



# Marketing Program 2020

**PROFI  
NET**

**PROFI  
BUS**

Use  
 **IO-Link**  
 Universal • Smart • Easy

## Contents

Trade Fairs	Page 3
Workshops	Page 9
'PI-Magazin'	Page 11
Banner Advertising	Page 12
Order Form	Page 13

## Marketing Program 2020

Also in 2020 PROFIBUS Nutzerorganisation e.V. (PNO) / PROFIBUS & PROFINET International (PI) offers a wide range of marketing activities to expand your network.

The main focus of our activities is on our technologies PROFINET, PROFIBUS, IO-Link as well as our profiles PROFIdrive, PROFIsafe, and PROFIenergy. Take part in various trade fairs and workshops or place banners and print media ads.

We are looking forward to your registration!

Your marketing team of PNO / PI

# Trade Fairs

## Your Benefits at the 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!

Therefore, 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.

### All Advantages at a Glance:

<b>Efforts and lower personnel requirements</b>	<b>Synergy effects</b>
<ul style="list-style-type: none"><li>• Professional support and coordination before, during, and after the fair</li><li>• Layout planning, booth design, and construction</li><li>• Providing the entire infrastructure such as catering, information desk, storage, power, internet, cleaning, booth security etc</li></ul>	<ul style="list-style-type: none"><li>• Exhibition within the strong community of industrial Communication</li><li>• Accompanying advertising measures and PR</li><li>• Support through comprehensive brochures on the various technologies</li><li>• Enforcing effect for your main booth</li></ul>
<b>High level of attention</b>	<b>Emphasized visibility</b>
<ul style="list-style-type: none"><li>• Central location in sector "Industrial Communication"</li><li>• Innovative environment through the presentation of new technologies and developments</li><li>• Visitor magnet through demo models on current topics of Industrie 4.0</li><li>• Modern booth design with a high recognition value</li></ul>	<ul style="list-style-type: none"><li>• Company Kiosk as an own area for self presentation</li><li>• Individual design and presentation options</li><li>• Company logo is placed various at PI joint booth</li><li>• Catering for your customers</li><li>• Mediation of business contacts by the PI-Team at Pi-Information desk</li></ul>

## Participation in our 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**



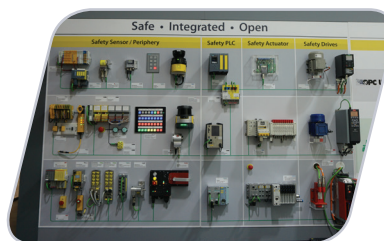
**Process-Automation  
Live-Demo**



**IO-Link  
Wall**



**PROFIsafe  
Live-Demo**



PROFINET devices used in factory automation, PROFInergy, PROFIdrive & Encoder, and PROFIsafe devices are shown 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 for the IO-Link technology-specific wall.

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

**Price per device:**

**€ 650 to € 700\***

### **Offer:**

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

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

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

Certification date 4<sup>th</sup> quarter 2019 / 1<sup>st</sup> quarter 2020 - free of charge at Hannover Messe.

Certification date 2<sup>nd</sup> quarter 2020 / 3<sup>rd</sup> quarter 2020 - free of charge at SPS



## Participation Opportunity - Company Kiosk

By booking a Company Kiosk, you will get your own space for an individual presentation of your company. This increases the visibility of your exhibition equipment and content. Before the trade fair, you will receive a white board with the dimensions 75 x 120 cm (height x width). You can design and equip this individually - for example with graphics, devices, etc. The board is mounted diagonally on a pedestal. Your company logo will be placed on top of it, e.g. on a backlit strip with a corresponding long-distance effect. In addition, the small, extendable shelf in front of your blackboard provides 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 lateral brochure holders.

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



### **Rental monitors for Company kiosks** (can be optionally booked for each company kiosk):

In case you are interested in renting a monitor we will mount it for you on your company kiosk at the trade fair. The placement of the monitor should be taken into account during graphic planning. The 42" TFT monitors take up the entire space of your company kiosk. You only have to bring along your PC or laptop with the corresponding software/presentation and your monitor will be ready to use. 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**

\* Depends on fair

**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 time.

**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 listed 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): € 235 to € 500 \***

*\* Price may differ.*

## Where the PI Joint Booth can be found

### embedded world

February 25 - 27, 2020

in Nuremberg, Germany

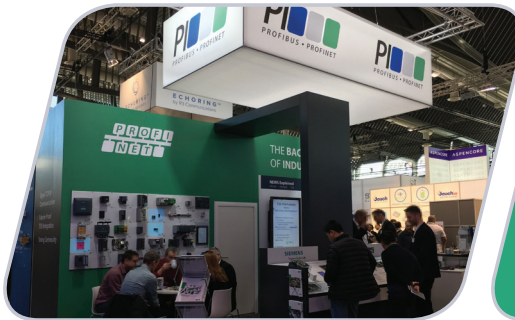
Hall 1 Booth 1-301



In February 2020, the embedded community will meet again at the Nuremberg Exhibition Centre for three days. From 25 to 27 February, the embedded world Exhibition&Conference will once again be all about embedded systems.

