

Marketing packages on the tmt32 website

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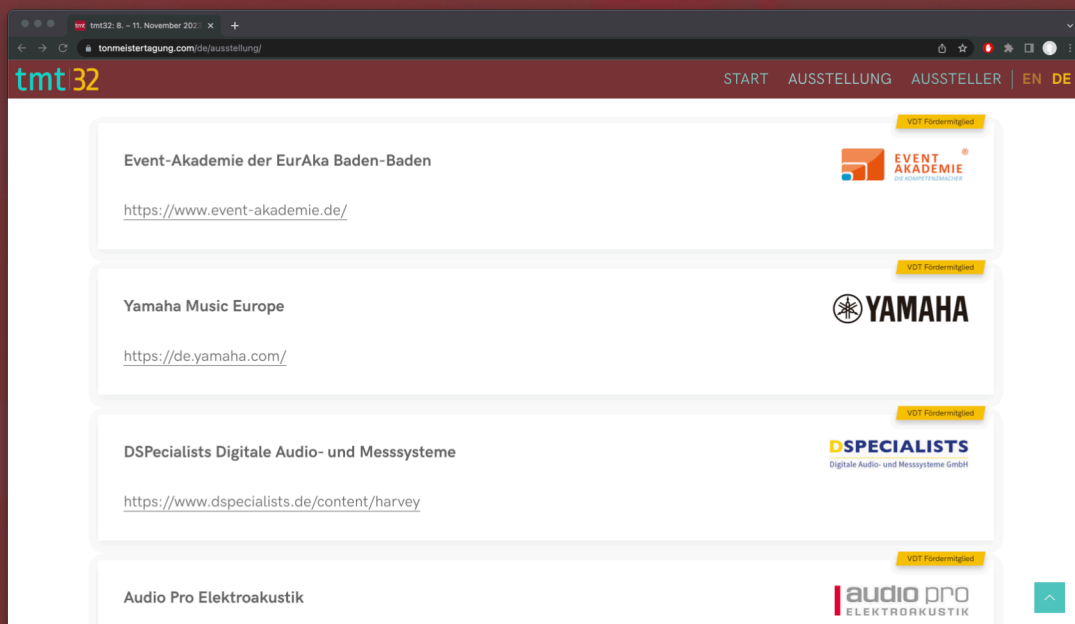
Marketing package BASIC

Price: for all exhibitors included, 0,00 € additional costs

Details:

On the website of the Tonmeistertagung is a landing page with a Exhibitor List (<https://tonmeistertagung.com/de/ausstellung/>). In this list all exhibiting companies (names¹), including the brands represented and the corresponding stand booth numbers are listed in randomized order. A search function is also available to find your company entry directly. Below the company name is your website link to your home page alongside a displayed booth number.

The company logo is displayed in standardized size for your exhibitor entry².



