

Marketing program 2021



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Marketing program 2021

PROFIBUS Nutzerorganisation e.V. (PNO) and PROFIBUS & PROFINET International (PI) offers you again in 2021 a series of marketing activities to expand your network and show presence. In view of the ongoing corona pandemic, our participation offer is subject to an improvement of the situation.

A special feature in 2021 is that process automation will be a strong focus. On the one hand, AACHEMA Pulse will take place and on the other hand the „PI-Konferenz“, where process automation will be the main topic, will take place as well. The focus of our activities will be on our technologies PROFINET, PROFIBUS, IO-Link, omox as well as the PROFIdrive, PROFIsafe and PROFIenergy profiles.

Participate in various trade fairs and workshops or advertise with banner and print media ads.

We look forward to your registration!

Your PNO Marketing Team

„PI-Konferenz“ 2021

PNO will hold its seventh „PI-Konferenz“ from 15 to 19 March 2021. However, the format differs from previous conferences. PNO wants to break new ground and has decided to hold the next „PI-Konferenz“ digitally for the first time.

The guiding theme „Process Goes Digital“ considers several aspects. On the one hand it



highlights the many innovations and advances within process automation, while on the other hand digitization continues to play a decisive role within PI-Technologies such as PROFINET and IO-Link. The „omlox“ positioning technology

will be a completely new addition to the program at the seventh „PI-Konferenz“.

The program will include not only technical presentations but also the various PNO collaborations. A panel discussion with users will round off the program.

Use our flexible cooperation partner program for the „PI-Konferenz“ 2021 and become a partner of this established - yet unique - event highlight of the PNO!

You can find detailed information on the cooperation partner program at:

www.pi-konferenz.de

Prices:

ONE cooperation partner package for everyone!

Basic package with various services

€ 4,000 *

Individualise your partnership
with the other optional services!



Print advertising package

€ 2,000 **



Participation in the virtual microfair

€ 3,000



Session-Sponsorship

€ 500

* The booking of the basic package is mandatory for the cooperation partnership.

** The possibility to be represented with your logo in up to eight print advertisements and in PI-Magazin issue 2/2020 was available with registration until October 9, 2020.

Trade Fairs

Benefits to you from PI joint booth!

The aim of our joint booth is to create a platform for professional exchange among end users, equipment manufacturers, OEMs, engineering companies, plant manufacturers and universities. Present your products and services around our technologies to an international audience!

PNO offers a cost-effective and attractive trade fair presence for this purpose. You will receive comprehensive support that has been tried and tested for many years; from the preparatory trade fair organization and press relations to on-site supply.

Overview of your benefits:

Efforts and lower personnel requirements	Synergy effects
<ul style="list-style-type: none">• Professional support and coordination before, during, and after the fair• Layout planning, stand design, and construction• Providing the entire infrastructure such as catering, information desk, storage, power, internet, cleaning, booth security etc	<ul style="list-style-type: none">• Benefit from the strong community of the world leader in industrial communication!• Accompanying advertising measures and PR• Use our technology brochures and system descriptions to get visitors up to speed on each technology• Booth the effect of own booth
High level of attention	Emphasized visibility
<ul style="list-style-type: none">• Central location in sector "Industrial Communication"• Innovative environments by presenting new technologies and developments• Visitor magnet through new demo models on current topics of Industrie 4.0• Modern, current booth design with a high recognition value	<ul style="list-style-type: none">• Due to bookable company kiosk own area• for self presentation• Individual design and presentation options• Company logo is placed numerous at PI-joint booth• Catering for your customers• Contact support on the PI-information-desk

Participation opportunity - Technology presentations

The objective of technology presentations is to provide information on how the technologies work and to show the diversity of manufacturers and products. The devices are either integrated in a live application or exhibited as non-functioning devices in a gallery.

Depending on the particular trade fair, you can choose to participate in a variety of technology presentations. These are as follows:

Factory-Automation Wall



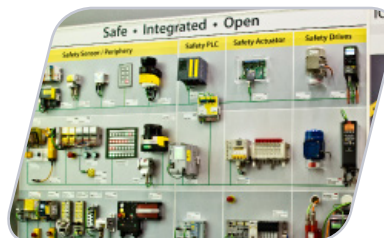
Process-Automation Live-Demo



IO-Link Wall



PROFIsafe Live-Demo



PROFINET devices used in factory automation, PROFInergy, PROFIdrive & Encoder, and PROFIsafe devices are shown jointly on our Factory-Automation Wall. Your device can be part of the impressive display of device and technology diversity.

