

**WORLD  
MONEY  
FAIR'21  
#DigitalFair**

Offers for your  
virtual presentation  
Technical Section @ World Money Fair  
Digital

## World Money Fair goes digital - Virtual offers for you

In order to remain in touch with each other and with the market, we have put the World Money Fair into the digital world.

We are launching our virtual offers on the date of the first of four sessions of the Technical Forum virtual at the end of February 2021.

These offers are not meant as a "substitute" for the physical fair usually taking place in January, but as a logical addition that can be visited 365 days a year.

The virtual page of the Technical Section presents all participants with their company logos. From here, visitors can click straight through to your individual presentation site.

To highlight your company and to get special attention within your target group you can also extend your presentation by adding an exclusive newsletter, a podcast episode or a slider on the initial page of the Technical Section.

Below, we present and explain in detail the options available for your presentation in the Technical Section @ World Money Fair Digital.

All prices on the following pages are net prices, with statutory VAT to be added.

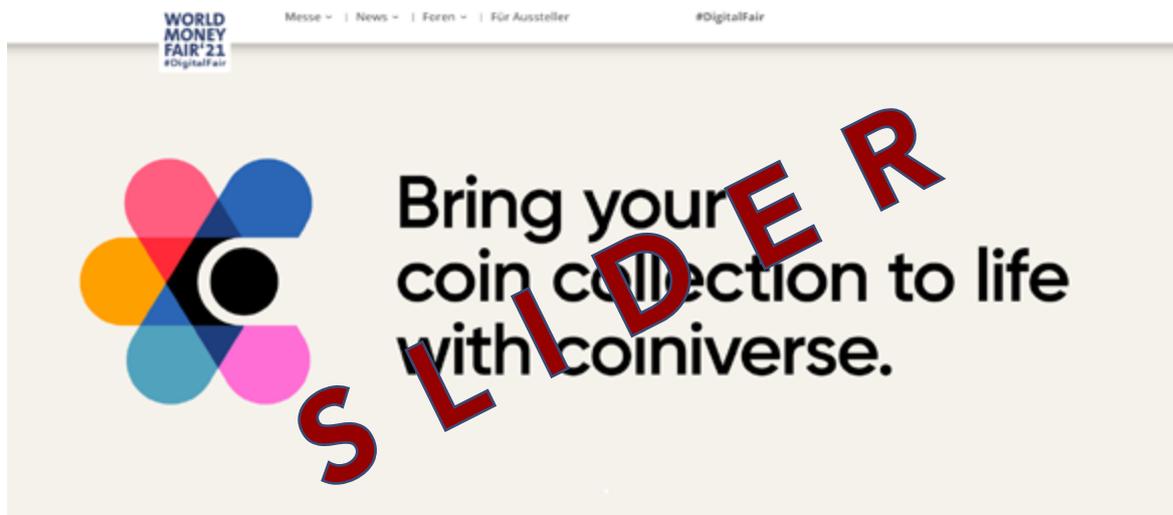
Your virtual presentation

Slider

Exclusive Newsletter

Podcast-Episode

# Technical Section page leading to your presentation site



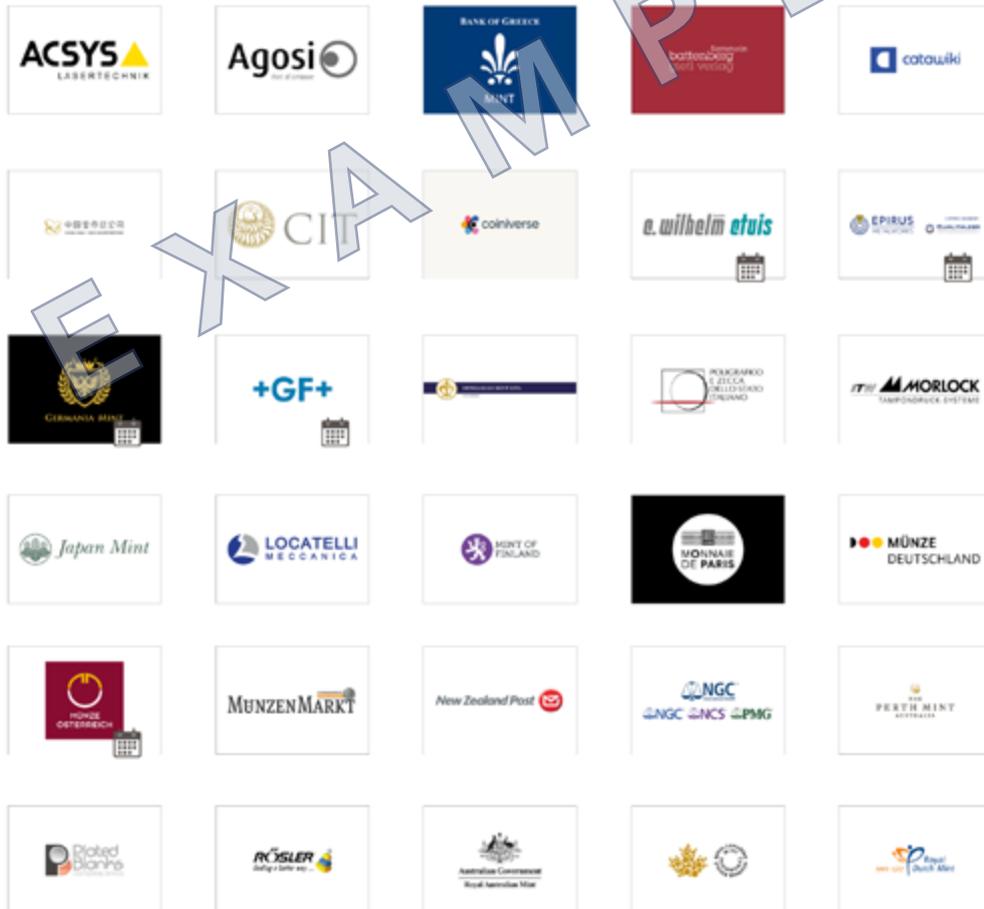
## Unsere virtuellen Aussteller

bleiben Sie gespannt! Am 27.01.2021 um 10 Uhr geht's los.

Schon jetzt können Sie bei gekennzeichneten Ausstellern eine Videosprechstunde buchen. Klicken Sie dafür einfach auf das Kalender-Symbol.



AB SOFORT: Mit diesem Symbol gekennzeichnete Aussteller bieten eine Videosprechstunde an. Klicken Sie auf das Symbol, um einen Termin zu buchen.



The partner overview screen leads directly to your company landing page.

## Your virtual presentation at the Technical Section

Starting with the first of four sessions of the Technical Forum virtual 2021, until the next physical trade fair, optimal present your company and your products and keep your target group informed about what is new.

### Basic structure

- header image
- logo + sentence introducing your company
- not more than 7 blocks of text (de and/or en) and image/video/chart

### Ideas for the content

- company presentation
