PLAZZ

Plazz AG price list

Pre-Event Website   **registr**   **MEA**   **Check-In App**

CMS

MOBILE EVENT APP
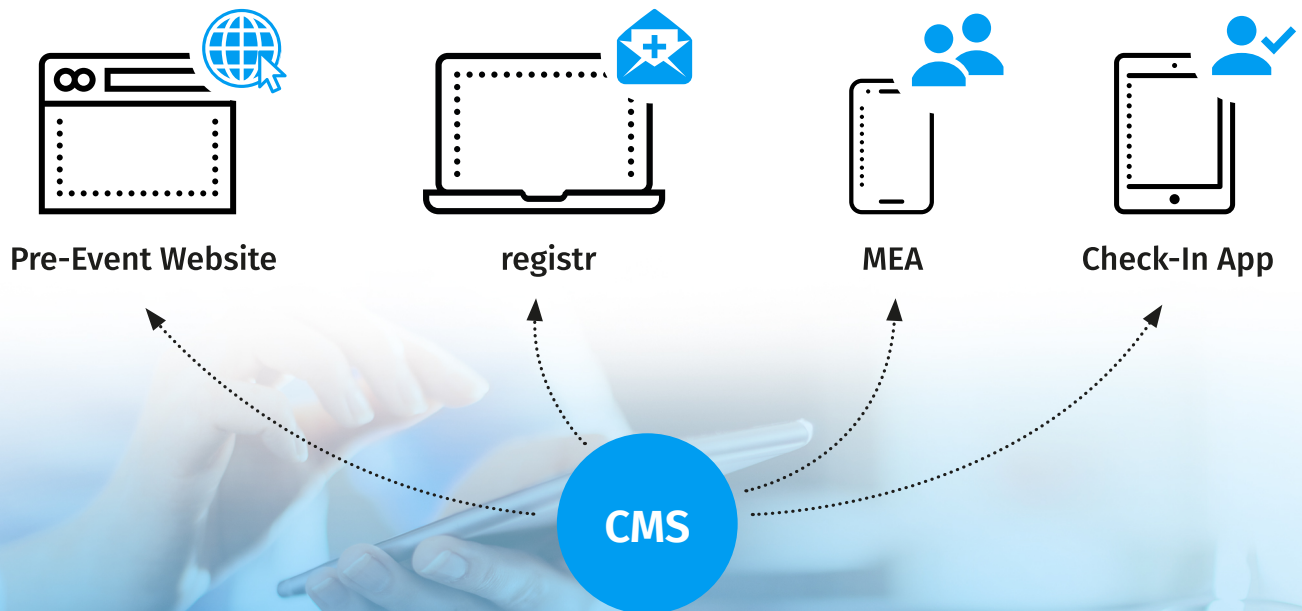

Mobile Event App

The Mobile Event App – MEA – is a content and communication platform for iOS, Android and also available as a Web App. The base setup provides more than 40 functions. In addition to corporate events, conferences, congresses and exhibitions, the MEA can also be used as an employee, onboarding and team-app and for incentive- and delegation travel. We offer two types of App distribution:

Container-App: The app will be distributed via the Mobile-Event-App, which is available at the App Store. This saves the customer from having to create an own developer account and long review-times when submitting the app.

Custom-App: The app will be published via the customer's own App Store developer accounts with an own App-Icon and App description in the stores. Enterprise Distribution is also available for the Custom App.

MEA Container App		Price
Customer app in the **Container of the Mobile Event App** on three platforms (iOS, Android, web app) with over 40 functions including own CMS & CMS training, up to 30 minutes Content & Consulting. Operation, hosting, maintenance and updates for **6 months**		Inclusive
Event licences		
up to 100 guests per event	2.800 €	
up to 250 guests per event	3.250 €	depending on the number of events
up to 500 guests per event	4.000 €	
up to 1.000 guests per event	4.500 €	
up to 2.500 guests per event	5.250 €	

