

Advertising Rates



NEUREUTER FAIR MEDIA GmbH

Westendstraße 1
45143 Essen

Telephone +49 (0)201 36547-202
Telefax +49 (0)201 26547-325

conhit@neureuter.de
www.neureuter.de

Promotion Packages of Messe Berlin (for your information only)



Starter Package

Starter Package:


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

Print catalogue

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

conhit Virtual Marketing Place

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



Classic Package

Classic Package:


for exhibitors with a stand area up to 100m²

Print catalogue

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

conhit Virtual Marketing Place

- ▷ Basic company entry (company, address, hall/stand number)
- ▷ Entry in the main product categories of the product group index
- ▷ Additional entries (telephone, fax, e-mail)
- ▷ Company profile (max. 1.000 characters)
- ▷ 3 contact person with picture and contact data
- ▷ Logo
- ▷ Link to social media profiles (facebook, twitter, YouTube etc.)
- ▷ Entry in up to 10 product groups
- ▷ Presentation of up to 10 products with texts and images (max. 4.000 characters)



Premium Package

Premium Package:

for exhibitors with a stand area bigger than 101m²

Print catalogue

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

conhit Virtual Marketing Place

- ▷ Basic company entry (company, address, hall/stand number)
- ▷ Entry in the main product categories of the product group index
- ▷ Additional entries (telephone, fax, e-mail)
- ▷ Company profile (max. 4.000 characters)
- ▷ 5 contact persons with photo and contact details
- ▷ Logo
- ▷ Link to social media profiles (facebook, twitter, YouTube etc.)
- ▷ Presentation of up to 15 products with texts and images, and link per product (max. 4.000 characters)
- ▷ Entry in up to 15 product groups
- ▷ Link to company's website

The marketing package will be levied with the stand hire charge invoice from Messe Berlin GmbH. Any additional entries and advertising will be invoiced by the publisher.

Media-Data

Catalogue format:

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

Type area:

130 mm wide, 200 mm high

Closing date for advertisements:

16th of March 2018

Language:

English/German

Publisher:

Messe Berlin GmbH
Messedamm 22, DE-14055 Berlin

Editor and production:

NEUREUTER FAIR MEDIA GmbH

Editorial office Essen:

Westendstr. 1, 45143 Essen
Tel. +49 (0)201-3 65 47-2 02
Fax +49 (0)201-3 65 47-3 25
E-Mail: conhit@neureuter.de

1 Marketing Packages

Our media experts have prepared three marketing packages to ensure you an easy and quick ordering. All these services are optimally matched. Save up money. Simply and quickly!



conhIT-
Package
€ 385,-

conhIT-Package:

List of exhibitors

- ▶ basic entry + 2 additional printed lines
+ 1 Logo 4c (catalogue print / online)

List of product groups

- ▶ 1 entry with 1 printed line under 3 product groups

Order form A



conhIT-
Plus-
Package
€ 714,-

conhIT-Plus-Package:

List of exhibitors

- ▶ basic entry + 2 additional printed lines
+ 1 Logo 4c (catalogue print / online)

- ▶ 1/2 page 4c advertisement in the printed catalogue

Order form A



conhIT-
Exclusiv-
Package
€ 1.140,-

conhIT-Exclusiv-Package:

List of exhibitors

- ▶ basic entry + 2 additional printed lines + 1 Logo 4c (catalogue print / online)
+ coloured supporting of the complete entry

List of product groups

- ▶ 1 entry with 1 printed line under 5 product groups
+ 5 logos 4c
- ▶ 1 company presentation

Order form B

2 Alphabetical list of exhibitors

The basic entry for main- and co-exhibitors (company name, address, country code, ZIP code, city and hall/stand number) in the alphabetical list of exhibitors is part of the promotion package of Messe Berlin GmbH.

Additional lines in the list of exhibitors:

Add your company's contact infos or use the opportunity and present your company!

Highlighting:

Highlight your entry through coloured supporting and gain special attention.

Company logo:

Add your logo in the catalogue and to the Virtual Market Place (list of exhibitors and list of halls – logo next to the hall plan with a link to your stand).

The marketing package will be levied with the stand hire charge invoice from Messe Berlin GmbH. Any additional entries and advertising will be invoiced by the publisher.

