PI
PROFIBUS • PROFINET



Marketing program 2019

PROFINET

PROFIBUS

Use IO-Link
Universal · Smart · Easy

Contents

'PI-Konferenz' 2019	Page 3
Trade fair	Page 4
Workshops	Page 10
'PI-Magazin'	Page 12
PROFINET-multi-page advertising	Page 13
Banner advertising	Page 14
Order form	Page 15

Marketing program 2019

PROFIBUS Nutzerorganisation e.V. (PNO) and PROFIBUS & PROFINET International (PI) offers also in 2019 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.

Every two years, the PNO organizes its 'PI-Konferenz'. Take the chance to show your company the PI-Communinty.

We look forward to hearing from you!

Your marketing team of PNO / PI

'PI-Konferenz' 2019

On March 19 and 20, 2019, PROFIBUS Nutzerorganisation e.V. (PI Germany) will hold its sixth 'PI-Konferenz'. The House of Logistics and Mobility (HOLM) in Frankfurt/ Main, Germany was selected as the venue for this iteration of the conference.

In line with its guiding theme "With PI into the age of Industrie 4.0 in the field" the upcoming 'PI-Konferenz' will strike out in new directions. After all, it's the community of PI technology fans who are being appealed to with major issues like semantics and information models, communication, security and new business models. This means that the event's focus no longer lies solely on the use of industrial communication with PROFIBUS, PROFINET and IO-Link as well as on the application profiles. It's trends in technology, future strategies and challenges in the environment of the "Industrial Internet of Things" which will be discussed at the community meet-up instead.

At the 'PI-Konferenz' 2019, in addition to specialist lectures, there will also be technology-specific workshops with numerous practical examples and live demos.

In 2019 PI Germany offers an optimized Cooperation-Partner-Program to provide you a first-class presentation platform. You can expand and individualize the basic package with various services through three further offers!

Detailed information on the Cooperation-Partner-Program can be found at: www.pi-konferenz.de.

Price:

Basic package ***€ 5,500****

→ among other things, company logo presences in the invitation flyer, the website www.pi-konferenz.de and in newsletters as well as during the conference; tickets, web banners and much more

Print advertising package ***€ 2,000***

→ Joint advertisement on the subject of 'PI-Konferenz' incl. company logos in well-known, German magazines and 'PI-Magazin'

On-site exhibition space ***€ 3,000***

→ Individual self-presentation in microfair

Room sponsorship ***€ 3,500***

→ Cooperation partner gives the room its name

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

Trade Fairs

Benefits to you from PI joint booth!

The purpose of our joint booth 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 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:

Efforts and lower personnel requirements

- 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

Synergy effects

- 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

- Central location in sector "Industrial Communication"
- Innovative environments
- Visitor magnet through new demo models on current topics of Industrie 4.0
- Modern, current booth design with a high recognition value

Emphasized visibility

- 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, PROFIenergy, 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.

You can present PROFIsafe devices in the PROFIsafe Live-Demo.

Price per device: ***€ 600 to € 650 ****

Offer:
Newly certified PROFINET devices can be shown for free at one of our main trade fairs (Hannover Messe and SPS IPC Drives) at **Factory Automation Wall**!**

* *Depends on technology presentation and fair (deviations may occur)*
** *Maximum 3 newly certified devices per company / per fair.*
Certification date 4th quarter 2018 / 1st quarter 2019 - free of charge at Hannover Messe.
Certification date 2nd quarter 2019 / 3rd quarter 2019 - free of charge at SPS IPC Drives

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), information regarding the booth concept, and a design guideline. You can design your board individually. Install your own demo, display some devices, or just use some graphics. We also rent monitors, see below. Talk to us if you would like to see photos of prior fairs for inspiration. 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 your Company Kiosk. A cabinet element with A4 brochure holders on one side is available. You also have a sliding shelf for placing a small netbook, brochures, etc.

Price per Comapany Kiosk (depending on the trade fair): € 3,000 to € 5,400





<u>Rental Monitors for Company Kiosk</u> (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*

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, 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): € 210 to € 490 *

** Price may differ.*

Trade fairs with PI-joint booth

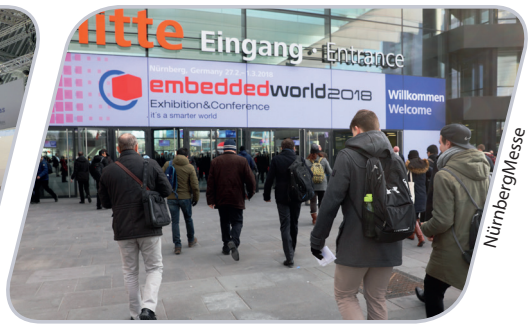
embedded world

February 26 - 28, 2019
in Nuremberg, Germany
Hall 3A booth 3A-422

The embedded community will meet again in 2019 at the embedded world Exhibition & Conference, the world's leading international trade fair for embedded technologies.

The embedded world reflects the trends in the industry; more than 1,000 exhibitors present the state of the art on all aspects of embedded systems. As an industry get-together of the highest quality, embedded world is also very well received in the media. This will give your innovations the attention they deserve. So secure your place and become a co-exhibitor at PI-joint booth in hall 3A-422!





