

# BCV22

## 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 ConnectedWorld 2022

## Why become a partner?

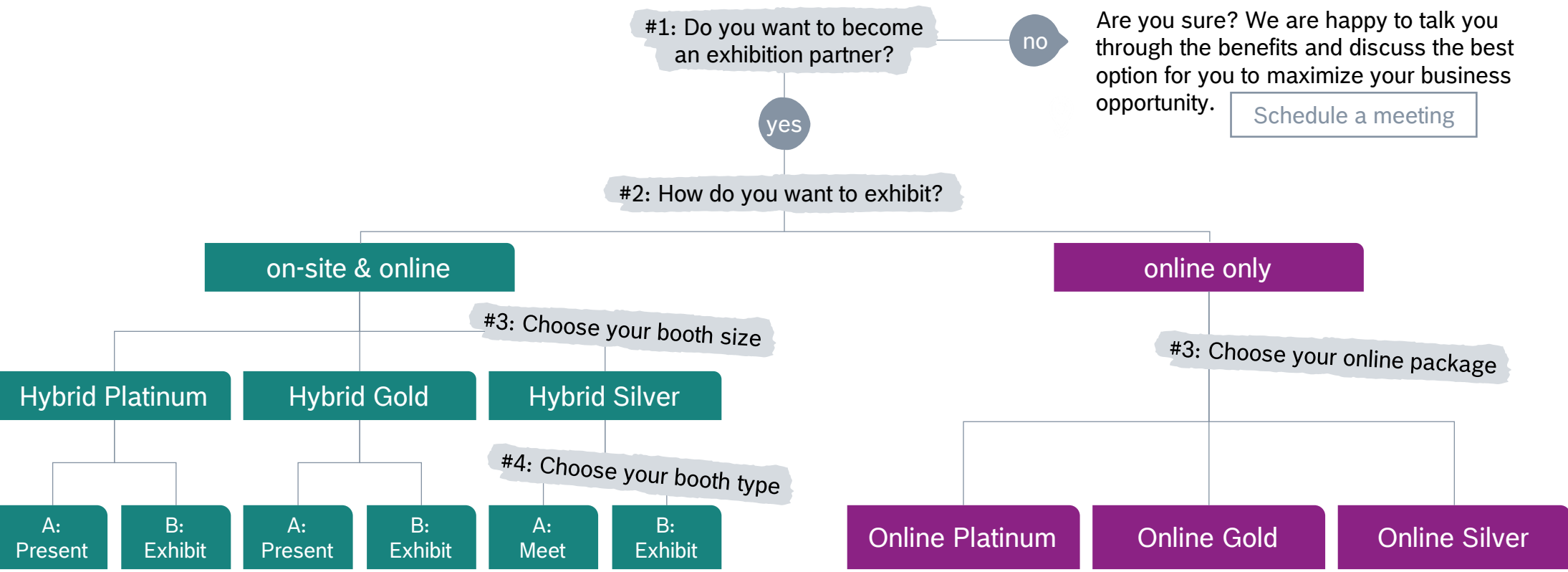
### 5 reasons to become an exhibition partner

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.