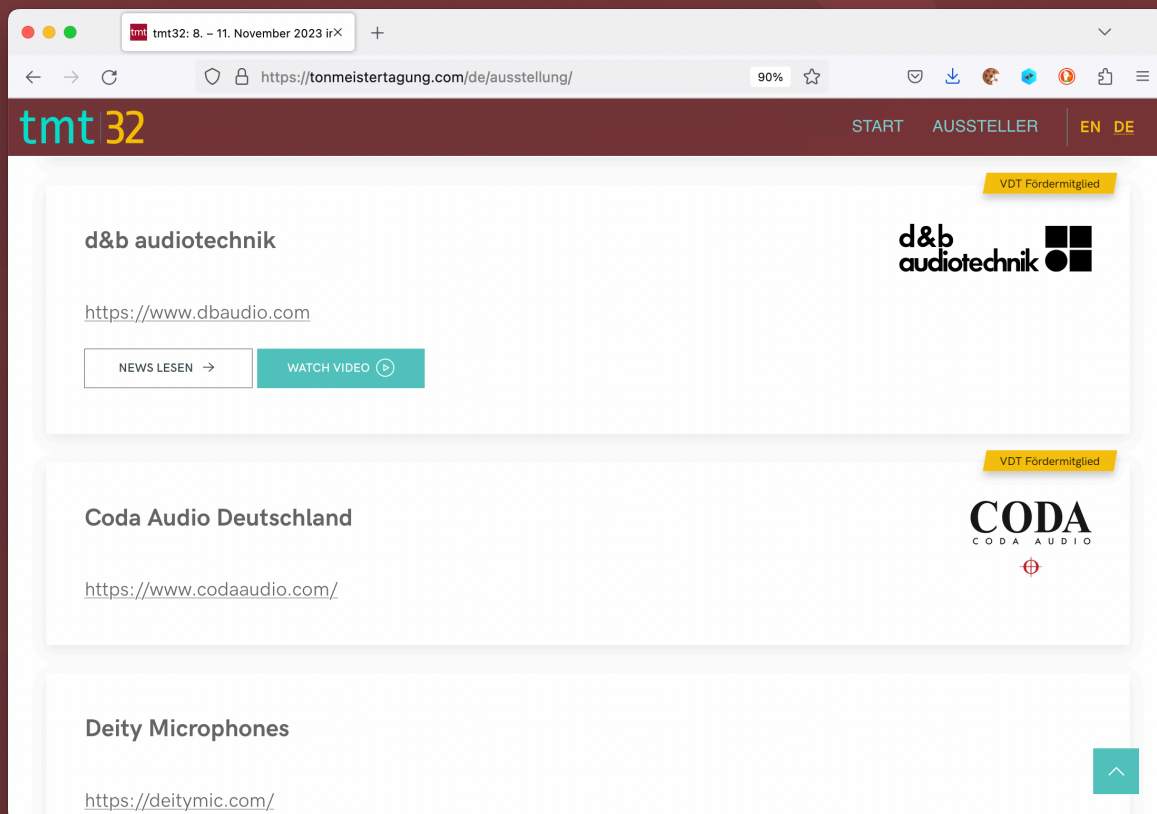
Exhibitor list example

Marketing package PREMIUM (info page and video)

Price: 650,00 €, for VDT company members 585,00 €
plus the legal value added tax of currently 19%.

Booking

Promote current products and activities via their own info page alongside a video.



Exemplary list entry of an exhibitor with premium package with button to own info page

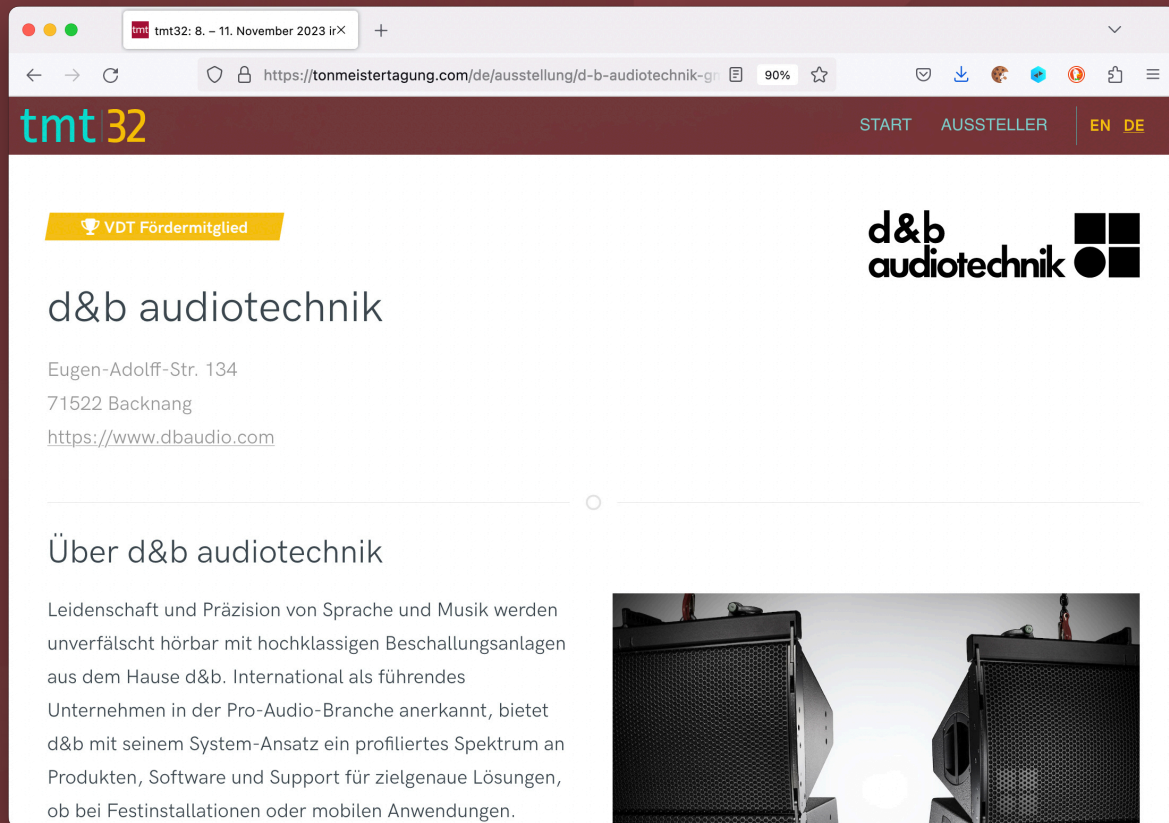
Info Page details:

