



Preamble

tekom  
Sponsoring  
Opportunities

Advertising  
in ICS

Contact/Imprint  
GTC

# Advertising and Sponsorships

# 2022



# tcworld conference 2022: The Top Event in the Field of Technical Communication

## Preamble

## tekomp Sponsoring Opportunities

## Advertising in ICS

## Contact/Imprint GTC

Dear exhibitors,

The tcworld conference, together with the tekomp fair, is the largest marketplace for technical communication worldwide. This event is an absolute must for companies offering services related to TC.

In 2022 there will again be a first-class program: The focus of the conference will be on lectures, workshops, tutorials and presentations.

The tekomp fair will show you the latest products and current trends, inspiring for exciting perspectives for the markets of tomorrow.

Once again, we can meet in person, and I look forward to seeing you!

Best regards,  
Kathrin Sözen  
Sales

**If you have any other unique ideas, they are welcome too!  
Talk to us!**

## Advantages for Exhibitors

### No wastage: High quality of visitors due to admitting exclusively trade visitors

The tekomp fair brings together all market actors in technical communication from the areas of information development and management: specialized personnel, decision makers, software manufacturers, consultants and service providers, industry experts from product data management, multimedia, translation and localization.

### Ideal trade fair platform – high internationality even for small and midsize companies

The tekomp fair is an excellent marketing tool in the global competitive environment. Benefit from making international contacts among the multitude of exhibitors and trade visitors – for your business success.

### Showrooms – Present your company and products in the branded showroom!

Visitors receive sales documents and relevant information about your company. They get access to your social media channels and can write you a message or make an appointment. A showroom is available to every exhibitor free of charge.

## The stand rental fee for exhibitors includes the following basic package:

### Trade Visitor Tickets

- You will receive an individual tekomp fair code from us. Use the code for your invitation campaign.
- After the tekomp fair pay only for the tickets actually redeemed by your customers at the tekomp fair.

### Advertising Material

- tekomp fair flyers as PDF for online dispatch in German and English.
- You will be shown with your company portrait and company logo in our conference program on the tekomp conference portal and will be mentioned in the exhibitor directory (if you register before September 15, 2022).
- Conference logo free for download. Use our conference logo to promote your participation.
- At the careerHUB we provide you the opportunity to display your job offers in DIN A4 portrait format.

# Conference Bags

## Preamble

## tekom Sponsoring Opportunities

## Conference Bags

Registration /  
Conference Office /  
Workshop and  
Lecture Rooms

Exhibition Area

Foyer / Catering

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Conference bags ordered will be distributed among the conference attendees by fair personnel (2019: 3,000 conference bags were distributed).

Advertising	Individualization	Cost in Euro
<b>Cotton Bags</b>	Print the single-colored brand name on the conference bag Quantity: 3,500 bags	1.70 per bag
<b>Giveaways</b>	With logo print	Variable quantity 1 Euro per giveaway + production cost
<b>Inserts</b>	3,500 inserts	Exhibitors: 1,750 Non-Exhibitors: 3,000



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## Registration / Conference Office / Workshop and Lecture Rooms

### Preamble

### tekom Sponsoring Opportunities

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### Registration / Conference Office / Workshop and Lecture Rooms

### Exhibition Area

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3,100 conference attendees attended the workshops and lectures in 2019.

Advertising	Individualization	Cost in Euro
<b>Pads and Pens</b>	With logo print	1,500 + production cost
<b>Lanyards</b>	For the conference/fair pass	6,000 + production cost



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# Exhibition Area

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Sponsoring the lounge area will give you additional visibility among attendees and trade fair visitors.

Advertising	Individualization	Cost in Euro
<b>Coffee Break in Hall C2</b>	Increase your presence as an exhibitor at the tekomp fair and combine your stand with the coffee break area in Hall C2. You can book the lounge area at reduced prices. The coffee break area must be provided with carpet and seating. Drinks will be provided by tekomp.  Clear identification as a sponsor is obligatory. Inclusion in the printed program and on the fair plan is contingent upon booking by September 15, 2022. We will be happy to discuss further ideas together with you. Please do not hesitate to contact us.	On request <b>Sold out</b>