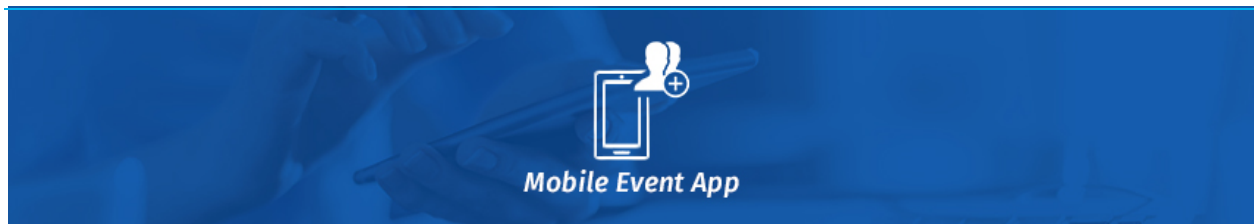| MEA Custom App		Price
Customer app for three platforms (iOS, Android, web app) with more than 40 functions, independent CMS & CMS training, account manager, max. one-time exchange of the app icon, up to 60 minutes Content & Consulting, **app store registration via developer account of customer.** Operation, hosting, maintenance and updates for **12 months**		One-off setup fee per app 5.500 €
Event licences		
up to 100 guests per event	1.000 €	
up to 250 guests per event	1.250 €	depending on the number of events
up to 500 guests per event	2.000 €	
up to 1.000 guests per event	2.500 €	
up to 2.500 guests per event	3.500 €	

MOBILE EMPLOYEE APP – EMPLOYEE & COMMUNITY

With communication as a key role in successful work, it has become essential to provide relevant and useful information. The digitalization of internal communication has enormous potential, which can be realized by our employee app. The application is already being used as a team, preboarding, onboarding, academy and field service app. Existing mobile event apps can also be used as employee & community apps.

Mobile Employee App	Price
Mobile employee app for three platforms (iOS, Android, web app) with more than 40 functions, independent CMS & CMS training, account manager, max. one-time exchange of the app icon, up to 60 minutes Content & Consulting, **app store registration via developer account of customer.** The mobile employee app also includes following premium features free of charge: • **SAML** • **Gamification** • **Quiz** • **Social Wall** Use of existing Mobile Event Apps possible! Operation, hosting, maintenance and updates for **12 months**	One-off setup fee per app 5.500 €

User license		
up to 100 users per month	7,00 € / user per month	
up to 250 users per month	4,00 € / user per month	
up to 500 users per month	2,70 € / user per month	depending on the number of users
up to 1.000 users per month	2,00 € / user per month	
up to 2.500 users per month	1,34 € / user per month	
more than 2.500 users per month	Upon request	

Mobile Event App

The Mobile Event App provides more than 40 features available for the customer's events. This includes important features like agenda, participant list, chat, „My Planer ", weather etc. In addition, we offer individually bookable premium features for events, which can increase the interaction of the participants and make the use of the app even more exciting.

Premium Features	Price
SAML-authentication • Web-based single Sign-on • Solution can be set up in Mobile Event App and in registr	4.000 € / App
Geofence • GPS-based routing • Linking tasks and actions at waypoints • Integration of vehicle information	5.000 € / EV
Agenda bookings • Depositing of booking contingents • Easy opening and closing of booking options • Overview of bookings of participants in the Content Management System	1.000 € / EV
Company-quiz • Playful mediation of facts & figures, KPIs • Creation of questions with four possible answers each	750 € / EV
Gamification • Digital rewarding system for app usage • Ranking of most active participants	500 € / EV
Matchmaking • Networking tool based on chosen tags from participants (search/offer) • Search option via tagcloud • Suitable matches will be suggested to participants	1.000 € / EV
Lead management for exhibitors • Lead scan function for QR-Code of app users • Digital lead sheets for detailed information	1.000 € / EV
Social wall • Integration of Facebook, Twitter, Instagram • Digital signage for external monitors	1.000 € / EV

