

Marketing program 2024



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Marketing program 2024

PROFIBUS Nutzerorganisation e.V. (PNO) and PROFIBUS & PROFINET International (PI) offers you again a range of marketing activities in 2024 to expand your network and show presence.

Our focus is on our technologies PROFINET, PROFIBUS, IO-Link, omlox, and MTP, as well as the profiles PROFIdrive, PROFIsafe, PROFIdprocess, Robot Profile/SRCI, and PROFInergy.

Participate in various trade shows and workshops or place your banner and advertisement ads.

We are looking forward to your registration!

Your PNO marketing team

Trade Fairs

The PI joint booth offers end users, device manufacturers, OEMs, engineering firms, plant builders, semiconductor manufacturers, consulting firms, and universities a well-known and proven networking and presentation platform. Surrounded by technology experts, interested trade show visitors, and the international PI community, the PI joint booth provides the ideal framework for an exclusive presentation of your products and services related to PI technologies!

Our joint and cross-manufacturer trade show appearances clearly highlight our core goal: Moving into the future together with PI technologies!

Die PNO bietet hierfür einen kostengünstigen und attraktiven Messeauftritt. Dabei erhalten Sie die seit Jahren bewährte Rundumbetreuung; von der vorbereitenden Messeorganisation und Pressearbeit bis hin zur Versorgung vor Ort.

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 PI-informationdesk

Participation opportunity - Technology presentations

The aim of our technology presentations is to showcase both the functionalities of PI technologies and the diversity of manufacturers and products. The devices are either integrated into a live application or displayed without function in the form of a gallery.

Depending on the trade show, we offer various technology presentations to choose from. You can participate in the following presentations at **short notice**:

Factory-Automation Wall



IO-Link Wall



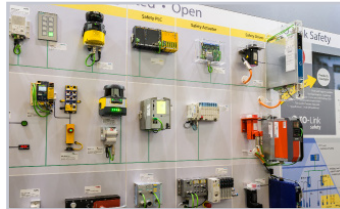
PROFINET devices for manufacturing automation, PROFlenergy, PROFIdrives & Encoder, as well as PROFI-safe, are showcased together on our Factory Automation Wall. With your device, you can be part of the impressive display of these devices and technologies or register your IO-Link devices on the technology-specific IO-Link Wall!

There are also **long-term** demonstrations for which you can register, after consultation with the working groups. This applies to the following technology walls:

Process-Automation Live-Demo



PROFI-safe Live-Demo



PROFIdrive Live-Demo



MTP



omlox Wall



The Process Automation Live Demo showcases PROFIBUS and PROFINET devices used in the process industry. Here, you will also find topics such as „PROFINET over APL“ and „PROFI-safe goes APL“. PROFI-safe devices are demonstrated in the PROFI-safe Live Demo. The diversity of the PROFIdrive application profile in their respective application classes is presented through the PROFIdrive Device Wall.

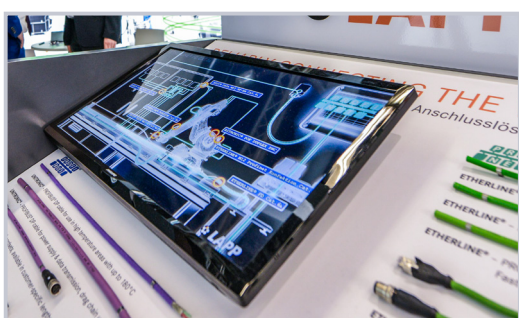
The latest PI technology, MTP, is showcased in a Multivendor Live Demo, demonstrating how complex production systems can be modularly built and flexibly reconfigured.

Price per device: From 750 € to 950 €*

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

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 trade fair): From 3.200 € to 5.900 €*

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: 390 €

Price per 24" TFT monitor: 490 €

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: 165 €

** Price depending on trade fair.*

Marketing fee

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

If you would like to be registered as a co-exhibitor within the scope of your participation at the PI community stand, a so-called marketing contribution will be charged. The contribution will be paid directly to the organizer by us and usually includes an entry in the print and/or online edition of the trade fair catalog, free exhibitor passes as well as visitor tickets and separate access to the online booking system of the respective trade fair. **In some cases, this contribution is mandatory** - further information can be found in the respective positions in the order form.