You can register PROFIBUS & PROFINET devices used in the process industry for the Process-Automation Live-Demo.

Register your IO-Link devices to the IO-Link technology-specific wall.

Additionally you have the possibility to present your PROFIsafe devices at the PROFIsafe Live-Demo.

Price per device: *From 650 € to 700 €**

Offer:

Newly certified PROFINET devices can be shown for free at one of our main trade fairs (Hannover Messe und SPS) at the **Factory-Automation Wall!** **

* Price depends on technology presentation and fair (deviations may occur)

** Maximum 3 newly certified devices per company / per fair.

Certification date 4th quarter 2020 / 1st quarter 2021 - free of charge at Hannover Messe.

Certification date 2nd quarter 2021 / 3rd quarter 2021 - free of charge at SPS

Participation opportunity - Company Kiosk

By participating with a Company Kiosk, your company has its own space for individual presentation. This increases the visibility of your exhibition equipment and information. Before the trade fair, you receive a white board with the dimensions 75 x 120 cm (height x width). You can design your board individually- for example with graphics, devices, etc. The board is mounted on a platform at an angle. Your company logo is placed above it, among other things on a backlit strip with the corresponding long-distance effect. In addition, the small, pull-out shelf in front of your board offers you space for smaller flyers or a small laptop, netbook or tablet PC. A large storage space is available below your individual presentation. You can position brochures in A4 portrait format in brochure holders on the sides.

Price per Company Kiosk (depending on the trade fair): from € 3.000 to € 5.400 €*

Rental Monitors for Company Kiosk (can be optionally booked for each Company Kiosk):



The rental monitors are mounted on your board at the trade fair. With the 19" and 24" TFT monitors, you can also design the board according to your wishes. In this case, you only have to leave the corresponding area for the monitor free. The 42" TFT monitors are mounted over the full surface of the board. You only have to bring along your PC or laptop with the corresponding software/presentation. The monitors are insured and will be delivered, mounted, and replaced immediately in case of failure.

Price per 19" TFT monitor: 290 €

Price per 24" TFT monitor: 390 €

Price per 42" TFT monitor: 590 €

Graphic printing / Laminating / Transport (can be optionally booked for each Company Kiosk):

You don't need complicated installation of devices in advance? Save transport costs. We take over printing, laminating, and shipping of your panel. If you use the offer, we need a print file in advance. The corresponding information will be sent to you in a timely manner.

Price per Graphic printing / Laminating / Transport: € 125

** Price depending on Trade Fair*

Marketing fee

(Can be booked only in connection with a Technology Presentation or Company Kiosk)

If you want to be registered as a co-exhibitor as part of your participation in the PI-joint booth, fair organizers charge a so-called marketing fee. This fee is optional and is transferred directly by us to the organizer. It generally covers an entry in the print and/or online version of the trade fair catalog, free exhibitor IDs and visitor tickets as well as access to the online booking system of the respective trade fair.

Price for the marketing fee (depending on fair): from € 235 to € 500*

Trade Fairs with PI joint booth

embedded world

March 2 to 4, 2021

in Nuremberg

Hall 1 - booth 1-331



In 2021, the embedded community will meet on three exhibition days at the Nuremberg Exhibition Center from March 2 to 4. More than 1,000 national and international exhibitors will showcase their products in the fields of security of electronic systems, cloud computing and Internet of Things. The PI joint booth will not be there next year either. This time, however, on a new, more focused program on Industrie 4.0 relevant topics. Experience three days of embedded world with us in Hall 1 - booth 1-331.

New format for 2021: embedded world DIGITAL
You are interested to join as co-exhibitor?
Please contact us for details.



NEW POSITION:

**Hall 1
booth 1-331**

**Price depending on Trade Fair*

Hannover Messe

April 12 to 16, 2021

in Hannover

Hall 9



As the world's leading trade fair for the industry, Hannover Messe is the perfect place for companies to present themselves at the Hannover Messe. Companies in the fields of production and logistics are constantly changing, with the need for new technologies and solutions. This gives you the cost-effective opportunity to be at the forefront of the industry at the Hannover Messe booth in 2021.

