

Advertising Rates



Important Information



Attention: prepayment required!

Dear Customer,

Every visitor to the IFA 2015 in Berlin will come across the official media (catalogue, hall plan, Virtual Market Place®). As an exhibitor you address the visitors actively in these media. By an effective placement of your company and by means of specific trade and advertising information, the visitor is informed about your market position, your range of offers and your targets. Business contacts are thus established more easily! These are all good reasons to be present in the official trade fair media.

Please use the enclosed order forms to place your entry and advertisement orders. After receipt of your order we will process it as fast as possible and will send you the contents ordered by mail in the form of a galley proof for release.

The publication of entries and advertisements requires an advance payment. A few days after receipt of the galley proof you will be sent the appertaining invoice / acknowledgement of order with binding terms of payment. Please ensure that the payment is carried out in due time as otherwise your order cannot be processed further. Please consider that we have to charge € 50,- for any invoice changings.

Of course, we rest at your disposal for any queries you may have.



Promotion Package of Messe Berlin GmbH (just for your information)

Starter Package

for exhibitors with a stand area up to 20m² and co-exhibitors

Print catalogue

- Basic company entry (company, address, hall/stand number)

IFA Virtual Market Place

- Basic company entry
- (company, address, hall/stand number)
- Entry in the main product categories of the trade directory
- Logo
- Possibility for making contact via e-mail
- Company potrait (max. 250 characters)

Options:

- Upgrade to Classic or Premium Package
- Banner advertisement

Classic Package

for exhibitors with a stand area up to 250m²

Print catalogue

- Basic company entry (company, address, hall/stand number)

IFA Virtual Market Place

- Basic company entry (company, address, hall/stand number)
- Entry in the main product categories of the trade directory
- Logo
- Additional entry (tel., fax, e-mail)
- Company potrait (max. 1,000 characters)
- Entry in up to 10 product groups
- Presentation of up to 10 products in words and pictures
- Entry in the export directory
- Link to homepage
- Contact (phone, fax, e-mail)
- New: press contact with picture and contact details
- New: Link to Social Media Profiles (e.g. Facebook, Twitter)

Options:

- Upgrade to Premium Package
- Banner advertisement

Premium Package

for exhibitors with a stand area bigger than 250m²

Print catalogue

- Basic company entry (company, address, hall/stand number)

IFA Virtual Market Place

- Basic company entry (company, address, hall/stand number)
- Entry in the main product categories of the trade directory
- Logo
- Additional entry (tel., fax, e-mail)
- Company potrait (max. 4,000 characters)
- Logo rotation on the homepage
- Entry in up to 15 products in words and pictures, with a link to the product on offer on one's own homepage
- Entry in the export directory
- Entry in the directory of brand names
- Link to homepage
- Contact (phone, fax, e-mail)
- Links to videos on exhibitor sites
- New: press contact with picture and contact details
- New: Link to Social Media Profiles (e.g. Facebook, Twitter)

Options:

- Possibility of additional services
- Banner advertisement

Media-Information

Catalogue format:

160 mm wide, 230 mm high = 1/1 page

Type area:

125 wide, 200 mm high

Advertisement formats:

1/1 page: 160 mm wide, 230 mm high

½ page 125mm wide, 95 mm high

2/1 page 320 mm wide, 230 mm high

Closing date for advertisements:

23rd of July 2015

Language:

English/German

Editor and production:

NEUREUTER FAIR MEDIA GmbH

Editorial office Essen:

Westendstr.1 45143 Essen

Tel. +49 (0)201-3 65 47-1 02 · Fax +49 (0)201-3 65 47-3 25

E-Mail: ifa@neureuter.de

Publisher:

Messe Berlin GmbH · Messedamm 22

DE-14055 Berlin



1 Marketing Packages

Our media experts have prepared three marketing packages to ensure you an easy and quick ordering. All these services are concerted in an optimal way. Save money quickly and simply!

Small package

€ 630.–

List of exhibitors

The basic entry (company name, address, hall and stand numbers) is a part of the Promotion Package (see Application Form from IFA 2015)
email, internet, telephone, fax

List of exhibits

Entries in two product groups with company name, street, post code, place and country, email, internet, telephone, fax

Medium package

€ 1,425.–

List of exhibitors

The basic entry (company name, address, hall and stand numbers) is a part of the Promotion Package (see Application Form from IFA 2015)
email, internet, telephone, fax

1 IFA Innovations-entry

Automatical placement of all ordered export countries in the List of exhibitors

List of exhibits

Entries in three product groups with company name, street, post code, place and country, email, internet, telephone, fax
Three logos in the List of exhibits

Export Directory

Entry under five export countries

Large Paket

€ 2,330.–

List of exhibitors

The basic entry (company name, address, hall and stand numbers) is a part of the Promotion Package (see Application Form from IFA 2015)
email, internet, telephone, fax

1 IFA Innovations-entry

Automatical placement of all ordered export countries in the List of exhibitors

List of exhibits

Entries in five product groups with company name, street, post code, place and country, email, internet, telephone, fax
Five logos in the List of exhibits

Export Directory

Entry under ten export countries

List of brands

Entry in the List of brands incl. four product groups
One additional product group
Logo placement in the List of brands

➡ Order form A1–A3



2 List of exhibitors

The alphabetical list of exhibitors will contain the following entries (for main and co-exhibitors): company name and address, telephone, fax, online-access, the company profile (see sample below). Hall and stand numbers are included by the publisher. The line width of the list of exhibitors will be: 55 mm (max. 41 characters incl. spaces).

Entry fees: The **basic entry** (company name, address, hall and stand numbers) is a **part of the Promotion Package** (see Application Form from IFA 2015). Each additional printed line will be charged at € 69.- + VAT.

Company Logo: exhibitors may add their **logo** above their entries.

Price for inserting company logo: every logo per entry € 215.- (Logo coloured) + VAT.

We charge a € 25.- + VAT processing fee for each logo and/or reformatting, as well as for replacing/cancellation the logo.

IFA Logo Upgrade:

The IFA-App is a guarantor for high attention. With the placement of your logo in the list of exhibitors, in the detailed entry and on the hall plan of the IFA App will increase the visitor's perception.

Please note: The Logo Upgrade for € 150.- + VAT is just bookable in combination with the logo 4c in the alphabetical list of exhibitors or with the IFA special.

Further App-Marketing possibilities can be obtained from order form F.

→ Order form B1



Example 1



- ▶ **Mustermann GmbH & Co. KG**
- ▶ Musterhausener Straße 123, DE-00001 Musterstadt
- ▷ ☎ +49 (0)000 11 22 33
- ▷ ☎ +49 (0)000 44 55 66
- ▷ ✉ muster@muster.de
- ▷ www.muster.de
- ▷ ▶ Antennen, Verstärker, Satelliten-Empfangs-
- ▷ anlagen, Breitbandkabelanlagen
- Brand: MOTOROLA, See List of Brands
- Export: GB, KR, USA
- ▶ 📍 Halle 3. 1/104

Per coloured logo € 215.- + VAT.

- ▶ Part of Promotion Package

▷ Each line € 69.- + VAT

- ▷ Company profile

Your ordered countries from order form "D" & your ordered brands from order form "E" will be transferred for free to the alphabetical list of exhibitors.

Resolution logo/product image: 300 dpi-minimum for optimum printing quality [.ai- or .eps-file (scalable vector file) or alternatively .tif, .pdf or .jpg-format].

We charge a flat rate of € 25.- for processing and/or requesting that your logo/image be resend (e.g. if the file formats are not standard).

2 List of exhibitors

Cross medial + space saving = QR-Code

QR-Code stands for Quick Response.

You can decode it by using the camera on your cell and free software. Any URL (max. 60 characters) can be found behind this code. URL with more than 60 characters will be shortened by an URL shortener.

A variety of cell phones and PDAs with a camera are able to read QR-Codes. For many other appliances is such software available by other providers.

The software interprets the code, and the cell phone will ask for permission to launch a browser to display the specified web page (if valid). The advantage of this new method is that the annoying typewriting is not necessary anymore.



IFA Innovations: QR-Code possible! (see example 2)




Under the respective entry, each exhibitor has the option of presenting his or her innovation with an illustration of a product image (max. 50 mm wide, 30 mm high) incl. 5 printed lines of text (max. line width: 41 characters inc. spaces). Costs of the product image inc. text: € 185.– + VAT.

