BCW22

Bosch Connected World 2022

The leading event on AIoT and digital transformation **on-site** in Berlin or **online** from wherever you are.

Partner packages

BOSCH

Bosch ConnectedWorld 2022
Why become a partner?

5 reasons to become an exhibition partner

1. **Present your company to** 10,000 Bosch decision-makers as well as our customers and partners from across the globe.
2. **Position your company** among some of the most innovative and influential AIoT companies worldwide.
3. **Showcase your solutions and products** and create awareness within the IoT ecosystem.
4. **Interact and engage face-to-face** with executives, decision makers, digital transformers, innovators, and entrepreneurs.
5. **Represent your company as a strategic Bosch ecosystem partner** in the connected world.

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BOSCH

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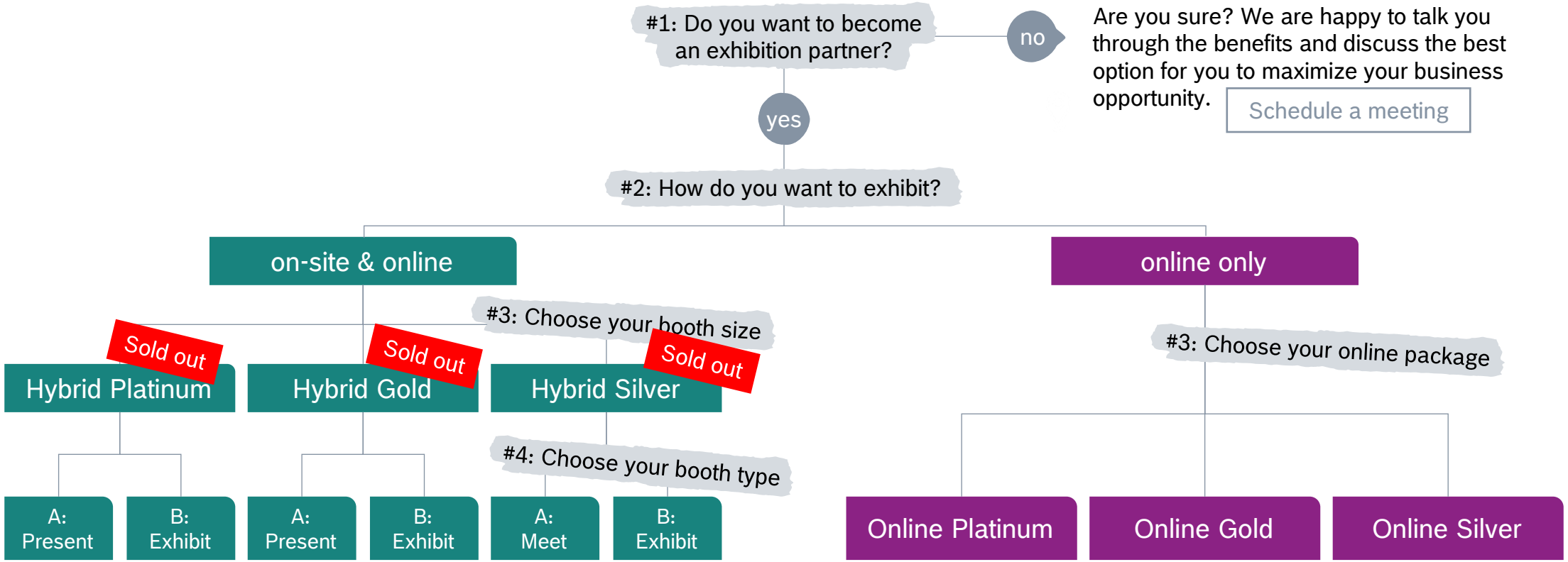
The choice is yours!