Visitors can look forward to the latest technologies PROFINET, PROFINET and IO-Link. In addition, the new location technologies will be presented for the first time. Don't miss it!



ACHEMA

June 14 to 18, 2021

in Frankfurt

Hall 11.0 - booth C43



Every three years Messe Frankfurt opens its doors to the leading trade fair for all areas of the process industry. It is the perfect place for pioneers and trendsetters in chemistry, biotechnology and technology.

PNO will again be participating in the ACHEMA trade fair. The focus of this trade fair is on the new technologies and solutions. The topic at the joint PI stand will be presented in a new format. Ethernet-APL will be presented in a new format. As a highlight, the Process-Automation will be presented into the joint booth. We are looking forward to seeing you again, together with you!



Meorga: Special measuring and control Trade Fairs

September 15, 2021: Ludwigshafen am Rhein

Oktober 27, 2021: Landshut



MEORGA trade fair is specialized in products of measurement technology, control technology, regulation technology, process control systems and automation technology. Leading manufacturers in the industry draw attention to new trends. In addition, interesting workshops on current topics are held.

In 2021 the PNO will again be represented with a 10 m² joint booth. This time at two of the four trade fairs taking place - and we would be happy to work with you!



SPS - Smart Production Solutions*

November 23 to 25, 2021

in Nuremberg

Hall 5 - booth 210

sps

smart production solutions

Practical, forward-looking and personal. That is SPS! The complete spectrum of smart and digital automation is represented by the unique concept of the PLC. The focus is on practical solutions for your working area!

At the PI joint booth the proven technologies PROFINET, PROFIBUS and IO-Link as well as the profiles PROFI-safe and PROFI-drive, but also the new location technology omlox will be shown. In addition, PI will inform trade fair visitors about current Industrie 4.0 topics. Come with us and take a step towards Industrie 4.0 and become part of the future-oriented PI joint booth.



** If you are not able to make a statement about participation in SPS at this time, it is also possible to register later!*

Workshops

Our workshop offer is divided into two thematic focuses according to the target group. On the one hand we offer user workshops and on the other hand technology workshops. The participants can gain a broad overview in practice-oriented lectures and get in direct contact with experts from various product areas.

The user workshops are aimed at users, planners and system integrators, i.e. decision-makers and skilled personnel in production and technology in manufacturing companies. The content focuses on the advantages of the technologies as well as the possible applications and handling in practice. The aim is to make it easier for interested experts to get started with the technologies and to provide the most important basics as a basis for a deeper introduction.

The technology workshops go into more detail, so these workshops are aimed at developers and product managers with basic technical knowledge. The focus here is on providing interested companies with detailed information on the existing possibilities for developing products and thus making it easier for field device manufacturers to familiarize themselves with relevant standards.

In addition, the PNO offers special workshops on current topics, such as the PROFINET Certification Workshop and the Industrie 4.0 Technology Workshop. The existing workshops are also continuously revised and adapted to the interests of the participants. A corresponding workshop offer is also planned for omlox, a positioning technology newly added to the portfolio.

Participation opportunities

As a PNO member you have the possibility to actively participate in these workshops. In principle, each workshop is accompanied by a trade fair or microfair, where you can present your product portfolio and get in touch with the workshop participants personally. If you participate, your company logo will be shown in our workshop-specific print materials such as invitation flyer, agenda, etc. Participation also offers you the opportunity to contribute with your own practical lecture or training.



** Please note: Special arrangements can also be made for individual workshops.*

Scheduled workshops

PROFINET Technology:

February 23, 2021 (Online-Workshop)

June 29, 2021 (Frankfurt, Germany)

October 13, 2021 (Ludwigsburg, Germany)



PROFINET Certification:

June 30, 2021 (Frankfurt, Germany)



PROFINET in Process Automation:

February 24-25, 2021 (Online-Workshop)

October 12, 2021 (Ludwigsburg, Germany)



Industrie 4.0 Technology:

September 14, 2021 (Frankfurt, Germany)

Industrie 4.0

PROFIdrive & Encoder Technology:

February 24, 2021 (Online-Workshop)

October 14, 2021 (Ludwigsburg, Germany)



PROFIsafe User:

