



# Advertisement in the printed and online show directory

the elements of innovation





## Entries in the Official Trade Fair Media

**Trade fair media create  
real business contacts**

### NEUREUTER FAIR MEDIA

**Roméo Mfouapon**

Phone: +49/(0)2 01/3 65 47 - 3 09

Fax: +49/(0)2 01/3 65 47 - 3 25

Email: [semicon@neureuter.de](mailto:semicon@neureuter.de)

# Global Network



## Summary – Your „roadmap“

### The official trade fair media:

- Printed catalogue
- Online catalogue

### Your most important advantages:

- Noticeable raised chances of contacts
- Your information placed optimal
- Point of time and long term effect

<b>1</b>	<b>SEMICON-packages</b> → Well combined → Saving included	page 3	order form A
<b>2</b>	<b>List of exhibitors</b> → Informative → Obligatory → Upgrades for a small budget already	page 5	order form B
<b>3</b>	<b>List of products</b> → Informative → Obligatory → Upgrades for a small budget already	page 7	order form C
<b>4</b>	<b>Advertisements</b> → Individual → Professional	page 8	order form D
<b>5</b>	<b>Online banner</b> → Innovative → Interactive	page 10	order form E
	<b>General terms of conditions</b>	page 11	



## Package offer

**Final deadline for submission:**  
**10.08.2011**

### NEUREUTER FAIR MEDIA

#### Office Essen

Westendstraße 1, 45143 Essen  
Telefon +49/(0)2 01/3 65 47 -3 09  
Telefax +49/(0)2 01/3 65 47 -3 25  
E-Mail: semicon@neureuter.de

#### SEMICON-package

- Coloured combined logo for
  - List of exhibitors and
  - List of Halls
- Coloured entry in the List of exhibitors
- 4 coloured logos in the List of products
  
- Max. size of logos\*: 40 mm width x 15 mm height

Saving  
more than  
27%

**€ 495.00**

includes services  
for € 685.00

#### SEMICON-Plus-Package

- Coloured combined logo for
  - List of exhibitors and
  - List of Halls
- Coloured entry in the List of exhibitors
- 4 coloured logos in the List of products
- 2 SEMICON Innovations

Saving  
more than  
29%

**€ 695.00**

includes services  
for € 985.00

\* Please send your logo as \*.eps, \*.ai or \*.pdf file (scalable vector file, min. 300 dpi) by e-mail to:  
semicon@neureuter.de

We charge € 25.– processing fee for processing each logo and/or new request (differing data formats, etc.) as well as replacing/cancellation of the logo.



**With this order we accept the General Terms and Conditions of NEUREUTER FAIR MEDIA on page 11 of this brochure.**

All prices quoted are net. Where statutory VAT is payable, this is charged additionally at the prevailing rate.

**Invoice address:**

Company

Contact

Street, postal code, town and country

Telephone

Fax

E-Mail

Place, date, legally-binding signature and company stamp

VAT-ID (compulsory legal entry)



# List of exhibitors: Appearance obligatory! How can you attract positive attention?

## List of exhibitors:

- Who is exhibiting on the trade fair?
- Alphabetical list of exhibitors
- Planning and search tool

## Overview of your possibilities:

- Basic entry obligatory
- Your logo: cross-media eye-catcher
- Coloured entry and Innovation



## Printed catalogue

- ➔ Your presence during and after the show
- ➔ Eye-catcher: Your company logo and your coloured entry
- ➔ Your products: SEMICON-Innovations and advertisements

## Online catalogue

- ➔ Visit planning / -review
- ➔ Complete address entry (free of charge) – your business card online
- ➔ Banner advertising see page 10





## List of exhibitors

**Final deadline for submission:  
10.08.2011**

### NEUREUTER FAIR MEDIA

#### Office Essen

Westendstraße 1, 45143 Essen  
Telefon +49/(0)2 01/3 65 47 -3 09  
Telefax +49/(0)2 01/3 65 47 -3 25  
E-Mail: semicon@neureuter.de