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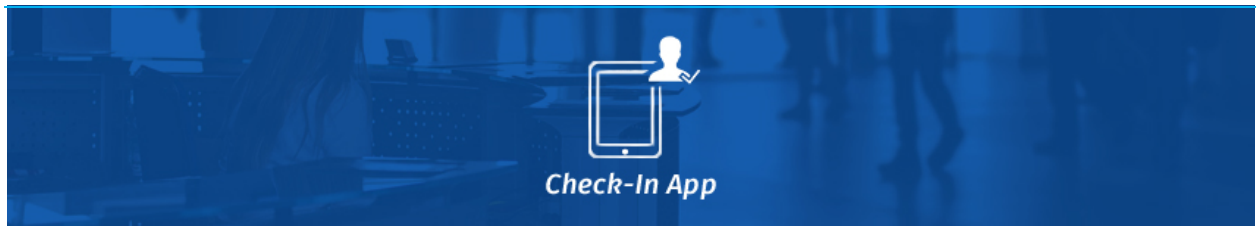
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registr is a web-based participant registration system that can be used to easily send invitations to events, manage registrations and record participant data. The solution was developed as a supplementary tool to the Mobile Event App and can therefore not only be used alone but also in conjunction with the MEA.

registr – participant registration*	Price
registr – professional participant registration • Web-based participant registration • Control via Content-Management-System • Use of questionnaires to record event relevant participant information • Depositing contingents for hotels • Seamless, automatic transfer of subscriber data from registr to the Mobile Event App • E-Mail, invitation and reminder dispatch	One-off setup fee 4.000 € / App
Event licences	
up to 100 guests per event 500 €	
up to 250 guests per event 750 €	depending on the
up to 500 guests per event 1.000 €	number of events
up to 1.000 guests per event 1.500 €	
up to 2.500 guests per event 2.500 €	

* When using restig in combination with the Mobile Event App we offer attractive bundle packages on page 9

Check-In App

The Check-In App is the perfect extension of the Mobile Event App and allows to check the presence of participants at the event location. With the scan of the QR code from the app or printed on an invitation, participants can be checked in for the event. When participants leave the event, they can be checked out. In this way, the customer always has an overview of the current attendees for his or her business event. With the manual search for attendees, the check-in app can also be used without a QR code and therefore without an MEA.
In addition, the Check-In App offers the possibility to print the badges of the participants directly in the form of a plastic card.

MEA Check-In App for iPad*	Price
Check-In iPad App • Admission via MEA QR code or via printed QR codes • Check-In for the whole event and for single sessions / agenda items • Set up of the app especially for iPads • Scan of the QR code and alternatively manual search of the participants	One-off setup fee 2.500 € / App
Badge-Print • Printing of recyclable BIO cards with a PVC structure • Printing with participant details • Individual customer-specific design • Direct print job by scanning the QR code • Provision of hardware and blanks for printing (to be booked additionally)	upon request

Event licences			
	Without badge-print	With badge-print	
up to 100 guests per event	500 €	750 €	Depending on the number of events
up to 250 guests per event	750 €	1.000 €	
up to 500 guests per event	1.000 €	1.250 €	
up to 1.000 guests per event	1.500 €	2.000 €	
up to 2.500 guests per event	2.500 €	3.500 €	

* When using the Check-in App in combination with the Mobile Event App we offer attractive bundle packages on page 9

The Pre-Event Page is an excellent complement to the marketing activities for public events. The event can be used to announce the event, communicate initial content and trigger interactions. Besides the integration of event pictures, the page offers the possibility to integrate registr as well as to integrate content from the CMS. This means that content no longer has to be maintained several times in different systems.

