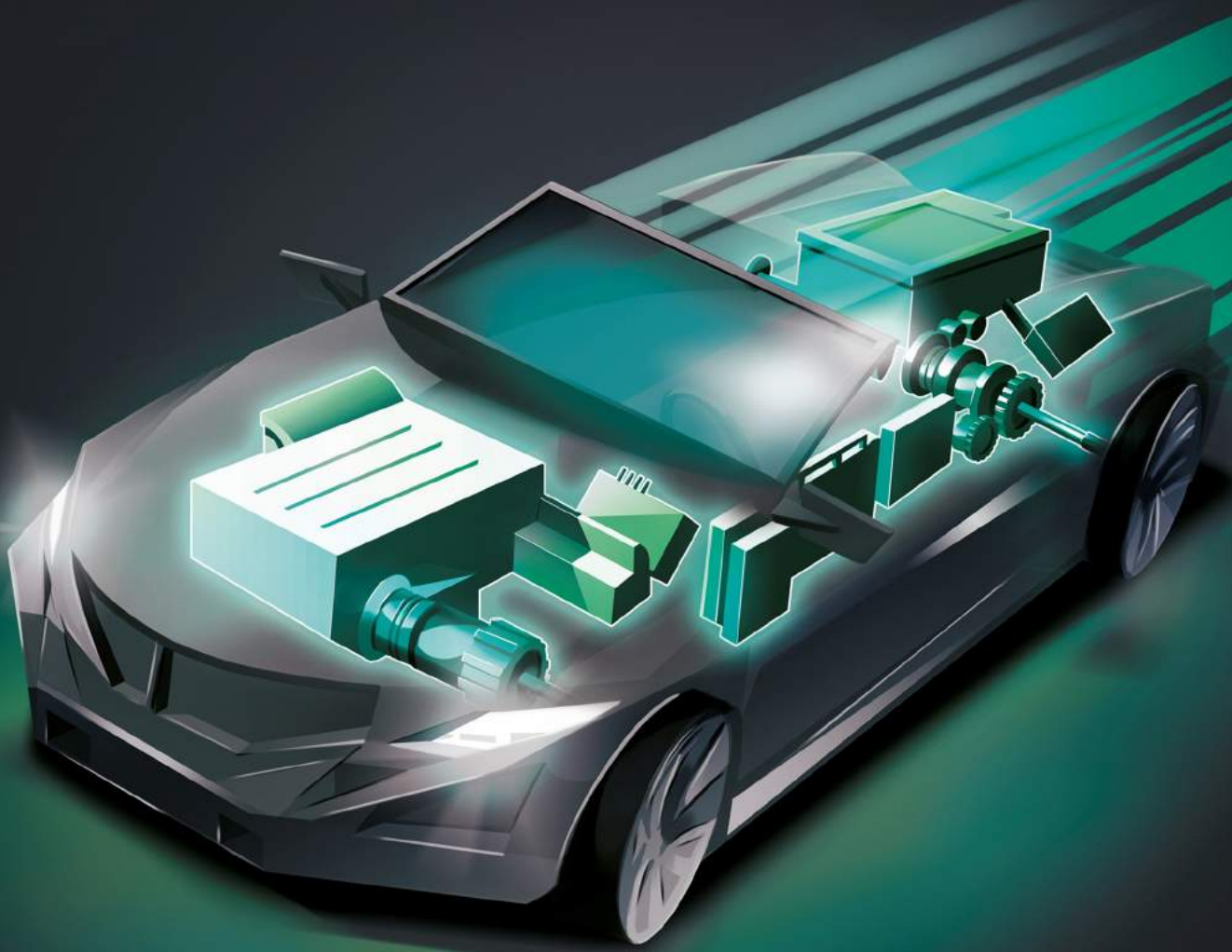


**pcim**  
EUROPE

International Exhibition and Conference  
for Power Electronics, Intelligent Motion,  
Renewable Energy and Energy Management  
Nuremberg, 10 – 12 May 2022



## Special Interest Topic E-mobility

Participation opportunities in the E-mobility Area

**mesago**  
Messe Frankfurt Group



## Special interest topic E-mobility at the PCIM Europe

**Meet trade visitors, who are specifically interested in electromobility!**

The E-Mobility Area offers a forum and a presence area that will be visited by highly qualified exhibition visitors on all three exhibition days. With the E-mobility presence packages in the area, you can optimally draw attention to your exhibition booth and your range of products and services in the field of power electronics for electromobility.

