

**DNEA** 7–11 June 2021  
Connecting Digital Health



# \_Partner Plus Services

As of 01.04.2021

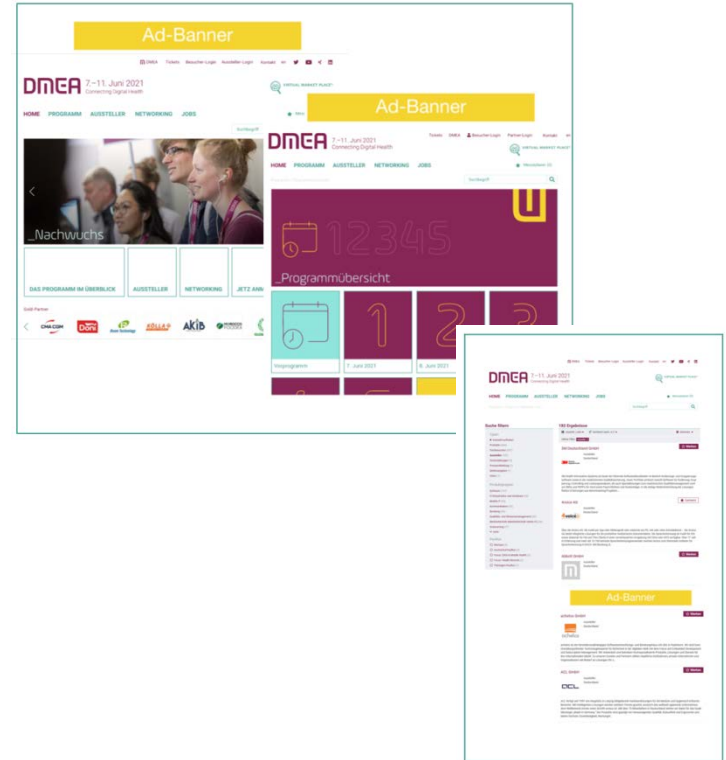
# \_Partner Plus Services

We offer a wide range of exclusive services for **Gold, Silver and Bronze Partners**, conceived to support in positioning your company successfully within the most important gathering of the Digital Health industry.

- Various Adbanners
- AdKeywords for Top Ranking in the search results
- Embedding of company/product videos
- Partner Events
- ...and more

You can find the detailed overview of our Partner- and Exhibitor Packages here <https://www.dmea.de/en/Exhibitors/DMEA-digital-Pakete/>

After booking your Partner Package, you can book these services separately in the VMP Shop.



# \_Partner Events

- Reach your target groups directly and generate your own leads
- You organize the event in a tool of your choice and determine the format (webinar, Q&A etc.)
- You can assign your event to a DMEA track and to product groups
- If you record your event you can embed it in the event entry to be available as on demand video
- Time slots starting from 25.05.2021, d
- A time slot is available for max 3 partner events simultaneously
- 45 min slot, slots are limited

Time slots are distributed on a „first come, first serve“ basis

## Program Overview

The screenshot shows the 'Program Overview' page on the DMEA website. It features a list of events under the heading '3 Ergebnisse'. The first event, 'DMEA 2021: Digitale Gesundheit 100% digital', is highlighted with a red box. The event details include: 'Veranstaltung von DMEA Virtual Market Place', 'DMEA 2021 Eine Woche voller Digital Health', '10.03.2021, 10:00 - 12:00 Uhr', and 'Pitch' format. A description follows, mentioning the event's focus on digital health and its format as a virtual marketplace. Other events listed include 'eHealth Hot Seat mit Dr. Markus Leyk Dieken' and 'Gesundheitsversorgung 2025 - vom Patienten gedacht #2025om-ingsoon'.

The screenshot shows the detailed view of the 'DMEA 2021: Digitale Gesundheit 100% digital' event. The header includes the DMEA logo and dates '7.-11. Juni 2021'. The event is categorized as 'digital' and is part of the 'DMEA Virtual Market Place'. The date is '10.03.2021' and the time is '10:00 - 12:00 Uhr'. The format is 'Pitch'. A 'Beschreibung' section provides more context, stating that the event is a virtual marketplace for digital health, featuring a live-streamed Q&A session with Dr. Markus Leyk Dieken. A 'Videos' section at the bottom shows a video thumbnail with the title 'Auf ein Wort mit... Thomas Jaronbek' and a 'Video on Demand' label.