## List of exhibitors

Your entry will contain the information which you entered at your online registration. Furthermore you can order additional upgrades as follows:

Company

### We order (please mark with a cross):

Coloured entry in the List of exhibitors **€ 70.00**  
(Your entry will be printed in red)

Combined coloured company logo\* **€ 195.00**  
(max. 40 mm width x 15 mm height)  
Your logo will appear along with your entries

- in the alphabetical List of exhibitors
- in the List of Halls

Semicon-Innovations **€ 150.00**  
A picture of your (new) product (50 mm width x 30 mm height)  
and additional text up to 165 characters incl. spaces

text is attached  
 text will be sent by email to semicon@neureuter.de

\* Please send your logo as \*.eps, \*.ai or \*.pdf file (scalable vector file, min. 300 dpi) by e-mail to: semicon@neureuter.de

We charge € 25.– processing fee for processing each logo and/or new request (differing data formats, etc.) as well as replacing/cancellation of the logo.

**With this order we accept the General Terms and Conditions of NEUREUTER FAIR MEDIA on page 11 of this brochure.**

All prices quoted are net. Where statutory VAT is payable, this is charged additionally at the prevailing rate.

#### Invoice address:

Company

Contact

Street, postal code, town and country

Telephone

Fax

E-Mail

Place, date, legally-binding signature and company stamp

VAT-ID (compulsory legal entry)

# List of Products: The classified directory! Strategically good placed for your trade fair success

## List of products:

- Bright prospects for new business development
- Your products as a signpost
- Individual presentation

## Overview of your possibilities:

- Entries included
- Extended entries, product pictures
- Logos, top of the list, adverts

## The official trade fair media: Interface No. 1 between supply and demand.



## Printed catalogue – the all-rounder

- Visit planning, navigation system and reference work based on product research.
- Be found on the basis of your exhibits.
- Several options to design your listings. We will be pleased to give you further advice!

## Top of the list entry

- In the List of exhibitors according to product group of the catalogue and exhibitor database
- Only possible for product group already booked
- Limited to 1 exhibitor per product group (according to order received)

## Online catalogue

- Visit planning / -review
- Make your brand (more) famous
- Banner advertising see page 10





**NEUREUTER FAIR MEDIA**

**Office Essen**

Westendstraße 1, 45143 Essen

Telefon +49/(0)2 01/3 65 47 -3 09

Telefax +49/(0)2 01/3 65 47 -3 25

E-Mail: semicon@neureuter.de



**List of products**

**Final deadline for submission:  
10.08.2011**

**You will be listed according to your online registration. Furthermore you can order upgrades:**

- Extended entry with all contact details € 90.00 each
- Coloured company logo\* € 105.00 each (max. 40 mm width x 15 mm height)
- Product picture\*\* + additional text € 150.00 each (max. 50 mm width x 30 mm height)
- Top of the list entry € 200.00 each

Entry at product group	Logo	Extended entry	Product picture	Top of the list entry

\* Please send your logo as \*.eps, \*.ai or \*.pdf file (scalable vector file, min. 300 dpi) by e-mail to: semicon@neureuter.de

\*\* For each picture you can have additional text up to 145 characters incl. spaces

text is attached

text will be sent by email to semicon@neureuter.de

We charge € 25.– processing fee for processing each logo and/or new request (differing data formats, etc.) as well as replacing/cancellation of the logo.

**With this order we accept the General Terms and Conditions of NEUREUTER FAIR MEDIA on page 11 of this brochure.**

All prices quoted are net. Where statutory VAT is payable, this is charged additionally at the prevailing rate.

