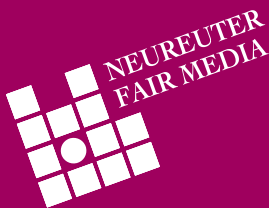




# DMEA

Berlin  
21–23 April 2020  
Connecting Digital Health

## ADVERTISING RATES



**NEUREUTER FAIR MEDIA GmbH**

Editorial office Essen  
Westendstr. 1, D-45143 Essen  
Tel.: +49 (0)201 36 547-315  
Fax: +49 (0)201 36 547-325  
E-mail: [DMEA@neureuter.de](mailto:DMEA@neureuter.de)

Host



Organizer





**Promotion Packages of Messe Berlin (for your information only)**



STARTER PACKAGE

**Starter Package**

for exhibitors with a stand area up to 20m<sup>2</sup> and co-exhibitors

**Print catalogue**

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

**DMEA 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 100m<sup>2</sup>

**Print catalogue**

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

**DMEA 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 persons 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 101m<sup>2</sup>

**Print catalogue**

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

**DMEA 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 picture 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:** 12.03.2019  
**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 47-3 15, Fax +49 (0)201-3 65 47-3 25  
 E-mail: DMEA@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!



**DMEA PACKAGE**  
 € 395.-

### DMEA Package

Order form A

**List of exhibitors**

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

**List of product groups**

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



**DMEA PLUS-PACKAGE**  
 € 725.-

### DMEA Plus-Package

Order form A

**List of exhibitors**

- ▶ basic entry
- + 2 additional printed lines
- + 1 Logo (catalogue print / online)
- ▶ 1/2 page advertisement in the printed catalogue



**DMEA EXKLUSIV-PACKAGE**  
 € 1,150.-

### DMEA Exklusiv-Package

Order form B

**List of exhibitors**

- ▶ basic entry
- + 2 additional printed lines
- + 1 Logo (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
- ▶ 1 company presentation



## 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).

## 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

#### 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  
 ● *Business Development*  
 ■ 1.2/543

Company logo € 240.– + VAT

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

The basic entry is included in the promotion package of Messe Berlin GmbH.

Each additional line € 47.– + VAT

Coloured highlighting of the complete entry € 160.– + VAT

Logo format: \*.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 its cancellation, we will charge € 25.–.



## 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.

### Company logo

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

### Example

Halle 1.2

**OrgaCard**  
 Integrierte Gesundheits-IT-Systeme

**ZTG**  
 Zentrum für Telematik und Telemedizin GmbH

<b>1.2/A-102</b> Competence Center für die elektronische Signatur im Gesundheitswesen (CCESigG) e.V.	<b>1.2/A-106</b> AlsterText GmbH & Co. KG
<b>1.2/A-102</b> GS1 Germany GmbH	<b>1.2/A-107</b> CGM Managementgesellschaft Projekt Arzneimittelkonto NRW
<b>1.2/A-102</b> HL7 Deutschland e.V.	<b>1.2/A-107</b> DATATREE AG
<b>1.2/A-102</b> IHE-Deutschland e.V.	<b>1.2/A-107</b> Digital Healthcare NRW e.V. Projekt I/E-Health NRW c/o KWVL
<b>1.2/A-102</b> TMF e.V.	<b>1.2/A-107</b> DURIA eG
<b>1.2/A-103</b> Roche Diagnostics Deutschland GmbH	<b>1.2/A-107</b> FALKO NRW c/o MedEcon Ruhr GmbH
<b>1.2/A-103</b> Roche Diagnostics IT Solutions GmbH	<b>1.2/A-107</b> G DATA Advanced Analytics GmbH
<b>1.2/A-104</b> Olympus Deutschland GmbH	<b>1.2/A-107</b> G DATA Campus
<b>1.2/A-105</b> E.care BVBA	<b>1.2/A-107</b> HMM Deutschland GmbH
<b>1.2/A-105</b> Meona GmbH / E.care BVBA	<b>1.2/A-107</b> Hochschule Niederrhein Niederrhein University
	<b>1.2/A-107</b> ITR Software GmbH

4

Company logo  
 € 240.– + VAT



### 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

line 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

**Hall 1.2 Stand 101**  
**Ansprechpartner am Stand**  
 Christina Ritter




line 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 **Hall 1.2 Stand 101**

- ▶ 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)



**TIPP**  
 Include your QR-Code on your product picture

- ▶ Company presentation = one page in the catalogue, max. 2,090 characters incl. spaces (max. 95 characters incl. spaces per printed line, max. 22 printed lines incl. spaces)

Complete company presentation page for € 299.– + VAT. Additional page € 150.– + VAT



## 4 List of product groups

This listing offers you the possibility of inserting under the specified product groups of the DMEA 2019 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.