NürnbergMesse

Special measuring and control technology trade fairs: Meorga

April 10, 2019 - Halle (Saale), Germany
June 19, 2019 - Hamburg, Germany
September 18, 2019 - Ludwigshafen a. Rh., Germany
October 23, 2019 - Landshut, Germany

The Meorga is a MSR special fair, which ist free of charge for visitors and takes place four times a year at major industrial sites. The aim is to reach the trade visitors from the plants in an uncomplicated way. The PNO will again be represented in 2019 with a 10 m^2 joint booth. If you are new to the Meorga concept, do not hesitate to contact us for more information.





Hannover Messe

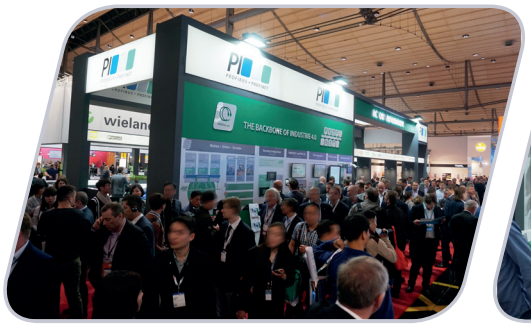
April 1 - 5, 2019

in Hanover, Germany

Hall 9

A must for decision makers and experts! Hannover Messe is the world's leading trade fair for the industry: from the individual component to the intelligent factory - against the background of trends such as energy efficiency, lightweight construction and additive manufacturing - you will find all the topics of the industrial value chain at one location and for a whole week at Hannover Messe.

Embedded in one of six leading trade fairs (Integrated Automation, Motion & Drives), PNO / PI again offers the opportunity this year to be represented as a co-exhibitor at the PI-joint booth in Hall 9. Take your chance and become part of the global hotspot for Industrie 4.0.



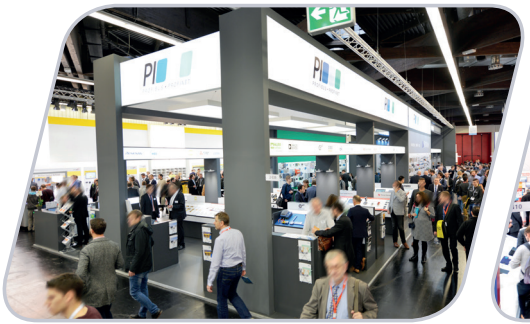


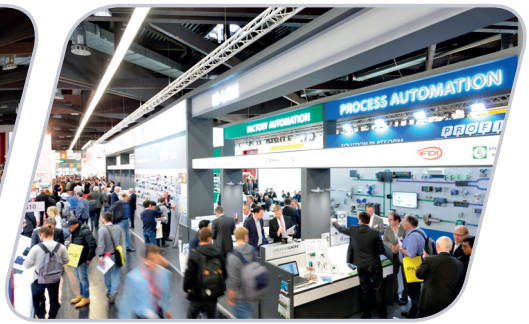
SPS IPC Drives*

November 26 - 28, 2019

in Nuremberg, Germany

SPS IPC Drives is Europe's leading trade fair for electrical automation. Industrie 4.0 and digitization are clearly defined key topics of SPS. The fair covers the entire spectrum of smart and digital automation - from simple sensors to intelligent solutions, from what is possible today to the vision of a comprehensively digitized industrial world. To find the solutions you need for your automation tasks, SPS IPC Drives is the perfect platform. Join us on the path to intelligent production.**





* *SPS IPC Drives will be renamed in 2019. Be curious!*

** *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 2019.*

Workshops

Our workshop offer is divided into two thematic priorities 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 various product areas.

The user workshops are targeted at users, planners, and system integrators, decision makers as well as 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 go into more depth. These are therefore suitable for developers and product managers with basic technical knowledge. The focus is on informing interested companies in detail about the possibilities available for developing products and to learn the relevant standards.

The PNO continues to develop the workshop offer. Thus, the workshop PROFINET Certification has been newly established in the program and the development of a workshop on the subject of PROFINET in Process Automation has begun.

Participation opportunities

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 workshop participants. When you participate, your company logo will be included in our print materials, such as the invitation flyer and agenda.

Participation also gives you the opportunity to contribute with your own practical lecture or practical training.





