EUROPE’S LEADING ENERGY TRADE FAIR
JUNE 21 – 23, 2022, GERMANY/ESSEN

SPONSORSHIP BROCHURE
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PRESENTATION AREA
SOUTH ENTRANCE, WEST ENTRANCE, OUTSIDE AREA

Located directly at the trade fair entrance, this individual presentation space offers the opportunity to specifically feature your exhibition participation and the location of your stand. The exhibitor will take responsibility for the installation and removal of the advertising medium. Electrical connections etc. are not included in the rental price.

Services
- Presentation area:
  - Pop-up stand
  - Exhibit
  - Vehicles
- Location:
  - Outside area, south entrance/west entrance
  - On the route of visitors into the CCE South
- Installation space:
  - Approx. 5 x 2 m (vehicle), truck on request

Requirements
- Plus cost of electrical connection

| South Entrance | 3,910 € |
| West Entrance  | 3,910 € |

FLAGPOLES
SOUTH AND WEST ENTRANCE, OUTSIDE AREA

Use the flagpoles in front of the south and west entrances for your advertising. There are up to four available in front of the west entrance and two flagpoles in front of the south entrance.

Services
- Presentation south and west entrance areas
  - On the route of visitors into the CCE south/west

Requirements
- Format: 1.50 x 4 meters, printed on both sides
- Colors: 4-colored

<table>
<thead>
<tr>
<th>South</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagpole 1</td>
</tr>
<tr>
<td>Flagpole 2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>West</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flagpole 3</td>
</tr>
<tr>
<td>Flagpole 4</td>
</tr>
<tr>
<td>Flagpole 5</td>
</tr>
<tr>
<td>Flagpole 6</td>
</tr>
</tbody>
</table>
MEGA-LIGHT-BOARDS

With the three mega light boards directly in front of the main entrances you will draw the attention of the visitors to your product before they enter the trade fair halls. Your advertising message is visible anytime on the three days of E-world thanks to the backlit boards. Exclusivity guaranteed: your advertising is showing up alternately only with E-world posters. Benefit of this advertising space and present up to 10 different themes.

Services
- two-sided rolling large-format advertising space visible from the arrival area

Requirements
- Format: 3.56 x 2.52 meters
- Colors: 4-colored

<table>
<thead>
<tr>
<th>Package 1</th>
<th>13,720 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position east, 2-sided</td>
<td></td>
</tr>
<tr>
<td>Position middle, 2-sided</td>
<td></td>
</tr>
<tr>
<td>Position west, 2-sided</td>
<td></td>
</tr>
<tr>
<td>Position south, 2-sided</td>
<td></td>
</tr>
<tr>
<td>Position Alfredstr., 2-sided</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Package 2</th>
<th>9,100 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position west, 2-sided</td>
<td></td>
</tr>
<tr>
<td>Position south, 2-sided</td>
<td></td>
</tr>
<tr>
<td>Position Alfredstr., 2-sided</td>
<td></td>
</tr>
</tbody>
</table>

MEGA-LIGHT-SHOWCASE

The position of this backlit showcase is perfect: Located in front of entrance west, most of the trade fair visitors walk straight up to this exclusive advertising space – on all three days of the event. This large rolling display board shows only your advertisement and an advertising message of E-world itself – exclusivity guaranteed.

Services
- One-sided rolling large-format advertising space (one theme) in front of the entrance area west

Requirements
- Format: 3.56 x 2.52 meters
- Colors: 4-colored

<table>
<thead>
<tr>
<th>Showcase</th>
<th>4,100 €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrance west, 1-sided</td>
<td></td>
</tr>
</tbody>
</table>
GIANT POSTERS
SOUTH ENTRANCE

The giant posters on hall 1 are a great advertising space in the south entrance area – make sure your costumers recognize you from afar.

