



# APPLICATION FORM ALUMINIUM 2018 SPONSORSHIP AND ADVERTISING OPPORTUNITIES

## Before the Trade Fair

### Exhibition preview

- Inside front cover (U2) | 1/3 page ad € 4,200
- Back cover (U4) | 1/3 page ad € 5,250
- Inner section ad | 1/3 page ad € 3,650
- Logo above exhibitor list + company listing in the extract € 690

### VIP Programme

- VIP Programme Sponsoring € 6,900

### Ticketshop

- Medium rectangle banner on the confirmation page € 1,890

### Exhibitor list

- Logo gallery € 1,690
- Logo package exhibitor list + exhibitor profile € 490
- Invitation function in exhibitor list € 170

- Product presentation in exhibitor profile (per product) € 99
- Video presentation in exhibitor profile € 400

### E-Mail Campaign

- Special E-Mail shot & introduction in newsletter € 5,850

### Banner

- Leaderboard 1 - Start page € 2,590
- Leaderboard 2 - Start page € 2,190
- Leaderboard 1 - Category € 2,190
- Leaderboard 2 - Category € 1,790
- Medium Rectangle - Category € 1,350

### Interactive Floor Plan

- Logo gallery & booth logo € 350
- Logo booth € 150

## During the Trade Fair

### Advertising Entrance North / East

- Subway station to Entrance North: sound insulation wall € 4,950
- Subway station to Entrance North: Stair banner € 8,640
- Ceiling sign Entrance North € 4,250
- Window stickers Entrance North € 3,500
- ALUMINIUM Welcome Banner Entrance North € 5,900
- Huge video wall Entrance North: Ad € 2,900
- Huge video wall Entrance North: Video € 3,800
- Advertising at the stairs Entrance North: Stair Banner € 6,530
- Advertising at the stairs Entrance North: Signpost € 2,300
- Coffee Sponsoring Entrance North € 11,700
- Advertising space in the entrance of hall 9 € 3,250
- Advertising tower Entrance North or East: Triangular tower € 3,350
- Advertising tower Entrance North or East: Square tower € 4,200
- Triangular stand up display Entrance North or East € 850
- Insert for show bag € 1,500
- VIP show bag + 1 insert € 2,500
- Insert for VIP show bag € 1,500
- City Light Poster in front of Entrance East € 1,500
- Advertising sign at Entrance to hall 14 € 2,750

- Orientation Plan: Banner & logo € 1,300
- Orientation Plan: Logo € 895
- Floorgraphics € 2,800
- Floorminder € 2,150

### Pocket Floor Plan

- Ad on back cover & logo € 3,990
- Ad on front cover & logo € 1,790
- Highlighted in hall plan & exhibitor list € 950

### Show Guide

- Inside back cover: DIN A5 € 3,474
- Inner section: DIN A5 € 3,260
- Inner section: 1/2 page DIN A5 € 2,068
- Inner section: 1/4 page DIN A5 € 1,459

### Packages

- Visibility Package € 2,850
- Associate Package € 2,850

### Leadtracking

- 1 Licence € 239
- More than 5 licenses € 160

### Programme

- Guided Tours (Submission required) from € 290
- Innovation Area (Submission required) free of charge
- ALUMINIUM Forum (Submission required) from € 750
- Knowledge Partner € 2,900

### Digital Display Panel at Entrance North / East

- Digital Display Panel - Video € 2,200
- Digital Display Panel - Ad € 1,300
- Digital Display Panel - Banner € 1,300
- Digital Display Panel - Branding € 2,500

### Indoor Advertising Halls

- Promotion Team € 2,100
- Hot Spot Sponsoring € 7,500

Rates do not include VAT / All services are provided in accordance with the product description in the brochure "Sponsoring and advertising opportunities ALUMINIUM 2018" and on a "first come, first served" basis / All data and layouts are subject to approval by the event organiser.

## Exhibitor (Company)

Company	E-mail Company		Website
<input type="text"/>	<input type="text"/>		<input type="text"/>
Street	Post Code	City	Country
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## Signature, Maturity, General and Special Exhibition Terms and Conditions

The exhibitor hereby orders the sponsoring and advertising services marked above with a cross. The exhibitor is aware that the services selected can only be ordered depending on their availability. The contract becomes binding upon confirmation by the event organiser. The invoiced amount of services ordered must be paid in full within 30 days of the invoice date. If the invoice is exceptionally issued after 15 May 2018, the full invoice amount must be paid immediately as one lump sum and definitely before the beginning of the event.

The signatory hereby declares himself or herself to be authorised for the legally binding submission of this registration. With this signature, the exhibitor acknowledges the validity of the attached General Terms and Conditions of Reed Exhibitions Deutschland GmbH for sponsoring contracts.

X

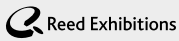
Stamp and authorised signature

Name of the signing person capital letters

Position in capital letters

Place and Date

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



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-104/-351/-343 | Fax +49 211 90191-193  
Amtsgericht Düsseldorf HRB 28688 | Geschäftsführer: Hans-Joachim Erbel, Michael Freter, André Weijde | www.aluminium-messe.com

## 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.
- 2.4 The sponsor shall not have the right to rescind or terminate the sponsoring contract. If the sponsor does not take part in the event as an exhibitor, the sponsor's obligations arising from the sponsoring contract shall remain unaffected.

## 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.
- 6.5 Only the German version of the Sponsorship Contract between the Organiser and the Exhibitor and of these General Terms and Conditions of the Organiser for Sponsorship Contracts for the event shall be authoritative.