

# Advertising Rates



## Important Information



## Attention: prepayment required!

Dear Customer,

Every visitor to the IFA 2011 fair 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 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.

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



## Promotion Package of Messe Berlin GmbH

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### **Starter Package:**

(for exhibitors with a stand area up to 20m<sup>2</sup>)

#### *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 portrait (max. 250 characters)

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### **Classic Package:**

(for exhibitors with a stand area up to 250 m<sup>2</sup>)

#### *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 portrait (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)

## Promotion Package of Messe Berlin GmbH

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### **Premium Package:**

(for exhibitors with a stand area bigger than 250m<sup>2</sup>)

#### *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 portrait (max. 4.000 characters)

Logo rotation on the homepage

Entry in up to 15 product groups

Presentation of up to 15 products in words and pictures, with a link to the products 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)

Link to videos on exhibitor sites

## Media-Information

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### **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: 125 mm wide, 95 mm high

2/1 page: 320 mm wide, 230 mm high

### **Closing date for advertisements:**

8<sup>th</sup> of July 2011

### **Language:**

English/German

### **Editor and production:**

NEUREUTER FAIR MEDIA

### **Editorial office Essen:**

Westendstr. 1, 45143 Essen

Tel. +49 (0)201-3 65 47-3 04

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

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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

€ 590,-

#### 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 2011)  
email, internet, telephone, telefax

#### List of Exhibits

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

### Medium package

€ 1.370,-

#### 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 2011)  
email, internet, telephone, telefax

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, telefax  
Three logos in the List of Exhibits

#### Export Directory

Entry under five export countries

### Large Paket

€ 2.199,-

#### 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 2011)  
email, internet, telephone, telefax

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, telefax  
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 A



## 2 List of exhibitors

The alphabetical list of exhibitors will contain the following entries (for main and co-exhibitors): company name and address, telephone, telefax, 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 2011). Each additional printed line will be charged at € 62.- + VAT.

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

Price for inserting company logo: every logo per entry € 199.- (Logo colored) + VAT.

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

**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: € 169.- + VAT.

### → Order form B1 + B2

Example 1 ▷ Example 2 see next page

	<p>Per colored logo € 199.- + VAT.</p>
<p>▶ <b>Mustermann GmbH &amp; Co. KG</b>            ▶ 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</p>	<p>▶ Part of Promotion Package            ▷ Each line € 62.- + VAT            ▷ Company profile</p>
<p><b>IFA Innovation</b></p>	<p>Product image + 5 printed lines € 169.- + VAT.</p>
<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>	

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 resent (e.g. if the file formats are not standard).

## 2 List of exhibitors

### The future of advertising – 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.

### → Order form B2

#### Example 2



- ▶ **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

■ Per colored logo € **199.-** + VAT.

▶ Part of Promotion Package

▷ Each line € **62.-** + 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.

#### IFA Innovation



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.

■ QR-Code + 5 printed lines € **169.-** + VAT.

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 resent (e.g. if the file formats are not standard).

## 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, telefax, 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 € 46.– + VAT.

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

Price for inserting company logo: every logo per entry € 159.– (Logo colored) + VAT.

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

### → 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

▷ Each line € 46.– + VAT per product group

▶ Free of charge

▶ **Colored logo € 159.–** per product group + 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 resent (e.g. if the file formats are not standard).

## 5 Export Directory

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**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 € 9.–. 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 colored 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 € 145.– + VAT.

**Each additional product group** will be charged at € 49.– + VAT.

Exhibitors may add the brand name as a **colored logo**. Each colored logo € 99.– + VAT.

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

### → Order form E

### Example of entry in the List of brands

**Canon**

you can  
**Canon**



1.2.4.3  
DAT cassettes  
DAT-Cassetten

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

Mustermann GmbH & Co. KG  
Musterhausener Straße 123  
D-00001 Musterstadt  
Halle 00.a / 00

Entry per brand incl. 4 product groups € 145.– + VAT.

▷ Each additional product group € 49.– + VAT.

▶ Each logo (colored) € 99.– + 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 resent (e.g. if the file formats are not standard).