## Video on Demand

# \_Partner Events

- Your event will be displayed in your exhibitor entry and will be listed in the DMEA program overview.
- The link for visitor participation at your event is placed in your event entry
- Date and time information
- Event can be exported to visitor's calendar
- Event can be saved to visitor's Virtual Market Place® calendar
- Entry contains an interest button as well as bookmark and share buttons
- Participant management and leads in your immediate administration

## Exclusively for Gold, Silver & Bronze Partners

Price: 600 Euro

We will be happy to assist you producing your own event.  
Further information upon request

Production costs: 2.500,- Euro per Partner-Event  
(availability must be checked)

Service „Partner Event“ must be booked additionally

The screenshot shows the DMEA 2021 website interface. At the top, there is a navigation bar with 'DMEA', 'Tickets', 'Besucher-Login', 'Aussteller-Login', 'Kontakt', and social media icons. Below this is the main header with 'DMEA 7.-11. Juni 2021 Connecting Digital Health' and a 'VIRTUAL MARKET PLACE®' logo. A navigation menu includes 'HOME', 'PROGRAMM', 'AUSSTELLER', 'NETWORKING', and 'JOBS'. A search bar is located on the right. The main content area features a large event card for 'DMEA 2021: Digitale Gesundheit 100% digital'. This card includes a description, a 'Beschreibung' section, and a table of event details. The table lists the date as '10.03.2021', the time as '10:00 - 12:00 Uhr', and the format as 'Pitch'. Below the table, there is a 'Teilen' (Share) button and a 'Marken' (Bookmark) button. A red arrow points from the table to the text 'Event details with export functionality'. Below the event card, there is a 'Beschreibung' section with text about the event and a 'Links' section containing a registration link: 'Hier zur Teilnahme anmelden'. A red arrow points from this link to the text 'Link to event tool'.

Event details with export functionality

Link to event tool

# \_Ad Keyword for Top Ranking

- **Exclusive ad keyword:** search term that leads to a first placement in the corresponding search results e.g. product group, product name etc.

- Color highlighting of your company

## Partner Package:

- Gold Partner: 1 ad keyword included
- Pre-selection right of the Ad-Keyword for Gold Partner until 31.03.2021
- Silver Partner: 1 ad keyword bookable
- Bronze Partner: not bookable

Price: 499 Euro

The screenshot shows the DMEA website interface. At the top, there are navigation links: HOME, PROGRAMM, AUSSTELLER, NETWORKING, JOBS. A search bar at the top right contains the text 'Medizintechnik' and is highlighted with a red box. Below the search bar, the results are displayed under the heading '132 Ergebnisse'. The first result is 'DMEA Virtual Market Place', which is also highlighted with a red box. Below it, the 'Schiller Medizintechnik GmbH' result is visible. On the left side, there is a 'Suche filtern' (Filter search) section with various categories and counts, such as 'Produkte (60)', 'Aussteller (30)', and 'Fachbesucher (34)'. The bottom of the page shows the DMEA logo and the text '7.-11. Juni 2021 Connecting Digital Health'.

