



# Wireless Congress: Systems & Applications

November 14-15, 2018 | ICM Munich, Germany

in parallel to electronica show



**Ladies and Gentlemen,**

**15 years of wireless experience.** In 2004 the Wireless Congress: Systems & Applications started in parallel to electronica. Today the Wireless Congress: Systems & Applications is one of the major meeting places for the wireless community, providing the well-established platform for wireless professionals – researcher, developer and application engineers – and the forum of excellence for exchange of knowledge and experience.

Celebrating the 15th anniversary, we will look ahead to **new wireless technologies**, like **5G** and **intelligent tactile systems** and the application practice of **advanced wireless systems**, like **Low Power Wide Area Networks, Bluetooth mesh**, etc. Today, wireless professionals can choose the best fitting wireless technology for their application from a cornucopia of competing or complementary wireless technologies. But they have to balance cost, complexity, performance, reliability and quality of service in real world environments.

The technical journal Elektronik, as well as Messe München – organizers of the electronica trade fair - – and the German Electrical and Electronic Manufacturers' Association (ZVEI), are therefore staging the 15th Wireless Congress: Systems & Applications on November 14-15, 2018 in Munich.

In about 50 presentations and tutorials participants will get an in-depth technical and practice-oriented insight at all that wireless technologies and their applications has to offer. The congress will be held in English.


Present your company, your products and services to our visitors and invest deliberately in your corporate image with one of our attractive sponsoring opportunities.

Please note, this year the Wireless Congress will take place in parallel to electronica show. (There will be no accompanying exhibition at the congress)

You can find information at [www.wireless-congress.com](http://www.wireless-congress.com) or contact us personally.

We would be very pleased to welcome you at the **Wireless Congress 2018: Systems & Applications.**

Best regards,



Corina Prell  
Sales Manager Events

## Sponsoring Information

Sponsoring means investing in your corporate image. Make use of the Wireless Congress 2018: Systems & Applications for a customized marketing launch and present yourself as a sponsor.

### Sponsoring opportunities

- Product brochure
- Coffee cups\*
- Individual Give-Aways
- BannerUp on-site in catering/registration area
- Coffee or Lunch Break\*
- Online Banner
- and much more

\*exclusive

### Your benefits

As a sponsor your company is:

- **published in our printed event program (approx. 150,000 copies) if you register before July 13, 2018**
- mentioned in selected advertising campaigns in our trade magazines
- shown on our event home page including web link before and during our event
- named with corporate logo and company profile on the event home page
- mentioned in our event newsletters including a link to your home page
- and your company receives printed advertising flyers to send to customers and partners

### Further benefits you enjoy as a sponsor

- direct contact and access to your branch community
- placement of your company in a circle of front-ranking decision-makers
- increased awareness of your company by sponsoring the Wireless Congress 2018: Systems & Applications
- greater attention before, during and after the event

**Register now for the sponsoring that matches your needs.**

## Sponsoring opportunities

### CONGRESS SHOULDER BAGS — EXCLUSIVE

Each participant, speaker and press representative receives upon registering a congress shoulder bag with the corporate logo (1c) of the sponsor.

This sponsoring ensures you maximum visible presence and brand awareness during and long after the event.

**SOLD**

### YOUR PRODUCT BROCHURE in Congress Shoulder Bags

€ 890 each

Each participant, speaker and press representative receives upon registering a congress shoulder bag with your product brochure.

**Note:** The offer does not include manufacture of brochures. These must be delivered by the sponsoring company at the latest by October 17, 2018.

### PENS OR NOTEPADS — EXCLUSIVE

Each participant, speaker and press representative receives a pen and/or notepad (please no smaller than DIN A5) together with the congress material.

**SOLD**

### LANYARDS — EXCLUSIVE

**SOLD**

## CATERING

€ 1,190 upwards

Coffee breaks (twice daily) and lunch are included for all participants, speakers and press representatives. Cards with the wording "**Sponsored by ...**" are placed on tables in the entire catering area.

It is also possible to have **2 Roll-up Banners** and **your company brochures** stationed in the catering area.

