

Marketing program 2023





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Marketing program 2023

The PROFIBUS Nutzerorganisation e.V. (PNO) offers you in 2023 a number of marketing activities to expand your network and to show presence.

Our activities focus on our technologies PROFINET, PROFIBUS, IO-Link, omlox as well as the profiles PROFIdrive, PROFIsafe and PROFIenergy.

Participate in various fairs and workshops or place your banner and advertisement ads.

Every two years, the PNO also holds its PI-Konferenz.

So take advantage of this opportunity to showcase your company to the PI community.

We look forward to your registration!

Your PNO marketing team

PI-Konferenz 2023

On March 22 and 23, 2023, the PROFIBUS Nutzerorganisation e.V. (PNO) will hold its eighth PI-Konferenz with the aim of presenting its technologies for digital transformation.



The event is again planned as an attendance event at the House of Logistics and Mobility (HOLM) in Frankfurt/Main and you will have the opportunity to be actively involved as a cooperation partner.

With the guiding theme "PI Technologies for the Digital Transformation", the PI-Konferenz will focus on digitalization in the industrial environment.



The main aspects here will be semantics & information models, horizontal andvertical communication as well as flexible and energy-efficient production systems. Essential topics are the integration of TSN and OPC UA in PROFINET,

security measures, the definition of semantics aspects in cooperation with PROFINET, semantics aspects in cooperation with other organizations such as OPC Foundation, IDTA and ECLASS, as well as innovations in sensor communication such as IO-Link and Ethernet-APL. The program is additionally rounded off by topics such as the real-time location standard in buildings "omlox" as well as the standard for modular production systems "MTP". The event is intended to address not only the PI community, but also the users and practitioners of PI Technologies - from decision-makers to specialists.

This year, the cooperation program, proven in previous PI-Konferenzes, will be available to you. This includes an extend basic package with a wide range of services. You can also individualize it with three additional offers!

Detailed information about the program can be found at: www.pi-konferenz.de.

Prices		
Basie	c package	5.500€*
\rightarrow	e.g. logo presence in the invitation flyer, the website www.pi-konferenz.de and in newsletters as well as during the conference, tickets, advertising banners, etc	
Print	-advertising package	2.000€
\rightarrow	Joint advertisement on the subject of the PI-Konferenz incl. company logos in trade journals and in PI Magazine.	
Exhi	bition space on site with Company Kiosk	3.000€
\rightarrow	Individual presentation within the Microfair.	
Roor	n-Sponsorship	3.500€
\rightarrow	Naming of a presentation room	

* Booking of the basic package is mandatory for the cooperation partnership.

Duinen

Trade Fairs

Your advantages at the PI joint booth!

The aim of our joint booth is to create a platform for professional exchange among end users, equipment manufacturers, OEMs, engineering companies, plant engineers and universities. Present your products and services around our technologies to an international audience!

The PNO offers a cost-effective and attractive trade fair presence for this purpose. You will receive the all-round support that has proven itself over the years; from the trade fair organization and press work to on-site supply.

Reduced organizational effort and staff requirements	Synergy effects
 Organizational support and coordination before, during and after the trade fair Planning, stand design and construction Provision of the entire infrastructure (catering, information desk, storage, power supply, Internet, cleaning, booth 	 Exhibition within the strong community of industrial communication Accompanying advertising measures and press work Support through comprehensive brochures on the individual technologies Reinforcing effect for your exhibition
security, etc.)	booth
security, etc.) High level of attention	booth Visibility

- Modern, up-to-date booth design with high recognition value
- Catering for your customers in the catering area
- Contact mediation via the PI information desk

Participation in our technology presentations

The aim of our technology presentations is to show both the functionality of PI technologies and the variety of manufacturers and products. The devices are either integrated into a live application or exhibited without function in the form of a gallery.

Depending on the trade show, we offer different technology presentations as participation options to choose from. These are as follows:



Process-Automation Live-Demo

PROFIdrive Live-Demo



PROFINET devices for factory automation, PROFlenergy, Drives & Encoders and PROFIsafe are shown together on our Factory Automation Wall. With your device, you can be part of the impressive picture of this diversity of devices and technologies. The diversity of the PROFIdrive application profile in the respective application classes will be presented by the PROFIdrive device wall.