		EXAMPLE
Mustermann		Company logo € 230.- + VAT. Presence of logo in the list of exhibitors and in the list of halls and in the Virtual Market Place.
Mustermann GmbH & Co. KG Musterhausener Straße 123 DE-00001 Musterstadt ☎ +49 (0)201-10 20 34 ☎ +49 (0)201- 11 12 13 ✉ muster@muster.de www.mustermann.de <input type="checkbox"/> Data collection terminals with anti-microbial housing 1.2/543	< < < < < < < < <	The basic entry is included in the promotion package of Messe Berlin GmbH.
Verlag Mustermann GmbH Musterstraße 12, DE-0001 Musterstadt ☎ + 49 (0)89-23 23 23 ☎ + 49 (0)89-34 33 33 ✉ info@muster.de www.musterverlag.de <input type="checkbox"/> Business Development 2.2/124		Each additional line € 43.- + VAT. Coloured highlighting of the complete entry € 157.- + VAT.

2a List of halls

Survey in the print catalogue with illustrations of all halls, a list of all exhibitors and placement of all the logos ordered in the list of exhibitors.

EXAMPLE

Halle 1.2





Company logo
€ 230.- + VAT.

Presence of logo in the list of exhibitors and in the list of halls and in the Virtual Market Place.



The Power of We™

<p>1.2/A-101 Meona GmbH 1.2/A-102 medule GmbH 1.2/A-102 RZV - Rechenzentrum Volmarstein GmbH 1.2/A-103 Cerner Deutschland GmbH 1.2/A-104 medatixx GmbH & Co. KG 1.2/A-105 meso International GmbH 1.2/A-106 data net solutions GmbH 1.2/A-106 uhb consulting AG 1.2/A-107 CHILI GmbH 1.2/A-108 atacama I Software GmbH + E-124 1.2/A-109 Arktis GmbH 1.2/A-109 AVAYA GmbH & Co. KG 1.2/A-110 X3.Net GmbH</p>	<p>1.2/B-101 IMDsoft GmbH 1.2/B-102 MEIERHOFER AG 1.2/B-103 AMC Holding GmbH + E-124 1.2/B-104 Agfa HealthCare GmbH 1.2/B-105 promedtheus AG 1.2/B-105 Sanovis GmbH 1.2/B-107 mediDOK® Software Entwicklungsgesellschaft mbH 1.2/B-108 IOS Informations- und Organisations-Systeme GmbH 1.2/B-108 Synios Document & Workflow Management GmbH 1.2/B-109 MMI Medizinische Medien Informations GmbH</p>
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3 Company presentation

In the alphabetical listing you have the possibility to present your company with a full page, consistent designed, company presentation including logo and product picture.

EXAMPLE

Firmenpräsentation
Company presentation



NEUREUTER FAIR MEDIA GmbH
Westendstraße 1
D-45143 Essen
column width 40 mm

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

Halle 3.2 Stand B-104
Ansprechpartner am Stand
Frau Louisa Hey




column width 130 mm

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 **Halle 3.2 Stand B-104**

Entry:

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

Product picture:

max. 130 mm wide x 28 mm high

Company / product description:

max. 2,090 characters incl. space

Complete company presentation page
for € 295.–

Additional pages € 150.–

4 List of product groups

This listing offers you the possibility of inserting under the specified product groups of the conhIT 2018 product group index. The entries could contain: company name and address, hall and stand, by request also telephone, fax, online-access and additional information on production.

Company logo:

Logo in the list of product groups under the selected product groups.

Product picture or QR-Code including product description:

Product picture or QR-Code incl. product description (max. 120 characters incl. spaces) in the list of product groups under the selected reference numbers.

Highlighting:

Highlight your entry through coloured supporting and gain special attention.

3.1 Software for medical centers

EXAMPLE

Mustermann

Mustermann GmbH & Co. KG

Musterhausener Straße 123

DE-00001 Musterstadt

+49 (0)201- 10 20 34

+49 (0)201- 11 12 13

muster@muster.de

www.mustermann.de

□ Data collection terminals with anti-microbial housing

1.2/543



or



Quick, simple, precise and reliable detection of underground pipes. The first detectable and communication pipe.

Verlag Mustermann GmbH

Musterstraße 12, DE-00001 Musterstadt

+49 (0)89-23 23 23

+49 (0)89-34 33 33

info@muster.de

www.musterverlag.de

□ Business Development

2.2/124

Company Logo

€ 82.- + VAT for each product group

Minimum entry **€ 43.- + VAT** for each product group


Each additional line **€ 43.- + VAT.**

Product picture or QR-Code incl. product description
€ 180.- + VAT for each pro product group.

