

***EIMA Digital Preview presentation
Bologna, July 23rd, 2020***

#edp

THE EDP PLATFORM

A journey to another dimension,
to another EIMA, that completes
and adds on the real event

We'll virtually travel to a
universe of products, services
and Companies, capable of
untapping new business
opportunities

A brand new exhibition experience

Original

Engaging

Progressive

Fully immersive

STRATEGY

The digital dimension cannot be a copy of the real exhibition!



The **Digital Preview** project aims to support EIMA in winning the challenge of standing out in the worldwide exhibition industry scenario, imposing itself at the same time as an innovative force, capable of offering partners and stakeholders a good reason to rely on its services, on its brand and on its leadership capabilities in the sector.

CONTENTS

The journey to the digital dimension of EIMA, **almost entirely in 3D**, will have concrete contents, related to the Companies' products, to the possibility of matching with businesspeople, to the capability of developing a new, effective and global marketing strategy.

We will be able to.....

- Visit the exhibition**
- Enter the Companies' exhibiting area and live a "direct" experience**
- Interact live with customers, suppliers, visitors and Companies**
- Gather detailed information about a product or other items**
- Attend specialistic webinars, seminars, international appointments, product previews**
- Attend B2B meetings with Italian and international businesspeople**
- Participate in LIVE and on-demand events / highly evocative interactive shows**

THE STRUCTURE

The three gates

The visitor reaching the platform will start his journey by crossing **three gates**, that will appear once the registration will be completed. Each gate will lead to one of the sections, which compose the EIMA digital dimension:

THE PRODUCT PLANETS and all the Companies' areas

MEET THE TEAM: the value of people and of their skills and assistance H24

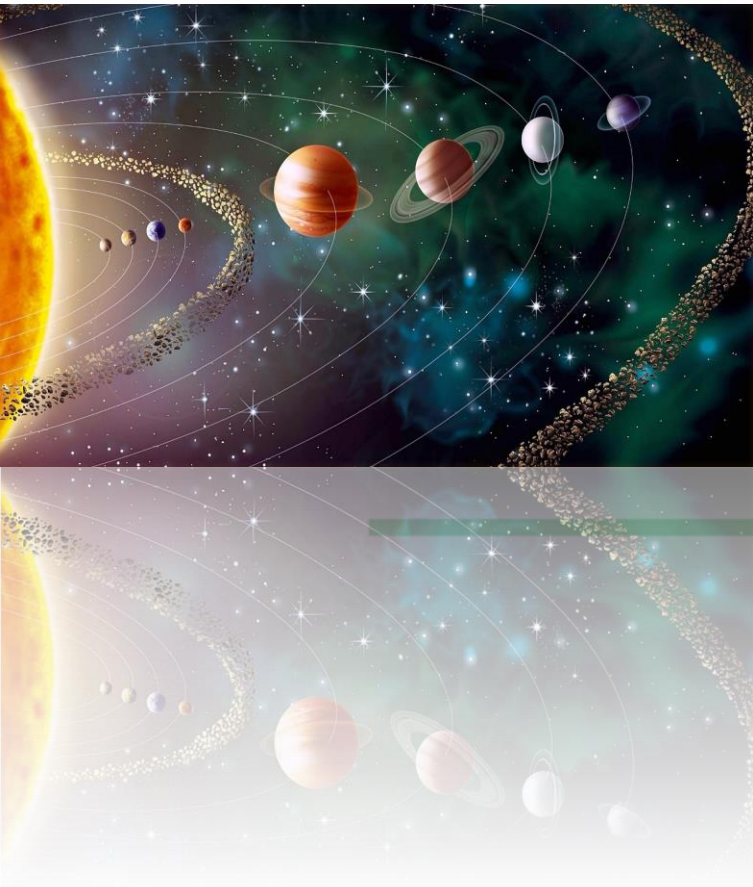
THE EIMA AGORA': the international square for agricultural mechanization



AGORA'
AZIENDE PRODOTTI **TEAM**

THE STRUCTURE

The Product Planets



Entering this gate will allow the visitor to explore the 14 Product Planets, which correspond to the 14 Product Sectors of EIMA International.

COMPANIES AND PRODUCTS WILL BE PART OF A DIGITAL ENVIRONMENT

The visitor will be able to easily access the exhibitors and products of interest, thanks to an architecture centered on user experience.

Searching will be possible by Company name, sector or product.