Services
- Mega-format advertising space in the arrival area
- Location:
  - Norbertstraße
  - In the arrival area for CCE west/CCE south
- Number: a total of 4 placements can be booked

Requirements
- Format: 10 x 10 or 8 x 8 meters
- Colors: 4-colored

ADVERTISING PANELS
WEST ENTRANCE, OUTSIDE AREA

Attract the interest of visitors even before they walk into the trade fair: with your advertising on up to seven advertising panels directly next to the west entrance.

Services
- Large-format advertising space on the outside hall wall for Hall 3
- Location:
  - Outside area
  - West entrance on the route of visitors into the west CCE
- Number: a total of 7 placements can be booked

Requirements
- Format: 3 x 4.75 meters
- Colors: 4-colored
Approach interested contacts: with a promotion team on all three trade fair days. Bring your advertising directly to the trade fair visitors. The number of promotion team licenses is limited – make sure of a place in good time.

Services
- **Basic**
  - Promotion team license valid for all 3 days of the event
- **Premium**
  - Promotion team license including 2 hostesses valid for all 3 days of the event

Requirements
- Plus possible cost of clothing/ costumes

<table>
<thead>
<tr>
<th>Services</th>
<th>Basic without hostesses</th>
<th>Premium incl. 2 hostesses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,950 €</td>
<td>3,560 €</td>
</tr>
</tbody>
</table>
HANGING DISPLAYS IN FOYER
INSIDE AREA, WEST ENTRANCE

The five pillars in the west entrance area are optimally placed as advertising areas for your company. Secure the opportunity to attract your customers’ attention as soon as they enter the trade fair.

Services
- Advertising space in the CCE west foyer
- Location:
  - Inside area, west entrance
  - On the way to registration and Hall 3
- Number: a total of 5 placements can be booked

Requirements
- Format: 1.7 x 3.8 meters
- Colors: 4-colored

<table>
<thead>
<tr>
<th>Placement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Placement 1</td>
<td>2,650€</td>
</tr>
<tr>
<td>Placement 2</td>
<td>2,650€</td>
</tr>
<tr>
<td>Placement 3</td>
<td>2,650€</td>
</tr>
<tr>
<td>Placement 4</td>
<td>2,650€</td>
</tr>
<tr>
<td>Placement 5</td>
<td>2,650€</td>
</tr>
</tbody>
</table>

ADVERTISING BANNERS IN CCE SOUTH/WEST FOYER
ENTRANCE SOUTH/WEST, FOYER

With these great banners you will draw the attention of all exhibition visitors to your booth.

Services
- Large-format advertising space in the south/west foyer
- Location:
  - Inside area south/west entrance, on the way to registration and Hall 1
  - On the way from the foyer in Hall

Requirements
- Format entrance hall 3: 9.5 x 2.2 meters
- Format entrance hall 1: 9 x 2 meters
- Format granite wall: 2.5 x 4.5 meters
- Colors: 4-colored

<table>
<thead>
<tr>
<th>Location</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>West, entrance Hall 3</td>
<td>7,880€</td>
</tr>
<tr>
<td>South, entrance Hall 1</td>
<td>6,900€</td>
</tr>
<tr>
<td>South, granite wall</td>
<td>4,500€</td>
</tr>
</tbody>
</table>
FLOOR STICKERS
IN TRADE FAIR HALLS 1, 2, 3, 4 AND 5

Make it easy for your customers to find their way to your exhibition booth: with our exclusive offer “Floor stickers”. Put both your advert and your stand number on these special route-finders.

Services
- Floor stickers in the trade fair halls
- Placement: individually positioned according to your requested route
- Number: 150

Requirements
- Format: Triangular: approx. 60 cm per side
- Colors: 4-colored, single theme

<table>
<thead>
<tr>
<th>Hall</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6,650 €</td>
</tr>
<tr>
<td>2</td>
<td>6,650 €</td>
</tr>
<tr>
<td>3</td>
<td>6,650 €</td>
</tr>
<tr>
<td>4</td>
<td>6,650 €</td>
</tr>
<tr>
<td>5</td>
<td>6,650 €</td>
</tr>
</tbody>
</table>

CUBE ADVERTISING SPACES
HALLS 1, 2 AND GALERIA

Show your customers the way: the five cubes act as signposts on-site and are placed in central locations in the trade fair halls. One side of each of the five cubes is available to you as advertising space.