If you book the premium package, you can upload your own news text including pictures and links and link it to your company entry. In your company entry the button "INFO" will be displayed, which is linked to your info entry.

This info text can contain anything³ that is important to you. You write the text and decide which images you want to show. It is accessible via a permanent link. So you can use it in your communication, for example by referring to it in your newsletter or linking to it from emails or your own website.

You can upload up to three images and 3.000 characters for this info text. For this purpose, we will provide you from **01. August 2023** with an access⁴ to our system, which you can use to enter your text and images. This access is available until the end of the Tonmeistertagung.

If you have problems entering text and/or images, you can call on our support. We will be happy to take over the one-time entry of your news for you. In this case the deadline is: **01 October 2023.**

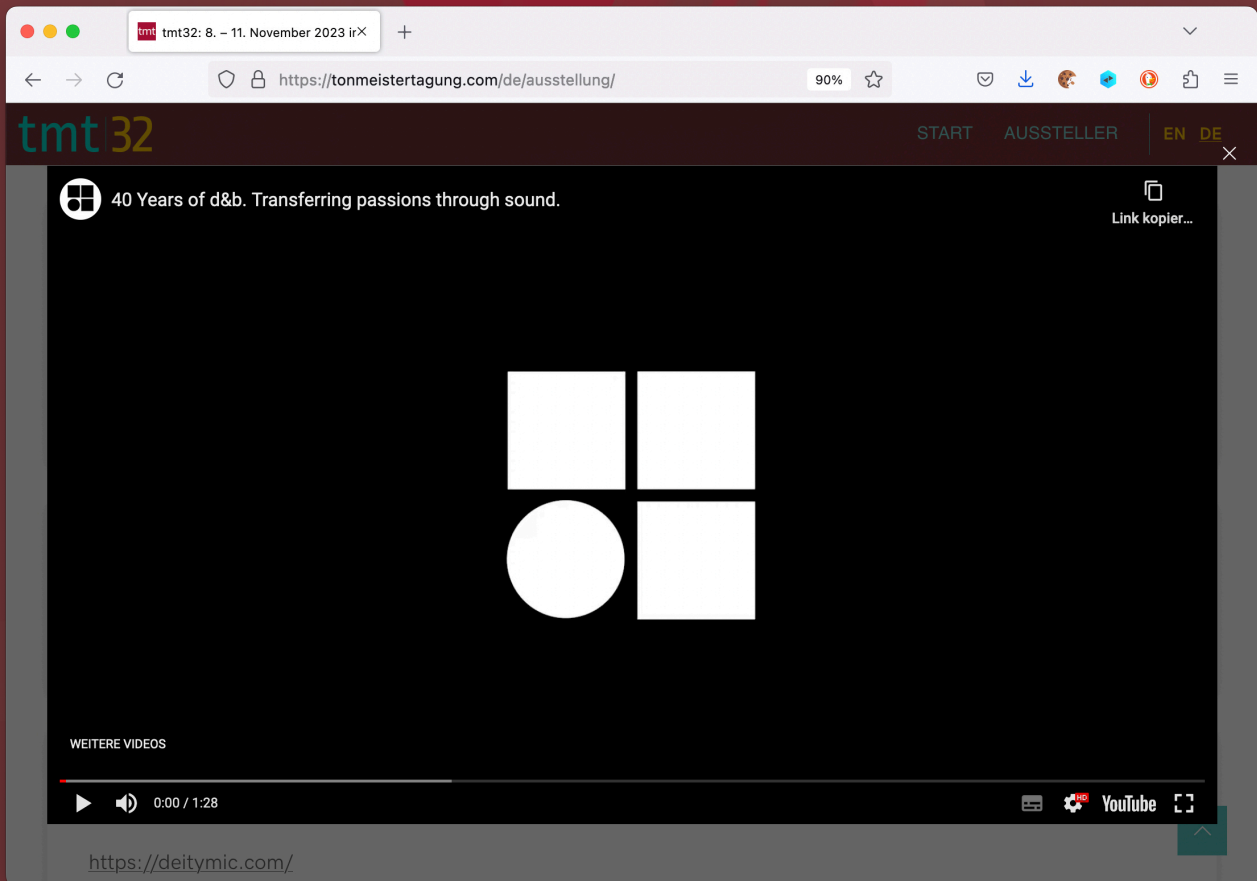


Example info entry of an exhibitor with premium package

Details about your own advertising video

If you book the premium package, you can link your own advertising video to your company entry. The button "VIDEO" will be displayed in your company entry. By clicking on the button a pop-up window (popup, modal, lightbox) will open, in which your video will be shown.

For this purpose, you provide us with a corresponding link (YouTube, Vimeo, etc.) or submit a video, which is hosted by us⁵.



Example video integration of an exhibitor with premium package