### The E-mobility Advertising Packages at a glance

	Premium Advertising Package	Comfort Advertising Package	Basic Advertising Package
<b>Price (+ VAT)</b>	4.790,- EUR	3.490,- EUR	2.850,- EUR
<b>Service description short</b>	max. of 3 exhibitors	max. of 7 exhibitors	max. of 9 exhibitors
<b>Presentation time at the E-mobility forum</b>	1 x 40 min. on one day + 1 x 20 min. on another day <i>or</i> 1 x 20 min. on three days (days freely selectable)	1 x 40 min. on one day <i>or</i> 1 x 20 min. on two days (days freely selectable)	1 x 20 min. on one day (day freely selectable)
<b>Publication of your presentation on the digital platform</b>	✓	✓	✓
<b>Company presentation by presence wall</b>	✓	✓	✓
<b>Company entry in the exhibition guide</b>	entry incl. logo, booth number & company description	entry incl. logo & booth number	entry incl. booth number
<b>E-mobility Icon in the hall plan</b>	✓	✓	✓
<b>Company entry incl. logo in section E-mobility on event homepage</b>	✓	✓	✓
<b>Booth sign E-mobility at the main booth</b>	✓	✓	✓
<b>On-site logo placement on floor graphics in the entrance areas</b>	large logo	small logo	-
<b>On- and offline advertising activities by the organizer</b>	✓	-	-

Please find detailed descriptions of the individual Advertising Packages on the following pages.



## E-mobility at the PCIM Europe | Premium Advertising Package

With its wide range of services, the Premium presence package enables you to optimally position your company in the field of power electronics for electromobility. Among the various advertising activities offered by the organizer, you can draw attention to your company and attract additional attention by placing your logo on floor graphics at the entrances on site.

***The Premium Advertising Package is limited to 3 exhibitors.***

### Service description

#### Presentation at the E-mobility forum

- You can choose between the following time and day schedule: 40 minutes presentation on one day and 20 minutes presentation on another day *or* 20 minutes presentation on all three days (date freely selectable according to the principle "first come, first serve")
- Presentation with clear reference to a topic in the field of power electronics for electromobility; e.g. lecture with presentation or panel discussion
- Publication of your presentation on the digital platform
- Introduction and moderation of your presentation by a exhibition hostess
- Meeting point at the "Meet the speaker" booth, where the speaker is available to answer further questions from interested visitors
- Display of your company logo on the program display screen on site
- Promoting your speaker incl. picture and vita on the PCIM Europe [E-mobility website](#)

#### E-mobility poster wall

- The poster wall is freely designed by you and must contain the main booth number as well as a QR-code with a link to further information, e.g. your website
- Display of advertising materials under own responsibility (self-carrying and independent display)
- Support of the E-mobility area by a exhibition hostess - interested visitors will be directed to a contact person of your choice at your main booth

#### On- und offline advertising

- Listing of your company in the exhibition guide with booth number, logo and separate company description (max. 250 characters)
- E-mobility Icon in the hall plan
- Additional E-mobility booth sign on your main booth
- Listing of your company incl. booth number and logo on the PCIM Europe [E-mobility website](#)
- Prominent placement of your logo (large) on floor graphic at the entrances on site
- Mention of your company in the E-mobility newsletter and social media
- Optional: Separate reporting about your products on the topic of power electronics for electromobility via various communication channels of the organizer

**Price: 4,790 EUR**

plus VAT



## E-mobility at the PCIM Europe | Comfort Advertising Package

With the Comfort presence package, you can position your company exclusively with the topic of power electronics for electromobility. In addition, stand out from your competitors with logo placement in the exhibition guide and on floor graphics at the entrances on site.

