

BCW24

Bosch Connected World 2024

February 28 and 29

On-site in Berlin, Germany or online from wherever you are

Exhibition partner packages



Bosch ConnectedWorld 2024

Why should you become a partner?

Position your company as a thought leader.

Present your company as a digital pioneer in the connected world to a global audience of more than 12,000 attendees – around 3,200 on-site and more than 8,500 online.

Discover new business opportunities.

Connect directly with potential customers and start a conversation with your future business partners.

Extend your network.

Connect with some of the leading digital experts from various industries from across the globe and make valuable connections – on-site and online.

Launch new products, solutions, and services.

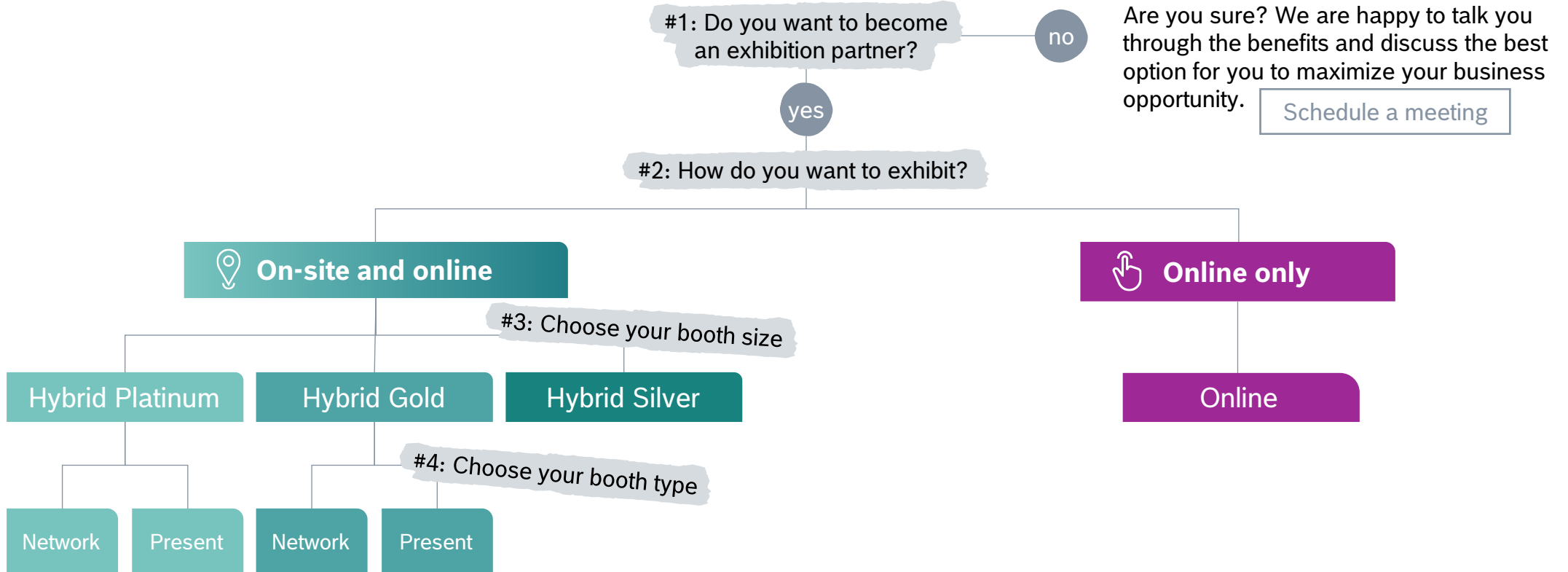
Use BCW as an innovation and business enabling platform: launch new products and get immediate feedback from the community.

Use BCW.online to globally extend your visibility.

Reach a global audience by using a varied set of online functions – interested people and potential customers and partners are just one click away.

Bosch ConnectedWorld 2024

The choice is yours!



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Our partner packages at a glance.

