

## glasstec VIRTUAL

### The New Online Format connects the Sector and enables Virtual Networking

The alternative dates for glasstec have already been established. From 15 to 18 June 2021 the global No. 1 trade fair will again become the innovation and information platform for the entire glass industry. The exhibitors who have already registered can use an entirely new digital service for glasstec in autumn this year. [glasstec VIRTUAL](#) connects the sector and offers many new features for both exhibitors and visitors.

By launching glasstec VIRTUAL from 20 to 22 October as a leading digital event, Messe Düsseldorf extends its portfolio of services. The new format consists of the three segments Exhibition Space, Networking Plaza and Conference Area. This allows exhibitors to maintain and extend their business relations on the market. Additional tools such as virtual product presentations and new interactive options make it possible to address target groups in an optimised way and generate potential leads.

“Save the October dates in your agenda for glasstec VIRTUAL and use this opportunity to stay connected with the international glass industry,” says Birgit Horn, Director glasstec.

### The three Segments of glasstec VIRTUAL

#### Conference Area

Accompanying the event from 20 to 22 October glasstec VIRTUAL will offer free expert lectures from the glasstec conference with a reference to globally trending themes. Participants will be able to interact with speakers and follow the talks from all over the world. The detailed programme and information for participation will be published in September. In addition, the trade journal Glass Worldwide will organise two panel discussions. The sessions will address the current, global market situation in the flat and container glass industries. More information about the conference programme can be found here: [virtual.glasstec.de/trendtopics](https://virtual.glasstec.de/trendtopics)



Messe  
Düsseldorf

Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Wolfram N. Diener (Vorsitzender)  
Bernhard J. Stempfle  
Erhard Wienkamp  
Vorsitzender des Aufsichtsrats:  
Thomas Geisel

Amtgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
Exhibition Industry

 Ausstellungs- und  
Messe-Ausschuss der  
Deutschen Wirtschaft

 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

## **Exhibition Space**

The Exhibitor Showroom offers many additional new features to attract potential customers' attention as early as eight months before glasstec. Effective immediately, product videos can be uploaded and web sessions offered. You can make contact with the participants either interactively via the chat option during the event or after the event directly and conveniently using the Matchmaking Tool. Furthermore, the exhibitor receives the contact details of all registered participants. After the event the exhibitors' presentations will be made available to the glasstec community for further reference. The Showroom also brings the option of continued exposure with other advertising and communication materials alongside product information and data entries.

## **Networking Plaza**

The new Matchmaking Tool allows you to establish direct contact with potentially interested parties by requesting special fields of interest and extensive filter functions. After making an appointment, personal conversations can be held via audio or video calls in a virtual room.

Access to these extra ranges of glasstec VIRTUAL is automatically available to all exhibitors registered for the trade fair next year. For visitors, participation in glasstec VIRTUAL is free of charge.

For more information on the event go to: [virtual.glasstec-online.com](https://virtual.glasstec-online.com)



## **Press Contact glasstec:**

Daniel Krauß  
Tel.: +49(0)211/4560-598  
E-Mail: [KraussD@messe-duesseldorf.de](mailto:KraussD@messe-duesseldorf.de)  
Brigitte Küppers  
Tel.: +49(0)211/4560-929  
E-Mail: [KueppersB@messe-duesseldorf.de](mailto:KueppersB@messe-duesseldorf.de)