

## Your admission tickets to the network for a new world

An overview of what Hamburg@work offers

Get involved and profit from Hamburg@work. Three paths that lead you to **the network for a new world**.

Simply ask yourself whether you “just” want to receive information about other successful companies or “also” want to share such information about your business and expertise.

There are three ways to become part of Hamburg@work:

- a **Premium Membership**, that enables you to contribute actively and implement the network how you see fit, to the **benefit of your company**. Hamburg@work helps you communicate your business objectives and therefore increases the visibility of your business in the network.
- The non-fee **Basic Flex Membership** that entitles you to selected event invitations and specialist information in addition to regular newsletters, or
- the free **News & More Subscription** with news and information to keep you up to date on developments in the network.

In all three instances we register you using your e-mail address as your Hamburg@ ID so you will then be able to receive information and invitations (e.g. newsletters, event invitations and customized offers) from Hamburg@work and its partners.

Can we help? Our member support is at your service: [ks@digitalcluster.hamburg](mailto:ks@digitalcluster.hamburg) or +49 40 8000 46-345

## News & More Subscription

With our free **News & More Subscription** we keep you posted regularly about offers from Hamburg@work – without you needing to become a member. If you wish to attend a Hamburg@work event as a subscriber, it's easy to enroll as a participant using the links in the newsletters and obtain a guest ticket.

**Pay-per event:** As a subscriber and non-member, you pay the full event price conveniently e.g. by credit card. You then receive your admission ticket by e-mail. Please appreciate, though, that not all events, especially the CXO events, are open to non-members.

For reference: Admission to the regular events is included in the annual fee as a matter of principle for our Premium Members.

All that we need from you for the **News & More Subscription** is an e-mail address, which we will save as your Hamburg@work iD. Hamburg@work iD and subscription are free of charge and can be activated and cancelled at any time.

You will find the registration option for the News & More Subscription in the footer of our website.

## Basic Flex Membership (from 04/2018)

The **Basic Flex Membership** of Hamburg@work is a new option and will be available for the first time from the end of 2018. We will have put the necessary system requirements in place by that time.

The membership option is called **Basis Flex** because

- you the member pay no annual fee in advance,
- instead, you pay flexibly for tickets on an event-by-event basis,
- you enjoy a price saving compared with non-members and

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- you can cancel the membership at any time, with immediate effect.

In addition to our newsletters, Basic Flex members receive targeted invitations and information on events for specialist and management personnel.

**Pay-per event:** No annual fee is required for membership, you simply pay the admission price for the event that you wish to attend. Compared to our newsletter subscribers, however, Basic Flex members have a **price saving** of 25 percent compared with the price for non-members.

**For reference:** Admission to the regular events is included in the annual fee as a matter of principle for our Premium Members.

Both Basic Flex Membership and the News & More Subscription can be set up and canceled at the click of a mouse.

## Premium Memberships

With a Premium Membership, you and your company become active contributors to Hamburg@work, increasing the **visibility of your business activities** in the network. For example, you can submit your own specialist papers, which we share with the network via our communication channels. This enables you to contribute to the network's **thought leadership**.

The common USP of all **Premium Memberships** is that we communicate your business topics and specialist papers via the Hamburg@work channels. Instead of being a **"recipient of news"**, become a **"sharer of information"** and thus increase the visibility of your company within the network.

As a **Premium member**, you can tag a wide range of different areas of interest. We use your selection to keep you posted with topics and invitations to events. We will also enable you as a Premium member to give a specialist presentation at one of our events.

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**All-inclusive events:** With a Premium membership, you and other employees of your company have an annual pass to Hamburg@work in your pocket. You are eligible to attend events through payment of the annual fee as a matter of principle. All you need do as a Premium member is register and then you will receive your ticket by e-mail. If the person accompanying you is not a member, they will receive a 50 percent discount at our events compared with non-members.

Together with different numbers of personalized membership cards, we offer the Premium Membership in versions for individuals, start-ups and businesses of all sizes.

