



9th World Trade Fair & Conference
09 - 11 October 2012
Messe Düsseldorf, Germany
ALUMINIUM 2012
www.aluminium-messe.com

Reed Exhibitions Deutschland GmbH
ALUMINIUM 2012
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Germany

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www.aluminium-messe.com/sponsoring

SPONSORING- AND MARKETING OPTIONS

HALL _____ STAND NO. : _____

COMPANY _____

STREET _____

POSTAL CODE, CITY _____

PHONE _____ FAX _____

E-MAIL _____

CONTACT PERSON _____

Deadline: immediately

Medium	Dimensions (width x height)	Sponsorenanzahl	Produced by	Price in € plus legal VAT	Please mark for ordering
ONLINE MARKETING (all Logos and Banner online till 30th October 2012. Further informations: www.aluminium-messe.com/sponsoring)					
Logo in exhibitor profile (online)	160 x 160 pixels	unlimited, also possible to book online using the catalogue tool	Exhibitor responsible for layout	220.00	<input type="checkbox"/>
Logo in exhibitor profile (online + catalogue)	160 x 160 pixels	unlimited	Exhibitor responsible for layout	270.00	<input type="checkbox"/>
NEW: Logo in exhibitor list (online only)	180 x 90 pixels	unlimited, also possible to book online using the catalogue tool	Exhibitor responsible for layout	270.00	<input type="checkbox"/>
VIP Gallery above the exhibitor list	100 x 100 pixels	max. 4 exhibitors, also possible to book online using the catalogue tool	Exhibitor responsible for layout	1,500.00	<input type="checkbox"/>
NEW: Logo in interactive hall plan Displayed in the relevant hall plan, and also constantly or in rotation with other logos in the hall overview, depending on numbers sold.	120 x 70 pixels	6 exhibitors per hall, also possible to book online using the catalogue tool	Exhibitor responsible for layout	270.00	<input type="checkbox"/>
NEW: Banner in interactive hall plan Banners always visible on top	468 x 60 pixels	1 exhibitor	Exhibitor responsible for layout	3,000.00	fully booked
Super banner on the welcome page Positioned above the web page, animation possibilities, link to a specified website or to your exhibitor profile	958 x 60 pixels	max. 7 exhibitors	Exhibitor responsible for layout	4,500.00	fully booked
NEW: Super banner above one of the 7 main categories Positioned above the web page, animation possibilities, link to a specified website or to your exhibitor profile	958 x 60 pixels	max. 7 exhibitors	Exhibitor responsible for layout	2,500.00	<input type="checkbox"/>
Side bar banner in one of the 7 main categories Position 1: static banner or logo, link to your exhibitor profile	150 x 60 pixels	max. 7 exhibitors	Exhibitor responsible for layout	999.00	<input type="checkbox"/>
Side bar banner in one of the 7 main categories Position 2: static banner or logo, link to your exhibitor profile	150 x 60 pixels	max. 7 exhibitors	Exhibitor responsible for layout	799.00	<input type="checkbox"/>
NEW: Content banner in one of the 7 main categories Positioned above the content of the web page, animation possibilities, link to a specified website or to your exhibitor profile	500 x 65 pixels	max. 7 exhibitors	Exhibitor responsible for layout	1,600.00	<input type="checkbox"/>
VISITOR AND EXHIBITOR MATERIALS					
Pocket Floorplan Front page logo	103 x 32 mm	unlimited	Exhibitor responsible for layout	2,595.00	reserved
Pocket Floorplan Advert on back	103 x 140 mm	unlimited	Exhibitor responsible for layout	3,150.00	reserved
Pocket Floorplan Logo in relevant hall plan		max. 3 exhibitors per hall	Exhibitor responsible for layout	795.00	<input type="checkbox"/>