Coloured highlighting of the complete entry **€ 157.- + VAT for each product group.**

5 List of brand names

This list comprises brand names in alphabetical order, with the coloured company logo, company name and address, and the hall/stand description.

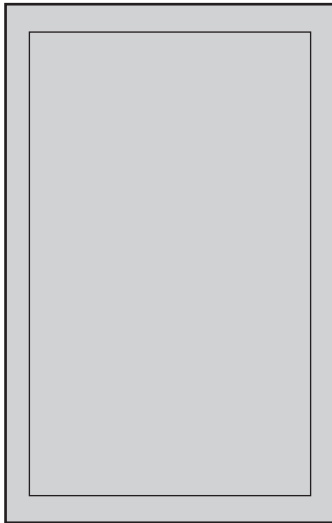
Markenname / Brand name	Aussteller / Exhibitor	EXAMPLE
<p>Fair Face</p> 	<p>NEUREUTER FAIR MEDIA GmbH Westendstraße 1 DE-45143 Essen ■ 1.2/C-102</p>	<p>Brand entry, incl. address and brand logo for € 215.- + VAT</p>
<p>Beispiel Marke</p>  <p>Beispiel GmbH</p>	<p>Beispiel GmbH Beispielstraße GmbH DE-45143 Essen ■ 4.2/B-102</p>	

6 Print advertisements in the catalogue and in the hall plan

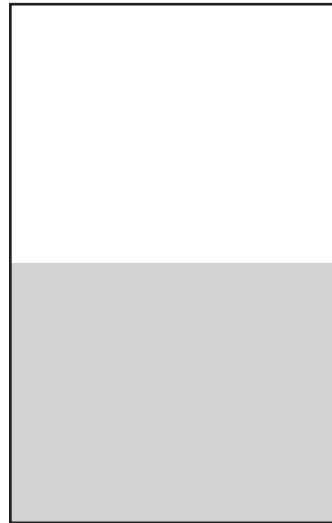
Positions:

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

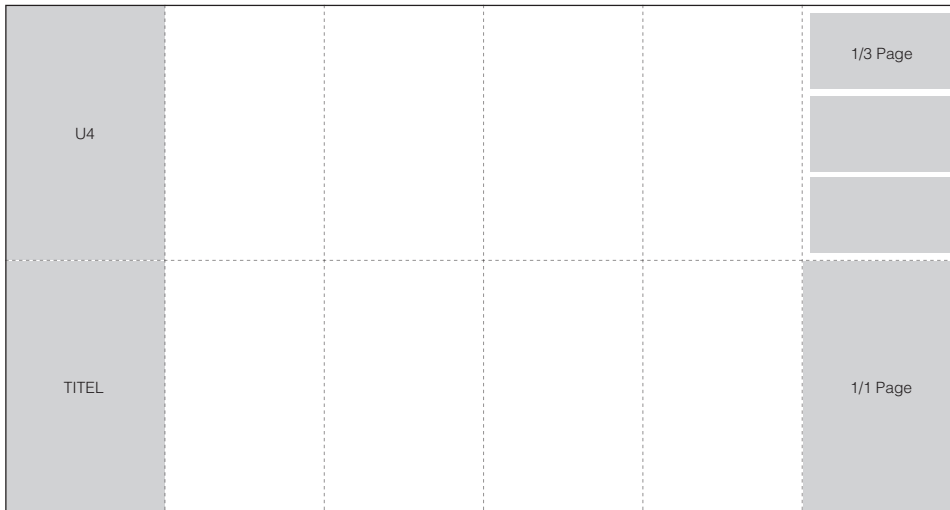
Order form H



Bleed format
1/1 page catalogue
format = 160 mm wide,
230 mm high
+ 3 mm each side



Bleed format
1/2 page catalogue format =
160 mm wide, 115 mm high



Hall plan

1/3 page
hall plan format =
85 mm wide, 45 mm high

Back cover page
hall plan format =
90 mm wide, 180 mm high
+ 3 mm each side

1/1 page
hall plan format =
90 mm wide, 180 mm high
+ 3 mm each side

7 conhIT App

For a IT based fair like the conhIT, an App offers the ideal advertising spaces. Therefore, following possibilities are available:



Logo Upgrade

Placement of your logo on the hall plan in the conhIT App

INFO: The actual size of the logo depends on the size of the booth shown on the map.

