

Marketing program 2018

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Use
IO-Link
Universal • Smart • Easy

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Marketing program 2018

PROFIBUS Nutzerorganisation e.V. (PNO) and PROFIBUS & PROFINET International (PI) offers also in 2018 a wide range of marketing activities.

The main focus of our activities is on our PROFINET, PROFIBUS, IO-Link, PROFIdrive, PROFIsafe, and PROFIenergy technologies. Take part in various trade fairs and workshops or advertise with banner and print media ads.

We look forward to hearing from you!

Your marketing team of PNO / PI

Trade Fairs

Benefits to you from PI joint booth!

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

For this, the PNO / PI provides you a cost-effective and attractive trade fair appearance. You receive comprehensive support from the preparatory trade fair organization and press relations up to and including on-site provision.

Overview of your benefits:

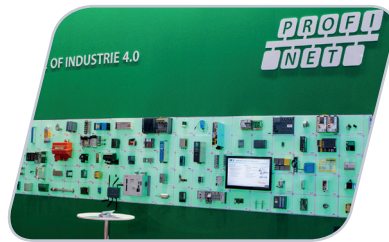
Reduced organizational efforts and lower personnel requirements	Synergy effects
<ul style="list-style-type: none">• Professional support and coordination before, during and after the fair• Layout planning, stand design and construction• Providing the entire infrastructure such as catering, information desk, storage, power, internet, cleaning, stand security etc	<ul style="list-style-type: none">• Benefit from the strong community of the world leader in industrial communication!• Accompanying advertising measures, give-aways and PR• Support of extensive brochures on the individual technologies• Reinforcing effect of own booth
High level of attention	Emphasized visibility
<ul style="list-style-type: none">• Central location within area 'Industrial Communication'• Innovative environments by presenting new technologies• Modern, current booth design with a high recognition value• Promotion of the booth	<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**



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

PROFINET devices used in factory automation and PROFIdenergy, PROFIdrive, 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 present PROFIsafe devices in the live PROFIsafe demo.

You can also display your IO-Link devices on the technology-specific IO-Link Wall.

Price per devic: 600 € to 650 €*

Price per newly certified device: Free of charge at one fair! **

* Depends on technology presentation and fair (deviations may occur)

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

Certification date 4th quarter 2017 / 1st quarter 2018 - free of charge at Hannover Messe.

Certification date 2nd quarter 2018 / 3rd quarter 2018 - free of charge at SPS IPC Drives

Participation opportunity - Company Kiosk / Individual presentation

By participating with a Company Kiosk, your company has its own space for self-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), information on the booth concept and a design guideline. You can individually design and mount your board, for example, with graphics, devices, or a rental monitor. You deliver your board to the trade fair and pick it up again at the end of the trade fair. Your company logo is mounted above our Company Kiosk. A cabinet element with lateral mounted brochure holders is available. Also you have a sliding shelf for placing a small netbook, brochures, etc.

Price per Company Kiosk (depending on the trade fair): 3,000 € to 5,600 €



Rental monitors (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.

Prices are incl. insurance, delivery, installation on your panel and replacement 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 transporting of your panel. If you use the offer, we need a print file in advance. The corresponding information will be sent to you timely.

Price per Graphic printing / Laminating / Transport: 125 €*

* Price may differ.

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 PNO / PI booth, some 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's IDs and visitor tickets, and access to the online booking system of the respective trade fair.

Price for the marketing fee (depending on fair): 210 € to 685 €

Please note: The entry is free of charge at SPS IPC Drives. Nevertheless, please mark in the registration.

Trade fairs with PI-joint booth

embedded world

February 27 - March 1, 2018

in Nuremberg

Hall 3A booth 3A-418



In the annual rhythm the embedded community meets at the embedded world Exhibition&Conference. The international world leading fair for embedded technologies offers the community the ideal platform to inform about product innovations and solutions, to exchange and to establish and maintain valuable business contacts. As an international leading fair with more than 1000 exhibitors, the embedded world is one of the most important marketing and distribution tools of the embedded branch. She is a compulsory event for all those, which are involved in all facet of the embedded technologies, from construction elements through hard and software tools up to services all around embedded systems.

Secure yourself a place at the PI joint booth in hall 3A booth 3A-418!