Sponsoring of coffee breaks/day € 1,190  
Sponsoring of lunch break/day € 1,990

Sponsoring of evening networking "BEER and PRETZELS" € 2,490

Including:

- mention in the program (Conference Program with circulation 150,000 copies) if you book by June 22, 2018
- 5 minutes company presentation before evening network on the main stage

**Note:** For technical reasons we consequently request booking at the latest by October 23, 2018.

## Sponsoring opportunities

### COFFEE CUPS — EXCLUSIVE

on request

Each participant, speaker and press representative receives a coffee cup with a name label. Place your company name, logo or web link on each coffee cup and you will leave a unique impression during and after the event. Sponsoring includes printing of the company name, logo or web link (3c) on the coffee cup.

This exclusive sponsoring opportunity is limited to one company.

**Note:** The offer includes manufacture of coffee cups. For technical reasons we consequently request booking of this sponsoring at the latest by September 19, 2018.

### YOUR INDIVIDUAL GIVE-AWAYS

on request

Each participant, speaker and press representative receives your give-away with a name label. Place your company name, logo or web link on each give away and you will leave a unique impression during and after the event. Sponsoring includes printing of the company name, logo or web link (3c) on the give away.

For example: **Power Bar, Peppermint Box, Energy Drink or fizzy tablets and much more....**

**Note:** The offer includes manufacture. For technical reasons we consequently request booking of this sponsoring at the latest by September 19, 2018.

### YOUR ROLL-UP BANNER on site

€ 590 upwards

Present your company, products or individual advertisement to all attendees, speakers and press representative during the event. Banner Up will be stationed in the catering and/or reception area.

Roll-up Banner without production	€ 590
Roll-up Banner including production	€ 790

**Note:** The offer includes manufacture of Banner Up. For technical reasons we consequently request booking of this sponsoring at the latest by October 16, 2018.

### ONLINE BANNERS

€ 990 upwards

With an online banner on the website of the event you are always a click ahead:

Full banner	468 x 60 pixels	€ 990
Leaderboard	728 x 90 pixels	€ 1,990

**Note:** Banners run from the date of submission until the end of December 2018.

## Reservation Form – Sponsoring

Please return to:

Corina Prell | Fax: +49 (0) 89/255 56-0393 | [cprell@weka-fachmedien.de](mailto:cprell@weka-fachmedien.de)

Yes, we are interested in sponsoring and wish to make a booking:

- |   |                   |  |                |
|---|-------------------|--|----------------|
| <input type="checkbox"/> Congress-shoulder bags                   | <b>sold</b>       | <b>Catering</b>  |                |
| <input type="checkbox"/> Product brochure                         | <b>890 €</b>      | <input type="checkbox"/> Sponsoring of coffee breaks   | <b>1,190 €</b> |
| <input type="checkbox"/> <del>Notepads (at least 48x210 mm)</del> | <b>sold</b>       | <input type="checkbox"/> Sponsoring of lunch break     | <b>1,990 €</b> |
| <input type="checkbox"/> Pens                                     | <b>sold</b>       | <input type="checkbox"/> Sponsoring of evening network | <b>2,490 €</b> |
| <input type="checkbox"/> Lanyards                                 | <b>sold</b>       |  |                |
| <input type="checkbox"/> Coffee cups or Give-Aways                | <b>on request</b> |  |                |

### Online Banner

- |   |                |
|---|----------------|
| <input type="checkbox"/> Full Banner 468 x 60 Pixel | <b>990 €</b>   |
| <input type="checkbox"/> Leaderboard 728 x 90 Pixel | <b>1,990 €</b> |

### Roll-up Banner

- |  |              |
|--|--------------|
| <input type="checkbox"/> Roll-up Banner                      | <b>590 €</b> |
| <input type="checkbox"/> Roll-up Banner including production | <b>790 €</b> |

All prices plus VAT

**We present your company in our targeted advertising.  
Send your corporate logo also in at least 300 dpi resolution to  
[cprell@weka-fachmedien.de](mailto:cprell@weka-fachmedien.de) (at latest 1 week after booking).**