April 27, 2021 (Essen, Germany)

September 22, 2021 (Amberg | Siemens | Germany)



IO-Link User:

May 19, 2021 (Online-Workshop)

June 10, 2021 (Friedrichshafen, Germany)

Second half of 2021 | Two more dates and places in clarification



Location technology omlox:

Dates and places in clarification



PI-Magazin

For all interested readers in the automation industry, PI magazine is published twice a year. Our magazine has now established itself over many years as an essential medium for the exchange of information and experience. Here the reader will find first-hand information about progress and innovations in the development and use of PROFINET, PROFIBUS, Drives & Encoders, PROFIsafe, PROFIenergy, IO-Link and omlox. The positioning of PI technologies in relation to Industrie 4.0 as well as the strategy and direction of PI are given special importance in our magazine.

The PNO pays particular attention to the balanced selection of topics and the high quality of the editorial content. With a circulation of approx. 100,000 distributed copies, the magazine is attached to leading automation titles, so that you as an advertising customer can achieve a high level of market coverage with just one placement.

Of course, the PI-Magazine can also be read online. The possible direct linking in advertisements and articles to the respective providers significantly increases the advertising effect.



Advertising format*	Price per advertisement *
1/1 Page - 2, 3, and 4 Cover page (inside front, inside back, back cover)	€ 9,990
2/3 page landscape format (180 x 173,5 mm)	€ 7,130
A5 junior page (118 x 173,5 mm)	€ 7,130
1/2 page portrait format (87,5 x 260 mm)	€ 5,750
1/2 page landscape format (180 x 127 mm)	€ 5,750
1/3 page portrait format (57 x 260 mm)	€ 4,220
1/3 page landscape format (180 x 85 mm)	€ 4,220
1/4 page portrait format (87,5 x 127 mm)	€ 3,290
1/4 page landscape format (180 x 63,5 mm)	€ 3,290

* All commonly used advertising formats can be booked. No agency commission is paid. When ads are booked in two issues, a special discount of 10% is applied to the specified advertising prices.

Banner advertising

Show presence on PI's web pages (www.profibus.com and www.profibus.de) and place a banner. This way you will directly reach your relevant target group, which will be on your website with one click.

The banners appear in the middle of the start page and at the bottom of all subpages. A maximum of 3 x 3 banners are displayed, which rotate in time and randomly change their positions when called up again / page change. On request, we will gladly send you your banner statistics on a monthly basis.

Prices:

Local website (www.profibus.de):

€ 200 / month*

International website (www.profibus.com):

€ 700 / month*

Technical Information:

Format: jpg, (animated) gif, png

Banner size:: 346px x 120px (w x h)

Our attractive discounts:

Besides the regular banner prices, we also offer you some attractive discounts. For example, if you choose to place your banner on the local or international website for 6 months, we will only charge you for 5 months ($6 = 5$). When a 12-month booking is made, you only pay for 10 months ($12 = 10$). With an extension of the banner circuit we offer you the loyalty offer $12 = 8$, so book 12 months, but pay only 8 months.

* It can always be started at the turn of the month.



Registration form marketing program 2021

Send the completed form to the adjoining contact details.

Registrations via the marketing program are generally possible as long as the date of the event has not yet expired!

PROFIBUS Nutzerorganisation e.V.
Haid-und-Neu-Str. 7
76131 Karlsruhe, Germany

Contact person:
Ms. Jill Ellen Bohn
Tel: +49 721 9658 583
Fax: +49 721 9658 589
E-Mail: jill.bohn@profibus.com

Invoice Address::

Company:	
Contact person:	
Department:	
Street / Post office box:	
ZIP code, place:	
Country:	
VAT-Number:	
P.O. Number:	

For the following ordered marketing activities, we identify the following **main contact person**:

Company:	
Contact person:	
Phone Number:	
E-Mail:	

PI-Konferenz

Order	Price	Booking	TOTAL	Comment
Basic package*	€ 4,000			
Print advertising package**	€ 2,000			
Participation in virtual microfair	€ 3,000			
Session-Sponsorship	€ 500			

embedded world

Order	Price	Booking	TOTAL	Comment
Technology presentation				
Factory-Automation Wall				
Individual presentation				
Tilted panel / Company Kiosk 120"				
+19" TFT-monitor				
+24" TFT-monitor				
+42" TFT-monitor	€ 590			
+Graphic (included in technology or individual presentation)	€ 125			
Marketing fee	€ 235			

* The booking of the basic package is mandatory for the cooperation partnership.