PROFIBUS and PROFINET devices that are used in the process industry can be registered for the Process Automation Live Demo. New topics are "PROFINET over APL" and "PROFIsafe goes APL".

Register your IO-Link devices at the technology-specific IO-Link wall. Participation in the presentation of the new omlox location technology is also planned. You also have the opportunity to present your PROFIsafe devices at the PROFIsafe Live Demo.

Price per device:

between 650 € and 700 €*

Offer: New-certified PROFINET devices can be shown once for free at one of our main trade fairs (Hannover Messe and SPS) at the Factory Automation wall! **

* Price depending on technology presentation and trade fair (may vary).

^{**} Max. 3 newly certified devices per company / per trade fair.

Certificate date 4th quarter 2022 / 1st quarter 2023 - free of charge at Hannover Messe. Certificate date 2nd quarter 2023 / 3rd quarter 2023 - free of charge at SPS.

Participation possibility: Individual presentation

Participation within the framework of an individual presentation provides your company with its own space for presentation. This increases the visibility of your exhibited products and content.

You will receive a white board measuring 120 x 75 cm (WxH) before the trade fair. You can design and equip this individually (graphics, devices, etc.). The board will be mounted diagonally on a pedestal. Your company logo will be placed above it and additionally on a backlit strip with a corresponding long-distance effect. In addition, the small, pull-out shelf in front of your board offers you space for smaller flyers or even a small laptop. Storage space is available underneath your single presentation. Brochure holders attached to the side also provide space for A4 portrait format brochures.



Price per individual presentation (depending on the trade fair): between € 3,000 and € 5,400*.

Monitor for rent (optionally bookable for each individual presentation)

The rental monitors are mounted on your board at the trade fair. With the 19" and 24" TFT monitors, you can also design the board according to your wishes and only have to leave the corresponding area free for the screen. The 42" TFT monitors are mounted on the board covering the entire surface. You only need to bring your PC or laptop with the appropriate software/presentation. The prices include insurance, delivery and mounting on your presentation area as well as replacement in case of failure.

Price per 24" TFT screen: 390 €

Price per 32" TFT screen: 490 €

Price per 43" TFT screen: 590 €

Graphic printing/laminating/transporting (can be booked as an option for each individual presentation)

You do not need complicated installation of equipment in advance? Save transport costs. We will take care of printing, laminating and transportation of your board. If you take advantage of the offer, we need a print file in advance. The relevant information will be sent to you in time.

Price per graphic printing/laminating/transporting: 165 €

Note: We are also happy to take over the design of your company board. Individual additional costs apply for this.

* Price depending on fair

Marketing contribution

(Can only be booked in conjunction with a technology or individual presentation)

If you wish to be registered as a co-exhibitor as part of your participation on the PI joint booth, a so-called marketing contribution will be charged. This contribution is optional, is paid by us directly to the organizer and usually includes an entry in the print and/or online edition of the trade show catalog, free exhibitor passes as well as visitor tickets and access to the online booking system of the respective trade show.

Price for the marketing contribution (depending on the trade fair): between \in 300 - \in 1100*.

Trade fairs with a PI joint booth

embedded world

14.- 16. March 2023 in Nuremberg Hall 1 - Booth 1-301



Whether security of electronic systems, distributed intelligence, the Internet of Things or e-mobility and energy efficiency - the embedded world trade fair lets you experience the whole world of embedded systems.

This year, embedded world will continue with a new event concept that combines the established embedded world Exhibition&Conference with all the advantages of the digital world.

Join us for three exciting days at the trade fair and look forward to stimulating expert discussions at our PI joint booth in Hall 1.



*Price depending on trade fair (may vary)

Hannover Messe

17. - 21. April 2023 in Hanover Hall 9 - booth D68



EORGA

MSR-Spezialmessen

Prozess- u. Fabrikautomation

Under the motto "Let's create the industry of tomorrow", the pioneers of digital transformation are presenting themselves at

the world's leading trade fair for industry, the Hannover Messe. The main theme here focuses on digitalization and the decarbonization of industry.

The Hannover Messe makes the future of industry tangible and we are pleased to be able to offer you the cost-effective opportunity to be part of this again in 2023 as a co-exhibitor on the PI joint booth. Visitors can look forward to various presentations of the proven technologies PROFINET, PROFIBUS and IO-Link, as well as the PROFIsafe and PROFIdrive profiles. In addition, omlox positioning technology will be also part of the PI joint booth at the Hannover Messe.



