

# PARTICIPATION OFFER

MARKETPLACES at the Hypermotion 2021

Organizer:



# THE HYPERMOTION

## THE MULTIMODAL INNOVATION AND NETWORKING-PLATFORM

hypermotion

### 1. THE IDEA

Hypermotion connects **suppliers and users** who are setting new standards for the mobility and logistics of tomorrow. New business models and innovations are being used to develop intelligent transport and logistics systems for the future.

### 2. THE AIM

**Multimodal networking** across transport modes and system boundaries is the ultimate goal - cooperation is the order of the day

### 3. WHAT'S SO SPECIAL

The Hypermotion is the **neutral multimodal innovation platform** for the **future of mobility & logistics in cities and regions.**



# THE FOCUS

## CONNECTING INDUSTRIES AND PARTICIPANTS TO ONE COMMUNITY



### SECTORS

- Mobility Providers and Public Transport
- Automotive Industry and Suppliers
- Logistics and Supply Chain Management
- Electronics, Sensor, Telematics and Navigation sectors
- Planning, Building, Infrastructure and Consulting
- Real Estate, Renewable Energy und Finance
- Urban Air Mobility, Air Cargo und Flybots
- and much more

### PARTICIPANTS

- Innovators and „Game Changers“ / Disruptors
- Decision-Makers from the Public Sector
- IT-Specialists, Engineers and Developers
- Experts from Research and Development, Universities
- Business Development and Innovation Managers
- City Planners, Architects and Transport Planners
- Corporate Travel Managers / Mobility Managers
- and much more

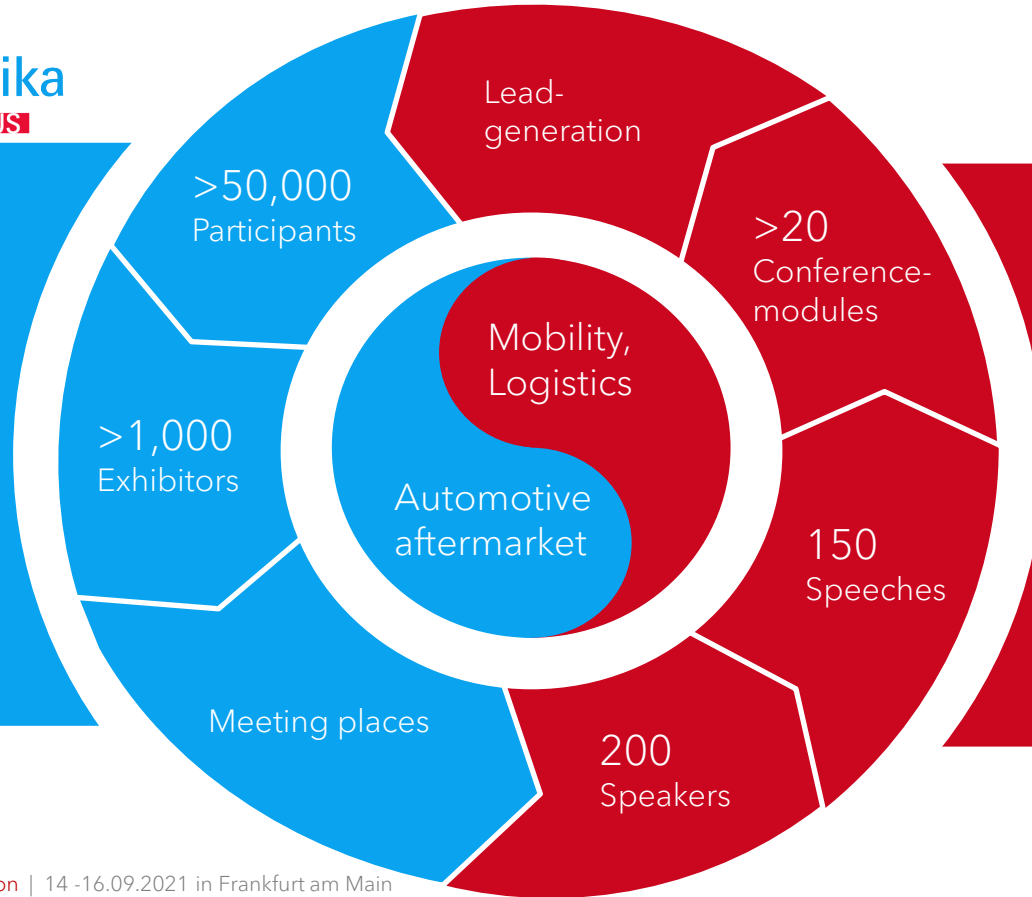
# HYPERMOTION MEETS AUTOMECHANIKA

## UNIQUE REACH AND MARKET POTENTIAL

hypermotion

**automechanika**  
FRANKFURT DIGITAL PLUS

Fields of application and customers for innovative solutions along the supply chain for the automotive supply industry and for mobility of the future



hypermotion

Providers of smart solutions to optimise and secure mobility, transport and logistics chains