Premium membership for **individuals** is available in the following fee bands

- Premium Single (1 membership card | EUR 500.00 p.a.)
- Premium Single Students and Trainees (EUR 25.00 p.a.)

and for **companies** in the following fee bands

- Premium StartUp  
(Membership cards for all company founders | sliding fee scale from EUR 0.00 > 250.00 > 500.00 > 750.00 > 1,000.00 > 1,250.00 p.a. flexible allocation according to business phases: Pre-Seed (orientation phase), Seed (planning phase), StartUp (founding phase), Growth 1st Stage (expansion phase), Growth 2nd Stage (growth phase), Expansion Later Stage (maturity phase)
- Premium Single (3 membership cards | EUR 750.00 p.a.)
- Premium Plus Medium (6 membership cards | EUR 1,500.00 p.a.)
- Premium Plus Large (10 membership cards | 2,500.00 p.a.)
- Premium Plus X-Large (as agreed individually)

All membership fees are quoted exclusive of VAT. The charge for additional membership cards is EUR 250.00 p.a.

Upon joining, our members receive a **MemberCard** which – subject to registration being confirmed – entitles them to attend events of Hamburg@work. Professionals receive a **PRO SilverCard**, C-level managers and holders of equivalent positions a **CXO GoldCard**. Please see the “Explanatory Notes” section for the eligibility criteria for a CXO GoldCard.

## Our proposition for start-ups

Hamburg@work is first and foremost a network for businesses and entrepreneurs already established in the market, in other words for those who have already progressed beyond the initial phases in the life cycle of a business. Such companies will have normally already been trading for more than six years.

Every successful start-up begins with an innovative idea, a highly motivated team of founders and often meager financial resources. Many founders are lacking entrepreneurial experience. This is where Hamburg@work comes into its own with its StartUp Club:

Within a network of established businesses, start-ups find answers to many questions that can only be answered by those with sufficient entrepreneurial experience.

Consequently, Hamburg@work applies a **sliding scale of contributions** for eligible start-ups, to reflect the business development of a young enterprise. Hamburg@work categorizes “its” start-ups according to the six generally recognized development phases of a young company: Pre-Seed, Seed, StartUp, 1st Stage, 2nd Stage and Later Stage. For every phase the membership fee is appropriate and affordable.

**And the best part of it:** all company founders are given the rank of **CXO GoldStatus** from the outset and are thus also invited to the CXO events of Hamburg@work.

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## Explanatory notes on the membership options

**CXO Status** with Hamburg@work is granted to those individuals filed with a court of registration who are authorized to manage and represent companies, the first management level of a company at C-level, holders of professorial chairs, members of senates and governments, consular and diplomatic representatives, and selected individuals with comparable spheres of responsibility. Members with CXO status receive a CXO GoldCard as their membership card.

Our **membership offers for individuals** are aimed at natural persons such as sole traders (non-merchants/small traders), retailers, the self-employed / self-employed professions, freelancers, private individuals, students and trainees.

Our **membership offers for companies** are aimed at all legal entities, e.g. limited liability companies, joint stock corporations, European companies, corporate bodies, public bodies, partnerships, registered associations, foundations and all corporate forms resembling legal entities.

**Premium Memberships** are **regular memberships** within the meaning of the constitution of the association Hamburg@work (e.V.). Association benefits are not transferable to other individuals or enterprises. Termination of a Premium Membership is subject to notice periods, which are generally three months to the end of the fee year.

**Premium Plus** is the **extended option** from Hamburg@work for large and very large companies. The number of personalized membership cards issued is by definition higher than for the other membership forms. In addition, from the end of 2018 we can automatically grant employees of your company who have free Basic Flex membership access to our Premium Plus option based on the domain of their corporate e-mail address. This membership arrangement increases the price discount for Basic Flex members from 25 to 50 percent.

**Basic Flex** membership is a no-fee **associate membership** for natural persons in accordance with the constitution of the association Hamburg@work (e.V.). Benefits are not transferrable to other individuals.