IFA 2011

CONSUMER  
ELECTRONICS UNLIMITED

Berlin, 2. 9. – 7. 9. 2011



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## 7 Advertisements

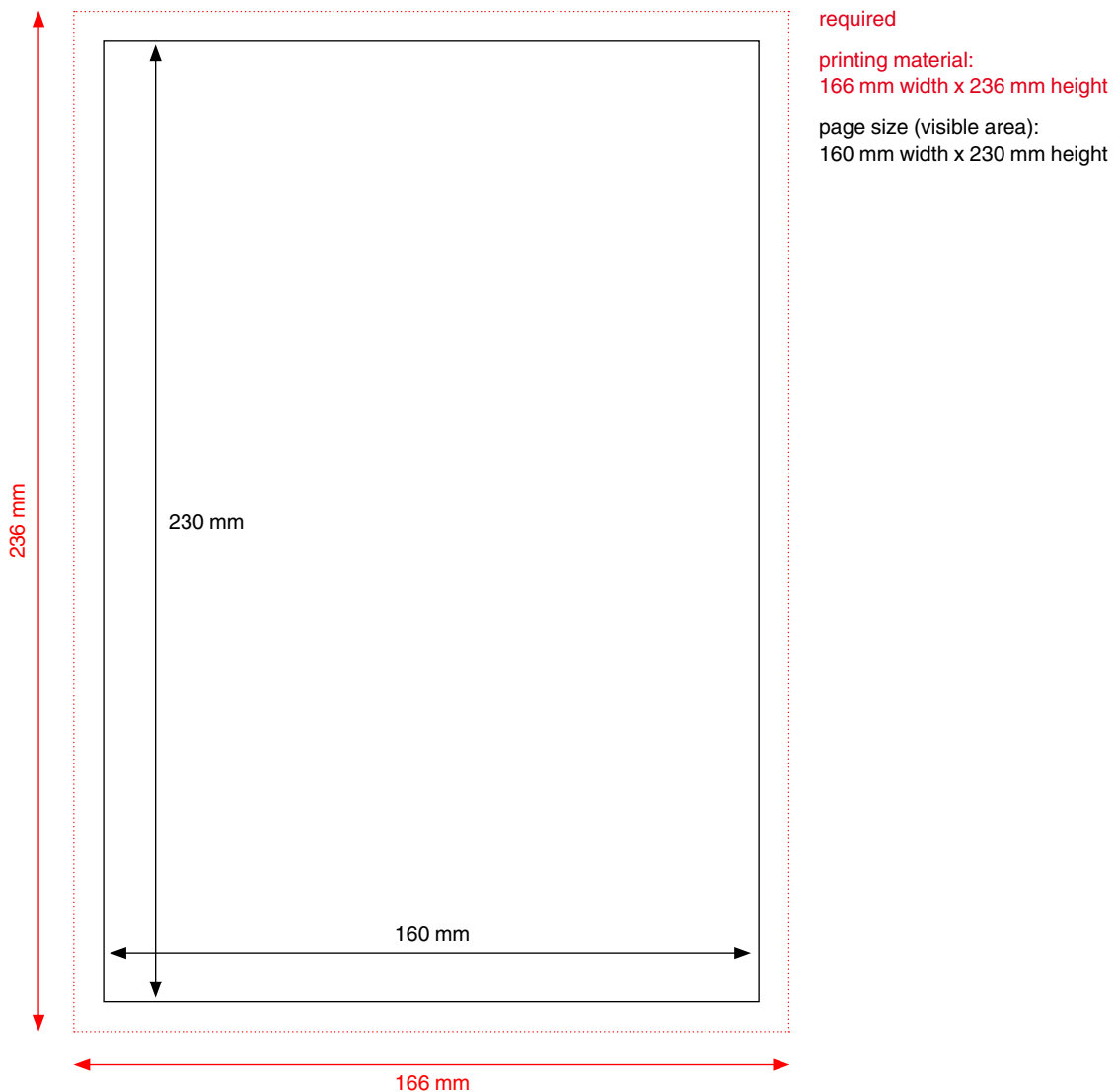
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### Positions:

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

### → Order form F

### Formats of advertisements in the trade fair catalogue



## NEUREUTER FAIR MEDIA

### Editorial Office Essen

Westendstr. 1, D-45143 Essen

Telephone +49 (0)2 01/3 65 47-304

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

# A

Marketing Packages

Closing date: **03.06.11**

**Attention: prepayment required!**

## 1 Marketing Packages

Please accept the following order:

Please mark with a cross where applicable!



### Small package

#### 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 2011) email, internet, telephone, telefax

€ 590,-

#### List of Exhibits

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

### Medium package

#### 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 2011) email, internet, telephone, telefax

€ 1.370,-

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, telefax  
Three logos in the List of Exhibits

#### Export Directory

Entry under five export countries

### Large package

#### 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 2011) email, internet, telephone, telefax

€ 2.199,-

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, telefax  
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

19% VAT must be added to all prices

Date

Signature and stamp (I herewith signal my acceptance of the price list indicated page 1 of the brochure)  
Place of performance and venue is Essen.

## NEUREUTER FAIR MEDIA

### Editorial Office Essen

Westendstr. 1, D-45143 Essen

Telephone +49 (0)2 01/3 65 47-304

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

# B1

Catalogue entries

→ Entry fees see page 2 + 3 (brochure)

Closing date: **03.06.11**

**Attention: prepayment required!**

## 2 List of exhibitors (company name + address part of the Promotion Package, each additional printed line € 62.-)

Please complete in block capitals.

To be entered alphabetically under letter:

Company name	▶	_____	1 printed line: max. 41 characters
Street	▶	_____	
Place and country	▶	_____	
P.O. Box	▶	_____	
Telephone, Fax	▷	_____	▷
Online-access	▷	_____	▷ <b>www.</b>
	E-Mail	_____	Internet
Company profile	▷	_____	

### Company logo

Our logo should be entered in the list of exhibitors:

<input type="text"/>	€ 199,- 4-c Logo (Euro Scale)	<input type="text"/>	€ 299,- IFA SPECIAL	Max. dimensions: 45 mm wide / 15 mm high
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Co-exhibitors	▷	_____	1 printed line: max. 41 characters
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19% VAT must be added to all prices

Date \_\_\_\_\_ Signature and stamp (I herewith signal my acceptance of the price list indicated page 2 + 3 of the brochure)  
Place of performance and venue is Essen.

VAT-ID number (compulsory legal entry)

## NEUREUTER FAIR MEDIA

### Editorial Office Essen

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Telephone +49 (0)2 01/3 65 47-304

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

# B2

Catalogue entries

→ Entry fees see page 2 + 3 (brochure)

Closing date: **03.06.11**

**Attention: prepayment required!**

## 2 List of exhibitors

€ 169,- **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 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

### The future of advertising – QR-Code!

▶ crossmedial and space saving

*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 e-mail.