***The Comfort Advertising Package is limited to 7 exhibitors.***

### Service description

#### Presentation at the E-mobility Forum

- You can choose between the following time and day schedule: 40-minute presentation on one day *or* a 20-minute presentation on two days (date freely selectable according to the principle "first come, first serve")
- Presentation with clear reference to a topic in the field of power electronics for electromobility; e.g. lecture with presentation or panel discussion
- Publication of your presentation on the digital platform
- Introduction and moderation of your presentation by a hostess
- Meeting point at the "Meet the speaker" booth, where the speaker is available to answer further questions from interested visitors
- Display of your company logo on the program display screen on site
- Promoting your speaker incl. picture and vita on the PCIM Europe [E-mobility website](#)

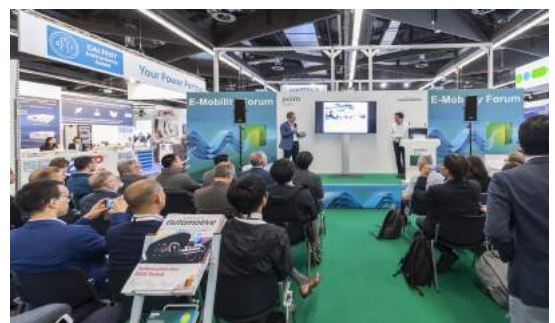
#### E-mobility poster wall

- The poster wall is freely designed by you and must contain the booth number as well as a QR-code with a link to further information, e.g. your website
- Display of advertising materials under own responsibility (self-carrying and independent display)
- Support of the E-mobility area by a exhibition hostess - interested visitors will be directed to a contact person of your choice at your main booth

#### On- und offline advertising

- Listing of your company in the exhibition guide with booth number and logo
- E-mobility Icon in the hall plan
- Additional E-mobility booth sign on your main booth
- Listing of your company incl. booth number and logo on the PCIM Europe [E-mobility website](#)
- Prominent placement of your logo (small) on floor graphic at the entrances on site

**Price: 3,490 EUR**  
plus VAT







## E-mobility at the PCIM Europe | Basic Advertising Package

Benefit from an exclusive presentation of your products and solutions in the field of power electronics for electromobility with the presence package Basic! This allows you to individually communicate your know-how to the industry and stand out from your competitors.

***The Basic Advertising Package is limited to 9 exhibitors.***

### Service description

#### Presentation at the E-mobility Forum

- 20-minute presentation on one day (date freely selectable according to the principle "first come, first serve")
- Presentation with clear reference to a topic in the field of power electronics for electromobility
- Publication of your presentation on the digital platform
- Introduction and moderation of your presentation by a hostess
- Meeting point at the "Meet the speaker" booth, where the speaker is available to answer further questions from interested visitors
- Display of your company logo on the program display screen on site
- Promoting your speaker incl. picture and vita on the PCIM Europe [E-mobility website](#)

#### E-mobility poster wall

- The poster wall is freely designed by you and must contain the booth number as well as a QR-code with a link to further information, e.g. your website
- Display of advertising materials under own responsibility (self-carrying and independent display)
- Support of the E-mobility area by a exhibition hostess - interested visitors will be directed to a contact person of your choice at your main booth

#### On- und offline advertising

- Listing of your company in the exhibition guide with booth number E-mobility Icon in the hall plan
- Additional E-mobility booth sign on your main booth
- Listing of your company incl. booth number and logo on the PCIM Europe [E-mobility website](#)

**Price: 2,850 EUR**  
plus VAT





## Order form for the special interest topic E-mobility

Please fill out the order form completely:

<b>Main exhibitor (contracting partner)*</b>			
<b>Booth number*</b>			
<b>Name of contact person*</b>		<b>Email &amp; Phone contact person*</b>	
<b>Street*</b>		<b>ZIP code / city*</b>	
<b>External order number</b>			

**\*mandatory field**

Please note that the invoice for the ordered services will be sent to the above address (main exhibitor). You'll receive the invoice from March 2022. It is to be settled upon receipt.