THE STRUCTURE

Companies' stands

Each Company will avail of its own space: a virtual booth allocated according the the area booked in EIMA International 2021

up to 64 sqm

From 65 to 128

From 129 to 240

From 241 to 480

From 481 to 800

Above 800



Each Company will have a virtual hall, complete with Company logo, the Corporate video, explaining its core values, and images of the flagship products

As in a real stand, the following will be available:

- One or more meeting rooms, dedicated to B2B meetings;
- Threer totems, from where visitors will be allowed to access the Company website, to the chat and to the agenda for fixing up meetings

THE STRUCTURE

Companies' stands

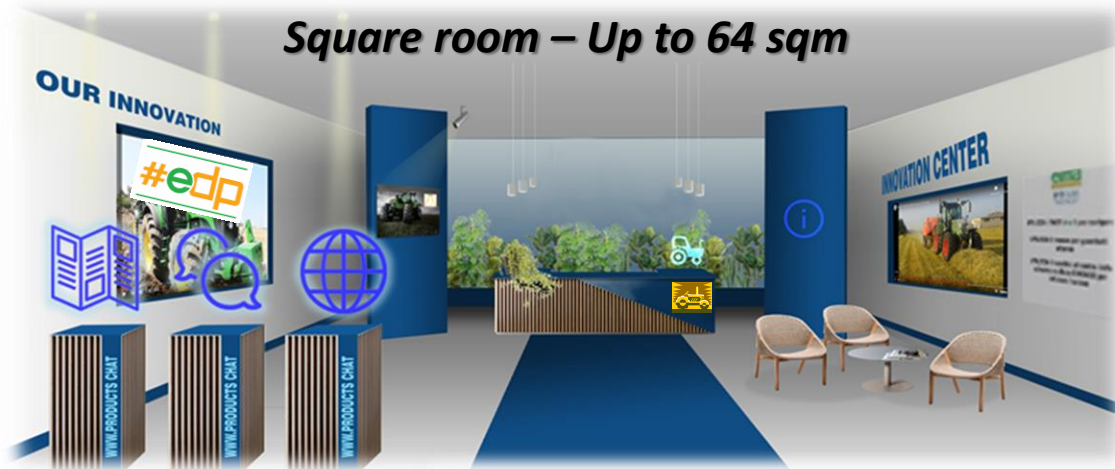
These are the common items for each type of stand, yet the features of each stand varies according to the area allocated in the real exhibition.

Irrespective of the features of the stands, Companies will be allowed to show whatever they want in their meeting rooms.

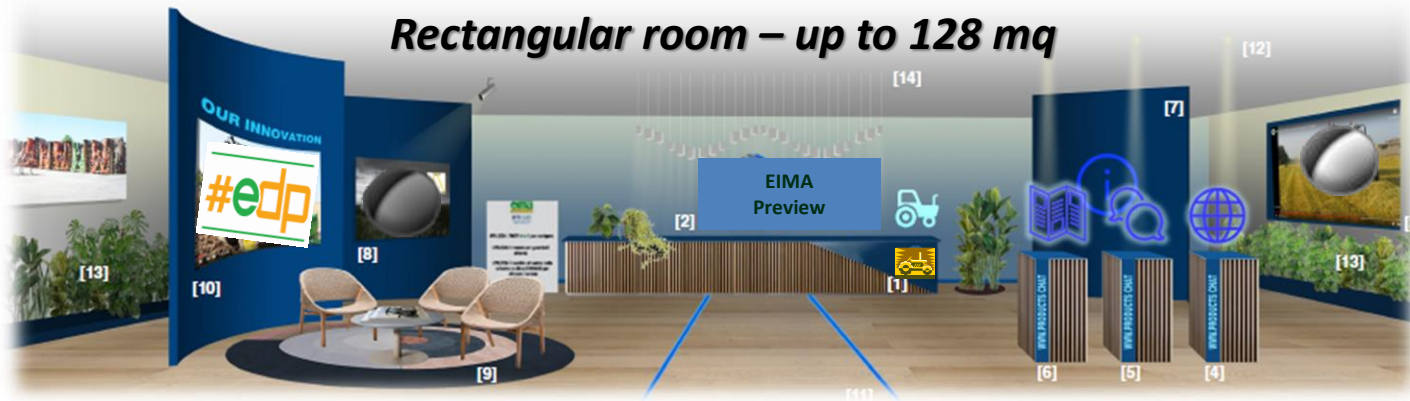
Each area will be directly customizable by the Exhibitors (wall colors and textures, lights, etc. etc.)

The platform will be animated to keep a high level of interaction (sounds, lights, etc. etc.)