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## Foyer / Catering

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### Foyer / Catering

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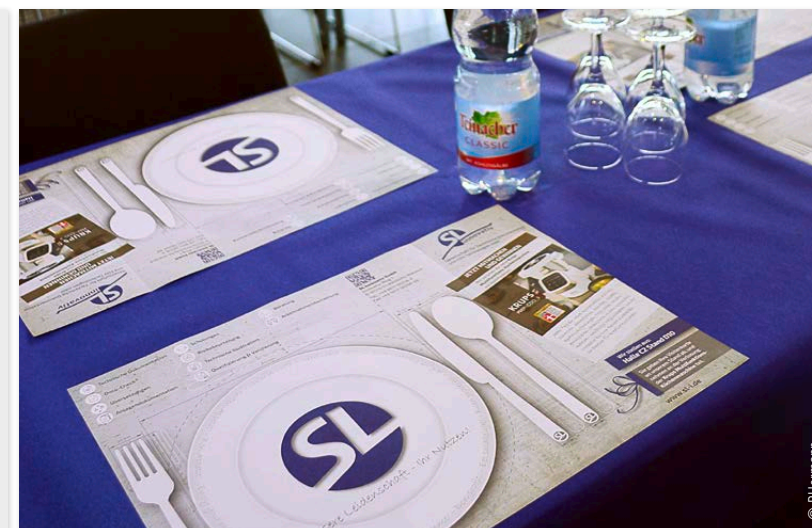
Events & Misc.

### Advertising in ICS

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Increase your presence at the fair by adding small touches for the attendees and fair visitors.

Advertising	Individualization	Cost in Euro
<b>Placemats</b>	3,000 placemats at lunch	3,000 for all 3 days
<b>Apple Baskets</b>	In the conference office with "sponsored by" note	600
<b>Snacks for Coffee Stations</b>	E.g. pretzels, muesli bars, nuts	1,000 + production cost
<b>Charging Station</b>	Brand the charging station where 18 phones can be charged at the same time	On request
<b>Coffee Break Foyer</b>	Sponsor the coffee break in the foyer. You are welcome to present your company with a display, napkins, snacks or give- aways. The drinks will be provided by tekomp.  Inclusion in the printed program and on the fair plan is contingent upon booking by September 15, 2022. We will be happy to discuss further ideas together with you. Please do not hesitate to contact us.	1,500





# Print and Online Advertising

## Conference Program and Conference Planner Magazine, Online Advertising...

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Use our print media at the tcworld conference for your advertising campaigns and attract attention with an advertisement.

Advertising	Individualization	Cost in Euro
<b>Conference Planner</b> (edition mailed out before the fair/inserted in the program)	<b>Advert: 4<sup>th</sup> cover page</b> Format: DIN A4 – 4/4-colored <b>Advert: small – inside</b> "This meeting planner is sponsored by..." <b>Edition: approx. 13,000 pieces</b> The Conference Planner will be inserted in the Conference Program We need the printable PDF by September 15, 2022.	4,000 <b>Sold out</b>



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# Print and Online Advertising

Conference Program and ...

**Magazine, Online Advertising and E-Ticket**

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Reach approximately 9,000 tekom members with your advertising.

Advertising	Individualization	Cost in Euro
<b>Special Pages</b>	Present your company with a half-page post in the annual conference issue of 'tcworld magazine'.	950
<b>Print Advertising</b>	In tcworld magazine we offer different advertising possibilities and several ad formats.	You can find our <b>Media Kit</b> here.
<b>Banner Advertisement</b>	Advertise on our conference homepage <b>conferences.tekom.de</b> with a banner.	You can find our <b>Media Kit</b> here.
<b>E-Ticket Ad</b>	Your ad on the e-ticket of tcworld conference 2022	2,500



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## Events and Miscellaneous

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### tekomp Sponsoring Opportunities

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Become a sponsor of one of our popular tekomp events and make the evening yours with us.

Advertising	Individualization	Cost in Euro
<b>Welcome Party, tekomp Allstar Party</b>	Sponsoring opportunities of food and beverages, presentation opportunity in the event area (promotional gifts, artists, welcoming speech), reference in the conference program. Plan and create the evening event with us.	On request
<b>Tombola</b>		On request
<b>Car Sponsoring</b>	Present your extraordinary advertising vehicle in the foyer	On request



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# Outdoor Advertising Space

## Advertising Towers

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Advertising towers can be placed at different positions on the Trade Fair Center piazza and make an ideal advertising medium to attract the attention of arriving visitors to your company.

As the advertising tower is printed on 4 sides, each 1.5 x 3 m or 2 x 5 m, your advertising is seen from each direction, no matter whether the visitors arrive by bus, taxi, train or plane.