	📍 Hybrid (on-site and online)			👆 Online
	Hybrid Platinum	Hybrid Gold	Hybrid Silver	
Tickets	On-site: 9 Online: unlimited	On-site: 6 Online: unlimited	On-site: 3 Online: unlimited	On-site: 1 Online: unlimited
On-site booth (incl. turnkey booth, setup and dismantling)	36 m ²	20 m ²	9 m ²	-
On-site booth position	Premium location	Central location	Corner location	-
On-site booth signage seen from a distance	Premium	General	Essential	-
On-site lead scanning device	2	1	-	-
Online booth (incl. website listing and online setup)	Company page incl. 3 product pages	Company page incl. 2 product pages	Company page incl. 1 product page	Company page incl. 3 product pages
Lead report of online visitors	☑	☑	☑	☑
Invitation to the on-site VIP executive lunch	☑	-	-	-
Involvement in the hybrid guided exhibition tour	2 × 10 min	1 × 10 min	-	-
On-site meeting room	2 × 45 min	1 × 45 min	-	-
Promotion kit (BCW mailing, LinkedIn post, snippets, etc.)	Premium	Premium	General	General
Costs	EUR 69,000 net	EUR 44,000 net	EUR 28,000 net	EUR 10,000 net

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Discover the main features of our on-site and online booths.

On-site booth

Main features of your on-site booth

- Choose your booth layout with a focus on networking or presenting an exhibit
- Present your products and solutions to 3,200+ high-level on-site attendees
- Rely on the booth setup and dismantling provided by the BCW team

