



ORDER FORM

Just fill it in and fax it to: +49 (0) 211 / 90 191-193

Company	Phone
Street	Fax
Postal code, town	Contact
Country	Email

MARKETING SERVICES

We order bindingly:

ONLINE MARKETING	Price	Please tick
Sidebar banner in one of the 7 main sections (Position 1: package price until 30 September 2010):	999 €	<input type="radio"/>
Sidebar banner in one of the 7 main sections (Position 1: until 30 June 2010):	499 €	<input type="radio"/>
Sidebar banner in one of the 7 main sections (Position 1: 1 July until 30 September 2010):	599 €	<input type="radio"/>
Sidebar banner in one of the 7 main sections (Position 2: package price until 30 September 2010):	799 €	<input type="radio"/>
Sidebar banner in one of the 7 main sections (Position 2: until 30 June 2010):	399 €	<input type="radio"/>
Sidebar banner in one of the 7 main sections (Position 2: 1 July until 30 September 2010):	499 €	<input type="radio"/>
<small>All sidebar banners should be of the following size: 150 x 60 pixel</small>		
Footer banner on the starting page (package price until 30 September 2010):	999 €	<input type="radio"/>
Footer banner on the starting page (until 30 June 2010):	499 €	<input type="radio"/>
Footer banner on the starting page (1 July until 30 September 2010):	599 €	<input type="radio"/>
Footer banner in one of the 7 main sections (package price until 30 September 2010):	999 €	<input type="radio"/>
Footer banner in one of the 7 main sections (until 30 June 2010):	499 €	<input type="radio"/>
Footer banner in one of the 7 main sections (1 July until 30 September 2010):	599 €	<input type="radio"/>
<small>All footer banners should be of the following size: 958 x 60 pixel</small>		
Photo and description in product gallery on the starting page (package price until 30 September 2010):	1.500 €	<input type="radio"/>
Photo and description in product gallery on the starting page (until 30 June 2010):	750 €	<input type="radio"/>
Photo and description in product gallery on the starting page (1 July until 30 September 2010):	950 €	<input type="radio"/>
<small>photo: 102 x 102 pixel and 300 words of information</small>		
Company logo beside your online profile (and in the show catalogue)	250 €	<input type="radio"/>
Product illustration beside your online profile (incl. icon in the exhibitor list)	250 €	<input type="radio"/>
Link to your image movie (incl. icon in the exhibitor list)	250 €	<input type="radio"/>
Logo above the full exhibitor list	1.000 €	<input type="radio"/>
Banner on the website	1.100 €	<input type="radio"/>

For support with a banner at the Entrance South or a banner at a hall entrance please contact Ms. Laakmann at +49 (0) 211 / 90 191-202 or at lisa.laakmann@reedexpo.de.

The sponsoring services are bookable according to availability. All services will be assigned according to the date. All prices additional VAT. Upon acceptance of the General Terms and Conditions of Reed Exhibitions Deutschland GmbH for Sponsorship Contracts the company mentioned above will contract for the marked marketing opportunities in the context of ALUMINIUM 2010 bindingly.

Price

Please tick

VISITOR MATERIAL

Branding of the front of the pocket floor plan (incl. printing costs, layout from exhibitor)	2.500 €	<input type="radio"/>
One-page full colour advertisement inside the pocket floor plan (incl. printing costs, layout from exhibitor)	3.000 €	<input type="radio"/>
Highlighting in the floor plan by a logo (incl. printing costs, layout from exhibitor)	750 €	<input type="radio"/>
Branding of the back of the entrance ticket (incl. printing costs, layout from exhibitor)	2.000 €	<input type="radio"/>
Branding of 1/3 of the front of the entrance ticket (incl. printing costs, layout from exhibitor)	2.000 €	<input type="radio"/>
Advertisement in the show catalogue (1/4 page) (incl. printing costs, layout from exhibitor)	1.309 €	<input type="radio"/>
Advertisement in the show catalogue (1/2 page) (incl. printing costs, layout from exhibitor)	1.859 €	<input type="radio"/>
Advertisement in the show catalogue (1 page) (incl. printing costs, layout from exhibitor)	2.999 €	<input type="radio"/>
Advertisement in the show catalogue (1 page), first cover page (incl. printing costs, layout from exhibitor)	3.149 €	<input type="radio"/>
Advertisement in the show catalogue (1 page), second cover page (incl. printing costs, layout from exhibitor)	3.149 €	<input type="radio"/>
Advertisement in the show catalogue (1 page), back cover (incl. printing costs, layout from exhibitor)	4.350 €	<input type="radio"/>
Bookmark in the show catalogue (plus production costs, layout from exhibitor)	2.500 €	<input type="radio"/>
Carrier bag for visitors (layout and production by exhibitor)	5.000 €	<input type="radio"/>
Insert in carrier bag for visitors (layout and production by exhibitor)	1.650 €	<input type="radio"/>
Carrier bag for VIP visitors (layout and production by exhibitor)	2.500 €	<input type="radio"/>
Insert in carrier bag for VIP visitors (layout and production by exhibitor)	1.500 €	<input type="radio"/>
Lanyards (plus production costs, layout from exhibitor)	3.000 €	<input type="radio"/>
Promotion team (personnel and material of the exhibitor, approval by Reed Exhibitions is required)	1.750 €	<input type="radio"/>