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Bosch ConnectedWorld 2022
Our partner packages in brief

	On-site			Online		
Package	**Hybrid Platinum** Sold out	**Hybrid Gold** Sold out	**Hybrid Silver** Sold out	**Online Platinum**	**Online Gold**	**Online Silver**
On-site booth	40 m²	25 m²	15 m²	—	—	—
Online booth	Large (≤5 products)	Medium (≤3 products)	Small (1 product)	Large (≤5 products)	Medium (≤3 products)	Small (1 product)
Tickets	On-site booth staff: 6 On-site customer*: 6 Online booth staff: 6 Online customer*: 6	On-site booth staff: 4 On-site customer*: 4 Online booth staff: 4 Online customer*: 4	On-site booth staff: 2 On-site customer*: 2 Online booth staff: 2 Online customer*: 2	- - Online booth staff: 6 Online customer*: 6	- - Online booth staff: 4 Online customer*: 4	- - Online booth staff: 2 Online customer*: 2
Exhibitor sessions (30 min.)	6	4	2	3	2	1
Digital networking table (45 min.)	6	4	2	3	2	1
No. of attendees contactable	limitless	max. 250	max. 100	limitless	max. 250	max. 100
Lead reports of online touchpoints	✓	✓	✓	✓	✓	✓
Costs	**EUR 60,000 net**	**EUR 40,000 net**	**EUR 20,000 net**	**EUR 17,500 net**	**EUR 12,500 net**	**EUR 7,500 net**

*Not transferable to associates. Additional seats for associates or customers can be purchased at the early bird rate of EUR 890 net.

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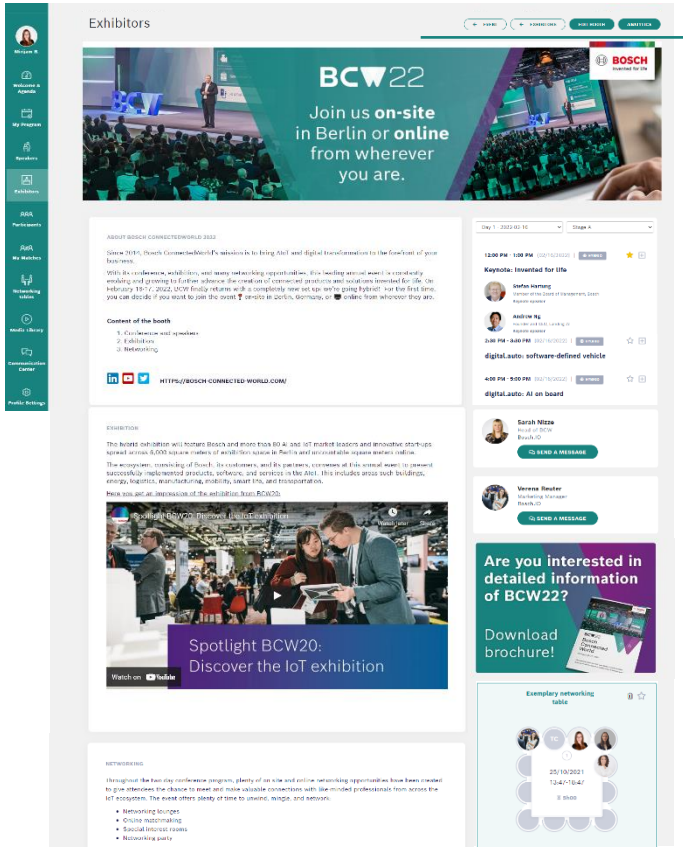
Our partner packages in brief



Impression – final implementation may vary

Main features of your online booth

- Individualize your online booth with a header, multimedia content boxes, and teasers
- Integrate your sessions and networking tables
- Name your booth contact persons for live interaction (chat, video, schedule a meeting)
- Check your booth and session analytics in real-time and download it

Main features of your on-site booth

- Choose your booth layout with focus on presenting or exhibiting
- Individualize your back wall
- Present your products and solutions to 1,500+ high-level on-site attendees
- Use your booth for on-site exhibitor sessions
- Rely on the booth set-up and dismantling provided by the BCW team

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Online partner packages

Online partner packages
General information

- Our online partner packages allow you to connect online with 10,000+ attendees using several networking options.