# \_Adbanners on the Platform

Partner Plus service

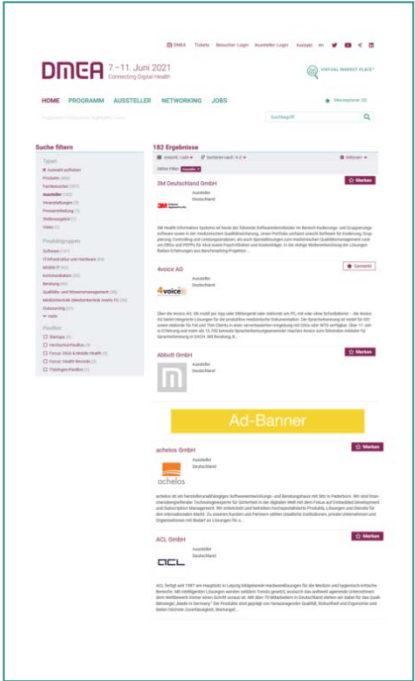
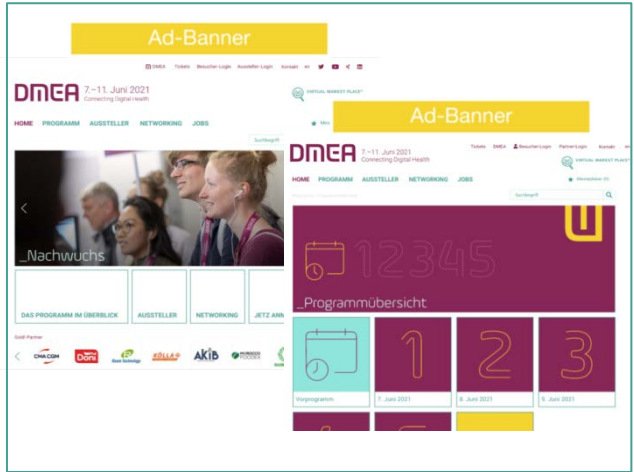
Positions available on the top of the pages and within search results

- Max. 5 banners rotating per position
- Linked to your own partner entry
- Service available only for Partner Packages

Gold Partner: Until 31.03.2021 positions are reserved for Gold Partners only

Silver Partner: From 01.04.2021 remaining positions available for Silver Partners only

Bronze Partner: From 19.04.2021 remaining positions available for Bronze Partners



# \_Registration Pop Up AdBanner

Partner Plus service

- Registration pop-up mask is displayed to every user of the platform
- Only one exclusive position
- Without link to the company entry

## Partner Package:

- Gold Partner: allocation on a first come, first serve basis
- Silver Partner: possible booking if remaining place

Price: 7.500 Euro

The image shows a registration pop-up banner for DMEA 2021. At the top, there is a dark blue header with the text "\_DMEA 2021 Eine Woche voller Digital Health" and a stylized logo. Below the header, the text reads "Herzlich willkommen in der DMEA-Community!" followed by a paragraph: "Hier finden Sie ausführliche Informationen zum DMEA-Programm und zu den DMEA-Ausstellern. Mit einem kostenfreien Networking-Profil können Sie sich mit Ausstellern und Fachbesuchern matchen und in Kontakt treten." Below this text are three icons: a calendar with a clock (labeled "Programm"), a person with a clipboard (labeled "Partner & Aussteller"), and two hands shaking (labeled "Matchmaking"). At the bottom, there are two buttons: "ANMELDEN" and "REGISTRIEREN". Below these buttons is a yellow banner with the text "Ad-Banner".

# \_Top Position Banner Search Results

Partner Plus service

## Top Position

Be found even if you are not actively searched for!

- Max. 5 occupancies (rotating)
- With linking

Omnipresent on result pages of:

- Exhibitors
- Products
- Networkers
- Jobs
- Press releases

## Partner Package :

Gold Partner: preemption till 31.03.2021

Silver Partner: bookable from 1.04.2021

Bronze Partner: bookable from 19.04.2021

Price: 2.400 Euro

The screenshot shows the DMEA website interface. At the top, there is a yellow banner with the text 'Ad-Banner'. Below the banner, the website header includes the DMEA logo, the event dates '7.-11. Juni 2021', and the tagline 'Connecting Digital Health'. Navigation links for 'HOME', 'PROGRAMM', 'AUSSTELLER', 'NETWORKING', and 'JOBS' are visible. A search bar contains the text 'Suche: IT'. On the left side, there is a 'Suche filtern' (Filter search) section with various categories like 'Typen', 'Produkte', 'Aussteller', etc. The main content area displays '182 Ergebnisse' (182 results) for the search term 'IT'. The first result is for '3M Deutschland GmbH', an exhibitor from Germany, with a brief description of their '3M Health Information Systems' software. The second result is for '4voice AG', also an exhibitor from Germany, with a brief description of their voice-based solutions. The DMEA logo and event information are repeated at the bottom of the page.