Advertising	Execution	Cost in Euro*
<b>Advertising Tower</b>	1.5 x 3 m, four-sided, frame on loan	3,820
<b>Advertising Tower XL</b>	2 x 5 m, four-sided, frame on loan	6,250

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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# ICS Foyer

## Advertising Tower

## Column Advertising

## Floor Plan

## Staircase Advertising

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Our advertising towers are built around the massive columns in the ICS foyer and are printed on all 4 sides, each with an area of 0.8 x 3 m.

Advertising	Execution	Cost in Euro*
<b>Advertising Tower</b>	0.8 x 3 m, four-sided, frame on loan	1,950

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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# ICS Foyer

Advertising Tower

**Column Advertising**

Floor Plan

Staircase Advertising

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Inside the ICS foyer, you can have your 1.27 x 1 m advertising wrapped around the columns (above the tables) located in front of the turnstiles.

Advertising	Execution	Cost in Euro*
<b>Column Advertising</b>	Package price: 6 columns with tables, wrapped with 1.27 x 1 m	2,250

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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# ICS Foyer

Advertising Tower

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A floor plan will be installed at the tcworld conference 2022.  
In addition to your ad lettering, placed directly above the plan,  
your stand will be highlighted in color.

With this advertisement you can make the most contact with the  
visitors as you can refer directly to your stand.

Advertising	Execution	Cost in Euro*
<b>Floor Plan</b>	3 x 3 m, 3 x 1 m of which is advertising space	2,700

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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By placing your message on the steps, you can guide conference attendees towards the conference rooms.

A total of 5 staircases are available in the foyer.

Advertising	Execution	Cost in Euro*
<b>Step Coverings</b>	5 staircases of 33 steps sized 1.68 x 0.15 m	Per staircase: 1,750

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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## Exhibition Area

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### Floor Graphics

### Sanitary Advertising

### Skywalls

### Staircase Advertising

Make the visitors watch their step with creative floor graphics in the hall.

**Floor graphics can be placed in Halls C1 and C2.**

Advertising	Execution	Cost in Euro*
<b>Floor Graphics</b>	Starting with 1 x 1 m	350 / sqm

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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## Exhibition Area

Floor Graphics

**Sanitary Advertising**

Skywalls

Staircase Advertising

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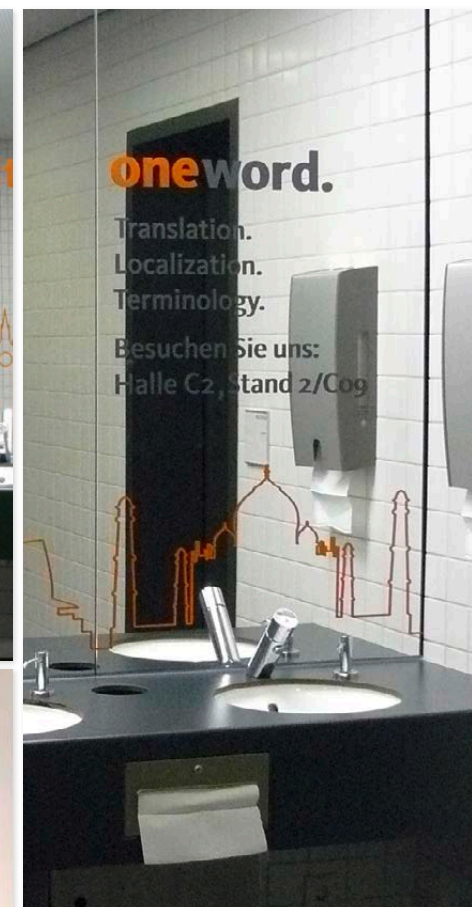
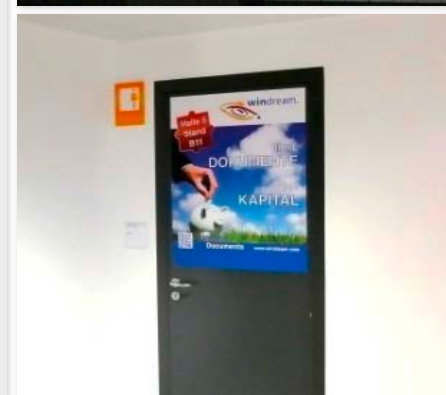
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The advertising that cannot be overlooked. The mirror stickers are available in the restrooms in the basement as well as the restrooms in Hall C2. This means full-coverage advertising!

The wall frames in DIN A3 format are placed in the sanitary areas of Hall C2.