Special measuring and control technology trade fairs: Meorga

March 7, 2018 - Frankfurt am Main

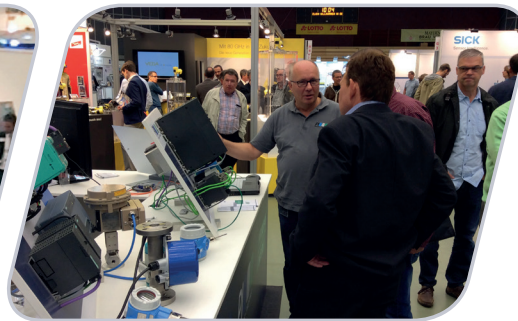
May 16, 2018 - Leverkusen

September 12, 2018 - Ludwigshafen

October 10, 2018 - Bochum

MEORGA
MSR-Spezialmessen

Meorga is a regional special trade fair for process control systems and measuring and control technology, which is free of charge for visitors. The target audience includes experts and decision makers responsible within their company for optimizing business and production processes along the entire value-added chain. The PNO / PI will be represented again in 2018 with a small 10 m² booth. The exhibit area will present the benefits of PROFIBUS and PROFINET in process automation.



Hannover Messe

April 23 - 27, 2018

in Hannover

Hall 9



The Hannover Fair is the world's most important industrial trade fair: all key technologies and core areas of industry in one place - research and development, Industrial automation and IT via subcontracting, production technologies and services to energy and mobility technologies. Become an exhibitor in the "Integrated Automation, Motion & Drives" section, which is one of five leading international trade fairs at Hannover Fair 2018 and you will attract many national and international guests. If you would like to find out more about PROFINET, PROFIBUS and IO-Link, visiting our PI joint booth is just right. Benefit from the manifold synergies, which HANNOVER Fair and your participation at PI joint booth offer.



ACHEMA

June 11 - 15, 2018

in Frankfurt am Main

Hall 11 booth C43

ACHEMA2018

You can feel the heartbeat of the process industry again at the ACHEMA in 2018. The process industry is an innovation engine for the global economy and a source of inspiration for numerous industrial sectors. Almost all global value chains profit in some form from the services of chemistry, biotechnology and process engineering.

The ACHEMA is the leading trade fair for all areas of the process industry. It is a comprehensive view of current technology trends and a technology platform with a worldwide signal effect.



SPS IPC Drives

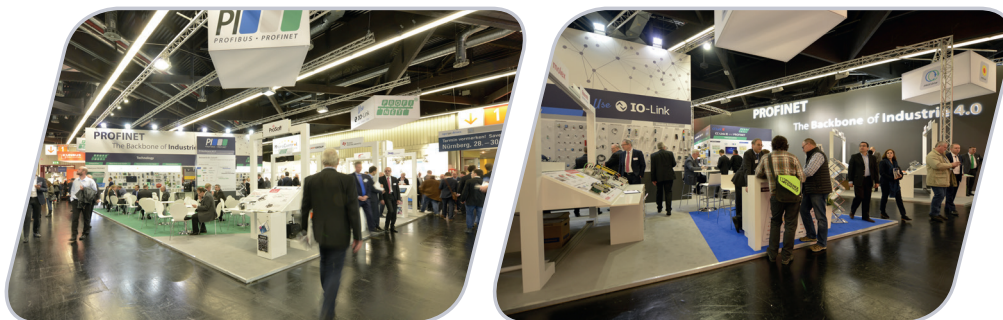
November 27 - 29, 2018

in Nuremberg

sps ipc drives



SPS IPC Drives is Europe's leading trade fair for electrical automation. The fair offers you the perfect platform for finding the right solutions for your automation tasks. The theme Industry 4.0 evolves from vision to reality and is a main theme of the fair. In the age of digital transformation, the two IT and automation industries are growing together - which will also be reflected at the SPS IPC Drives, as never before. Take advantage of the opportunity for intelligent production.



If you are unable to commit to participation at SPS IPC Drives at the current time, you are welcome to register at a later time in Summer 2018.

Workshops

Our workshop offer is divided into two areas depending on the target group: users and technology. Participants can quickly provide a broad overview in real-world-oriented presentations and make direct contact with experts from the various product areas.

The user workshops are targeted at users, planners, and system integrators, that is, decision makers and experts in production and technology from producing companies. The content will focus on the benefits of the technologies as well as their possible uses and handling in the field. The goal is to facilitate introduction of interested experts to the technologies and to convey the most important fundamentals as a basis for a more in-depth introduction.

The technology workshops get into the material more deeply. These are therefore suitable for developers and product managers with basic technical knowledge. The focus here is to inform interested companies in detail about the possibilities available for developing products and to spare device manufacturers from having to learn the relevant standards.

Participation opportunities

As a PNO / PI member, you have the opportunity to actively participate in these workshops. In general, each workshop is accompanied by an exhibition in which you can present your product portfolio and make personal contacts with the target group. When you participate, your company logo will be included in our print materials, such as the invitation flyer and agenda.

In the case of the user workshops, you can also play a part with your own presentation on a technology topic or within a hands-on workshop.