Medium	Dimensions (width x height)	Sponsorenanzahl	Produced by	Price in € plus legal VAT	Please mark for ordering
Catalogue ads					<input type="checkbox"/>
▶ 1 page	DIN A4 (210 x 297 mm)	unlimited	Exhibitor responsible for layout#	2,999.00	<input type="checkbox"/>
▶ 1/2 page	1/2 DIN A4 (210 x 148 mm)	unlimited	Exhibitor responsible for layout	1,899.00	<input type="checkbox"/>
▶ 1/4 page	1/4 DIN A4 (105 x 148 mm)	unlimited	Exhibitor responsible for layout	1,339.00	<input type="checkbox"/>
▶ U2	DIN A4 (210 x 297 mm)	1 exhibitor	Exhibitor responsible for layout	3,199.00	fully booked
▶ U3	DIN A4 (210 x 297 mm)	1 exhibitor	Exhibitor responsible for layout	3,199.00	<input type="checkbox"/>
▶ Back Cover (U4)	DIN A4 (210 x 297 mm)	1 exhibitor	Exhibitor responsible for layout	4,399.00	reserved
Bookmark in catalogue Contact us for further catalogue advertising options.		1 exhibitor	Exhibitor responsible for layout and production	2,500.00	<input type="checkbox"/>
Lanyards (exhibitor) Number produced: 13,000 units		1 exhibitor	Exhibitor responsible for layout and production	1,750.00	reserved
Lanyards (visitor) Number produced: 27,000 units		1 exhibitor	Exhibitor responsible for layout and production	3,500.00	fully booked
Visitor badge banner Front and back	Front: 820 x 81 mm Back: 820 x 18 mm	1 exhibitor	Exhibitor responsible for layout and production	2,500.00	reserved
Exhibitor badge banner Front and back	Front: 820 x 81 mm Back: 820 x 18 mm	1 exhibitor	Exhibitor responsible for layout	1,500.00	<input type="checkbox"/>
Carrier bag		1 exhibitor	Exhibitor responsible for layout and production	5,000.00	reserved
Carrier bag inserts		max. 3 exhibitors	Exhibitor responsible for layout and production	1,650.00	<input type="checkbox"/>
VIP carrier bag		1 exhibitor	Exhibitor responsible for layout and production	2,500.00	<input type="checkbox"/>
VIP carrier bag inserts		max. 3 exhibitors	Exhibitor responsible for layout and production	1,500.00	<input type="checkbox"/>
Promotion team		max. 6 exhibitors, approval from Reed Exhibitions required	Exhibitor responsible for providing team	1,850.00	<input type="checkbox"/>

BANNERS:

Highlighting in the exhibition orientation plans		max. 3 exhibitors per hall	Exhibitor responsible for layout	900.00	<input type="checkbox"/>
Admission machine branding Entrance North, red Fairmates	Small panel on top: 180 x 140 mm Panel on column: 180 x 700 mm	1 exhibitor	Exhibitor responsible for layout and production	2,500.00	reserved
Admission machine branding Entrance East, white Fairmates	Small panel on top: 180 x 140 mm Panel on column: 180 x 700 mm	1 exhibitor	Exhibitor responsible for layout and production	2,000.00	<input type="checkbox"/>
Interactive footprints		unlimited	Exhibitor responsible for layout	on request	<input type="checkbox"/>

PACKAGES

Basic package: Reference to COMPOSITES EUROPE 2012 Catalogue entry, Internet entry, stand-up display at fair		unlimited	Exhibitor responsible for layout	1,050.00	on request
Premium package: Reference to COMPOSITES EUROPE 2012 Basic package + Pocket Floorplan: info box with a list including your company, information in visitor newsletter, teaser on the website (min. 1 month before fair, 3 times) 3 extra VIP tickets for your clients		max. 10 exhibitors	Exhibitor responsible for layout	1,550.00	on request
Theme pavilions package Primary Pavilion, Welding and Joining Pavilion, Foundry Pavilion and the Competence Centre Surface Technology		1 exhibitor per hall	Exhibitor responsible for layout	5,000.00	<input type="checkbox"/> Pavilion: _____ _____

For an individual package offer please contact us at +49 211 90191-202 or via email to Lisa.Laakmann@reedexpo.de.

The sponsorship and advertising opportunities are bookable according to availability. All services will be assigned according to the booking date. All prices are net plus legal 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 services in the context of ALUMINIUM 2012 bindingly.