- product portfolio/production portfolio
- innovations/news
- unique selling points, e.g. particular technology, sustainability
- digitalisation, e.g. training via augmented reality
- personal profile/contact partner + contact data
- link to your online shop

### Possible blocks/tools for the paragraphs - click here for a first impression

- Block 1: Individual images + text and/or image gallery + text
- Block 2: Buttons + text
- Block 3: Countdown-Timer + text
- Block 4: Catalog/PDF to browse through + text
- Block 5: Price list + text
- Block 6: Social Media link (as icons) + text
- Block 7: Video (via public player) + text

You decide the look of your presentation site. All aforementioned blocks can be combined however you like - but not more than 7 altogether.

Send us the input of the individual blocks that you want to have on your presentation site, as per our specifications on the added [specification list](#), to [presentation@worldmoneyfair.de](mailto:presentation@worldmoneyfair.de). We will then implement your page as per your wishes. If you need support for translating into English or German, please let us know.

[Here is some visual inspiration for your presentation site.](#)

## Slider on the page of the Technical Section (see page 3)

You can also book a slot in our dynamic slider on the initial page. There is a limitation of 5 slots (of different partners) in the slider.

Moving images within your slider slot can be sent as a gif.

Please make sure to read the specifications for the slider on page 8.

**Implementation of your presentation site**

**950 €**

**Slider on the initial page of the Technical Section**

**1,800 €**

## Your exclusive newsletter

Send a newsletter with your exclusive contents to the World Money Fair mailing list with a link to your presentation site. We send your newsletter to a target group in German and English using the World Money Fair layout.

All texts (de & en, if desired) and images are supplied by you. The content is to be coordinated with the World Money Fair in advance.



### Willkommen auf der Partnerseite der Münze Österreich!

Sehr geehrte Damen und Herren,

gerne stellen wir Ihnen heute die Neuheiten der Münze Österreich für das Jahr 2021 vor. Weitere Details finden Sie auf unserer World Money Fair Partnerseite, wo Sie auch einen virtuellen Termin mit einem unserer Mitarbeiter vereinbaren können.

Wir freuen uns auf Sie!



