

HYDROGEN
DIALOGUE ²⁰/₂₂
SUMMIT & EXPO

September 21-22, 2022

Hybrid event: Exhibition Center Nuremberg and digital platform

The event for economic, political, and scientific decision-makers and experts along the entire value chain of the hydrogen economy.



Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie

H2.B ZENTRUM
WASSERSTOFF.
BAYERN

NÜRNBERG / MESSE

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HYDROGEN DIALOGUE: THE EVENT FOR THE NATIONAL AND INTERNATIONAL HYDROGEN COMMUNITY.



One mission

For a successful market ramp-up of the hydrogen economy, we bring together decision-makers from business, politics and science along the entire value chain of hydrogen and provide the space to present new technologies in the accompanying expo area.



Top-class program

You can expect inspiring keynotes and lectures, exciting panel discussions and project presentations with the national and international "Who is Who" of the hydrogen industry.




Executive Lunch

We invite our Exclusive exhibitors and selected guests from business, politics and science to an exclusive lunch during the HYDROGEN DIALOGUE.




Strong partners

As our conceptual partner, the Center Hydrogen.Bavaria (H2.B) offers an extensive network of more than 200 companies from the hydrogen industry. We constantly expand the HYDROGEN DIALOGUE network by identifying new partners and associations.



Our experience

With an international network, innovative services and custom-made concepts for analog, hybrid and digital events, NürnbergMesse is one of the leading trade fairs: We are one of the 15 largest exhibition companies in the world.



Attractive location

The NCC Mitte is centrally located at its own subway station and impresses with its modern and appealing architecture. With its futuristic appearance, our congress center offers a modern projection surface.

On September 21 and 22, 2022, HYDROGEN DIALOGUE will bring together decision-makers and experts from business, politics and science along the entire value chain of the hydrogen economy. In 2022, the event will again be based on a top-class lecture program and comprehensive company presentations.

Event facts

Venue:	Exhibition Center Nuremberg (NCC Mitte) and digital platform
Dates:	September 21-22, 2022
Event format:	Hybrid (on-site and digital event)
Organizer:	NürnbergMesse GmbH
Conceptual Partner:	Center Hydrogen.Bavarian / Zentrum Wasserstoff.Bayern (H2.B)
Patron:	Bavarian Ministry of Economic Affairs, Regional Development and Energy
Conferece language:	German and English

Formats

- **Parallel stages:** Exciting keynote addresses, presentations and podium discussions along the entire local and global value chain with a national and international focus.
- **Networking features:** We bring together the most important and relevant people from companies of a variety of industries, from politics and science. Participants can look forward to on-site and digital matchmaking and other networking features. Also look forward to networking in the on-site catering area.
- **Best practice:** This format focuses on project presentations, success stories and knowledge sharing.
- **Accompanying exhibition:** You will find the latest technologies and their application in the spacious exhibition area.

Focus topics

- H2 generation, H2 logistics, H2 utilization, H2 strategies, H2 international

HYDROGEN DIALOGUE: in review

- 2-day digital event on the event and networking platform talque
- Over 800 participants from business, science and politics
- More than 30 program items – including expert presentations, podium discussions, and business insights
- 64 top speakers from Germany and Europe
- 23 exhibitors – including companies, corporate groups, and associations from industry, finance and consulting

Excerpt of the previous speakers:



Anja Karliczek, MdB



Prof. Dr. Veronika Grimm



Katherina Reiche



Philip Green



Sven Ennerst



Maximilian Viessmann

Excerpt of the previous exhibitors:



▶ Check out the excerpt of exhibitor, speaker and attendee companies 2021.

Use one of the exhibitor packages to be part of the first hybrid HYDROGEN DIALOGUE.

STARTUP**

Present your startup at special conditions.

Included services:

- 6m² stand space incl. basic equipment
- digital company profile
- Startup sponsoring
- 6 tickets
- ...

999 EUR*

STANDARD

With the Standard entry-level package you can get to know the event and use numerous networking functions.