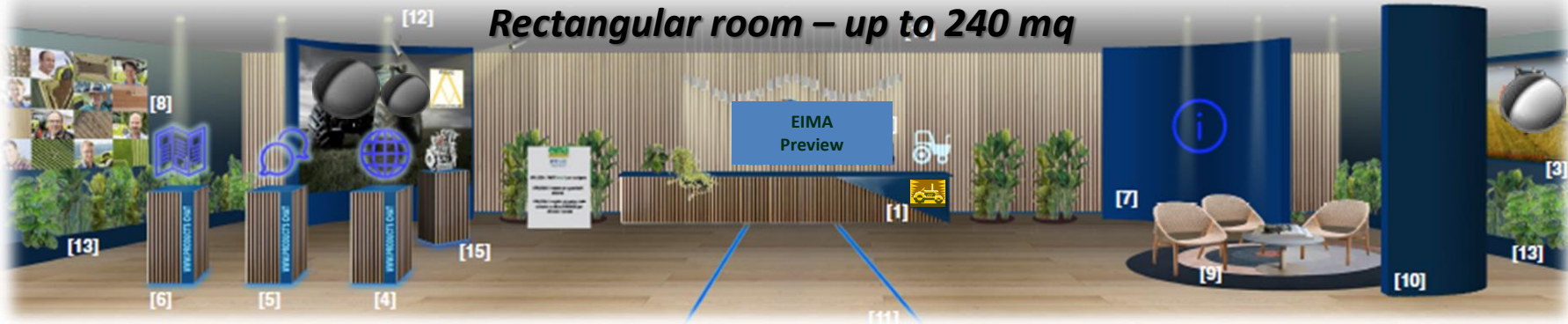
Square room – Up to 64 sqm



Rectangular room – up to 128 mq



Rectangular room – up to 240 mq



Circular room - up to 480 sqm on two floors – ground floor



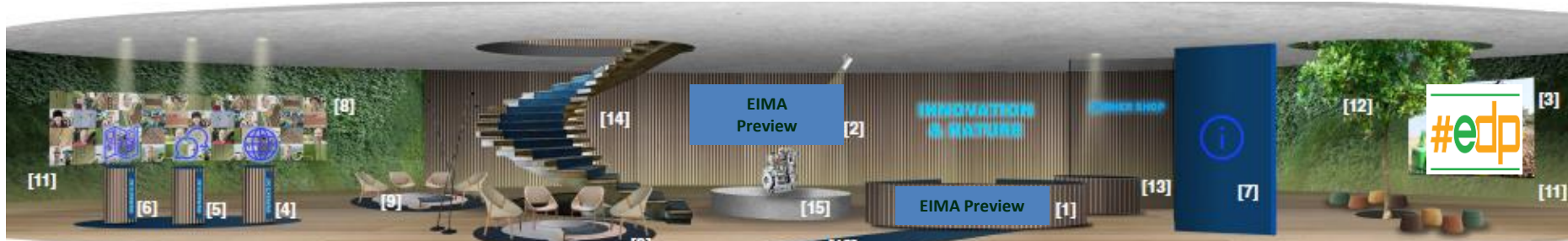
Circular room - up to 480 sqm on two floors – first floor

Oval room– fino a 800 mq – ground floor



Oval room– fino a 800 mq – first floor

Oval room– above 800 sqm – ground floor



Oval room– above 800 sqm – first floor



Oval room – above 800 sqm –attic



THE STRUCTURE

Contact the Team



Enter this room to interact with the EIMA and FederUnacoma team.

- Team FederUnacoma
- Area International (B2B)
- Secretariat
- Press office

WE WILL BE LIVE IN OUR ROOM H24!!

