Service Description of Participation Packages and Additional Services – Digital Platform it-sa 365

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General:
NürnbergMesse GmbH develops technologies and services that give IT security persons and companies a chance to network and remain in contact with each other throughout the year and not only at the regularly held exhibitions in the Nuremberg exhibition venue. In the following, NürnbergMesse GmbH is referred to as NürnbergMesse or the Platform Operator and the contractual partner as the Provider.

The participation packages are described in detail in the following. Unless otherwise noted, all content comes from the contractual partner ("Provider") and is transmitted by it to the Platform Operator as a rule. For the sake of clarity, all content that must be delivered by the contractual partner is marked with an asterisk (*).

1. Company & Product Package
The Company & Product Package is the basic package for a presence at the Digital Platform it-sa 365. The package is a fundamental prerequisite for the booking of other packages and/or individual services. The performance period is 12 months.

- Company profile*
  Company name, logo of the company (jpg. or png.), teaser/ company picture (jpg. or png.), brief profile, contact information (address, email (including linking)), website (including linking), links to social media channels (Twitter, LinkedIn, Xing, Facebook, Instagram and YouTube), text/ background information ("About us" – 4,000 characters including spaces), integration of 1 YouTube/Vimeo video and 1 PDF file (max. 5MB) for download. Classification in the product directory of the company profiles by storing a maximum of 5 nomenclature points is included in the price. Additional nomenclature points can be booked for a fee.
- 2 product pages included in the price*
  Additional product pages can be booked for a fee.
  Product name, link to the company profile, logo of the provider, key facts (= brief description), product description (4,000 characters including spaces), integration of up to 5 pictures, integration of 1 YouTube/Vimeo video, 1 PDF file for download, tagging of innovations. Designation of a product expert who will be displayed with his or her user profile.
- Contact and interaction possibilities
  Online appointment scheduling, exchanges via chat or video call (for example), link to personal profiles of your employees (prerequisite: employee = registered user* on the platform)

2. Starter Interaction Package
The prerequisite for booking this package is at least one Company & Product Package.
The package includes:

- Basic Action including leads
  15-minute presentation slot on the Digital Platform it-sa 365.
  The Provider can present his or her product or service live to a registered audience using a web conferencing tool once during the contractual term of the participation package. This is possible within specified formats of NürnbergMesse (limited availability) or at a freely choosable date and time (in consultation with the Platform Operator). The time slot of the action will be assigned to the Provider by the Platform Operator. The Platform Operator will provide the necessary infrastructure, as well as facilitation and technical support.
  Technical support consists of an introduction to the web conferencing tool and support during the video slot. This support can only be provided if the Provider possesses the necessary digital infrastructure or the action* is recorded in advance and made available to the Platform Operator no later than one week before the broadcast.
  Users of the digital platform it-sa 365 can register for the presentation and consent to the disclosure of their data to the Provider if they participate. These data include (first name, last name, company name, email address). Afterwards, the Provider will receive the lead lists of the users participating in this slot. The Platform Operator does not guarantee a certain number of participants.
  The Platform Operator will prepare a details page for the action for the purpose of advertising it. This details page will have the following contents*: teaser image (jpg. or png.), logo of the company (jpg. or png.), link to the company profile on the platform, brief description (description of the presentation/ action), classification of the presentation/ action (type of presentation, topic of the presentation), limitation of participants (optional), option to permit user questions (interaction). After the action, the recording will be integrated into the details page as a video about 2 to 3 weeks later. This details page can remain online as long as the Provider has booked the Basic Package.
- Marketing Boost
  This service includes a onetime position in the IT Security Newsletter and it-sa 365 News and a onetime sponsored social media post.
  The newsletter will be sent in the German and English languages at regular intervals of time. The Provider will have the option of sending the content in both languages to the Platform Operator and therefore to be present in the German and English versions.
  The link in the German and English newsletter leads to the corresponding contents of the Provider on the digital platform it-sa 365. The link can only be guaranteed if the contents exist in the respective language.
  The following presence options are available:
  - 1 x advertisement* or
  - 1 x link to the Whitepaper*/Case Study*, or
  - 1 x product innovations advertisement with link to the company profile*
  - 1 x link to the upcoming action*

