



MAKE PUBLISHING SUCCESSFUL  
47<sup>th</sup> meeting of the global publishing community

A spirit of innovation is in the air!  
**START-UP PARK AT DCX**

**10 – 12 October 2017** | Messe Berlin

**IFRA**   
World  
Publishing  
Expo

[www.IFRA-expo.com](http://www.IFRA-expo.com)

**DCX**   
Digital  
Content  
Expo

[www.DCX-expo.com](http://www.DCX-expo.com)

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**WAN**  **IFRA**

 **WAN-IFRA**  
Global Alliance for Media Innovation

# MAKE PUBLISHING SUCCESSFUL



## Basic idea:

On the START-UP PARK, as a young company (less than 3 years on the market) you will have the opportunity to present yourself at attractive special conditions. The enclosed presentation area offers you the possibility to present your ideas and entrepreneurial spirit in a 30-minute lecture – and by doing so, causing the passing visitors to stop as well as motivate them to get involved.



## Scope of services:

There will be an exhibition space of approx. 100 sqm, which can accommodate up to 24 start-ups.



### Components for joint use:

- Presentation area including lighting and sound
- Plasma screen (excl. laptop)
- Collective cubicle with high racks, coat rack
- shared advertising panel incl. company name (up to 20 characters)
- 2.30 m x 0.75 m bridge-shaped high-tables
- printed logo (optional)

### Individual components for each participating start-up:

- a total of 2 presentation units on three days, each unit: 30 minutes
- 2 bar stools, 1 electrical socket

### Advertising measures for each participating start-up:

- Marketing package /booking charge incl. basic entry in exhibition catalogue with company logo
- listing in the online directory at [www.meidiainnovations.news](http://www.meidiainnovations.news)
- 2 exhibitor badges
- up to 50 codes for a free 3-day-ticket to invite your customers (please order via the online exhibitor handbook)
- Additional advertising material can be ordered at no charge in the online exhibitor handbook

# REGISTRATION AND BOOKING FORM



DCX - Digital Content Expo | 10.-12. October 2017  
Messe Berlin / Hall 21/22

## INFORMATION FOR THE EXHIBITORS' LIST IN ALL COMMUNICATION CHANNELS

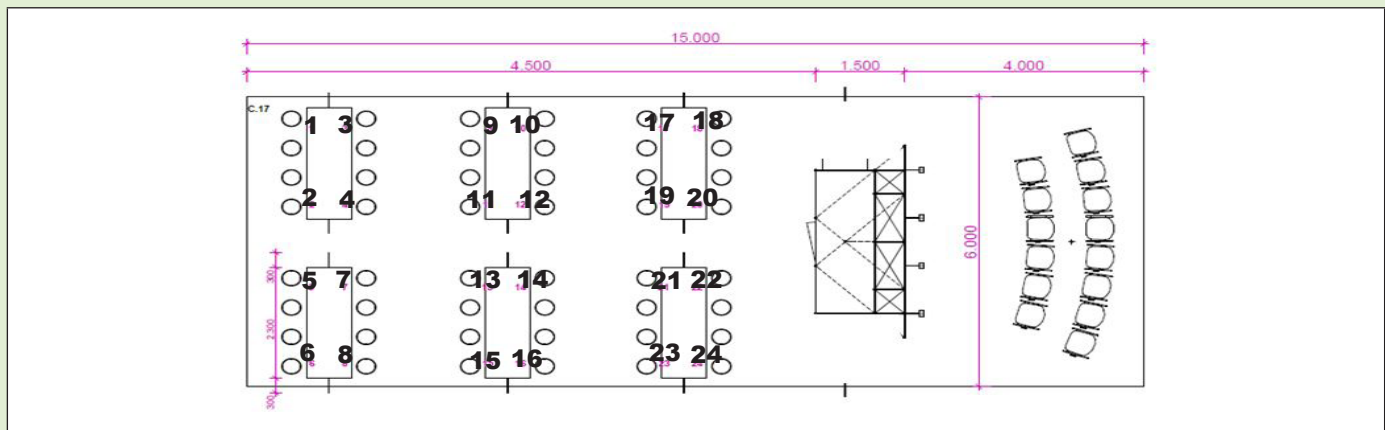
Company name:

Alphabetical listing:

**WE HEREBY BINDINGLY REGISTER FOR THE ABOVE MENTIONED EXHIBITION**

	Normal Price	WAN IFRA Members
<input type="radio"/> Start-Up Park .....	<input type="radio"/> 1.350.- €	<input type="radio"/> 1.250.- €

Stand number (1-24): .....



Position	1	2	3	5	6	8	9
10 Oct	9:10 AM	9:45 AM	10:20 AM	10:55 AM	11:30 AM	12:05 PM	12:40 PM
11 Oct	1:50 PM	2:25 PM	3:00 PM	3:35 PM	4:10 PM	4:45 PM	
12 Oct							3:00 PM

Position	10	15	16	17	18	23	24
10 Oct	1:15 PM	1:50 PM					
11 Oct			9:10 AM	9:45 AM	10:20 AM	10:55 AM	11:30 AM
12 Oct	3:35 PM	4:10 PM	12:05 AM	12:40 PM	1:15 PM	1:50 PM	2:25 PM

All prices are in Euro. The statutory value added tax of currently 19% shall be added.