Services
- Stand cube in the trade fair halls
- Placement: you can choose which side
- Number: 5 cubes can be booked in total

Requirements
- Format: 1 x 2 meters
- Colors: 4-colored

Cubes
- C1: Hall 3, Passage to hall 1
- C2: Hall 3, Passage to hall 2
- C3: Hall 1, Entrance CCE south
- C4: Galeria, Passage between hall 2 and 5
- C5: Galeria, Passage to hall 4

<table>
<thead>
<tr>
<th>Cube</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>1,790 €</td>
</tr>
<tr>
<td>C2</td>
<td>1,790 €</td>
</tr>
<tr>
<td>C3</td>
<td>1,790 €</td>
</tr>
<tr>
<td>C4</td>
<td>1,790 €</td>
</tr>
<tr>
<td>C5</td>
<td>1,790 €</td>
</tr>
</tbody>
</table>
WATER BOTTLES

Refresh the E-world visitors with your advertising message: the mineral water bottles are distributed at all three expert forums as well as the trade press lounge and offer you an advertising space, which remains in positive memory by the trade fair visitors. **The booking of this package includes a 10% discount on the promotion license,** which allows you to deploy promotion teams on the whole trade fair area. Get this limited license now and present your brand to E-world visitors.

**Services**
- 5000 water bottles (sparkling or still) à 330 ml with your individual print
- Distribution of the bottles at all three expert forums and the trade press lounge
- Label material from a controlled ecological and sustainable forestry

**Requirements**
- Label: 212 x 65 mm
- Color: 4-colored

**Package** 8,000 €

ADVERTISING IN THE RESTROOM AREAS

Place your advertising on up to 148 advertising panels: these will attract particular attention in the restroom areas of the congress centres and the exhibition halls. This package in only available once.

**Services**
- Advertising in the restroom areas of the exhibition halls and the congress center
- Number of posters: 148

**Requirements**
- 29.7 x 21 cm (visible area 26 x 18 cm)

**Package** 10,150 €
BOOKMARK IN THE TRADE FAIR CATALOGUE

Have a presence for your customers during and after the trade fair: with our sponsorship offer “bookmark in the trade fair catalogue”. The bookmark stays in the exhibition catalogue and will be remembered – assure yourself of this exclusive package.

Services
- Bookmark in the trade fair catalogue
- Circulation: approx. 4,500 copies

Requirements
- Format: 90 x 210 mm + 15 mm fold
- Color: 4-colored
- Graphics data to be supplied to us

Bookmark 3,000 €

ADVERTISEMENT IN THE E-WORLD MAGAZINE

The E-world Magazine is the official event medium of E-world energy & water. It reaches forward-thinking, solution-seeking readers among our visitors, exhibitors and partners throughout Germany and Europe.

Services
- Advertisement/Advertorial in the magazine
- Recipients: 6,000 (print), 16,000 (emailing)

Requirements
- For the magazine: see graphic (L.) and Technical Requirements
- For advertorials:
  - 2/1 page: up to 6,000 characters, abstract up to 300 characters

Technical Requirements
- Color model: CMYK
- Text: converted to paths
- Resolution: 300 dpi

Surcharge for placements:
- Surcharge U2/U3: 15%
- Surcharge U4: 30%

More advertising opportunities can be found on: www.e-world-essen.com/en/magazine

| 1/1 page AD | 5,500 € |
| 1/2 page AD | 3,500 € |
| 2/1 Advertorial | 4,150 € |
BACK COVER OF THE FLOOR PLAN

An exclusive advertising opportunity which guarantees your visibility. The floor plan of E-world energy & water is distributed and displayed during the whole event. You are reaching basically every visitor. Furthermore, the floor plan contains the Congress program and the forum schedule – high frequency of contact guaranteed.