# MARKETPLACES@HYPERMOTION

CONFERENCES, EXHIBITION AND COMMUNICATION FROM ONE PROVIDER

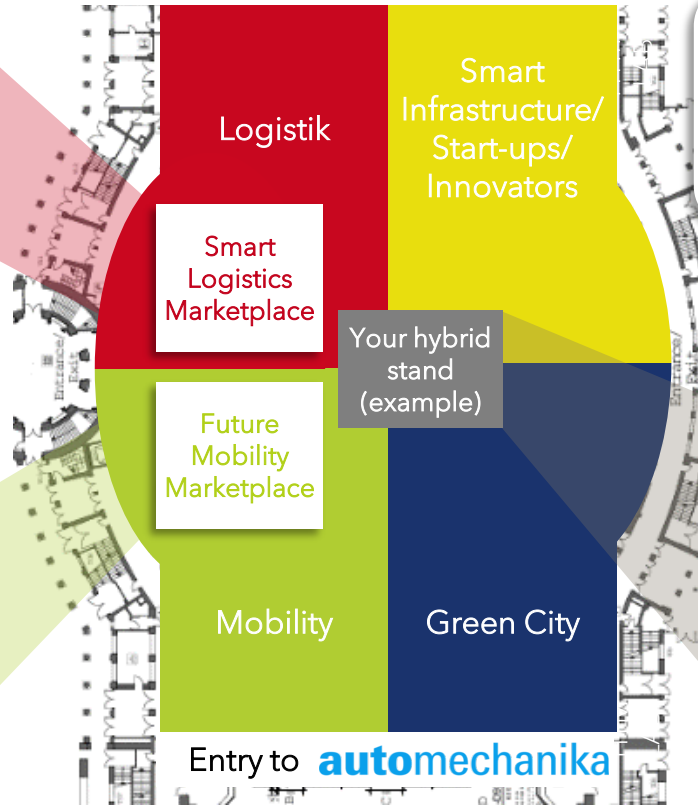


- Map of the hall / schematic diagram -



## IN THE CENTRE OF THE FESTHALLE:

Marketplaces for mobility and logistics with digital and hybrid elements! Whether you are an innovation leader at a marketplace, a speaker at the conference, join a workshop session or have your own hybrid stand.



Conferences in the Forum on the 1st Floor

<b>smc</b> (Mobility & Green City Stage)	<b>scalex</b> (Logistics Stage)	Studio(s)/ Streamed Guest(s)
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## Your own hybrid stand (example)



# MEETING PLACE FOR LOGISTICS EXPERTS & DIGITAL CHAMPIONS IN THE SMART LOGISTICS MARKET

Structured according to focal themes:

## Smart Logistics Solutions



Last mile, urban logistics, supply chain, emission-free transport

## Smart Infrastructure



Digital twins, building information modelling (BIM), intelligent transport systems (ITS)

## Digital Transport Solutions

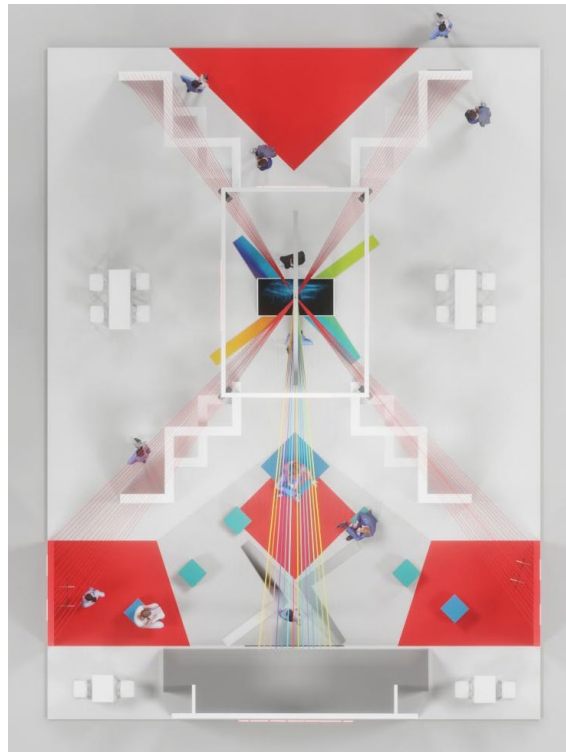


Traffic management, cooperative control centres, big data analytics

## Disruptive Technologies



Artificial intelligence (AI), robotics, hyperloop technologies, blockchain technologies