Meorga: Special measuring and control Trade Fairs

- 21. June 2023, Hamburg
- 13. September 2023, Ludwigshafen

MEORGA is a technologically oriented trade fair with accompanying specialist presentations for products in measurement technology, control technology, regulation technology, process control systems and automation technology in process and factory automation. Exhibitors and visitors are brought together here with pinpoint accuracy. At the exhibition, visitors will be informed about the latest trends and have the opportunity to attend interesting workshops on current topics.

PNO will be present at both MEORGA fairs in Hamburg and in Ludwigshafen with a 10m² booth. We look forward to welcoming you as a co-exhibitor.





SPS - Smart Production Solutions*



14.-16. November 2023 in Nuremberg Hall 5 - booth 210

With its unique concept, the SPS covers the entire spectrum of smart and digital automation and focuses on practical solutions for specific fields of work. At the focus of the international trade fair, experts will be available to answer specific questions and provide solutions to the technological challenges of tomorrow.

Part of the PI joint booth will be presentations of the proven technologies PROFINET, PROFIBUS and IO-Link as well as the profiles PROFIsafe and PROFIdrive. Furthermore, the omlox positioning technology will be shown. Experience Industry 4.0 at the PI joint booth. and move into the digital future with us. We look forward to your participation.





Workshops

Our range of workshops is divided into two thematic focuses, depending on the target group. On the one hand, we offer user workshops and, on the other, technology workshops. Participants can gain a broad overview in practice-oriented presentations and come into direct contact with experts from a wide range of product areas.

The user workshops are aimed at users, planners and system integrators, i.e. decisionmakers and technical personnel in production and engineering at manufacturing companies. The focus will be on the advantages of the technologies as well as their practical application and handling. The aim is to make it easier for interested specialists to get started with the technologies and to convey the most important basics as a basis for a more in-depth introduction.

In the technology workshops, we go into greater detail, so these workshops are aimed at developers and product managers with basic technical knowledge. The focus here is on providing interested companies with detailed information about the available options for developing products and thus making it easier for field device manufacturers to familiarize themselves with relevant standards.

In addition, the PNO offers special workshops on current topics, such as the PROFINET Certification Workshop and the Industrie 4.0 Technology Workshop. The existing workshops are continuously revised and adapted to the interests of the participants. A corresponding workshop offer is also planned for the new positioning technology omlox, which has been added to the portfolio.

Participation opportunities

As a PNO member, you have the opportunity to actively participate in these workshops. Each workshop is accompanied by a trade exhibition or microfair, where you can present your product portfolio and get in personal contact with the workshop participants. If you participate, your company logo will be placed in our workshop-specific print materials such as invitation flyers, agenda, etc. Participation also gives you the opportunity to contribute with your own practical presentation or hands-on training.

Participation price per workshop:



600 € resp. 900 €*



* Please note: Special arrangements may be made for individual workshops beyond this.

Scheduled workshops

PROFINET Technology:

Spring 2023 (Online, date in clarification) June 2023 (Mainz, date in clarification) October 2023 (Stuttgart/Nürtingen, date in clarification)

PROFINET Certification:

Spring 2023 (Online, date in clarification) June 2023 (Mainz, date in clarification)

PROFINET in process automation:

14. + 15. February, 2023 (Online) October 2023 (Stuttgart/Nürtingen, date in clarification)

PI-Technologies for the digital Transformation:

April 2023 (Online, date in clarification) October 2023 (Online, date in clarification)

PROFIdrive & Encoder Technology:

Spring 2023 (Online, date in clarification) October 2023 (Stuttgart/Nürtingen, date in clarification)

PROFIsafe User: 28. March 2023 (Oppenweiler)

IO-Link User:

Early summer 2023 (date in clarification) Fall 2023 (date in clarification)

Tracking technology omlox: April 5, 2023 (Online)

September 27, 2023 (Online)

















X omlox



PI-Magazin

The PI-Magazin is published twice a year for all interested readers in the automation industry. Our magazine has now established itself over many years as an essential medium for the exchange of information and experience. Here, readers can find first-hand information about advances and innovations in the development and use of PROFINET, PROFIBUS, Drives & Encoders, PROFIsafe, PROFIenergy, IO-Link and, of course, our new omlox positioning technology. The positioning of PI technologies in relation to Industry 4.0 as well as PI's strategy and direction of march are given special importance in our magazine.



