



## Marketing program 2017

**PROFI**  
**NET**

**PROFI**  
**BUS**

*Use*  
**IO-Link**  
Universal • Smart • Easy

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## Marketing program 2017

PROFIBUS Nutzerorganisation e.V. (PNO) and PROFIBUS & PROFINET International (PI) offers also in 2017 a wide range of marketing activities.

The main focus of our activities is on our PROFINET, PROFIBUS, IO-Link, DRIVES, PROFIsafe, and PROFIenergy technologies. Take part in various trade fairs and events and advertise with banner and print media ads.

Every two years, the PNO organize the PI-Conference. Use the additional chance to show your company's presence in public.

We look forward to hearing from you!

Yours PROFIBUS Nutzerorganisation e.V. / PROFIBUS & PROFINET International

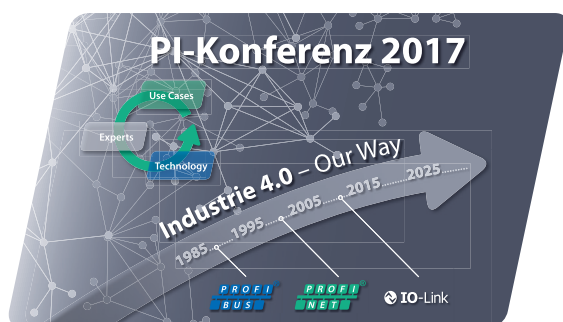
# PI-Conference 2017

PROFIBUS Nutzerorganisation e.V. (PNO) will hold its **5th PI-Conference on March 22 until 23, 2017**. The football stadium „**Commerzbank-Arena**“ in Frankfurt has been chosen as the site of the event.

With respect to the chosen theme „Network of the Future – Shaping Today the Production of Tomorrow“ the PNO presents its technologies PROFINET, PROFIBUS, and IO-Link and applications. Triggered by the currently intensively „Industrie 4.0“ and „Industrial Internet of Things“ driven dialogue between IT and OT, we want to provide users a platform for exchanging experiences and for expert discussions with respect to our PI-technologies. Therefore, the focus of PI-Conference will be on presentation of practical applications.



**COMMERZBANK ARENA**  
Frankfurt am Main



We offer you two different co-operation programs for the PI-Conference. So you can choose which fits best to your company and your budget.

The conference language is German but also presentations and workshops in English will enrich the PI-Conference 2017. So international companies are appreciated to complement the microfair.

- ⇒ The **Basis-Partner-Package** offers numerous possibilities to present your company, for example on website and in press. Your company contact details will be published in conference program and you get exhibitor and guest tickets.
- ⇒ With our **Presence-Partner-Package** you are active on location. In addition to the benefits of Basis-Partner-Package you get your own exhibition space in Commerzbank-Arena. Also you have the opportunity for the new Industry Talks to introduce your products and services without restriction. This is an absolute PI-Conference Premiere!

For further information about the co-operation partner program visit:  
[www.pi-konferenz.de](http://www.pi-konferenz.de).

**Price for Basis-Partner-Package:** 4,000 €\*

**Price for Presence-Partner-Package:** 11,000 €\*

\* With a registration until October 14, 2016 you receive an early bird discount of 10%. The regular registration deadline ends December 15, 2016.

# Trade fairs

## Benefits to you from PI joint booth

The purpose of our joint booths is to create a platform for professional exchange among end users, device manufacturers, OEMs, engineering companies, plant manufacturers, and universities. Present your products and services related to our technologies to an international audience!

For this, the PNO provides you a cost-effective and attractive trade fair appearance. You receive comprehensive support from the preparatory trade fair organization and press relations up to and including on-site provision.

### Overview of your benefits:

#### *Reduced organizational efforts and lower personnel requirements*

- Professional support and coordination before, during and after the fair
- Layout planning, stand design and construction
- Providing the entire infrastructure such as catering, information desk, storage, power, telephone, internet, cleaning, stand security etc

#### *Synergy effects*

- Benefit from the strong community of the world leader in industrial communication!
- Accompanying advertising measures, give-aways and PR
- Support of extensive brochures on the individual technologies
- Reinforcing effect of own booth

#### *High level of attention*

- Central location in the visitor flow
- Innovative environments by presenting new technologies
- New exhibition model as a visitor magnet
- Modern, current booth design with a high recognition value
- Promotion of the booth

#### *Emphasized visibility*

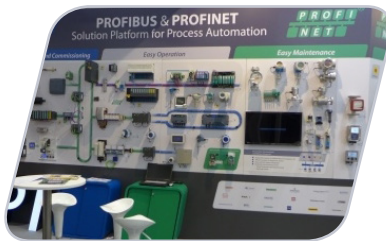
- Due to bookable company kiosk own area for self presentation
- Individual design and presentation options
- Company logo on the upper frame for the company kiosk --> long-distance effect
- Catering for your customers
- Contact support on the PI-information desk

## Participation opportunity - Technology presentations

The objective of technology presentations is to provide information on how the technologies work and to show the diversity of manufacturers and products. The devices are either integrated in a live application or exhibited as non-functioning devices in a gallery.