- Within our online partner packages, you can choose between three different packages, including a dedicated number of tickets, presentation slots, and networking options:
  - Online Platinum (slide 19)
  - Online Gold (slide 20)
  - Online Silver (slide 21)

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Online partner packages
Platinum – general details

Online Platinum	
Online booth	Large (≤5 products)
Tickets	Online booth staff: 6 Online customer: 6
Exhibitor sessions (30 min.)	3
Digital networking table (45 min.)	3
No. of attendees contactable	limitless
Lead reports of online touchpoints	✓
Costs	**EUR 17,500 net**

Display products, banners, videos, documents, social media, and more at your online booth to 10,000 online attendees.

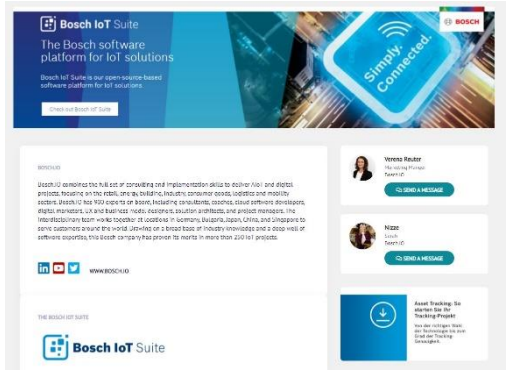
Join us online and invite your customers – all online tickets are equivalent to the online ticket premium.

Present product demonstrations, topic sessions, or webinars to the online audience – these presentation slots will be livestreamed from the online stage only but may be produced at your on-site booth.

Maximize your awareness and networking experience by offering digital networking tables on a dedicated topic, solutions, or other topics to the premium ticket audience.

Contact, chat, enjoy one-on-one meetings and video calls and use the matchmaking function to get in contact with any number of the online and on-site attendees.

Check which leads have visited your online booth, presentation, and digital networking tables and download the lead report including contact details.



Impression – final implementation may vary

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Online partner packages
Gold – general details

Online Gold	
Online booth	Medium (≤3 products)
Tickets	Online booth staff: 4 Online customer: 4
Exhibitor sessions (30 min.)	2
Digital networking table (45 min.)	2
No. of attendees contactable	max. 250
Lead reports of online touchpoints	✓
Costs	**EUR 12,500 net**

Display products, banners, videos, documents, social media, and more at your online booth to 10,000 online attendees.

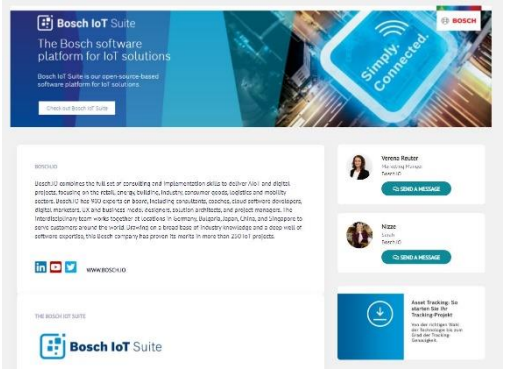
Join us online and invite your customers – all online tickets are equivalent to the online ticket premium.

Present product demonstrations, topic sessions, or webinars to the online audience – these presentation slots will be livestreamed from the online stage only but may be produced at your on-site booth.

Maximize your awareness and networking experience by offering digital networking tables on a dedicated topic, solutions, or other topics to the premium ticket audience.

Contact, chat, enjoy one-on-one meetings and video calls and use the matchmaking function to get in contact with a maximum of 250 online and on-site attendees.

Check which leads have visited your online booth, presentation, and digital networking tables and download the lead report including contact details.



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Online partner packages
Silver – general details

Online Silver	
Online booth	Small (1 product)
Tickets	Online booth staff: 2 Online customer: 2
Exhibitor sessions (30 min.)	1
Digital networking table (45 min.)	1
No. of attendees contactable	max. 100
Lead reports of online touchpoints	✓
Costs	**EUR 7,500 net**

Display products, banners, videos, documents, social media, and more at your online booth to 10,000 online attendees.

