

Company

Phone

Street

Fax

Post Code, City

Contact person

Country

Email



Please fill in and send back to
Fax No.: +49 211 90 191 -127

OUTDOOR ADVERTISING	PRICE	Please tick
Triangular Tower (2 x 3 m) Rental and erection Rental, erection and production <small>*based on three identical motifs</small>	3,180.- € * 7,330.- € *	<input type="radio"/> <input type="radio"/>
Triangular Stand (0.84 x 1.19 m) Rental and erection Rental, erection and production <small>*based on three identical motifs</small>	792.- € * 1,119.- € *	<input type="radio"/> <input type="radio"/>
Billboard outside the hall walls (11.70 x 4.50 m) Rental and erection Rental, erection and production	4,932.- € 7,317.- €	<input type="radio"/> <input type="radio"/>
Noise Barrier (double-sided) (6 x 3.48 m) Rental and erection Rental, erection and production <small>*based on two identical motifs</small>	4,450.- € * 6,313.- € *	<input type="radio"/> <input type="radio"/>
INDOOR ADVERTISING		
Logo on orientation maps <small>(exclusively for 5 companies)</small>	770.- €	<input type="radio"/>
Logo at the entry gates <small>(exclusively for 1 exhibitor, 10 access controls)</small>	2,060.- €	<input type="radio"/>
Ceiling signs (large) in the Entrance North (5 x 3 m, exclusively for 3 companies) Rental and erection Rental, erection and production <small>*based on two identical motifs</small>	4,100.- € * 5,640.- € *	<input type="radio"/> <input type="radio"/>
Ceiling signs (small) in the Entrance North (6 x 0.8 m, exclusively for 3 companies) Rental and erection Rental, erection and production <small>*based on two identical motifs</small>	1,715.- € * 2,210.- € *	<input type="radio"/> <input type="radio"/>
Wall signs in the Entrance North (2 x 6 m, exclusively for 2 companies) Rental and erection Rental, erection and production	3,190.- € 4,251.- €	<input type="radio"/> <input type="radio"/>
CATALOGUE ADVERTISING		
Catalogue advert 1/1 page, 4c 1/1 page, b/w 1/2 page, 4c 1/2 page, b/w	1,899.- € 1,159.- € 1,439.- € 729.- €	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
Catalogue entries Additional entry for brand or product names Translation of the mandatory or additional entry (per entry)	381.- € 99.- €	<input type="radio"/> <input type="radio"/>
Product groups Additional product group Logo, per product group Highlighting within product group	30.- € 64.- € 64.- €	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Alphabetical exhibitor list Logo in the exhibitor list	64.- €	<input type="radio"/>
Hall directory Logo Highlighting	64.- € 64.- €	<input type="radio"/> <input type="radio"/>

All services will be assigned according to the date of booking (receipt by fax) and to registered main or co-exhibitors of IMA 2012 only. All prices excl. VAT, subject to alterations. The invoice of 100% falls due for payment within 30 days after date of invoice. If in an exceptional case, an invoice is presented after November 2, 2011, the whole amount is payable immediately, in any case however, prior to the beginning of the fair/exhibition. With the signature we confirm the acknowledgement of the attached General and Special Fair and Exhibition Conditions of Reed Exhibitions Deutschland GmbH.

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Order form

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	PRICE	Please tick
ONLINE ADVERTISING – IMA WEBSITE		
Your logo in the exhibitor VIP gallery (exclusively for 4 exhibitors, online from November until end of January)	165.- €	<input type="radio"/>
Your logo in the exhibitor list (online from November until end of January)	101.- €	<input type="radio"/>
Your logo in the exhibitor profile (online from November until end of January)	101.- €	<input type="radio"/>
Sidebar banner – Your banner on all sub pages of your chosen category (Max. 2 exhibitors per category, 150 x 60 pixel, online from November until end of January)	211.- €	<input type="radio"/>
Content banner – Your banner on all sub pages of your chosen category (Max. 3 exhibitors per category, 500 x 60 pixel, rotating, online from November until end of January)	530.- €	<input type="radio"/>
Super banner – Your banner prominent above all IMA Webpages (exclusively for 1 exhibitor, 958 x 60 pixel, online from November until end of January)	3,710.- €	<input type="radio"/>
Product gallery – Your product innovation prominent on the IMA homepage (Max. 10 exhibitors with one product each, online from November until end of January)	583.- €	<input type="radio"/>
ONLINE ADVERTISING – ONLINE TICKET-SHOP		
Sidebar banner (exclusively for 1 exhibitor per category, online from November until end of January)	300.- €	<input type="radio"/>
Super banner – above the ticket tool (exclusively for 1 exhibitor, online from November until end of January)	3,605.- €	<input type="radio"/>
SPECIALS		
Ball-pens for distribution at the registration In the IMA colours with your logo and stand number as well as the IMA logo. 5,000 units, excl. production	750.- €	<input type="radio"/>
Brochure display (exclusively for 3 exhibitors, production and delivery of the brochures as well as filling of the display has to be carried out by the exhibitor. The placement of the display will be carried out by the IMA Team.)	562.- €	<input type="radio"/>
Promotion team (Two teams each with a maximum of 3 promoters are permitted per hall; admission tickets are included, personnel and advertising material have to be provided by the exhibitor. Please note that no promotion teams will be allowed to circulate who do not have written authorisation! We will be subjecting promotion teams to strict monitoring. Teams without an official authorisation from the organisers will be ejected from the hall!)	1020.- €	<input type="radio"/>
IMA VIP Lounge Sponsor (exclusively for 1 exhibitor, advertising material, give aways, table tents, snacks, etc. have to be provided by the exhibitor)	price on request	<input type="radio"/>