PNO pays particular attention to the balanced

selection of topics and the high quality of the editorial content. With a circulation of approx. 100,000 copies distributed, the magazine is inserted in leading titles in the automation sector, so that you as an advertiser can achieve a high level of market coverage with just one insertion.

In addition, PI-Magazin is also distributed online with more than 90,000 digital touchpoints, e.g. by sending e-mails with a reference to the digital PI-Magazin, integration in the digital editions of the publishers plus references with a link to the digital PI-Magazin. We link your ads directly to a desired landing page. This significantly increases the advertising impact.

Ad format*	Price per ad *
1/1 page - 2nd, 3rd and 4th cover page	9.990 €
A5 junior page (118 x 173.5 mm)	7.450€
1/2 page portrait format (87.5 x 260 mm)	5.990 €
1/2 page landscape (180 x 127 mm)	5.990 €
1/3 page portrait (57 x 260 mm)	4.350€
1/3 page landscape (180 x 85 mm)	4.350€
1/4 page corner field (portrait format) (87.5 x 127 mm)	3.390 €
1/4 page landscape (180 x 63.5 mm)	3.390 €
1/8 page (87.5 x 63.5 mm)	1.950 €

* All common ad formats can be booked. No agency commission is paid.

For ad bookings in two issues, a special discount of 10 % is granted on the specified ad prices will be granted.

Banner advertising

Show your presence on the PI websites (www.profibus. com and www.profibus.de) and place a banner. This way you will directly reach your relevant target group, who will land on your website with one click.

The banners appear in the center of the home page and at the bottom of all sub-pages. There are always 3 banners displayed next to each other, which rotate in a timed manner and change their positions randomly when they are called up again or when a page is changed. The total number of banners displayed depends on the number of banners booked, so that the banner placement remains consistent for all banners.

Prices:

Local website (<u>www.profibus.de</u>): € 200 / month*

International website (<u>www.profibus.com</u>): € 700 / month*

Technical Information:

Format: jpg, (animated) gif, png

Banner size: 346px x 120px (w x h)

Our attractive offers:

Besides the regular banner prices, we also offer you some attractive discount promotions. For example, if you decide to place your banner on the German or international website for 6 months, we will only charge you for 5 months (6 = 5). If you book 12 months, we will waive two months (12 = 10). In case of an extension of the banner placement, we are happy to offer you the loyalty offer 12 = 8, i.e. book 12 months, but only pay for 8 months.





* It can always be started at the turn of the month!

Registration form marketing program 2023

Send the completed form to the adjoining contact details.

Registrations via the marketing program are generally possible as long as the date of the event has not yet expired! PROFIBUS Nutzerorganisation e.V. Haid-und-Neu-Str. 7 76131 Karlsruhe

Contact person: Anna Bauer Tel: +49 721 986 197 80 E-Mail: anna.bauer@profibus.com

Invoice Adress:

Company:	
Contact person:	
Department:	
Street / Post office	
ZIP code, place:	
Country:	
VAT-Number:	
P.O. Number:	

For the following ordered marketing activities, we identify the following **main contact person:**

Company:	
Contact person:	
Phone Number:	
E-Mail:	

PI-Konferenz

Order	Price	Booking	TOTAL	Comment
Basic package*	5.500€			
Print-advertising package	2.000€			
Exhibition space on site with Company Kiosk	3.000€			
Room-Sponsorship	3.500€			

embedded world

Order	Price	Booking	TOTAL
Technology presentation			
Factory Automation Wall	300€		
ndividual presentation			
Angled board / Company Kiosk 120 cm x 75 cm)	3.000€		
+24" TFT monitor	390€		
+32" TFT monitor	490€		
+43" TFT monitor	590€		
+graphic printing/laminating/transporting	165€		
Marketing contribution (only in combination w	ith technology or	individual prese	ntation)
Marketing contribution	300€		

* Booking the basic package is mandatory for the cooperation partnership.