**D**

## Advertisements

**Final deadline for submission:**
**10.08.2011**

### We order the following advertisement in the catalogue of SEMICON Europa 2011:

<b>Full page</b>	Catalogue format: 160 mm width, 230 mm height + 3 mm each side for bleed size	<input type="checkbox"/> € 2.100,00
<b>Half page</b>	Type area: 135 mm width, 100 mm height	<input type="checkbox"/> € 1.900,00
<b>Inside front cover page</b>	Catalogue format: 160 mm width, 230 mm height + 3 mm each side for bleed size	<input type="checkbox"/> € 3.800,00
<b>Inside back cover page</b>	Catalogue format: 160 mm width, 230 mm height + 3 mm each side for bleed size	<input type="checkbox"/> € 3.400,00
<b>Outside back cover page</b>	Catalogue format: 160 mm width, 230 mm height + 3 mm each side for bleed size	<input type="checkbox"/> € 4.500,00
<b>Logo on catalogue spine</b>	on request	<input type="checkbox"/> € 3.000,00
<b>Chapter divider, back pages</b>	Catalogue format: 160 mm width, 230 mm height + 3 mm each side for bleed size	<input type="checkbox"/> € 3.100,00
<b>Bookmark*</b>	Format: max. 90 width, max. 180 high	<input type="checkbox"/> € 2.900,00

\* This price exclude production and delivery of the bookmarks.



Please provide us with a suitable file for printing as artwork (.eps, .pdf or .tif, min. 300 dpi, CMYK). For colour advertisements, we request a binding final proof.

Authoritative colour proof (using Ugra/Fogra Media Wedge) of the advertisement is required. We charge a € 50.– processing fee for each proof.

An authoritative proof shall be sent by post **by 10.08.2011 at latest.**

NEUREUTER FAIR MEDIA shall provide an authoritative proof for a € 50.– processing fee.



**With this order we accept the General Terms and Conditions of NEUREUTER FAIR MEDIA on page 11 of this brochure.**

All prices quoted are net. Where statutory VAT is payable, this is charged additionally at the prevailing rate.

**Invoice address:**

Company

Contact

Street, postal code, town and country

Telephone

Fax

E-Mail

Place, date, legally-binding signature and company stamp

VAT-ID (compulsory legal entry)

# Online-Banner: Up to date

## Our recommendation: priced below value!

### The trade fair internet presence! Overview of your possibilities:

- All Information for global access
- Visits constantly growing
- Always up to date
- Skyscraper, Homepage
- Skyscraper, Exhibitor- and product search



### Your Banner on the “Homepage”

- First contact point for all
- Large-sized Skyscraper  
160 x 600 Pixel

**Banner – the most important Facts**

- Interactive: linking inclusive
- Animation possible
- Reasonable monthly prices
- Staggered rates depending on traffic

### Your Banner in the “exhibitor- and product search”

- Central function for the most users
- Visit planning
- Supplier and contact research
- Visit review
- Large-sized Skyscraper (160 x 600 pixel)





**Banner**

**NEUREUTER FAIR MEDIA**

**Office Essen**

Westendstraße 1, 45143 Essen

Telefon +49/(0)2 01/3 65 47 -3 09

Telefax +49/(0)2 01/3 65 47 -3 25

E-Mail: [semicon@neureuter.de](mailto:semicon@neureuter.de)

**We herewith order the following banner advertising for SEMICON Europa 2011:**

(Please tick the desired options and return the order form to us completed in full, signed and provided with your company stamp)

- Skyscraper Homepage** **€ 1,600.00**
- Skyscraper Exhibitors** **€ 1,600.00**

Allocation: Maximum 5 banners per position, in rotation each time the page is called up.

Please supply us with a .gif or Flash (.swf) file for animated banners. In the case of Flash files, the desired link must be incorporated in the creation. For static banners, we require a .gif or .jpg file. Please let us know your desired link.

**With this order we accept the General Terms and Conditions of NEUREUTER FAIR MEDIA on page 11 of this brochure.**

All prices quoted are net. Where statutory VAT is payable, this is charged additionally at the prevailing rate.

