



HANNOVER
MESSE

job
and
career

Young
Engineers
Day

be.

part of us

Women
Power

Young
Engineers
Night

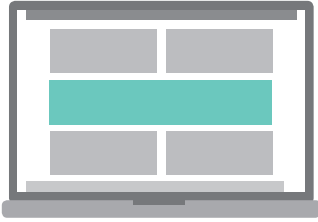
[PRINT & ONLINE MEDIA DATA]

Increase awareness.

www.business-expertise.de

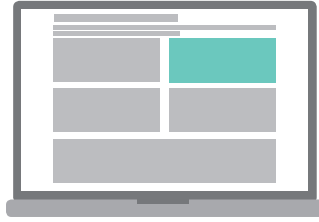


BANNER PLACEMENT



Big Size Ad
[1600x320 px]

Exclusive per category



Rectangular Ad
[560x320 px]

Banner will be published
one of four positions



Side Box
[260x560 px]

Requirements for animated Big Size Ads etc.

We regret, that we cannot place HTML5-based formats [or any other video programmes].
Only GIF formats are supported. The GIF should not be larger than 300 KB.

E-MAIL NEWSLETTER ADS



Combined advert
Newsletter German

Image

300x200 px

text headline

max. 50 characters

content

up to 200 characters incl.
spaces + links



Panorama advert
Newsletter German

Format 600x200 px
[approx. 10 weeks prior]



Small advert
Newsletter German

Format 300x200 px
[approx. 10 weeks prior]

Please provide the images for which you own the rights or that are in the public domain.
Advert file as **jpg. or gif.**



WOMENPOWER APP



Option 1 Banner

format: 580x256 px

In addition to the ad, the following details may be published

- .Logo
- .Short description [optional] up to 140 characters incl. spaces
- .Button Label up to 30 characters incl. spaces
- .URL



Option 2 Image Gallery

[up to 3 images]

format: 476x476 px

In addition to the images, the following details may be published

- .Logo
- .Short description up to 140 characters incl. spaces
- .Button Label up to 30 characters incl. spaces
- .URL



Option 3 Promoted Session

Using this advertising option, your presentation will be high-lighted

In addition, the following details may be published

- .Image 580x256 px
- .Logo
- .Short description up to 140 characters incl. spaces

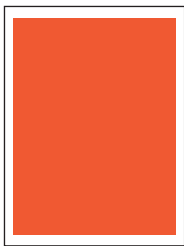


[ALL IN ONE - ALL EVENT INFORMATION IN ONE APP]

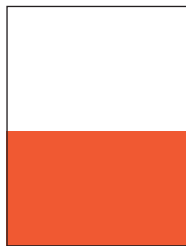
Present yourself as a digital leader and be the official event app sponsor.
For further information please contact dev-app@messe.org



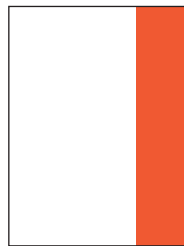
EXPO-GUIDE



1/1
158x228 mm



1/2
170 x 120 mm
[+ 3 mm Beschnitt
ringsum]



1/3
54x240 mm
[+ 3 mm Beschnitt
ringsum]

Edition expected 5.000 - 10.000
Format 170x240 mm

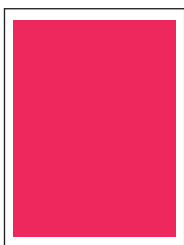
Conditions

Color space: CMYK
Resolution: 300 dpi
File: size max 5 MB as PDF

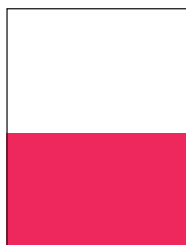
Deadline 28. Februar 2019
m.kaestel@messe.org



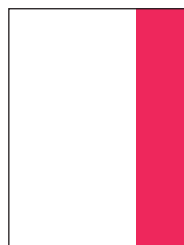
CONFERENCE-GUIDE



1/1
158 x 228 mm



1/2
170 x 120 mm
[+ 3 mm Beschnitt
ringsum]



1/3
54x240 mm
[+ 3 mm Beschnitt
ringsum]

Edition expected 5.000 - 10.000
Format 170x240 mm

Conditions

Color space: CMYK
Resolution: 300 dpi
File: size max 5 MB as PDF

Deadline 28. Februar 2019
m.kaestel@messe.org

GENERAL BOOKING CONDITIONS

for order placement, handling, billing and payment of advertising orders

1. Orders will be subject to the General Terms & Conditions of Business, the applicable price list for promotional services/advertising and the order confirmation. The organiser/publisher reserves the right to reject promotional services/advertising orders, including individual services/advertisements, within a framework contract, at its own discretion. The client/advertiser shall be notified of this rejection.

2. Specific positions of promotional services/advertisements cannot be guaranteed. Further, the organiser reserves the right to withdraw from implementing orders that have already been accepted for technical or other reasons, without any entitlement to compensation on the part of the client/advertiser.

3. The organiser/publisher cannot guarantee exclusion of competitors. Promotional services/ text-based advertisements that are not recognisable as advertising from their design will be marked as such.

4. The promotional service/advertisement will be approved if its content corresponds to the conceptual framework and design of the relevant trade fair/printed publication. Companies that have not met their financial obligations from earlier contracts may be refused approval. The contract between the organiser/publisher and the client/advertiser will be concluded upon provision of approval/ booking confirmation. Once approval has been provided by the organiser/publisher, the booking and the obligation to pay the prices for promotional services/ advertisements will remain legally binding, even if the organiser/publisher does not receive the material or advertisement copy for print in good time. The organiser/ publisher shall be entitled to withdraw approval if it was granted on the basis of incorrect conditions or information, or if the conditions for approval are no longer met.

5. It is not possible to withdraw from the contract. The entire promotional service/advertisement costs must be paid. Should the client/advertiser choose to not use the promotional service/advertisement that he has booked to its full extent or to not use his booked advertisement space, he shall nevertheless have to pay the full amount. In order to maintain the overall appearance, the organiser/publisher may replace the client/advertiser's promotional services/ advertisement space with its own advertising/ advertisements. This shall not release the client/advertiser from his payment obligations. The client/advertiser's choice to not utilise the booked promotional service/advertisement space shall apply upon receipt of a written declaration.

6. The organiser/publisher shall endeavour the reproduce advertisements as for the promotional service/advertisement. Slight variations in colour within the tolerance range of the printing process are justified in the case of printed documents. Unsuitable or damaged data for print shall be returned to the client/advertiser. If any defects in the data for print are not immediately identifiable and only become noticeable during the printing process/production, the client/advertiser shall not have any claim in the event that the prints are inadequate.

The organiser/publisher shall not accept any liability for changes requested over the telephone. Print proofs shall only be provided at the express wish and cost of the client/ advertiser. Should the client/advertiser fail to sign off print proofs by the deadline for advertisements or another deadline set by the organiser/publisher, print authorisation shall be deemed as granted. The obligation to keep documents on record shall end three months from the publication of the relevant printed document. Specimen copies of promotional activities measures on the exhibition grounds shall not be kept.

7. The client/advertiser shall pay the costs of producing final drawings or other print documents. In the event of late delivery of documents for print, the resulting additional costs shall be invoiced to the client/advertiser. The client/advertiser guarantees that the promotional services/ advertisements do not violate any statutory provisions or third-party rights.

8. The client/advertiser agrees to his personal and company data being collected, saved and processed by the organiser/publisher and disclosed to contractual partners of the organiser/publisher if required for the purposes of providing services in conjunction with the trade fair participation or advertising.

Mannheim, September 2018
spring Messe Management

Organiser