### Billing Address:

Company: \_\_\_\_\_

First Name, Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Street, No: \_\_\_\_\_

PLZ, Ort: \_\_\_\_\_

PO Number: \_\_\_\_\_

VAT Number: \_\_\_\_\_

Place, Date

Company stamp and signature

## GENERAL TERMS AND CONDITIONS OF BUSINESS of WEKA FACHMEDIEN GmbH for booking exhibition space, sponsoring and advertising at seminars, workshops, congresses, conventions, conferences and other such events

### § 1 Scope of application

The following general terms and conditions of business regulate the booking of exhibition space, sponsoring or advertising by exhibitors and sponsors [hereinafter referred to as "exhibitor/sponsor"] at trade shows, seminars, workshops, congresses, conventions, conferences and other events [hereinafter referred to as "event"] of WEKA FACHMEDIEN GmbH [hereinafter referred to as "organizer"]. Participation in events as an exhibitor/sponsor is ruled solely by the following terms and conditions of business. Terms and conditions proposed by the customer, other than these, will not be recognized by the organizer, which is unless the latter has expressly confirmed their application in writing.

In addition to the general terms and conditions of business (including stipulations specific to a particular event) for exhibitors/sponsors, the contractual framework for participation in events as an exhibitor/sponsor includes the house rules of the operator of the locality of an event, the organizational (e.g. exhibitor information), technical and other stipulations received by an exhibitor/sponsor before the commencement of an event.

### § 2 Registration, confirmation of registration

Registration for events as an exhibitor/sponsor is possible by letter, fax or e-mail. A registration becomes legally binding through a written online or offline confirmation of registration on the part of the organizer. A registration becomes binding for an exhibitor/sponsor upon its receipt by the organizer. Should events have limited exhibiting/sponsoring capacity, registrations will be ordered by their date of receipt.

### § 3 Services rendered

The terms and conditions for exhibiting, sponsoring and advertising at a particular event and the services included are regulated in the conditions specific to the event. The fees are in euros per event plus value-added tax.

The exhibitor/sponsor is responsible for the punctual delivery of correct copy, enclosures or for the punctual delivery of materials required for exhibiting, sponsoring or advertising. In the case of digital copy the exhibitor/sponsor undertakes to deliver orderly copy, corresponding in particular to the format or technical requirements of the organizer, in due time before the closing deadline for copy. All services on the part of the organizer are rendered subject to due fulfillment and performance of obligations and assistance on the part of the exhibitor/sponsor.

The organizer reserves the right to substitute other speakers for those announced, and to make necessary amendments to the program while maintaining the overall character of an event. The organizer reserves the right to alter the date, scale and location of an event for due cause.

Should it not be possible to conduct an event for reasons of force majeure (strike, lockout, business disruptions, etc), because of the cancellation of an important part of an event, because of disturbance at the location of an event or because of an inadequate number of participants, exhibitors/sponsors will be informed immediately. In such cases the ready paid fee for exhibiting, sponsoring or advertising will be refunded, that is unless the organizer has already rendered advance performance for exhibiting, sponsoring or advertising. Further claims, e.g. for the reimbursement of traveling expenses, cost of overnight accommodation and non-productive time, are excluded, that is unless they stem from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

Travel to and from an event and overnight accommodations are to be organized, booked and paid for by the exhibitor/sponsor.

### § 4 Exhibition space, exhibits, advertising

The organizer puts exhibition or advertising space at the disposal of the exhibitor/sponsor; further services are regulated from event to event. The exhibition floor plan is created according to given technical and space factors, otherwise placement is in the order in which bookings are received. The registration of co-exhibitors is possible in exceptional cases and only with the written approval of the organizer.

Exhibitors/sponsors may only set up, show and use their exhibits, advertising material and printed matter in or on the exhibition or advertising space allocated them by the organizer. All exhibits and advertising material must clearly relate in subject to the particular event. Exhibits violating German regulations on protection of industrial property (unlicensed copies) are prohibited. All exhibits shown must satisfy technical, in particular fire protection requirements, and accident prevention regulations.