Pre-Event Page	Price
The Pre-Event Page receives the data from the MEA-CMS via an API, e.g. agenda, exhibitors, sponsors. The page is ideal for advertising in the run-up to the event with an image-heavy, visual website. In addition, the registration (registr) can be integrated and your app can be linked directly to the download. Examples can be found under: https://stiftung-mercator-forum.plazz.net/de/ https://dw-global-media-forum.com	One-off setup fee 4.000 € / App

Unsere Services

Customer satisfaction stands for us in the first place. In addition to premium software we also offer highly qualified services to our customer. Each app is only as good as the content it contains. If our customers need advice and help in maintaining the content, we provide the appropriate service. Our Content & Consulting team is available to answer any questions you may have about the functions and possible uses of the content, as well as we integrate the delivered content. In addition, plazz AG supports you on site at your event with live voting and questions of your participants.

Services	Price
Annual fee • Operation of the app from the 2nd year of the contract period • Availability of the app for use at other events • Hosting of the app and the Content-Management-System • Updates after consultation with customers and if necessary cases • Duration of 12 months	3.600 €
Content & Consulting • Adding Event app content • Consulting on the functions of the different products • Details of the services of the Content & Consulting Team can be found in the document MEA-services • A person day corresponds to 8 hours	800 € / Person day
On-site-service in Germany • Personal support on-site by employee of plazz AG • Details on the on-site-service efforts to be found in the MEA-services • Incl. travel expenses and hotel in Germany • If the hotel is provided by the organizer, the daily rate is reduced to 1.200 € / day • A person day corresponds to 8 hours plus breaks • On-site-service in foreign countries upon request	1.300 € / Person day
MEA Academy • 6 hours training by plazz employees at the MEA Academy in Erfurt, Germany • Up to 6 employees of the customer • Customer-specific content • Free drinks and hospitality	1.800 € / Training

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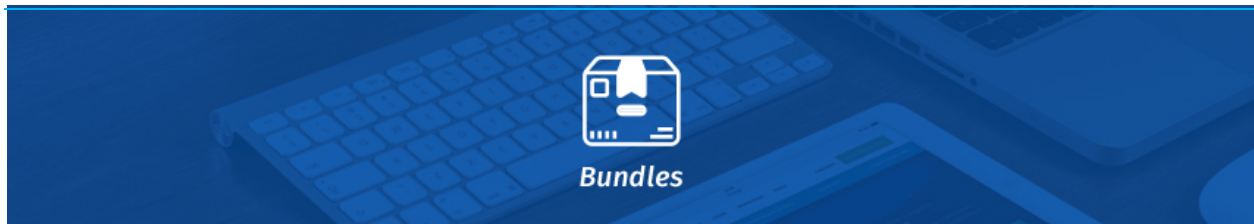SEITE 7 VON 11

ENTERPRISE PACKAGES

Enterprise Pakete

With the Enterprise Packages, MEA becomes an integral part of our customers' events. The packages offer corporate customers a high degree of flexibility when using the application. They can independently create and administer events in the CMS and distribute them internally to the event managers. In addition, when booking an Enterprise Package, our customers receive premium features from the specified set free of charge.

Enterprise packages for Mobile Event App	Price
Enterprise package S • Duration of 12 months • 25 events with up to 1.000 participants per event • 1 premium feature free of charge (Quiz, Gamification, Matchmaking) • 1 person day content & consulting	30.000 €
Enterprise package M • Duration of 12 months • 50 events with up to 1.000 participants per event • 2 premium features free of charge (Quiz, Gamification, Matchmaking) • 1 person day content & consulting	55.000 €

BUNDLE PACKAGES

Bundles

Our Bundle packages offer complete solution that digitalise the whole business process starting at the participant registration up to the Check-In at the event. The customer can choose between multiple packages to find the best possible solution.

Bundle packages	Price
Quick Solution – Event App + Check-in • Container App incl. event license up to 500 participants • Check-In App incl. event license up to 500 participants	6.200 €
Quick Invitation – participant registration + Event App • registr incl. event license up to 500 participants • Container App incl. event license up to 500 participants	7.250 €
Quick Complete Solution – participant registration + Event App + Check-in App • registr incl. event license up to 500 participants • Container App incl. event license up to 500 participants • Check-In App incl. event license up to 500 participants	10.900 €
Custom Solution – Event App + Check-in • Custom App incl. event license up to 500 participants • Check-In App incl. event license up to 500 participants	8.900 €
Custom Invitation – participant registration + Event App • registr incl. event license up to 500 participants • Custom App incl. event license up to 500 participants	10.800 €
Complete Solution – participant registration + Event App + Check-in • registr incl. event license up to 500 participants • Custom App incl. event license up to 500 participants • Check-In App incl. event license up to 500 participants	13.000 €