### Different contact person, in charge of organization

<b>Company</b>			
<b>Name of person in charge</b>		<b>Email + Phone person in charge</b>	
<b>Street</b>		<b>ZIP code / city</b>	

### We herewith order the following services for PCIM Europe 2022

<b>Please X that apply</b>	<b>Service</b>	<b>Price in EUR plus VAT</b>
	Premium Advertising Package	4.790,-
	Comfort Advertising Package	3.490,-
	Basic Advertising Package	2.850,-



**For your presentation you can choose between the following times and your preferred days: (date freely selectable according to the principle "first come, first serve")**

<b>Selected package</b>	<b>Please X that apply</b>
Premium Advertising Package	1 x 40 min. on one day + 1 x 20 min. on another day <b>OR</b> 1 x 20 min. on three days (every day)  Tuesday, 10 May 2022 Wednesday, 11 May 2022 Thursday, 12 May 2022
Comfort Advertising Package	1 x 40 min. on one day <b>OR</b> 1 x 20 min. on two days  Tuesday, 10 May 2022 Wednesday, 11 May 2022 Thursday, 12 May 2022
Basic Advertising Package	1 x 20 min. on one day  Tuesday, 10 May 2022 Wednesday, 11 May 2022 Thursday, 12 May 2022

We accept the General Terms and Conditions of the diverse E-mobility Advertising Packages at PCIM Europe 2022 and received them with the order form.

\_\_\_\_\_  
Place, date

\_\_\_\_\_  
(Digital) authorized signature of the  
main exhibitor (contracting partner)

\_\_\_\_\_  
Printed name



## Contact

If you have any questions or concerns, please do not hesitate to contact me.



**Franziska Hesse**

Senior Exhibition Manger

Tel. +49 711 61946 -13

Fax. +49 711 61946 -1113

[franziska.hesse@mesago.com](mailto:franziska.hesse@mesago.com)

**mesago**

Messe Frankfurt Group

Mesago Messe Frankfurt GmbH

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70178 Stuttgart

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Fax +49 711 61946 -96

[info@mesago.com](mailto:info@mesago.com)

[mesago.de](http://mesago.de)



# **General Terms and Conditions for Advertising for Events Organized by Mesago Messe Frankfurt GmbH**

## **1. Scope**

These General Terms and Conditions for Advertising form an integral part of contracts concluded between Mesago Messe Frankfurt GmbH (hereinafter Mesago) and the exhibitor governing outdoor and indoor advertising, digital advertising, or other advertising. Diverging general terms and conditions of the exhibitor have no validity.

## **2. Outdoor, Indoor, and Digital Advertising**

- (1) Charges will apply for any outdoor and indoor advertising outside of the rented booth area. Advertising on the exhibition/event grounds outside the rented booth area will be permitted only for registered exhibitors of the respective event subject to prior written confirmation from Mesago for the intended advertising.
- (2) Mesago reserves the right to remove, at the exhibitor's expense, any unapproved or unauthorized outdoor or indoor advertising outside of the rented booth area itself or through vicarious agents, and to store it in accordance with Section 7(2).
- (3) Outdoor advertising means exhibitor advertising in the form of poster advertisements or similar advertising of various sizes and banner advertising on the outdoor grounds of the exhibition/event during the booked event.
- (4) Indoor advertising means poster advertisements and any kind of printed and multimedia advertising in diverse media and in various sizes in the interior of the exhibition center during the booked event.
- (5) Digital advertising means Internet-based advertising, in particular using banners, video clips, social media marketing or similar advertising over other online channels.
- (6) These provisions shall apply analogously for all other forms of advertising on the exhibition site or online.

## **3. Orders / Contract Conclusion**

- (1) Information in the online exhibitor services store, service descriptions, or similar documents provided by Mesago do not constitute an offer from Mesago, and are not binding.
- (2) The exhibitor's ordering of advertising shall constitute a binding offer. Such orders must be submitted in writing. To accept such an offer, Mesago will return an order confirmation.
- (3) Mesago will be entitled to engage third-party companies or subcontractors to perform the agreed services.

## **4. Prices, Terms of Payment, Right of Retention**

- (1) Unless otherwise agreed or stated, the prices quoted by Mesago are net prices in euros. Statutory sales tax will be added in each case.
- (2) Mesago's invoices are due for payment immediately without deductions.
- (3) The exhibitor shall be entitled to rights of offset, performance refusal, or retention only if its counterclaims have been upheld beyond legal appeal or are acknowledged by Mesago.
- (4) A right of retention shall furthermore exist only if the asserted counterclaim is founded on the same contractual relationship as Mesago's claim.