Participation price per workshop: 600 € to 800 €*

** Please note: In each workshop special arrangements may be made beyond.*



Scheduled events

PROFINET Technology Workshop:

March 14, 2018 (Essen, Germany)

June 6, 2018 (Mainz, Germany)

October 9, 2018 (Freiburg, Germany)



PROFINET Certification Workshop:

June 7, 2018 (Mainz, Germany)



PROFIdrive & Encoder Technology Workshop:

March 15, 2018 (Essen, Germany)

October 10, 2018 (Lörrach, Germany | Mescos)

PROFIsafe User Workshop:

June 19, 2018 (Linz, Austria)

September 18, 2018 (Ostfildern, Germany | Pilz)



IO-Link User Workshop:

January 25, 2018 (Dresden, Germany)

March 22, 2018 (St. Ingbert, Germany)

May 9, 2018 (München, Germany)

September 26, 2018 (Graz, Austria)



PI-Magazin (formerly PROFIBUS & PROFINET Journal)

For many years, the PI-Magazin (PROFIBUS & PROFINET Journal) published by PNO has been an essential medium for exchange of information and experience. Here, readers learn firsthand about progress and innovation in the development and use of PROFIBUS, PROFINET, PROFIdrive, PROFIsafe, PROFIenergy, and IO-Link.

In 2018, our journal will be **relaunched** and appears in a new, fresh design and with a new name. Thus, the editorial content

and ads will be displayed more readable and with a bigger advertising effective.

The high quality of the contents is ensured by the topic selection of the PNO and by a professional editorial staff. The PI-Magazin accompanies selected trade publications. The broad distribution provides high market coverage even for reduced advertising budgets.

The PI-Magazin can also be read online. The advertising effect is increased significantly by the possibility to directly link to respective providers in advertisements and articles.



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 €
1/8 page (87,5 x 63,5 mm)	1,850 €

** 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.*

PROFINET-multi-page advertising

The PROFINET-multi-page advertising is an integral part of PI marketing activities. The objective of this advertisement is to demonstrate the strengths of PROFINET, its market position, and the diversity of devices through a series of advertisements over multiple pages. The multi-page advertising begins and ends with a product-free introduction like Industrie 4.0.

The center section is designed as multi-page advertising using connecting elements. Here, you have the opportunity to present yourself with a product image, brief text (max. 550 characters), and logo on approximately 1/8 q. The multi-page advertising (text/image/logo) is set by the PNO to convey the strong community.

In 2018, there will be one series for SPS IPC Drives. The multi-page advertising will be run in various journals in a particular time frame (e.g., in advance of trade fairs). Thus, a very high circulation can be achieved at a relatively low participation price.

Price per company and series: 4,000 €

The image displays a collage of six advertisement panels for PROFINET products, arranged in a 2x3 grid. Each panel features a company logo, a brief description of their PROFINET capabilities, and images of their hardware products.

- Top Left:** Features the **PI PROFIBUS • PROFINET** logo and the headline "Vielfältige Produkte für Ihren Erfolg". It promotes the **IndraControl VM** platform by **Rexroth Bosch Group**, highlighting its flexibility and integration capabilities. The website www.boschrexroth.com is listed.
- Top Right:** Features the **TURCK** logo and the headline "Your Global Automation Partner". It advertises a "Volles Programm für PROFINET" (Full program for PROFINET), listing various modules like the VT520-1 and ET200-1. The website www.turck.de/en is listed.
- Bottom Left:** Features the **SIEMENS** logo and the headline "Mit Fiber Optic an die SIMATIC ET 200SP". It describes the **SIMATIC ET 200SP** as a high-performance, compact I/O system for industrial Ethernet. The website www.siemens.de/profinet-produkte is listed.
- Bottom Right:** Features the **WAGO** logo and the headline "New PROFINET-I/O-Features im WAGO I/O-SYSTEM". It lists features like PROFINET energy management, safety integration, and standard safety functions. The website www.wago.com is listed.

Banner advertising

As a PNO / PI member, you have the opportunity to draw attention to your company and your products through attractive banner advertising on the local PNO website (www.profibus.de) or international PI website (www.profibus.com). You can reach your target group directly with one click. Due to the relaunch of our website in autumn of 2017, the general conditions are changing.

Banner is shown on the homepage and all subpages. A maximum of 2 x 3 banners rotates with reload of the page (random position changes). The banner is shown only on PC, laptop or tablet and statistics are available by request.

Prices:

Local Website (www.profibus.de):

200 € / month*

International Website (www.profibus.com):

700 € / month*

* You determine the start time.

Technical information:

Format: jpg, (animated) gif, png

Banner size: 346px x 120px (b 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. When a 12-month booking is made, you only pay for 10 months. If you extend the banner advertising, we are happy to offer you a 12-month booking for the price of 8 months.