Advertising	Execution	Cost in Euro*
<b>Wall Frames</b>	DIN A3 (14 frames in Hall C2)	50 / piece
<b>Door Graphics</b>	Contours cut on request	310 / sqm
<b>Mirror Stickers</b>	Contours cut on request	310 / sqm

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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Fotos: © ICS Marketing Services



## Exhibition Area

### Floor Graphics

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The skywalls in the large 3 x 5 m format hang above the aisles, ideal advertising to attract visitors directly to your exhibition stand. The 2.5 x 5 m skywalls are suitable for the narrow aisles.

**Only for exhibitors placed in the immediate vicinity.**

Advertising	Execution	Cost in Euro*
<b>Skywalls/ Ceiling</b>	3 x 5 m, single-sided	2,450
	3 x 5 m, on both sides, one banner	4,100
<b>Skywalls/ Ceiling</b>	2.5 x 5 m, single-sided, plus hanging points	2,100
	2.5 x 5 m, on both sides, one banner plus hanging points	3,600

\* Rental fee incl. production, setup/dismantling and sponsoring fee

The guidance systems/skywalls will guide your customers the right way. They will be placed at the start and end of each course in Hall C2 and will be printed on both sides to give you 24 advertising areas in total.

Advertising	Execution	Cost in Euro*
<b>Guidance System</b>	Twelve 1.5 x 3 m skywalls in total, printed on both sides	9,900

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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## Exhibition Area

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Guide visitors and conference participants to the tekomp Business Center with staircase advertising.

Advertising	Execution	Cost in Euro*
<b>Step Coverings</b>	1 staircase of 33 steps sized 2.95 x 0.15 m	3,150 per staircase
<b>Banner</b>	A guide to the exhibitor presentations and meeting rooms on the right wall next to the stairs in Hall C2. The banner has very good visibility. (Size is approx. 3 x 3 m)	On request

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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## Gallery

### Floor Plan

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Help conference attendees orient themselves in the workshop area upstairs – and get your message across with floor plans displaying your advertisement.

Advertising	Execution	Cost in Euro*
<b>Floor Plans as Ground Poster in the Workshop Area and Lecture Rooms</b>	On request	On request

\* Rental fee incl. production, setup/dismantling and sponsoring fee



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## Contact/Imprint

### Contact/Imprint

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**Kathrin Sözen**

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#### **tcworld GmbH**

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HRB 22804, Amtsgericht Stuttgart  
CEO: Dr. Michael Fritz

Data Protection Officer:  
datenschutz@tekom.de



# General Terms and Conditions

for the Sponsorship and Advertising Services of tcworld GmbH in the European Area

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## 1. General

**1.1** tcworld GmbH is the service provider for the Gesellschaft für Technische Kommunikation – tekom Deutschland e.V. and the European Association for Technical Communication – tekom Europe e.V.

**1.2** These General Terms and Conditions ("terms") are an integral part of all offers for services ordered from tcworld GmbH, Stuttgart, in current or future business relations, even without express reference.

**1.3** Orders are carried out by tcworld GmbH exclusively subject to these terms; any incorporation of terms other than these shall be excluded.

## 2. Booking / Conclusion of Contract / Contract Processing / Contract Content / Duration of Contract

**2.1** At events connected with a fair/exhibition, booking of advertising space/media or sponsorship is linked to participation as an exhibitor at the tekom fair and is only possible after booking a stand area.

**2.2** Bookings by email or fax are legally valid and binding. By the time the order confirmation is sent, the booking is binding for the exhibitor/sponsor.

**2.3** The contract is concluded upon order confirmation by tcworld GmbH, and is only valid for the respective current year's event.

**2.4** Agreements must be made with tcworld GmbH on the content, location etc. of advertising spaces/media or sponsorships. These agreements shall be recorded in text form in the order confirmation.

**2.5** tcworld GmbH reserves the right to reject advertising content that violates existing laws or the rights of third parties (trademark, name, copyright, privacy rights, etc.) or that is immoral, racist or unreasonably contrary to the interests of tcworld GmbH.

**2.6** If the contents of the order confirmation deviate significantly from the contents of the exhibitor's booking, the contract will be concluded even so in accordance with the order confirmation, unless the exhibitor/sponsor objects in text form within two weeks.

## 3. Withdrawal / Cancellation

Cancellation by the exhibitor of bookings of confirmed advertising spaces/media or of bookings of confirmed

sponsorship services is precluded. 100% of printing and production costs incurred thus far will also be charged to the exhibitor/sponsor.

## 4. Advertising Spaces / Advertising Media / Sponsoring

**4.1** Agreements with respect to booked sponsorships are concluded directly with tcworld GmbH.

**4.2** If the data submission deadlines given are not met, tcworld GmbH reserves the right to bill any resulting additional costs.