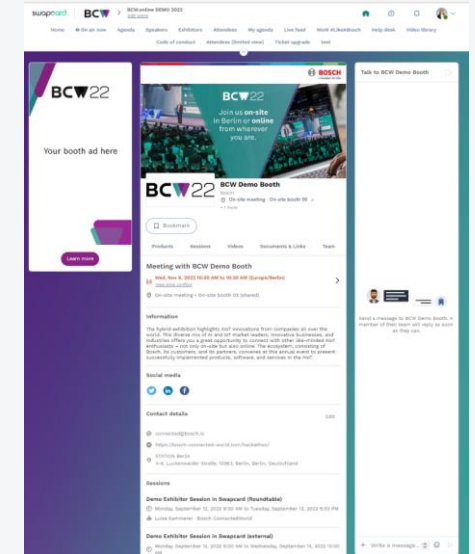


Impression – final implementation may vary

Online booth

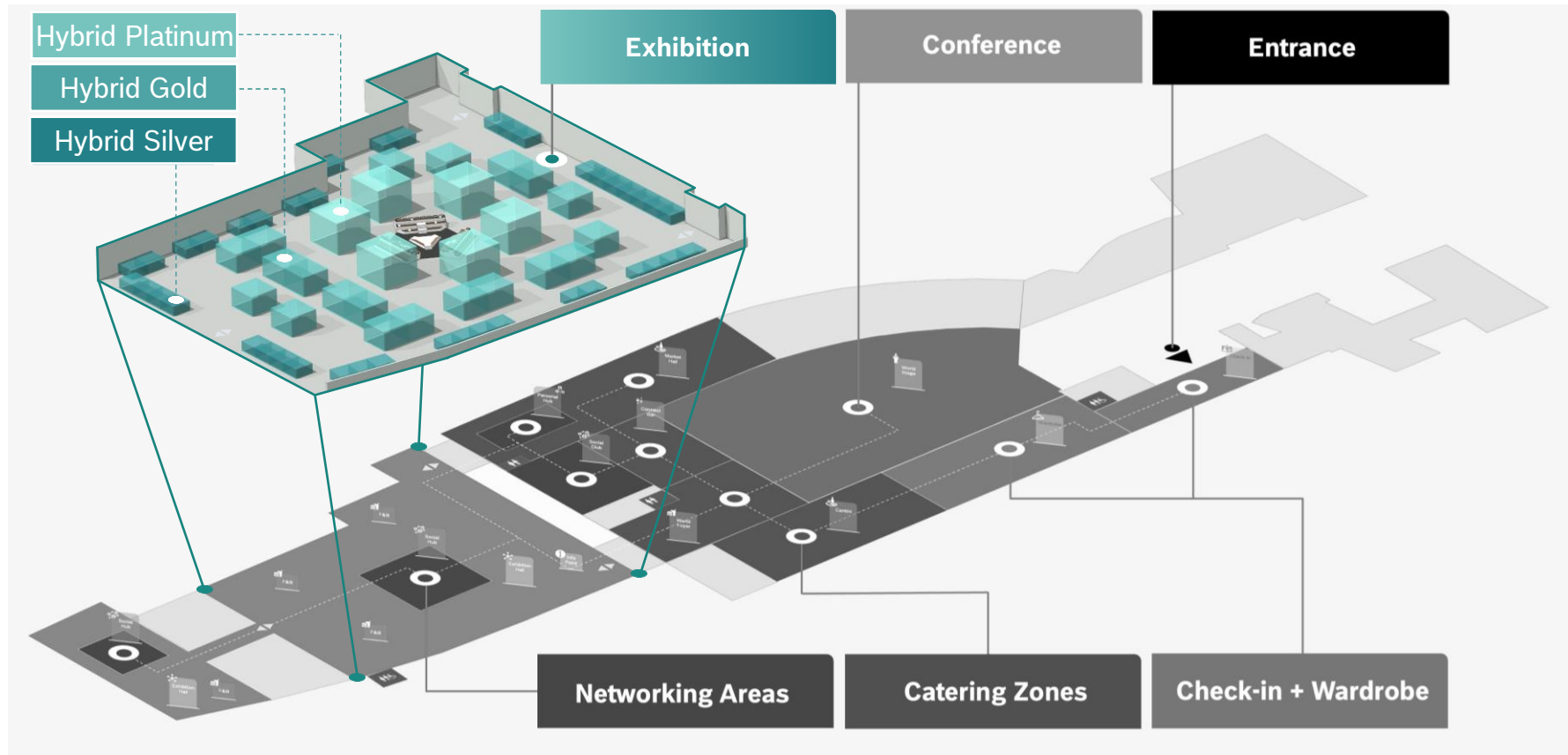
Main features of your online booth

- Individualize your online booth with a header, multimedia content boxes, and teasers
- Name your booth contact persons for live interaction (chat, video)



Bosch ConnectedWorld 2024

Details on the partner positioning on-site.



Bosch ConnectedWorld 2024

Details on the VIP executive lunch and the exhibition tour.

On-site VIP executive lunch

Main features

- Stefan Hartung, CEO, and Tanja Rückert, CDO of Bosch, invite 20 selected CXOs to an exclusive on-site VIP lunch.
- This lunch is a great opportunity to exchange with like-minded executives, foster existing partnerships and build up new connections.
- Option 1: Day 1 (Feb. 28, 2024), 12:30-14:00
- Option 2: Day 2 (Feb. 29, 2024), 13:15-14:45

Hybrid Platinum



Hybrid guided exhibition tour

Main features

- The guided exhibition tour is produced on-site, live-streamed for the online audience, recorded and published on the BCW.online platform.
- A tour lasts approx. one hour and includes approx. five exhibitor booths.
- The tours are promoted online and offline in the conference agenda.

Hybrid Platinum

Hybrid Gold





Hybrid partner packages

Hybrid partner packages

Three options available.

Our hybrid partner packages combine the best of both worlds: meet 3,200+ like-minded professionals on-site at your booth and connect online with 8,500+ international attendees.

You can choose between three different packages that have varying elements, including a specific booth size, number of tickets, meeting rooms, and more:

- Hybrid Platinum (slides 10–12)
- Hybrid Gold (slides 13–15)
- Hybrid Silver (slides 16–17)

Moreover, Hybrid Platinum and Hybrid Gold exhibition partners can choose between two different booth layouts, allowing you to put your priorities first:

- Network
- Present



Hybrid partner packages

Learn more about our Hybrid Platinum package.