The Logo Upgrade is just bookable in combination with the logo 4c in the alphabetical list of exhibitors or with one of the conhIT packages.

€ 132.-



Button - Banner

Limited to 5 exhibitors

€ 825.-



Splashscreen - hall plan

Limited to one exhibitor

€ 1,800.-

Marketing Packages

conhit-Package for € 385.-
includes the following entries

Alphabetical list of exhibitors

to be entered alphabetically under letter

Company _____
Street _____
ZIP, city and country _____
ZIP, P.O. Box _____
Two additional lines _____
(90 characters incl. spaces)

Company logo

List of product groups

Entries under 3 product groups (see product group index on order form I) with company name, hall and stand number:

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conhit-Plus-Package for € 714.-
includes the following entries

Alphabetical list of exhibitors

to be entered alphabetically under letter

Company _____
Street _____
ZIP, city and country _____
ZIP, P.O. Box _____
Two additional lines _____
(90 characters incl. spaces)

Company logo

1/2 page advertisement in the printed catalogue
Format: 160 mm wide, 115 mm high, plus 3 mm margin at head, front and foot

Please send the logo as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo processing, as well as it's cancellation, we will charge € 25.-. Advertisement format: PDF/X-3, color mode: CMYK, font should be embedded completely or vectorized, resolution at least 300 dpi, 3 mm margin at all sides

19% VAT must be added to all prices - prepayment required!

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 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

Marketing Packages

conhit-Exclusive-Package for **€ 1.140.-**
includes the following entries

Alphabetical list of exhibitors

to be entered alphabetically under letter

Company _____
Street _____
ZIP, city and country _____
ZIP, P.O. Box _____
Two additional lines _____
(90 characters incl. spaces)

Company logo

Highlighting of the entry

Company presentation

Telephone ▶ _____
Fax ▶ _____
E-Mail ▶ _____
Internet ▶ _____
Contact person at the booth ▶ Mr / Ms _____
Mobile number at the booth ▶ _____

Product picture (130 mm x 28 mm)
Please send us your image file as
*.tif or *.jpg (min 300dpi, colour mode: CMYK)

Company and product description
(2,090 characters incl. spaces; please send us your
company profile as a digital text file (preferable Microsoft
Word) via email to conhit@neureuter.de)

List of product groups

Entries under 5 product groups (see product group index on order form I) including company name, hall and stand number:

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Please send the logo as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300 dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo processing, as well as it's cancellation we will charge € 25.-.

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Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp



Alphabetical list of exhibitors

Mandatory entry

Company

Street

ZIP, city and country

ZIP, P.O. Box

(included in the promotion package of Messe Berlin)

Company logo in the list of exhibitors and hall plan

Yes, please publish the company logo in the list of exhibitors and in the hall plan for **€ 230.-**

Highlighting of the entry in the list of exhibitors

Yes, please highlight the entry in the list of exhibitors for **€ 157.-**

Additional lines in the list of exhibitors

Yes, please publish the following additional lines for **€ 43.- per 45 characters** each additional printed line

Telephone, fax

Online-access **www.**

E-Mail Internet

Company profile

Logo Upgrade for the official conhit app

Yes, please publish the company logo in the official conhit app for **€ 132.-**

INFO: The Logo Upgrade is just bookable in combination with the logo in the alphabetical list of exhibitors or with one of the marketing packages

Please send the logo as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300 dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo processing, as well as it's cancellation, we will charge € 25.-.

19% VAT must be added to all prices - prepayment required!

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 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



Alphabetical list of exhibitors

Company presentation page

Yes, please publish a full page company presentation in the alphabetical list of exhibitors, consistent designed, incl. logo and product picture for **€ 295.-**

Company

Street

ZIP, city and country

Telephone, Fax

E-Mail

Internet

Contact person at the booth Mr / Ms

Mobile number at the booth

Product picture (130 mm x 28 mm)
Please send us your image file as
*.tif or *.jpg (min 300 dpi, colour mode: CMYK)

Company and product description
(2,090 characters incl. spaces; please send us your
company profile as a digital text file (preferable Microsoft
Word) via email to conhit@neureuter.de)

Additional company presentation page

Yes, please publish an additional company presentation page for **€ 150.-**

Please send the logo as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300 dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo processing, as well as it's cancellation, we will charge € 25.-.

19% VAT must be added to all prices - prepayment required!