Services
- Advertising on the back cover of the floor plan
- Circulation: 5,000 copies each day

Requirements
- Din A5 format
- 1/1 advertising
- 148 x 210 mm (width x height)
- + 3 mm bleed
- Resolution: 300 dpi

| Back cover, Day 1 | 3,500 € |
| Back cover, Day 2 | 3,500 € |
| Back cover, Day 3 | 3,500 € |
**BANNER ON WEBSITE**

Utilize the high online coverage achieved by E-world. The E-world website is the first point of contact with the trade fair and has a correspondingly high number of visitors. The price is per week and banner space. The following pages are available as banner spaces: homepage, news, for exhibitors, for visitors, program.

<table>
<thead>
<tr>
<th>Period</th>
<th>Homepage</th>
<th>Subsequent pages</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>July – December</td>
<td>475 €</td>
<td>325 €</td>
<td>HTML5, GIF, PNG, JPEG (MAX, 1MB)</td>
</tr>
<tr>
<td>January - March</td>
<td>675 €</td>
<td>445 €</td>
<td></td>
</tr>
<tr>
<td>April - June</td>
<td>850 €</td>
<td>550 €</td>
<td></td>
</tr>
</tbody>
</table>

**LOGO ON THE FLOOR PLAN**

The sponsorship package “Logo on the floor plan” ensures that your company logo is always visible on E-world’s most important medium.

**Services**
- Logo placement on your exhibition area on the PDF floor plan, in the interactive floor plan as well as in the print version
- Link to your own website

**Requirements**
- Graphics data to be supplied to us

**Technical Requirements**
- File format: *.ai, *.eps, *.svg (Elements as paths/vectors)
- Text: converted to paths

*Image files that are not freely scalable (e.g. *.png, *.jpg) could cause quality loss.*

**Logo on the floor plan** 650 €
PRESS PACKAGE

Be present before, during and after the trade fair with this package: three press releases are announced online on the E-world website and displayed in the press center during the event. Publish your news with up to 4,000 characters, a teaser with up to 250 characters and a picture.

Services
- Publication of 3 press releases incl. image online on the E-world website and displayed at the trade fair
- Press contact and boilerplate below the text
- If sent to us bilingually, publication also on the German site

Requirements
- Text: max. 4,000 characters
- Teaser: max. 250 characters
- Image: max. 1 MB, jpeg or png
- Deadline: June 8, 2022

Press package 295 €

ADVERT IN THE NEWSLETTER

Exhibitors, visitors and interested contacts at E-world are continuously supplied with news and relevant information about Europe’s leading trade fair for the energy industry. E-world is the multiplication factor for your message.

Services
- Advertisement in the official visitors’ newsletter
- Distribution: approx. 13,500 contacts (German /English)

Requirements
- See table on the right

Advert in german newsletter 2,100 €
Advert in english newsletter 1,190 €

<table>
<thead>
<tr>
<th>Services</th>
<th>Text ad</th>
<th>Image ad</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>German</td>
<td>English</td>
</tr>
<tr>
<td>Character length</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>Recipients</td>
<td>approx. 9,500</td>
<td>approx. 3,000</td>
</tr>
<tr>
<td>Additional image</td>
<td>360 x 360 px</td>
<td>360 x 360 px</td>
</tr>
<tr>
<td>Price</td>
<td>2,100 €</td>
<td>1,190 €</td>
</tr>
</tbody>
</table>
CONTACT
WE WILL BE HAPPY TO PROVIDE YOU WITH FURTHER ASSISTANCE

E-WORLD ENERGY & WATER GMBH
Norbertstraße 3 – 5, 45131 Essen, Germany
T: +49 201 1022-210
F: +49 201 1022-333
mail@e-world-essen.com
www.e-world-essen.com
RESERVATION FORM
SPONSORSHIP AND ADVERTISING