The exclusive focus, the world's leading international trade fair, on embedded technologies means that the trends of the industry will be reflected during the duration of the fair.

More than 1,000 exhibitors will present the state of the art on all aspects of embedded systems. These include PI with its booth. Visitors can look forward to stimulating discussions with experts and can find out more about PI technologies and the latest developments in Industrie 4.0 topics such as TSN at the PI joint booth in Hall 1 Booth 1-301.



**NEW POSITION:  
Hall 1  
Booth 1-301**

### Special measuring and control technology trade fairs: Meorga

March 25, 2020 - Frankfurt am Main, Germany

May 27, 2020 - Leverkusen, Germany

September 16, 2020 - Ludwigshafen a. Rh., Germany

November 4, 2020 - Bochum, Germany

**MEORGA**  
**MSR-Spezialmessen**

The Meorga is a MSR special fair, which is 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 / PI will again be represented in 2020 with a 10 m<sup>2</sup> joint booth. If you are new to the Meorga concept, do not hesitate to contact us for more information.



## Hannover Messe

April 20 - 24, 2020

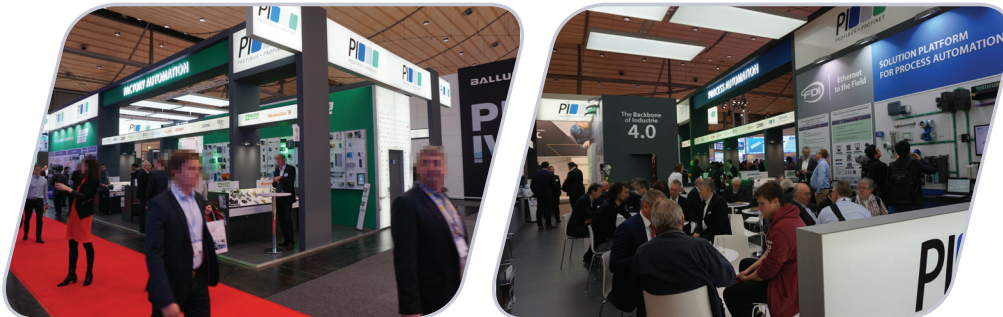
in Hanover, Germany

Hall 9



Welcome to the global industry hotspot! The leading international trade fair in Hanover combines all key technologies and core areas of the industry for one week in one place. From research and development, industrial automation and IT to supply, production technologies and services to energy and mobility technologies - the Hannover Messe 2020 reflects all core segments of industry and its transformation and offers seven exhibition areas with an attractive platform and new growth opportunities for exhibitors.

Also this year, the PI joint booth will be located in the middle of Integrated Automation, Motion & Drives in Hall 9. Benefit from the many synergies, PNO / PI offers you with your trade fair presence at the PI joint booth!



## SPS - Smart Production Solutions\*

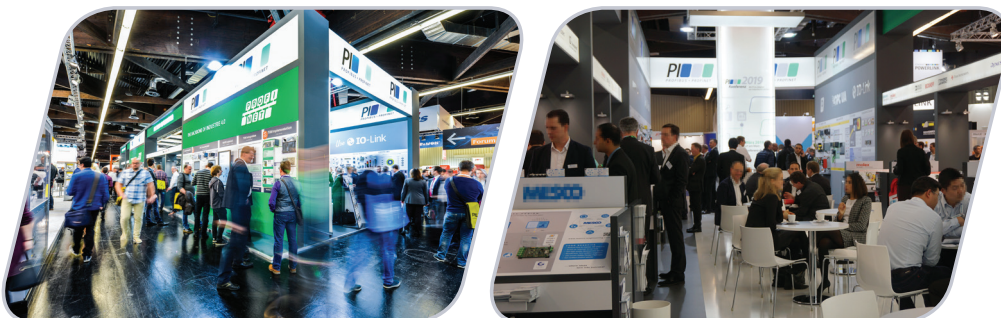
November 24 - 26, 2020

in Nuremberg, Germany

**sps**  
smart production solutions

With its unique concept, SPS - Smart Production Solutions, as the leading trade fair for electrical automation in Europe, covers the complete spectrum of smart and digital automation. From simple sensors to intelligent solutions, from what is feasible today to the vision of a comprehensively digitized industrial world.

The proven PROFINET, PROFIBUS and IO-Link technologies as well as the PROFIsafe and PROFIdrive profiles will be shown at the PI joint booth. Furthermore, PI will inform visitors about current Industrie 4.0 topics. In addition to device presentations, new products and various use cases will also be presented interactively. Take the next step with us towards Industrie 4.0 and become part of the PI joint booth.



\* If you are unable to commit to participation at SPS at the current time, you are welcome to register at a later time in Summer 2020.