Hannover Messe

Order	Price per device/panel	Booking (Quantity)	TOTAL	
Technology presentation	· · · · ·			
Factory-Automation Wall	650€			
Process-Automation Live-Demo	700€*			
PROFIsafe Live Demo	650€*			
IO-Link Wall	**			
omlox	**			
PROFIdrive wall (bundle with SPS 2023)	875€***			
Single presentation				
Angled board / Company Kiosk (120 cm x 75 cm)	5.400€			
+24" TFT monitor	390€			
+32"TFT monitor	490€			
+42" TFT monitor	590€			
+ Graphic printing/laminating/transport	165€			
Marketing contribution (only in combination with technology or individual presentation)				
Marketing contribution	355€			

Meorga: Special measuring and control Trade Fairs

Order	Price	Booth personnel at Meorga *	TOTAL	Comment
21. June 2023, Hamburg	[
13. September 2023, Ludwigshafen	800€			

^{*} When booking the 3-year offer for the Process Automation/PROFIsafe live demo in 2022/2023, please indicate in the comment field.

^{**} On request. For IO-Link maximum 17 devices per company. For omlox, individual clarification necessary, as concept is currently still in coordination.

^{***} Can only be booked for the Hannover Messe, as the bundle includes SPS 2023.

^{****} The co-exhibitor participates at least once with stand personnel at a Meorga location. The Meorga location with personnel is to be indicated with the registration. Each of the locations must be supported by at least one co-exhibitor. Please indicate the participation with stand personnel at the Meorga location in a binding manner (first-come-first-served principle).

SPS - Smart Production Solutions*

Order	Price per device/panel	Booking (Quantity)	TOTAL	Comme
Technology presentation				
Factory Automation Wall	650€			
Factory-Automation Wall Bundle price SPS 2023 and embedded world 2024	850€			
Process-Automation Live-Demo	700€**			
PROFIsafe Live-Demo	650€**			
IO-Link Wall	***			
omlox	***			
Single presentation				
Angled board / Company Kiosk (120 cm x 75 cm)	4.200€			
+24" TFT monitor	390€			
+32" TFT monitor	490€			
+42" TFT monitor	590€			
+ Graphic printing/laminating/transport	165€			
Marketing fee + digital flat rate (only in combin	nation with techno	ology or individu	al presentation)	
Marketing fee + digital flat rate	1.020€			

Note:

(If you want to show newly certified devices, max. 3 pieces, please enter the number and the desired exhibition here. The offer of free exhibition for newly certified devices is only valid for devices at the Factory Automation wall.

* A booking of the participation is still possible in summer 2023, if a binding decision cannot be made at this point in time.

- ** When booking the 3-year offer for Process Automation/PROFIsafe Live Demo from 2023 onwards, please indicate in the comment field.
- *** On request. For IO-Link maximum 17 devices per company. For omlox individual coordination necessary, as concept currently still in clarification.

Workshops

Order*, **, ***	Price per workshop	Booking (Quantity)	TOTAL	Comment
PROFINET Technology (3 WS)	600 €****			
PROFINET Certification (2 WS)	600 €****			
PROFINET in process automation (2 WS)	600 €****			
Industry 4.0 technology (2 WS)	600 €****			-
PROFIdrive & Encoder technology (2 WS)	600 €****			
PROFIsafe user (1 WS)	600 €****			
IO-Link user (2 WS)*****	900€			

PI-Magazin

Order*****	Price per			
	advertisment	Edition 1	Edition 2	TOTAL
1/1 page	9.900€			
A5 junior page	7.450€			
1/2 page portrait	5.990€			
1/2 page landscape	5.990€			
1/3 page portrait	4.350€			
1/3 page landscape	4.350€			
1/4 page portrait	3.390€			
1/4 page landscape	3.390€			
1/8 page	1.950€			

* <u>Cancellation conditions for workshop participation:</u> Cancellation of participation in Microfair up to 3 months before the workshop is possible free of charge. In case of cancellation up to 2 months before the workshop, we charge 25% of the participation fee. In case of cancellation up to 1 month before the workshop, we charge 50% of the participation fee. In case of cancellation at a later date, the full participation fee will be charged.