Included services:

- 6m² stand space incl. basic equipment
- digital company profile
- Standard sponsoring
- 13 tickets
- ...

Basic price: 3.490 EUR*

Rebooking offer:

Basic price: 3.190 EUR*

Extension to 9 m² (+ 750 EUR*)
Extension to 12 m² (+ 1.500 EUR*)
Extension to 15 m² (+ 2.250 EUR*)
Extension to 18 m² (+ 3.000 EUR*)

PREMIUM

With the Premium exhibitor package you can showcase your expertise and contribute content to the event programme.

limited to 15 exhibitors

Included services:

- 6m² stand space incl. basic equipment
- 20 minutes on stage
- digital company profile
- Premium sponsoring
- 32 tickets
- ...

Basic price: 7.990 EUR*

Rebooking offer:

Basic price: 7.390 EUR*

Extension to 9 m² (+ 750 EUR*)
Extension to 12 m² (+ 1.500 EUR*)
Extension to 15 m² (+ 2.250 EUR*)
Extension to 18 m² (+ 3.000 EUR*)

EXCLUSIVE

With the Exclusive exhibitor package you can highlight your special market position and present your company as an exclusive partner.

limited to 10 exhibitors

Included services:

- 6m² stand space incl. basic equipment
- 20 minutes on stage
- digital company profile incl. visitor list
- Exclusive sponsoring incl. interview
- 52 tickets
- 1 ticket for the executive lunch
- ...

Basic price: 13.490 EUR*

Rebooking offer:

Basic price: 12.490 EUR*

Extension to 9 m² (+ 750 EUR*)
Extension to 12 m² (+ 1.500 EUR*)
Extension to 15 m² (+ 2.250 EUR*)
Extension to 18 m² (+ 3.000 EUR*)

► **BOOK EXHIBITOR PACKAGE NOW**

EXHIBITOR PACKAGES 2022

	STARTUP	STANDARD	PREMIUM	EXCLUSIVE
	999 EUR*	3.490 EUR*	7.990 EUR*	13.490 EUR*
EXHIBITION				
6m² stand space, incl. basic equipment	•	•	•	•
ON STAGE				
20 Minuten on stage: presentation, podium discussion or best practice (incl. 5 Minuten Q&A) + list of participants (sessions)			•	•
incl. Live straming on the digital event platform			•	•
incl. recording of your presentation, publication on the digital event platform and possibility to upload your presentation slides			•	•
Startup Roundtable on the digital event platform	•			
COMPANY PROFILE ON THE DIGITAL EVENT PLATFORM				
Setup of a company profile, incl. unlimited assignment of employees as contact persons and lead list employees (standard)	•	•	•	•
incl. upload of pictures, videos and documents	2 each	2 each	5 each	10 each
incl. link to your presentation			•	•
incl. visitor list company profile				•
SPONSORING IN ADVANCE				
Logo on the event website (incl. link to your company profile)	•	•	•	•
Banner on the event website (incl. link to your company website)		Mini	Super	Skyscraper
Logo in all e-mailings to participants			•	•
Exclusive interview incl. publication on event website and social media				•
SPONSORING ON SITE				
Logo in conference program	•	•	•	•
Logo on break screen			•	•
Display of company brochure in conference and catering area			•	•
Insert in the conference bag (DINA4, max. 20 pages)				•
Logo on the start page of the event platform (incl. link to your digital company profile)				•
Highlight in the exhibition area plan				•
TICKETS				
Use of the TicketCenter for invitation management, badge management and monitoring	•	•	•	•
Exhibitor ticket, on site + digital (2 days)	1	1	1	1
Visitor ticket, digital (2 days)	5	10	20	30
Visitor ticket, on site + digital (2 days)		2	10	20
Speaker ticket, on site + digital (2 days)			1	1
VIP ticket, on site + digital (2 days, incl. Executive Lunch)				1

