



APPENDIX 1

ONLINE PACKAGE SERVICES (Basic / Medium / Deluxe)



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APPENDIX 1 – ONLINE PACKAGE SERVICES (Basic / Medium / Deluxe)

1. Basic package (free of charge)

The basic package is available free of charge to all exhibitors and includes:

company profile

- Company entry with brief profile (max. 250 characters)
- Short section with contact details

Online events

- 1 online lecture (60 min.) via the provided ZOOM meeting room

product presentation

- **Unlimited number of products** in basic display
- **Basic product display** consisting of:
 - (a) an image with bilingual alt text
 - (b) a product title
 - (c) a short description of up to 200 characters including spaces (per language)
 - (d) a link to the exhibitor's own website or subpage

Social media marketing

- Social media post about exhibitor participation (created automatically)
- 2 social media posts per online presentation (advance notice + promotion of the recording, created automatically)
- 1 free social media post (content and date of your choice, marked as an 'exhibitor post')

catalogue presence

- **Basic catalogue entry with:**
 - Company name and stand number
 - QR codes linking to the exhibitor profile on www.sightcity.net
 - Max. 3 product categories (additional categories for 10 € per category)

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2. Medium package (1.000 €)

The medium package includes all the services in the basic package plus:

Extended company profile

- Contact area with callback request
- Links to social media accounts
- Longer company description (max. 300 characters)
- Link to YouTube account
- Up to 3 media files

Extended product presentation

- Longer product description and additional product highlights (300 characters each)
- Gallery with up to 4 product images
- Link to YouTube video of the product
- Up to 3 links (website, other links)

Advanced events

- 2 online lectures

Advanced social media services

- 1 additional free social media post

Expanded catalogue presence

- **Extended catalogue entry** (1/2 catalogue page) with:
 - All basic information
 - Contact details
 - Brief company description in German and English
 - Max. 5 product categories
- *Can also be booked separately for 49 €*

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3. Deluxe Package (2.000 €)

The Deluxe Package includes all the services of the Medium Package plus:

Premium product presentation

- Up to 3 media files (brochures, etc.)
- Up to 5 links

Premium events

- 9 online lectures

Premium social media services

- 3 free social media posts

Premium catalogue presence

- Deluxe catalogue entry (1 complete catalogue page) with:
 - All media information
 - Company logo
 - Longer company description
 - Any number of product categories
- *Can also be booked separately for 99 €*

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4. Important information

Maintenance of exhibitor profile and products

The ongoing maintenance of the exhibitor profile and product data (up-to-dateness, removal of obsolete products, adjustment of links) is the sole responsibility of the exhibitor. The organiser is under no obligation to identify or report obsolete or defective content.

Exhibitor presentations

- The organiser will only provide a virtual meeting room based on the 'Zoom' video conferencing solution.
- No entitlement to use other platforms.
- All exhibitor presentations are purely online events.
- No physical or hybrid implementation by the organiser.
- No provision of premises, stage areas, studio, recording or presentation technology at the exhibition grounds.
- Exhibitors are responsible for organising their own working environments.
- **Automatic recording:**
Presentations are automatically recorded and subsequently published and promoted as video recordings or podcasts, unless the exhibitor explicitly objects.

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4. Important information

Social media posts

- **Automatically generated posts:**
Posts about exhibitor participation and lecture applications are automatically generated in the trade fair's corporate design.
- **Free posts:**
Exhibitors must provide all content themselves; posts are labelled as 'exhibitor posts'.

5. Additional services

For further bookable services, please refer to the regular offers for additional services.

Individual bookings:

- **Additional online presentation:** 250 €
- **Additional social media post:** 50 €
- **Extended catalogue entry:** 49 €
- **Deluxe catalogue entry:** 99 €
- **Additional product category:** 10 € per category

All prices are subject to statutory value added tax. As of September 2025.

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SightCity



**Further information is available
on the SightCity website.**