## Example

### 3.1 Software for medical centers



**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-0001 Musterstadt  
 ☎ + 49 (0)89-23 23 23, 📠 + 49 (0)89-34 33 33  
 ✉ info@muster.de, www.musterverlag.de  
 ● Business Development  
 ■ 1.2/543

Company Logo for each product group  
 € 85.– + VAT

Minimum entry for each product group € 47.– + VAT

Jede Druckzeile pro Warengruppe € 47.– + VAT

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

Coloured highlighting of the complete entry for each product group  
 € 160.– + VAT

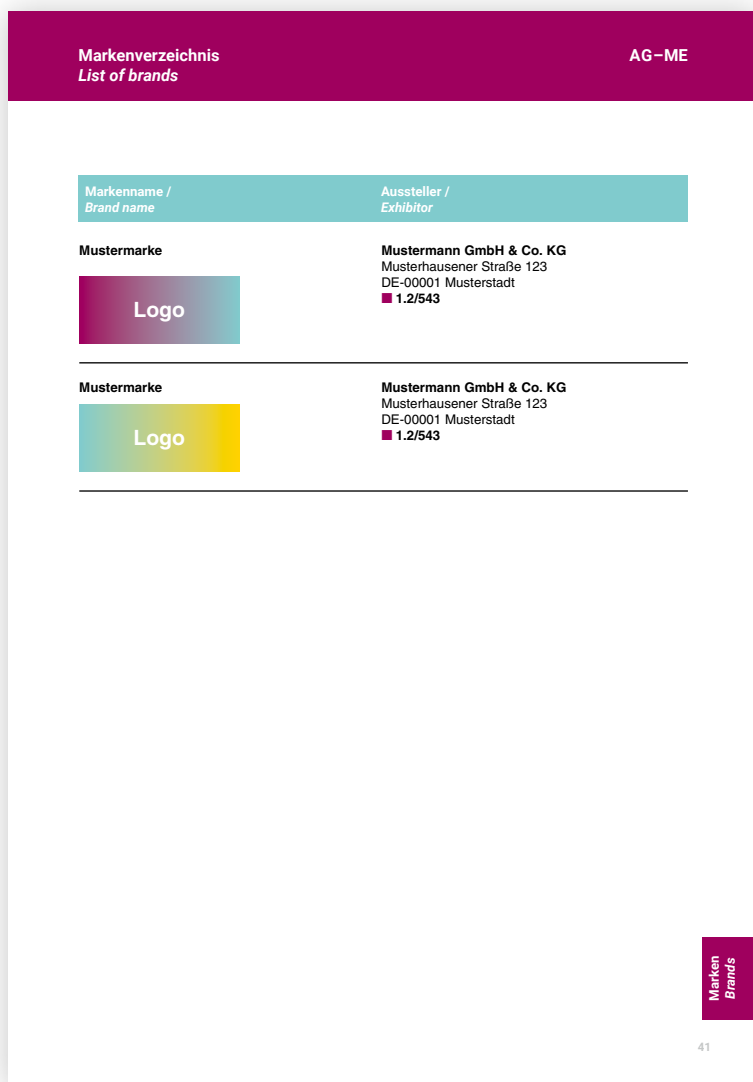
Logo format: \*.eps (scalable vector file, colour mode: CMYK), alternatively \*.tif, or \*.jpg (min 300dpi, colour mode: CMYK). A logo-first publication processing fee will be charged with € 10.–. For every logo processing, as well as it's cancellation, we will charge € 25.–.



## 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.

### Example



Brand entry, incl. address and brand logo for  
**€ 199.– + VAT**

Logo format: \*.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.–.

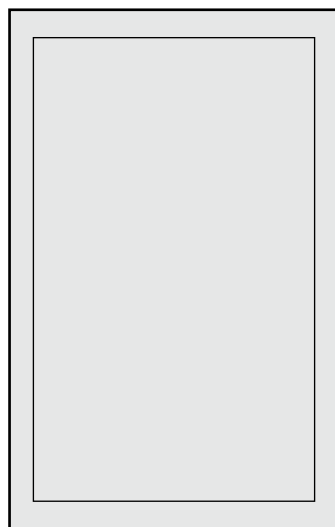




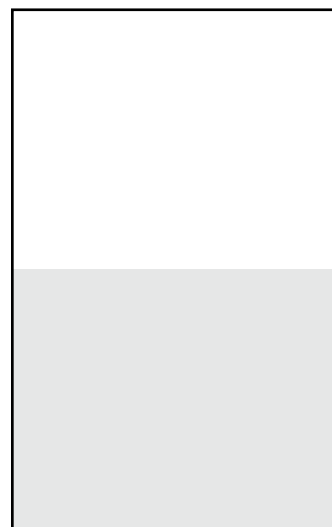
## 6 Print advertisements in the catalogue and in the hall plan

**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).



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

U4					1/3 page
TITEL					1/1 page

**Positions  
 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 DMEA App

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



### Logo Upgrade (only for main exhibitors)

- ▶ Placement of your logo on the hall plan in the DMEA 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 DMEA packages.

