



DIGITAL KINDERGARTEN 2020

SALES BOOKLET

ABOUT

Digital Kindergarten (DK) is THE platform for the economy. It helps brands and companies to bring their business forward on a digital level.

Marketing decision-makers, management members, digital visionaries, and innovation drivers can find inspiring innovative trends here, as well as future technologies, digital marketing, and New Work.



» « FESTIVAL



DIGITAL KINDERGARTEN #DK2020

ON JUNE 8 AND 9,
2020 IN HAMBURG'S
MILLERNTOR STADIUM

»K FESTIVAL

**Experience the future. Impossible?
Not at the DK Festival in Hamburg's Millerntor
stadium!**

For two days in the year, decision-makers from the marketing and communications sector play with, discuss and experiment with trends and more from the areas of AI, VR, AR, digital marketing, and New Work. The goal is to better understand the added value of new technologies for one's own business. Partners and sponsors have the chance to showcase their products and services specifically to their target group(s) and to start up dialogue with potential customers and business partners.

And the best thing is: There's no such thing as stupid questions!



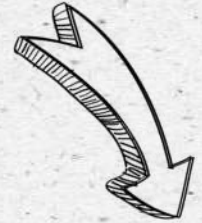
»AY 1

Workshops, playgrounds, and networking dinner with DK presenters and partners. Limited to 300 guests.

Pre-Dinner

Small appetizers!

At the DK Pre-Dinner with speakers, partners, and digital pioneers, exclusive snacks and drinks are on the menu, in addition to networking, inspiration, and exciting talks.



»AY 2

Trade show with playgrounds, conferences, Gadget Garden, workshops and get-togethers consisting of around 3,000 participants, makers, partners, and presenters.

**DIGITAL KINDERGARTEN IS A
GREAT PLATFORM. A MUST-ATTEND
EVENT FOR DECISION-MAKERS
ON THE SEARCH FOR INNOVATIONS
AND NEW IDEAS. – DR. HANNA SCHUMACHER (BYTON) –**



>< FESTIVAL IN NUMBERS



3,000 visitors,
of which 1,600 are decision-
makers



in media reach (6 months)



No other events lets you
experience pioneering trends
as close-up and personal as
Digital Kindergarten in
Hamburg.
– Horizont

1,500
TWEETS



on June 6,
2019



OUR PARTNERS

A SELECTION



SAMSUNG



BUTTER.



BOSCH
Technik fürs Leben



O₂

Deloitte.
Digital



comdirect

sky



OTTO



FUTURE CANDY



BERLIN
VALLEY



OUR TOP SPEAKERS



TIJEN
ONARAN



DR. HANNA
SCHUMACHER



MARCELL
JANSEN



NICO
ROSBERG



VERENA
PAUSDER



CATHY
HUMMELS



LARS
KLINGBEIL



SASCHA
PALLENBERG



WILL
ROLLS





1. Unique conference concept

Playgrounds, top speakers, and workshops – topics of the future ranging from AI and voice to AR and VR to robotics and digital marketing. To try out and test!

2. Partners, exhibitors, and visitors from all sectors

Many new business cases emerge at the DK Festival that enable brands and companies to enter new markets.

3. Huge media interest and networking at its best

The most important experts from marketing, communications, and technology, as well as influencers and about 100 media reps are on hand!



» « 6FF-SITES



1st DK OFF-SITE ALL ABOUT PODCASTS

JANUARY 2020 IN HAMBURG

>< OFF-SITES

A focus on digital trends. Several times a year, we organize DK Off-Sites for digital visionaries, together with partners and sponsors.

In exclusive workshops in which the most popular topics are taken a closer look at, we go well beyond simply passing on knowledge:

We connect the best minds of all sectors, discuss, find solutions, learn from one another, and examine digital trends from all sides: in terms of technology, content, science, and marketing. Specialized knowledge or skills are not required.

PART 1

WORKSHOP

- + Intensive workshops (6 hours)
- + Playful and hands-on teaching
- + Fascinating insights and exclusive application tips
- + Connections to sector and business insiders are guaranteed
- + Around 60 participants in two workshop rooms
- + Developing the setup together with cooperating partners and co-organizers!



PART 2

DINNER AND NETWORKING

- + Exclusive dinner with around 80 guests: business insiders, multipliers, and decision-makers
 - + Determining the guest list together
 - + Insightful speeches and inspiring talks
 - + In focus: Networking!
 - + Get-together afterwards



»« OFF-SITES

WOULD YOU LIKE TO MAKE YOUR OWN DK OFF-SITE A REALITY?
TO MAKE NEW CONNECTIONS AND GIVE YOUR TOPICS A SPACE?
THEN CONTACT US VIA E-MAIL AND SPECIFY A TOPIC!