We charge a flat rate of **€ 25,-** for processing and/or requesting that your logo be resent (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

Date

Signature and stamp (I herewith signal my acceptance of the price list indicated page 2 + 3 of the brochure)  
Place of performance and venue is Essen.

## NEUREUTER FAIR MEDIA

### Editorial Office Essen

Westendstr. 1, D-45143 Essen

Telephone +49 (0)2 01/3 65 47-304

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

# C

Catalogue entries

→ Entry fees see page 4 (brochure)

Closing date: **03.06.11**

**Attention: prepayment required!**

### 3 List of exhibits (Each printed line per product group € 46.–)

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

▷	▷	▷	▷	▷
▷	▷	▷	▷	▷
▷	▷	▷	▷	▷

Full entry as under point 2.

▷

1 printed line: max. 41 characters

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

### Company logo

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

€ 159.– Logo 4-c (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 e-mail.

We charge a flat rate of € 25.– for processing and/or requesting that your logo be resent (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

Date

Signature and stamp (I herewith signal my acceptance of the price list indicated page 4 of the brochure)  
Place of performance and venue is Essen.

## NEUREUTER FAIR MEDIA

### Editorial Office Essen

Westendstr. 1, D-45143 Essen

Telephone +49 (0)2 01/3 65 47-304

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

# D

## Catalogue entries

→ Entry fees see page 5 (brochure)

**Closing date: 03.06.11**

**Attention: prepayment required!**

### 4 Export list (Company name and hall/stand number will be charged with € 9.- 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

Date

Signature and stamp (I herewith signal my acceptance of the price list indicated page 5 of the brochure)  
Place of performance and venue is Essen.

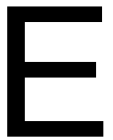
**NEUREUTER FAIR MEDIA**

**Editorial Office Essen**

Westendstr. 1, D-45143 Essen  
Telephone +49 (0)2 01/3 65 47-304  
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



**Catalogue entries**

→ Entry fees see page 6 (brochure)

**Closing date: 03.06.11**

**Attention: prepayment required!**

**5 List of brands (entry per brand incl. 4 product groups € 145.- / each additional product group € 49.-)**

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:

€ 99,- per 4-c 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 e-mail.

We charge a flat rate of € 25,- for processing and/or requesting that your logo be resent (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

Company name, place

Date

Signature and stamp (I herewith signal my acceptance of the price list indicated page 6 of the brochure)  
Place of performance and venue is Essen.

# NEUREUTER FAIR MEDIA

## Editorial Office Essen

Westendstr. 1, D-45143 Essen  
 Telephone +49 (0)2 01/3 65 47-304  
 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

# F

Advertisements

Closing date: **08.07.11**

**Attention: prepayment required!**

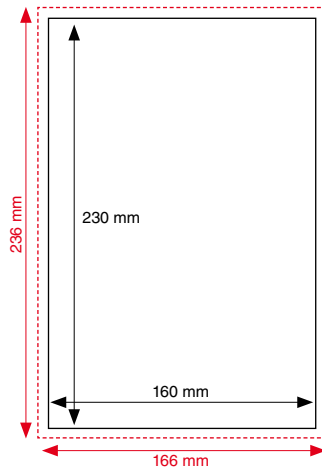
## 6 Advertisements

Please accept the following order:

Please mark with a cross where applicable!



<b>1/1 Seite 4-c</b>	catalogue format 160 wide, 230 mm high + 3 mm each side for bleed size	€ 4.375,-	<input type="checkbox"/>
<b>1/2 Seite 4-c</b>	type area, 125 mm wide, 95 mm high	€ 2.635,-	<input type="checkbox"/>
<b>2/1 Seite 4-c</b>	Panorama, 320 mm wide, 230 mm high, + 3 mm each side (max. text width: 130 mm wide, 200 mm high)	€ 7.370,-	<input type="checkbox"/>



required

printing material: 166 mm width x 236 height

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

The 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.) are enclosed / will be submitted by **15.07.2011 at the latest**.

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

19% VAT must be added to all prices

Company name \_\_\_\_\_ Contact name \_\_\_\_\_

Telephone/Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Place and date \_\_\_\_\_ Signature and stamp \_\_\_\_\_

VAT-ID number (compulsary legal entry)

Place of performance and venue is Essen.

## 6 Advertisements

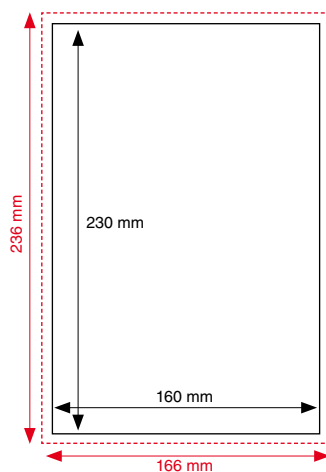
Please accept the following order:

<b>Back cover page 4-c</b>	160 mm wide, 230 mm high + 3 mm each side	€ 6.995,-	<input type="checkbox"/>
<b>Back inside cover page 4-c</b>	160 mm wide, 230 mm high + 3 mm each side	€ 6.600,-	<input type="checkbox"/>
<b>Front inside cover page 4-c</b>	160 mm wide, 230 mm high + 3 mm each side	€ 6.995,-	<input type="checkbox"/>
<b>Chapter divider page 4-c</b>	160 mm wide, 230 mm high + 3 mm each side	€ 4.950,-	<input type="checkbox"/>
<b>Bookmarks:</b>		€ 5.270,-	<input type="checkbox"/>
<b>Enclosure:</b>		€ 4.850,-	<input type="checkbox"/>

The 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.) are enclosed / will be submitted by **15.07.2011 at the latest**.

