

prozesstechnikTV at ACHEMA 2024

10-14th June 2024, Frankfurt am Main, Germany



What is prozesstechnikTV at ACHEMA 2024?

The new Video Format from **Konradin Industrie** at **ACHEMA 2024**



We talk to Representatives from the Industry

During ACHEMA, Videos will be produced with Studio Guests on exciting Topics related to Process Technology.

The conversations with well-known Studio Guests* are based upon the format of a Talk Show – a moderated and engaging discussion between Experts about the current Topics of the Trade Show.

The talks will each range in length from 15 to a maximum of 30 minutes long.

Review 2023

prozesstechnikTV at POWTECH

<https://prozesstechnik.industrie.de/prozesstechniktv-auf-der-powtech/>

**Selected from representatives of relevant Manufacturers, Organisations and Associations.*

What is prozesstechnikTV at ACHEMA 2024?

Topic Overview

Sustainability*

- Decarbonisation of the Chemical and Pharmaceutical Industry (Power2X, Sustainability in the Supply Chain, Alternative Production Routes, Hydrogen as an Energy Supplier).
- Hydrogen (Production and use of Green Hydrogen, Handling of H₂, Electrolysers)
- Circular economy (replacement of fossil raw materials, CO₂ capture, carbon capture and storage, packaging recycling, chemical recycling)
- Energy efficiency (components, processes, plants)

Plants and Processes*

- Production of Battery Masses (Mixer, Containment, Conveyor Technology)
- Explosion Protection in Plant Engineering
- Chemical Recycling
- Hygiene Production (Fittings, Pumps, Seals, etc.)

Process Automation, Digitalisation*

- Connectivity vs. Security (IT/OT Integration, Cybersecurity)
- Ethernet APL (Communication, Intrinsic Safety, Application) and other Communication Protocols (Single Pair Ethernet, OPC UA, Profinet)
- Artificial intelligence in the chemical industry
- Robot use in filling and packaging machines

Pharmaceutical Production*

- Sustainable Packaging (Paper Blister, Packaging Design)
- Biotechnology (New Production Routes, Single-use Technology, Possible Applications, Risks and Benefits, Sustainability)
- Modular Pharmaceutical Production (MTP, POL, Safety, Software)
- Continuous Production instead of Batch Processes (Pharmaceuticals, Fine Chemicals)

**Themes may be subject to change*

Why should you become a Partner?

Your Benefits

With the new format **prozesstechnikTV** at **ACHEMA**, you have the opportunity to position yourself as an Expert in the Market.

We address the key topics of your Target Group in content-rich Videos and go into real depth.



Exclusive Advertising Platform

The number of Partners for the Videos is strictly limited. You will not get lost in a sea of sponsors!



Wide-reaching Marketing

The Videos are published on our Websites and YouTube and promoted in the Newsletter and via Social Media (also by ACHEMA and DECHEMA).



High Visibility

Your presence within the Video and in all associated Promotion ensures that you are identified by your Target Group in the appropriate and qualified environment.



High-quality Content

High-quality content Videos position you as an Expert within the Electronics Manufacturing market.



Unlimited Term

The Videos are posted online via our Websites and on YouTube. There is no time limit.

Benefit from the highest number of Contact Opportunities

Print and Online

Benefit from at least 170,000 Contact Opportunities – Before, during and after ACHEMA 2024.

The Videos will be filmed and produced live at the Prozesstechnik TV Stand by our experienced and professional Video Team. in DE or EN. Subtitles are provided in the other language.

The Videos and your message will be published on prozesstechnik.tv and YouTube.

cav, dei and prozesstechnik-online.de will report on all Innovations and Trends at ACHEMA 2023, both in advance and following the Exhibition.