WE WILL BRING THE RESPECTIVE TARGET GROUP ON BOARD.

[E-MAIL](#)





1. Focus on digital trends

The latest popular topics are examined from all sides, are discussed and developed on a realistic level in talks, workshops, and talk rounds.

2. Joint program planning

In collaboration with partners and sponsors, we develop a diverse program that goes far beyond just passing on knowledge.

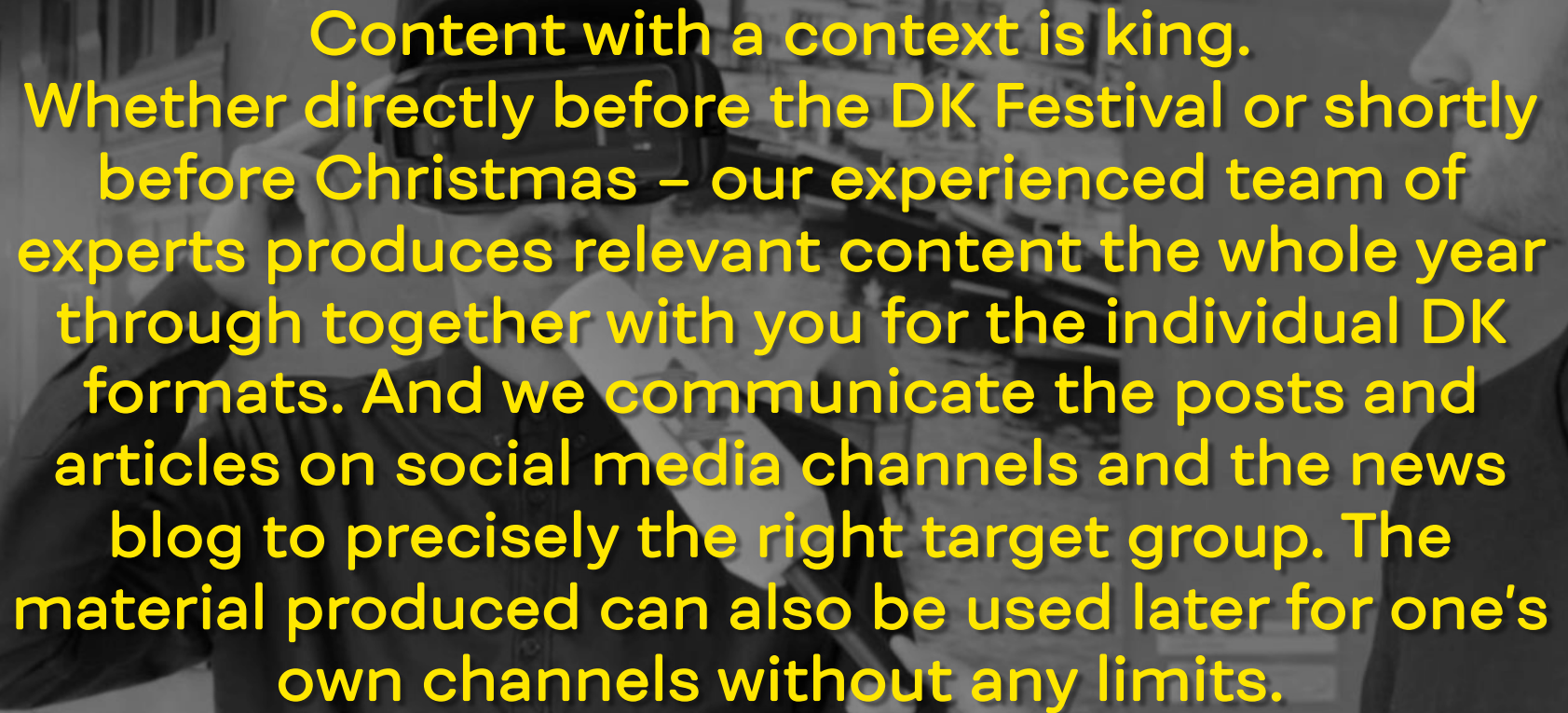
3. Intensive dialogues

Sixty participants in workshops, around 80 business dinner guests – limited participant numbers guarantee inspiring communication among experts in a private atmosphere.



» « CONTENT
« CREATION





Content with a context is king.
Whether directly before the DK Festival or shortly before Christmas – our experienced team of experts produces relevant content the whole year through together with you for the individual DK formats. And we communicate the posts and articles on social media channels and the news blog to precisely the right target group. The material produced can also be used later for one's own channels without any limits.