  The content will be included in an issue of the newsletter after consultation between the Platform Operator and the Provider. Presence options in the newsletter will be assigned on a "first come, first serve" basis.
  In the social media post, the Platform Operator advertises one of the contents of the Provider on the digital platform it-sa 365 exclusively in one of the social media

channels (Twitter, LinkedIn, Xing). Contents and photographic material provided by the Provider will be posted after consultation between the Platform Operator and the Provider. A link to the contents of the Provider on the platform mentioned in the post will be provided. These contents can be:
  - 1 x link to the Whitepaper*/Case Study* or
  - 1 x product innovations link to the company profile or product profile* or
  - 1 x link to the upcoming action*
- Whitepaper
  The Provider will prepare a Whitepaper* in PDF format. Definition of a Whitepaper: A Whitepaper is a document containing premium-quality specialist information on a specific topics (e.g. case study, user description, analysis, market research results). It consists of at least two DIN A4 pages.
  The Whitepaper will be labelled as such and will be announced in an article* that leads to the Whitepaper. To this end, the Provider must provide a teaser image (jpg. or png.), title of the Whitepaper and a description text with max. 4,000 characters including spaces to the Platform Operator. The Platform Operator reserves the right to make adjustments in consultation with the Provider. The Whitepaper can only be downloaded with the users' consent to disclose their data. These data include (first name, last name, company name, email address). The Provider will receive the corresponding lead list on a regular basis.

3. Extended Interaction Package

The prerequisite for booking this package is at least one confirmed Company & Product Package. The package can be booked in the Online ExhibitorShop and includes:

- Extended Action including leads
  The Extended Action consists of a 30-minute presentation slot (detailed description in the Starter Interaction Package under Basic Action).
- Targeted Marketing Boost
  Prior to the Interactive Action, the Platform Operator will send out a targeted invitation email to registered users whose interests match the topic of the Interactive Action. This email will be geared specifically to the topic-specific advertising of actions and will contain a link to the details page of the action on the Digital Platform it-sa 365. The text, layout and transmission time will be specified by the Platform Operator.
  The emails can be sent at the earliest when all contents for the action details page are available to the Platform Operator. The emails can be sent in the German and English languages, depending on the presentation language.
  The Platform Operator reserves the right to advertise a maximum of up 3 actions in one mailing if demand is high.
- Whitepaper
  The provider produces a white paper* in PDF format. (Detailed description in the Starter Interaction Package)

4. Digital Sponsorship Package

This package is strongly limited (max. 3 simultaneous active packages) and the availability must be queried in the Online ExhibitorShop. The prerequisite for this package is at least one confirmed Company & Product Package. The Platform Operator decides the selection of interested Providers. The term is 365 days from package booking. The package includes:

- Individual Action including leads
  30-minute presentation format that can be customised according to the provider's wishes. The following elements, for example, are conceivable for the individual design: Inclusion of a survey, breakout sessions, discussion with several speakers, etc.
- Sponsored Notification
  This is a subtle pop-up window on the Digital Platform it-sa 365. The Sponsored Notfication is integrated on the Digital Platform it-sa 365 for one fixed day, appears on all sub-pages and is displayed to the visitors of the platform at least once during the booked period. The following content of the Provider is displayed: logo* (jpg or png), short text* with max. 280 characters, link to content of the Provider on the Digital Platform, such as presentation slot, job offer, whitepaper, company profile, etc. The provider has the possibility to send the content to the platform operator in both languages and to be present in the German and English version.
- Logo presence in the mailings around digital events
  The Provider will be listed with its logo* as a sponsor in the mailing formats around the event for which the Digital Sponsorship Package is booked. These will be released in German and English. The logo links to the German and English company profile of the Provider on the Platform. The link can only be guaranteed if the Provider's company profile exists in the respective language.
- Logo presence in the actions of the digital event
  The Provider's company logo* will be integrated into the start screen of the actions during the digital event for which the Provider has booked the Digital Sponsorship Package.
- Logo presence on the IT Security Talks page
  The Provider's company logo* will be included on the page of the event for which the Digital Sponsorship Package has been booked. The logo links to the German and English company profile of the Provider on the platform.
- Social media post about the sponsors
  The sponsors of the digital event will be mentioned in a social media post in the existing it-sa channels.
- Individualised profile and action advice
  Advisory service of the Platform Operator by telephone and email