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

19% VAT must be added to all prices



required

printing material: 166 mm width x 236 mm height

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

Company name

Contact name

Telephone/Fax

E-Mail

Place and date

Signature and stamp



Please note that only the **reference numbers** of the desired product designation are to be stated in the order form C (number 3) and E (number 5).

## List of exhibits

- |   |   |   |
|---|---|---|
| <p>▶ <b>TV</b></p> <p><b>1.1 TV sets</b></p> <p>1.1.1 TV sets with 4:3 aspect ratio screens (CRT)</p> <p>1.1.2 TV sets with 16:9 aspect ratio screens (CRT)</p> <p>1.1.3 TV sets with flat screens (LCD)</p> <p>1.1.4 TV sets with flat screens (Plasma)</p> <p>1.1.5 TV sets with flat screens (LCD), HD-ready</p> <p>1.1.6 TV sets with flat screens (Plasma, HD-ready)</p> <p>1.1.7 TV sets with internet access</p> <p>1.1.8 TV systems with integrated DVD drive</p> <p>1.1.9 TV systems with integrated hard disc</p> <p>1.1.10 Mobile TV sets (analogue-to-digital)</p> <p>1.1.11 3D TV</p> <p><b>1.2 Accessories</b></p> <p>1.2.1 Universal remote control units</p> <p><input type="checkbox"/> Set-top boxes are listed under the topic Terrestrial Broadcasting-/Satellite-/Cable</p> <p>▶ <b>Displays (without TV tuner) and Projectors</b></p> <p><input type="checkbox"/> <b>Flat displays ...</b></p> <p>2.1.1 ... LCD technique</p> <p>2.1.2 ... plasma technique</p> <p><input type="checkbox"/> <b>Rear projection sets based on ...</b></p> <p>2.2.1 ... reflecting semiconductors (DLP, LCOS)</p> <p><input type="checkbox"/> <b>Projectors based on ...</b></p> <p>2.3.1 ... LC technique</p> <p>2.3.2 ... reflecting semiconductors (DLP, LCOS)</p> <p><b>2.4 Home cinema accessories (projection screens etc.)</b></p> <p>▶ <b>Video-/DVD</b></p> <p><b>3.1 Video recorders</b></p> <p>3.1.1 DVD recorders</p> <p>3.1.2 DVD recorders with integrated hard discs</p> <p>3.1.3 DVD recorders with integrated hard discs and VHS units</p> <p><b>3.2 DVD players</b></p> | <p><b>3.3 Blu-ray Disc players</b></p> <p><b>3.4 HD-DVD players</b></p> <p><input type="checkbox"/> <b>Camcorders ...</b></p> <p>3.5.1 ...with DV cassette storage</p> <p>3.5.2 ...with DVD storage</p> <p>3.5.3 ...with hard disc storage</p> <p>3.5.4 ...with flash memory storage</p> <p>3.5.5 Camcorders digital, High-Definition</p> <p><b>3.6 Media Players</b></p> <p><b>3.7 Webcams</b></p> <p><b>3.8 Video editing</b></p> <p>3.8.1 Computer hardware and software for video editing</p> <p><b>3.9 Accessories</b></p> <p>3.9.1 Audio mixers</p> <p>3.9.2 Cables, jacks, batteries</p> <p>3.9.3 Universal remote control units</p> <p>3.9.4 Cleaning and care products</p> <p>3.9.5 Camcorder cases</p> <p>▶ <b>Digital Imaging</b></p> <p><input type="checkbox"/> <b>Digital cameras ...</b></p> <p>4.1.1 ... with fixed focal length</p> <p>4.1.2 ... with zoom lenses</p> <p>4.1.3 ... SLR</p> <p><b>4.2 Storage media for digital cameras</b></p> <p>4.2.1 Flash memory cards</p> <p><b>4.3 Software for archiving and digital image processing</b></p> <p><b>4.4 Imaging input and output Devices</b></p> <p>4.4.1 Scanners</p> <p>4.4.2 Printers</p> <p>4.4.3 Digital Photoframes</p> <p><b>4.5 Accessories for cameras</b></p> <p>4.5.1 Adapters, batteries, storage batteries</p> <p>4.5.2 Cables, adapters</p> <p>4.5.3 Cleaning and care products</p> <p>4.5.4 Tripods</p> <p>4.5.5 Cases-/straps</p> <p>4.5.6 Miscellaneous</p> <p>▶ <b>Audio-/Hi-Fi-/Surround</b></p> <p><b>5.1 Audio and hi-fi sets (stationary)</b></p> <p>5.1.1 Digital-to-analogue converters</p> | <p>5.1.2 Hard disc recorders-/music servers</p> <p>5.1.3 Radio tuner (analogue-/digital)</p> <p>5.1.4 Home theatre equipment</p> <p>5.1.5 Speakers, active with wireless signal transmission</p> <p>5.1.6 Speakers, active</p> <p>5.1.7 Speakers, passive</p> <p>5.1.8 Subwoofers-/satellite systems</p> <p>5.1.9 Record players, analogue</p> <p>5.1.10 Receivers (also in combination with additional features, such as CD playback etc.)</p> <p>5.1.11 Systems (micro, midi, full size)</p> <p>5.1.12 Clock radios</p> <p>5.1.13 Amplifiers (integrated amplifiers, pre-amplifiers, power amplifiers)</p> <p><b>5.2 Audio and hi-fi sets (portable)</b></p> <p>5.2.1 MP3 players and recorders (flash memory)</p> <p>5.2.2 MP3 players and recorders (hard disc)</p> <p>5.2.3 CD radios (also with cassette recorders)</p> <p>5.2.4 Shortwave receiver</p> <p><b>5.3 Surround and multi-channel Sound systems</b></p> <p>5.3.1 Decoders for analogue and digital surround systems</p> <p>5.3.2 Decoders for analogue and digital surround systems in combined systems (AV amplifiers, AV receivers)</p> <p>5.3.3 Multi-channel loudspeaker systems</p> <p><b>5.4 Accessories</b></p> <p>5.4.1 Headphones and accessories</p> <p>5.4.2 Headphones, cordless (infrared-/FM transmission)</p> <p>5.4.3 Speaker mounting systems</p> <p>5.4.4 Microphones and accessories</p> <p>5.4.5 Mixers</p> <p>5.4.6 Cleaning and care products</p> <p>5.4.7 Pickup cartridges</p> <p>5.4.8 Tone arms</p> <p>5.4.9 Universal remote controls</p> <p>5.4.10 Cables, jacks, adapters, spikes, dampers, batteries etc.</p> <p>▶ <b>Car Media</b></p> <p><b>6.1 Car hi-fi</b></p> <p><input type="checkbox"/> Car radios for analogue audio reception with ...</p> |
|---|---|---|