** <u>Workshop cancellation due to low participant interest:</u> The organizer and the supervising marketing working group reserve the right to cancel the event if the number of participants is too low. Furthermore, the organizer reserves the right in such a case to charge any any cancellation fees for the workshop location to the registered exhibitors on a pro rata basis. We ask for your understanding.

- *** The workshops can only be booked completely (i.e. all events in the year). If this is not possible for you is feasible, the person responsible must be consulted on a case-by-case basis. Individual bookings are possible with IO-Link.
- ***** Price for online Workshops: 200 €
- ***** If you do not wish to participate in all IO-Link workshops, please indicate under "Comment" in which Locations you would like to be part of.

Banner advertising

Banner on local website (www.profibus.de)								
Order	Price	Booking time period (from to)	TOTAL	Comment				
Price per month	200€							
Offer prices								
Banner offer 6 = 5	1.000€							
Banner offer 12 = 10	2.000€							
Special offer for standard banner 12 = 8 (from 2nd running year)	1.600€							

Banner on international website (www.profibus.com)							
Order	Price	Booking time period (from to)	TOTAL	Comment			
Price per month	700€						
Offer prices							
Standard banner offer 6 = 5	3.500€						
Standard banner offer 12 = 10	7.000€						
Special offer for standard banner 12 = 8 (from 2nd running year)	5.600€						

Terms of participation

The PNO will allow reasonable opportunities for all interested parties to participate in marketing program activities.

Excluded from the presentation are all exhibits and presentations that are not in line with PI's objectives. We therefore ask for your understanding that statements on competing fieldbus systems are only possible if they are related to PROFIBUS or PROFINET (gateways, proxies, etc.).

Non-members of PNO / PI have the opportunity to participate in joint stands at trade fairs. They pay a surcharge of 50% on the order value. Please note that the concept and design of the individual technology presentations as well as the design of the workshops will be determined in the corresponding marketing working groups of the PNO / PI. These are still in the planning stage at the time of the invitation to tender, which may still result in individual concept changes.

The PNO reserves the right not to continue projects if demand is too low or to adjust the prices after consultation with the interested parties (at its reasonable discretion § 315, para. 1 BGB) and to make Corona Pandemic conditional changes to the offers. If the demand for certain services is too high, the PNO also reserves the right to make a selection according to the available space. In this case, members will be given preferential treatment. In addition, the time of registration is decisive.

With the order, the purchaser grants the PNO / PI the right to use the equipment, text and graphics related to the booked service, which the purchaser provides to the PNO / PI. Ownership and copyright protection remain unaffected. The PNO / PI receives the right to dispose of the devices for the ordered period of time within the scope of the performance of the service as well as to store the provided texts and graphics in its own databases and to pass them on to the corresponding service providers for the purpose of the performance of the service.

The PI Support Center is responsible for the project and stand management; all agreements are made in writing. The instructions of the stand management are to be followed by the exhibitors at the PI stand.

In the case of trade fair participation with an individual presentation, the co-exhibitors will receive the boards for the individual presentations free of charge within Germany 1-2 months in advance, if required. Abroad, the shipping costs for a panel may vary. Each co-exhibitor is responsible for the timely delivery of his respective panel to the joint stand by 2 p.m. on the last set-up day at the latest. In this regard, the PNO assumes no liability for damaged exhibits or exhibits that arrive too late. The assembly of the panels is preferably carried out by the co-exhibitor. The PNO will support the assembly work with a limited number of assemblers.

At all events, the PNO assumes no liability for company-owned exhibits and exhibits of the co-exhibitors during and outside the regular opening hours.

Invoicing for individual presentations takes place 1-2 months before the start of the trade fair. All other services will be invoiced after project completion.

When booking a 3-year offer for technology presentation, invoicing takes place individually after the trade fair.

All prices are exclusive of statutory value-added tax. The conditions of participation are acknowledged with the signature below. In addition, the binding registration of the above services is confirmed with the signature,

with a total order value of: ______ (in €, plus staturory VAT)

Consent to the collection and processing of data via the registration for the event is a prerequisite for participation. With your signature on the order form, you agree that we may use your data, which we have received with booking via the 2023 marketing program, exclusively for processing the order as well as for pursuing the purpose of the association or for the support and administration of members or interested parties (Art. 6 para. 1 lit. b) DS-GVO).

Place, Date

Signature, Company Stamp