# \_Top Position Banner Program Results

Partner Plus service

## Top Position

Be found even if you are not actively searched for!

- Max. 5 occupancies (rotating)
- With linking
  
- On all program-related result pages

## Partner Package :

Gold Partner: preemption till 31.03.2021

Silver Partner: bookable from 1.04.2021

Bronze Partner: bookable from 19.04.2021

Price: 3.400 Euro

The screenshot displays the DMEA website interface during the event. At the top, a yellow banner reads 'Ad-Banner'. The navigation bar includes 'HOME', 'PROGRAMM', 'AUSSTELLER', 'NETWORKING', and 'JOBS'. A search bar on the right contains the text 'Suche filtern'. The main content area is titled 'Suche filtern' and shows '3 Ergebnisse'. The first result is 'DMEA 2021: Digitale Gesundheit 100% digital' with a 'Merken' button. The second result is 'eHealth Hot Seat mit Dr. Markus Leyck Dieken' with a 'Merken' button. The third result is 'Gesundheitsversorgung 2025 - vom Patienten gedacht #2025con-ingsoon' with a 'Merken' button. The search filters on the left include 'Typen', 'Produkte (10)', 'Fachbesucher (207)', 'Aussteller (143)', 'Veranstaltungen (7)', 'Anwesenheit (1)', 'Stimmungsgrad (1)', 'Wohlfühl (1)', 'Veranstaltungsdatum', 'Zeitraum', 'Aktuell (1)', 'Vorgänge (1)', 'Veranstaltungsort', 'Kategorie (1)', 'Partner (1)', 'Spendenkategorie (1)', and 'Gesundheitsversorgung (1)'.

# \_Content Ad: on all result pages

## Content Ad

- Appears after the 3rd search result
- Max. 5 occupancies (rotating)
- With linking

## Omnipresent on result pages of:

- Exhibitors
- Products
- Networkers
- Jobs
- Press releases

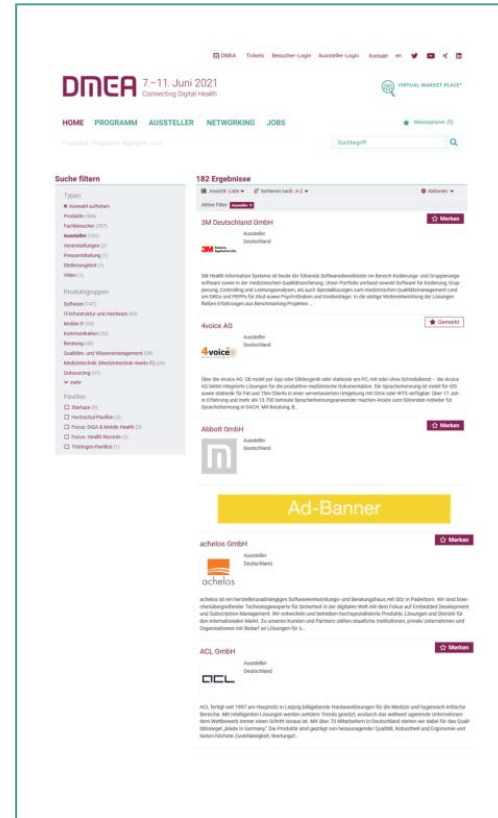
## Partner Package :

Gold Partner: preemption till 31.03.2021

Silver Partner: bookable from 1.04.2021

Bronze Partner: bookable from 19.04.2021

Price: 2.100 Euro



# \_ Content Ad: on all program result pages

Partner Plus service

## Content Ad

- Appears after the 3rd search result
- Max. 5 occupancies (rotating)
- With linking
  