** The possibility to be represented with your logo in up to eight print advertisements and in PI-Magazin issue 2/2020 was available with registration until October 9, 2020.

Hannover Messe

Order	Price per device/panel	Booking (Quantity)	Comment
Technology presentation			
Factory-Automation Wall	€ 65		
Process-Automation Live-Demo			
PROFIsafe Live-Demo			
IO-Link Wall			
omlox			
Individual presentation			
Tilted panel / Company Kiosk			
+19" TFT-monitor			
+24" TFT-monitor	€ 590		
+42" TFT-monitor	€ 590		
+ Graphic panel	€ 125		
Marketing fee (Company Kiosk or Technology presentation or Company Kiosk)			
Marketing fee	€ 355		

ACHEMA***

Order	Price per device/panel	Booking (Quantity)	Comment
Technology presentation			
Process-Automation - Live-Demo			
Individual presentation			
Company Kiosk 120 cm x 75 cm			
+19" TFT-monitor			
+24" TFT-monitor			
+42" TFT-monitor			
Marketing fee (Company Kiosk or Technology presentation or Company Kiosk)			
Marketing fee	€ 385 ****		

* When booking the 3-year offer for the Process-Automation Live-Demo/PROFIsafe Live-Demo in 2018/2019 please indicate in the comment field.

** IO-Link: Maximum 17 devices per company. Omlox: Per request. Concept in clarification.

Meorga: Special measuring and control Trade Fairs

Order	Price	Booth personnel at Meorga *	TOTAL	Comment
September 15, 2021: Ludwigshafen	€ 800 *			
October 27, 2021: Landshut				

SPS - Smart Production Solutions**

Order	Price per device/panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wall	€ 650			
Process-Automation Live-Demo	€ 700 ***			
PROFIsafe Live-Demo	€ 650 ***			
IO-Link Wall	****			
omlox	****			
Individual presentation				
Tilted panel / Company Kiosk 120 cm x 75 cm	€ 4,200			
+19" TFT-monitor	€ 290			
+24" TFT-monitor	€ 390			
+42" TFT-monitor	€ 590			
+ Graphic print/laminating/transport	€ 125			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	€ 500			

Comment:

(Please let us know here if you want to show a newly certified device at one of the fairs in 2021)

* The co-exhibitor participates at least 1 x with stand personnel at a Meorga location. The Meorga-location with personnelist must be indicated in the application; each of the locations must be attended by at least one co-exhibitor. Please indicate the participation with stand personnel at the Meorga location bindingly (first-come-first-serve principle).

**Registration at a later time is possible.

*** When booking the 3-year offer for the Process-Automation Live-Demo/PROFIsafe Live-Demo in 2018/2019 please indicate in the comment field.

**** IO-Link: Maximum 17 devices per company. Omlox: Per request. Concept in clarification.

Workshops

Order*, **, ***	Price per workshop	Booking (Quantity)	TOTAL	Comment
PROFINET Technology (3 WS)	€ 600			
PROFINET Certification (1WS)	€ 600			
PROFINET in Process Automation (2 WS)	€ 600			
Industrie 4.0 Technology (1 WS)	€ 600			
PROFIdrive & Encoder Technology (2 WS)	€ 600			
PROFIsafe User (2 WS, one free of charge)	€ 200			
IO-Link User (3 WS)**** / 1 online and 2 in person	1* € 200 2* € 800			
omlox	*****			

PI-Magazin

Order*****	Price per advertisement	Edition 1	Edition 2	TOTAL	Comment
1/1 page	€ 9,900				
2/3 landscape	€ 7,130				
A5 junior page	€ 7,130				
1/2 page portrait	€ 5,750				
1/2 page landscape	€ 5,750				
1/3 page portrait	€ 4,220				
1/3 page landscape	€ 4,220				
1/4 page portrait	€ 3,290				
1/4 page landscape	€ 3,290				
1/8 page	€ 1,850				

* Cancellation conditions for workshop participation:

Cancellation of participation in Microfair up to 3 months before the workshop is free of charge.
In case of cancellation up to 2 months before the workshop we charge 25 % of the participation fee.
For cancellations up to 1 month before the workshop, we charge 50 % of the participation fee.
In case of cancellation at a later date the full participation fee will be charged.

