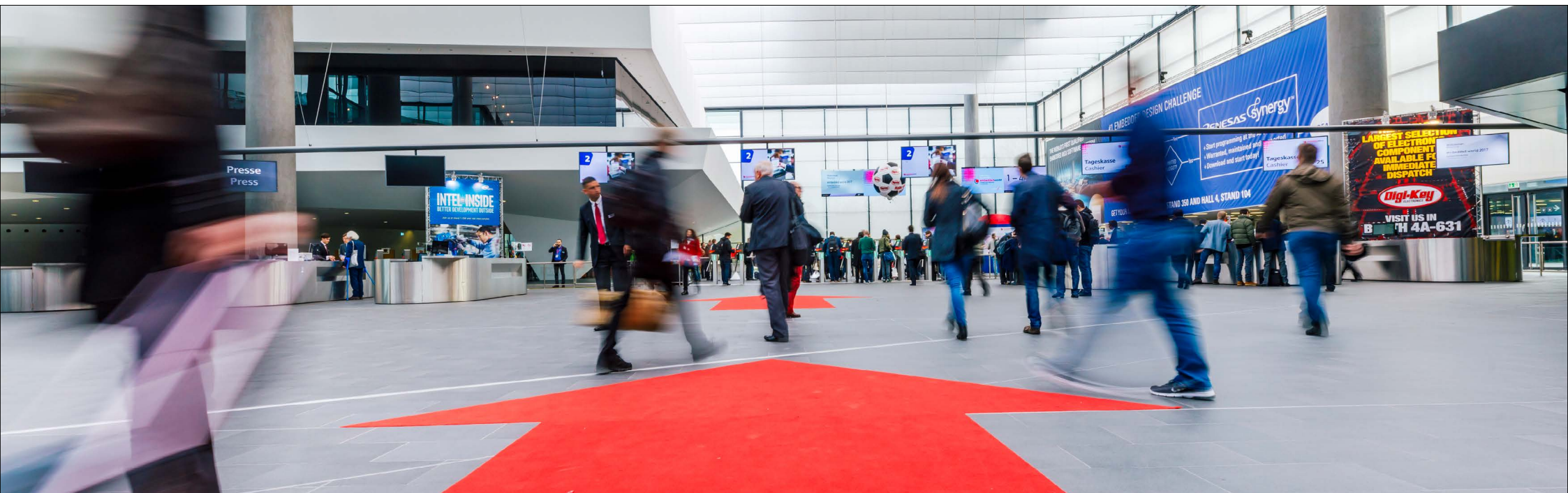

embedded world Conference

1-5 March, 2021 | virtual





Corina Prell
Sales Manager Events
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cprell@weka-fachmedien.de

Ladies and Gentlemen,

The embedded world Exhibition & Conference is the world's leading meeting place for the embedded community. Here experienced developers come together to share their knowledge and help others to turn ideas and innovations into real products. Now in its 19th year, the Conference continues its concentration on future-oriented and challenging topics.

We see more and more Artificial Intelligence (AI) and Machine Learning (ML) in real applications using embedded and Internet of Things (IoT) architecture: from autonomous vehicles to image recognition and embedded vision systems to preventive and demand-driven maintenance in Industry 4.0 systems, from small edge computers to high-performance cloud servers. And increasingly, these applications are interconnected, balancing edge, cloud, and fog computing – with all its challenges regarding system design, device and application management, security, safety, connectivity, verification and test, and and and ...

The Conference covers all aspects of the development and application of embedded systems from fundamental technologies to development processes and special fields of application.

With over 2,100 participants the embedded world Conference is the largest event of its kind in the world. Speakers are long-standing experts with in-depth knowledge, vital ideas, and strategic thoughts. The audience are competent, knowledge-hungry embedded system developers, specialists, project and product managers. The conference is very much part of the dynamic environment of the embedded world Exhibition, which has become the annual international venue for the professional embedded developer community.

After the great success in past years, the conference booklet will be published online. Through this exclusive booklet you have the unique opportunity to promote products and services to your target group – the embedded community.

Conference Booklet - Your Benefits at a Glance:

- **UNIQUE:** With only one official conference booklet we only have limited advertisement slots available.
- **INTERNATIONAL:** To suit our international audience the conference booklet will appear in English.