INDOOR ADVERTISING

Orientation maps: "You-are-here" boards (incl. production and installation costs)	1.200 €	<input type="radio"/>	
Poster between hall 2 and 3 (layout and production by exhibitor, incl. installation costs)	1.100 €	<input type="radio"/>	Quantity: _____
Banner above the entrance to hall 1 (incl. production and installation costs, layout from exhibitor)	3.750 €	<input type="radio"/>	
Banner above the entrance to hall 3 (incl. production and installation costs, layout from exhibitor)	4.250 €	<input type="radio"/>	
Banner above the entrance to hall 1 a (plus production and installation costs, layout from exhibitor)	2.250 €	<input type="radio"/>	
Footsteps (plus production and installation costs, layout from exhibitor)	1.750 €	<input type="radio"/>	
Sponsoring of the visitor registration (incl. production and installation costs, layout from exhibitor)			
• Main Entrance West	3.500 €	<input type="radio"/>	
• Entrance South	2.000 €	<input type="radio"/>	
• Entrance North	1.800 €	<input type="radio"/>	
Brochure display in the entrance area (incl. equipping by hostess, brochures from exhibitor)			
• Main Entrance West	795 €	<input type="radio"/>	
• Entrance South	695 €	<input type="radio"/>	
• Entrance North	595 €	<input type="radio"/>	
Company video on plasma screens in the entrance area (video from exhibitor, price per 30sec video)	795 €	<input type="radio"/>	
Advertising carpet (incl. production and installation costs, layout from exhibitor)			
• Main Entrance West	2.000 €	<input type="radio"/>	
• Entrance South	1.800 €	<input type="radio"/>	
• Entrance North	1.500 €	<input type="radio"/>	
Advertising spaces in the washrooms (layout and production by exhibitor, incl. installation costs)	3.500 €	<input type="radio"/>	

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Name in capital letters

Place and date

Stamp and signature

OUTDOOR ADVERTISING

	Price	Please tick
Triangular tower small (incl. production and installation costs, layout from exhibitor)		
• Main Entrance West	1.100 €	<input type="radio"/>
• Entrance South	1.000 €	<input type="radio"/>
• Entrance North	900 €	<input type="radio"/>
Triangular tower big (incl. production and installation costs, layout from exhibitor)		
• Main Entrance West	4.500 €	<input type="radio"/>
• Entrance South	4.000 €	<input type="radio"/>
• Entrance North	3.500 €	<input type="radio"/>
Headrests in airport shuttle (incl. production and installation costs, layout from exhibitor)	2.500 €	<input type="radio"/>
Imagefilm in the Airport Shuttle (video from exhibitor)	2.500 €	<input type="radio"/>
Brochure handed out by a hostess (incl. Personnel costs, flyers from exhibitor)	2.500 €	<input type="radio"/>
Banner at "Schnorchelscheibe" (incl. production and installation costs, layout from exhibitor)	4.250 €	<input type="radio"/>
Banner at marble wall (incl. production and installation costs, layout from exhibitor)	2.000 €	<input type="radio"/>
Banner at bastion wall (incl. production and installation costs, layout from exhibitor)	8.250 €	<input type="radio"/>
Banderole (layout and production by exhibitor, incl. installation costs)	2.500 €	<input type="radio"/>
Giant posters on the hall walls (incl. production and installation costs, layout from exhibitor)		
• 8 x 10m	8.250 €	<input type="radio"/>
• 8 x 8m	6.750 €	<input type="radio"/>
• 7 x 8m	6.000 €	<input type="radio"/>
Premium billboard (incl. production and installation costs, layout from exhibitor)		
• Main Entrance West	4.500 €	<input type="radio"/>
• Entrance South	4.000 €	<input type="radio"/>
Individual spaces (layout, production and installation by exhibitor)	275 €/sqm	<input type="radio"/>

MARKETING PACKAGES

Product Launch		
Product illustration and description in the product gallery at the starting page of the website		
+ Press release in our eNewsletter		
+ Icon at the exhibitor list with product illustration and description in the online profile	1.500 €	<input type="radio"/>
Gaining new customers		
Logo in the exhibitor list of the pocket floor plan and highlighting of the booth in the floorplan		
+ Logo in the online profile and in the show catalogue		
+ Icon at the exhibitor list with product illustration and description in the online profile		
+ 10 entrance vouchers for your customers (for 3 days)	1.600 €	<input type="radio"/>
Customer loyalty		
10 entrance vouchers for your customers (for 3 days)		
+ 10 tickets for the VIP lounge		
+ Logo in the online profile and in the show catalogue	1.200 €	<input type="radio"/>

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