



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

Dauerwerbung Franke GmbH & Co. KG
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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)	Price in € plus legal VAT	Please mark for ordering
INDOOR ADVERTISING			
15 footsteps (Floor Graphics) In all halls possible, 15 identical motifs Prices for other forms and quantities on request.	0.70 x 0.70 m	2,355.00	<input type="checkbox"/>
1 stair banner Entrance North 2 half landings of 17 steps	2.38 x 2.635 m (per landing)	6,490.00	<input type="checkbox"/>
1 wall sign in Entrance North 4 positions	5.8 x 4 m	3,632.56	<input type="checkbox"/>
1 wall banner in Entrance North 9 positions	2 x 6 m	2,783.00	<input type="checkbox"/>
1 ceiling sign in Entrance North 11 positions, double-sided, 2 identical motifs	5 x 3 m	4,142.50	<input type="checkbox"/>
1 City Light poster in Entrance North to right and left of cloak rooms, backlit, 6 cabinets	4/1 format: 1.185 x 1.75 m	889.50	<input type="checkbox"/>
12 spaces to left and right of cloak rooms in Entrance North B, 12 identical motifs	0.87 x 1.395 m	5,212.56	<input type="checkbox"/>
Pane stickers at crossover from Entrance North B to the halls 1-17, double-sided, 2 identical motifs	approx. 16 sqm per side	5,110.00	<input type="checkbox"/>
10 window stickers on way from Entrance North to hall 9 Upright, alternate windows, 5 on left, 5 on right, 5 x 2 different motifs	1.74 x 2.63 m	6,111.50	reserved
1 Bands (railing) 20 pane stickers, double-sided	3.95 x 1.00 m	31,824.40	<input type="checkbox"/>
Advertising space in ramp area Hall 9 entrance	6 x 3 m	3,166.00	fully booked
4 moving handrails on 2 escalators in Entrance North 4 moving handrails - 1 identical motif	0.152 x 40.00 m	10,550.00	<input type="checkbox"/>
4 moving handrails on 2 escalators in Entrance East 4 moving handrails - 1 identical motif, escalator to Congress Centre	0.152 x 40.00 m	10,550.00	<input type="checkbox"/>
Towel dispenser in all toilets possible, min. 6 panels, price for 6 identical motifs	0.32 x 0.35 m	945.48	<input type="checkbox"/>

Medium	Dimensions (width x height)	Price in € plus legal VAT	Please mark for ordering
OUTDOOR ADVERTISING			
Noise protection wall Entrance North, to right of rail track, double-sided - 1 identical motif	6.00 x 3.48 m	4,870.50	fully booked
Stair banner, underground station Underground station in front of Entrance North, 3 half landings of 12 steps	5.44 x 1.80 m	8,460.00	<input type="checkbox"/>
Window stickers on balustrade above tracks Entrance North: outside, at top of staircase, double-sided, 1 identical motif	9.35 x 1.05 m	4,437.56	<input type="checkbox"/>
1 large panel Entrance East, double-sided, 2 identical posters	2 x 6 m	2,710.00	<input type="checkbox"/>
1 Banner at bus stops Entrance East, double-sided, 2 identical motifs, max. 5 bookable	2.20 x 2 m	1,122.10	<input type="checkbox"/>
City Light poster Entrance East, 4/1 format; double-sided (unlit), 2 identical posters	1.185 x 1.75 m	1,360.40	<input type="checkbox"/>
Billboard at P4 car park Entrance East	9.30 x 10.45 m	9,766.75	<input type="checkbox"/>
1 pendular sign Entrance East, double-sided, 2 identical posters (visible area 0.79 m x 1.14 m)	0.84 x 1.19 m	685.50	<input type="checkbox"/>
1 triangular stand Entrance East, 3-sided, 3 identical billboards (visible area: 0.79 m x 1.14 m)	0.84 x 1.19 m	735.75	<input type="checkbox"/>
1 triangular tower Entrance East, 3-sided, 1 identical motif	2.02 x 3 m	3,034.66	<input type="checkbox"/>
4-sided tower Entrance East, 4-sided, 1 identical motif per side	2.02 x 3 m	4,146.88	<input type="checkbox"/>
Super poster in front of Hall 12 double-sided, 2 identical motifs	5.36 x 3.375 m	4,860.00	<input type="checkbox"/>
Banner in entrance of hall 12 end format: 9.00 x 3.80 m, 2 identical motifs	Visible area: 4.00 x 3.80 m	3,600.00	<input type="checkbox"/>
Wall hanger in entrance of hall 14	5.30 x 2.30 m	2,156.54	<input type="checkbox"/>

All prices are net plus legal VAT. Upon acceptance of the General Terms and Conditions of Dauerwerbung Franke GmbH the company mentioned above will contract for the marked services in the context of ALUMINIUM 2012 bindingly. The needed data must be supplied by the exhibitor till August 27th, 2012 at the very latest.