News and videos will remain available on our website until January 31, 2024.

Marketing-Paket DIGITAL SIGNAGE

*Price: 450,00 €, for company members of VDT 405,- €
plus the legal value added tax of currently 19%*

Booking

Details:

On site at the Tonmeistertagung, various large displays will show relevant Information superimposed for visitors. This includes, among other things, the congress program, an info ticker, information from our trade fair editors and advertisements from exhibitors.

| R16 Immersive-Audio-Saal | TS Technology Stage | R2 Großer Vortragssaal | R3 Großer Vortragssaal Binauralanlage |
|--|--|---|---|
| TB-6 10:00 Malgorzata Albinska-Frank Talk Back: Mit Martin Rieger | PROD-21 11:00 Wolfgang B. Thörner Bedeutung der Schnittstellen | 3D-6 10:30 Reinhard Kopiez Measurement of 3D-Audio Experience Marco Krämer Die Wirkung von 3D-Audio | WILD-2 10:00 Detlef Hennings Online-Chorproben mit wenig Latenz Tom Ammermann Virtual Monitoring |
| MUSIC-2 11:10 Ulrike Anderson The Wow Factor: PB in Ultra HD Es folgen weitere Veranstaltungen. | EI-4 12:00 Nicole Behr Veranstaltungen Live oder gestreamt | TA-4 12:10 Carlos Albrecht Mikrofonierung ak. Instrumente Maximilian Kock Popmusik covern als Lehrkonzept | 3D-7 12:00 Patrick Schappert Aus der Sicht eines Fachhändlers Jürgen Marchlewitz Wie wird 3D-Audio zum Markterfolg? |

ide Messestände auf Sie! +++ Ausstellung + Kongress + Netzwerken = tmt31 +++ Wir heißen alle Besucher*innen herzlich willkommen

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Example of the information displays at the last Tonmeistertagung tmt31 (2021).

Hier könnte ihre Werbung stehen!