- On all program-related result pages

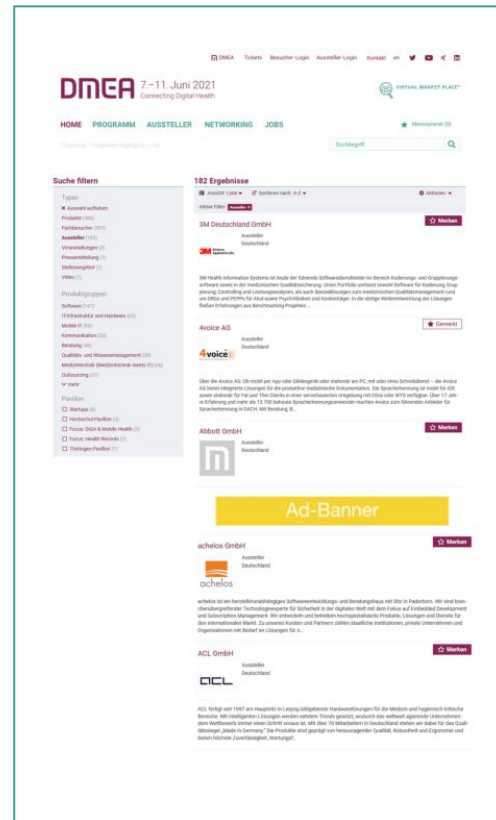
## Partner Package :

Gold Partner: preemption till 31.03.2021

Silver Partner: bookable from 1.04.2021

Bronze Partner: bookable from 19.04.2021

Price: 3.100 Euro



# Banner Positions Overview With Prices

Banner Positions	Gold Partner	Silver Partner	Bronze Partner	Amount	Price
Registration Pop Up Banner	P+	P+		1	7.500 €
Top Position Search Results Page Exhibitors & Products	P+	P+	P+	5	2.400 €
Top Position Program Result Page	P+	P+	P+	5	3.400 €
Content Ad Search Results Page Exhibitors & Products	P+	P+	P+	5	2.100 €
Content Ad Program Result Page	P+	P+	P+	5	3.100 €

Alle Preise zuzüglich der zum Zeitpunkt der Veranstaltung gültigen gesetzlichen Umsatzsteuer. Bei Inanspruchnahme weiterer Leistungen entstehen Mehrkosten

# \_Employer Branding Video

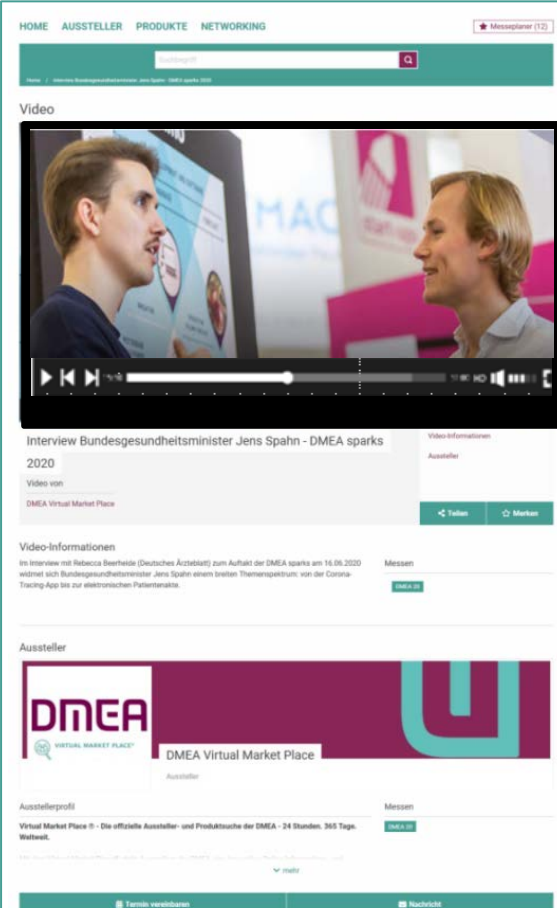
- Add an Employer Branding Video to your entry to present your company as an employer
- Embedding of a Youtube or Vimeo link
- Shown in video gallery
- Video assigned to category „career“
- Bookmark and share buttons