# Bosch ConnectedWorld 2022

## The choice is yours!



# Bosch ConnectedWorld 2022

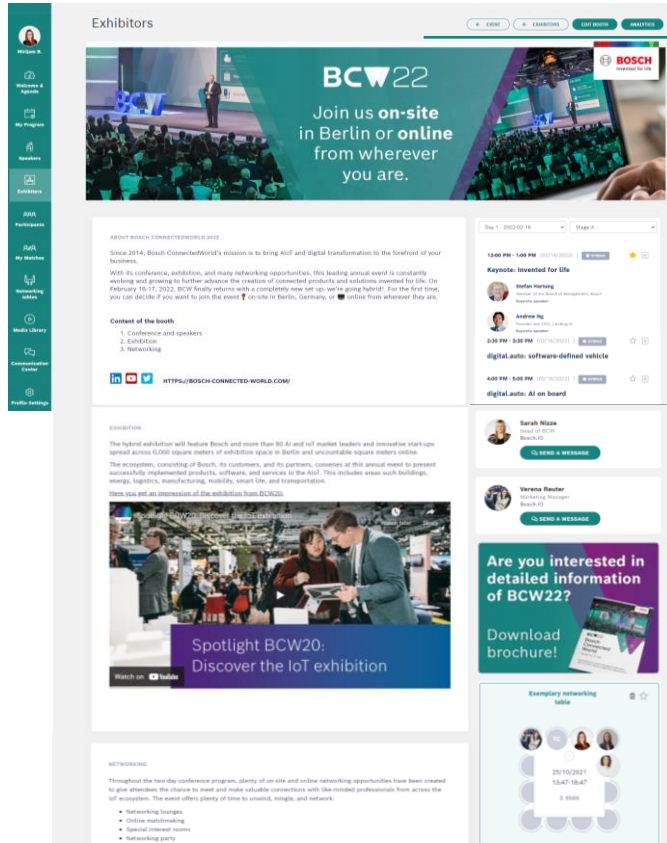
## Our partner packages in brief

	On-site 			Online 		
Package	Hybrid Platinum	Hybrid Gold	Hybrid Silver	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	On-site booth staff: 4 On-site customer*: 4	On-site booth staff: 2 On-site customer*: 2	- -	- -	- -
	Online booth staff: 6 Online customer*: 6	Online booth staff: 4 Online customer*: 4	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	✓	✓	✓	✓	✓	✓
<b>Costs</b>	<b>EUR 60,000 net</b>	<b>EUR 40,000 net</b>	<b>EUR 20,000 net</b>	<b>EUR 17,500 net</b>	<b>EUR 12,500 net</b>	<b>EUR 7,500 net</b>

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

# Bosch ConnectedWorld 2022

## Our partner packages in brief

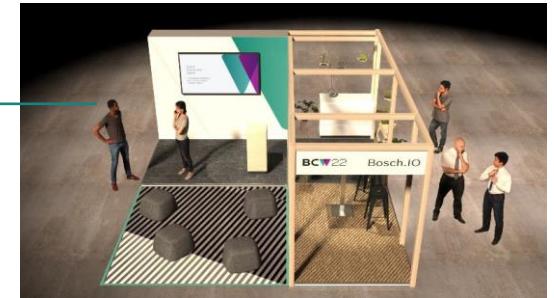


### Main features of your online booth

- ▶ 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



*Impression – final implementation may vary*



# Hybrid partner packages



# Hybrid partner packages

## General information

- ▶ Our hybrid partner packages combine the best of both worlds: meet 1,500+ high-quality contacts in person on-site at your booth and connect online with 8,500+ attendees using several networking options.
- ▶ Within our hybrid partner packages, you can choose between three different packages, including a dedicated booth size, number of tickets, presentation slots, and networking options:
  - ▶ Hybrid Platinum (slide 8)
  - ▶ Hybrid Gold (slide 11)
  - ▶ Hybrid Silver (slide 14)
- ▶ Moreover, within your selected package, you can choose between two different booth layouts, allowing you to focus on what you want to showcase:
  - ▶ A: Present
  - ▶ B: Exhibit



# Hybrid partner packages

## Platinum – general details

Hybrid Platinum	
On-site booth	40 m²
Online booth	Large (≤5 products)
Tickets	On-site booth staff: 6 On-site customer: 6
	Online booth staff: 6 Online customer: 6
Exhibitor sessions (30 min.)	6
Digital networking table (45 min.)	6
No. of attendees contactable	limitless
Lead reports of online touchpoints	✓
Costs	EUR 60,000 net

Display exhibits, showcases, and more at your on-site booth and meet with 1,500+ high-level attendees on-site.

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

Join us on-site and bring your customers along – all on-site tickets are equivalent to the on-site ticket premium.

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.

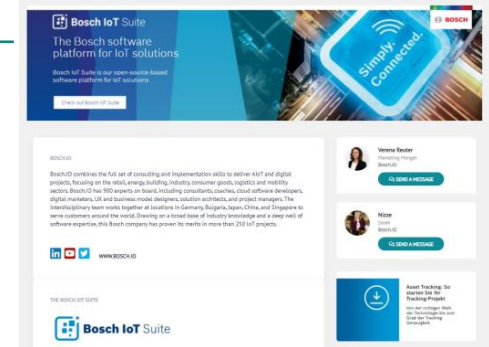
Contact, chat, enjoy one-on-one meetings and video calls and use the matchmaking function to get in contact with any number of the online and on-site attendees.