Place, Date

Stamp and authorised signature

General Terms of Business of Dauerwerbung Franke GmbH

1. Numerous events at the Düsseldorf Trade Fair Center offer participants an opportunity to advertise outside the halls and in and around the fairgrounds. This option enables exhibitors at such events to engage in advertising only for the respective fair on behalf of their companies and products for the duration of the event. Non-participants are excluded from this advertising option.
2. Specific advertising spaces are available for rent. The underlying rental agreement comes into effect on application by the lessee (exhibitor) and following confirmation by Messe Düsseldorf GmbH. The company Dauerwerbung Franke GmbH & Co.KG, Arena-Straße 1, 40474 Düsseldorf, has been charged with handling this service. In this regard, any agreements or communications made verbally or by telefax, telephone or telegraph require written confirmation by Messe Düsseldorf GmbH to become effective. Any amendments and supplements or any terms and conditions of the lessee deviating from these Standard Terms and Conditions shall only be effective if expressly confirmed in writing by Messe Düsseldorf. Messe Düsseldorf reserves the right to terminate the rental agreement if the content of or any depictions contained in the envisaged advertising material are in violation of statute or infringe the rules and provisions applying to the Trade Fair Center or the event. No such termination shall give rise to any claim for compensation on the part of the lessee. No rental shall be charged in such a case.
3. The rental agreement entitles the lessee to use the advertising signs or posters at the points specified in the agreement. The lessee undertakes to pay the remuneration set forth therein. The rental does not include costs incurred in the production, assembly or disassembly of the advertising signs/posters or in their storage.
4. For reasons of technical safety and event scheduling, only Messe Düsseldorf may assemble or disassemble the advertising signs or posters at the rented advertising spaces. Any frames required will be provided. Remuneration for assembly and disassembly is subject to separate agreement.
5. The lessee has the option of commissioning Messe Düsseldorf or third parties to produce the advertising signs or posters. In such event, any drafts must reach Messe Düsseldorf no later than five weeks prior to assembly. Any production costs shall be borne by the lessee.
6. Where such work is not performed by Messe Düsseldorf, but by the lessee or by a third party, the lessee undertakes to adhere to the specifications governing material, design and dimensions as published by Messe Düsseldorf. The advertising signs produced must be submitted no later than the first day of assembly to Messe Düsseldorf or to an office named by it with a view to ensuring timely assembly of the advertising medium. The advertising signs must be collected and removed within three days of the end of the event. The lessee shall be responsible for their disposal.
7. In the event that delivery dates are not adhered to, the lessee shall be liable for any extra expenses associated therewith. Messe Düsseldorf shall be released from any liability in this respect.
8. In the event that the rental space cannot be made available due to circumstances beyond Messe Düsseldorf's control, Messe Düsseldorf shall be released from its contractual duties. No rent shall be due provided that, for his part, the lessee is not answerable for said circumstances.
9. Messe Düsseldorf reserves the right to relocate entrances and exits to the fairgrounds and halls as well as to any passages. Minor impairments to the rented advertising space – e.g. from stand structures, trees, scaffolding – shall not entitle the lessee to reduce the rent.
10. The rental agreement may be cancelled no later than 90 days prior to commencement of the event. Declarations to this effect must be made in writing and shall only become effective following receipt by Messe Düsseldorf. The lessee shall be required to pay 25 % of the rental amount, unless he is able to demonstrate that the costs as charged are excessive. No cancellation of production orders is possible.
11. The rental amount is due and payable three weeks prior to commencement of the event, and all other fees upon performance of the underlying work and services, at the latest with effect from the invoice date.
12. All fees are net and subject to the statutory rate of value added tax which is charged separately and paid by the lessee. No commissions are paid to advertising agencies.
13. These Standard Terms and Conditions are supplemented by the Conditions of Participation for the event concerned and by the Technical Guidelines. Messe Düsseldorf shall be liable only for wilful intent and gross negligence. Place of performance and venue for all reciprocal duties shall be Düsseldorf or, at the discretion of Messe Düsseldorf, the registered office of the lessee. This also applies to proceedings based on cheques and bills of exchange. The laws of the Federal Republic of Germany shall apply. The German text is definitive.