## High Performance Infrastructure



5G-communication, digital ports, airports and terminals, intelligent IoT-solutions

## Green - Lean - Smart



Fast track innovation, innovative input flow planning and control, cooperative logistics planning

## Resilience and Sustainability



Supply chain resilience, the circular economy, climate neutral supply chains

## Transformation & Digitalization



Logistics 4.0 and management 4.0, global supply chains, 3D-logistical flows, big data analytics

# SMART LOGISTICS MARKETPLACE

## TRANSFORMATION OF TRADITIONAL THINKING

- ✓ Presentation of your projects and products on thematically clustered presentation walls
- ✓ Knowledge exchange and discussions in the arena
- ✓ Central meeting point in the communication area
- ✓ Exclusive community app to enable networking before, during and after the event



- Topics and solutions for the future in logistics and supply chain management
- Innovative presentations
- Top lead generation
- New business

# FUTURE OF MOBILITY MARKETPLACE

## EXCHANGE AND NETWORKING FOR PARTICIPANTS WITH INNOVATORS AND MARKET "GAME CHANGERS"

Structured according to focal themes:

### Connected Mobility



Integrated transport planning, data security, 5G-communication

### Smart Infrastructure



Digital twins, building information modelling (BIM), intelligent transport systems (ITS)

### Sustainable Cities & Regions

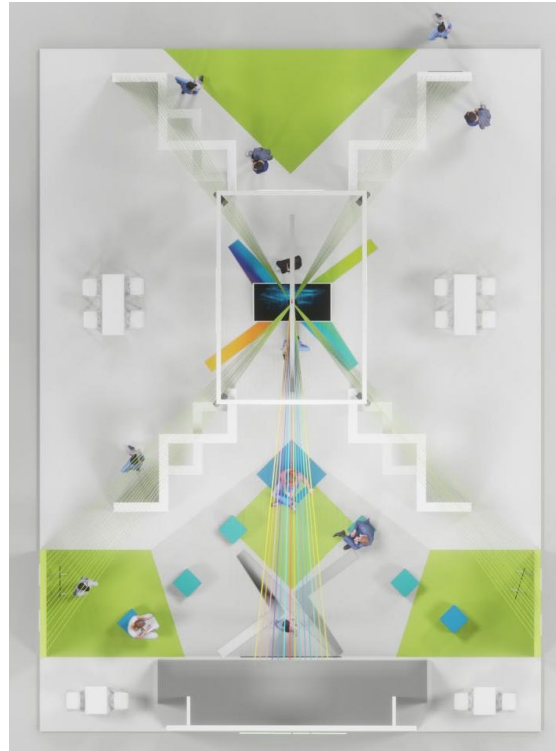


Regional logistics, inner city development, design to mobility

### Digital Transport Solutions



Traffic control, cooperative control centres, big data analytics



### New Mobility Use Cases



On-demand mobility, micro-mobility, mobility platforms

### Future of Individual Mobility



Public transport, alternative drive trains, the future of the car, new mobility apps

### New Aviation



Air-taxis, airports and control, flybots

### Disruptive Technologies



Artificial intelligence(AI), robotics, hyperloop technologies, blockchain technologies



# FUTURE MOBILITY MARKETPLACE

EXCHANGE ABOUT THE WAYS TO A TRAFFIC TURNAROUND AND  
THE MOBILITY OF TOMORROW - TODAY!