Highlighting

Each exhibitor has the opportunity to enhance his entry with a highlighting. The handwritten luminous outline will offer you special attention. Costs for the highlighting: € 210.– + VAT

→ Order form B2

Example 2

	Per coloured logo € 215.– + VAT.
<ul style="list-style-type: none">▶ Mustermann GmbH & Co. KG▶ Musterhausener Straße 123, DE-00001 Musterstadt▶ ☎ +49 (0)000 11 22 33▶ 📠 +49 (0)000 44 55 66▶ ✉ muster@muster.de▶ www.muster.de▶ 📡 Antennen, Verstärker, Satelliten-Empfangsanlagen, Breitbandkabelanlagen▶ Brand: MOTOROLA, See List of Brands▶ Export: GB, KR, USA▶ 📍 Halle 3.1/104	<ul style="list-style-type: none">▶ Part of Promotion Package▶ Each line € 69.– + VAT▶ Highlighting € 210.– + VAT▶ Company profile
<p>IFA Innovation</p> <div><p>or</p></div> <p>Kompakt, attraktiv und randvoll mit Technik auf High-End-Niveau, so präsentiert sich die neue Heimkino-Komplettanlage. Sie kommt mit nur 2 Lautsprechern und 1 Subwoofer aus und bietet eindrucksvollen, präzisen Surround-Sound.</p>	<ul style="list-style-type: none">▶ IFA Innovation QR-Code or product image + 5 printed lines € 185.– + VAT.



3 Company presentation

Inside the list of exhibitors the exhibitors have the possibility to present their company with a full page, consistent designed company presentation including logo and product picture.

Entry:
Company name and address, telephone, fax, online-access, mobile phone and contact person at the booth, company and product presentation, hall and stand.

Line width:
For the entry text (company name and address, telephone, fax, online-access) 40 mm (max. 26 characters incl. spaces) and for the company and product presentation 130 mm (max. 95 characters incl. spaces). Maximum size of a company presentation = one page in the catalogue, max. 22 printed lines incl. spaces.
Product picture max. 130 mm wide x 28 mm high.

Fees:
Full page company presentation including 4c-logo and product picture € 930.- + VAT.

Limited up to 30 presentations!

TIPP: Include your QR-Code on your product picture

→ Order form B3

Example Company presentation

Company presentation / Firmenpräsentation

Alphabetical list of exhibitors
Alphabetisches Ausstellerverzeichnis

Ne



NEUREUTER FAIR MEDIA GmbH
Westendstraße 1
D-45143 Essen

+49 (0)201-3 65 47-1 03
+49 (0)201-3 65 47-3 25
info@neureuter.de
www.neureuter.de

Hall 1.2 Stand 101
Ansprechpartner am Stand
Dana Brouns



Das Unternehmen
Für Messeveranstalter aller Art ist NEUREUTER FAIR MEDIA ein zuverlässiger Servicepartner. Als Spezialist für die Planung, Umsetzung und Vermarktung von Messemedienkonzepten liefern wir immer passgenau den crossmedialen Mix, der auf die jeweilige Zielgruppe und Veranstaltung zugeschnitten ist. Seit der Publikation unseres ersten Messekataloges vor rund 40 Jahren haben wir unser Dienstleistungsangebot kontinuierlich ausgebaut und weiterentwickelt. Inzwischen betreuen wir jährlich über 100 Messeveranstaltungen in Europa und Asien. Unsere Mitarbeiter halten dabei Kontakt zu mehr als 55.000 Ausstellern und setzen die Bedürfnisse des Kunden stets an erste Stelle.

Die Standorte
Mit drei Standorten in Deutschland garantiert NEUREUTER FAIR MEDIA den Messekunden eine unkomplizierte Betreuung vor Ort. Um unser Serviceangebot im internationalen Messegeschäft auszuweiten, haben wir seit Ende der 1980er Jahre zudem eigene Standorte in Asien aufgebaut. Tochtergesellschaften in Hong Kong und Mumbai eröffnen unseren Kunden beste Perspektiven in den weltweit wachstumsstärksten Regionen.

Wir freuen uns auf Ihren Besuch!
Sie finden uns in **Hall 1.2 Stand 101**

2.1

65

4 List of exhibits

This list offers you the possibility of inserting under the product groups specified in the list of exhibits (see annex G). The text will contain: company name and address, hall and stand, if requested telephone, fax, online-access and additional information on production.

The line width of the list of exhibits will be: 55 mm (max. 41 characters incl. spaces).

Entry fees: each printed line per product group will be charged at € 53.– + VAT.

Exhibitors may add their **company logo** above their entries.

Price for inserting company logo: every logo per entry € 175.– (Logo coloured) + VAT.

We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not standard).

Top of the List placement in the product index:

The companies in the product index are listed alphabetically. You have the possibility to place your company in one of the three top positions within a category. That means, get around lists in alphabetical order by having your company appear in first, second or third place after the name of the product group category. Booking on a first come, first serve basis. Use this advantage!

Costs for the Top of the List position: € 210.– + VAT

→ Order form C

Example of entry in the List of exhibits

11.3.1 Satellite operators



- ▶ **Mustermann GmbH & Co. KG**
- ▶ Musterhausener Straße 123, DE-00001 Musterstadt
- ▶ ☎ +49 (0)000 11 22 33
- ▶ ☎ +49 (0)000 44 55 66
- ▶ ✉ muster@muster.de
- ▶ www.muster.de
- ▶ ▶ Satelliten-Anlagen, Multischalter, Sat-
- ▶ Antennen, Wandhalter und Zubehör
- ▶ 📍 Hall G.1/209

Coloured logo € 175.– per product group + VAT.

▶ Each line € 53.– + VAT per product group

▶ Top of the List € 210.– + VAT per product group

▶ Free of charge

Resolution: 300 dpi-minimum for optimum printing quality [.ai or .eps-file (scalable vector file) or alternatively .tif, .pdf or .jpg file].

We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not standard).

5 Export Directory

Which exhibitor delivers to my sales areas? In the export directory, the visitor can quickly obtain an overview of which companies export their products or services to the countries which are important to him. Entry of a company name under an export country listing, giving hall and stand number, is available for just € 12.–. All of the countries which you book are also added as export line(s) to your entry in the alphabetical list of exhibitors. This also increases the information content and attractiveness of your entry!


→ Order form D

Example of entry Export list

Africa / Afrika

Gabun / Gabun


ABC Mustermann GmbH & Co. KG
 Hall 12/105

Mustermann AG
 Hall 17/106

America / Amerika

Argentina / Argentinien

ABC Mustermann GmbH & Co. KG
 Hall 12/105

Mustermann AG
 Hall 17/106



6 List of brands

This list comprises brand names, if requested with coloured logo, in alphabetical order, as well as your selected products category (see Appendix G), company name and address, and the hall/stand description.

The entry per brand incl. 4 product groups amounts to € 159.– + VAT.
Each additional product group will be charged at € 52.– + VAT.

Exhibitors may add the brand name as a **coloured logo**. Each coloured logo € 109.– + VAT.
We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not standard).

➔ Order form E

Example of entry in the List of brands

	1.2.4.3 DAT cassettes DAT-Casetten	Mustermann GmbH & Co. KG Musterhausener Straße 123 D-00001 Musterstadt Halle 00.a / 00
	2.1.2.4 ISDN-telephones ISDN-Telefone	
	2.1.2.13 Videophones Bildtelefone	
	2.1.2.15 Modems Modems	
	2.1.2.16 ISDN adapter ISDN Adapter	

- ▶ Entry per brand incl. 4 product groups € 159.– + VAT.
- ▷ Each additional product group € 52.– + VAT.
- ▶ Each logo (coloured) € 109.– + VAT.

Resolution: 300 dpi-minimum for optimum printing quality [.ai or .eps-file (scalable vector file) or alternatively .tif, .pdf or .jpg file].
We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not standard).

7 Banner in the IFA Apps

With 67,421 downloads the IFA App offers an ideal advertising space. The booking of a banner enables each exhibitor the placement of an exclusive advert. Therefor, several possibilities are available:

Please, click on the picture below to follow the link to the full range of advertising options within the official Mobile App.



On order form F, you can find all the advertisement possibilities as well.



