

Service description of the Company & Product Package

Digital platform it-sa 365

October 2023

General information

NürnbergMesse GmbH develops technologies and services that are used to enable people and companies in IT security to network with one another and maintain contact throughout the year, in addition to the trade fairs held regularly at the exhibition venue in Nuremberg. NürnbergMesse GmbH is referred to as "NürnbergMesse" or the "Platform Operator" below, and the other party to the Agreement is referred to as the "Provider."

The participation packages are described in detail below. In principle, unless otherwise stated, all content originates from the contractual partner and is transmitted by the contractual partner to the Platform Operator. For a better overview, all content that the contractual partner must supply is marked with an asterisk (*).

1. Company & Product package

- Company profile*

Company name, logo of the company, teaser/company image, short profile, contact information (address, e-mail (incl. link), website (incl. link), linking of social media channels (Twitter, LinkedIn, Xing, Facebook, Instagram and YouTube), text / background information ("About us" - 4,000 characters incl. spaces), integration of 1 YouTube/Vimeo video and 1 PDF file for download (max. 5MB). Classification in the product directory of company profiles by placing a maximum of 5 nomenclature points.

- Up to 2 product profile pages*

Product name, link to company profile, logo of Provider, key facts (= short description), product description (4,000 characters incl. spaces), integration of up to 5 images, integration of 1 YouTube/Vimeo video, 1 PDF file for download, labelling of new products.

- Contact and communication opportunities:

Online appointments, interaction through e.g. direct message, video chat, link to personal profiles of your employees (prerequisite: registered users* on the platform)

2. Additional services

The additional services can be booked via the personal exhibitor area in the Online ExhibitorShop after receipt of the confirmation of participation (see item 3 of the General Terms and Conditions for Using).

The Provider has the possibility to book individual and single additional services in addition to the packages. The Company & Product Package is the minimum requirement for this. The additional services can be booked via the personal exhibitor area in the Online ExhibitorShop after receipt of the confirmation of participation (cf. item 3 of the General Terms and Conditions of Using).

The following participation packages and additional services can be ordered:

- Starter Interaction Package
- Extended Interaction Package
- Digital Sponsorship Package
- Basic Action
- Extended Action
- Additional nomenclature points
- Additional product pages
- Whitepaper
- Job offer
- Marketing Boost
- Targeted Marketing Boost
- Sponsored Notification
- Logo Slider
- Sponsored Video
- Logo in Search Display

The contents of the above-mentioned participation packages and additional services are described in detail in the "Service Description of the Participation Packages and Additional Services Digital Platform it-sa 365".

3. Costs of participation in the digital platform as a provider, terms of payment

The costs for the service package on the digital platform defined in item 1. for a contract period of 12 months from the confirmation of participation by the Platform Operator are 990 EUR.

All prices are exclusive of VAT.

The invoices are due and payable without deduction on the date stated on the respective invoice. All payments are to be made free of charges and in EURO, stating the invoice number.