€ 140.–



### Button Banner

- ▶ appears in the exhibitor and product search for the entire duration of the trade fair

€ 850.–

limited to 10 Partner



### Button Banner hall plan

- ▶ appears below the hall plan of the mobile application for the entire duration of the trade fair

€ 850.–

limited to 5 Partner



## 7 DMEA App

### Your short way reach your target!

Be present at first glance by using the prominent Splashscreen advertising.  
 Open App – Advertise – Stay in memory



#### Splashscreen - Startseite

- ▶ appears as half a screen down below

€ 3,100.–

limited to 5 Partner



#### Splash-Screen inkl. Upgrade AppScreens

- ▶ Splash Screen App: appears as half a screen down below
- ▶ Splash Screen Upgrade: Your Splash Screen Graphic also appears on the App Screens, on the fair ground, while on standby. Your advertisement also appears as a Button Banner while the App Screens are active.

€ 4,600.–

limited to 5 Partner



#### Logo Tweet Point

- ▶ Your Logo appears on the numerous 65-inch tweet point screens on the fair ground for the entire duration of the trade fair. For more information about the exact position of all tweet points, please take a look at the Partner-Plus brochure

€ 1,500.–

limited to 10 Partner



#### TweetPoint "Welcome Seite"

- ▶ Your Logo as well as your individually designed branding page appears on the tweet point screen on a highlighted position at the main entrance of the DMEA 2020.

€ 1,500.–

limited to 10 Gold/Silver Partner

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E-mail: DMEA@neureuter.de

**DMEA** Berlin  
21–23 April 2020  
Connecting Digital Health



**Marketing Packages**

**DMEA-Package for € 395.– includes the following entries**

Please mark where applicable

**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 with company name, hall and stand number:  
[See product index on order form J](#)

**DMEA-Plus-Package for € 725.– 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**

Logo format: \*.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: Please supply your data as PDF/X-4 (at least 300dpi, CMYK) with 3 mm margin at head, front and foots.

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 07/2019 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 \_\_\_\_\_ Company name, address \_\_\_\_\_ Signature and stamp \_\_\_\_\_



## Marketing Packages

**DMEA-Exclusive-Package for € 1,150.– includes the following entries**

Please mark where applicable

**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 \_\_\_\_\_  
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 DMEA@neureuter.de)

### List of product groups

Entries under 5 product groups including company name, hall and stand number:

[See product index on order form J](#)

Logo Format: \*.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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Date \_\_\_\_\_ Company name, address \_\_\_\_\_ Signature and stamp \_\_\_\_\_



**Alphabetical list of exhibitors**



**Company name + address are included in the promotion package of Messe Berlin**

Please mark where applicable



Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 ZIP, city and country \_\_\_\_\_  
 ZIP, P.O. Box \_\_\_\_\_

Each additional printed line € 47.-:

Telephone, Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Internet \_\_\_\_\_  
 Company profile \_\_\_\_\_

**Company logo  
in the list of exhibitors and hall plan**



€ 240.– Logo

**Highlighting  
of the entry in the list of exhibitors**



€ 160.– Highlighting

**Logo Upgrade for the official DMEA App (only for main exhibitors)**

**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



€ 140.– Logo Upgrade

Logo Format: \*.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 \_\_\_\_\_ Company name, address \_\_\_\_\_ Signature and stamp \_\_\_\_\_



**Alphabetical list of exhibitors**

Please mark where applicable

**Company presentation page**

Full page company presentation in the alphabetical list of exhibitors, consistent designed, incl. logo and product picture for **€ 299.–**

Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 ZIP, city and country \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Internet \_\_\_\_\_  
 Contact person at the booth \_\_\_\_\_  
 Mobile number at the booth \_\_\_\_\_

**Product picture**  
(max. 130 mm wide x 28 mm high)

**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 DMEA@neureuter.de

**Additional company presentation page**

**€ 150.–** additional company presentation page

Logo Format: \*.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 its cancellation we will charge € 25.–.