- 6.1.1.1 ... integrated cassette drive
- 6.1.1.2 ... integrated CD drive
- 6.1.1.3 ... integrated CD changer
- 6.1.1.4 ... integrated MP3 card reader or MP3-/CD-ROM drive
- 6.1.1.5 ... USB interface
- 6.1.1.6 ... integrated hard disc
- 6.1.1.7 ... integrated DVD player
- 6.1.1.8 ... integrated surround and multichannel features
- 6.1.1.9 ... control for external CD-/Mini Disc changers
- 6.1.1.10 ... control for external DAB receivers
- 6.1.2 DAB tuners
- 6.1.3 Car CD changers
- 6.1.4 Car MD changers
- 6.1.5 Car hi-fi amplifiers, boosters
- 6.1.6 Car sound components (equalizer, digital sound processors, surround decoders)
- 6.1.7 Car audio systems
- 6.1.8 Car speakers, passive
- 6.1.9 Car speakers, active
- 6.1.10 Vehicle-specific speaker installation kits
- 6.1.11 Car hi-fi accessories (antennas, cables, fuses ...)

## 6.2 Mobile data and multimedia sets

- 6.2.1 DAB multimedia data receivers
- 6.2.2 Mobile computers for dashboard installation
- 6.2.3 Mobile TV receivers (digital)
- 6.2.4 Mobile video units
- 6.2.5 Video, multimedia, and navigation displays

## 6.3 Communication devices for motor vehicles, accessories

- 6.3.1 Car radios with integrated telephone
- 6.3.2 Installation kits, adapters, hands-free units and antennas for car phones

## 6.4 Navigation sets, traffic information and guidance systems

- 6.4.1 Navigation systems for permanent installation
- 6.4.2 Mobile navigation systems
- 6.4.3 Motor vehicle alarm systems
- 6.4.4 Backup monitor systems
- 6.4.5 Traffic information and guidance systems based on TMC or GSM

## ► Telecommunications – Stationary Terminals

- 7.1 Wired telephones, analogue
- 7.2 ISDN telephones
- 7.3 Videophones
- 7.4 Voice over IP
- 7.5 Fax machines
- 7.6 Telephone answering machines-/other add-ons
- 7.7 Telephone routing systems (analogue)
- 7.8 ISDN routing systems
- 7.9 Other voice communication systems
- 7.10 Video conferencing systems
- 7.11 Modems (analogue, ISDN, Cable, DSL)
- 7.12 ISDN adapters
- 7.13 DSL equipment (splitters, routers etc.)
- 7.14 Terminal equipment add-ons

## ► Telecommunications – Mobile Terminals

- 8.1 Cordless phones
- 8.1.1 analogue
- 8.1.2 digital (DECT)

## 8.2 Mobile telephones

- Mobile telephones GSM with ...
- 8.2.1.1 ... GSM high-speed features HSCSD-/GPRS
- 8.2.1.2 ... UMTS
- 8.2.1.3 ... integrated TV tuner
- 8.2.2 PDAs-/Palmtop computers with GSM-/UMTS-features
- 8.2.3 GSM-/UMTS adapters for notebooks, PDAs, netbooks

## 8.3 PMR Wireless 446 equipments

## 8.4 Other mobile voice communication Equipments

- 8.5 Mobile telephone Accessories
- 8.5.1 Car kits
- 8.5.2 Headsets
- 8.5.3 Bluetooth peripherals
- 8.5.4 Accessories: cases, adapters, AC adapters, rechargeable batteries etc.
- 8.5.5 Others

## ► Telecommunication Networks-/ Service Providers

- 9.1 Wired network operators
- 9.2 Mobile network operators
- 9.3 Service providers (wired and mobile networks)

## ► Internet

- 10.1  Internet access
- Service providers for internet access via ...
- 10.1.1 ... telephone networks
- 10.1.2 ... satellite
- 10.1.3 ... cable
- 10.1.4 ... digital terrestrial networks
- 10.2 Content
- 10.2.1 Web portals Providers of service, information, and Entertainment
- 10.3 Communications services
- 10.3.1 E-mail
- 10.3.2 Voice over IP
- 10.3.3 Common interface

## ► Terrestrial Transmission, Satellites, Cables

- 11.1  Receivers
- Set-top boxes and other receivers for digital terrestrial reception with...
- 11.1.1.1 ... Common Interface
- 11.1.1.2 ... integrated hard disc
- Set-top boxes for digital reception via satellite with ...
- 11.1.2.1 ... Common Interface
- 11.1.2.2 ... integrated hard disc
- 11.1.2.3 ... internet access
- Set-top boxes for digital reception via cable with ...
- 11.1.3.1 ... Common Interface
- 11.1.3.2 ... integrated hard disc
- 11.1.4 Set-top boxes for HDTV via satellite
- 11.1.5 Set-top boxes for HDTV via digital cable
- 11.1.6 Set-top-boxes for digital TV via DSL
- 11.1.7 Receivers for analogue TV via satellite
- 11.2 Receiving antenna systems and accessories (terrestrial and satellite)

- Single antenna and small master antenna television systems and accessories for ...