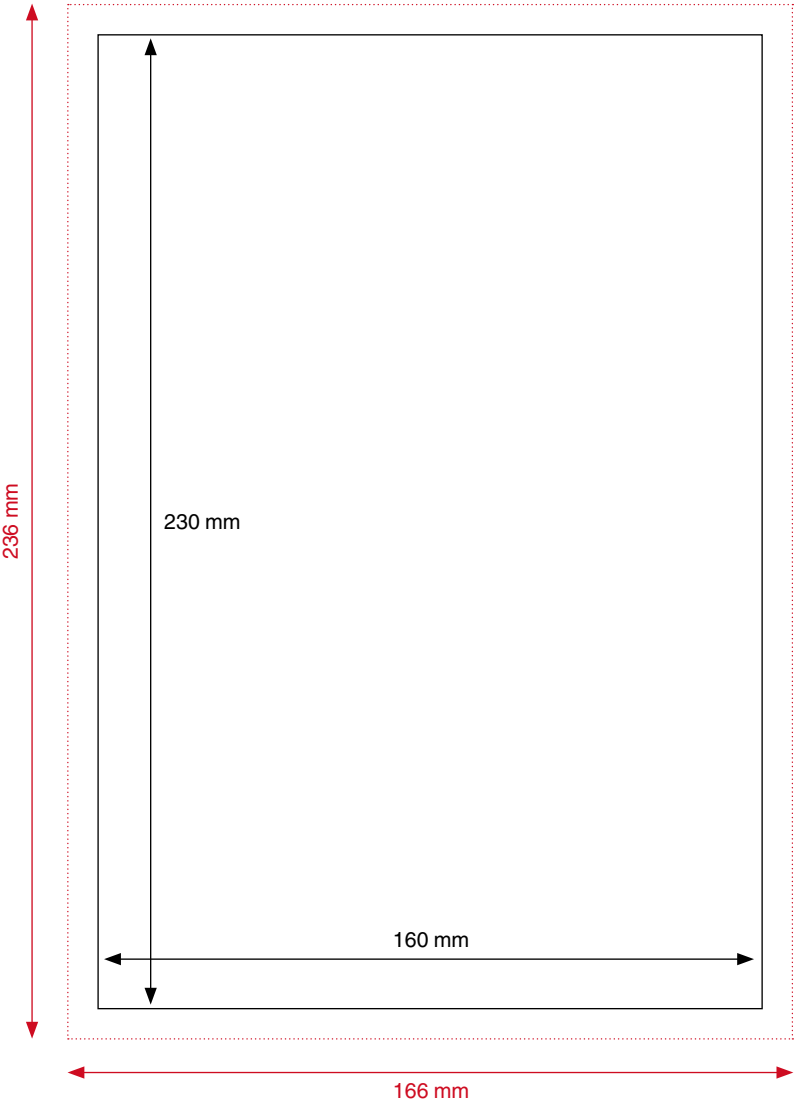
8 Advertisements

Positions:

In the list of exhibitors, in the list of exhibits, as close as possible to the company entries or in special positions (2nd, 3rd, 4th coverpage, dividers).

➔ Order form G

Formats of advertisements in the trade fair catalogue



required
printing material:
166 mm width x 236 mm height
page size (visible area):
160 mm width x 230 mm height

NEUREUTER FAIR MEDIA GmbH
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Telefax +49 (0)2 01/3 65 47-325
E-Mail: ifa@neureuter.de



Order form

A1

Catalogue entries

➔ Entry fees see page 1 (brochure)

Attention: prepayment required!

1 Marketing Packages



Small package € 630.–

► **Alphabetical List of exhibitors**

To be entered alphabetically under letter:

Please complete in block capitals:

Company name	▷ _____	1 printed line: max. 41 characters
Street	▷ _____	
Place and country	▷ _____	▷ _____
P.O. Box	▷ _____	▷ _____
Telephone, fax	▷ _____	▷ _____
Online-access	▷ _____ email	▷ www. _____ internet

► **List of exhibits**

Entries in 2 product groups with company name, street, post code, place and country, email, internet, telephone, fax (reference numbers see annex G).

Product groups

▷ <input type="text"/>	▷ <input type="text"/>
------------------------	------------------------

Further product groups or additional entries can be ordered through order forms **B1–F**.

TIPP: Increase your entries with your coloured logo!
Our logo should be entered 3 times within the **IFA SPECIAL**:



€ 335.– IFA SPECIAL

Max. dimensions:
45 mm wide / 15 mm high



Please supply the logo in ***.ai or *.eps format (scalable vector file)** or send as an email: ifa@neureuter.de.
We charge a flat rate of **€ 25.–** for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

19% VAT must be added to all prices

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 as well as the price list indicated page 1 of the brochure and we agree with the electronic transmission of the invoice. Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp

Attention: prepayment required!

1 Marketing Packages



Medium package € 1,425.–

► **Alphabetical List of exhibitors**

To be entered alphabetically under letter:

Please complete in block capitals:

Company name	▷		1 Printed line: max. 41 characters
Street	▷		
Place and country	▷	▷	
P.O. Box	▷	▷	
Telephone, fax	▷	▷	
Online-access	▷	▷ www.	
	email	internet	

► **IFA-Innovations**

Accompanying text (5 printed lines)

Please send us your text as e-mail/word-file to ifa@neureuter.de



Product image as part of IFA-Innovations

Max. image dimensions: 50 mm wide / 30 mm high

or



QR-Code instead of product image

Format 30 mm wide / 30 mm high

▷

1 printed line: max. 41 characters

Please supply the product image or QR-Code in ***.ai or *.eps format (scalable vector file)** or alternatively ***.tif, *.pdf or *.jpg format (at least 300 dpi)** or send as an email: ifa@neureuter.de.

We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

► **List of exhibits**

Entries in 3 product groups with company name, street, post code, place and country, email, internet, telephone, fax

Product groups
(reference numbers see annex G)

Further product groups or additional entries can be ordered through order forms **B1–F**.

**3 Logos
included**

► **Export list**

Automatical placement of all ordered export countries in the List of exhibitors (countries see Order form D).

5 countries _____

TIPP: Increase your entries with your coloured logo!

Our logo should be entered 3 times within the **IFA SPECIAL**:



€ 335.– IFA SPECIAL

Max. dimensions:
45 mm wide / 15 mm high

Your Logo 4c

- on the floorplans in front of the halls (trade fair area)
- in the list of exhibitors (catalogue)
- in the list of halls (catalogue)

Please supply the logo in ***.ai or *.eps format (scalable vector file)** or send as an email: ifa@neureuter.de.

19% VAT must be added to all prices

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Date

Signature and stamp

Attention: prepayment required!

1 Marketing Packages

☐

Large package € 2,330.–

► **Alphabetical List of exhibitors**

To be entered alphabetically under letter:

Please complete in block capitals:

Company name 1 printed line: max. 41 characters
Street
Place and country
P. O. Box
Telephone, fax
Online-access **www.**
email internet

► **IFA-Innovations**

Accompanying text (5 printed lines)

Please send us your text as e-mail/
word-file to ifa@neureuter.de

1 printed line: max. 41 characters

☐

Product image as part of IFA-Innovations
Max. image dimensions: 50 mm wide / 30 mm high

or

☐

QR-Code instead of product image
Format 30 mm wide / 30 mm high

Please supply the product image or QR-Code in ***.ai or *.eps format (scalable vector file)** or alternatively ***.tif, *.pdf or *.jpg format (at least 300 dpi)** or send as an email: ifa@neureuter.de.

We charge a flat rate of € **25.–** for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

► **List of exhibits**

Entries in 5 product groups with company name, street, post code,
place and country, email, internet, telephone, fax
(reference numbers see annex **G**).

**5 Logos
included**

Product groups

Further product groups or additional entries can be ordered through order forms **B1–F**.

see next page ►

19% VAT must be added to all prices

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 as well as the price list indicated page 1 of the brochure and we agree with the electronic transmission of the invoice. Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp

1 Marketing Packages

► Export list

Automatical placement of all ordered export countries in the List of exhibitors (countries see Order form **D**).

10 countries _____

► List of brands

Entry inclusive 5 product groups and the corresponding logo

Brand _____

Requested product groups (see annex **G**)

Please supply the product image or QR-Code in ***.ai or *.eps format (scalable vector file)** or alternatively ***.tif, *.pdf or *.jpg format (at least 300 dpi)** or send as an email: ifa@neureuter.de.

We charge a flat rate of € **25.-** for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

TIPP: Increase your entries with your coloured logo!
 Our logo should be entered 3 times within the **IFA SPECIAL:**



€ **335.- IFA SPECIAL**

Max. dimensions:
 45 mm wide / 15 mm high



Please supply the logo in ***.ai or *.eps format (scalable vector file)** or send as an email: ifa@neureuter.de.

We charge a flat rate of € **25.-** for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

19% VAT must be added to all prices

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 as well as the price list indicated page 1 of the brochure and we agree with the electronic transmission of the invoice. Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp

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E-Mail: ifa@neureuter.de



Order form

B1

Catalogue entries

➔ Entry fees see page 2 + 3 (brochure)

Attention: prepayment required!

2 List of exhibitors (company name + address part of the Promotion Package, each additional printed line € 69.-)

Please complete in block capitals:

To be entered alphabetically under letter:

Company name	<input type="text"/>		1 printed line: max. 41 characters
Street	<input type="text"/>		
Place and country	<input type="text"/>	<input type="text"/>	
P.O. Box	<input type="text"/>	<input type="text"/>	
Telephone, fax	<input type="text"/>	<input type="text"/>	
Online-access	<input type="text"/>	<input type="text"/>	
Company profile	<input type="text"/>	<input type="text"/>	

Company logo

Our logo should be entered in the list of exhibitors:

€ 215.- 4c Logo (Euro Scale)

€ 335.- IFA SPECIAL
Max. dimensions:
45 mm wide / 15 mm high

Your Logo 4c
➤ on the floorplans in front of the halls (trade fair area)
➤ in the list of exhibitors (catalogue)
➤ in the list of halls (catalogue)

Logo Upgrade

Placement of your logo in the **IFA App**

- on the hall plan
- in the list of exhibitors
- in the detailed entry

The Logo Upgrade is just bookable in combination with the logo 4c in the alphabetical list of exhibitors or with the IFA-Special.