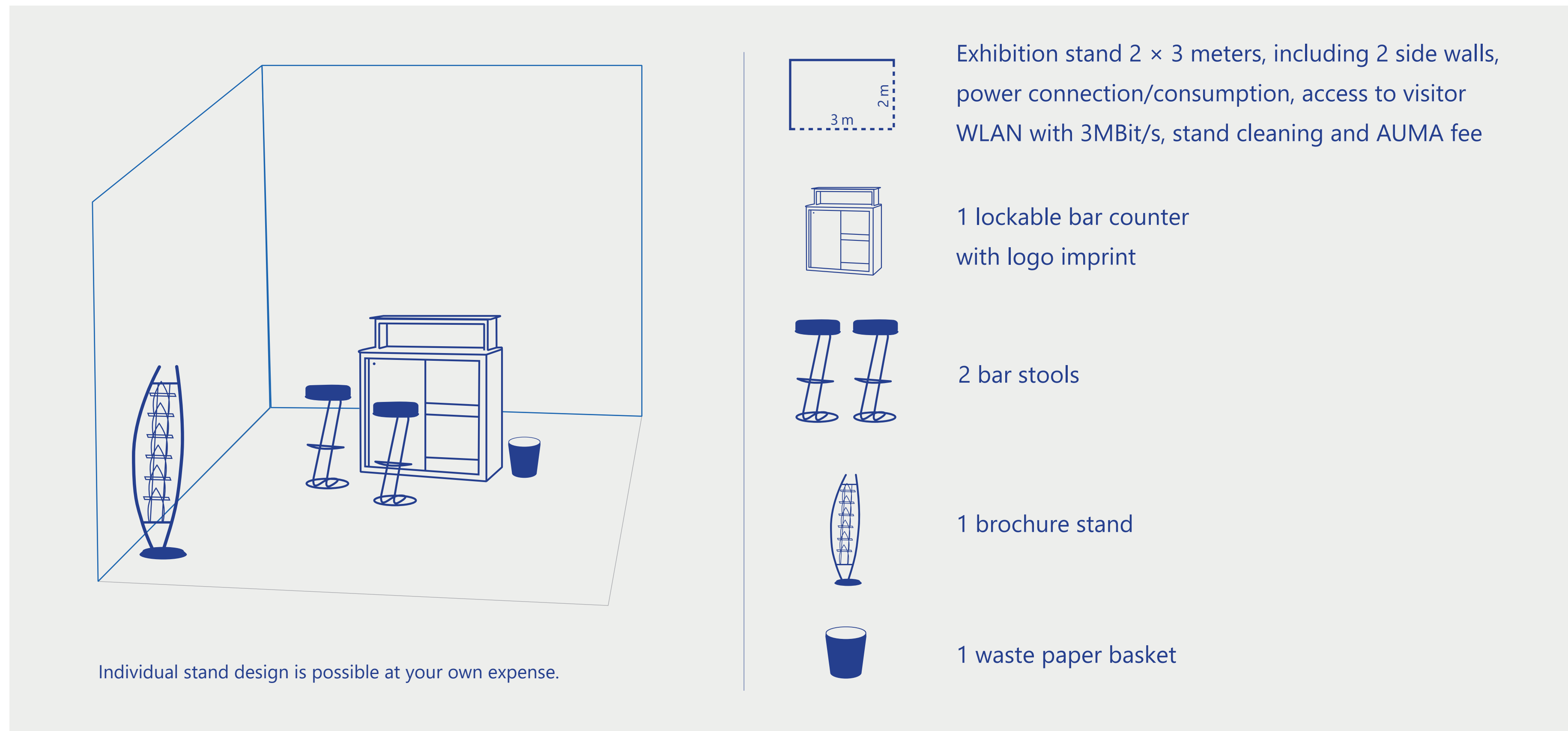
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Your exhibition stand with basic equipment at HYDROGEN DIALOGUE 2022

This equipment is included in all exhibitor packages.



* All prices exclusive of sales tax and waste disposal service (EUR 3,50/m²)

** Conditions of participation for the startup exhibitor package: The registering company has to be younger than 5 years. The business model has to be in the field of hydrogen. The company must not have previously exhibited at the HYDROGEN DIALOGUE with another exhibitor package.

