

Dear Partner,

As we have already discussed, one of Europe's leading technology conferences and exhibitions will be held this November under the name **TECHXPO 2024**.

Ringier Hungary, as the main organizer, aims to make the event, which is being held for the first time, but with the intention of creating a tradition, within a few years, the defining technology, industry and innovation professional, business and residential platform of the Central and Eastern European region, as well as an attractive, independent tourism program, which the region's innovators, tech companies and market players also have the opportunity to present themselves to the world at an international level.

The previously planned location and date have been slightly modified due to the programs related to the Hungarian EU Presidency in 2024, the final location will be the Millenáris B, C and D buildings, and the date will be November 21-24, 2024. In this way, on the one hand, we avoid that the event collides with various important diplomatic events (and the associated logistical and organizational challenges), and on the other hand, it paves the way for the participation of even more international experts, expert teams and diplomatic representatives.

However, at **TECHXPO 2024**, there is still a place for all innovative solutions from different areas of life. Whether it is a new automotive development, a digital healthcare initiative, an entertainment startup or a fintech solution, among others. The point is to show the public new directions of digital and technological development. For all of this, the event provides the opportunity to appear and speak, the attractive environment and the audience.

Hungarian and international companies present in Hungary receive dedicated attention at the event, as the number of companies producing high added value and rich in innovation is constantly increasing in our country, so the number of employees in the sector and the creation of value in proportion to GDP are increasing.

In addition to domestic exhibitors, due to the international nature of the technological and digital world, the best and strongest companies and organizations from neighboring and distant countries will of course also be represented to present themselves, build real European relationships and acquire business partners.

It is **Ringier Hungary's** undisclosed intention that this event will be the engine of many future successful collaborations, thereby making **TECHXPO 2024** a new connecting link in the world of innovation and technology.

All of this confirms the creed of the event, that "technology connects nations, continents, and cultures!" and even more so, it can be shown that various organizations can operate and cooperate in the digital world at many points, whether they consist of representatives of different nations or come from different continents.

You can find background information about **TECHXPO 2024** in the attached document and on the website www.techxpobp.hu.

If you are interested in our offer or have any questions about it, please let me know on one of my contact details below so that we can discuss the details.

Email address: p.schranko@ringierpartner.hu

Phone number: +36 30 502 3022

Hoping for future cooperation,

Sincerely:

Péter Schrankó

Budapest, August 13, 2024.

Offer packages for the TECHXPO 2024 program for our partners

We have prepared special, unique offer packages for the partners joining the **TECHXPO 2024** project already presented above. At the request of the partners, we can adapt the individual points to individual needs.

We can discuss and present unique on-site communication options in a separate offer.

Stand construction costs are determined by individual needs, so these packages are not included. Upon request, the exhibition construction colleagues prepare an offer for interested partners.

TECHXPO Packages	Conference
Exhibition area (sqm)	0
Premium booth addition	No
Exhibition, hosstesses (at the same time)	0
Exhibition, experts	0
Appearance in communication related to Techxpo	No
Professional presence connected to Techxpo (series of articles)	No
Ringier Arena appearance in the exhibition space (Mon-Sat-Sun)	No
Audience workshop in a separate room (60-90min) (Sun-Sun)	No
Professional conference (Thursday) main sponsor	No
Professional conference ticket (Thursday) all day	0
Accompanying thematic conference sponsor	Yes
Accompanying thematic conference presentation	8
Number of accompanying thematic conference tickets	0
Additional discounted exhibition tickets	0
Offer price	5,000,000

Other offer elements	
Discount	15%

Discounted price	4,250,000
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Our interested partners can find more information on the website <http://www.techxpobp.hu>, or contact our consultant at the email address techxpo@ringier.hu.

August 13, 2024