#### **DIE AUGEN DER KONTINENTE** 20-EURO-SILBERMÜNZEN-SERIE

Die Serie stellt fünf Kraft-Tiere vor. Jedes von ihnen verkörpert eine andere herausragende Eigenschaft. Jedes besitzt ein Merkmal, für das es schon in den Mythen und Erzählungen früher Kulturen gerühmt wurde. Die Münzreihe arrangiert ein Aug-in-Aug-Sein mit so wundervollen Geschöpfen wie Schlange, Eule, Elefant, Tiger und Bär. Auf den Reversseiten prangt das Auge des jeweiligen Tiers in einer bestimmten Farbe.



#### **FASZINATION UNIVERSUM** 20-EURO-SILBERMÜNZEN-SERIE

Uns hat es sehr gefreut, wie gut extravagant gestaltete Münzen, wie die Silbermünzen „50 Jahre Mondlandung“ und „100 Jahre Salzburger Festspiele“, bei Ihnen angekommen sind. Die neue Serie „Faszination Universum“ trägt diesem Umstand Rechnung und verspricht mehr davon.

*Impressum:*  
World Money Fair Berlin GmbH  
Ollenhauerstraße 97  
13403 Berlin  
Newsletter abbestellen

Your exclusive newsletter

1,350 €

## Your exclusive podcast episode

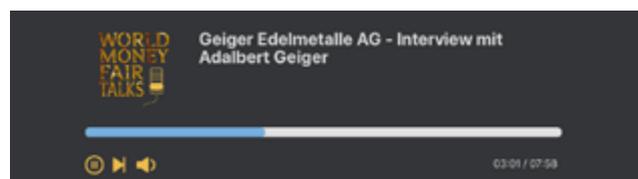
Reach out to an interested audience around the world with the World Money Fair Talks Podcast. Present yourself and your company from a new side and book your exclusive podcast episode. Be it in German or English, you will reach your target group in a new and modern manner.

World Money Fair Talks can be accessed not only directly via the World Money Fair [website](#) but also on the following platforms:

- [YouTube](#)
- [Apple Podcast](#)
- [Spotify](#)
- [Deezer](#)

Recording is done in the World Money Fair Podcast Studio. The procedure is as follows:

- You send us a suggested topic with your decision whether you want to record an interview or a talk
- After the suggestion is confirmed, you send us a draft text for the interviewer (if required).
- The podcast episode should not be longer than 15 minutes.
- The interviewer will be one of the well-known World Money Fair Talks voices.
- The recording will be done on the World Money Fair mixing desk.
- You will receive the finished product before publication for your approval.
- We can integrate the podcast episode on your presentation site.
- You will receive the file of your podcast episode for integration on your website.



Your exclusive podcast episode

1,900 €

# Specifications for the input needed of the blocks for your virtual presentation

## **Blocks** ([see example here](#))

- Block 1:       **Individual images + text**  
pictures: size 2520 x 1493 pixel  
and/or  
                  **Image gallery + text**  
pictures: size 1024 x 682 pixel
- Block 2:       **Buttons + text**  
URL
- Block 3:       **Countdown-Timer + text**  
Event + date + exact time
- Block 4:       **Catalog/PDF + text**  
PDF - single pages (max.10 MB)  
Information, which other possibilities the user has, besides the standard tools (page turning, zoom, page overview, full page):  
                  automatic page turning  
                  printing  
                  download  
                  sharing (Twitter, Facebook, Google+ & E-Mail)
- Block 5:       **Price list + text**  
article description (+ subtitle)  
description  
price + currency
- Block 6:       **Social Media link + text**  
URL of the corresponding account
- Block 7:       **Video + text**  
URL (YouTube/Vimeo/DailyMotion etc) or  
MP4 (will be published on the World Money Fair YouTube channel)

## **Additional information concerning the input**

### **Picture for the header on your presentation site**

- size 1920 x 404 Pixel (resolution of 150ppi)

### **Logo**

- file format: if possible EPS

### **Text**

- German and/or English

### **URL**

- Links for texts, pictures or buttons

Please send the files for all chosen modules - numbered according placement (line 1, line 2, ..., line 7)  
to: [presentation@worldmoneyfair.de](mailto:presentation@worldmoneyfair.de)

## Specifications for the input for the slider

Image size: 1920 x 640 pixels (resolution of 150ppi)  
File format: JPEG or PNG

A composing is only possible for 3 images in total.

Required image sizes:

- 895 x 640 pixels (middle image)
- 512.5 x 640 pixels (images left and right)

Font should be integrated into the images and be placed in the middle of the image:

- Font spacing from above at least 110 pixels
- Font spacing from the bottom at least 110 pixels
- Font spacing from the left at least 740 pixels
- Font spacing from the right at least 512.5 pixels

See an example below

GIF:

Font spacings also apply for the moving images within the GIF.