# 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 take up 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.

In the technology workshops, we focus more on the details. 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.

In addition, PNO / PI offers special workshops on current topics such as the PROFINET Certification Workshop and the Industrie 4.0 Workshop. The existing workshops are also continuously revised and adapted to the interests of the participants.

## 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:

March 17, 2020 - Essen, Germany

June 16, 2020 - Maintal (near Frankfurt), Germany

September 29, 2020 - Ludwigsburg, Germany



### PROFINET Certification Workshop:

June 17, 2020 - Maintal (near Frankfurt), Germany



### PROFINET in Process Automation:\*

March 16, 2020 - Essen, Germany

2nd half of 2020 (date and location in planning)

Industrie 4.0

### Industrie 4.0 Technology:

February 12, 2020 - Frankfurt, Germany

November 5, 2020 - Mainz, Germany



### PROFIdrive & Encoder Technology Workshop:

March 18, 2020 - Essen, Germany

September 30, 2020 - Ludwigsburg, Germany



### PROFIsafe User Workshop:

May 13, 2020 - Amberg, Germany | Siemens

September 23, 2020 - Oppenweiler, Germany | Murrelektronik

### IO-Link User Workshop:

March 4, 2020 - Halle (Saale), Germany

March 24, 2020 - Friedrichshafen, Germany

June 23, 2020 - Nürtingen, Germany

October 6, 2020 - Hanover, Germany



\* Exact date and place will be fixed in autumn 2019.

## '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, PROFIdenergy and IO-Link. The positioning of PI technologies in relation to Industrie 4.0 as well as PI's strategy and direction are of particular importance in our magazine.

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 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.

# 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](http://www.profibus.de)) or international PI website ([www.profibus.com](http://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). Statistics are available by request.

## Prices:

**Local website ([www.profibus.de](http://www.profibus.de)):**  
200 € / month\*

**International website ([www.profibus.com](http://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 2020

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:

Iris Dilzer

Tel: +49 721 9658 514

Fax: +49 721 9658 589

E-Mail: [iris.dilzer@profibus.com](mailto:iris.dilzer@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:	

## 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			
Graphic printing / laminating / transport	€ 125			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	€ 235			

## Special measuring and control technology trade fairs: Meorga

Order	Price	Booth personnel at Meorga location**	TOTAL	Comment
March 25, 2020 - Frankfurt am Main, Germany	€ 1,600*			
May 27, 2020 - Leverkusen, Germany				
September 16, 2020 - Ludwigshafen a. Rh., Germany				
November 4, 2020 - Bochum, Germany				

\* *Participation conditions:* The co-exhibitor must participate at least once with booth personnel in one Meorga location; the Meorga location with personnel must be specified when registering; each of the 4 locations must be attended to by at least one co-exhibitor.

\*\* *The participation with booth personnel at the Meorga location is binding (first-come-first-serve principle).*

## Hannover Messe

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	***			
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			
Graphic printing / laminating / transport	€ 125			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	€ 350			

## SPS - Smart Production Solutions

Order****	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation Wand	650 €			
Process-Automation Live-Demo	700 € *			
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			
Graphic printing / laminating / transport	€ 125			
Marketing fee (only in combination with technology presentation or Company Kiosk)				
Marketing fee	€ 500			

\* If you book the 3-years offer for Process-Automation Live-Demo in 2019 please indicate in the comment field.

\*\* 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 at the current time, you are welcome to register at a later time in Summer 2020 with separate tender document.

**Note:**

(Please indicate here if you want to show a newly certified device at one of the trade fairs in 2020.)

## 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 (2 WS)	€ 600			
Industrie 4.0 Technology (2 WS)	€ 600			
PROFIdrive & Encoder Technology (2 WS)	€ 600			
PROFIsafe User Workshop (2 WS)	€ 600			
IO-Link User Workshop (4 WS)***	€ 800			

\* Cancellation conditions for workshop participation:

Cancellation of participation in Microfair up to 3 months before the workshop is free of charge.

For cancellations 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.

\*\* Cancellation of workshop in case of low interest:

The organizer and the supervising Marketing Working Group reserve the right to cancel the event if the number of participants is too low. Furthermore, the organizer reserves the right to allocate any cancellation fees for the workshop location to the registered exhibitors on a pro rata basis. 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. Single 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 participate.



## '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 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				

## Banner Advertising

Banner on local website ( <a href="http://www.profibus.de">www.profibus.de</a> )				
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 ( <a href="http://www.profibus.com">www.profibus.com</a> )				
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			

\* 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)

The consent to the collection and processing of data via registration for the event is a prerequisite for participation. With your signature on the order form you agree that we may use your data, which we have received with booking via the marketing program 2020, exclusively for the processing of the order as well as for the pursuit of the association purpose and/or for the support and administration of members and/or prospective customers (art. 6 para. 1 lit. b) DS-GVO).

\_\_\_\_\_  
Location, data

\_\_\_\_\_  
Signature, Company Stamp