€ 150.- Logo Upgrade

Highlighting

Our highlight should appear in the list of exhibitors:

€ 210.- Highlighting

19% VAT must be added to all prices

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 as well as the price list indicated page 1 of the brochure and we agree with the electronic transmission of the invoice. Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp

VAT-ID number (compulsory legal entry)

NEUREUTER FAIR MEDIA GmbH
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E-Mail: ifa@neureuter.de



Order form

B2

Catalogue entries

➔ Entry fees see page 2 + 3 (brochure)

Attention: prepayment required!

2 List of exhibitors



€ 185.– **IFA Innovations**

Our product image or QR-Code incl. text should be entered in the list of exhibitors.

Accompanying text
(5 printed lines)



1 printed line: max. 41 characters

Please send us
your text as e-mail
or word-file to
ifa@neureuter.de

Please choose your desired version of illustration:



Product image as part of IFA-Innovations
Max. image dimensions: 50 mm wide / 30 mm high



We herewith order a **QR-Code** instead of product image. (As part of IFA-Innovations).
Format: 30 mm wide / 30 mm high

Crossmedial and space saving: QR-Code!



Just go and try it!



Please generate the **QR-Code** for the URL as follows (max. 60 characters)
for the fee of 50 €:
URL with more than 60 characters will be shortened by an URL shortener.

Please supply the product image or QR-Code in ***.ai or *.eps format (scalable vector file)** or alternatively ***.tif, *.pdf or *.jpg format (at least 300 dpi)** or send as an email: ifa@neureuter.de.

We charge a flat rate of **€ 25.–** for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

19% VAT must be added to all prices

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 as well as the price list indicated page 1 of the brochure and we agree with the electronic transmission of the invoice. Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp

**NEUREUTER FAIR MEDIA GmbH
Editorial Office Essen**

Westendstr. 1, D-45143 Essen
Telephone +49 (0)2 01/3 65 47-102
Telephone +49 (0)2 01/3 65 47-204
Telefax +49 (0)2 01/3 65 47-325
E-Mail: ifa@neureuter.de



Order form

B3

Catalogue entries

→ Entry fees see page 4 (brochure)

Attention: prepayment required!

3 Company presentation (Full page company presentation in the alphabetical list of exhibitors, consistent designed incl. logo 4c and product picture € 930.–)

To be entered alphabetically under letter:

Please complete in block capitals:

Company name	▷	1 printed line: max. 41 characters	
Street	▷		
Place and country	▷	▷	
P.O. Box	▷	▷	
Telephone, fax	▷	▷	
Online-access	▷	▷	www.
Contact person at the booth	▷	▷	email internet
Mobile number at the booth	▷	▷	

Limited up to 30 presentations!

Please accept the following order:

☐

Company presentation € 930.–

Full page, including logo 4c (max. dimension: 130 mm wide / 28 mm high),
product picture (max. dimension: 130 mm wide / 28 mm high)
and provide us the text as a Microsoft® Word document with max. 2090 characters incl. space
to ifa@neureuter.de

TIPP: Include your QR-Code on your product picture

Please supply the logo in *.ai or *.eps format (**scalable vector file**) or send as an email: ifa@neureuter.de.
We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

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Order form

C

Catalogue entries

➔ Entry fees see page 5 (brochure)

Attention: prepayment required!

4 List of exhibits (Each printed line per product group € 53.–)

We request entries under the following reference numbers stated in the list of exhibits (annex G).

▷	▷	▷	▷	▷
▷	▷	▷	▷	▷
▷	▷	▷	▷	▷

☐

Full entry as
on Order form **B1**

▷

1 Printed line: max. 41 characters

☐

Entry as follows (at least
Company name, Street, Place and
country, hall + stand numbers):

Company logo

Our logo should be entered under the reference numbers requested in the list of exhibits in **the following size:**

☐

€ 175.– Logo 4c (Euro Scale)
per reference number

Max. dimensions: 45 mm wide / 15 mm high

Please supply the logo in ***.ai or eps format (scalable vector file)** or alternatively ***.tif, *.pdf or *.jpg format (at least 300 dpi)** or send as an email: ifa@neureuter.de.

We charge a flat rate of **€ 25.–** for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

**“Top of the List” position
in the list of product groups of the catalogue**

☐

€ 210.– Per produced group

Possible for already booked product groups only

We request Top of the List under the following reference numbers stated in the list of product groups (annex D)

▷	▷	▷
---	---	---

19% VAT must be added to all prices

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Order form

D

Catalogue entries

→ Entry fees see page 6 (brochure)

Attention: prepayment required!

5 Export list (Company name and hall/stand number will be charged with € 12.– for each single country)

Please mark with a cross where applicable!



All of the countries which you book are also added as export line(s) to your entry in the alphabetical list of exhibitors.

Nations of Europe

- ☐ Albania
- ☐ Andorra
- ☐ Austria
- ☐ Azerbaijan
- ☐ Belarus
- ☐ Belgium
- ☐ Bosnia and Herzegovina
- ☐ Bulgaria
- ☐ Croatia
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ Estonia
- ☐ Finland
- ☐ France
- ☐ Georgia
- ☐ Germany
- ☐ Great Britain
- ☐ Greece
- ☐ Hungary
- ☐ Ireland
- ☐ Island
- ☐ Italy
- ☐ Latvia
- ☐ Liechtenstein
- ☐ Lithuania
- ☐ Luxembourg
- ☐ Macedonia
- ☐ Malta
- ☐ Monaco
- ☐ Moldova
- ☐ Montenegro
- ☐ Norway
- ☐ Poland
- ☐ Portugal
- ☐ Romania
- ☐ Russia
- ☐ San Marino
- ☐ Serbia
- ☐ Slovakia
- ☐ Slovenia

- ☐ Spain
- ☐ Sweden
- ☐ Switzerland
- ☐ The Netherlands
- ☐ Turkey
- ☐ Ukraine
- ☐ Vatican City
- ☐ Other: _____

Nations of Africa

- ☐ Algeria
- ☐ Cameroon
- ☐ Democratic Republic of the Congo
- ☐ Egypt
- ☐ Ethiopia
- ☐ Ghana
- ☐ Ivory Coast
- ☐ Kenya
- ☐ Madagascar
- ☐ Morocco
- ☐ Mozambique
- ☐ Namibia
- ☐ Nigeria
- ☐ Rwanda
- ☐ South Africa
- ☐ Sudan
- ☐ Tanzania
- ☐ Tunisia
- ☐ Uganda
- ☐ Yemen
- ☐ Other: _____

Nations of North America Nordamerika

- ☐ Canada
- ☐ Dominican Republic
- ☐ Guatemala
- ☐ Jamaica
- ☐ Mexico
- ☐ USA
- ☐ Other: _____

Nations of South America

- ☐ Argentina
- ☐ Bolivia
- ☐ Brazil
- ☐ Chile
- ☐ Colombia
- ☐ Ecuador
- ☐ Peru
- ☐ Venezuela
- ☐ Other: _____

☐ **Antarctic**

Nations of Asia

- ☐ Afghanistan
- ☐ Bangladesh
- ☐ China
- ☐ India
- ☐ Indonesia
- ☐ Iran
- ☐ Israel
- ☐ Japan
- ☐ Philippines
- ☐ Russia
- ☐ Saudi Arabia
- ☐ South Korea
- ☐ Taiwan
- ☐ Thailand
- ☐ Turkey
- ☐ United Arab Emirates
- ☐ Vietnam
- ☐ Sonstiges: _____

Nations of Australia

- ☐ Australia
- ☐ New Zealand
- ☐ Other: _____

19% VAT must be added to all prices

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Order form

Catalogue entries

➔ Entry fees see page 7 (brochure)

Attention: prepayment required!

6 List of brands (entry per brand incl. 4 product groups € 159.– / each additional product group € 52.–)

All of the brands which you book are also added as brand line(s) to your entry in the alphabetical list of exhibitors.

Brand

Requested product groups
(see annex G).

Company name

Street

Place

The brand should be entered as logo in the list of brands:

€ 109.– per 4c Logo (Euro Scale) Max. dimensions: 25 mm wide / 15 mm high

Please supply the logo in *.eps or *.ai format (scalable vector file) or alternatively *.tif, *.pdf or *.jpg format (at least 300 dpi) or send as an email: ifa@neureuter.de.
We charge a flat rate of € 25.– for processing and/or requesting that your logo be resend (e.g. if the file formats are not correct), as well as replacing/cancellation of the logo.

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Company name, place

Date Signature and stamp

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Order form

F

Advertisements

Attention: prepayment required!

7 Advertisements in the App

Please accept the following order:

Please mark with a cross where applicable!