- ✓ Presentation of your projects and products on thematically clustered presentation walls
- ✓ Knowledge exchange and discussions in the arena
- ✓ Central meeting point at the *Tangible Bar*
- ✓ Exclusive community app to enable networking before, during and after the event



- Best practice and visions
- New mobility concepts and models
- Room for Discussions
- Interdisciplinary networking

# INNOVATIVE MARKETPLACE-ELEMENTS

## CONNECTION TO THE HYPERMOTION DIGITAL EVENT PLATFORM



1

### Tangible Bar

TANGIBLE BAR

Hybrid interface between physical trade fair participants and company exhibitors

2

### Community App



Thematic and physical networking of the community

3

### AI-based Avatar „Information-Kiosk“



AI-based avatars welcome the participants, guide them through the exhibitor information and inform them about the focus topics of the marketplace.

4

### AI-based match-making



Contact recommendations based on participant search preferences

+

### Digital Twin

- contains -



Digital Hypermotion event platform\*

\* Service provided by Messe Frankfurt. For contents see p19

+

### Advanced Analytics

- upon individual request -

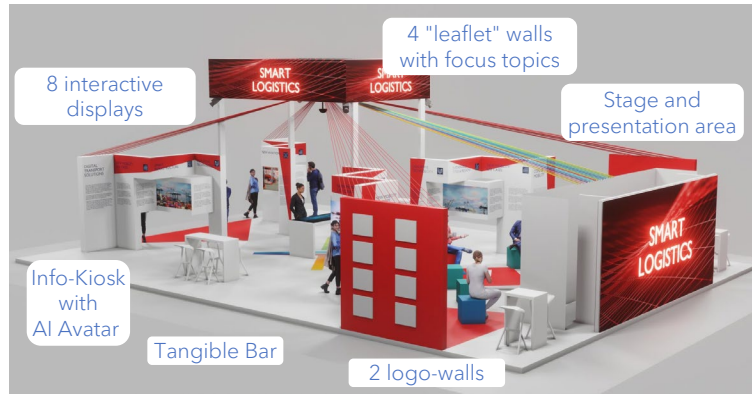


Evaluation and control of leads as well as (pandemic related) contact tracing

# YOUR ADVANTAGES

## YOUR HYBRID PRESENCE AT HYPERMOTION

- Demonstrate your strength as a **driver of innovation**
- **Network with decision-makers** from mobility, logistics, politics and administration
- **Position** yourself as an important player and **part of an innovative community**
- Present your company as part of this **unique interactive format**
- **Network** with potential customers and partners **in your target group - on-site and digitally**
- Show yourself as a **co-creator of the digital transformation**
- Exchange ideas on the latest **concepts, solutions and products**
- Increase your **reach** through **networking** and interactive exchange between visitors and exhibitors



# OVERVIEW MARKETPLACE-PACKAGES



Contents	Details	Innovation Leader	Community Partner	Digital Partner	Community Member
Interactive Information Kiosk	AI screen-based Avatar for Information and communication on the marketplace	✓	✓	✓	
Tangible Bar	Presentation of digital content of the marketplace participants	✓	✓	✓	Online only
Community App	Networking the community through a digital communication and information tool	✓	✓	✓	✓
Stand construction and support	incl. IT-Service, cleaning etc.	✓	✓	✓	✓
Exhibitor Pass	Conference pass on site, incl. conference ticket (= 3-day ticket, due to Covid-19)	2	2	2	2
Daily Pass / Exhibition only*	Daily ticket incl. on site access to conference / exhibition area resp.	20 / 50	5 / 30	0 / 10 (online only)	0 / 10
Parking permit	Parking permit for exhibitor area	2	1	-	-
Logo	Logo wall / information projection in breaks on marketplace stage	✓	✓	✓	✓
Product presentation	in the marketplace area 15 min before and during the live stream	2	1	-	-
Speaker's slot at the conference	In the conference and during the live stream, subject to availability	✓			
"Theme leadership"	For one of the focus themes with company specific presentation area with logo, screen / advertising area	✓			
Digital features on the digital event platform**	digital match-making, chat function, live Stream, customisable company profile and much more	✓	✓	✓	✓
Media package Hypermotion**	Incl. representation in print and online materials, Hypermotion-App	✓	✓	✓	✓
Display(s)	of information or promotional gifts on the marketplace	✓	bookable	restricted	not available
Company sponsored workshop	Your own company workshop in the marketplace arena	bookable	bookable	not available	not available
Sponsoring products	Demonstrators, other sponsoring activities subject to agreement	Bookable	Bookable	restricted	not available
Price for participation	In euros subject to 19 % sales tax / VAT	<b>13,900</b>	<b>7,900</b>	<b>7,900</b>	<b>5,900</b>