Participation price per workshop: € 600 to € 800 *

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

Scheduled events

PROFINET Technology Workshop:
February 19, 2019 - Siegburg, Germany
June 25, 2019 - Mainz, Germany
October16, 2019 - Stuttgart, Germany

PROFINET Certification Workshop:
June 26, 2019 - Mainz, Germany

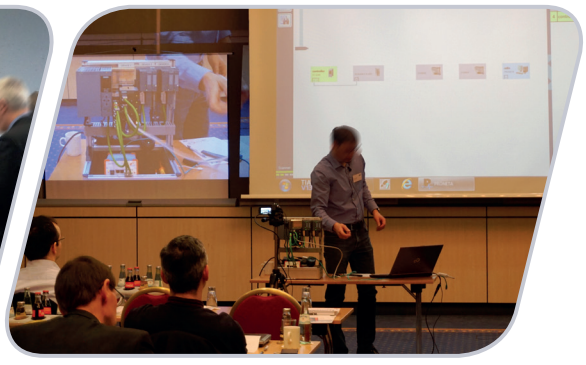
PROFINET in Process Automation:*
October17, 2019 - Stuttgart, Germany

PROFIdrive & Encoder Technology Workshop:
February 20, 2019 - Siegburg, Germany
October17, 2019 - Stuttgart, Germany

PROFIsafe User Workshop:
May 8, 2019 - Hamburg, Germany
September 25, 2019 - Ravensburg, Germany | HMS

IO-Link User Workshop:
January 15, 2019 - Hamburg, Germany
February 12, 2019 - Nuremberg, Germany
May 29, 2019 - Essen, Germany
October 22, 2019 - Mannheim, Germany





* *This workshop is new and the planning is in the working group. Please contact us, so that we can keep you up to date on the status of planning, if your company is not a member of the working group C1WG1.*

'PI-Magazin'



For all interested readers of the automation industry, the 'PI Magazin' is published twice a year. Our magazine has established itself over many years as an essential medium for the exchange of information and experience. Here, the reader will find first-hand information on advances and innovations in the development and deployment of PROFINET, PROFIBUS, Drives & Encoder, PROFIsafe, PROFIenergy and IO-Link. It also shows how the PNO / PI positions itself with its technologies in relation to Industrie 4.0.

The PNO / PI pays special attention to the balanced selection of topics and the high content quality of the editorial contributions. The magazine comes with a circulation of approximately 100,000 distributed copies of leading titles of automation. As an advertiser you achieve a high market coverage with only one circuit.

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 advertisment ***
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 2019, 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****



* *No remuneration of agency commission.*

Banner advertising

As a member of PNO / PI, 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). Thus, you directly reach your relevant target group, which ends up with a click on your website.



Your banner will be 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*



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 (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.

* *You determine the start time!*

Registration form marketing program 2019

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:
Maria Müller
Tel: +49 721 9658 550
Fax: +49 721 9658 589
E-Mail: maria.mueller@profibus.com

Invoice Adress:

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' 2019

Order	Price*	Booking	TOTAL	Comment
Basic package**	€ 5,500			
Print advertising package	€ 2,000			
On-site exhibition space	€ 3,000			
Room sponsorship	€ 3,500			

embedded world

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wall	€ 300			
Individual presentation				
Tilted panel / Company Kiosk 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
April 10, 2019 - Halle (Saale), Germany	€ 1,600***			
June 19, 2019 - Hamburg, Germany				
September 18, 2019 - Ludwigshafen a. Rh., Germany				
October 23, 2019 - Landshut, Germany				

* *If you register until October 9, 2018, you will receive an early bird discount of 15%. The regular registration deadline is December 14, 2018.*

** *The booking of the basic package is obligatory for the cooperation partnership. The other packages are optional.*

*** *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 stand personnel at the Meorga location is binding (first come, first serve).*

Hannover Messe

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wall	650 €			
Process- Automation Live-Demo	650 € *			
PROFIsafe Live-Demo	650 € **			
IO-Link Wall	***			
Individual presentation				
Tilted panel / Company Kiosk 120 cm x 75 cm	€ 5,400			
+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	€ 345			

SPS IPC Drives

Order****	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wand	650 €			
Process-Automation Live-Demo	650 € *			
PROFIsafe Live-Demo	650 € **			
IO-Link Wand	***			
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			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	€ 490			

* *If you book the 3-years offer for Process-Automation Live-Demo in 2016 please indicate in the comment field. The offer can be renewed in the summer of 2019 for SPS IPC Drives.*

** *If you book the 3-years offer for PROFIsafe Live-Demo in 2018, please indicate in the comment field.*

*** *On request; maximum 17 devices per company*

**** *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 2019 with seperate tender document.*

Note:
(Please indicate here if you want to show a newly certified device at one of the trade fairs in 2019. 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			
PROFINET in Process Automation (1 WS)*	€ 600			
PROFIdrive & Encoder Technology (2 WS)	€ 600			
PROFIsafe User Workshop (2 WS)	€ 600			
IO-Link User Workshop (4 WS)	€ 800			

'PI-Magazin'

Order**	Price per advertisment	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				

* *This workshop is new and the planning is in the working group. Please contact us, so that we can keep you up to date on the status of planning, if your company is not a member of the working group C1WG1.*

** *No remuneration of agency commission.*

PROFINET-multi-page advertising

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

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	€ 200			
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			

* *No remuneration of agency commission.*

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.

By placing an order, the ordering party grants PNO / PI the right to use the devices, texts and graphics related to the booked service, which the ordering party makes available to PNO / PI. Property and copyright protection remain unaffected. PNO / PI has the right to dispose of the devices for the ordered period as part of the fulfillment of the service, to save the provided texts and graphics in their own databases and to pass them on to the corresponding service providers for the purpose of fulfilling the service.

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.

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 above-mentioned services,

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

Location, data

Signature, Company Stamp