Price for the marketing fee (depending on fair): **from 300 € to 1.300 €***

Trade Fairs with PI joint booth

embedded world

April 09 to 11, 2024

in Nuremberg

Hall 1 - Booth 1-301



The embedded world 2024 trade fair is a highlight event for the technology industry. Once again this year, experts from around the world will come together to present the latest trends and innovations in the field of embedded systems and showcase their newest products.

Among them are intelligent sensors, connected devices, and high-tech solutions for various industries. Take advantage of this opportunity and register for our PI community stand to establish valuable contacts and drive the success of your industry together with other PI members.

We look forward to welcoming you at our booth!



**Price depending on trade fair.*

Hannover Messe

April 22 to 26, 2024

in Hannover

Hall 9 - Booth D68



The HANNOVER MESSE is the internationally most important platform for all technologies related to industrial transformation - with excellent innovations. Under the motto „Energizing a Sustainable Industry,“ the pioneers of digital transformation present themselves at the world's leading trade fair for industry.

Visitors can look forward to various presentations of proven technologies such as PROFINET, PROFIBUS, and IO-Link, as well as the profiles PROFIsafe and PROFIdrive. In addition, the positioning technology omlox, as well as MTP and PA DIM, will also be part of the PI community stand at the Hannover Messe.

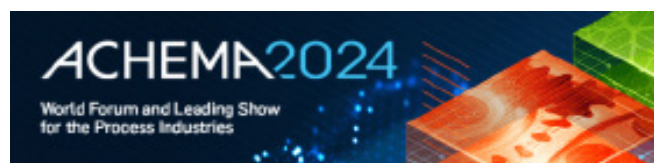


ACHEMA

June 10 to 14, 2024

in Frankfurt

Hall 11.0 - Booth C4



Experience the world's leading trade fair for the process industry, ACHEMA 2024, and join us at the PI community stand! In cooperation with our partner organizations, technologies such as Ethernet-APL, FDI, and MTP will be presented. One highlight will be the integration of the new Process-Automation Live Demo into the community stand. So take advantage of this opportunity to further expand your market position.



WITH NEW PA-DEMO!

Meorga MSR-Spezialmessen

Jun 05, 2024, Halle/Saale

September 18, 2024, Ludwigshafen

Oktober 30, 2024, Bochum



MEORGA is a technology-oriented trade fair with accompanying technical presentations for products in measurement technology, control technology, regulation technology, process control systems, and automation technology in process and factory automation. Exhibitors and visitors are brought together precisely here.

At the fair, visitors are informed about current trends and have the opportunity to attend interesting workshops on current topics. PNO will be present at the two MEORGA trade fairs in autumn with a 10m² booth. We look forward to welcoming you as a co-exhibitor.



SPS - Smart Production Solutions*

November 12 to 14, 2024

in Nuremberg

Halle 5 - Booth 210

sps
smart production solutions

As an international trade fair, SPS offers a unique opportunity to stay informed about the latest developments in the world of automation and gain valuable insights into future trends. It holds an outstanding position when it comes to representing the entire spectrum of smart and digital automation.

Its unique concept focuses on practical solutions tailored to the needs of different fields of work. This makes SPS a must-attend event for professionals working at the forefront of the automation industry.

SPS is a reflection of Industry 4.0, and at the PI community stand, visitors have the opportunity to learn about and experience the proven PI technologies.

Join us on the journey into the digital future.

We look forward to your participation!



* If you are currently unable to make a decision regarding your participation in SPS 2024, it is also possible to register in the summer of 2024!

Workshops & Webinars

Our workshop offering is divided into two thematic focuses depending on the target audience. On one hand, we offer user workshops, and on the other hand, technology workshops. Participants can gain a broad overview through practical presentations and directly interact with experts from various product areas. The user workshops are aimed at users, planners, and system integrators, meaning decision-makers and professionals in production and technology of manufacturing companies. The main topics are the benefits of the technologies as well as their practical applications and handling. The goal is to facilitate the entry into the technologies for interested professionals and provide them with the essential foundations for a deeper understanding.

The technology workshops delve into more detail, making them suitable for developers and product managers with technical knowledge. The focus here is to provide interested companies with detailed information about the existing possibilities for product development and to facilitate the integration of field device manufacturers into relevant standards.