5. Additional services

The Provider has the option of booking additional services individually and singly. The prerequisite is at least one confirmed Company & Product Package. The additional services can be booked in the personal exhibitor section of the Online ExhibitorShop.

- Basic Action
  (detailed description in the Starter Interaction Package)
- Extended Action
  (detailed description in the Extended Interaction Package)
- Individual Action
  (detailed description in the Digital Sponsorship Package)
  Please contact itsa365@nuernbergmesse.de if interested. This individual service is only bookable upon request.
- Additional nomenclature points
  For the company profile (detailed description in the Company & Product Package)

- Additional product pages
  (detailed description in the Company & Product Package)
- Whitepaper
  (detailed description in the Extended Interaction Package)
- Job offer
  Publication of a job offer* by the Provider on the job board on the Digital Platform it-sa 365 and link to the company profile for the performance period of 2 months. Linking of a contact person for direct contact (note: the contact person must be registered as a user at it-sa 365). Presentation of the job offer with job description* (max. 10,000 characters), integration of up to 3 images* (as far as possible, we will take over the format from your template), linking of the company profile on the job offer, German and English version.
- Marketing Boost
  (detailed description in the Starter Interaction Package)
- Targeted Marketing Boost
  (detailed description in the Extended Interaction Package)
- Sponsored Notification
  (detailed description in the Digital Sponsorship Package)
- Logo Slider
  The Provider's company logo* is placed in a logo slider for a performance period of 6 months, which is prominently displayed on pre-defined pages of the Digital Platform it-sa 365 and can include other Provider logos. The logo links to the German and English company profile of the Provider on the Platform.
- Sponsored Video
  A video* provided by the Provider as a YouTube or Vimeo link is integrated on pre-defined pages of the Digital Platform it-sa 365 for the performance period of 3 months. The video is presented with a headline* (max. 50 characters) and a text* (max. 180 characters). The Sponsored Video links to the German and English company profile of the provider on the platform.
- Logo in Search Display
  The company logo* is placed in the search window of the Digital Platform it-sa 365 for a performance period of 2 months. 5 places can be filled by different Providers at the same time. The logo will be displayed to visitors of the platform when they use the search function. The logo links to the German and English company profile of the Provider on the Platform.

6. Costs of the platform presence as Provider, payment terms

The costs of the participation packages and additional services on the Digital Platform it-sa 365 described in Items 1-5 are as follows for the specified terms (from booking):

- Participation Packages:
  EUR 990 for the Company & Product Package
  EUR 2,990 for the Starter Interaction Package
  EUR 4,490 for the Extended Interaction Package
  EUR 9,490 for the Digital Sponsorship Package
- Additional services:
  EUR 1,790 for Basic Action
  EUR 2,990 for Extended Action
  Price upon request for Individual Action
  EUR 25 for for additional nomenclature points
  EUR 99 for additional product pages
  EUR 1,750 for Whitepaper
  EUR 450 for Job offer
  EUR 1,340 for Marketing Boost
  EUR 1,850 for Targeted Marketing Boost
  EUR 1,190 for Sponsored Notification
  EUR 1,100 for Logo Slider
  EUR 1,490 for Sponsored Video
  EUR 1,990 for Logo in Search Display

All prices are quoted before the statutory value-added tax. Invoice amounts are due and payable without deductions on the date indicated on each invoice. All payments must be made free of charge and in euros and the invoice number must be quoted.