	Hybrid Platinum
Tickets	On-site: 9 Online: unlimited
On-site booth	36 m ²
On-site booth position	Premium location
On-site booth signage seen from a distance	Premium
On-site lead scanning device	2
Online booth	Company page incl. 3 product pages
Lead report of online visitors	☑
Invitation to the on-site VIP executive lunch	☑
Involvement in the hybrid guided exhibition tour	2 × 10 min
On-site meeting room	2 × 45 min
Promotion kit	Premium
Costs	EUR 69,000 net

Join us on-site with your colleagues or bring along your customers and partners. All on-site tickets are equivalent to the on-site ticket premium. An unlimited number of online tickets are available to you and your customers.

Present your exhibits, use cases, and more, and meet with 3,200+ attendees at your on-site booth. The turnkey booth is available in two different options: Network (slide 10) or Present (slide 11).

Your Platinum booth will be centrally located within the exhibition main hall. The catering areas and the main routes to the stages and networking areas run closely around your booth. More details are available on slide 6.

Your Platinum booth is visible from afar with its large four-sided design element on top. It's up to you if you decide for your logo or a core message.

Track and scan the leads visiting your on-site booth: you will get an easy-to-use lead scanning device and have access to the tracking reports in real time. After the event, you can download the report including all contact details.

Present your products, banners, videos, documents, and more at your online booth to the 8,500 attendees online. This also includes the pre-configuration of your online booth, technical support, and listing on the official event website.

Check which leads visited your online booth and get in contact with your booth staff. You will receive the lead report including contact details after the event.

Invite one C-level executive of your company to join the VIP executive lunch. At this exclusive networking event, Stefan Hartung (Chairman of the Board of Management, Bosch) invites executives to network as peers in a relaxed atmosphere.

Present your products and company to a large international audience of 12,000+ attendees. You will be part of the hybrid guided exhibition tour that is available on-site as well as on-demand after the event.

Use our exclusive meeting rooms to talk business with your clients, partners, or prospects. Also, you have the option to book additional equipment and catering for the meeting room.

Being a Platinum partner, you will be prominently featured in various BCW marketing activities, such as in mailings to our customer database, in several social media posts, on our website, in newsletters, and much more.

Hybrid partner packages

Hybrid Platinum Network – on-site booth layout

Booth type: Network

This is your best choice if you would like to focus on networking and your content presentation is mainly digital.

36 m² (6,0m × 6,0m) turnkey booth



Media and technical equipment

- 1 × 75" screen (wall-mounted)
- 1 × 55" screen (wall-mounted)
- 2 × HDMI
- 2 × energy plugs
- 2 × LAN

Brandable elements

- Back wall (6m × 3m)
- Graphic cube – visible from a distance (four-sided, 2m × 1m each side)

Furniture

- Table with four chairs
- Lounge table with three lounge chairs
- Lounge table with two easy chairs
- 1 × bench
- 1 × lockable counter

Others

- Lounge carpet
- 1 × shelf
- Decorations: divider cords, string curtains, plants, pendant lights

Impressions – final implementation may vary

Hybrid partner packages

Hybrid Platinum Present – on-site booth layout

Booth type: Present

This is your best choice if you would like to have some space for an exhibit or if you need a demo area.

36 m² (6,0m × 6,0m) turnkey booth



Media and technical equipment

- 1 × 75" screen (wall-mounted)
- 1 × 55" screen (wall-mounted)
- 2 × HDMI
- 2 × energy plugs
- 2 × LAN

Brandable elements

- Back wall (6m × 3m)
- Graphic cube – visible from a distance (four-sided, 2m × 1m each side)

Furniture

- Table with four chairs
- Lounge table with three lounge chairs
- 1 × lockable counter

Others

- Recyclable paperfloor (branding possible for an extra charge)
- 1 × shelf
- Decorations: divider cords, string curtains, plants, pendant lights

Impressions – final implementation may vary

Hybrid partner packages

Learn more about our Hybrid Gold package.