Depending on the particular trade fair, you can choose to participate in a variety of technology presentations. These are as follows:

**Process-Automation -  
live-demo**



**IO-Link  
wall**



**Factory-Automation -  
wall**



**PROFIsafe  
live-demo**



**Important: Is your device newly certified? \*\* Please register it too, so that we have all devices in mind and can supply information to all contact persons..**

You can register PROFIBUS and PROFINET devices used in the process industry for the live Process-Automation live-demo.

PROFINET devices used in production automation and PROFlenergy, Drives, and PROFIsafe devices are shown jointly on our Factory-Automation wall. Your device can be part of the impressive display of device and technology diversity.

You can display your IO-Link devices on the technology-specific IO-Link wall.

You can also present PROFIsafe devices in the live PROFIsafe demo.

**Price per device:** 600 € to 650 € \*

**Preis per newly certified device:** Free of charge at one fair! \*\*

\* depends on technology presentation and fair

\*\* You can exhibit a maximum of three newly certified devices per trade fair and company.



## Participation opportunity - Individual presentation

Before the trade fair, you receive a white board and information on the booth concept, white board format, etc. You can individually design and mount your board, for example, with graphics, devices, or a rental monitor. You deliver your board to the trade fair and pick it up again at the end of the trade fair. Your company logo is mounted on the top frame by our booth construction personnel. A cabinet element with integrated brochure holders is available as a surface for placing a laptop, brochures, etc.

**Price per individual presentation (depending on the trade fair): 3,000 € to 5,100 €**



### **Rental monitors** (can be optionally booked 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. In this case, you only have to leave the corresponding area for the monitor free. The 42" TFT monitors are mounted over the full surface of the board. You only have to bring along your PC or laptop with the corresponding software/presentation. The monitors are insured and will be delivered, mounted, and replaced immediately in case of failure.

Prices are incl. insurance, delivery, installation on your panel and replacement in case of failure.

**Price per 19" TFT monitor: 290 €**

**Price per 24" TFT monitor: 390 €**

**Price per 42" TFT monitor: 590 €**

## Laminating / Transporting

*(can be optionally booked for each individual presentation):*

You don't need any complicated installation of devices in advance? Save on transport costs. We take over the printing, laminating, and transporting of your board. If you want to take advantage of this offer, please note this in the comment field. We require a print file from you and will provide you with information on the deadline, dimensions, resolution, and format in a timely manner.

**Price per Laminating / Transporting:** 125 €



## Marketing fee

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

If you want to be registered as a co-exhibitor as part of your participation in the PI/PNO booth, some organizers charge a so-called marketing fee. This fee is optional and is transferred directly by us to the organizer. It generally covers an entry in the print and/or on-line version of the trade fair catalog, free exhibitor's IDs and visitor tickets, and access to the online booking system of the respective trade fair.

**Price for the marketing fee (depending on the trade fair): 210 € to 330 €**

*Please note:*

*The entry is free of charge at SPS IPC Drives. Nevertheless, please mark in the registration.*

## embedded world

March 14 - 16, 2017

in Nuremberg

Hall 3A Booth 3A-418 (NEW!)



This is where the embedded community meets: As the world's largest trade fair of its type, embedded world is a must for anyone involved in the development, purchase, and use of embedded technologies in the areas of hardware, software, tools, and services.

As always, an impressive high tech industry will be presented. Hardware, software, tools, services, and much more... embedded technologies work everywhere! Participate at our joint booth in Hall 3A Booth 3A-418.



## Hanover Fair

April 24 - 28, 2017

in Hanover

Hall 9



Become an exhibitor in the "Industrial Automation" area of the Hanover Fair, which with its seven international trade fairs will attract many national and international guests again in 2017.

Anyone looking for PROFINET, PROFIBUS, or IO-Link comes to our joint booth. In 2017, there will again be a separate PI booth at an attractive location in Hall 9. Secure your appearance!