Push-Notifications

Info/Message/Text according to prior agreement

€

750.–

☐

Banner Package in Product Groups

Format (px) 640 x 100, file typ png

Special Offer*

€

990.–

☐

Interstitial at the App-Start, exclusive

Format (px) 600 x 880, file typ png

€

3,499.–

☐

Interstitial by opening the hall plan, exclusive, every fifth opening

Format (px) 600 x 880, file typ png

€

2,499.–

☐

Part of the Official IFA App 2015

Exclusive area for your multimedia content within the official IFA App 2015 Content
(according to prior agreement: Company profile, highlights, products / partner, booth map,
events at your booth, links to Social Media profiles, etc.)

€

14.000,–

☐

Special Offer*:

The first five clients get a rotating banner on the start screen and the menu on top.

19% VAT must be added to all prices

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Company name, place

Date

Signature and stamp

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Order form

G

Advertisements

Attention: prepayment required!

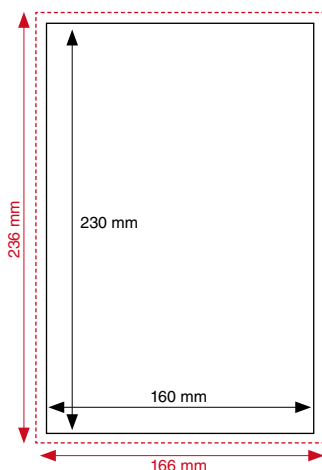
8 Advertisements

Please accept the following order:

Please mark with a cross where applicable!



1/1 page 4-c	catalogue format 160 wide, 230 mm high + 3 mm each side for bleed size	€ 4,630.-	<input type="checkbox"/>
1/2 page 4-c	type area, 125 mm wide, 95 mm high	€ 2,775.-	<input type="checkbox"/>
2/1 page 4-c	Panorama, 320 mm wide, 230 mm high, + 3 mm each side (max. text width: 130 mm wide, 200 mm high)	€ 7,795.-	<input type="checkbox"/>



required

printing material: 166 mm width x 236 height

page size:
(visible area) 160 mm width x 230 height

Necessary printing documents: CD-ROM with print out, pdf X3 Adobe Acrobat format, composite layout with cut markers, .tif or .eps file, 300 dpi min.

Recipient of invoice (to be filled out only if recipient's adress differs from company address)

19% VAT must be added to all prices

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 as well as the price list indicated page 1 of the brochure and we agree with the electronic transmission of the invoice. Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Company name

Contact name

Telephone/fax

email

Place and date

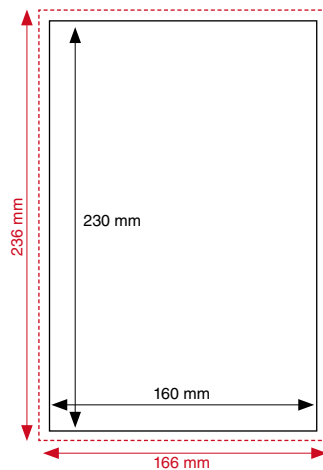
Signature and stamp

VAT-ID number (compulsary legal entry)

8 Advertisements

Please accept the following order:

Back cover page 4-c	160 mm wide, 230 mm high + 3 mm each side	€ 7,395.-	<input type="checkbox"/>
Back inside cover page 4-c	160 mm wide, 230 mm high + 3 mm each side	€ 6,995.-	<input type="checkbox"/>
Front inside cover page 4-c	160 mm wide, 230 mm high + 3 mm each side	€ 7,395.-	<input type="checkbox"/>
Chapter divider page 4-c	160 mm wide, 230 mm high + 3 mm each side	€ 5,245.-	<input type="checkbox"/>
Bookmarks:		€ 5,585.-	<input type="checkbox"/>
Enclosure:		€ 5,145.-	<input type="checkbox"/>



required

printing material: 166 mm width x 236 height

page size:
(visible area) 160 mm width x 230 height

Necessary printing documents: CD-ROM with print out, pdf X3 Adobe Acrobat format, composite layout with cut markers, .tif or .eps file, 300 dpi min.

Recipient of invoice (to be filled out only if recipient's adress differs from company address)

19% VAT must be added to all prices

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Company name

Contact name

Telephone/fax

email

Place and date

Signature and stamp

VAT-ID number (compulsary legal entry)



Please note that only the **reference numbers** of the desired product designation are to be stated in the order form C (number 4) and E (number 6).

List of exhibits

<p>► TV</p> <p>1.1 TV sets</p> <p>1.1.1 TV sets with UHD and 4K resolution</p> <p>1.1.2 Smart TV sets with internet access</p> <p>1.1.3 3D TV</p> <p>1.1.4 LCD TV sets</p> <p>1.1.5 OLED TV sets</p> <p>1.1.6 Miscellaneous TV sets</p> <p>1.1.7 TV sets with integrated DVD/Blu-ray player</p> <p>1.1.8 Mobile TV receivers</p> <p>1.2 Accessories</p> <p>1.2.1 TV remote control units</p> <p>1.2.2 Universal remote control units</p> <p>1.3 TV and radio broadcasting</p> <p>1.3.1 Production equipment</p> <p>1.3.1.1 Monitors and accessories</p> <p>1.3.1.2 Professional cameras and studio components</p> <p>1.4 Online and on-demand providers</p> <p>► Home Entertainment</p> <p>2.1 Video/DVD/Blu-ray</p> <p>2.1.1 4K/UHD players</p> <p>2.1.2 Blu-ray disc players</p> <p>2.1.3 DVD players</p> <p>2.2 Recording devices</p> <p>2.2.1 DVD recorders</p> <p>2.2.2 DVD recorders with integrated hard drives</p> <p>2.2.3 DVD recorders with integrated hard drive and VHS player</p> <p>2.3 Projectors</p> <p>2.3.1 Home cinema projectors with full HD resolution</p> <p>2.3.2 Home cinema projectors with Ultra HD / 4k resolution</p> <p>2.3.3 Data projectors for PCs</p> <p>2.3.4 Home cinema accessories (projection screens, etc.)</p> <p>2.4 Game consoles and controllers</p> <p>2.5 Game software</p> <p>2.6 Entertainment software</p> <p>2.7 Information and educational software</p> <p>2.7.1 Training, teaching and educational programs</p> <p>2.7.2 Electronic dictionaries, reference files, address directories, telephone directories etc.</p> <p>2.7.3 Electronic dictionaries for foreign languages</p> <p>2.7.4 Language programs</p>	<p>2.8 E-books</p> <p>2.9 Other recorded audio/video media</p> <p>2.10 Audio/Video/Data media (unrecorded)</p> <p>2.10.1 CD blanks (CD-R, CD-RW)</p> <p>2.10.2 DVD blanks (DVD-R, DVD+R, DVD-RW, DVD+RW, DVD-RAM)</p> <p>2.10.3 Blu-ray blank discs</p> <p>2.10.4 Flash memory cards, USB sticks</p> <p>2.11 Batteries, rechargeable batteries, chargers</p> <p>► Smart Home / Home Networks</p> <p>3.1 Home networks / home automation</p> <p>3.1.1 Power line/coaxial cable adapters</p> <p>3.1.2 Wireless systems (W-LAN, Bluetooth etc.)</p> <p>3.1.3 Cabled systems (Ethernet, KNX and other bus systems)</p> <p>3.1.4 Systems with power line data transmission</p> <p>3.1.5 Sensors/actuators</p> <p>3.1.6 Programmable switches, outlets</p> <p>3.1.7 Home servers</p> <p>3.1.8 Control units for lights/electrical appliances</p> <p>3.1.9 Control units for heating/air conditioning</p> <p>3.1.10 Security systems</p> <p>3.1.11 Systems for door openers/access control</p> <p>3.1.12 Built-in displays</p> <p>3.2 Webcams</p> <p>3.3 Accessories</p> <p>3.3.1 Hubs, switches</p> <p>3.3.2 Cables</p> <p>3.3.3 Switch control boxes, cabinets</p> <p>3.4 Maintenance and metering</p> <p>3.4.1 Intelligent electricity meters, smart grid components</p> <p>3.5 Energy suppliers</p> <p>3.6 Service providers</p> <p>3.6.1 Security monitoring</p> <p>3.6.2 Services for ambient assisted living/telemedicine</p> <p>3.6.3 Programming services</p> <p>► Infrastructure: Terrestrial, Satellite, Cable</p> <p>4.1 Set-top boxes</p>	<p>4.2 Receiving antenna systems and accessories (terrestrial and satellite)</p> <p>4.2.1 Single antenna and small master antenna systems (plus accessories) for terrestrial TV reception</p> <p>4.2.2 Single antenna and small master antenna systems (plus accessories) for satellite TV</p> <p>4.2.3 Large-scale master antenna systems (plus accessories) for terrestrial TV reception</p> <p>4.2.4 Large-scale master antenna systems (plus accessories) for satellite TV</p> <p>4.2.5 Antenna positioners</p> <p>4.2.6 Head units, RF amps and other cable network components</p> <p>4.3 Broadcasting network operators</p> <p>4.3.1 Satellite operators</p> <p>4.3.2 Cable network operators</p> <p>4.3.3 DSL network operators</p> <p>4.4 Telecommunication network operator</p> <p>4.4.1 Wired network operators</p> <p>4.4.2 Mobile network operators</p> <p>4.5 Service providers for wired and mobile networks</p> <p>4.6 Internet providers</p> <p>► Communications</p> <p>5.1 Telecommunication devices, mobile</p> <p>5.1.1 Cordless telephones</p> <p>5.1.2 Mobile telephones</p> <p>5.1.2.1 Smartphones 4G (LTE)</p> <p>5.1.2.2 Smartphones 3G (UMTS)</p> <p>5.1.3 Surf sticks</p> <p>5.1.4 Mobile routers</p> <p>5.2 Telecommunication devices, stationary</p> <p>5.2.1 Telephones, analog (wired)</p> <p>5.2.2 ISDN telephones</p> <p>5.2.3 Videophones</p> <p>5.2.4 Internet telephones (Voice over IP)</p> <p>5.2.5 Telephone answering machines/add-on accessories</p> <p>5.2.6 Private branch exchange systems/telecommunication systems</p> <p>5.2.7 Video conferencing systems</p> <p>5.2.8 Terminal device accessories (cable, adapters, etc.)</p> <p>5.3 Wireless devices</p> <p>5.4 Accessories</p> <p>5.4.1 Routers, modems</p> <p>5.4.2 W-LAN hotspots, W-LAN adapters</p>
--	---	---