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

Layout A:  
Present  
(details: slide 9)

OR

Layout B:  
Exhibit  
(details: slide 10)



Impression – final implementation may vary



# Hybrid partner packages

## Platinum – booth layout details

### Booth type A: Present

- ▶ Main focus: Livestream your presentation
- ▶ Booth size: 40 m<sup>2</sup> (500cm x 800cm)

#### Presentation area

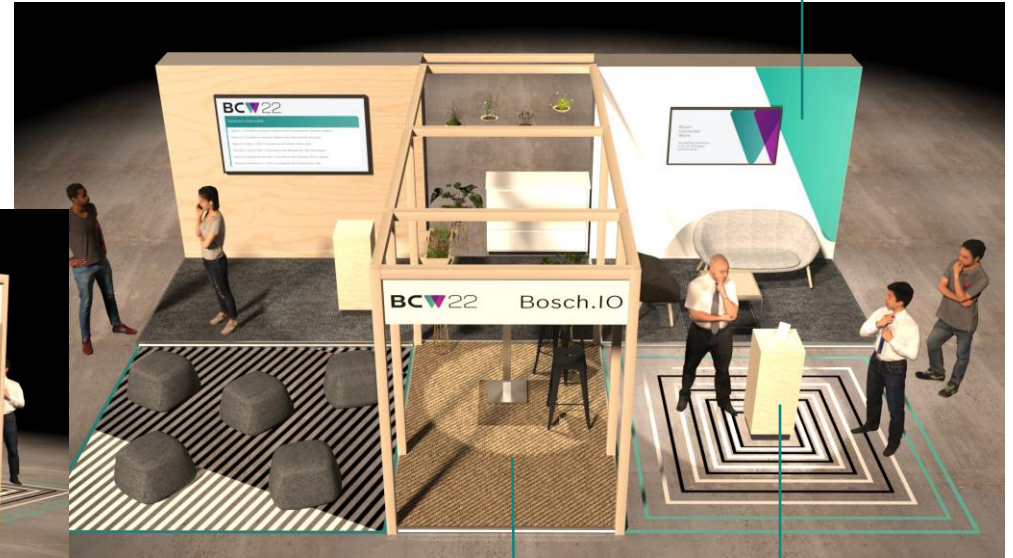
- ▶ 5x poufs
- ▶ 1x speaker's desk
- ▶ 1x 75" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN
- ▶ tape art
- ▶ carpet



*Impression – final implementation may vary*

#### Meeting area

- ▶ 1x sofa
- ▶ 1x armchair
- ▶ 1x lounge table
- ▶ 7 m<sup>2</sup> backwall print (300cm x 250cm)
- ▶ 1x 55" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN
- ▶ carpet



#### Welcome & service area

- ▶ 1x high table
- ▶ 2x bar stools
- ▶ 1x lockable sideboard
- ▶ 1 m<sup>2</sup> logo print (180 x 40 cm)
- ▶ carpet

#### Small exhibit area

- ▶ 1x exhibit pylon
- ▶ floor graphic

# Hybrid partner packages

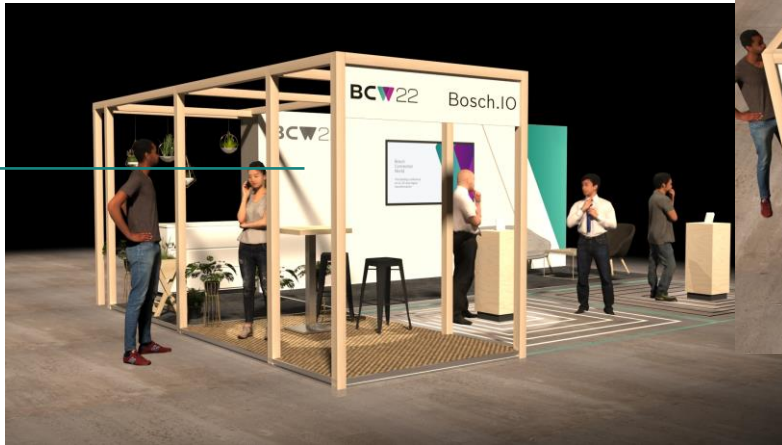
## Platinum – booth layout details

### Booth type B: Exhibit

- ▶ Main focus: Expose a large exhibit
- ▶ Booth size: 40 m<sup>2</sup> (500cm x 800cm)