## **5. Deadlines / Publication Period**

- (1) Deadlines for the submission of print materials or posters are shown on the applicable order forms or order confirmations.
- (2) The exhibitor is responsible for the timely delivery of the print materials or posters. Mesago may refuse advertising orders that are not submitted on time.
- (3) Mesago shall only be liable for on-time performance and quality of performance if the exhibitor has duly complied with its contractual obligations; in particular, the timely and complete provision of documents sufficient to meet the specified quality requirements.
- (4) Digital advertising on the event website will be available until a date to be notified by Mesago; digital advertising on the app or other channels will be available until 31.12.2022.

## **6. Responsibility for Content**

- (1) The exhibitor bears sole responsibility for advertising content and any damage incurred as a result. The exhibitor is responsible for the content and legal admissibility of the image and text documents provided for the advertising material. Liability for ensuring that no property rights or other third-party rights are infringed by the advertising commissioned by the exhibitor and performed in accordance with the information and documents provided by the exhibitor rests solely with the exhibitor. Mesago is under no obligation to verify whether the data or other materials supplied by the exhibitor in order to perform the service infringe or may infringe property or other third-party rights. Therefore, Mesago does not guarantee freedom from third-party

claims unless such claims relate to information or documents provided by Mesago itself, which are not based on content, information, etc. from the exhibitor.

- (2) Mesago reserves the right to refuse advertising orders or the performance thereof because of their content, origin or technical form,
- (3) on objectively justified grounds if, in Mesago's conscientious opinion, the content violates laws, regulations established by the authorities, or common decency, or if the publication thereof is unacceptable for Mesago. In arriving at this opinion, Mesago will take into account not only the content but also the overall appearance of the advertising from the viewpoint of quality and aesthetics. The exhibitor will be notified promptly of the refusal of an advertising order.
- (4) In the event of a breach of its obligations under subsections (1) and (2) above, the exhibitor shall indemnify and hold Mesago harmless against all claims for damages and other claims asserted by third parties, pay for all damages arising from the violation of property or other rights, and must make advance payments toward costs if so requested by Mesago.

#### **7. Quality / Provision of Print / Advertising Materials for Performance of Services**

- (1) The ordering party is responsible for the provision of defect-free print materials that meet the requirements of the venue's General Technical Specifications for File Attachments in particular. The exhibitor shall deliver advertising materials that are required for service performance by Mesago, carriage paid to Mesago's offices or to the location designated by Mesago, by the agreed deadline. If a return of the advertising materials provided by the exhibitor has been agreed, the cost and risk for this will be borne by the exhibitor from the place of use.
- (2) Mesago shall store the print materials submitted by the exhibitor for a period of two weeks after the end of the event. If the exhibitor provides original masters (digital data carriers, etc.), it agrees to prepare duplicates beforehand. Mesago assumes no liability for customer masters that are not reclaimed within two weeks of the end of the event. In such case, Mesago shall be entitled to dispose of the material at the exhibitor's expense.
- (3) An accompanying color proof is to be provided for color printing. Otherwise, no responsibility can be accepted for accurate color reproduction. Mesago will request replacements without delay for recognizably unsuitable or damaged advertising masters. Mesago warrants the customary print quality for poster and banner advertising, subject to the limits allowed by the print masters. Special graphic design work as well as the production of films following the submission of final artwork shall be charged separately. If the exhibitor subsequently wishes to make significant changes to the originally agreed versions, the additional costs incurred may be invoiced separately to the exhibitor.
- (4) If defects in the advertising masters are not immediately evident and only become apparent during processing, the exhibitor must accept any resulting additional costs or processing losses.

#### **8. Storage and Return of Advertising Materials**

- (1) If the exhibitor does not request the return of submitted advertising material up to one week before the event, Mesago shall be entitled to dispose of the submitted advertising materials at the exhibitor's expense. If the exhibitor requests the return of the submitted advertising materials in a timely manner, the cost and risk for this will be borne by the exhibitor from the place of use.
- (2) Mesago accepts no liability for advertising materials that the exhibitor does not request back up to one week before the event.
- (3) (1) and (2) above shall apply analogously to advertising material produced by Mesago or that Mesago arranges to have produced for the exhibitor.