List of exhibits

5.4.3	Hands-free accessories	8.1.7	Hard disc recorders/music servers	9.7	Software for archiving, digital image processing
5.4.4	Headsets		Systems (micro, midi, full-size)		
5.4.5	Bluetooth peripherals	8.1.8	Speakers, passive	9.8	Image input/output devices
5.4.6	Cases, adapters, chargers, rechargeable batteries	8.1.9	Speakers, active	9.8.1	Scanners
5.4.7	Other	8.1.10	Active speakers with wireless audio transmission (W-LAN, Airplay, Bluetooth, etc.)	9.8.2	Printers
►	PC Hardware and Software			9.8.3	Digital picture frames
6.1	Personal computers	8.1.11	Active speakers/complete systems with docking connections (for iPhone/iPad)	9.9	Camera and camcorder accessories
6.1.1	Desktop computers			9.9.1	Adapters, batteries, rechargeable batteries
6.1.2	Notebooks	8.1.12	Subwoofer/Satellite systems	9.9.2	Cables, adapters
6.1.3	Tablet PCs	8.1.13	Turntables, analog	9.9.3	Cleaning and care products
6.1.4	Cases / accessories	8.1.14	Clock radios	9.9.4	Tripods
6.1.5	E-readers	8.1.15	Radio alarm clock	9.9.5	Universal remote control units
6.2	3D printing	8.2	Audio and hi-fi systems (portable)	9.9.6	Waterproof cases
6.2.1	3D printers	8.2.1	MP3 players	9.9.7	Mixers
6.2.2	3D scanner	8.2.2	CD radios	9.9.8	Other accessories
6.2.3	Software and services for 3D printing	8.2.3	DAB+ radios		
6.2.4	3D printing materials	8.2.4	Internet radios	►	Car Media
6.3	Electronic eyewear	8.2.5	Shortwave receivers	10.1	Car audio
6.3.1	Smart glasses	8.2.6	Wireless speakers (Bluetooth, W-LAN, Airplay, etc.)	10.1.1	Car radios
6.3.2	Video glasses and multi-view glasses	8.2.7	Multiroom speakers	10.1.1.1	with integrated CD drive
6.4	Add-ons and peripherals	8.3	Multi-channel surround sound systems	10.1.1.2	with integrated CD changer
6.4.1	Sound / graphics cards (incl. external cards)	8.3.1	Surround Decoders	10.1.1.3	with integrated USB interface
6.4.2	Audio / video adapters	8.3.2	AV amplifiers	10.1.1.4	Bluetooth capability (music transmission, hands-free operation)
6.4.3	Miscellaneous printers	8.3.3	AV receivers	10.1.1.5	Integrated DVD players
6.4.4	Graphic input devices	8.3.4	Multi-channel speaker systems	10.1.1.6	Integrated surround and multi-channel electronics
6.4.5	Joysticks / controllers / gaming accessories	8.3.5	Soundbars	10.1.1.7	Control units for external CD changers iPhone control
6.4.6	Cables	8.4	Headphones	10.1.1.8	DAB+ receivers
6.4.7	Cards with interface extensions (USB, etc.)	8.4.1	Headphones, closed system	10.1.1.9	Controls for external DAB+ receivers
6.4.8	Headphones	8.4.2	Headphones, open system	10.1.2	Moniceivers (combination display/ receiver)
6.4.9	Microphones	8.4.3	Headphones, in-ear	10.1.3	Car audio amplifiers, boosters
6.4.10	Monitors	8.4.4	Headphones, wireless	10.1.4	Car audio components (equalizers, digital sound processors, surround decoders)
6.4.11	PC speakers	8.4.5	Noise-cancelling headphones	10.1.5	Car audio systems
6.4.12	Cleaning and care products	8.4.6	Headphone amplifiers	10.1.6	Car speakers, passive
6.4.13	Scanners	8.5	Accessories	10.1.7	Car speakers, active
6.4.14	Storage systems (hard drives, DVD, Blu-ray drives)	8.5.1	Speaker stands	10.1.8	Active crossovers
6.4.15	Keyboards	8.5.2	Power line filters	10.1.9	Vehicle-specific speakers and installation kits
6.4.16	TV and radio tuner cards / adapters	8.5.3	Connecting cables, plugs, adapters	10.1.10	Car audio accessories (antennas, cables, fuses)
6.4.17	Webcams	8.5.4	Microphones and accessories		
6.5	Software / applications	8.5.5	Mixers	10.2	Car communication
6.5.1	Operating systems	8.5.6	Cleaning and care products	10.2.1	DAB+ data receiver
6.5.2	Application software, apps	8.5.7	Phono cartridge systems	10.2.2	Mobile DVB-T units
6.5.3	Merchandise management, accounting and invoicing software	8.5.8	Universal remote control units	10.2.3	Mobile video units
6.6	Mobile Payment	8.5.9	Spikes, dampers, acoustic absorbers, etc.	10.2.4	Car-Camcorder
►	Wearables	8.5.10	Batteries	10.2.5	Video and multimedia displays
7.1	Smart Watches	8.6	Electrical musical instruments	10.2.6	Head-up displays
7.2	Trackers, mobile monitors for sports, outdoor activities, sleeping	►	Photo / Video	10.3	Communication devices for vehicles
7.3	Smart hearing aids	9.1	Digital cameras	10.3.1	Car radios with integrated telephone
7.4	Smart clothes	9.1.1	with fixed focal length	10.3.2	Installation kits, adapters, hands-free units and antennas for car phones
►	Audio / Hi-Fi / Surround	9.1.2	with zoom lenses		
8.1	Audio and hi-fi devices (stationary)	9.1.3	System cameras	10.4	Navigation
8.1.1	Amplifiers (integrated amplifiers, pre-amplifiers, power amplifiers)	9.1.4	SLR cameras	10.4.1	Navigation systems for permanent installation
8.1.2	CD players	9.2	Camcorders	10.4.2	Mobile navigation systems
8.1.3	Radio tuners (analog/digital: DAB+)	9.2.1	SD resolution		
8.1.4	Receivers	9.2.2	HD resolution	10.5	Vehicle alarm systems
8.1.5	Digital-to-analog converters	9.2.3	UHD resolutions		
8.1.6	Devices/systems with streaming function	9.2.4	with zoom lenses	►	Research Labs and Start-ups
		9.2.5	with fixed focal length	11.1	Research and development
		9.2.6	Action cams	11.1.1	University research and development
		9.3	Flying cameras / drones	11.1.2	Institutional research and development
		9.4	Media players (streaming clients)		
		9.5	Video editing		
		9.5.1	Computer hardware and software for video editing		
		9.6	Storage media for digital cameras/camcorders		
		9.6.1	Flash memory cards		

List of exhibits

- | | |
|--------|---|
| 11.1.3 | Industrial research and development |
| 11.2 | Start-ups |
| 11.3 | Incubators |
| 11.4 | Associations |
| 11.5 | Jobs and training |
| ► | Miscellaneous |
| 12.1 | Furniture and storage systems |
| 12.1.1 | Furniture for TV, video and audio systems |
| 12.1.2 | Media shelves, furniture |
| 12.1.3 | TV mounting systems, rotating TV stands, monitor holders |
| 12.2 | Publications |
| 12.2.1 | Special interest literature, trade magazines and publishers |
| 12.2.2 | TV guides |
| 12.3 | Hearing aids |
| 12.4 | Watches and alarm clocks |
| 12.5 | Digital weather stations |



Please note that only the reference numbers of the desired product designation are to be stated in the order form C (number 4) and E (number 6).