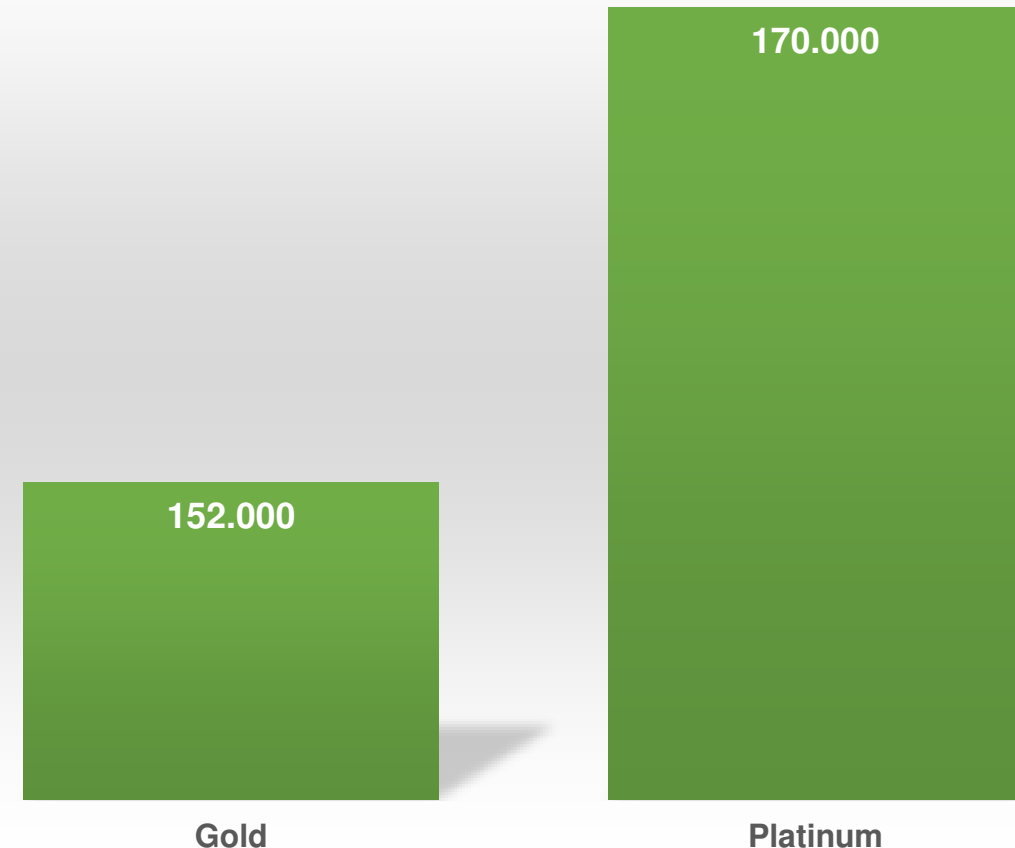
During the Trade Show, QR codes at the Booth and in the daily trade show newspaper ACHEMA DAILY as well as teasers in the ACHEMA Daily Newsletter generate direct access to the videos. After the trade show, post-show reports in CAV and DEI and additional promotion (on LinkedIn) generate additional attention.

As partners, ACHEMA and DECHEMA ensure additional, highest possible attention of the target group.

In total, at least **170,000 Contact Opportunities***.

* Platinum Package; Gold at least 152,000 Contact Opportunities.

Contact Opportunities



Our Exclusive Offer for you!

Full inclusive Services

Summary of Services	Gold (2 Sponsors per day)	Platinum (Exclusive per day)
Mention in the pre/post ACHEMA report issues of cav and dei	✓	✓
Logo in the Trade Fair Media, at the Trade Fair Booth, in the promotion and in the intro and outro of the selected day's videos; mention by name on YouTube and LinkedIn.	✓	✓
Online-Advertorial „Highlights of Prozesstechnik“(value € 2,200)	✓	✓
Participation in the Web Session „Highlights of ACHEMA“ on 27.06.2024, inc. 20 minute Presentation and Leads according to DSGVO (value € 3,000)	Surcharge € 1,500	✓
Fade-in of a Live Frame (L-Banner)	Mid-Roll, 10 Sec.	Pre-Roll, 10 Sec.
Fade-In of Moderated Advertising Spot	-	Pre-Roll, 30 Sec.
Interlocutor in one (1) Video	-	✓
StandAlone-Newsletter sent to regular recipients of the prozesstechnik-online-Newsletter	-	✓
Package Price (plus VAT)	€ 5,300	€ 9,500

Bookable
until
15.03.2024

Optional

Advertorial
in cav or dei

1/1 page, 4c
€ 1,750
2/1 page, 4c
€ 2,950

*Pre-roll Ad will be
played in the first 3
minutes of the Video.

Mid-roll Ad will be
played in the first 5
minutes of the Video.

What Data will be required?

Data requirements for **prozesstechnikTV** at **ACHEMA 2024**

Partner	Required contents	Format	More Details
Platinum	Logo*	EPS, JPG, PNG	For Web and Print
	L-Banner**	PNG in HD (1920 x 1080 Pixel)	Transparent Area of 1,440 x 810 Pixels in the upper right corner. You can find the outline with the dimensions here .
	Commercial**	MP4 in HD (1920 x 1080 Pixel)	30 Seconds
Gold	Logo*	EPS, JPG, PNG	For Web and Print
	L-Banner**	PNG in HD (1920 x 1080 Pixel)	Transparent Area of 1,440 x 810 Pixels in the upper right corner. You can find the outline with the dimensions here .

* Data Delivery Deadline 15/03/2024

** Data Delivery Deadline 15/05/2024

Do you still have questions?

Whether classic Print Media or comprehensive online marketing solutions – together we develop bespoke strategies, adapted to your specific, individual communication goals.

We would be delighted to advise you with a personal conversation.

We look forward to your enquiry!



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