#### **9. Warranty for Defects**

- (1) The exhibitor shall inspect the work performed by Mesago and give prompt notice of any defects without undue delay. If defects become apparent only later in spite of a careful inspection, they must be reported promptly after their discovery.
- (2) In any event, notices of defects must have been received by Mesago no later than seven days after the end of the event.
- (3) Defects liability covers rectification of defects only. The manner of proper rectification shall be at the discretion of Mesago, and may also include replacement delivery at any time.
- (4) The exhibitor shall only be entitled to demand cancellation of the contract or a reduction in payment if rectification fails, is no longer possible due to the amount of time that has elapsed (e.g. the end of the event), or is unacceptable for Mesago.
- (5) Mesago may refuse to rectify defects if the exhibitor has not duly fulfilled its contractual obligations.
- (6) If a defect is reported late, any warranty claims shall lapse entirely. The same shall apply if the exhibitor itself makes changes or impedes the establishment of defects by Mesago.
- (7) The warranty period is one year. This shall begin with acceptance of performance or, if acceptance is excluded due to the nature of the work, after the end of the event.

## **10. Liability for Damages / Compensation**

(1) Mesago shall bear liability only in cases of intent or gross negligence. Mesago's liability for a breach of warranty, product liability under the German Product Liability Act, for culpable injury to life, limb, or health, or a negligent breach of essential contractual obligations shall remain unaffected. An essential contractual obligation is defined as a contractual obligation whose fulfilment is a precondition for proper performance of the contract and the counterparty may generally rely on its fulfilment. In the case of slightly negligent breaches of essential contractual obligations, Mesago's liability shall be limited to the foreseeable, direct, average damages typical for the contract in consideration of the nature of the performance due. The above provisions do not imply a change in the burden of proof to the detriment of the exhibitor and do not exclude any entitlements expressly granted in these General Terms and Conditions.

(2) Clause (1) above shall apply analogously to Mesago's liability for its staff, employees, freelancers, and other vicarious agents and representatives, as well as their personal liability.

## **11. Cancellation of Orders**

(1) The exhibitor is not entitled to cancel an advertising order.

(2) Should a cancellation nevertheless be made before the print date, Mesago shall be entitled to invoice for the costs incurred up to that point. This also applies to damage claims for lost profits if Mesago is unable to reallocate the cancelled advertising space for the booked period despite reasonable efforts.

(3) In the event of cancellation after the print date or within the six weeks prior to the event, the exhibitor shall pay the full agreed amount.

(4) As an alternative to subsections (2) and (3) above, or if no print date has been agreed, Mesago reserves the right to claim compensation for expenses (lump-sum compensation) as follows: - In the event of order cancellation from the date of order confirmation up to six months prior to the event: € 150.00, but at least the costs incurred up to that point.

- In the event of order cancellation from six months to three months prior to the event: 30% of the agreed payment, but at least the costs incurred up to that point.

- In the event of order cancellation from three months to six weeks prior to the event: 50% of the agreed payment, but at least the costs incurred up to that point.

It shall be up to the exhibitor to prove that Mesago did not incur any damages at all or that the damages incurred were significantly lower than the lump sum.

(5) Mesago expressly reserves the right to claim any further damages.

(6) The provisions apply analogously to digital advertising. In this case, the date on which the digital advertising is created shall be considered the print date. The cut-off date for calculation of the cancellation costs shall be the planned publication date of the advertising.

## **12. Unforeseen Events**

In the event of circumstances beyond Mesago's control (for example, industrial action, legal orders, or official orders) or force majeure (extreme weather conditions, natural disaster, war, terror threat, fire, endangerment of life or health of participants), the performance periods for Mesago shall be extended by the period and scope of the existence of the circumstance or force majeure. In the event of the permanent existence of one of the circumstances or force majeure, all of the affected contractual obligations shall cease. Permanent existence shall be considered equal to continuance up to the dates in accordance with Sections 5 (1) and 7 (1).

## **13. Place of Performance, Jurisdiction, and Venue**

(1) Insofar as the exhibitor is a merchant (Kaufmann) within the meaning of the German Commercial Code (HGB), a legal entity under public law, or special fund under public law, the place of performance, jurisdiction, and venue for all obligations and claims arising from the contract for advertising shall be Stuttgart.

(2) German law and the German text of these General Terms and Conditions shall apply exclusively. The terms of the UN Convention on Contracts for the International Sale of Goods (CISG) expressly do not apply.

**Last updated:** August 2020