CONTENT FORMATS



Three questions for ...

Three fascinating questions are posed to digital experts, tech visionaries, marketing decision-makers, and innovation drivers from all sectors.

DK on the move

We visit partners and events, keep an eye out for exciting digital trends, and report about them on all DK channels.



CONTENT FORMATS



DK newsletter

Twice a month, we send out a newsletter to more than 7,000 subscribers and offer companies the chance to place interesting content.

DK news

Our news blog features the latest news and interviews from the digital world, as well as smart tips for inspiration.



NEWS



Die Zukunft von Social Media ist AR und VR

Ende September fand in Kalifornien die Oculus Connect 6 statt, wo Facebook einen spannenden Ausblick auf die Zukunft von sozialen Netzwerken gegeben hat. Geht es nach Facebook, wird sich die ...



3 Fragen an... Dr. Ulrich
Clemens von Scandblue
Das Internet in 2027 Für die



Das assoziieren die
Deutschen mit Start-ups
Worum denken die Deutschen,

CONTENT FORMATS

DK update

Who will be at the next DK event? Within the scope of the event promotion, we will generate high-quality content for partners, makers, and speakers that can be shared on social media sites.



REACH

NEWSLETTER

Subscribers:
avg. 7,000

Opening rate:
avg. 55%

SOCIAL CHANNELS

IMPRESSIONS PER DAY



avg. 500



avg.
5,000



avg. 500



avg. 700

WEBSITE

Unique visits
avg. 7,000/month





1. Extensive DK expertise

Joint content production with experienced experts, including the raw material.

2. Credibility and integrity

Objective reporting with added value in the DK style – instead of advertorials and articles with hidden advertising.

3. Target-group-specific targeting

Clear focus on the tech and digital, as well as marketing and communications, sectors.



>< SALES
PA<<KAGES

FESTIVAL PACKAGES

PARTNER EUR 9,000

- + Logo placement on the website, integration in advertising materials such as the newsletter and blog, and at the event
- + Social media integration
- + Content production guaranteed, selection of all DK formats
- + Exhibitor space of approx. 15 square meters
- + Speaker slot of about 25 minutes
- + 5 tickets (booth support), 15 free tickets and 25% discount on additional tickets^{1,2}
- + 2 Combination Tickets in Category 1 and participation in the Pre-Dinner with 2 persons
- + Participation in the Discussion Board (press day)

¹Tickets in Category 2

MAKER EUR 5,000

- + Logo placement on the website and at the event
- + Social media integration
- + Exhibitor space of approx. 9 square meters
- + Speaker slot as agreed
- + 5 tickets (booth support), 5 free tickets and 25% discount on additional tickets^{1,2}
- + 1 Combination Ticket in Category 1 and participation in the Pre-Dinner with 1 person

¹Tickets in Category 2

SPEAKER* As agreed

- + Naming on the website
- + Social media integration
- + Speaker slot of about 25 minutes
- + 2 tickets for the speaker and companion, 25% discount on additional tickets^{1,2}
- + 1 Combination Ticket in Category 1 and participation in the Pre-Dinner with 1 person

*Acceptance upon content review

¹Tickets in Category 2

WORKSHOP

EUR 2,500/90 min. / EUR 3,500 /180 min.

- + Naming on the website and at the event
- + Social media integration, workshop slot
- + Branding of the room
- + 2 tickets for speakers and 25% discount on additional tickets^{1,2}
- + 2 Combination Tickets in Category 1 and participation in the Pre-Dinner with 2 persons

¹Tickets in Category 2

²Ticket prices: Category 1 – Combination Ticket, days 1 and 2: EUR 330 / Category 2 – Day 2 ONLY: EUR 180 / All prices excl. sales tax

BRANDING PACKAGES

BRANDING OF THE APRON* ACROSS FROM THE SPEAKER STAGE

- + Huge visibility from all sides and a strong presence in the stadium; across from the main bleachers
- + Posters on the apron
- + Visibility during the entire event and after-show party

EUR 4,000

NAMING OF A STAGE (MAX. 3 PACKAGES)

- + Mention in all advertising materials (website, map, signage, log wall) as the stage's namesake
- + Strong presence and visibility at the event

EUR 8,500

LOGO APPEARANCE: LANYARD (MAX. 2 PACKAGES)

- + Each guest receives and carries their lanyard during the entire event day and evening
- + Visibility on all photos and videos