This contract contains all provisions between the parties. No additional verbal agreements have been concluded.

Amendments or cancellation of the contract require the written form.

ADDRESS OF THE BENEFIT RECIPIENTEN	SEND THE INVOICE TO (IF DIFFERENT)	With this contract the benefit recipient confirms the general terms and conditions of the fairground and the organiser as well as the special conditions of participation and the technical guidelines.
Company name:	Company name:	Company stamp:
Responsible stand organiser/manager:	Street name/house number:	Name of signatory in printed characters:
Street name/house number:	Postcode/city/country:	
Postcode/city/country:		Place/date: Legally binding signature:
Telephone number of stand organiser/manager :		
E-Mail address of stand organiser/manager:		
PO number:		
VAT identification number:		



Fax: + 49 621 40166 400  
info@publishing-exhibition.org

PUBLISHING Exhibition GmbH & Co. KG  
Rheinikastraße 2, 68159 Mannheim, Germany | T +49 621 40166 121  
GF: Alexander Petsch

## Special Conditions for Participation IFRA – World Publishing Expo & DCX – Digital Content Expo 2017

### 1. Organiser:

The exhibition IFRA – World Publishing Expo & DCX – Digital Content Expo 2017 is organised by:

#### **PUBLISHING Exhibition GmbH & Co. KG**

Rheinkaistr. 2  
68159 Mannheim, Germany

Phone: +49 621 40166 121

Fax: +49 621 40166 400

E-Mail: [info@publishing-exhibition.org](mailto:info@publishing-exhibition.org)

### 2. Venue:

Messe Berlin  
Messedamm 22  
14055 Berlin  
Germany

### 3. Duration:

October 10-12, 2017, 09:00 am – 05:30 pm

#### **Assembling:**

October 8th, 2017 08:00 am – 10:00 pm

October 9th, 2017 08:00 am – 08:00 pm

#### **Dismantling:**

October 12th, 2017 06:00 pm – 10.00 pm

October 13th, 2017 08:00 am – 06.00 pm

### 4. Allocation of space:

Stand space will be allocated on a “first come, first served” basis (Please see point 3 “Allocation of space” in the general conditions for participation).

### 5. Participation fees:

The price for raw space without stand fitting is 359.- EUR /sqm + 19% VAT.

### 6. Minimum stand size:

The minimum stand size for raw space and modular booth stand is 15 sqm.

### 7. Marketing package / Registration fee:

Exhibitors and co-exhibitors are required to pay a marketing package / registration fee each to the organiser. The marketing package / registration fee is EUR 690.00 + 19% VAT and includes:

- entry in the alphabetical list of exhibitors in the exhibition catalogue with: company name, logo (if provided by the exhibitor), address, phone number, fax, e-mail, internet address
- exhibitor passes
- invitation tickets (free entry) at a special price of 1.00 EUR each
- 2 tickets for the exhibitors' evening
- general advertising expenses
- administrative expenses
- 

### 8. Entry in the exhibition catalogue:

The entry in the catalogue is obligatory for both exhibitors and co-exhibitors and includes the entry into the alphabetical list of exhibitors with the company's name and logo (if provided by the exhibitor), address, phone number, fax, e-mail, internet address.

### 10. Modular stand construction:

Modular stand “Basic”: 165.00 EUR / sqm

Modular stand “Premium”: 185.00 EUR/ sqm

For the stand fittings of our modular stand systems “Basic” and “Premium”, see “Stand construction packages & Exhibition concepts” in the current valid version.

Contact: **form foundation GmbH,  
Goerzallee 299, D-14167 Berlin  
E-Mail: [info@form-foundation.de](mailto:info@form-foundation.de)  
[www.form-foundation.de](http://www.form-foundation.de)**

### 11. Transportation and handling exhibits:

Transportation work on the exhibition grounds will be undertaken by a company appointed by the organiser. Accordingly this firm will take over objects delivered by the exhibitor or its forwarders at the boundary of the exhibition grounds and continue their transportation on the exhibition grounds. The costs of the firm authorised to undertake transportation on the exhibition grounds are to be paid by the exhibitors directly to the transportation firm.

### 12. Catering:

Food and drink supply may only be ordered at the catering service officially appointed by the organiser.

### 13. Terms of payment:

Please see point 7 of the “General conditions for participation”. All payments should quote invoice number and customer ID. All invoices are to be paid to the account printed on the business document. Please make sure to submit the correct invoice address. Changes of the invoice address may be charged with EUR 20.00.

### 14. Technical Guidelines:

The technical guidelines of PUBLISHING Exhibition GmbH & Co. KG and all regulations and guidelines concerning the fairgrounds will be made available for the exhibitor. These regulations have to be taken notice of and accepted as binding.

### 15. Operation of the Stand

It is the exhibitor's obligation to provide an appropriate floor covering for the admitted stand space.

The stand space booked/rented by the exhibitor will in general not be separated through walls by the organiser. If the stand is directly adjoining another stand space, or the end of the exhibition space or the exhibition hall, the exhibitor has to separate his stand by partitioning wall(s).

These partitioning walls can either be brought by the exhibitor or can be ordered from the organiser's stand builder. The relevant requirements and stand construction regulations can be found in the technical guidelines.

The above mentioned prices require the additional VAT of Germany, currently 19%.

PUBLISHING Exhibition GmbH & Co. KG  
December 2016