#### Welcome & service area

- ▶ 1x high table
- ▶ 2x bar stools
- ▶ 1x lockable sideboard
- ▶ 1 m<sup>2</sup> logo print (180 x 40 cm)
- ▶ carpet



*Impression – final implementation may vary*

#### Meeting area

- ▶ 1x sofa
- ▶ 1x armchair
- ▶ 1x lounge table
- ▶ 15 m<sup>2</sup> backwall print (600cm x 250cm)
- ▶ 1x 75" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN
- ▶ carpet



#### Large exhibit area

- ▶ 2x exhibit pylon
- ▶ floor graphic

# Hybrid partner packages

## Gold – general details

Hybrid Gold	
On-site booth	25 m²
Online booth	Medium (≤3 products)
Tickets	On-site booth staff: 4 On-site customer: 4
	Online booth staff: 4 Online customer: 4
Exhibitor sessions (30 min.)	4
Digital networking table (45 min.)	4
No. of attendees contactable	max. 250
Lead reports of online touchpoints	✓
Costs	EUR 40,000 net

Display exhibits, showcases, and more at your on-site booth and meet with 1,500+ high-level attendees on-site.

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

Join us on-site and bring your customers along – all on-site tickets are equivalent to the on-site ticket premium.

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.

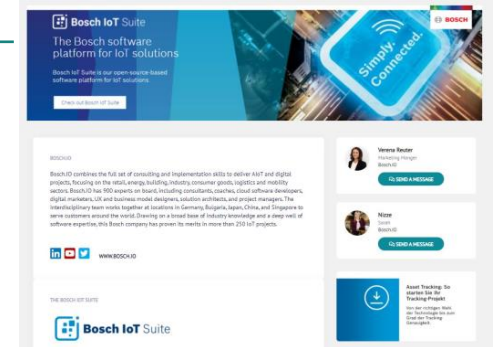
Contact, chat, enjoy one-on-one meetings and video calls and use the matchmaking function to get in contact with a maximum of 250 online and on-site attendees.

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

Layout A:  
Present  
(details: slide 12)

OR

Layout B:  
Exhibit  
(details: slide 13)



Impression – final implementation may vary



# Hybrid partner packages

## Gold – booth layout details

### Booth type A: Present

- ▶ Main focus: Livestream your presentation
- ▶ Booth size: 25 m<sup>2</sup> (500cm x 500cm)

#### Presentation area

- ▶ 5x poufs
- ▶ 1x speaker's desk
- ▶ 7 m<sup>2</sup> backwall print (300cm x 250cm)
- ▶ 1x 75" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN
- ▶ tape art
- ▶ carpet



*Impression – final implementation may vary*



#### Welcome & service area

- ▶ 1x high table
- ▶ 2x bar stools
- ▶ 1x lockable sideboard
- ▶ 1 m<sup>2</sup> logo print (180 x 40 cm)
- ▶ carpet



# Hybrid partner packages

## Gold – booth layout details

### Booth type B: Exhibit

- ▶ Main focus: Expose a large exhibit
- ▶ Booth size: 25 m<sup>2</sup> (500cm x 500cm)