# PACKAGE 1 „INNOVATION LEADER“

## »SHOW YOUR INNOVATIVE EDGE!«

### ✓ Your Presence

**Theme leadership** for one of the eight focus themes of the marketplace, prominent visibility, for example through dedicated presentation space on the *Leaflet* wall (monitor and / or advertising board)

**Logo** on break-time projections on the marketplace stage and logo wall

**Display** of information or promotional gifts on the marketplace

**Product presentations** on the marketplace stage:  
2 Presentations (of 15 min each) / registration required

**Speaker slot** in the conference and during the live stream, subject to agreement and availability

**Bookable extra:** for example, further sponsorship opportunities and own company workshop. Further options on request.



**Included in the marketplace package:**

- ✓ Marketplace services
- ✓ Digital features\*
- ✓ Networking & marketing\*

**Total price:**  
**13,900**  
EUR\*\*

### ✓ Tickets on site

2 exhibitor passes incl. permanent access to digital platform  
20 day-tickets (incl. conference) / 50 visitor vouchers (exhibition only)

Exhibitor passes and day tickets incl. conferences, snacks and drinks!

2 parking permits

# PACKAGE 2 „COMMUNITY PARTNER“

»MAKE YOUR PRODUCTS VISIBLE IN YOUR COMMUNITY - BOTH ANALOGUE AND DIGITALLY«

## ✓ Your Presence

**Shared presentation area** (monitor and/or advertising board) in a focus theme

**Logo** on break-time projections on the marketplace stage

**Product presentation** on the marketplace stage:  
1 presentation (of 15 min)

**Bookable extra:** for example, further sponsorship opportunities and own company workshop. Further options on request.

## ✓ Tickets on site

2 exhibitor passes incl. permanent access to digital platform  
5 day-tickets (incl. conference) / 30 visitor vouchers (exhibition only)

Exhibitor passes and day tickets incl. conferences, snacks and drinks!

1 parking permit

### Included in the marketplace package:

- ✓ Marketplace services
- ✓ Digital features\*
- ✓ Networking & marketing\*

Total price:  
**7,900**  
EUR\*\*

### Are you a club, association or university?

Become a Community Partner and give your members and students physical and digital access to the Hypermotion - Special packages bookable

# PACKAGE 3 „DIGITAL PARTNER“

»DIGITALLY CONNECTED TO THE COMMUNITY AND ACCESSIBLE«



## ✓ Your Presence

**Shared presentation area** (monitor and/or advertising board) in a focus theme

**Logo** on break-time projections on the marketplace stage and logo wall

**Bookable extras:** for example, sponsoring of marketplace streams  
Further package-specific options on request.

## ✓ Tickets on site

2 exhibitor passes incl. permanent access to digital platform  
10 visitor vouchers (exhibition only)

Exhibitor passes and day tickets incl. conferences, snacks and drinks!

Included in the marketplace package:

- ✓ Marketplace services
- ✓ Digital features\*
- ✓ Networking & marketing\*

Total price:  
**7,900**  
EUR\*\*

**Are you a club, association or university?**

Become a Community Partner and give your members and students physical and digital access to the Hypermotion - Special packages bookable

# PACKAGE 4 „COMMUNITY MEMBER“

»CENTRE STAGE RATHER THAN WATCHING FROM THE WINGS«

## ✓ Your Presence

Logo on the Logo wall

## ✓ Tickets on site

2 exhibitor passes incl. permanent access to digital platform  
10 visitor vouchers (exhibition only)

Exhibitor passes and day tickets incl. conferences, snacks and drinks!

Included in the marketplace package:

- ✓ Marketplace services
- ✓ Digital features\*
- ✓ Networking & marketing\*



Total price:  
**5,900**  
EUR\*\*



# HOW WOULD YOU LIKE TO TAKE PART?

## 1. Choose your marketplace with the already built-in services:

- Smart Logistics Marketplace
- Future Mobility Marketplace
- I am interested in an individual stand at Hypermotion – physically or digitally.

## 2. Choose your presence through one of the marketplace packages :

- „Innovation Leader“ (marketplace package 1) 13,900 Euro plus 19,0 % sales tax / VAT
- „Community Partner“ (marketplace package 2) 7,900 Euro plus 19,0 % sales tax / VAT
- „Digital Partner“ (marketplace package 3) 7,900 Euro plus 19,0 % sales tax / VAT
- „Community Member“ (marketplace package 4) 5,900 Euro plus 19,0 % sales tax / VAT
- I would like additional visibility – Please contact me!