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Place and date

Stamp and authorised signature

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



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-137 | Fax +49 211 90191-127
Amtsgericht Düsseldorf HRB 28688 | Geschäftsführer: Hans-Joachim Erbel, Matthias Templin, Michael Freter | www.ima-messe.de

1. General

- 1.1 These General Terms and Conditions lay down the legal relationship between Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf (hereafter „the Organiser“), and the Sponsor of the event being held by the Organiser.
- 1.2 The General Terms and Conditions of the Sponsor carry no validity for the contractual relationship between the Organiser and the Sponsor.

2. Scope

- 2.1 The Sponsor shall provide sponsorship for the relevant event staged by the Organiser on the basis of the contractual agreement between the parties.
- 2.2 The Sponsor is aware that the Organiser will be enlisting further sponsors for the event. The Sponsor is expressly entitled to admit companies to the event which are in competition with the Sponsor, to function as further sponsors and/or exhibitors or other participants.
- 2.3 The sponsorship does not entitle the Sponsor to exert influence on the form and content etc. of the Organiser's event.

3. Payment terms

- 3.1 The sponsorship fee to be paid by the Sponsor to the Organiser is due on the date on which the Organiser's invoice is received by the Sponsor.
- 3.2 If the Sponsor is in arrears with payments to the Organiser, the Sponsor shall pay interest on the sum due at the rate of the current legal default interest rate, i.e. 8 percentage points above the base interest rate in accordance with Article 247 of the German Civil Code, but at least 8% p.a. on the sum due to the Organiser. The Organiser reserves the right to press further delay damage claims. The onus lies upon the Sponsor to prove that no damage was incurred, or that it was much lower than the figure named above.

4. Liability disclaimer

- 4.1 If the event cannot be held, due to reasons for which the Organiser is responsible, the Organiser is obliged to return any payment the Sponsor has made to him. The Sponsor is not entitled to press any further claims in this case.
- 4.2 If the event is prevented from being held, either in full or in part, or in the manner originally planned, by unforeseen circumstances over which the Organiser has no control, especially as the result of force majeure, the Organiser is entitled to withdraw from the contract. The Organiser is obliged to inform the Sponsor immediately of the full or partial impossibility of holding the event, and, in the case of it being impossible to hold the event, to refund any payments already made, or in the case of it only being possible to hold the event to a limited extent, to refund the corresponding proportion of the payments. The Sponsor is not entitled to press any further claims in this case. Force majeure constitutes e.g. terrorist attacks, epidemics (especially SARS), natural disasters, structural changes made by the landlord, water damage and officially decreed clearance or closure.

In the event of the Sponsor's not achieving the communication aims being pursued by entering into the contract, the Organiser carries no liability above and beyond providing the contractually agreed services, unless the Organiser has impeded or frustrated such achievement by culpably breaching fundamental contractual obligations.

- 4.3 With the exception of damages arising from injury to life and limb or to health, the Organiser excludes all liability to the Sponsor unless it is due to grossly negligent breach of contract on the part of the Organiser or on wilful or grossly negligent breach of contract on the part of a legal representative or subcontractor of the Organiser. In all cases, the Organiser's liability is restricted to foreseeable damage as per standard contract provisions.

5. Confidentiality

- 5.1 The Sponsor undertakes not to disclose to third parties any information concerning the Organiser and the event to which he gains knowledge while collaborating with the Organiser which is not generally accessible, and to maintain secrecy regarding such information towards third parties.
- 5.2 The obligation as stipulated in paragraph 5.1 above remains valid even after termination of the contractual relationship between the Organiser and the Sponsor.

6. Final provisions

- 6.1 There are no verbal sub-agreements. Any changes and supplements to these General Terms and Conditions must be made in writing. This also applies for any change or supplement to, or cancellation of, these General Terms and Conditions.
- 6.2 Should any of the above provisions of these General Terms and Conditions prove invalid, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to substitute the invalid provision with a valid provision which most closely reflects the business purpose of the invalid one.
- 6.3 The exclusive court of jurisdiction for all disputes arising from and in relation to the contractual relationship and its execution, and these General Terms and Conditions, is Düsseldorf.
- 6.4 The law of the Federal Republic of Germany applies exclusively to this agreement; the UN CISG is excluded.