## SPS IPC Drives

November 28 - 30, 2017  
in Nuremberg

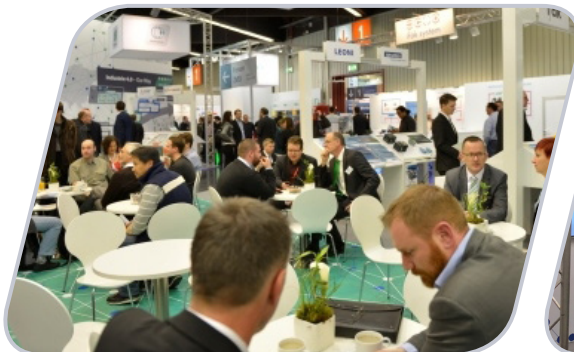
# sps ipc drives



SPS IPC Drives is the exhibition for electric automation technology. It covers all components down to complete systems and integrated automation solutions. The trade fair is the ideal platform for comprehensive information on products, innovations and current trends within the electric automation industry. Hence it gives an overview of the entire market. The exhibitors - manufacturers of electric automation technology - present products and services from the following sectors:

- Control technology
- IPCs
- Electric drive systems and components
- Human-machine-interface devices
- Industrial communication
- Industrial software
- Interface technology
- Mechanical infrastructure
- Sensor technology

*If you are unable to commit to participation at SPS IPC Drives at the current time, you are welcome to register at a later time in Summer 2017.*



## Workshops

Our workshop offer is divided into two areas depending on the target group: users and technology. Participants can quickly provide a broad overview in real-world-oriented presentations and make direct contact with experts from the various product areas.

The user workshops are targeted at users, planners, and system integrators, that is, decision makers and experts in production and technology from producing companies. The content will focus on the benefits of the technologies as well as their possible uses and handling in the field. The goal is to facilitate introduction of interested experts to the technologies and to convey the most important fundamentals as a basis for a more in-depth introduction.

The technology workshops get into the material more deeply. These are therefore suitable for developers and product managers with basic technical knowledge. The focus here is to inform interested companies in detail about the possibilities available for developing products and to spare device manufacturers from having to learn the relevant standards.

### Participation opportunities

As a PNO member, you have the opportunity to actively participate in these workshops. In general, each workshop is accompanied by an exhibition in which you can present your product portfolio and make personal contacts with the target group. When you participate, your company logo will be included in our print materials, such as the invitation flyer and agenda.

In the case of the user workshops, you can also play a part with your own presentation on a technology topic or within a hands-on workshop.

**Participation price per workshop: 600 € to 800 €**

*Please note:  
In each workshop special arrangements may be made beyond.*



## Scheduled events

### PROFINET Technology Workshop:

February 15, 2017 in Neuss

June 1, 2017 in Frankfurt/Main

October 18, 2017 in Stuttgart



### PROFIdrive Technology Workshop - Development & Use:

February 16, 2017 in Neuss

October 19, 2017 in Stuttgart



### PROFIsafe User Workshop:

Two workshops scheduled (dates open)



### IO-Link User Workshop:

March 14, 2017 in Linz (Austria)

May 23, 2017 in Nürtingen

September 28, 2017 in Bielefeld



## PROFIBUS & PROFINET Journal

For many years, the PROFIBUS & PROFINET Journal published by PNO has been an essential medium for exchange of information and experience. Here, readers learn firsthand about progress and innovation in the development and use of PROFIBUS, PROFINET, DRIVES, PROFIsafe, PROFlenergy, and IO-Link. Current news from the working groups and the PNO Support Center is also made available. Users present interesting applications, and device manufacturers take advantage of this platform for promoting their companies and products.

The PROFIBUS & PROFINET Journal is the primary print medium of the PNO for presenting subjects and contents concerning the PNO and promoting its members and for making this information available to a broad technical audience. The journal is financed by advertisements of companies that use the technologies of the PNO. The high quality of the contents is ensured by the topic selection of the PNO and by a professional editorial staff. The PROFIBUS & PROFINET Journal accompanies selected trade publications. The broad distribution provides high market coverage even for reduced advertising budgets.

The PROFIBUS & PROFINET Journal can also be read online. The advertising effect is increased significantly by the possibility to directly link to respective providers in advertisements and articles.



All commonly used advertising formats can be booked. No agency commission is paid. When ads are booked in two issues, a special discount of 10% is applied to the specified advertising prices.