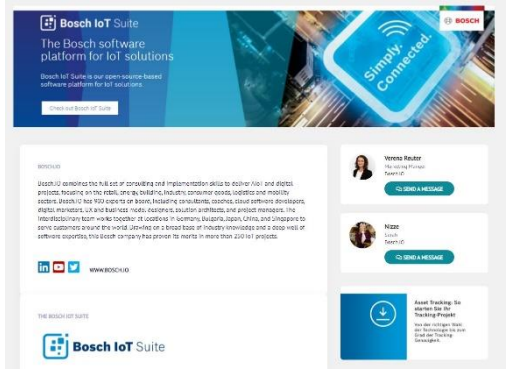
Join us online and invite your customers – all online tickets are equivalent to the online ticket premium.

Present product demonstrations, topic sessions, or webinars to the online audience – these presentation slots will be livestreamed from the online stage only but may be produced at your on-site booth.

Maximize your awareness and networking experience by offering digital networking tables on a dedicated topic, solutions, or other topics to the premium ticket audience.

Contact, chat, enjoy one-on-one meetings and video calls and use the matchmaking function to get in contact with a maximum of 100 online and on-site attendees.

Check which leads have visited your online booth, presentation, and digital networking tables and download the lead report including contact details.



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Booking details

Booking details
How do I book my package?

- Please choose your preferred exhibition package, fill in the booking form and send it to us.

  Download the booking form

- If you have specific questions or cannot decide which option is best for you, book a 30-minute meeting with us and get your questions answered.

  Schedule a meeting

- After the receipt of your booking form, we will confirm your exhibition partnership within three working days.

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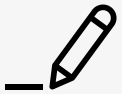
Booking details
Submission timelines



BOOKING

Please choose your preferred exhibition package, **fill in the booking form, and submit it** to the BCW team.

TWO WEEKS
after you returned the signed contract

Get **access to the MyBCW Partner Portal** and submit various information:

Company logo
Company profile
On-site booth type

TWO WEEKS
after sub-mission of your company logo and profile

Start of online promotion

Publishing of your company logo on the event website.

SEP 5, 2022

Go-live date of the BCW.online platform

Start to edit your online booth, exhibitions sessions, and networking tables.

UNTIL SEP 23, 2022

Last date to **register your booth staff** in the BCW Partner Portal.

OCT 21, 2022

Finalization of your online booth

All attendee can start to access the BCW.online platform starting Oct 24, 2022.

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Nov 9–10, 2022

Your online booth content is still available to premium attendees until Dec 9, 2022.

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Additional options

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Additional options for exhibitors

Please find all details and booking information in the MyBCW Partner Portal.

Drive traffic to your on-site booth

- Live-stream your presentation from your on-site booth
- Become a stop on the guided exhibition tour
- Refreshments at your booth
- Flexible indoor branding
- Outdoor branding at BCW
- Brand a catering area

Boost your online presence

- Extend your exhibitor presentations
- Add more content to your booth

Create marketing content

- Photo shoot
- Video team

Enhance your customer and partner relationship

- Invite your customers
- Private meeting room
- Private customer event
- Event at your booth

Facilitate your on-site booth organization

- Additional on-site booth equipment
- Storage space & lockers
- Catering for your booth staff during set-up and tear down

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Bosch ConnectedWorld 2022
Contact

Sarah Nizze
Head of BCW
Bosch.IO

Send email

Verena Reuter
Exhibitor relations
Bosch.IO

Send email

Schedule a 30-minutes meeting with us

Do you have questions on exhibiting at BCW22? Book a meeting with us and get your questions answered.

Schedule a meeting

Get latest updates on BCW22

Check our website for latest updates on confirmed speakers, confirmed exhibitors and on the agenda.

Go to website

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See you **on-site** in Berlin
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