BILLING DATA

COUNTRY
CONTACT PERSON (TO BE SHOWN ON INVOICE)
VAT ID NUMBER
YOUR INTERNAL ORDER NUMBER (IF DESIRED)

DATA PROTECTION NOTICE
Your personal data will be used for cooperation. Furthermore, we would like to keep you up-to-date with information on similar products and services by email. If you are not interested in this, please let us know. You have the right to object to the processing of your data for the abovementioned advertising purposes at any time. To do so, please contact the data protection officer using our postal address at datenschutz@e-world-essen.com. For further information on how we process your personal data, please read the section on data protection in our terms and conditions.

OUTDOOR ADVERTISING

Presentation area
- South Entrance 3,910.00 €
- West Entrance 3,910.00 €
Plus cost of electrical connection
Mega-Light-Showcase
- Mega-Light-Showcase 4,100.00 €

Giantposters
- Position 1 (10 x 10 m) 10,050.00 €
- Position 2 (8 x 8 m) 9,150.00 €
- Position 3 (8 x 8 m) 9,150.00 €
- Position 4 (8 x 8 m) 9,150.00 €

Advertising panels on
- Panel 1
- Panel 2
- Panel 3
- Panel 4
- Panel 5
- Panel 6
- Panel 7
- Panel 8 (each 5,250.00 €)

Flagpoles
- Number Flagpoles South 1,520.00 €
- Number Flagpoles West 1,520.00 €

IN THE HALLS

Hanging displays in foyer
- Placement 1
- Placement 4
- Placement 2
- Placement 5
- Placement 3 (each 2,650.00 €)

Promotion license
- Basic without hostesses 1,950.00 €
- Premium incl. 2 hostesses 3,560.00 €

Water bottles
- Package 8,000.00 €

Cubes
- C1: Hall 3, Passage to hall 1
- C2: Hall 3, Passage to hall 2
- C3: Hall 1, Entrance CCE south
- C4: Galeria, Passage between hall 2 and 5
- C5: Galeria, Passage to hall 4 (each 1,790 €)

Floor stickers
- Hall 1 6,650.00 €
- Hall 2 6,650.00 €
- Hall 3 6,650.00 €
- Hall 4 6,650.00 €
- Hall 5 6,650.00 €

Advertising in the restroom areas
- Package 10,150.00 €

Advertising banner in CCE South/West foyer
- West, entrance Hall 3 7,880.00 €
- South, entrance Hall 3 6,900.00 €
- Süd, granit wall 4,500.00 €

IMPORTANT NOTES
Hereewith, the terms and conditions for sponsors and advertising partners of E-world energy & water 2022 are accepted and legally binding. The values of the provided fields are binding, deletions or additions are invalid.

All prices are before value added tax. Money transfers to: E-world energy & water GmbH, Sparkasse Essen, IBAN: DE11 3605 0105 0000 2692 58, BIC: SPESDE3EXXX

Please sign and send via e-mail to exhibitor@e-world-essen.com or via fax to +49 201 1022-333.
**RESERVATION FORM**

**SPONSORSHIP AND ADVERTISING**

<table>
<thead>
<tr>
<th>BILLING DATA</th>
<th>CONTACT PERSON (TO BE SHOWN ON INVOICE)</th>
<th>YOUR INTERNAL ORDER NUMBER (IF DESIRED)</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STREET, NO.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ZIP, CITY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COUNTRY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PHONE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-MAIL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VAT ID NUMBER</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**DATA PROTECTION NOTICE**

Your personal data will be used for cooperation. Furthermore, we would like to keep you up-to-date with information on similar products and services by email. If you are not interested in this, please let us know. You have the right to object to the processing of your data for the above-mentioned advertising purposes at any time. To do so, please contact the data protection officer using our postal address or at datenschutz@e-world-essen.com. For further information on how we process your personal data, please read the section on data protection in our terms and conditions.