** Workshop cancellation in case of low participant interest:

The organizer and the supervising Marketing Arbeitskreis reserve the right to cancel the event if the number of participants is too low. Furthermore, the organizer reserves the right in such a case to pass on any cancellation fees of the workshop location proportionately to the registered exhibitors. We ask for your understanding.

*** The workshops can only be booked completely (i.e. all events in the year). If this is not feasible for you, please contact the responsible person in each individual case. Individual bookings are possible with IO-Link.

****If you do not wish to participate in all IO-Link workshops, please indicate under „Comment“ at which locations you would like to be present.

***** Price on request. Places and dates in clarification.

***** No remuneration of the agency commission.

Banner advertising

Banner on local website (www.profibus.de)				
Order	Price	Booking time period (from ... to ...)	TOTAL	Comment
Price per month	€ 200			
Offer prices				
Standard banner offer 6 = 5	€ 1,000			
Standard banner offer 12 = 10 €	€ 2,000			
Special offer for standard banner 12 = 8 (starting from 2nd consecutive year)	€ 1,600			

Banner on international website (www.profibus.com)				
Order	Price	Booking time period (from ... to ...)	TOTAL	Comment
Price per month	€ 700			
Offer prices				
Standard banner offer 6 = 5	€ 3,500			
Standard banner offer 12 = 10 €	€ 7,000			
Special offer for standard banner 12 = 8 (starting from 2nd consecutive year)	€ 5,600			

Terms of participation

The PNO provides adequate opportunities for participation in the marketing program activities to all interested parties. Excluded are any exhibits or presentations that are not in line with the objectives of the PNO. We therefore ask for your understanding that statements concerning competing fieldbus systems are only possible if they are in connection with PROFIBUS or PROFINET (gateways, proxies etc.).

Non-members of the PNO have the opportunity to participate in the joint booths at trade fairs. They pay a surcharge equivalent to 50% of the order value. Please note that the concept and design of the individual technology presentations as well as the organization of the workshops is defined in the corresponding marketing working groups of the PNO. These are still in the planning stage at the time of writing, and individual concept changes are still possible.

The PNO reserves the right to not continue with projects if there is too little demand or to adapt prices after consultation with interested parties (at the reasonably exercised discretion of a party § 315, Abs. 1 BGB). In case the demand for certain offers is too high, the PNO also reserves the right to make a selection based on the available space. Members will be treated preferentially here.

The PNO reserves the right to not continue with projects if there is too little demand or to adapt prices after consultation with interested parties (at the reasonably exercised discretion of a party § 315, Abs. 1 BGB). In case the demand for certain offers is too high, the PNO also reserves the right to make a selection based on the available space. Members will be treated preferentially here.

The PNO Support Center is responsible for project management. All agreements shall be in writing. The instructions of the project management must be observed by the participants.

Co-exhibitors who participate in a trade fair with an individual presentation receive their boards for the individual presentations 1 - 2 months in advance (within Germany free delivery, shipping costs into a foreign country vary). Each co-exhibitor is responsible for the timely delivery of its board to the joint booth (no later than 2 PM on the last setup day). The PNO is not liable for damaged exhibits or exhibits that arrive too late. It is preferred that the boards be assembled by the co-exhibitor. The PNO supports the assembly work with a limited number of assembly personnel.

The PNO is not liable for company exhibits or display items of the co-exhibitors at any event, during or outside of regular opening times.

Invoicing for the individual presentations occurs 1 - 2 months before the start of the trade fair. All other services are billed after completion of the project.

All prices are exclusive of VAT. The conditions of participation are acknowledged with the signature below. In addition, the signature confirms the binding registration of the abovementioned services,

with the total order value of (in €): _____ (plus statutory VAT)

Consent to the collection and processing of data through registration for the event is a prerequisite for participation. With your signature on the order form, you agree that we may use the data we have received with your booking via the Marketing Program 2021 exclusively for processing the order and for pursuing the purpose of the association or for the support and administration of members or interested parties (Art. 6 Para. 1 letter b) DS-GVO).

Place, Date

Signature, Company Stamp