EUR 8,500

BRANDING AT THE ENTRANCE*

- + Presence at the entrance – each guest has at least 1 visual contact
- + Branding on the barriers and directions during the entire event

EUR 2,500

*Excl. production fees

All prices excl. sales tax

BRANDING PACKAGES

PRE-DINNER

EUR 4,000

- + Exclusive dinner for select guests, partners, and speakers
- + Around 150 guests: decision-makers, management members, and innovation drivers
- + Naming as a co-organizer of the Pre-Dinner
- + Various branding options on site (as agreed on an individual basis)
- + Attendance of 1 person at the Pre-Dinner

PRE-DINNER +

EUR 5,000

- + Exclusive dinner for select guests, partners, and speakers
- + Around 150 guests: decision-makers, management members, and innovation drivers
- + Naming as a co-organizer of the Pre-Dinner
- + Various branding options on site (as agreed on an individual basis)
- + Placement of a speaker in the evening
- + Attendance of 2 persons at the Pre-Dinner

OFF-SITE PACKAGES

1 PARTNER

DK OFF-SITE AND DINNER
EUR 25,000

- + Exclusive co-organizer and partner of the DK Off-Sites
- + Workshops and exclusive networking dinner with select guests
- + Content production (as agreed individually)
- + Integration in the newsletter, on and in all advertising material, and on all DK social media channels as an official co-organizer
- + Realization of workshops with select guests
- + Presentation and display spaces at the location
- + Participant workshops and dinner: decision-makers, management members, and innovation drivers
- + Joint determination of the guest list
- + Placement of a speaker at the dinner
- + Branding options on site

2 SPONSORS

DINNER
EUR 4,000

- + Exclusive networking dinner with select guests
- + Naming as a sponsor at the dinner
- + Attendance of 3 persons at the dinner
- + Integration in the newsletter and on all DK social media channels
- + Presentation and display spaces at the location
- + Participant dinner: decision-makers, management members, and innovation drivers
- + Placement of a speaker at the dinner
- + Branding options on site (as agreed individually)

TICKETS

DK OFF-SITE AND DINNER
EUR 350

DK Off-Site (workshops and dinner)

- + 50 places for workshops, dinner, and networking

Dinner

- + Around 30 select guests and multipliers are invited on top

CONTENT CREATION

NEWSLETTER EUR 350

- + Shipment of the newsletter 2x per month
- + More than 7,000 subscribers
- + Over 50% of which are decision-makers from marketing and communication
- + Opening rate of more than 55%
- + Article in newsletter, incl. image and copy
- + Content depending on what has been agreed to

CONTENT S EUR 850

Production of content

- + Interview or blog article
- + Content as agreed
- + Integration of image or video is possible

Distribution

- + Integration and distribution on all DK channels (Facebook, Instagram, Twitter, LinkedIn) with a total of around 7,000 impressions
- + Hosting on the DK blog
- + Media budget for paid reach extension (EUR 100)
- + Special offer: Integration in the newsletter (30% discount)

CONTENT M EUR 2,500

Production of content

- + Video production
- + Length of 1 to 3 minutes
- + Content as agreed
- + Incl. teaser, filming day, and cut*
- + Provision of the raw material

Distribution

- + Integration and distribution on all DK channels (Facebook, Instagram, Twitter, LinkedIn) with a total of around 7,000 impressions
- + Hosting on the DK blog
- + Media budget for paid reach extension (EUR 100)
- + Special offer: Integration in the newsletter (30% discount)

CONTENT L EUR 3,500

Production of content

- + Video production
- + Length of 3 to 5 minutes
- + Content as desired
- + Incl. teaser, filming day, and cut*
- + Provision of the raw material

Distribution

- + Integration and distribution on all DK channels (Facebook, Instagram, Twitter, LinkedIn) with a total of around 7,000 impressions
- + Hosting on the DK blog
- + Media budget for paid reach extension (EUR 100)
- + Special offer: Integration in the newsletter (30% discount)

HAVE YOU NOT FOUND WHAT YOU'RE LOOKING FOR?
JUST CONTACT US!

[E-MAIL](#)



CONTACT

TEAM



JESSICA STEFFENHAGEN
CEO
jessica@digitalkindergarten.de

KATHARINA SCHNEIDER
PROJECT MANAGEMENT
katharina@digitalkindergarten.de

NICOLE NEUFELD
PROJECT MANAGEMENT
nicole@digitalkindergarten.de

SARAH GERDES
SOCIAL MEDIA & CONTENT
sarah@digitalkindergarten.de

LUISA SCHLÜNZEN
PROJECT MANAGEMENT
luisa@digitalkindergarten.de