**PRINT**

<table>
<thead>
<tr>
<th>Bookmark in the traid fair catalogue</th>
<th>Back cover of the floor plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,000.00 €</td>
<td>Day 1 3,500.00 €</td>
</tr>
</tbody>
</table>

**Advertisement in the E-world Magazine**

| 1/1 page 3,300.00 € | 1/2 page 2,100.00 € | 2/1 advertorial 2,490.00 € |

**Coverpage 2 + 15 %**

**DIGITAL**

**Banner on website**

| Jul. – Dec. | Homepage: 475.00 € | Subsequent pages: 325.00 € |
| Jan. – Mar. | Homepage: 675.00 € | Subsequent pages: 445.00 € |
| Apr. – Jun. | Homepage: 850.00 € | Subsequent pages: 550.00 € |

**Advert in the newsletter**

| Text Ad German: 2,100.00 € | English: 1,190.00 € |
| Image Ad German: 2,100.00 € | English: 1,190.00 € |

**Logo on the floor plan**

650.00 €

**Press package**

| July – December | 295.00 € |
| January - March | |
| April - June | |

**Notes**

**Special Agreements**

**IMPORTANT NOTES**

Herewith, the terms and conditions for sponsors and advertising partners of E-world energy & water 2022 are accepted and legally binding. The values of the provided fields are binding, deletions or additions are invalid.

All prices are before value added tax, money transfers to: E-world energy & water GmbH, Sparkasse Essen, IBAN: DE11 3605 0105 0000 2692 58, BIC: SPEGDE3EXX.

Please sign and send via e-mail to exhibitor@e-world-essen.com or via fax to +49 201 1022-333.
1. Orders for advertising services / advertising media shall not become binding until they are confirmed in writing by email by E-world energy & water GmbH (E-world) and this means the STCs are accepted. Supplementary agreements also have to be in writing. E-world reserves the right to reject orders at a later stage due to the content or presentation of the draft, without it being possible to derive any compensation claims of any kind due to this.

2. For reasons of technical safety, liability for damages and E-world’s deadline requirements, all advertising spaces / advertising media hired out in the area of the trade fair shall be assembled / disassembled exclusively by E-world or its service providers, unless it is otherwise agreed. Data for advertising spaces / advertising media or wordings: Data must be available in perfect condition with the typography and colour sample according to CMYK as per the deadline requirement before the start of the trade fair. If the data handover deadline stated in the order confirmation is exceeded, E-world reserves the right to charge for any extra expense that may be incurred. Any different handover deadlines or agreements must be in writing to be effective.

3. If, due to force majeure, it is impossible to set up advertising media or if for the same reason advertising media are destroyed or so badly damaged that it is no longer possible to use them before half of the exhibition time has passed, then the hirer shall be exempt from payment of the hire charge. A minor impairment of the advertising spaces hired - possibly due to stand structures, clusters of trees, scaffolding - shall not give any entitlement to a reduction in the hire charge.

4. The following conditions shall apply if the contract is rescinded: The cancellation must be in writing. If the hirer does not go through with the event for a reason that they are responsible for or if they rescind the contract, they must compensate E-world for the losses arising as a result. Technical costs which have been incurred for the implementation / placing of the advertising up to the time of the cancellation shall be charged to the customer in full.

90 days before the event: 100% of the booked hire volume, the booked advertising space(s) or the booked sponsorship services.

5. In accordance with the regulations which apply to the hiring out of exhibition space by E-world, no commissions shall be awarded to advertising agencies.

6. Only complaints which are reported on the first day of the event shall be taken into account. Subsequent complaints cannot be taken into account and shall not result in any claim against E-world, unless this involves hidden defects. E-world must be informed about these immediately after they arise.

7. The invoiced hire charge shall be payable after receipt of the invoice without deducting any discount. The payment must be made by bank transfer.

8. The place of performance shall be the headquarters of E-world energy & water GmbH. The place of jurisdiction for both contracting parties shall be Essen. German law shall apply.