## 3. Choose your individual extras:

### *Hybrid / Digital:*

- Sponsoring a streaming channel
- Individual AI-based Avatar
- Individual Tangible Bar
- Advanced Analytics
- Additional options on request

### *Physical:*

- Presentation in a conference
- Presentation slot on the marketplace
- Sponsoring opportunities
- Company workshop
- Additional options on request

Please send your individual request to [hypermotion@motion-x.de](mailto:hypermotion@motion-x.de)

# PLACEMENT OF YOUR CONFERENCE PRESENTATION



Tuesday, 14.09.2021

Wednesday, 15.09.2021

Thursday, 16.09.2021

9:30  
-  
11:00

Opening Hypermotion

**smc:4**

Climate, Environment and Digitalisation

**scalex:4**

Intra Logistics

**scalex:8**

Intermodal Traffic

11:30  
-  
13:00

**smc:1**

Smart Cities and Digital Regions

**smc:5**

No transport (r)evolution without energy (r)evolution

**smc:8**

Disruption / Game Changer in Urban Logistics

**scalex:1**

Customer centric supply chains

**scalex:5**

Service Logistics

14:00  
-  
15:30

**smc:2**

E-Mobility & Alternative Fuels

**smc:6**

Big Data & AI Use Cases

**scalex:2**

Big Data in Supply Chain

**scalex:6**

Transport Logistics

16:00  
-  
17:30

**smc:3**

Automated Driving

**smc:7**

Data-based traffic planning and control

**scalex:3**

Restart Business

**scalex:7**

Contract Logistics



# SERVICES PROVIDED BY MESSE FRANKFURT INCLUDED IN YOUR MARKETPLACE

**hypermotion**

## ✓ DIGITAL FEATURES

- Customisable company profile (text, video & images)
- Live streaming
- Digital matchmaking
- Chat function
- 2 "Exhibitor Representatives" (digital access for your team incl. team calendar)

## ✓ NETWORKING & MARKETING

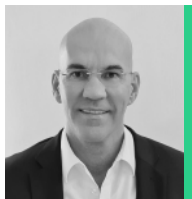
- Advertising: media package included
- Messe Frankfurt's media package offers you a presence before, during and after the fair, combining important information channels in print, online and on site

# PARTICIPANT PACKAGES MESSE FRANKFURT

**hypermotion**

Service Modules	Basic	Lounge	Advanced	Professional	Micro-mobility	Start-Up	University	Use of Future Mobility Park (only as additional package)	Digital exhibitor package	Digital exhibitor package Start-Up / Hochschule	Digital exhibitor package Media Representative
Virtual Profile	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Stand size	9m <sup>2</sup>	9m <sup>2</sup>	12m <sup>2</sup>	24m <sup>2</sup>	9m <sup>2</sup>	6m <sup>2</sup>	6m <sup>2</sup>	min 9m <sup>2</sup> outdoors			
Stand construction	✓	✓	✓	✓	✓	✓	✓				
Exhibitor IDs	2	2	4	6	2	2	2	2	2	2	2
Visitor vouchers	10	20	20	50	10	10		10	50	25	
Parking permit	1	1	1	1	1	1					
Speaker opportunity	HYM Lab		HYM Lab	HYM Lab / conference	optional	Start-Up Pitch					
Media package	✓	✓	✓	✓	✓	✓	reduced / restricted	Included in area or package	✓	✓	✓
Advertising			Floor graphic / slim box	Floor graphic / slim box				Logo placement on the parcours and on the website			Display on Press stand
Prices*	4,500.00	4,900.00	9,000.00	16,900.00	950.00 / 1,450.00	950.00	399.00	765.00	5,900.00	1,450.00	850.00

# CONTACT US!



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**hypermotion**

14 -16 September 2021  
Frankfurt am Main next to

**automechanika**

FRANKFURTDIGITALPLUS

14.-16. September 2021

Organizer:



Partners:

**LNC.**

**BENZ +  
WALTER**

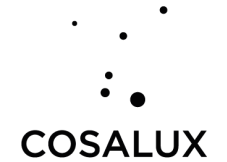


To book and for further information: [www.hypermotion-x.de](http://www.hypermotion-x.de)

# THE HYBRID POSSIBILITIES

## MARKETPLACE PACKAGES AND INDIVIDUAL STANDS

Visibility through the marketplaces  
- Be part of the community!



Are you interested in your own  
hybrid stand?  
- Contact us!

