26th EAERE
Annual Conference
BERLIN_online 2021

EXHIBITION GUIDELINES

DEADLINE FOR APPLICATIONS: Friday, May 28, 2021
DEADLINE FOR PAYMENTS: Wednesday, June 03, 2021

Purpose of the Exhibition

The virtual exhibition can be a highly effective tool for advertising the exhibitor's own products, raise awareness, and improve traffic on the exhibitors' websites and offers networking opportunities with leading experts.

Stand Information

The conference's plenary and networking events will take place on Remo, a so-called table platform that allows for sophisticated digital events. Table platforms are video conference systems allowing for broadcasting (one-way streaming) options as well as networking opportunities in a comprehensive environment. Its highlight is a digital customized foyer, which will be designed in the style of a conventional foyer and will allow for networking, exhibitions and product demonstration.

Imagine a foyer equipped with tables and surrounded by exhibition stands–just in the virtual realm. Each table allows for private video conversation with just two or up to eight people to enable discussion and networking. Exhibition stands, located in the area where all plenary events are taking place and the main stage is located, allow for the same features as standard tables but offer distinct advertisement opportunities. Thus, stands have a very prominent place in the digital environment, enabling exhibitors to gain attention for their products. This can be attained by customized banners, which can include hyperlinks, pictures or video material.

We can imagine that envisioning this form of exhibition might need more detailed information. We are very excited to provide a guided tour to Remo and answer all questions you may have. This tour will of course specifically address the opportunities for exhibitors.

Please do not hesitate to contact us via eaere2020@tu-berlin.de to schedule a tour.

Application

The *Exhibition Application Form* must be filled in, signed, and sent to the address indicated on the form. Space is available on a first-come, first-served basis, so be sure to complete and return your application as soon as possible. The deadline for applications is **Friday, May 28, 2021.**

Method of Payment and Cancellation Policy

Upon receiving of the *Exhibition Application Form*, an invoice will be issued by the conference secretariat. Payments must be made via bank transfer as specified in the invoice. All bank fees and money transfer costs are the responsibility of the payee. Please note that the deadline for receiving the payment is **Wednesday, June 3, 2021**. The availability of stands will be confirmed only upon receipt of payment. Cancellations after June 3, 2021 are not possible.

Exhibition Schedule

The online conference will take place from June 23 to June 25, 2021. The online conference platform will be open all day from 9 am to 7.30 pm on Wednesday, June 23 and from 10 am to 8 pm on June 24 and 25, respectively. Exhibitors can expect the largest number of attendees to visit their stands during dedicated breaks.

The online exhibition set-up is organized by the Local Organizing Committee. Exhibitors are asked to provide links, video material, and logos that should be included in the online presence. Detailed information on customizing opportunities are to be found in the advertisement options in the following section.

Visibility

A complete list of exhibitors taking part in the exhibition will be available on the conference website. The list will also include direct links to their respective company websites. In addition, the sponsor tables are identified by logos and banners that are well visible when entering the Remo Foyer.

Exhibition Area

See an exemplary floor plan of the Remo table platform below. This floor plan will be adapted to the EAERE conference design.
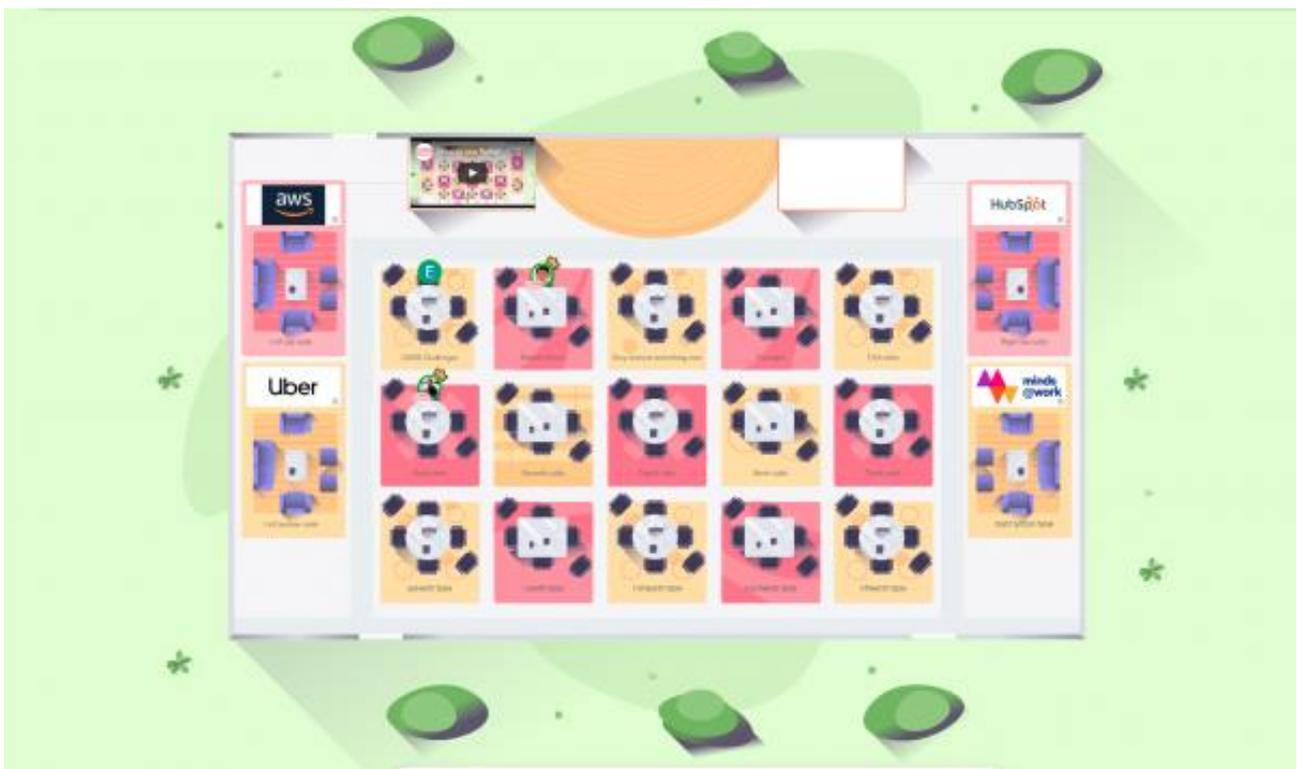
Promotional Packages

