



## Anmeldung zur Teilnahme am „touchpoint packaging“

- Ich bin Aussteller der drupa 2024: Halle ....., Stand .....
- Ich bin kein Aussteller der drupa 2024

in cooperation with



European  
Brand & Packaging  
Design Association

### 1. Name, Adresse und Ansprechpartner

Name des Unternehmens: .....

Adresse: .....

.....  
.....

Ansprechpartner/Position: .....

eMail: ..... Telefon: .....

### 2. Partnerschaft

Wir möchten teilnehmen als:

- Aussteller drupa 2024 - 7.500 EUR\*
- Nicht-Aussteller drupa 2024 - 11.100 EUR\*
- Start-up oder kleines Unternehmen o.ä. - auf Anfrage, min. 4.000 EUR\*

\* zzgl. MwSt / Der Gesamtbetrag wird auf 2 Teilzahlungen aufgeteilt  
„BENEFITS & COMMITMENTS“ im Rahmen dieser Partnerschaft siehe Seite 2 & 3

Datum ..... Unterschrift .....

### Ihre Ansprechpartner:

CHRISTIAN HRUSCHKA, Senior Project Manager drupa  
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CLAUDIA JOSEPHS, General Manager epda  
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**Bitte senden Sie dieses Formular unterschrieben an:**  
hruschkac@messe-duesseldorf.de oder claudia@epda-design.com

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# drupa touchpoint packaging PARTNERSHIP PACKAGE



## CONVINCING PARTNERSHIP BENEFITS

### Before drupa 2024

- Influence on project content, process and results
- Benefit from exchange of expertise and joint development of ideas
- Access to a selected number of brand owners
- Direct investment in company R&D processes

### During drupa 2024

- Display of products and solutions on all trade fair days
- Panel and/or workshop moderation opportunity
- Keynote presentation opportunity
- Network expansion

## COMMUNICATION BENEFITS

### Before drupa 2024

- Newsletter
- twitter
- facebook
- Xing
- LinkedIn
- drupa Blog
- Press Releases
- drupa global Portfolio
- Online-Marketing
- drupa Webpage
- drupa App
- Advertisement / Editorials

### During drupa 2024

- Banner Advertisement at the exhibition center
- Digital Signage for drupa tpp in the entrance areas
- Flyer „packaging @ drupa 2024“
- Social Media
- drupa daily
- Invitation to the drupa night (2 tickets)
- Exclusive interview

### After drupa 2024

- Press Releases
- drupa Post Show Report
- Social Media Campaign Review drupa 2024

## COMMITMENTS



### Before drupa 2024

- Provide expertise and manpower
- Be available to take part in online/offline partner meetings at Messe Düsseldorf (max. 3)
- Identification with the group of co-exhibitors
- Contribution to the joint development of drupa tpp based on input of the drupa tpp project team regarding focus topics, collaboration of partners and/or with students:
  - a) Development of exhibition content (products, videos, etc. ) to meet the approved concept and defined topics
  - b) Development and elaboration of panel and/or workshop topic
  - c) Development of presentation contents
  - d) Optional: Cooperation with co-partners and/or young design talents (from NABA)

### During drupa 2024

Presence at drupa tpp based on a schedule agreed with all co-partners before the show (like specific time slot per day):

- Participation as speaker/panellist
- Company expert representation to inform/network with visitor

Availability at own drupa stand to

- Welcome and inform visitors coming from drupa tpp

### Note:

- Cooperation among partners is strongly encouraged but not a mandatory criterion for an application.
- Company representation has to be equal among drupa tpp partners and is subject to evaluation by the drupa tpp project team.
- Declared objective for companies is to make their mark by presenting content, not by presenting the company. drupa tpp does not offer exclusive self-promoting opportunities.
- The emphasis is on showing visions rather than finished products.