

# How to fill in ?

## **Guidelines for the creation of a marketplace entry & appointment**

### **Basic idea**

The innovERZ.hub platform promotes dialogue and exchange on the topic of innovation. The focus is not on the presentation of a company with existing products and services. Rather, it is about the active networking of companies with each other and with research institutions to generate new products as well as business models and their successful establishment in the market. For this reason, we reserve the right to exclude offers that are exclusively sales-oriented from publication.

*Example – Search:* A company is looking for a partner who can contribute the technological know-how for the realization of an innovative product. Further, a partner is sought, for example, who will transfer the idea to the market and turn it into a profitable business model.

*Example – Offer:* A company offers other companies an innovative semi-finished product (e.g. construction element) in order to find a partner for the series production of end products based on this.

### **Pay attention to readability & comprehensibility**

We ask you to pay attention to clear, understandable language with complete sentences including punctuation marks when writing the article. Since the addressees come from different industries and professions, please refrain from using abbreviations or explain them. Smilies and emojis are not desired.

### **Politeness**

We ask for polite manners.

**Typ/type\***

Please indicate if you are **looking for or offering** a partnership for a project (service, product, technology and/or business model).

1

Typ\*

**Thema/topic\***

Write your topic in the **headline!** Please summarize your offer/search briefly in this with a **maximum of 110 characters**.

*Example – Search: Partner with expertise in material compounds for production of ... wanted!*

*Example – Offer: Electronics company offers novel sensor for series production in new products.*

2

Thema (max. 110 Zeichen)\*

Kurzbeschreibung (max. 150 Zeichen)

3

**Kurzbeschreibung/short description**

Here you can enter an **additional short text** for your offer/search. The short description must not exceed **150 characters**.

*Example – Search: Be an implementation partner for ... with a novel composite material to be realized with an innovative material connection!*

*Example – Offer: You are missing a smart sensor solution for your series production of product ...?*

**Volltext/full text\***

Enter a **detailed description** of the offer/application here! The text length is **max. 1,500 characters**. Please insert links to further explanations in text form.

4

Beschreibung\*

**Unternehmen**

Name des Unternehmens\*

Straße\*

Hausnummer\*

PLZ\*

Ort\*

Land

Deutschland

Webseite

Logo (max. 3MB, erlaubte Dateitypen: jpg, jpeg, png, gif, svg)

Logo hochladen

5

**Kontaktdaten/contact details\***

Please enter **full contact details** here so that interested parties can contact you or find further information about your company.

**Ansprechpartner**

Anrede\*

Vorname\*

Nachname\*

Position/Abteilung\*

Telefon\*

E-Mail\*

**Weitere Angaben**

6

Schlagwörter (max. 3)

Dienstleistung  Digitalisierung  Handwerk  Industrie  Mobilität  Technologie  Umwelt

**Pickliste/picklist\***

Please select a maximum of **3 keywords** from the list that characterize your offer/search.

Bild (max. 3MB, erlaubte Dateitypen: jpg, jpeg, png, gif, svg)

Bild hochladen

7

**Bild-Upload/image upload**

You have the possibility to upload a picture in \*jpg, \*png or \*gif format to your offer/application. The maximum file size for the upload is **3 MB**.

By uploading your own image, you declare that you have the **required image rights**. As the operator of the innovERZ hub, Wirtschaftsförderung Erzgebirge is not responsible for any copyright infringements.

If you do not have an image, a **pictogram will automatically be added** to your entry according to your selection in the pick list (6).

Absenden

**Interessante Veranstaltung? Jetzt veröffentlichen.**

|   |                                 |                                  |
|---|---------------------------------|----------------------------------|
| <b>1</b><br>Ansprechpartner*                        | E-Mail*                         | <b>2</b><br>Telefonnummer*       |
| <b>3</b><br>Veranstaltungstitel (max. 110 Zeichen)* |                                 | <b>4</b><br>Termin*              |
| <b>5</b><br>Uhrzeit                                 | Ort                             | <b>6</b><br>Weitere Infos (Link) |
| <b>7</b><br>Anmeldung (Link)                        | Anmeldung bis (Datum dd.mm.jjj) | <b>8</b><br>Kosten               |
| <b>9</b><br>Kurzbeschreibung (max. 1500 Zeichen)*   |                                 |                                  |

Bild (max. 3MB, erlaubte Dateitypen: jpg, jpeg, png, gif, svg)  
Bild hochladen

Mit dem Absenden des Formulars erklären Sie sich mit der Verarbeitung Ihrer Daten einverstanden (siehe [Datenschutzerklärung](#))\*

**10**  
Absenden

**Veranstaltungstitel/  
event title\***

Please enter the **title** of the event here. This must not exceed **110 characters**.

**Ansprechpartner, E-Mail/  
contact person\*, e-mail\***

Please enter the **required contact data** here so that interested parties can contact you or find further information about your company.

**Telefonnummer/  
telephone number\***

Enter your telephone number according to DIN 5008 as follows: +49 371 243509-00.

**Termin/date\***

Please enter the **date** on which the event will take place in this field.

**Weitere Infos (Link)/  
further info (link)**

Here you have the possibility to insert a **link to the event page**.

**Uhrzeit/time**

Here you can enter the **start time** of the event.

**Ort/location**

Here you can enter the **location** of the event.

**Kurzbeschreibung/short description\***

Enter a **detailed description** of the event here. The text length is **max. 1,500 characters**. Please insert links to further explanations in the fields provided or in text form.

**Kosten/costs**

Please enter the **cost** of the event here.

**Anmeldung (Link)/  
registration (link)**

If the event requires registration, you can link the **registration form** here.

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