00

Barcamp

45-minute open format at the Expo and Experience Zone

Price: 2,900.00

Masterclass Digital

Approx. 45-60 minute session in the form of a workshop or a focused topic session (deep dive) with interaction with participants interaction

Price: 3,600.00

All prices in EUR plus VAT.

C-Level Lounge

Presentation of your company as an exclusive partner of the C-Level Lounge („presented by“) via logo presentation, displays, roll-ups, monitors etc.

Price: 4,900.00 (exclusively for Platinum Sponsors)

Future of Work Lounge

Presentation of your company as an exclusive partner of the Future of Work Lounge („presented by“) via logo presentation, displays, roll-ups, monitors, etc.

Price: 4,900.00

Satellite Event* e.g. Future of Work

- Digital session as pre- or post-event of THE FUTURE CODE 2021 with all technical services
- Personal thematic setup and conception with consulting by our event team
- Comprehensive communication measures under exclusive patronage of the partner
- Lead transmission after the event

Price on request

*limited to two events

Extras ‘branding & entertainment’

Only available in combination with Expo Packages

■ Branding

- **Lanyard sponsoring**

– *exclusively for one company* –

All participants and partners will be equipped with your lanyard. This way your company will have a lasting impact on the event’s image.

Package price: 1,900.00 (plus production costs)

- **Notebook & pen sponsoring**

– *exclusively for one company* –

All seats in the plenum of the main stage and the tables in the catering area will be equipped with your notebooks and pens. Your company will be present for all participants.

Package price: 1,600.00 (provision of the required amount by sponsor)

- **Display of company brochures, give-aways**

For each company, a brochure or give-away can be displayed in the plenum and in the catering area.

Package price: 590.00 (provision of the required amount by sponsor)

■ Entertainment

- **Food Truck Branding Sponsor – Outdoor**

– *exclusively für one company* –

Package price: 2,900.00

Further options: (price on request)

- party hosting
- champagne bar
- live entertainment
- DJ sponsoring
- shuttle sponsoring
- catering sponsoring
- individual sponsoring e.g. live band, photo box, cigar lounge, etc.

All prices in EUR plus VAT.

Impressions

2019 & 2020



Good reasons for your participation 2021

■ For industry & consulting companies and tech vendors:

- Show your entire spectrum of digital transformation services: products, solutions, tools, technologies, services, concepts and consulting.
- Demonstrate your competence and capacity.
- Meet decision makers and CxOs.
- Expand your customer portfolio and gain new leads.
- Use the platform for your employer branding and get to know digital young and next professionals in a personal meet-up.
- Get to know new start-ups which are interesting for your digital business development.
- Use the platform to enter into new partnerships.

■ For start-ups:

- Meet with potential partners and companies to push your business.
- Introduce your new approaches and innovations and present your business model.

■ For all:

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

Please note that the offered packages + extras are suggestions.

With pleasure we will work out with you a very individual concept or you integrate your own event into 'The Future Code' as 'docking station'.

We want to put you perfectly in scene – talk to us!

We Would Like to Participate

We would like to present our company at **Future Code in Würzburg from December 7-8, 2021** and herewith book the following package:

- Business Partner Silver** (Price 5,900.- €)
- Business Partner Gold** (Price 7,900.- €)
- Business Partner Platinum** (Price 16,900.- €)
- START-UP Partner** (Price 1,900.- €)
- Exhibitor** (Price 2,900.- €)

(All Prices are net plus VAT)

Please send us the completely filled out registration form by e-mail or fax.

sales@vogel.de
+49 931 418-2900

My contact details

Company

Contact

Adress

Zip Code / City

Phone

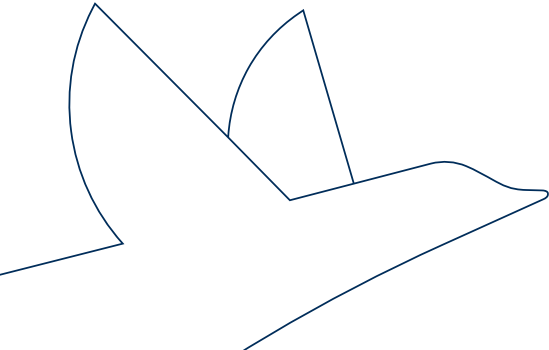
Fax

E-Mail

The agreement becomes binding when Vogel Communications Group GmbH & Co. KG sends the admission document (written order acknowledgement). Vogel Communications Group confirms that the agreement can be cancelled, in writing, subject to a fixed compensation amounting to 50% of the specified price. If the agreement is cancelled later than 6 weeks prior to the event, 100% of the specified price is due. Our detailed Terms and Conditions are available on: www.vogel.de/agb

Date / Signature

Get in touch!
We are looking
forward to hearing
from you.



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VOGEL COMMUNICATIONS
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