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

Date \_\_\_\_\_ Company name, address \_\_\_\_\_ Signature and stamp \_\_\_\_\_



**List of product groups**

Please mark where applicable

**Entry in the list of product groups**

Each product group € 47.–. Each entry contains company name and the hall/stand number.

See product index on order form J

Product group	Logo

Product group	Logo

**Company logo  
In the list of product groups**

€ 85.– Logo (max. 45 mm wide x 15 mm high) each product group

**Additional lines  
In the list of product groups**

€ 47.– each printed line

Street \_\_\_\_\_

ZIP, city and country \_\_\_\_\_

ZIP, P.O. Box \_\_\_\_\_

Telephone, Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Internet \_\_\_\_\_

Company profile \_\_\_\_\_

Logo Format: \*.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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Date \_\_\_\_\_ Company name, address \_\_\_\_\_ Signature and stamp \_\_\_\_\_





**List of product groups**

Please mark where applicable

**Product picture or QR-Code incl. product description**

Publish a product image or QR-Code incl. product description in the list of products for **€ 180.–**

See product index on order form J

Product group	Description (max. 120 characters incl. spaces)

**QR-Code**  
(max. 20 mm breit / 20 mm hoch)

or

**Product image**  
(max. 45 mm wide x 25 mm high)

Logo Format: \*.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 07/2019 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

Company name, address

Signature and stamp



**List of brands**

Please mark  where applicable

**Entry in the list of brands**

Publish the brand and company name incl. address and brand logo for € 199.– per brand

**Brand** \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street \_\_\_\_\_  
 ZIP, city and country \_\_\_\_\_

**Brand logo**  
 (max. 45 mm wide x 15 mm high)

Logo Format: \*.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 \_\_\_\_\_ Company name, address \_\_\_\_\_ Signature and stamp \_\_\_\_\_



## Advertisements in the catalogue

Please mark where applicable

<b>1/1 page</b>	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,185.–	<input type="checkbox"/>
<b>1/2 page</b>	Format: 160 mm wide, 115 mm high, plus 3 mm margin at head, front and foot	€ 635.–	<input type="checkbox"/>
<b>Dividing page, reverse</b>	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,355.–	<input type="checkbox"/>
<b>Front inside cover page</b>	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,750.–	<input type="checkbox"/>
<b>Back inside cover page</b>	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 1,600.–	<input type="checkbox"/>
<b>Back cover page</b>	Format: 160 mm wide, 230 mm high, plus 3 mm margin at head, front and foot	€ 2,000.–	<input type="checkbox"/>
<b>Bookmarks</b>	Information upon request	€ 3,280.–	<input type="checkbox"/>

## Advertisements in the hall plan

<b>1/3 page</b>	Format 90 mm wide, 45 mm high	€ 750.–	<input type="checkbox"/>
<b>1/1 page</b>	Format: 90 mm wide, 180 mm high	€ 2,100.–	<input type="checkbox"/>
<b>Back cover page</b>	Format: 90 mm wide, 180 mm high	€ 3,250.–	<input type="checkbox"/>

Please supply your data as PDF/X-4 (at least 300dpi, CMYK) with 3 mm margin at head, front and foots to DMEA@neureuter.de.

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 07/2019 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

Company name, address

Signature and stamp

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 Tel.: +49 (0)201 36 547-315  
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**DMEA** Berlin  
 21–23 April 2020  
 Connecting Digital Health



## Advertisements in the App

Please mark where applicable

<b>Logo Upgrade</b>	only for main exhibitors	€ 140,-	<input type="checkbox"/>
<b>Button - Banner</b>	limited up to 10 partner	€ 850,-	<input type="checkbox"/>
<b>Button - Banner Hall plan</b>	limited up to 5 partner	€ 850,-	<input type="checkbox"/>
<b>Splashscreen - Homescreen</b>	limited up to 5 partner	€ 3.100,-	<input type="checkbox"/>
<b>Splash-Screen including Upgrade AppScreens</b>	limited up to 5 partner	€ 4.600,-	<input type="checkbox"/>
<b>Logo Tweet-Point-screen</b>	limited up to 10 logos	€ 1.500,-	<input type="checkbox"/>
<b>Logo plus Brandingseite Tweet Point screen at the entrance</b>	limited up to 10 gold and silver partner	€ 1.500,-	<input type="checkbox"/>

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Date

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Host



Organizer



Media partner





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 21–23 April 2020  
 Connecting Digital Health



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# General Terms and Condition of Business (GTC) in the version of 07/2019



## 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 upon invoicing following processing of the order and/or publication. The remuneration for the publication of advertisements is due and payable upon invoicing following publication.

(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 20 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. All bank charges and transaction fees are to be paid for by the customer.

### 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 request for payment will be charged with an additional € 5.00. 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.