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The prices and services listed in the price list are a first indication for our customers. On the basis of your inquiry, we will be happy to provide you with an individual offer for your requirements. Prices may vary on the basis of individual requirements. In the following we give you a summary of frequently asked questions about prices, offers and services of plazz AG.

Prices & payment

- ✓ All prices are net prices plus Statutory VAT of 19%.
- ✓ In addition to the order, the provisions of the General Terms and Conditions of plazz AG shall apply https://www.plazz.ag/agbs. Deviations apply only with a written agreement.
- ✓ Payment: Invoicing is done with the provision of the app for the event. Payment term 30 days net.
- ✓ Subsequent changes to invoices will be charged with a processing fee of 30 €.

Offers & orders

- ✓ Quotations are created individually and are only valid until the stated expiry date.
- ✓ In order to process the order, it must be sent in writing and signed to sales@plazz.ag. Alternatively, an order from your purchasing department can be sent.
- ✓ The run-time of the application does not extend automatically but has to be requested before expiry.
- ✓ At the time of the assignment, the complete and correct billing address must be provided. In addition, the necessary information must be stated on the invoice. Please note that otherwise a processing fee may apply.
- ✓ Special adaptations and individual developments can be implemented on request and are charged at a daily rate of 940 € per person per day.

Event licences

- ✓ Guests or users are potential users of the software, e.g. imported persons or the planned number of participants.
- ✓ Exceeding the event licence by maximum 10% participants will be tolerated. If the participant count is more than 10% higher the next event licence will be charged.
- ✓ For each event the booking of an event license is necessary. An event license is defined by three factors. The factors are a continuous period of time, a constant group of participants and a constant location.
- ✓ A **roadshow** is an event if its content is identical and is held either at different locations and/or at different times and/or with a different group of participants. For such use cases a surcharge of 120% on the basic license will be charged.
- ✓ A **community** consists of a defined group of participants who would like to exchange information on specific topics via the app on a permanent basis. A community license includes the year-round use of the app as an event-independent content and communication platform. An additional event license must be booked for individual events that participants of the community want to organize with the app.

Privacy protection & IT-Security

- ✓ plazz AG attaches great importance to data protection according to GDPR as well as to measures for IT security and the security of your data.
- ✓ plazz AG is certified according to the safety standard of the automotive industry VDA ISA 3.0. In addition, an ISMS (information security management system) based on ISO 27001 is available and in practice, therefore IT security self-assessments are only possible from an order value of 15,000 €. The processing will be charged at a daily rate of 800 €/PD according to expenditure.
- ✓ For further information on certification, please contact your sales representative. The agreement of an NDA may become necessary.
- ✓ As data processor, plazz AG provides an agreement for the processing of personal data according to GDPR. Amongst others, the technical and organisational actions (TOMs) of the plazz AG are listed. Customer's own agreements can only be accepted with an order value higher than 15,000€. The necessary effort for the verification will be brought to account based on the corresponding daily fee of 800 €/PD.

Assistance from the customer

- ✓ In order to ensure timely availability of the solution, plazz AG is dependent on the cooperation of the customer. This includes the delivery of data and designs, which are necessary for the creation of the application. A delayed delivery can lead to a postponement of the project. Please also note the corresponding lead time for the integration of content and participant imports.
- ✓ The final planning of the project takes place after assignment in coordination with the responsible employee from the Content & Consulting Team.
- ✓ Apps must be submitted via the customer's Developer Account in accordance with the rules of the App Store operators (Apple, Google). Submission via the Developer Account of plazz AG is excluded. plazz AG supports the creation of Developer Accounts and the distribution in the App Stores.