**Invoice address:**

Company Contact

Street, postal code, town and country

Telephone Fax E-Mail

Place, date, legally-binding signature and company stamp

VAT-ID (compulsory legal entry)



# General Terms and Condition of Business (GTC)

## Verlag für Messepublikationen Thomas Neureuter GmbH

### 1. General

(1) "NEUREUTER FAIR MEDIA" is a trade name and brand of the Verlag für Messepublikationen Thomas Neureuter GmbH (hereinafter referred to as "NEUREUTER FAIR MEDIA").

(2) The following General Terms and Conditions of Business (GTC) apply for all services provided by NEUREUTER FAIR MEDIA. Deviating general terms and conditions of business of the customer shall not apply. They will likewise not become an integral part of the contract even if NEUREUTER FAIR MEDIA does not explicitly reject their application or if the customer declares his desire to conclude the contract solely subject to his general terms and conditions of business.

### 2. Services, conclusion of contract, reservation of service

(1) NEUREUTER FAIR MEDIA offers the publication of advertisements and/or entries (communication, contact and company data) of an advertising party in exhibition media. This includes in particular, but not exclusively, publication in a printed product (exhibition catalogue), inclusion of the advertisement or entry in an online exhibitor database as well as the publication of entries and advertisements in the Internet (online forms of advertising) and in the visitor information system of the respective exhibition company.

(2) The contractual relation between NEUREUTER FAIR MEDIA and the customer shall come about upon ordering by the customer and acceptance by NEUREUTER FAIR MEDIA, which can be either explicitly or tacitly through provision of the agreed service. In the event of the ordering of an advertisement, the contract shall not come about until such time as NEUREUTER FAIR MEDIA issues written confirmation of the order.

(3) NEUREUTER FAIR MEDIA reserves the right to refuse acceptance of the customer order. This shall apply in particular if the customer is in arrears with obligations from other existing or earlier contractual relations with NEUREUTER FAIR MEDIA or if the content of the advertisement or entry ordered violates laws, official regulations or good morals, or if publication thereof is unreasonable for NEUREUTER FAIR MEDIA.

### 3. Advertising deadline, obligations of the customer, proof copy

(1) Orders for the publication of advertisements or entries must be received by the deadline advised by NEUREUTER FAIR MEDIA.

(2) If customer logos are to be published with a graphic design, these must be submitted – likewise by the deadline – as scaleable vector files (300 dpi) in \*.eps or \*.ai format in the CMYK colour spectrum (without special colours). If types are used for presentation of the logo, these must either be embedded or converted into paths. Advertisements must be supplied as PDF in accordance with the PDF X/3 standard and exclusively with CMYK images. If logos and/or advertisements are submitted in other file formats, NEUREUTER FAIR MEDIA shall assume no guarantee for correct printing presentation.

(3) In his order, the customer must use the nomenclature prescribed by the respective exhibition location concerned when describing his goods and services.

(4) Prior to publication, NEUREUTER FAIR MEDIA will provide the customer with a proof copy of his advertisement and/or entry. Complaints concerning the proof copy can only be taken into consideration if asserted immediately, at the latest, however, by the advertising deadline.

(5) Advertisements not marked as advertisements as a result of their editorial design will be marked as such by NEUREUTER FAIR MEDIA using the word "advertisement".

### 4. Scope of performance/payment terms

(1) The scope of the services to be provided by NEUREUTER FAIR MEDIA and the corresponding prices can be seen from the information in the respective customer order (order form).

(2) The remuneration for the publication of entries and online forms of advertising is due and payable upon invoicing following processing of the order and/or publication. The remuneration for the publication of advertisements is due and payable upon invoicing following publication.

(3) Interest on overdue payments shall be payable in the event of default by the debtor at a level as per Section 288 BGB (German Civil Code).