Registration deadline for exhibitors: August 19, 2022

The rebooking offer is available for all exhibitors who have already exhibited at HYDROGEN DIALOGUE in 2020 or 2021. The offer is valid up to and including April 22, 2022.

The Special and General Conditions of Participation of the event HYDROGEN DIALOGUE 2022 with digital parallel event for exhibitors, startups and visitors can be found [here](#).

I'M HERE FOR YOU.

Your contact for exhibitors

If you have any questions about the exhibitor packages please feel free to contact me. I look forward to hearing from you.



Jan Luca Otmann

T +49 (0)911 8606-8425
janluca.otzmann@nuernbergmesse.de

YOU WANT MORE?

Book additional marketing services to get the best possible exposure at the HYDROGEN DIALOGUE.

Please use the form for your reservation:

**MARKETING SERVICES
OVERVIEW**

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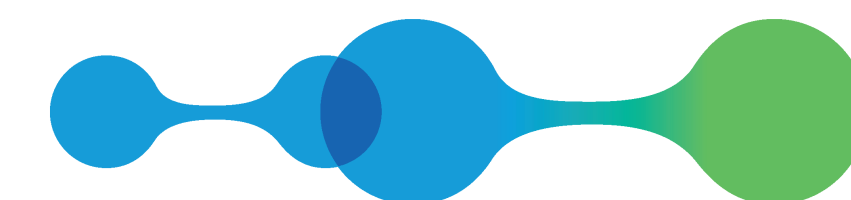
www.hydrogendialogue.com/en



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**HYDROGEN
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After Business Talk: The digital event series for the hydrogen community. Your turnkey event!

www.hydrogendialogue.com/abt

moderated by:

bayern  innovativ

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The After Business Talk is a digital event **series** by HYDROGEN DIALOGUE that **takes place regular**. Our After Business Talk is an event that allows you to exclusively position your company to the hydrogen community and your customers. The format will be **streamed live free of charge for all participants** on our HYDROGEN DIALOGUE community platform. The platform is also open to your customers and partners.

Through this event we are offering you the opportunity to discuss relevant topics with the hydrogen community and report on interesting challenges and developments in your company while building your network.

How you benefit:

Make the most of our **complete package** – a digital, exclusive turnkey event (from marketing to studio services and moderation).

We will allow you to **reach a high-calibre audience in a dedicated setting** (more than 750 participants on the platform, over 4,300 potential contacts).

Opportunity to **professionally showcase your company and your expertise** in hydrogen to an exclusive target group.

You are **free to determine your own content** and its mode of presentation.

Professional marketing opportunities from a single source.

AFTER BUSINESS TALK

EXCLUSIVE EVENT

- Talk by a speaker at the After Business Talk, 120 minutes (60 min talk + max. 60 min. Q&A)
- incl. provision of complete infrastructure for digital event (use of stuido, technical equipment with support personnel)
- incl. provision of a slido-account for integration and handling questions from participants
- incl. moderation provided
- incl. technology and speaker advice and briefing

COMPANY PROFILE

- Company profile incl. link to your talk on the digital event platform
- incl. list of participants (sessions)

MARKETING

- Logo on platform home page with link to your corporate profile
- Branded screen frame with your logo visible to all participants during the After Business Talk, production included
- Creation and sending of 2 dedicated emails about your After Business Talk to more than 4,300 addresses
- Two social media posts before the event on the HYDROGEN DIALOGUE channels (Twitter, LinkedIn)
- Production of an email signature banner with your event
- Preparation and promotion of your After Business Talk on the website hydrogendialogue.com/abt
- 1 sub-page including link to your company website and spot on the slider on the hydrogendialogue.com home page

6.500 EUR*

OPTIONAL

- 10% discount on your exhibitor package for HYDROGEN DIALOGUE 2022

CONTACT US
FOR MORE INFORMATION

* All prices exclusive of sales tax