GIFs are only implemented in the desktop version of the slider and not for mobile devices.

Please provide an JPEG or PNG to be shown on mobile devices.



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## Specifications for the input for the exclusive podcast episode

If you record and edit your episode yourself, please provide us with an mp3 or wav file.

## Specifications for the input needed for the exclusive newsletter

Please provide us with:

- images (270 x 150 Pixel)
- Text
- URLs

Optional

- URLs for your social media outlets

HEADER WILL BE PROVIDED BY THE CREATIVE TEAM AND IS STANDARD FOR ALL NEWSLETTERS

TEXT FIELD

TEXT PROVIDED BY YOU

270 × 150

270 × 150

TEXT FIELD

TEXT PROVIDED BY YOU

TEXT FIELD

TEXT PROVIDED BY YOU

*Impressum:*

*World Money Fair Berlin GmbH*

*Ollenhauerstraße 97*

*13403 Berlin*

*Newsletter abbestellen*

# 17th Technical Forum virtual Your virtual web presentation



## Bestellformular | Order form

Buchungsschluss: 12. Februar 2021

Booking deadline: 12<sup>th</sup> February 2021

Bitte senden an | Please send to:  
[info@worldmoneyfair.de](mailto:info@worldmoneyfair.de)

Firma / Name | company / name

Straße, Hausnummer | street, number

Postleitzahl, Stadt | postal code, town

Land | country

Telefon | telephone

Fax | fax

E-Mail | e-mail

Web-Adresse | web address

### Rechnungsadresse (falls abweichend): | Billing address (if different):

Firma | company

Straße, Hausnummer | street, number

Postleitzahl, Stadt | postal code, town

Land | country

	Bitte auswählen Please choose	Preise in Euro* price in Euro*
	virtuelle Präsentation virtual presentation max. 7 Blocks	950,-
	Slider auf den Seiten der Technical Section (begrenzt verfügbar) Slider on the pages of the Technical Section (limited offer)	1.800,-
	exklusiver Newsletter exclusive Newsletter	1.350,-
	exklusive Podcast-Folge exclusive Podcast-Episode	1.900,-

\* Diese Preise gelten zzgl. gesetzlicher Mehrwertsteuer | \* prices valid plus VAT

Mit dieser Bestellung erkennen wir die Datenschutzerklärung der World Money Fair Berlin GmbH an. Erfüllungsort und Gerichtsstand: Berlin, Deutschland.

By ordering we accept the privacy statement of World Money Fair Berlin GmbH. The place of execution and the venue for settlement of legal disputes: Berlin, Germany.

Datum | date

Unterschrift | signature

## VAT Information

Usually goods and services performed in Germany by a business entity are subject to value-added-tax (VAT). If certain conditions are met however, we do not have to charge German VAT to our customers. To enable World Money Fair Berlin GmbH issue invoices without German VAT if possible, complete the following form.

**Please observe: Trade fair services provided in Germany are subject to other regulations than sales of goods if the goods leave Germany permanently.**

Company (recipient of service)	Legal form
Street, number	
Post Code, City	Country
Telephone	E-Mail

Please mark the appropriate

**Business, resident in the European Union**  
The company qualifies as an entrepreneur in terms of VAT and is established in the EU (sect. 2 German VAT Act, article 9 EC VAT Directive).

**The Company is registered with the tax office under the name and address mentioned above. For any services rendered to us by World Money Fair Berlin GmbH the following VAT identification Number shall be used:**

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#### Valid VAT Identification Number

Please note that we will verify the VAT ID mentioned via Federal Central Tax Office which is provided by European Authorities. If there is a mismatch between your information and the database the VAT ID will be regarded as being invalid.

**Business, resident outside the European Union**  
The company is established outside the European Union. The Company is registered with the tax office under the name and address mentioned above.

**For any services rendered by World Money Fair Berlin GmbH, please refer to our enclosed tax residency certificate (business certificate, commercial register extract) and the informal English translation.**

Please note that World Money Fair Berlin GmbH reserves the right to refuse the confirmation provided by the customer, if these documents are not considered as being sufficient to confirm the tax residency of the customer.

We confirm that all services which are ordered and rendered under this agreement will be used for business purposes. The VAT Identification Number / confirmation of tax residency shall be used by World Money Fair Berlin GmbH for any services requested under this agreement. We will inform about any changes in that respect immediately.

This declaration of consent can be withdrawn at any time in written form, which is to be addressed to World Money Fair Berlin GmbH. We are aware that if we are not a registered company or the documentation provided is insufficient (non verification of the enterprise), World Money Fair Berlin GmbH will be obliged under the German VAT Law to charge German VAT, in addition to the agreed net amount.

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Date

Signature