

## **Premiere: JUMO successfully breaks new ground with the first virtual trade fair**

### **Several hundred participants from 50 countries at the JUMO Xperience Days**

**Due to the Corona pandemic, almost all relevant trade fairs were cancelled last year. Even in 2021, this situation will not fundamentally change for the time being. It is already clear that even the Hannover Messe, the world's largest industrial trade fair, will only take place online this year. Nevertheless, in order to keep customers and interested parties up to date on new products, technologies and trends, JUMO invited them to the first JUMO Xperience Days over two days at the end of January. In addition to a professional live stream, this virtual trade fair used an innovative interactive platform with many networking opportunities.**

"In Corona times, industrial companies must not bury their heads in the sand, but must develop attractive new offers to inspire customers online as well. With the Xperience Days, we have realised an innovative event format that will also find a permanent place in our marketing mix in the future," explains JUMO Marketing Manager Michael Diegelmann.

The core of the Xperience Days was a livestream with 15 presentations on JUMO highlights, application examples and current topics. For this, JUMO worked together with the film production company "mecom vision" in Fulda. The live streams were transmitted from their professional film studio. The presentations were offered in German on the first day of the trade fair and in English on the second day for the international audience.

In addition, guests at the Xperience Days were able to experience the latest product innovations and industry solutions live at 12 virtual exhibition stands, where they could talk directly to JUMO specialists via chat or video function.

In addition, visitors could exchange ideas with other participants at a networking bar. For this purpose, an innovative platform from a Berlin start-up company was used, where you can move freely in a virtual room and easily get into conversation with other people. In

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#### **Editorial Information**

Michael Brosig, Press Office  
Phone: +49 661 6003-2788  
Fax: +49 661 6003-882788  
Email: michael.brosig@jumo.net

#### **JUMO GmbH & Co. KG**

Moritz-Juchheim-Straße 1  
36039 Fulda, Germany

Phone: +49 661 6003-0  
Fax: +49 661 6003-500

Email: mail@jumo.net  
Internet: www.jumo.net

these meeting rooms, visitors could also make pre-arranged appointments with JUMO customer advisors.

The visitor response to the Experience Days was consistently positive. The high quality and professionalism of the livestreams and the numerous interactive communication options were particularly praised. The clear structure and ease of use of the software platform was also a big plus from the participants' point of view.



1: View into the lobby of the JUMO Xperience Days



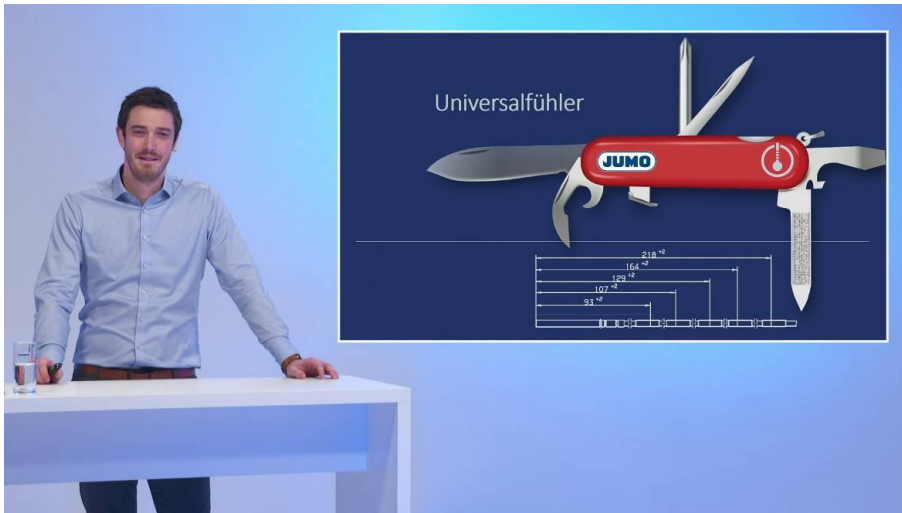
2: 12 exhibition stands with product and industry innovations await visitors



**3: A professional film studio was used to broadcast the live streams.**



**4: A highlight of the livestreams was an interview with JUMO Managing Director Dimitrios Charisiadis (left) and Gunther Koschnick (centre), Managing Director of the Automation Association of the ZVEI (German Electrical and Electronic Manufacturers' Association).**



**5: Screenshot of a technical presentation by a JUMO product manager**

*The JUMO corporate group, headquartered in Fulda, Germany employs around 2 400 people worldwide and is one of the leading manufacturers in the field of industrial sensor and automation technology. JUMO products are used around the globe in industries such as heating and air conditioning, food and beverage, renewable energies, water and wastewater, and industrial furnace construction. The corporate group encompasses 5 branch offices in Germany, 25 subsidiaries in Germany and abroad, and more than 40 agencies around the world. The company posted a turnover of 253 million euro in 2019.*