### 5. Availability, force majeure

(1) The obligation of NEUREUTER FAIR MEDIA to provide the agreed services shall be limited by the availability of any advance performances from third parties. NEUREUTER FAIR MEDIA shall inform the customer if it becomes aware of non-availability. In the event of non-availability, the customer shall be released from his obligation to perform with respect to NEUREUTER FAIR MEDIA. Claims for damages by the customer are excluded, unless NEUREUTER FAIR MEDIA is guilty of gross negligence or intentional conduct. In other respects, the provisions of point 8 of these General Terms and Conditions of Business shall apply.

(2) If NEUREUTER FAIR MEDIA is unable to provide services as a result of force majeure, NEUREUTER FAIR MEDIA shall be released from the obligation to perform. For the purpose of these General Terms and Conditions of Business force majeure also includes hindrance of performance as a result of war, civil disorder, strike and lockout. This shall also apply in cases of force majeure in companies required to provide the advance performances as defined in paragraph 1.

### 6. Notification of defects

Obvious defects must be asserted within a period of 30 days from publication of the advertisement and/or entry. Thereafter, the advertisement and/or entry shall apply as approved.

### 7. Liability of the customer

NEUREUTER FAIR MEDIA is not obliged to check advertisements and/or entries for their legal admissibility or in terms of whether their content, their design or formulation infringe rights of third parties. This is the sole responsibility of the customer. As such, the customer shall indemnify NEUREUTER FAIR MEDIA against all claims of third parties and undertakes to reimburse all costs resulting from such claims.

### 8. Liability of NEUREUTER FAIR MEDIA

(1) Liability of NEUREUTER FAIR MEDIA is limited to intentional conduct and gross negligence unless a fundamental contractual obligation is violated culpably. This shall apply for all damage irrespective of the legal grounds and including from tortious act.

(2) In the event of culpable violation of a fundamental contractual obligation, the liability of NEUREUTER FAIR MEDIA shall be limited to such damage as could typically arise and which would be reasonably foreseeable for NEUREUTER FAIR MEDIA at the time of conclusion of the contract, unless the violation of the fundamental contractual obligation is the result of gross negligence or intentional conduct.

(3) Over and above this, liability for economic loss is limited to the respective order value.

(4) The above limitations of liability do not apply for damage from injury to life, limb or health. Liability of NEUREUTER FAIR MEDIA under the provisions of the Product Liability Act or other mandatory statutory provisions shall likewise remain unaffected.

### 9. Offsetting, right of withholding

(1) The customer is not entitled to offset own claims against claims of NEUREUTER FAIR MEDIA for services provided, unless the counterclaims are undisputed or have been determined as legally valid.

(2) The customer is likewise only entitled to assert a right of withholding or a right to refuse performance in cases of counterclaims that are undisputed or have been determined as legally valid.

### 10. Involvement of third parties in the contractual relation

NEUREUTER FAIR MEDIA is entitled to appoint third-party companies for fulfilment of the obligations assumed under the present contract. This shall not result in the creation of any contractual relation between the customer and the third-party company. The customer is only entitled to transfer the rights and obligations from the present contract to third parties with the prior, written consent of NEUREUTER FAIR MEDIA.

### 11. Place of jurisdiction, concluding provisions

(1) Place of jurisdiction and place of performance for all disputes arising from and in connection with the contractual relation between NEUREUTER FAIR MEDIA and the customer is Essen provided the customer is a businessman. The same place of jurisdiction shall apply if the customer has no general place of jurisdiction in Germany, moves his registered office, place of residence or place of habitual abode out of Germany following conclusion of the contract, or if his registered office, place of residence or place of habitual abode is not known at the time of the filing of legal action. In addition, NEUREUTER FAIR MEDIA is also entitled to take legal action against the customer at the Court responsible for his registered office.

(2) All legal relations between NEUREUTER FAIR MEDIA and the customer shall be governed exclusively by the law of the Federal Republic of Germany authoritative for legal relations between parties in Germany.

(3) Should a provision of these General Terms and Conditions of Business be or become invalid, the validity of the other provisions shall remain unaffected. In such cases, the parties undertake to make a new agreement which corresponds as closely as possible to the invalid ruling.