In addition, PNO offers specialized workshops on current topics such as PROFINET certification and Industry 4.0 technology. The existing workshops are continuously revised and adapted to the participants' interests. A corresponding workshop offering is also planned for the newly added omlox positioning technology in our portfolio.

Participation opportunities

As a PNO member, you have the opportunity to actively participate in these workshops. Each workshop is accompanied by a trade exhibition or microfair, where you can showcase your product portfolio and personally interact with the workshop participants. If you choose to participate, your company logo will be featured in our workshop-specific print materials such as invitation flyers, agendas, etc. Participation also offers you the opportunity to contribute with your own practical presentation or hands-on training.



You can also participate in online events by providing an image video that will be integrated into the webinar. Your company logo will also be placed on the workshop-specific web pages, and as a sponsor, you will receive your own subpage that includes detailed and self-selected company information.

**Participation fee per workshop: 650 € resp. 950 €*
Participation fee per online workshop: 220€***

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

Scheduled Workshops und Webinars

PROFINET Technology:

February 27, 2024 (Online)

July 02, 2024 (Online)

October 16, 2024 (Mannheim, Part of SUPER-KOMBI)



PROFINET Certification:

June 25, 2024 (Online)

November 2024 (Online)



PI-Technologies for Factory Automation - User Workshop:

October 17, 2024 (Mannheim, Part of SUPER-KOMBI)



PROFINET in Process Automation:

October 15, 2024 (Mannheim, Part of SUPER-KOMBI)

PI-Technologies for the digital Transformation (Industry 4.0):

Autumn 2024 (Location to be announced)

Industrie 4.0

PROFIdrive & Encoder Technologie:

March 05, 2024 (Online)

October 17, 2024 (Mannheim, Part of SUPER-KOMBI)



PROFIsafe User:

March 19, 2024 (Karlsruhe, HMS)



IO-Link Forum:

June 20, 2024 (Esslingen)

December 2024 (Munich)



omlox:

March 06, 2024 (Online & International: Englisch)

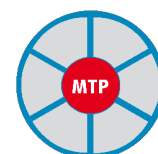
Autumn 2024



MTP (Module Type Package):

Autumn 2024 (Online - Upon request)

Autumn 2024 (Interop - Upon request)

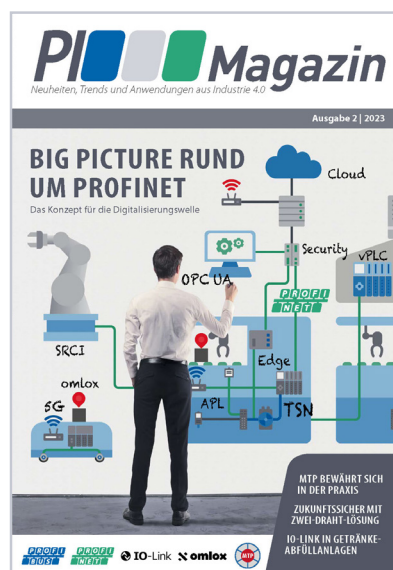


PI-Magazin

For all interested readers in the automation industry, the PI Magazine is published twice a year. Our magazine has established itself as a key medium for information and knowledge exchange over the years. Here, readers can find first-hand information about advancements and innovations in the development and implementation of PROFINET, PROFIBUS, Drives & Encoder, PROFIsafe, PROFIenergy, IO-Link, and of course, our new omlox location technology.

The positioning of PI technologies in relation to Industrie 4.0, as well as the strategy and direction of PI, are of particular importance in our magazine. The PNO places special emphasis on a balanced selection of topics and high-quality content in the editorial articles. The magazine is distributed with a circulation of approximately 100,000 copies attached to leading titles in automation, allowing you as an advertising customer to achieve broad market coverage with just one placement.

Additionally, the PI Magazine is also distributed online with over 90,000 digital touchpoints, such as through email campaigns promoting the digital PI Magazine or integration into digital editions of publishers with links to the digital PI Magazine. We will directly link your advertisements to a desired landing page, significantly increasing their advertising effectiveness.