- 11.2.1 ... terrestrial reception
- 11.2.2 ... reception via satellite

- Large-scale master antenna television systems and accessories for ...
- 11.2.3 ... terrestrial reception
- 11.2.4 ... reception via satellite
- 11.2.5 Satellite positioners
- 11.2.6 Head units, amplifying systems and other cable network components

## 11.3 Broadcasting infrastructures

- 11.3.1 Satellite operators
- 11.3.2 Cable network operators
- 11.3.3 DSL operators

## 11.4 Professional TV and video equipments

- 11.4.1 Television installations
- 11.4.2 Video communication equipments and systems, video conferencing systems
- 11.4.3 Hotel TV systems
- 11.4.4 Testing equipment

## ► Home Networks

- 12.1 Home automation
- 12.1.1 Cabled systems
- 12.1.2 No New Wires (connectivity via power line, coaxial antenna cables)
- 12.1.3 Wireless systems (W-LAN, Bluetooth etc.)
- 12.1.4 Home electric and electronic devices with integrated network interfaces

## 12.2 Home networks for digital audio, video and multimedia

- 12.2.1 Cabled systems
- 12.2.2 No New Wires (streaming via power line, coaxial antenna cables)
- 12.2.3 Wireless systems (W-LAN, Bluetooth etc.)
- 12.2.4 Consumer electronics components with LAN interface
- 12.2.5 Homer Server
- 12.2.6 Media Clients with LAN interface / W-LAN
- 12.2.7 Router, Hubs / Switches
- 12.2.8 W-LAN Hotspots / Adapter
- 12.2.9 Power line adapters, adapters for data transport via coaxial antenna cables

## 12.3 Maintenance and Testing

## 12.4 Service Providers-/Organisations

## ► PC Hardware and Software

- 13.1 Computers
- 13.1.1 Desktop computers
- 13.1.2 Notebooks
- 13.1.3 Personal Digital Assistants -/organisers
- 13.1.4 Netbooks
- 13.1.5 Tablet PCs
- 13.2 Extensions and peripherals
- 13.2.1 Network components
- 13.2.2 Audio-/video cards
- 13.2.2.1 TV and radio tuner cards
- 13.2.2.2 Port extensions (USB, Firewire etc.)
- 13.2.3 Video conferencing extensions
- 13.2.4 Storage drives (hard diss, Blu-ray, HD-DVD, CD-ROM, DVD-ROM, interchangeable discs etc.)

- 13.2.5 Joysticks and other accessories for home entertainment/-games
- 13.2.6 Webcams
- 13.3 Input equipment**
  - 13.3.1 Keyboards
  - 13.3.2 Graphic input devices
  - 13.3.3 Scanners
- 13.4 Output equipment**
  - 13.4.1 Printers
- 13.5 Monitors**
- 13.6 Accessories**
  - 13.6.1 Microphones
  - 13.6.2 Speakers
  - 13.6.3 Headphones
  - 13.6.4 Audio/-video adapters
  - 13.6.5 Cables
  - 13.6.6 Cleaning and care products
- 13.7 Software**
  - 13.7.1 Operating systems
  - 13.7.2 Application software
  - 13.7.3 Merchandise information systems, accounting and invoicing systems

## ▶ Home Entertainment

- Game paddles...**
  - 14.1.1 ... without storage drives
  - 14.1.2 ... with DVD drives and/-or hard discs
  - 14.1.3 ... with hard discs and Blu-ray or HD-DVD drives
  - 14.1.4 3D game paddles
- 14.2 Games software**
- 14.3 Entertainment software on CD, DVD and HD media**
- 14.4 Information and educational Software**
  - 14.4.1 Training, teaching and educational programs
  - 14.4.2 Electronic dictionaries, reference files, directories, telephone directories etc.
  - 14.4.3 Electronic dictionaries for foreign languages
  - 14.4.4 Language programs
- 14.5 Recorded media (audio/-video)**
  - 14.5.1 DVD
  - 14.5.2 HD media (Blu-ray disc, HD-DVD)
  - 14.5.3 CD-ROM
  - 14.5.4 Compact cassettes

## ▶ Media

- 15.1 TV/-video program providers**
- 15.2 Audio program providers**
- 15.3 Interactive media on data carriers**
- 15.4 Production equipment**
  - 15.4.1 Monitors and accessories
  - 15.4.2 Virtual studios
  - 15.4.3 Cameras and studio components

## ▶ Miscellaneous

- 16.1 Video and sound recording media/-data storage**
  - 16.1.1 CD media (CD-R, CD-RW)
  - 16.1.2 DVD media (DVD-R, DVD+R, DVD-RW, DVD+RW, DVD-RAM)

- 16.1.3 Blu-ray Discs
- 16.1.4 Flash memory cards (Memory Stick, SD Card, MultiMedia Card, Compact Flash Card, SmartMedia Card etc.)
- 16.2 Portable electronics**
- 16.3 Batteries, rechargeable batteries, Chargers**
- 16.4 Furniture and storage systems**
  - 16.4.1 Furniture for TV, video and hi-fi
  - 16.4.2 Racks for sound recording media, furniture
  - 16.4.3 TV mounts, monitor mounts
- 16.5 Components (tubes etc.)**
- 16.6 Publications (print)**
  - 16.6.1 Special interest literature, magazines and publishers
  - 16.6.2 TV programme guides
- 16.7 Associations and institutions**
- 16.8 Jobs and education**
- 16.9 Education and research**



Please note that only the **reference numbers** of the desired product designation are to be stated in the order form C (number 3) and E (number 5).