List of exhibits

► Household Appliances: Large

- A 1 Refrigerators and freezers
 - A 1.1 Absorption refrigerators
 - A 1.2 Freezers
 - A 1.3 Chest freezers
 - A 1.4 Fridge-freezers
 - A 1.5 Refrigerators
 - A 1.6 Car and camping refrigerators
 - A 1.7 Wine refrigerators
- A 2 Laundry appliances and dishwashers
 - A 2.1 Dishwashers
 - A 2.2 Spin driers
 - A 2.3 Clothes driers
 - A 2.4 Washer-driers
 - A 2.5 Washing machines
- A 3 Cooking and baking appliances
 - A 3.1 Ovens
 - A 3.2 Steam ovens
 - A 3.3 Cooker hoods
 - A 3.4 Gas cookers and ovens
 - A 3.5 Ceramic cooktops
 - A 3.6 Induction cooktops
 - A 3.7 Cooktops
 - A 3.8 Microwaves
 - A 3.9 Electric cookers

► Built-in kitchen units

- B 1 Built-in ovens
- B 2 Built-in steam ovens
- B 3 Built-in cooker hoods
- B 4 Built-in freezers
- B 5 Built-in dishwashers
- B 6 Built-in cookers
- B 7 Built-in automatic coffeemakers
- B 8 Built-in food processors
- B 9 Built-in refrigerators
- B 10 Built-in microwaves
- B 11 Built-in warming drawers/plate warmers
- B 12 Built-in washers
- B 13 Other built-in units

► Household Appliances: Small

- 14.1 Kitchen appliances
 - C 1.1 All-purpose slicers
 - C 1.2 Baby bottle warmers
 - C 1.3 Bread ovens, breadmakers
 - C 1.4 Egg cookers
 - C 1.5 Electronic kitchen scales
 - C 1.6 Electric knives
 - C 1.7 Electric openers
 - C 1.8 Juicers
 - C 1.9 Espresso machines
 - C 1.10 Fondue makers
 - C 1.11 Deep-fat fryers
 - C 1.12 Grain/spice mills
 - C 1.13 Grills
 - C 1.14 Hand mixers

- C 1.15 Yoghurt makers
- C 1.16 Coffee machines
- C 1.17 Coffee grinders
- C 1.18 Food processors
- C 1.19 Graters and peelers
- C 1.20 Tea makers
- C 1.21 Toasters
- C 1.22 Vacuum sealers/plastic film sealers
- C 1.23 Vaporizers
- C 1.24 Waffle irons/makers
- C 1.25 Electric kettles
- C 1.26 Other kitchen equipment

- C 2 Floor cleaning machines
 - C 2.1 Battery-powered vacuum cleaners
 - C 2.2 Upright vacuum cleaners
 - C 2.3 Steam cleaners
 - C 2.4 Hand-held vacuum cleaners
 - C 2.5 Wet-dry vacuum cleaners
 - C 2.6 Cleaning robots
 - C 2.7 Spray extraction machines
 - C 2.8 Other floor cleaning machines

- C 3 Irons and ironing systems
 - C 3.1 Irons
 - C 3.2 Ironing stations
 - C 3.3 Steam generators
 - C 3.4 Shirt irons

- C 4 Other small household appliances

► Lifestyle / Wellness / Personal Care

- D 1 Beard trimmers
- D 2 Blood glucose monitoring
- D 3 Blood pressure monitors
- D 4 Ladies' shavers
- D 5 Steam therapy devices
- D 6 Dental care appliances
- D 7 Electric acupuncture units
- D 8 Digital thermometers
- D 9 Electric scales
- D 10 Electric toothbrushes
- D 11 Epilators
- D 12 Foot massage products
- D 13 Hair trimmer
- D 14 Hair stylers
- D 15 Hand dryers
- D 16 Hand-held hairdryers
- D 17 Heating pads and blankets
- D 18 Heart rate monitors
- D 19 Infrared heaters
- D 20 Inhalers
- D 21 Body massage devices
- D 22 Light therapy devices
- D 23 Manicure/pedicure products
- D 24 Oral irrigators
- D 25 Razors
- D 26 Electro stimulation devices
- D 27 Soft lasers
- D 28 Solariums
- D 29 Drying hoods
- D 30 Other wellness and personal care products

► Electric Heating and Air Conditioning Appliances

- E 1 Electric home heating devices
 - E 1.1 Electric heating systems
 - E 1.2 Underfloor heating
 - E 1.3 Heaters and radiators
 - E 1.4 Convector/radiators
 - E 1.5 Photovoltaic devices
 - E 1.6 Heating system controls
 - E 1.7 Solar energy systems
 - E 1.8 Heat pumps
 - E 1.9 Heat accumulators
 - E 1.10 Home ventilation with heat recovery
 - E 1.11 Other electric heating products
- E 2 Electric water heaters
 - E 2.1 Instantaneous water heaters
 - E 2.2 Hot water tanks
 - E 2.3 Water boilers
 - E 2.4 Other electric hot water devices
- E 3 Air conditioning and ventilation
 - E 3.1 Portable air conditioners
 - E 3.2 Permanently installed air conditioners
 - E 3.3 Fans and ventilators
 - E 3.4 Humidifier and air purifiers
 - E 3.5 Other air conditioning and ventilation devices

► Components and Accessories for Electric Appliances

- F 1 Components and accessories
 - F 1.1 Integrated kitchens and built-in appliances
 - F 1.2 Manufacturing of laser and micro-forming machines
 - F 1.3 Air conditioners, fans and ventilators
 - F 1.4 Cooking/baking units, grills
 - F 1.5 Personal care appliances and plumbing fixtures
 - F 1.6 Kitchen/small appliances
 - F 1.7 Refrigerators and freezers
 - F 1.8 Machinery and systems for manufacturing Refrigerators and freezers
 - F 1.9 Space heating appliances and systems
 - F 1.10 Cleaning and maintenance equipment
 - F 1.11 Testing and control for household appliances
 - F 1.12 Small heating appliances
 - F 1.13 Water heaters
 - F 1.14 Washing machines, dryers and equipment
- F 2 Parts and accessories for electric appliances
 - F 2.1 Alarm equipment and systems
 - F 2.2 Connector boxes for stationary equipment

List of exhibits

F 2.3	Drive belts for washing machines and electric appliances
F 2.4	Automatic machines
F 2.5	Batteries
F 2.6	Mounting materials
F 2.7	Diodes, semiconductors, resistors
F 2.8	Built-in switches, cable switches for all purposes
F 2.9	Electronic components
F 2.10	Remote control units
F 2.11	Installation material and parts
F 2.12	Insulated power cables
F 2.13	Cable connectors
F 2.14	Commutators
F 2.15	Capacitors, transformers, coils, assemblies
F 2.16	Chargers and power units
F 2.17	Power cable and metal detectors
F 2.18	Luminosity sensors
F 2.19	Terminal blocks, clamping elements
F 2.20	Signal and display lights, signaling devices
F 2.21	Signal and control units
F 2.22	Motors and gearboxes (incl. electronically controlled)
F 2.23	Switches, fuses, sockets and plugs for all types of appliances
F 2.24	Switching, control and regulating devices
F 2.25	Switching relays and contactors
F 2.26	Sensors
F 2.27	Sensor display screens
F 2.28	Sensor key panels
F 2.29	Dials, type and rating plates
F 2.30	Intercoms
F 2.31	Sockets with protective contacts
F 2.32	Sockets with circuit breakers
F 2.33	Connector systems
F 2.34	Thermo bimetals
F 2.35	Thermostats, temperature and current limiters
F 2.36	Touch lamps
F 2.37	Touch sensors
F 2.38	Meters (all types), measuring and control units
F 2.39	Timers
F 2.40	Power cables for all types of appliances

General Terms and Condition of Business (GTC) in the version of 04/2014



NEUREUTER FAIR MEDIA GmbH

1. General

(1) "NEUREUTER FAIR MEDIA" is a trade name and brand of the NEUREUTER FAIR MEDIA GmbH.

(2) The following General Terms and Conditions of Business (GTC) apply for all services provided by NEUREUTER FAIR MEDIA GmbH. Deviating general terms and conditions of business of the customer shall not apply. They will likewise not become an integral part of the contract even if NEUREUTER FAIR MEDIA GmbH does not explicitly reject their application or if the customer declares his desire to conclude the contract solely subject to his general terms and conditions of business.

2. Services, conclusion of contract, reservation of service

(1) NEUREUTER FAIR MEDIA GmbH offers the publication of advertisements and/or entries (communication, contact and company data) of an advertising party in exhibition media. This includes in particular, but not exclusively, publication in a printed product (exhibition catalogue), inclusion of the advertisement or entry in an online exhibitor database as well as the publication of entries and advertisements in the Internet (online forms of advertising) and in the visitor information system of the respective exhibition company.