	Hybrid Gold	
Tickets	On-site: 6 Online: unlimited	Join us on-site with your colleagues or bring along your customers and partners. All on-site tickets are equivalent to the on-site ticket premium. An unlimited number of online tickets are available to you and your customers.
On-site booth	20 m ²	Present your exhibits, use cases, and more, and meet with 3,200+ attendees at your on-site booth. The turnkey booth is available in two different options: Network (slide 13) or Present (slide 14).
On-site booth position	Central location	Your Gold booth will be centrally located within the exhibition main hall. The catering areas and the main routes to the stages and networking areas run closely around your booth. More details are available on slide 6.
On-site booth signage seen from a distance	General	Your Gold booth is visible from afar with its large two-sided design element on top. It's up to you if you decide for your logo or a core message.
On-site lead scanning device	1	Track and scan the leads visiting your on-site booth: you will get an easy-to-use lead scanning device and have access to the tracking reports in real time. After the event, you can download the report including all contact details.
Online booth	Company page incl. 2 product pages	Present your products, banners, videos, documents, and more at your online booth to the 8,500 attendees online. This also includes the pre-configuration of your online booth, technical support, and listing on the official event website.
Lead report of online visitors	☑	Check which leads visited your online booth and get in contact with your booth staff. You will receive the lead report including contact details after the event.
Invitation to the on-site VIP executive lunch	–	
Involvement in the hybrid guided exhibition tour	1 × 10 min	Present your products and company to a large international audience of 12,000+ attendees. You will be part of the hybrid guided exhibition tour, that is available on-site and available on-demand after the event.
On-site meeting room	1 × 45 min	Use our exclusive meeting rooms to talk business with your clients, partners or prospects. Also, you have the option to book additional equipment and catering for the meeting room.
Promotion kit	Premium	Being a Gold partner, you will be featured in various BCW marketing activities, such as in mailings to our customer database, in several social media posts, on our website, in newsletters, and much more.
Costs	EUR 44,000 net	

Hybrid partner packages

Hybrid Gold Network – on-site booth layout

Booth type: Network

This is your best choice if you would like to focus on networking and your content presentation is mainly digital.

20 m² (4,5m × 4,5m) turnkey booth



Media and technical equipment

- 1 × 75" screen (wall-mounted)
- 1 × HDMI
- 1 × energy plugs
- 1 × LAN

Brandable elements

- Back wall (3m × 3m)
- Graphic sign – visible from a distance (two-sided, 1,5m × 0,6m each side)

Furniture

- Table with two chairs
- Lounge table with three lounge chairs
- 2 × stools
- 1 × bench
- 1 × lockable counter

Others

- Bulletin board cork
- Shelves + thread curtain
- Decorations: Divider cords, plants, pendant lights

Impressions – final implementation may vary

Hybrid partner packages

Hybrid Gold Present – on-site booth layout

Booth type: Present

This is your best choice if you would like to have some space for an exhibit or if you need a demo area.

20 m² (4,5m × 4,5m) turnkey booth



Media and technical equipment

- 1 × 75" screen (wall-mounted)
- 1 × HDMI
- 1 × energy plugs
- 1 × LAN

Brandable elements

- Back wall (3m × 3m)
- Graphic sign – visible from a distance (two-sided, 1,5m × 0,6m each side)

Furniture

- Lounge table with three lounge chairs
- High table with two bar stools
- 1 × lockable counter

Others

- Recyclable paper floor (branding possible for an extra charge)
- 1 × bulletin board
- 1 × shelf
- Decorations: Divider cords, plants, pendant lights

Impressions – final implementation may vary

Hybrid partner packages

Learn more about our Hybrid Silver package.

	Hybrid Silver
Tickets	On-site: 3 Online: unlimited
On-site booth	9 m ²
On-site booth position	Corner location
On-site booth signage seen from a distance	Essential
On-site lead scanning device	–
Online booth	Company page incl. 1 product page
Lead report of online visitors	☑
Invitation to the on-site VIP executive lunch	–
Involvement in the hybrid guided exhibition tour	–
On-site meeting room	–
Promotion kit	General
Costs	EUR 28,000 net

Join us on-site with your colleagues or bring along your customers and partners. All on-site tickets are equivalent to the on-site ticket premium. An unlimited number of online tickets are available to you and your customers.

Present your exhibits, use cases, and more, and meet with 3,200+ attendees at your on-site booth. The turnkey booth is available in one option: Network (slide 16).