## List of exhibits

- |   |  |  |
|---|--|--|
| <p>▶ <b>Large household appliances</b></p> <p><b>A 1 Refrigerators and freezers</b><br/> A 1.1 Absorption refrigerators<br/> A 1.2 Upright freezers<br/> A 1.3 Chest freezers<br/> A 1.4 Combined refrigerator/freezers<br/> A 1.5 Refrigerators<br/> A 1.6 Refrigerators for cars and camping<br/> A 1.7 Wine coolers</p> <p><b>A 2 Washing machines and dishwashers</b><br/> A 2.1 Dishwashers<br/> A 2.2 Spin driers<br/> A 2.3 Clothes driers<br/> A 2.4 Combined washing machines and driers<br/> A 2.5 Fully automatic washing machines</p> <p><b>A 3 Cooking and baking equipment</b><br/> A 3.1 Ovens<br/> A 3.2 Steamers<br/> A 3.3 Extractor hoods<br/> A 3.4 Gas cookers and ovens<br/> A 3.5 Glass ceramic hotplates<br/> A 3.6 Induction hotplates<br/> A 3.7 Hobs<br/> A 3.8 Microwave equipment<br/> A 3.9 Electric ovens</p> <p>▶ <b>Small electric domestic appliances</b></p> <p><b>B 1 Kitchen equipment</b><br/> B 1.1 Slicers<br/> B 1.2 Baby bottle warmers<br/> B 1.3 Bread ovens, breadmakers<br/> B 1.4 Egg cookers<br/> B 1.5 Electric kitchen scales<br/> B 1.6 Electric knives<br/> B 1.7 Electric openers<br/> B 1.8 Juicers<br/> B 1.9 Espresso machines<br/> B 1.10 Fondue makers<br/> B 1.11 Deep fat fryers<br/> B 1.12 Grain / Spice mills<br/> B 1.13 Grills<br/> B 1.14 Hand whisks<br/> B 1.15 Yoghurt makers<br/> B 1.16 Coffee machines<br/> B 1.17 Coffee grinders<br/> B 1.18 Kitchen appliances<br/> B 1.19 Graters and peelers<br/> B 1.20 Tea machines<br/> B 1.21 Toasters<br/> B 1.22 Vacuum packers / Foil welders<br/> B 1.23 Vaporisers<br/> B 1.24 Waffle irons / Waffle makers<br/> B 1.25 Boilers</p> | <p>B 1.26 Other kitchen appliances</p> <p><b>B 2 Floor cleaning and care machinery</b><br/> B 2.1 Battery-powered vacuum cleaners<br/> B 2.2 Vacuum cleaners<br/> B 2.3 Steam cleaners<br/> B 2.4 Handheld vacuum cleaners<br/> B 2.5 Wet and dry cleaners<br/> B 2.6 Cleaning robots<br/> B 2.7 Spray extraction cleaners<br/> B 2.8 Other floor cleaning and care machinery</p> <p><b>B 3 Steam ironing equipment and systems</b><br/> B 3.1 Steam irons<br/> B 3.2 Ironing stations<br/> B 3.3 Steam generators<br/> B 3.4 Shirt pressers</p> <p><b>B 4 Equipment for wellness and personal care (body care)</b><br/> B 4.1 Beard trimmers<br/> B 4.2 Blood pressure meters<br/> B 4.3 Ladies' shavers<br/> B 4.4 Steam therapy equipment<br/> B 4.5 Dental centres<br/> B 4.6 Electric acupuncture equipment<br/> B 4.7 Electric fever thermometers<br/> B 4.8 Personal electric scales<br/> B 4.9 Electric toothbrushes<br/> B 4.10 Depilation equipment<br/> B 4.11 Foot massage equipment<br/> B 4.12 Hair trimmers<br/> B 4.13 Hair stylers<br/> B 4.14 Hand dryers<br/> B 4.15 Hand-held hair dryers<br/> B 4.16 Heated cushions and blankets<br/> B 4.17 Infra-red heaters<br/> B 4.18 Inhalers<br/> B 4.19 Massage equipment<br/> B 4.20 Light therapy equipment<br/> B 4.21 Manicure / Pedicure equipment<br/> B 4.22 Mouthwashes<br/> B 4.23 Pulse meters<br/> B 4.24 Shavers<br/> B 4.25 Electrotherapy equipment<br/> B 4.26 Soft lasers<br/> B 4.27 Solariums<br/> B 4.28 Drying hoods<br/> B 4.29 Other equipment for wellness and personal care (body care)</p> <p>▶ <b>Built-in kitchen units</b></p> <p>C 1 Built-in ovens<br/> C 2 Built-in steamers<br/> C 3 Built-in extractor hoods<br/> C 4 Built-in freezers<br/> C 5 Built-in dishwashers</p> | <p>C 6 Built-in ovens and hobs<br/> C 7 Built-in automatic coffee makers<br/> C 8 Built-in kitchen appliances<br/> C 9 Built-in refrigerators<br/> C 10 Built-in microwave equipment<br/> C 11 Built-in heated drawers / Plate warmers<br/> C 12 Built-in washing machines<br/> C 13 Other built-in equipment</p> <p>▶ <b>Electric domestic heating systems</b></p> <p><b>D 1 Electric heating systems</b><br/> D 1.1 Underfloor heating<br/> D 1.2 Fan and radiant heaters<br/> D 1.3 Convector/ Radiators<br/> D 1.4 Photovoltaics<br/> D 1.5 Heat regulating systems<br/> D 1.6 Solar installations<br/> D 1.7 Heat pumps<br/> D 1.8 Heat storage systems<br/> D 1.9 Home ventilation with heat recovery<br/> D 1.10 Other electric heating systems</p> <p><b>D 2 Electric water heaters</b><br/> D 2.1 Immersion heaters<br/> D 2.2 Hot water storage systems<br/> D 2.3 Water boilers<br/> D 2.4 Other electric water heaters</p> <p><b>D 3 Air conditioning and ventilation</b><br/> D 3.1 Mobile air conditioning units<br/> D 3.2 Air conditioning for permanent installation<br/> D 3.3 Ventilators and fans<br/> D 3.4 Air humidifiers and air purifiers<br/> D 3.5 Other air conditioning and ventilation equipment</p> <p>▶ <b>Components and equipment for electrical appliances</b></p> <p><b>E 1 Equipment and Components</b><br/> E 1.1 Kitchen units and appliances<br/> E 1.2 Production of laser and micro remoulding machines<br/> E 1.3 Air-conditioning appliances, ventilators<br/> E 1.4 Cooking, baking and grilling appliances<br/> E 1.5 Personal care appliances and sanitary ware<br/> E 1.6 Kitchen machines and small appliances<br/> E 1.7 Refrigerators and freezers<br/> E 1.8 Machinery and equipment for the production and refrigerators and freezers</p> |
|---|--|--|