#### Welcome & service area

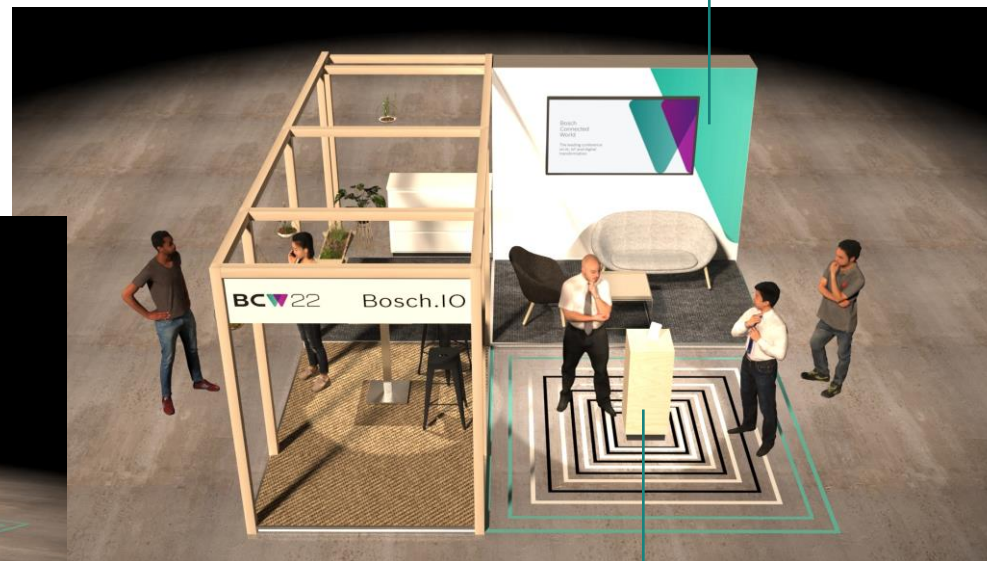
- ▶ 1x high table
- ▶ 2x bar stools
- ▶ 1x lockable sideboard
- ▶ 1 m<sup>2</sup> logo print (180 x 40 cm)
- ▶ carpet



*Impression – final implementation may vary*

#### Meeting area

- ▶ 1x sofa
- ▶ 1x armchair
- ▶ 1x lounge table
- ▶ 7 m<sup>2</sup> backwall print (300cm x 250cm)
- ▶ 1x 75" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN
- ▶ carpet



#### Exhibit area

- ▶ 1x exhibit pylon
- ▶ floor graphic

# Hybrid partner packages

## Silver – general details

Hybrid Silver	
On-site booth	15 m²
Online booth	Small (1 product)
Tickets	On-site booth staff: 2 On-site customer: 2
	Online booth staff: 2 Online customer: 2
Exhibitor sessions (30 min.)	2
Digital networking table (45 min.)	2
No. of attendees contactable	max. 100
Lead reports of online touchpoints	✓
Costs	EUR 20,000 net

Display exhibits, showcases, and more at your on-site booth and meet with 1,500+ high-level attendees on-site.

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

Join us on-site and bring your customers along – all on-site tickets are equivalent to the on-site ticket premium.

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.

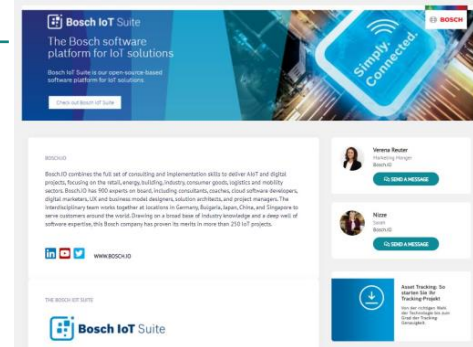
Contact, chat, enjoy one-on-one meetings and video calls and use the matchmaking function to get in contact with a maximum of 100 online and on-site attendees.

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

Layout A:  
Meet  
(details: slide 15)

OR

Layout B:  
Exhibit  
(details: slide 16)



Impression – final implementation may vary

# Hybrid partner packages

## Silver – booth layout details

### Booth type A: Meet

- ▶ Main focus: Hold meetings with potential customers
- ▶ Booth size: 15 m<sup>2</sup> (300cm x 500cm)

#### Meeting area

- ▶ 1x sofa
- ▶ 1x armchair
- ▶ 1x lounge table
- ▶ 1x lockable sideboard
- ▶ 7 m<sup>2</sup> backwall print (300cm x 250cm)
- ▶ 1x 55" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN



*Impression – final implementation may vary*

# Hybrid partner packages

## Silver – booth layout details

### Booth type B: Exhibit

- ▶ Main focus: Expose a small exhibit
- ▶ Booth size: 15 m<sup>2</sup> (300cm x 500cm)

#### Welcome area

- ▶ 1x high table
- ▶ 2x bar stools
- ▶ 1 m<sup>2</sup> logo print (180 x 40 cm)
- ▶ carpet



*Impression – final implementation may vary*



#### Exhibit area

- ▶ 1x exhibit pylon
- ▶ 7 m<sup>2</sup> backwall print (300cm x 250cm)
- ▶ 1x 55" screen (wall-mounted)
- ▶ 1x HDMI
- ▶ 1x Schuko plug
- ▶ 1x LAN
- ▶ floor graphic