(2) The contractual relation between NEUREUTER FAIR MEDIA GmbH and the customer shall come about upon ordering by the customer and acceptance by NEUREUTER FAIR MEDIA GmbH, which can be either explicitly or tacitly through provision of the agreed service. In the event of the ordering of an advertisement, the contract shall not come about until such time as NEUREUTER FAIR MEDIA GmbH issues written confirmation of the order.

(3) NEUREUTER FAIR MEDIA GmbH reserves the right to refuse acceptance of the customer order. This shall apply in particular if the customer is in arrears with obligations from other existing or earlier contractual relations with NEUREUTER FAIR MEDIA GmbH or if the content of the advertisement or entry ordered violates laws, official regulations or good morals, or if publication thereof is unreasonable for NEUREUTER FAIR MEDIA GmbH.

3. Advertising deadline, obligations of the customer, proof copy

(1) Orders for the publication of advertisements or entries must be received by the deadline advised by NEUREUTER FAIR MEDIA GmbH.

(2) If customer logos are to be published with a graphic design, these must be submitted – likewise by the deadline – as scaleable vector files (300 dpi) in *.eps or *.ai format in the CMYK colour spectrum (without special colours). If types are used for presentation of the logo, these must either be embedded or converted into paths. Advertisements must be supplied as PDF in accordance with the PDF-X/3 standard and exclusively with CMYK images. If logos and/or advertisements are submitted in other file formats, NEUREUTER FAIR MEDIA GmbH shall assume no guarantee for correct printing presentation.

(3) In his order, the customer must use the nomenclature prescribed by the respective exhibition location concerned when describing his goods and services.

(4) Prior to publication, NEUREUTER FAIR MEDIA GmbH will provide the customer with a proof copy of his advertisement and/or entry. Complaints concerning the proof copy can only be taken into consideration if asserted immediately, at the latest, however, by the advertising deadline. By sending a printer's proof, NEUREUTER FAIR MEDIA GmbH confirms the client's desired corrections. NEUREUTER FAIR MEDIA GmbH reserves the right to charge an additional processing fee of EUR 25,- starting with the second set of submitted corrections. This rule does not apply if a correction has not been properly adapted by the NEUREUTER FAIR MEDIA GmbH or if additional products are booked and an entirely new printer's proof is required.

(5) Advertisements not marked as advertisements as a result of their editorial design will be marked as such by NEUREUTER FAIR MEDIA GmbH using the word "advertisement".

4. Scope of performance/payment terms

(1) The scope of the services to be provided by NEUREUTER FAIR MEDIA GmbH and the corresponding prices can be seen from the information in the respective customer order (order form).

(2) The remuneration for the publication of entries and online forms of advertising is due and payable in advance.

(3) Interest on overdue payments shall be payable in the event of default by the debtor at a level as per Section 288 BGB (German Civil Code).

(4) According to tax legislation, NEUREUTER FAIR MEDIA may not issue or address invoices for services that have been or will be rendered by NEUREUTER FAIR MEDIA to any party other than the contracting partner. Should the exhibitor wish to have an invoice re-issued (i. e. due to a change of the name, legal form, or address or if the exhibitor's value-added tax was missing due to belated notification of the VAT-ID number etc.), the exhibitor is bound to pay NEUREUTER FAIR MEDIA a fee of EUR 50 plus VAT for each invoice amendment unless the data included in the original invoice in respect of the name, legal form, or address of the exhibitor was incorrect and NEUREUTER FAIR MEDIA was responsible for the incorrect data.

(5) For the submission of foreign checks, a fee of up to EUR 25 plus VAT will be incurred according to expenditure. For credit card payments made by domestic clients, the actually incurred credit card fees plus VAT will be invoiced to the client.

5. Availability, force majeure

(1) The obligation of NEUREUTER FAIR MEDIA GmbH to provide the agreed services shall be limited by the availability of any advance performances from third parties. NEUREUTER FAIR MEDIA GmbH shall inform the customer if it becomes aware of non-availability. In the event of non-availability, the customer shall be released from his obligation to perform with respect to NEUREUTER FAIR MEDIA GmbH. Claims for damages by the customer are excluded, unless NEUREUTER FAIR MEDIA GmbH is guilty of gross

negligence or intentional conduct. In other respects, the provisions of point 8 of these General Terms and Conditions of Business shall apply.

(2) If NEUREUTER FAIR MEDIA GmbH is unable to provide services as a result of force majeure, NEUREUTER FAIR MEDIA GmbH shall be released from the obligation to perform. For the purpose of these General Terms and Conditions of Business force majeure also includes hindrance of performance as a result of war, civil disorder, strike and lockout. This shall also apply in cases of force majeure in companies required to provide the advance performances as defined in paragraph 1.

6. Notification of defects

Obvious defects must be asserted within a period of 30 days from publication of the advertisement and/or entry. Thereafter, the advertisement and/or entry shall apply as approved.

7. Liability of the customer

NEUREUTER FAIR MEDIA GmbH is not obliged to check advertisements and/or entries for their legal admissibility or in terms of whether their content, their design or formulation infringe rights of third parties. This is the sole responsibility of the customer. As such, the customer shall indemnify NEUREUTER FAIR MEDIA GmbH against all claims of third parties and undertakes to reimburse all costs resulting from such claims.

8. Liability of NEUREUTER FAIR MEDIA GmbH

(1) Liability of NEUREUTER FAIR MEDIA GmbH is limited to intentional conduct and gross negligence unless a fundamental contractual obligation is violated culpably. This shall apply for all damage irrespective of the legal grounds and including from tortious act.

(2) In the event of culpable violation of a fundamental contractual obligation, the liability of NEUREUTER FAIR MEDIA GmbH shall be limited to such damage as could typically arise and which would be reasonably foreseeable for NEUREUTER FAIR MEDIA GmbH at the time of conclusion of the contract, unless the violation of the fundamental contractual obligation is the result of gross negligence or intentional conduct.

(3) Over and above this, liability for economic loss is limited to the respective order value.

(4) The above limitations of liability do not apply for damage from injury to life, limb or health. Liability of NEUREUTER FAIR MEDIA GmbH under the provisions of the Product Liability Act or other mandatory statutory provisions shall likewise remain unaffected.

9. Offsetting, right of withholding

(1) The customer is not entitled to offset own claims against claims of NEUREUTER FAIR MEDIA GmbH for services provided, unless the counterclaims are undisputed or have been determined as legally valid.

(2) The customer is likewise only entitled to assert a right of withholding or a right to refuse performance in cases of counterclaims that are undisputed or have been determined as legally valid.

10. Involvement of third parties in the contractual relation

NEUREUTER FAIR MEDIA GmbH is entitled to appoint third-party companies for fulfilment of the obligations assumed under the present contract. This shall not result in the creation of any contractual relation between the customer and the third-party company. The customer is only entitled to transfer the rights and obligations from the present contract to third parties with the prior, written consent of NEUREUTER FAIR MEDIA GmbH.

11. Place of jurisdiction, concluding provisions

(1) Place of jurisdiction and place of performance for all disputes arising from and in connection with the contractual relation between NEUREUTER FAIR MEDIA GmbH and the customer is Essen provided the customer is a businessman. The same place of jurisdiction shall apply if the customer has no general place of jurisdiction in Germany, moves his registered office, place of residence or place of habitual abode out of Germany following conclusion of the contract, or if his registered office, place of residence or place of habitual abode is not known at the time of the filing of legal action. In addition, NEUREUTER FAIR MEDIA GmbH is also entitled to take legal action against the customer at the Court responsible for his registered office.

(2) All legal relations between NEUREUTER FAIR MEDIA GmbH and the customer shall be governed exclusively by the law of the Federal Republic of Germany authoritative for legal relations between parties in Germany.

(3) Should a provision of these General Terms and Conditions of Business be or become invalid, the validity of the other provisions shall remain unaffected. In such cases, the parties undertake to make a new agreement which corresponds as closely as possible to the invalid ruling.

12. Electronic Invoice Forwarding

(1) NEUREUTER FAIR MEDIA GmbH is at liberty to send an invoice for their services per post or electronically per email or fax. The services provider approves the electronic delivery of invoices.

(2) The invoice is, upon receipt, due for payment without deductions, independent of the publication of the print media or other documentation. When paying by means of direct debit authorization, the payment withdrawal will take place three days after billing. Chargebacks will be charged with a processing fee of € 15.00. NEUREUTER FAIR MEDIA GmbH explicitly reserves the right to demand advance payment. In the event of late or deferred payment, interest will be charged at 8 % above the current base interest rate with processing fees. The second request for payment and each request thereafter will be charged with an additional € 3.00. Payments must be made solely to one of the bank accounts of NEUREUTER FAIR MEDIA GmbH specified on the invoice, stating customer and reference number.