Your Silver booth will be located within the exhibition main hall. The catering areas and the main walkways to the stages and networking areas run closely around your booth. More details are available on slide 6.

Your Silver booth is visible from afar with its design element on top. It's up to you if you decide for your logo or a core message.

Present your products, banners, videos, documents, and more at your online booth to the 8,500 attendees online. This also includes the pre-configuration of your online booth, technical support, and listing on the official event website.

Check which leads visited your online booth and get in contact with your booth staff. You will receive the lead report including contact details after the event.

Being a Silver partner, you will be featured in various BCW marketing activities, such as, in mailings to our customer database, in several social media posts, on our website, in newsletters, and much more.

Hybrid partner packages

Hybrid Silver – on-site booth layout

Hybrid Silver

At your booth you can focus on networking and your content is mostly presented digitally.

9 m² (3m × 3m) turnkey booth



Media and technical equipment

- 1 × 55" screen (wall-mounted)
- 1 × HDMI
- 1 × energy plugs
- 1 × LAN

Brandable element

- Graphic sign – visible from a short distance (1,5m × 0,6m)

Furniture

- Lounge table with three lounge chairs
- 1 × presentation cube

Others

- Decorations: plants, pendant lights

Impressions – final implementation may vary



Online partner package

Online partner package

Learn more about our Online partner package.

	Online
Tickets	On-site: 1 Online: unlimited
On-site booth	–
On-site booth position	–
On-site booth signage seen from a distance	–
On-site lead scanning device	–
Online booth	Company page incl. 3 product pages
Lead report of online visitors	☑
Invitation to the on-site VIP executive lunch	–
Involvement in the hybrid guided exhibition tour	–
On-site meeting room	–
Promotion kit	General
Costs	EUR 10,000 net

Join us on-site with your colleagues or bring along your customers and partners. All on-site tickets are equivalent to the on-site ticket premium. An unlimited number of online tickets are available to you and your customers.

Present your products, banners, videos, documents, and more at your online booth to the 8,500 attendees online. This also includes the pre-configuration of your online booth, technical support, and listing on the official event website.

Check which leads visited your online booth and get in contact with your booth staff. You will receive the lead report including contact details after the event.

Being an Online partner, you will be featured in various BCW marketing activities, such as, in mailings to our customer database, in several social media posts, on our website, in newsletters, and much more.



Booking details

Booking details

How to book your package

Please choose your preferred exhibition partner package, complete and sign the booking form, and send it to BCW@bosch.com.

Download the booking form

Do you have questions about exhibiting at BCW24, or would you like to find out which partner package is the best choice for you? Then book a 30-minute meeting with us.

Book your meeting

After we have received your completed and signed booking form, we will confirm your exhibition partnership within three working days.



Booking details

Submission timeline



Today



Two weeks after you submitted your signed booking form



Two weeks after you submitted your company details



Aug. 15, 2023



Until Jan. 8, 2024



Until Feb. 5, 2024



Feb. 23, 2024

BCW24

Feb. 28–29, 2024

Booking

Access the MyBCW Partner Portal

Please choose your preferred exhibition partner package, complete and sign the booking form, and send it to BCW@bosch.com.

Submit various information: company logo, company profile, and on-site booth type.

Start of online promotion

Your logo and company details will be published on the official event website.

Go-live of BCW.online platform

All attendees can access the BCW.online platform.

Finalize your on-site booth

Submit your final backwall graphics and book your additional options.

Register your booth staff

Register your booth staff in the MyBCW Partner Portal. Keep in mind to invite your customers and partners.

Finalize your online booth

Cross-check all details of your online booth and finalize it.

Bosch Connected World 2024



Additional options

Additional options

Learn more about our additional options.

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

Drive traffic to your on-site booth.

- Become a stop on the hybrid guided exhibition tour
- Refreshments at your booth
- Flexible indoor branding
- Outdoor branding at BCW
- Brand a catering area

Boost your online presence.

- Upgrade your outbound campaign
- 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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See you at **BCW24**

February 28–29 | On-site and online