# Online partner packages



Nexeed Industrial  
Digitize your entire value chain



# 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)

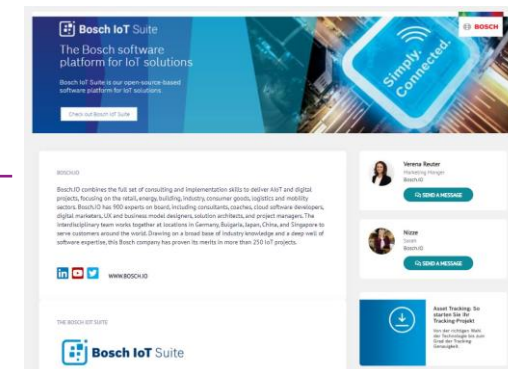


# Online partner packages

## Platinum – general details

### Online Platinum

Online booth	Large (≤5 products)	Display products, banners, videos, documents, social media, and more at your online booth to 10,000 online attendees.
Tickets	Online booth staff: 6 Online customer: 6	Join us online and invite your customers – all online tickets are equivalent to the online ticket premium.
Exhibitor sessions (30 min.)	3	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.
Digital networking table (45 min.)	3	Maximize your awareness and networking experience by offering digital networking tables on a dedicated topic, solutions, or other topics to the premium ticket audience.
No. of attendees contactable	limitless	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.
Lead reports of online touchpoints	📌	Check which leads have visited your online booth, presentation, and digital networking tables and download the lead report including contact details.
Costs	<b>EUR 17,500 net</b>	



Impression – final implementation may vary

# 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.

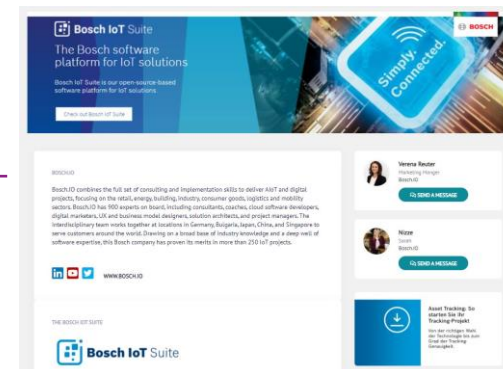
Join us online and invite your customers – all online tickets are equivalent to the online ticket premium.

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.



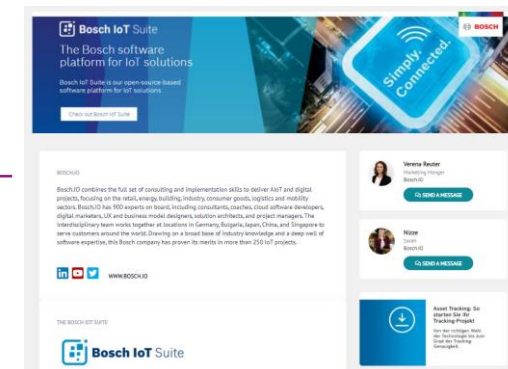
Impression – final implementation may vary



# Online partner packages

## Silver – general details

Online Silver		
Online booth	Small (1 product)	Display products, banners, videos, documents, social media, and more at your online booth to 10,000 online attendees.
Tickets	Online booth staff: 2 Online customer: 2	Join us online and invite your customers – all online tickets are equivalent to the online ticket premium.
Exhibitor sessions (30 min.)	1	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.
Digital networking table (45 min.)	1	Maximize your awareness and networking experience by offering digital networking tables on a dedicated topic, solutions, or other topics to the premium ticket audience.
No. of attendees contactable	max. 100	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.
Lead reports of online touchpoints	☑	Check which leads have visited your online booth, presentation, and digital networking tables and download the lead report including contact details.
Costs	EUR 7,500 net	