Place, Date

Stamp and authorised signature

General Terms and Conditions of Reed Exhibitions Deutschland GmbH for Sponsorship Contracts

1. General

- 1.1 These General Terms and Conditions lay down the legal relationship between Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf (hereafter „the Organiser“), and the Sponsor of the event being held by the Organiser.
- 1.2 The General Terms and Conditions of the Sponsor carry no validity for the contractual relationship between the Organiser and the Sponsor.

2. Scope

- 2.1 The Sponsor shall provide sponsorship for the relevant event staged by the Organiser on the basis of the contractual agreement between the parties.
- 2.2 The Sponsor is aware that the Organiser will be enlisting further sponsors for the event. The Sponsor is expressly entitled to admit companies to the event which are in competition with the Sponsor, to function as further sponsors and/or exhibitors or other participants.
- 2.3 The sponsorship does not entitle the Sponsor to exert influence on the form and content etc. of the Organiser's event.

3. Payment terms

- 3.1 The sponsorship fee to be paid by the Sponsor to the Organiser is due on the date on which the Organiser's invoice is received by the Sponsor.
- 3.2 If the Sponsor is in arrears with payments to the Organiser, the Sponsor shall pay interest on the sum due at the rate of the current legal default interest rate, i.e. 8 percentage points above the base interest rate in accordance with Article 247 of the German Civil Code, but at least 8% p.a. on the sum due to the Organiser. The Organiser reserves the right to press further delay damage claims. The onus lies upon the Sponsor to prove that no damage was incurred, or that it was much lower than the figure named above.

4. Liability disclaimer

- 4.1 If the event cannot be held, due to reasons for which the Organiser is responsible, the Organiser is obliged to return any payment the Sponsor has made to him. The Sponsor is not entitled to press any further claims in this case.
- 4.2 If the event is prevented from being held, either in full or in part, or in the manner originally planned, by unforeseen circumstances over which the Organiser has no control, especially as the result of force majeure, the Organiser is entitled to withdraw from the contract. The Organiser is obliged to inform the Sponsor immediately of the full or partial impossibility of holding the event, and, in the case of it being impossible to hold the event, to refund any payments already made, or in the case of it only being possible to hold the event to a limited extent, to refund the corresponding proportion of the payments. The Sponsor is not entitled to press any further claims in this case. Force majeure constitutes e.g. terrorist attacks, epidemics (especially SARS), natural disasters, structural changes made by the landlord, water damage and officially decreed clearance or closure.

In the event of the Sponsor's not achieving the communication aims being pursued by entering into the contract, the Organiser carries no liability above and beyond providing the contractually agreed services, unless the Organiser has impeded or frustrated such achievement by culpably breaching fundamental contractual obligations.

- 4.3 With the exception of damages arising from injury to life and limb or to health, the Organiser excludes all liability to the Sponsor unless it is due to grossly negligent breach of contract on the part of the Organiser or on wilful or grossly negligent breach of contract on the part of a legal representative or subcontractor of the Organiser. In all cases, the Organiser's liability is restricted to foreseeable damage as per standard contract provisions.

5. Confidentiality

- 5.1 The Sponsor undertakes not to disclose to third parties any information concerning the Organiser and the event to which he gains knowledge while collaborating with the Organiser which is not generally accessible, and to maintain secrecy regarding such information towards third parties.
- 5.2 The obligation as stipulated in paragraph 5.1 above remains valid even after termination of the contractual relationship between the Organiser and the Sponsor.

6. Final provisions

- 6.1 There are no verbal sub-agreements. Any changes and supplements to these General Terms and Conditions must be made in writing. This also applies for any change or supplement to, or cancellation of, these General Terms and Conditions.
- 6.2 Should any of the above provisions of these General Terms and Conditions prove invalid, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to substitute the invalid provision with a valid provision which most closely reflects the business purpose of the invalid one.
- 6.3 The exclusive court of jurisdiction for all disputes arising from and in relation to the contractual relationship and its execution, and these General Terms and Conditions, is Düsseldorf.
- 6.4 The law of the Federal Republic of Germany applies exclusively to this agreement; the UN CISG is excluded.