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Example display of the information displays with open advertising space for the integration of an exhibitor display

Further marketing offers

Booking

The VDT magazine is published five times a year. It is sent to all VDT members (approx. 2.000 personal members and 80 sponsoring companies, as of January 2023). An advertisement in the magazine hits the target group 100%, because our readers are exclusively professionals of the audio industry.

You can find all the facts about ad placements in our media data:

Print media data: http://fortes-medien.de/downloads/VDT_Mediadaten_2023.pdf

Online media data: http://fortes-medien.de/downloads/VDT_Online-Mediadaten_2023.pdf

| | Published on | Deadline | Print | Topic |
|--------|--------------|------------|------------|----------------------------|
| 1-2023 | 11.03.2023 | 06.02.2023 | 13.02.2023 | Aktivitäten der EBU |
| 2-2023 | 20.05.2023 | 11.04.2023 | 18.04.2023 | KI in der Audioproduktion |
| 3-2023 | 28.07.2023 | 26.06.2023 | 04.07.2023 | Distribution & Vermarktung |
| 4-2023 | 28.10.2023 | 28.09.2023 | 06.10.2023 | Vorschau Tonmeistertagung |
| 5-2023 | 16.12.2023 | 15.11.2023 | 22.11.2023 | Rückblick Tonmeistertagung |

Package LEAD SCANNING

Capture contacts and call data conveniently via app

Price: 60,- €

plus the legal value added tax of currently 19%.

Booking

Details:

You will receive an access code from us for the app pretixLEAD, available for Android and iOS. With this app, QR codes on the name badges or tickets of the participants* can be scanned. Classify the lead on a scale of 1-5 stars and add notes about the conversation.

After the event, they log into the web interface of our ticket store. There they can view and evaluate the collected and recorded data and download it in Excel format for further processing. In this way, the data can be quickly and easily transferred to any CRM system and the event follow-up can begin.

Data protection notice:

In addition to their notes and classification, only names and e-mail addresses are made available.

Additional notes/ footnotes/ small print

1 Company names

Company names are always entered and displayed on the website in mixed case. (first letter uppercase, then lowercase). In the case of acronyms or abbreviations, a maximum of four capital letters is permitted (e.g. VDT, IG VW); for longer names, the website switches to the mixed spelling.

Additional characters such as hyphen, underscore, period, slash, AND sign (&), PLUS sign (+) and brackets are allowed. Special characters such as asterisks or icons are not allowed. Company names are not printed in capital letters. Legal forms (e.g. GmbH) are not displayed.

2 Logo

The size (number of pixels) of the rectangular display area of a logo on the website is uniform and calculated by the system based on the aspect ratio. Please submit logos according to the following specifications:

- Format: SVG or PNG
- Background areas should be transparent (logos will appear on a light (white) background).
- Hard bleed to the size of the logo. No overhangs.
- In case of PNG: as high a resolution as possible, approx. 1000 x 1000px.

If the submitted logo does not meet the above requirements, we reserve the right to make adjustments (trimming of non-visible protrusions, scaling) Colors, shapes and proportions remain unaffected. If a logo already exists in our system, we will use it first. If desired, an update is possible at any time.

The shape and design of a logo can give the impression that it is over- or underweighted compared to others. We have no influence on this, but provide each logo with the same rectangular display area. No other adjustments are made. In case of extreme differences in width and height of a logo in connection with small output devices (cell phones), it cannot be excluded that the logo is displayed incompletely.

3 Text content

We reserve the right to edit texts and images in info entries if errors occur on the website (e.g. display problems). Contents remain unaffected. You agree to upload only legally permissible content. These must have a respectful address and may not include immoral content. By uploading, you confirm that you or the company for which you are acting is the owner of the rights to the uploaded content. By uploading, you grant Bildungswerk des VDT GmbH or VDT e.V. the right to publish the content.

4 Access to upload texts and images

You will receive personal access to our editing platform. There you can upload texts and images and format them using the so-called CK-Editor.

5 Video hosting

For the hosting of your advertising video we charge a one-time fee of 19,- €. In this case, the video will only be available on the Tonmeistertagung website and will be removed on 01/31/2024. The deadline for submission is 01 October 2023.