Exclusively for Partner Packages

Price: 499 Euro

Price for 3 Videos: 1.200 Euro

Partner Plus service



The screenshot shows a video player interface on a website. The video content shows two men in a professional setting, one of whom is identified as Jens Spahn. Below the video player, there is a title 'Interview Bundesgesundheitsminister Jens Spahn - DMEA sparks' and a date '2020'. The video is categorized as 'DMEA Virtual Market Place'. To the right of the video player, there are 'Video-Informationen' and 'Aussteller' sections. Below the video player, there is a 'Video-Informationen' section with a 'Messen' button. At the bottom of the page, there is a banner for 'DMEA Virtual Market Place' with the DMEA logo and a 'Messen' button. The website navigation bar at the top includes 'HOME', 'AUSSTELLER', 'PRODUKTE', and 'NETWORKING'. A search bar is also visible.

# \_Company/Product Video

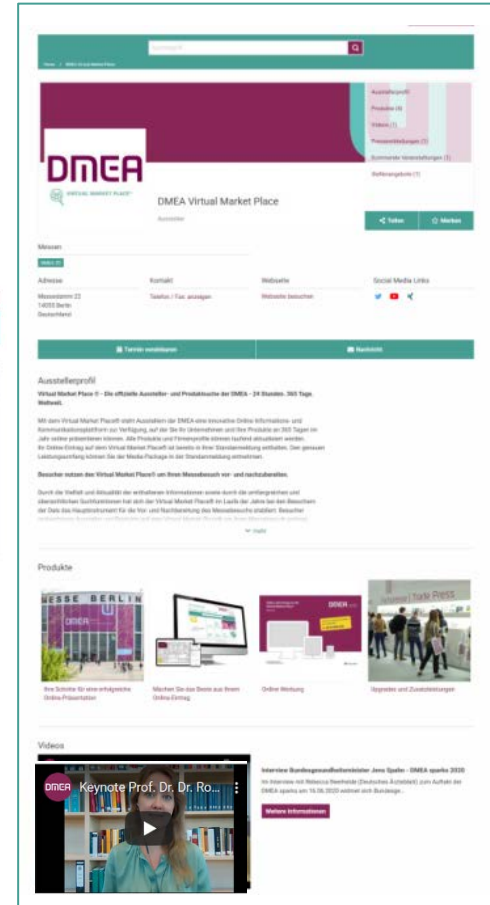
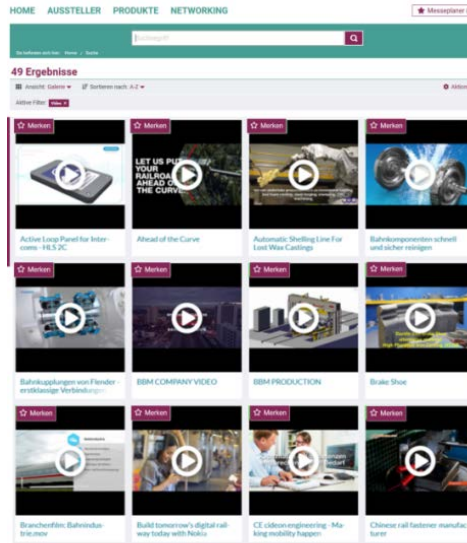
- Present your company or your products with a video
- Embedding of a youtube or vimeo link in your exhibitor entry
- Video appears additionally in the video gallery of the platform
- Bookmark and share buttons

## Exclusive for partners only:

- Gold/Silver Partners: 1 video included
- Bronze Partners: can be booked for an additional fee

Price: 499 Euro

Price for 3 Videos: 1.200 Euro



# \_Digital DMEA 2021 at a glance

## Event

DMEA – Connecting Digital Health – One Week Full of Digital Health

## Date

7. to 11. June 2021

Pre-Program from 25.5.2021 Online

We will be happy to consult you – your contacts at DMEA

## Host

Bundesverband  
Gesundheits-IT – bvitg e. V.  
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Book at: [www.dmea.de/en/](http://www.dmea.de/en/)