The options available to exhibitors are listed below. The conference organizers consider its exhibitors and their exhibits to be an important part of the conference and have made every effort to offer attractive options. There are two exhibition options to be distinguished:

(1) BASIC PACKAGE

The basic exhibition package includes a **virtual stand at the digital foyer**. The virtual stand represents the exhibitor's logo. Besides, branding on the platform is completed by customized banners. Hovering over the banners reveals the exhibitor's website link, pictures, or video material. In addition, the stand offers people to get in touch with the exhibitor. By taking a seat at the stand live chat as well as video chat is started. Sitting down at the exhibitor's stand starts video conferencing and live chat operated by the company representative. This opportunity allows for two to up to eight people simultaneously enter the conversation and get in touch with the exhibitor. Furthermore, the exhibitors are listed in the **conference website**, including a direct link to their company website.

(2) ADVANCED PACKAGE

The advanced exhibition package includes all features of the basic package described above plus the opportunity to organize a **private event**. The private event can be accessed through a link provided in the main event and presents an excellent opportunity to advertise products and to share information with a large audience. The event allows for broadcasting (one-way streaming) as well as for interaction in small groups similar to break out rooms but organized around tables. The private event takes place during break times at an exclusively saved time slot with no other sessions or events taking place simultaneously and thus ensures reaching a large target audience. It will be listed in the conferences' agenda and announced to the whole audience before it starts through a pop-up message. Besides, the event's landing page and the event's room are customized individually with the exhibitor's corporate design. Technical assistance from the Local Organizing Committee is available for the private event's time slot as well as for the customizing of the stand.

Advertisement Options	Fee (in €) Excl. VAT
Basic Package – Customized Stand – Links to Website – Video Material/Pictures – Videoconferencing with up to eight people simultaneously – Two complementary registrations	600,-
Advanced Package – Customized Stand – Links to Website – Video Material/Pictures – Videoconferencing with up to eight people simultaneously – 30 min full customized private event with broadcasting and networking function (parallel events) – Listing of the exhibitor's event in the conference's agenda – Announcement of the event to the whole community via pop-up message – Three complementary registrations	1.200,-

<u>Conference Information</u>

Organizers	Technische Universität Berlin and Humboldt-Universtät zu Berlin, in collaboration with the German Institute for Economic Research (DIW Berlin), and the Mercator Research Institute on Global Commons and Climate Change (MCC Berlin)
Date of the event	June 23-25, 2021
Location of the event	Taking place online on Remo conferences
Number of participants	~700
Keynote speakers	– Prof. Joseph E. Stiglitz – Prof. Valentina Bosetti – Prof. Stefano Battiston – Prof. Marie Brière – Dr. Barbara Buchner – Prof. Christian Gollier – Prof. Geoffery Heal
Structure of the conference	– Three plenary sessions – Parallel sessions – Special sessions with thematic focus – Policy sessions
Conference audience	– Scientific and academic community – Representatives of European and international institutions, such as the European Commission, European Environment Agency, OECD – Business representatives
Conference website	www.eaere-conferences.org
Contact information	For any questions concerning the exhibition, please send an e-mail to: eaere2020@tu-berlin.de