- E 1.9 Space-heating, appliances and equipment
- E 1.10 Cleaning and treatment appliances
- E 1.11 Testing and quality control for domestic appliances
- E 1.12 Small heat appliances
- E 1.13 Hot water heaters
- E 1.14 Laundry equipment, dryers and fittings
  
- E 2. Components and equipment for electrical appliances**
- E 2.1 Alarm equipment and plant
- E 2.2 Power sockets for electrical appliances in a fixed position
- E 2.3 Drivebelts for washing machines and electrical appliances
- E 2.4 Automatic machines
- E 2.5 Batteries
- E 2.6 Mounting materials
- E 2.7 Diodes, semi-conductors, resistors, sub-assemblies
- E 2.8 Cord-operated switches and built-in switches
- E 2.9 Electronic components
- E 2.10 Remote controls
- E 2.11 Installation material
- E 2.12 Insulated high-tension current lines
- E 2.13 Junction boxes
- E 2.14 Commutators
- E 2.15 Condensers, transformers, coils and sub-assemblies
- E 2.16 Battery chargers and power units
- E 2.17 Piping and metal detection equipment
- E 2.18 Light monitors
- E 2.19 Insulated screw connectors
- E 2.20 Alarm and display lights, signalling devices
- E 2.21 Alarm and control equipment
- E 2.22 Motors and gears
- E 2.23 Switches, fuses, sockets and plugs for all types of equipment
- E 2.24 Switches, control and regulating gears
- E 2.25 Switching relays and contractors
- E 2.26 Sensors
- E 2.27 Sensor screens
- E 2.28 Sensor keyboards
- E 2.29 Dials, type and rating plates
- E 2.30 Public address system
- E 2.31 Power sockets with earth contacts
- E 2.32 Power sockets
- E 2.33 Connecting systems
- E 2.34 Thermo bi-metal
- E 2.35 Thermostats, regulators
- E 2.36 Touchlamps
- E 2.37 Touch sensors
- E 2.38 Meters, measuring and Control devices
- E 2.39 Automatic switches
- E 2.40 Circuits for all types of equipment

# GENERAL TERMS AND CONDITIONS FOR ADVERTISEMENTS AND ENTRIES

## 1. General

(1) "NEUREUTER FAIR MEDIA" is a trade name and brand of the Verlag für Messepublikationen Thomas Neureuter GmbH (hereinafter referred to as "NEUREUTER FAIR MEDIA").

(2) The following General Terms and Conditions of Business (GTC) apply for all services provided by NEUREUTER FAIR MEDIA. 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 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 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 and the customer shall come about upon ordering by the customer and acceptance by NEUREUTER FAIR MEDIA, 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 issues written confirmation of the order.

(3) NEUREUTER FAIR MEDIA 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 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.

## 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.

(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 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 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.

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

## 4. Scope of performance/payment terms

(1) The scope of the services to be provided by NEUREUTER FAIR MEDIA 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).

## 5. Availability, force majeure

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

MEDIA 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 is unable to provide services as a result of force majeure, NEUREUTER FAIR MEDIA 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 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 against all claims of third parties and undertakes to reimburse all costs resulting from such claims.

## 8. Liability of NEUREUTER FAIR MEDIA

(1) Liability of NEUREUTER FAIR MEDIA 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 shall be limited to such damage as could typically arise and which would be reasonably foreseeable for NEUREUTER FAIR MEDIA 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 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 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 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.

## 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 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 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 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.