Secure your exclusive positioning in the **Conference Booklet** and attract the attention of your customers to your company or your paper at the embedded world Conference.

You can find further information at www.embedded-world.eu or get in touch with us directly.

I would be very pleased to welcome you to the **embedded world Conference 2021**.

Please feel free to contact me for further details!

Best regards,

Corina Prell
Sales Manager Events



Conference Booklet - Specifications



TECHNICAL DETAILS

Content:	Program of embedded world Conference 2021
Booklet language:	English
Publisher:	WEKA FACHMEDIEN GmbH
Editorial:	DESIGN&ELEKTRONIK
Format:	200 mm wide x 280 mm high
Ad format:	4 x 1/1 page inside, 2nd and 4th cover page



Conference Booklet - Range of services

CONFERENCE SPONSOR

- Your corporate logo in the conference booklet of the embedded world Conference 2020 with the title "Conference Sponsors"
- 5-days ticket to the embedded world Conference 2021 (exclusive classes)
- Your logo on the embedded world Conference 2021 website including crosslink to your home page
- Your corporate profile on our embedded world Conference 2021 home page
- Your logo in the embedded world Conference 2021 newsletters including crosslink to your home page

3,190 Euro



1/1 AD

- Your 1/1 ad in 4c in the conference booklet of the embedded world Conference 2021 (circulation: 250,000 copies)*
- 5-days ticket to the embedded world Conference 2021 (exclusive classes)
- Your logo on the embedded world Conference 2021 website including crosslink to your home page
- Your corporate profile on our embedded world Conference 2021 home page
- Your logo in the embedded world Conference 2021 newsletters including crosslink to your home page

9,950 Euro

1/1 AD IN 4C ON COVER PAGE U2 OR U4

- Your exclusive 4c ad on the cover page U2 or U4 in the conference booklet of the embedded world Conference 2021
- 5-days ticket to the embedded world Conference 2021 (exclusive classes)
- Your logo on the embedded world Conference 2021 website including crosslink to your home page
- Your corporate profile on our embedded world Conference 2020 home page
- Your logo in the embedded world Conference 2021 newsletters including crosslink to your home page

11,950 Euro

1/2 AD

- Your 1/2 ad in 4c in the conference booklet of the embedded world Conference 2021 (circulation: 250,000 copies)*
- 5-days ticket to the embedded world Conference 2021 (exclusive classes)
- Your logo on the embedded world Conference 2021 website including crosslink to your home page
- Your corporate profile on our embedded world Conference 2021 home page
- Your logo in the embedded world Conference 2021 newsletters including crosslink to your home page

5,950 Euro

Advertising space is reserved on a first-come, first-served basis. Print is reserved. All prices excl. VAT.



Sponsorship opportunities

All exclusive sponsoring works on a first-come first-served basis.
All prices plus VAT.

We will gladly discuss your **individual sponsoring ideas** and wishes
— **just call us!**

ONLINE BANNER

Place your banner advertisement on the embedded world Conference website www.embedded-world.eu. Due to the coordinated promotional activities of the organizers a large number of visitors is assured also by the market-leading media partners DESIGN&ELEKTRONIK, Markt&Technik, Elektronik, Elektronik automotive, Computer&AUTOMATION and others in Germany and abroad.

Leaderboard 728 x 90 pixels 3,490 Euro

In addition to this sponsorship, **your company logo** will be published **in the embedded world conference booklet** –

Note: The banner runs from date of delivery through end of March 2021.



Reservation Form – Sponsorship

Please return to:
Corina Prell | Fax: +49 (0) 89/255 56-0393
cprell@weka-fachmedien.de

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

CONFERENCE BOOKLET	
Conference Sponsor*	3,190 Euro
1/1 ad in 4c on cover page U4*	11,950 Euro
1/1 ad in 4c*	9,950 Euro
1/2 ad in 4c*	5,950 Euro
ONLINE BANNER	
Leaderboard 728 x 90 Pixel*	3,490 Euro

All prices plus VAT

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

Please note: Invoice will be issued approx. 6 weeks before date of event.

Billing Address:

Company: _____

First Name, Last Name: _____

Phone: _____

Email: _____

Street, No: _____

Post Code, City, Country: _____

PO Number: _____

VAT Number: _____

Place, Date

Company stamp and signature

*In addition to this sponsorship, your company logo will be published in the embedded world conference booklet



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 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.