**4.3** Deadlines or agreements must be made in text form.

## The following also applies in connection with the tekom annual conference in Stuttgart:

**4.4** Agreements with respect to production of advertising spaces/media are concluded via Marketing Services Messe Stuttgart.

**4.5** If the exhibitor wishes to re-use advertising spaces/media produced for it after the event, it must, at the latest, one week prior to the commencement of the fair, advise Marketing Services Messe Stuttgart in writing, under designation, the form in which these advertising spaces/media should be returned to it:

- the advertising spaces/media will be picked up by the exhibitor at Landesmesse Stuttgart (LMS) storage (within a max. of 2 weeks from the end of the event)
- the advertising spaces/media will be picked up by a parcel carrier engaged by the exhibitor at Landesmesse Stuttgart (LMS) storage (within a max. of 2 weeks from the end of the event)

If the advertising spaces/media are not picked up in this time period, they will be disposed of.

**In the event that Marketing Services Messe Stuttgart does not receive a response, the advertising spaces/media and the sponsoring material will be disposed of at the expense of the exhibitor after the end of the fair.**

**4.6** For reasons of public protection and road safety, advertising material shall be assembled and mounted subject to charge solely by contractual partners of tcworld GmbH.

## 5. Delay in Data Delivery / Delivery of Materials

**5.1** Materials arriving after the deadline may jeopardize the proper execution of the order. Resulting failures/processing defects cannot be rejected.

**5.2** If the data submission deadlines given are not met, tcworld GmbH reserves the right to charge the exhibitor/sponsor for any additional costs incurred.

**5.3** Divergent deadlines or agreements are valid only in text form.

## 6. Complaints

**6.1** The exhibitor/sponsor is obliged to check all advertising spaces/media or sponsorship services produced for it before the commencement of the fair/event.

**6.2** Complaints must be made to tcworld GmbH immediately so that any possible defects can be corrected. Subsequent complaints cannot be considered and shall not lead to claims against tcworld GmbH, unless hidden defects are involved. tcworld GmbH shall be notified of such defects immediately after they arise.

## 7. Liability

The exhibitor/sponsor shall be solely liable for all damages, including theft, resulting from its own provision, installation and dismantling of advertising spaces/media or sponsorship services.

## 8. Prices and Payment

The total price of the sponsoring or advertising services booked is immediately payable net, at the latest, however, 2 weeks after receipt of invoice.

## 9. Force Majeure, Cancellation of Event

If the event cannot take place due to force majeure or other reasons for which the event organizer is not responsible, or the organizer deems the performance unreasonable and

cancels the event for one of these reasons, each party shall bear its own costs incurred to date. The organizer shall not be liable for any damage or loss of the exhibitor/sponsor. If the organizer has made advance outlays that must be borne in accordance with the General Conditions or other contractual arrangements by the exhibitor/sponsor, the expenses shall be reimbursed by the exhibitor/sponsor.

If the event (and in particular, the fair/exhibition area) must be vacated temporarily or for a longer period, or be postponed or shortened, this shall not represent any cancellation or termination rights or any other claims, in particular no damage claims by the exhibitor/sponsor against the organizer.

## 10. Data Protection

With regard to the provisions of the General Data Protection Regulation (GDPR) and the German Data Protection Act (BDSG), as amended, the organizer points out that the personal data of the contact persons, as provided by the exhibitor, will be processed by tcworld GmbH together with the organizations mentioned in Item 1.1 for the purpose of fulfilling the contract.

The data will be stored for the statutory retention period for contractual documents. In the case of the tcworld conference, it may be absolutely essential for the personal data of the contact persons to be forwarded to Messe Stuttgart. Landesmesse Stuttgart GmbH, Messeplatz 1, 70629 Stuttgart, Germany <http://www.messe-stuttgart.de/datenschutzerklaerung/>

## 11. Information on Other Events and Sponsorship and Advertising Services

We will be pleased to keep you informed by email, telephone, or mail of other events and sponsorship and advertising services offered by the organizations mentioned in Item 1.1. You may unsubscribe from this information service at any time. If you wish to unsubscribe, please let us know by email at [info@tekom.de](mailto:info@tekom.de), by fax at +49 711 6570 499, or by writing to us at tcworld GmbH, Rotebühlstraße 64, 70178 Stuttgart, Germany.

## 12. Jurisdiction, Applicable Law

**12.1** For all disputes arising from this contract, the Stuttgart court of jurisdiction is stipulated, to the extent not otherwise required by law.

**12.2** This contract is governed by German civil and commercial law, under exclusion of the provisions of private international law and the CISG.