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List of product groups

Entry in the list of product groups

Hereby, we order entries as below in the box mentioned for € 43.- each.
Each product group entry contains company name and the hall/stand number.

see product index on order form I

Product group	Logo

Product group	Logo

Company logo in the list of product groups

Yes, please publish the company logo in the list of product groups for € 82.-

Additional lines in the list of product groups

Yes, please publish the following additional lines for € 43.- per 45 characters each additional printed line

Street _____

ZIP, city and country _____

ZIP, P.O. Box _____

Telephone, fax _____

Online-access _____ **www.** _____

E-Mail _____ Internet _____

Company description/
product information _____

Please send the logo as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300 dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo processing, as well as it's cancellation, we will charge € 25.-.

19% VAT must be added to all prices - prepayment required!

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NEUREUTER FAIR MEDIA GmbH

Editorial Office Essen

Westendstr. 1, D-45143 Essen

Telephone +49 (0)2 01/3 65 47-202

Fax +49 (0)2 01/3 65 47-325

E-Mail: conhit@neureuter.de



conhit
Connecting Healthcare IT
17-19 April 2018

Order form

F

Catalogue entries

List of product groups

Product picture or QR-Code incl. product description

Yes, please publish a product description or QR-Code incl. product description in the list of product groups for € 180.- under the following product groups

[see product index on order form I](#)

Product group	image file (name)	Description (max. 120 characters incl. spaces)



Product picture / QR-Code
(max. dimension: 35 mm x 25 mm)

Please send the logo or QR-Code as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300 dpi, colour mode: CMYK), the product picture as *.tif or *.jpg (min 300 dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo/ image/QR-Code processing, as well as it's cancellation, we will charge € 25.-.

19% VAT must be added to all prices - prepayment required!

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Date

Signature and stamp

NEUREUTER FAIR MEDIA GmbH

Editorial Office Essen

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Telephone +49 (0)2 01/3 65 47-202

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E-Mail: conhit@neureuter.de



conhit
Connecting Healthcare IT
17-19 April 2018

Order form

G

Catalogue entries

List of brands

Entry in the list of brands

Yes, please publish the brand and company name incl. address and brand logo for **€ 215.-** per brand

Brand

Company

Street

ZIP, city and country



Brand logo

Please send the logo as *.eps (scalable vector file, colour mode: CMYK), alternatively *.tif, or *.jpg (min 300 dpi, colour mode: CMYK). A logo- first publication processing fee will be charged with € 10.-. For every logo processing, as well as it's cancellation, we will charge € 25.-.

19% VAT must be added to all prices - prepayment required!

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Place of jurisdiction: Essen / applicable law: German law / place of fulfilment: Essen

Date

Signature and stamp



Advertisements in the catalogue

Please mark with a cross where applicable!



1/1 page	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,185.-	<input type="checkbox"/>
1/2 page	Format: 160 mm wide, 115 mm high, plus 3 mm margin at head, front and foot	€ 635.-	<input type="checkbox"/>
Dividing page, reverse	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,355.-	<input type="checkbox"/>
Back inside cover page	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,515.-	<input type="checkbox"/>
Bookmarks	Information upon request	€ 3,280.-	<input type="checkbox"/>

Advertisements in the hall plan

1/3 page	Format 90 mm wide, 45 mm high	€ 750.-	<input type="checkbox"/>
1/1 page	Format: 90 mm wide, 180 mm high	€ 2,000.-	<input type="checkbox"/>
Back cover page	Format: 90 mm wide, 180 mm high	€ 3,090.-	<input type="checkbox"/>

Advertisements in the App

Button - Banner	limited up to 5 exhibitors	€ 825.-	<input type="checkbox"/>
Splash screen - hall plan	limited to one exhibitor	€ 1,800.-	<input type="checkbox"/>

Please supply your data as PDF/X-3 (300 dpi) with 3 mm margin at head, front and foot to conhit@neureuter.de. To avoid color deviations we request that you always enclose a proof.

19% VAT must be added to all prices - prepayment required!