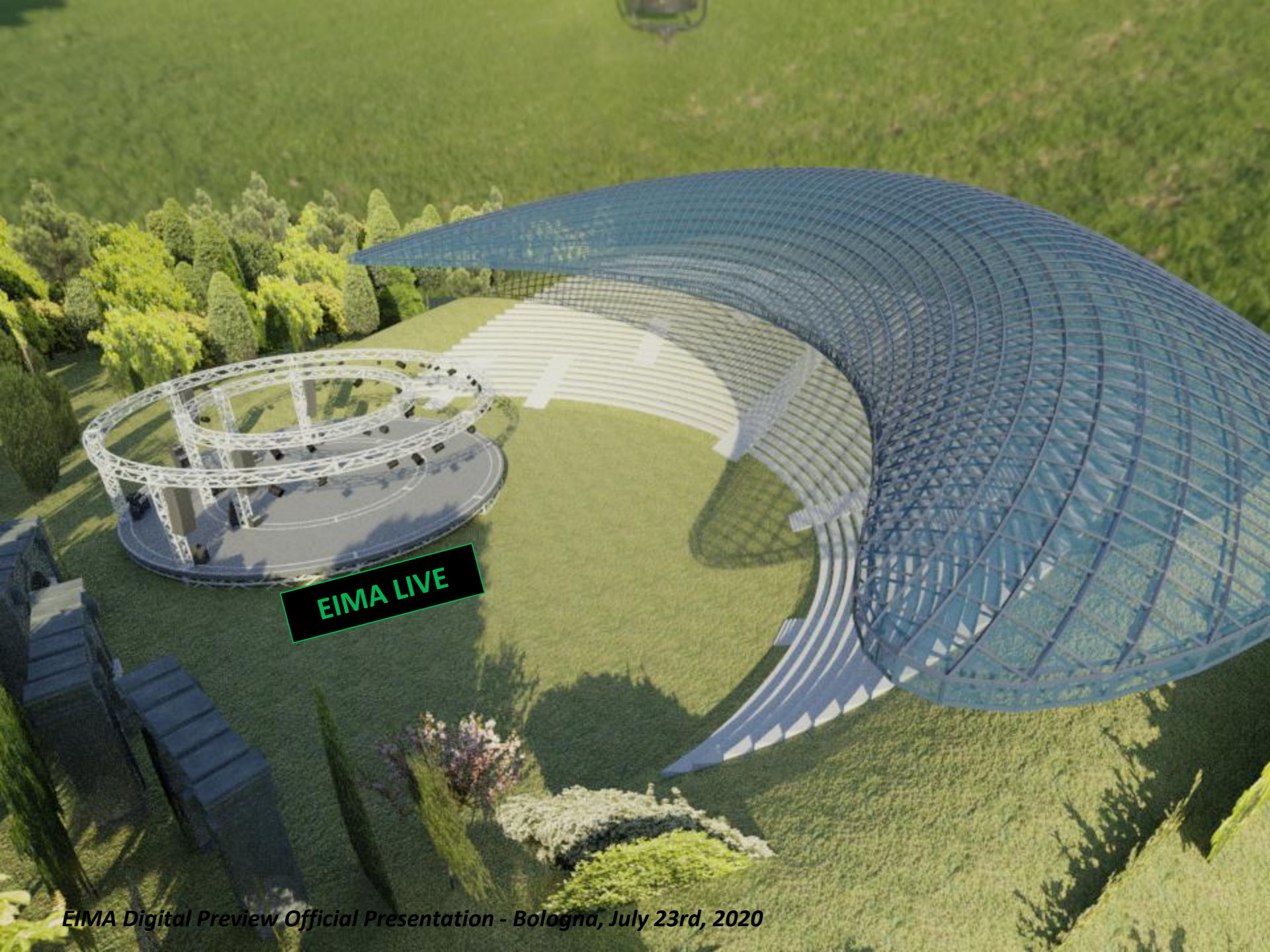
THE STRUCTURE

The EIMA Agorà

The heart of the project. EIMA Agorà is an arena where visitors, Companies and stakeholders can meet together.

EIMA Agorà will host appointments, initiatives and meetings on agricultural mechanization at international level.

- ❑ **EIMA Live:** Live streaming of inaugural event, interviews and other appointments... with special effects
- ❑ **EIMA TV:** a channel that will make available all the EIMA live events on demand, as well as the contents that the Companies will share... soon to be the reference channel for agricultural mechanization worldwide.
- ❑ **EIMA World :** Webinar, seminars, Companies' workshops, international presentations, technical innovations
- ❑ **B2B Area:** a section, managed by the EIMA team in collaboration with the Italian Trade Agency and the Italian Ministry of Foreign Affairs and International Cooperation



EIMA LIVE



INTERCEPT THE FUTURE

Some keywords

ORIGINALITY. The first REALLY digital event in a dedicated environment for.

DIFFERENTIATION. The impossibility to replicate in the real world some of the features of the EDP increases its value and differentiates it from the real event in February 2021

ON DEMAND. An Eima-branded TV will live and grow with more and more contents, even once the digital exhibition will be over.

LEAD GENERATION. Each new visitor of the Digital Preview can be a new and interesting lead, a good opportunity for the Exhibitors.

“Not all storms come to destroy our lives. Some come to cleanse our path.” (Seneca)

IMPORTANT PREVIEWS

The platform will be activated from the 1st half of September for exhibitors. Companies will avail of an interface, to be accessed from the reserved area of the Eima website.

Registration to the main events in the agora will be open from the 1st half of September

The EDP communication

81 NEWSPAPERS printed and web
6 TV CHANNELS with 70 programs
22 ITALIAN RADIOS

Around 200 SPECIALIZED MAGAZINES, both Italian and International, printed and web
GOOGLE Ads starting from 45 days before the EDP in 45 Countries, in 10 languages
Advertising on Facebook – Instagram – Youtube – LinkedIn - Twitter

IMPORTANT PREVIEWS



The World at EDP

Sub-saharian Africa
Asia
Americas
Eastern Europe
Oceania

Target:

250 business-people in
10 days of B2B meetings

#edp

Technical Innovation Contest preview
Tractor of the Year 2020
Italian Young Farmers' Meeting

Club of Bologna
Eima Campus
Mech@griJobs

Many publishers.....
Focus on territories
BioHabitat

Draft
Program
Agorà

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