Advertising format*	Price per advertisement*
1/1 Page - 2, 3, and 4 Cover page (inside front, inside back, back cover)	10.490 €
A5 junior page (118 x 173.5 mm)	7.450 €
1/2 page portrait format (87.5 x 260 mm)	5.990 €
1/2 page landscape format (180 x 127 mm)	5.990 €
1/3 page portrait format (57 x 260 mm)	4.350 €
1/3 page landscape format (180 x 85 mm)	4.350 €
1/4 page portrait format (87.5 x 127 mm)	3.390 €
1/4 page landscape format (180 x 63.5 mm)	3.390 €
1/8 page (8,5 x 63.5 mm)	1.950 €

* All common advertising formats can be booked. No agency commission will be paid.

A special discount of 10% on the listed advertising prices will be granted for bookings in two issues.

Banner advertising

Optimize your online presence and expand your reach through our banner placement on the PI websites (www.profibus.com and www.profibus.de). Specifically target your audience and increase the visibility and awareness of your brand.

The banners will appear in the center of the homepage and at the bottom of all subpages. Three banners will always be displayed side by side, rotating in a timed manner, and randomly changing positions upon reloading or switching pages. The total number of displayed banners depends on the number of booked banners, ensuring consistent banner placement for all.

Prices:

Local Website (www.profibus.de):

200 € / month*

International Website (www.profibus.com):

700 € / month*

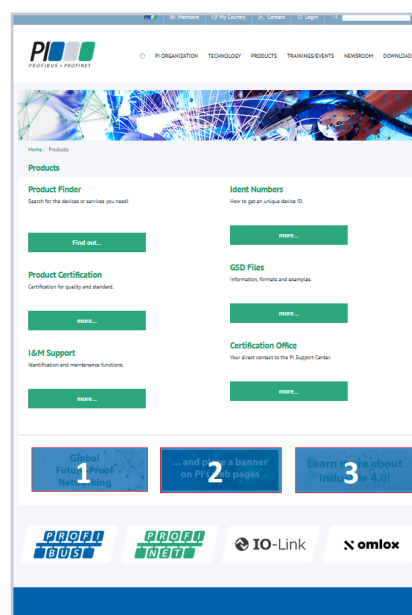
Technical information:

Format: jpg, 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.



* You determine the start time, only the beginning is determined by turn of month!

NEW!

PROFINET Technology Provider - Company Profile

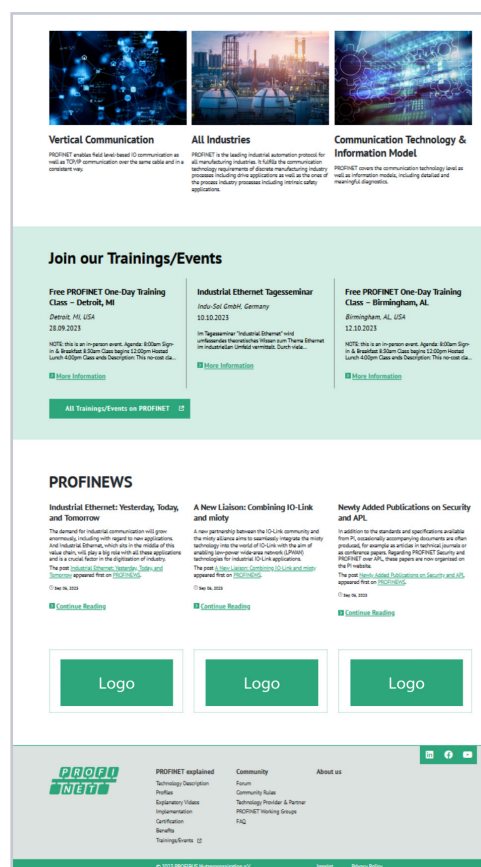
As a PROFINET Technology Provider, you have the opportunity to present yourself advantageously on our new PROFINET website at www.profinet.com! Upon booking, in addition to the existing logo on the overview page (www.profinet.com/community/technology-provider), a Company Profile will be created. This profile includes a brief description, your logo, contact information, your technology portfolio, and optionally, images, videos, and/or documents.

Furthermore, a banner will be placed on the homepage for you. We offer you the „Company Profile + Homepage Banner“ package at a special price of €300 per month plus VAT, with a minimum contract duration of 12 months.

Included free evaluations of the monthly visits to the Company Profile as well as the number of banner clicks and much more!

Company Profile + Banner on the homepage (www.profinet.com):

300 € / month*



* 12 months minimum contract duration