### § 5 Time to erect and dismantle

The times to erect and dismantle for exhibitors are binding, and are indicated for the particular event in the exhibitor information. Costs incurred through non-adherence to the times to erect and dismantle will be charged to the exhibitor.

### § 6 Due date and payment, default, compensation

The fee for exhibiting, sponsoring, advertising is due for payment, in full and with no deductions, within ten (10) days of the date of the invoice. If the customer is in default of payment, the organizer is entitled to demand a late fee per annum of 5% above the prime lending rate issued by the European Central Bank. Should the organizer verifiably suffer higher damages through late payment, they are entitled to claim them for them. Payment is made on account. The invoice must be paid before the commencement of an event. No claim may be made to allocated space until an invoice is paid in full. It is the responsibility of the exhibitor to produce evidence of payment.

### § 7 Cancellation

In as much as the exhibitor/sponsor is not entitled to a mandatory legal right of withdrawal or right of termination, cancellation of participation free of charge is possible up to ten (10) days after receipt of confirmation of registration. The entire fee for exhibiting, sponsoring or advertising is due upon later cancellation or non-appearance. Should the organizer succeed in otherwise renting a cancelled exhibition, sponsoring or advertising space, the exhibitor/sponsor will be invoiced 50% of the fee. Cancellation is to be in writing, and is not valid unless confirmed in writing by the organizer.

### § 8 Copyright

The printed and electronic material of an event is protected by copyright. Said material may not be reproduced, passed on to others or used in any other way without the express written approval of the organizer and the particular author. The organizer assumes no responsibility or liability of any kind for any incorrectness in the content of papers, presentations and documentation.

The organizer is entitled to have photographs, film and sound recordings produced of an event, of exhibition booths and the exhibits, and to use them as advertising or for press releases without requiring the approval of an exhibitor/sponsor. This also applies to recordings produced by the press or television direct with the approval of the organizer. Photography, film and sound recordings require the express approval of the organizer.

### § 9 Liability

The exhibitor/sponsor occupies and uses the exhibition space at their own risk. The organizer accepts no liability for damage, loss, accidents, costs or expenses caused by the representatives of the exhibitor, by exhibition objects or by event participants, or caused the exhibitor.

The exhibitor/sponsor is responsible for supervision and security of their exhibition booth. This also applies during the times of erection and dismantling, pauses and interruptions in an event.

The exhibitor/sponsor is responsible to the organizer for any damage to rental furniture or loaned items (exhibition booth walls, etc).

### § 10 Limitations of liability

In as much as events take place in the rooms and on the premises of third parties, the organizer cannot be held liable by the exhibitor/sponsor for accidents, loss of or damage to property, that is unless the claim results from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

### § 11 Data protection

The organizer will protect the personal data of exhibitors/sponsors and undertake all necessary measures for their security. Data will be collected by the organizer in observance of the regulations of the Federal Data Protection Act (BDSG), the Federal Broadcast Media Act (TMG) and other applicable data protection regulations and used to manage, support, assess and optimize the events that are offered, but not made known to third parties. Exhibitors, sponsors and joint organizers do not rate as third parties but are nevertheless also subject to the above regulations. An exhibitor/sponsor can revoke the use of their data for purposes of information at any time in writing with WEKA FACHMEDIEN GmbH, department Events, Richard-Reitzner-Allee 2, 85540 Haar, Germany, events@weka-fachmedien.de, or require changes of address to be made.

### § 12 Court of jurisdiction

The court of jurisdiction is the place of business of the organizer if the customer is a merchant in the sense of the German Commercial Code, a legal person under public law or a special fund under public law. The same applies in as much as the customer, upon taking legal action, has a place of business or habitual residence in the Federal Republic of Germany.

### § 13 Severability clause

Should the provisions for exhibitors/sponsors be or become unenforceable, in whole or in part, the validity of the remaining provisions as well as the contract shall remain unaffected. In such a case the parties to the agreement shall endeavor to replace the unenforceable or inadequate provision by one that best reflects the economic purpose of the parties to the agreement.

A big thank you to all exhibitors & sponsors of the  
Wireless Congress 2017: Systems & Applications