Registration form marketing program 2018

You have decided to participate in our marketing program 2018? Send the completed form to the adjoining contact details.

Subsequent bookings are still possible, depending on availability.

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

Contact person:
Maria Müller
Phone: +49 721 9658 550
Fax: +49 721 9658 589
E-Mail: maria.mueller@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:	
Department:	
Phone Number:	
E-Mail:	

embedded world

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wall	300 €			
IO-Link Wall	300 €			
Company Kiosk / individual presentation				
Tilted panel 120 cm x 75 cm	3,000 €			
+19" TFT monitor	290 €			
+24" TFT monitor	390 €			
+42" TFT monitor	590 €			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	210 €			

Special measuring and control technology trade fairs: Meorga

Order	Price	Booth personnel at Meorga location **	TOTAL	Comment
Meorga				
March 7, 2018 - Frankfurt am Main	1,600 € *			
May 16, 2018 - Leverkusen				
September 12, 2018 - Ludwigshafen				
October 10, 2018 - Bochum				

* Participation conditions: All co-exhibitor participates at least once with booth personnel at one Meorga location; the Meorga location with personnel must be indicated at the time of registration; each of the 4 locations must be served by at least one co-exhibitor.

** The participation with booth personnel is binding (First come, first serve).

Hannover Messe

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wall	600 €			
Process- Automation Live-Demo	650 € *			
PROFIsafe Live-Demo	600 €			
IO-Link Wall	**			
Company Kiosk / individual presentation				
Tilted panel 120 cm x 75 cm	5,100 €			
+19" TFT monitor	290 €			
+24" TFT monitor	390 €			
+42" TFT monitor	590 €			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	340 €			

ACHEMA***

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Process-Automation Live-Demo	650 € *			
Company Kiosk / individual presentation				
Tilted panel 120 cm x 75 cm	5,600 €			
+19" TFT monitor	290 €			
+24" TFT monitor	390 €			
+42" TFT monitor	590 €			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	685 € ****			

* If you book the 3-years offer in 2016 ,please indicate in the comment field.

** On request; maximum 17 devices per company

*** Booking is still possible until February 2018, if a binding decision can not be made at the current time.

**** Marketing fee includes 475 € admission fee for co-exhibitor, 40 € visitor flat rate und 170 € media package tariff.

SPS IPC Drives*

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wall	600 €			
Process- Automation Live-Demo	650 € **			
PROFIsafe Live-Demo	600 €			
IO-Link Wall	***			
Company Kiosk / individual presentation				
Tilted panel 120 cm x 75 cm	4,000 €			
+19" TFT monitor	290 €			
+24" TFT monitor	390 €			
+42" TFT monitor	590 €			
Free listing as co-exhibitor (only in combination with technology presentation or Company Kiosk)				
Listing	0 €			

* If you are unable to commit to participation at SPS IPC Drives at the current time, you are welcome to register at a later time in Summer 2018 with separate tender document.

** If you book the 3-years offer in 2016, please indicate in the comment field.

*** On request; maximum 17 devices per company

Note:

(Please indicate here if you want to show a newly certified device at one of the trade fairs in 2018. You can also provide information here already about the device type, name, or dimensions.)

Workshops

Order	Price per workshop	Booking (Quantity of workshops)	TOTAL	Comment
PROFINET Technology (3 WS)	600 €			
PROFINET Certification (1 WS)	600 €			
PROFIdrive & Encoder Technology (2 WS)	600 €			
PROFIsafe User Workshop (2 WS)	600 €			
IO-Link User Workshop (4 WS)	800 €			

PI-Magazin (formerly PROFIBUS & PROFINET Journal)*

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 format	5,750 €				
1/2 page landscape format	5,750 €				
1/3 page portrait format	4,220 €				
1/3 page landscape format	4,220 €				
1/4 page portrait format	3,290 €				
1/4 page landscape format	3,290 €				
1/8 page	1,850 €				

PROFINET-multi-page advertising*

Order	Price per advertisement	Edition (planned for SPS IPC Drives)	TOTAL	Comment
PROFINET-multi-page advertising	4,000 €*			

* No remuneration of 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 internationalen website (www.profibus.com)				
Order	Price	Booking time period (from ... to ...)	TOTAL	Comment
Price per month				
	700 €			
Offer prices				
Standard banner offer 6 = 5	3,000 €			
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 / PI 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 / PI. 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 / PI 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 / PI. These are still in the planning stage at the time of writing, and individual concept changes are still possible.

The PNO / PI 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 / PI 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 / PI 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 / PI supports the assembly work with a limited number of assembly personnel.

The PNO / PI 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.

With the signature, we confirm the binding registration of the above-indicated services,

in the total order value of (in €): _____ (plus statutory value-added tax)

Location, data

Signature, Company Stamp