With the signature we acknowledge the attached terms and conditions of NEUREUTER FAIR MEDIA GmbH in the version of 04/2014 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

List of product groups

1 Software

1.1 Information systems for

- 1.1 Information systems for
- 1.1.1 Medical practices
- 1.1.2 Hospitals
- 1.1.3 Rehabilitation centres
- 1.1.4 Retirement and care homes
- 1.1.5 Medical care networks
- 1.1.6 Company medical officers
- 1.1.7 Patients

1.2 Archiving and documentation

- 1.2.1 Archiving software / Document management (long-term archiving solutions)
- 1.2.2 File management software
- 1.2.3 Digital signature, electronic signature
- 1.2.4 Image management systems

1.3 Administrative information systems

- 1.3.1 Business intelligence / Controlling solutions / Data warehouse
- 1.3.2 Financial accounting / Asset accounting
- 1.3.3 Payroll accounting
- 1.3.4 Planning of services and time & attendance recording
- 1.3.5 Materials management / Logistics / Ordering / Purchasing
- 1.3.6 Canteen management software, food ordering systems
- 1.3.7 Equipment and plant management / Facility management
- 1.3.8 Transport logistics
- 1.3.9 Customer relationship management
- 1.3.10 Cost unit accounting

1.4 Medical information systems

- 1.4.1 Electronic / Digital patient files
- 1.4.2 Clinical workplace systems, managing medical results / mobile rounds
- 1.4.3 Activity recording, encoding, DRG management systems
- 1.4.4 Planning and documentation of care
- 1.4.5 Hospital outpatient systems
- 1.4.6 Labour information systems
- 1.4.7 Radiology information systems
- 1.4.8 Surgery management
- 1.4.9 Therapy planning
- 1.4.10 Intensive-care medicine
- 1.4.11 Internal medicine / Endoscopy management systems
- 1.4.12 Blood and organ banks
- 1.4.13 Hospital dispensaries
- 1.4.14 Pharmaceutical information systems
- 1.4.15 Computerized physician order entry (CPOE)
- 1.4.16 Pathology information systems
- 1.4.17 Rescue services
- 1.4.18 Hygiene / Sterilization

1.5 Telemedicine solutions for

- 1.5.1 Telemonitoring / AAL
- 1.5.2 Portal solutions / Healthcare networks
- 1.5.3 DMP / Integrated healthcare
- 1.5.4 Teleradiology
- 1.5.5 eHC / eHealth Card

2 Consultancy

- 2.1 Controlling / Efficiency / Organization
- 2.2 IT risk analysis
- 2.3 SAP consulting
- 2.4 IT service management
- 2.5 Project management
- 2.6 IT procurement / Tendering
- 2.7 Integration management

3 Mobile IT

4 IT infrastructure and hardware

- 4.1 Client / Server / Storage solutions / High availability
- 4.2 Network infrastructure
- 4.3 Screens
- 4.4 Card readers / Patient card terminals
- 4.5 Scanner systems
- 4.6 IT security / Authentication / Encoding / Monitoring
- 4.7 IT management
- 4.8 Other hardware solutions

5 Communication

5.1 Speech processing systems

- 5.1.1 Software for digital dictation
- 5.1.2 Voice recognition
- 5.1.3 Office software
- 5.1.4 Hardware for digital dictation

5.2 Communication solutions

- 5.2.1 Communication servers
- 5.2.2 Master Patient Index (MPI)
- 5.2.3 Videoconferencing systems
- 5.2.4 Telephone systems / VoIP

6 Medical technology (medical technology meets IT)

- 6.1 Diagnostics
- 6.2 Imaging processes
- 6.2.1 Radiology
- 6.2.2 Cardiology
- 6.2.3 Pathology
- 6.3 Intensive medical care / Anaesthesia / Respiration
- 6.4 Laboratory systems
- 6.5 Therapy
- 6.6 Technical surgical systems
- 6.7 Surgery / Endoscopy
- 6.8 Hygiene / Sterilization
- 6.9 Rescue services / Emergency medical services

7 Quality and knowledge management

- 7.1 Quality management and benchmarking
- 7.2 Mammography screening

- 7.3 Knowledge databases / medical catalogues
- 7.4 Patient consultation software
- 7.5 Patient information material / Media information material
- 7.6 Staff portals for clinics

8 Outsourcing

- 8.1 Image management
- 8.2 IT outsourcing / ASP / SAAS
- 8.3 Scanning services
- 8.4 Other outsourcing possibilities

9 Networked buildings systems

- 9.1 Bathroom and sanitary systems
- 9.2 Heating systems
- 9.3 Installation systems
- 9.4 Ventilation and air conditioning
- 9.5 Telephone / VoIP
- 9.6 Patient information systems

10 Advanced and continued learning

- 10.1 Institutes and universities
- 10.2 Training software / E-learning

11 Research

12 Start-ups

13 Associations and institutions

14 Publishers / Trade publications

15 Miscellaneous

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 scalable 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.