Impression – final implementation may vary

# 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

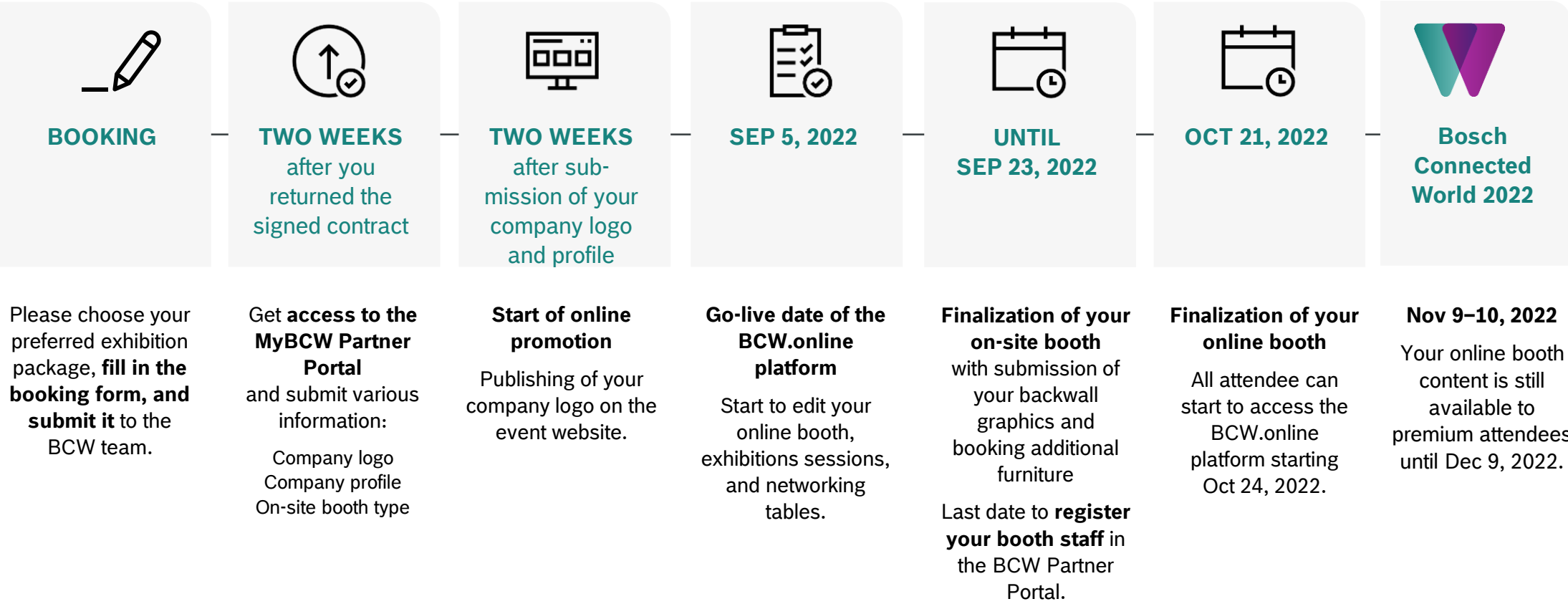
- ▶ After the receipt of your booking form, we will confirm your exhibition partnership within three working days.





# Booking details

## Submission timelines





# Bosch ConnectedWorld 2022

## Pandemic risk management

The COVID19 pandemic is still ongoing, and its duration and impact remain unpredictable. Due to this uncertainty, we have defined pandemic risk management as follows:

### **Any changes to the event format are announced by August 26, 2022**

- ▶ Bosch.IO reserves the right to cancel the on-site part of BCW22 up until August 26, 2022, EOD (CET).
- ▶ In case of such cancellation, BCW22 will be held as an online event only.
- ▶ The applicable partnership fee shall be reduced from the Hybrid Partnership option to the respective Online Partnership option.
- ▶ Details can be found in the Terms & Conditions for Partners, section 3-5.

### **Strict health and safety regulations for on-site participation**

- ▶ For on-site participation, there will be restrictions and requirements regarding health and safety (physical distancing, mandatory testing, certificate of vaccination, etc.) that must be complied with by all partners and participants.
- ▶ Depending on the local ordinance in force, the final on-site regulations will be set and communicated no later than two weeks before the event.

# Additional options



# Bosch ConnectedWorld 2022

## 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
- ▶ Upgrade your outbound campaign
- ▶ Add a demo point to your online booth
- ▶ 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

# 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](#)



# BCW22

## Bosch Connected World 2022

See you **on-site** in Berlin  
or **online** from wherever you are.