1/1 Page - 2, 3, and 4 Cover page (inside front, inside back, back cover)	9,990 €
2/3 page landscape format (180 x 173,5 mm)	7,130 €
A5 junior page (118 x 173,5 mm)	7,130 €
1/2 page portrait format (87,5 x 260 mm)	5,750 €
1/2 page landscape format (180 x 127 mm)	5,750 €
1/3 page portrait format (57 x 260 mm)	4,220 €
1/3 page landscape format (180 x 85 mm)	4,220 €
1/4 page portrait format (87,5 x 127 mm)	3,290 €
1/4 page landscape format (180 x 63,5 mm)	3,290 €
1/8 page (87,5 x 63,5 mm)	1,850 €



## PROFINET-multi-page advertising

The objective of the PROFINET-multi-page advertising is to demonstrate the strengths of PROFINET, its market position, and the diversity of devices through a series of advertisements over multiple pages. The multi-page advertising begins and ends with a product-free introduction and exit page that summarizes the benefits and strengths of PROFINET. Since the issue 02/2015 we also offers space for drive manufacturers. The center section is designed as multi-page advertising using connecting elements. Here, you have the opportunity to present yourself with a product image, brief text (max. 550 characters), and logo on approximately 1/8 q. The multi-page advertising (text/image/logo) is set by the PNO to convey the strong community. Finished ad formats/CI may therefore have to be adapted if necessary.

The multi-page advertising will be run in various journals in a particular time frame (e.g., in advance of trade fairs). Thus, a very high circulation can be achieved at a relatively low participation price. Two series are planned for 2017.

Aim of the advertisement is to cover costs by ads. For this reason it is not possible to refund agency commission by booking through an agency. The client have to pay the allowance.

**Price per company and series: 4,000 €**

The image displays four distinct advertisement panels for PROFINET, each featuring a company logo and specific product information:

- PI (PROFIBUS - PROFINET):** Titled "Vielfältige Produkte für Ihren Erfolg" (Diverse products for your success). It promotes the IndraControl XM platform, highlighting its flexibility and integration capabilities. The website [www.boschrexroth.com](http://www.boschrexroth.com) is listed.
- Rexroth Bosch Group:** Features a product image of a control unit. The website [www.boschrexroth.com](http://www.boschrexroth.com) is listed.
- TURCK:** Titled "Your Global Automation Partner" and "Volles Programm für PROFINET" (Full program for PROFINET). It lists various PROFINET components like I/O modules and gateways. The website [www.turck.de/en](http://www.turck.de/en) is listed.
- WAGO:** Titled "Neue PROFINET-I/O-Features im WAGO I/O-SYSTEM" (New PROFINET I/O features in the WAGO I/O system). It lists features like safety integration and shared devices. The website [www.wago.com](http://www.wago.com) is listed.

At the bottom right of the collage is the PROFINET logo.



## Banner advertising

As a PNO member, you have the opportunity to draw attention to your company and your products through attractive banner advertising on the international PI website ([www.profibus.com](http://www.profibus.com)) or local PNO website.

### Banner variants:

#### ⇒ **Standard banners ...**

- ... are displayed continuously on the start page and on all sub-pages
- ... occupy the upper positions
- ... change their vertical position in the banner column randomly when the page is called

*Price per month: 900 € (PI website) or 350 € (PNO website)*

#### ⇒ **Rotating banners...**

- .. are displayed on a rotating basis on the start page and on all sub-pages
- ... all banners are displayed equally
- ... a maximum of three banners are included per rotation
- ... occupy the lower positions

*Price per month: 300 € (PI website)*

### Technical information:

Banner size: 210 x 60 pixels (WxH)

Formats: JPEG, classic or animated GIF, Flash

### Our attractive discounts

Besides the regular banner prices, we also offer you some attractive discounts. For example, if you choose to place your banner on the PNO or PI website for 6 months, we will only charge you for 5 months. When a 12-month booking is made, you only pay for 10 months. If you extend the banner advertising, we are happy to offer you a 12-month booking for the price of 8 months.



## Registration form marketing program 2017

You have chosen to participate in our marketing program 2017? Then complete the following form, and send it to the contacts shown.

Subsequent bookings are still possible, depending on availability.

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

PROFIBUS Nutzerorganisation e.V.  
Haid-und-Neu-Str. 7  
76131 Karlsruhe  
Tel: +49 721 9658 550  
Fax: +49 721 9658 589  
E-Mail: [Maria.Mueller@profibus.com](mailto:Maria.Mueller@profibus.com)

Company:	
Contact:	
Department:	
Street/PO Box:	
Postal code/City:	
Phone:	
E-mail:	
E-mail of 2nd party, if required:	

Invoice recipient (if different):

Company:	
Contact:	
Department:	
Street/PO Box:	
Postal code/City:	
PO number / VAT number, if required:	

## PI-Conference 2017\*

Order	Partner-Package	Booking (Quantity)	TOTAL	Comment
Basis-Partner-Package	4,000 €			
Presence-Partner-Package	11,000 €			

\* With a registration until October 14, 2016 you receive an early bird discount of 10%. The regular registration deadline ends December 15, 2016.

## embedded world

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation - wall	300 €			
Individual presentation				
Tilted panel 120 cm x 75 cm	3,000 €			
+19" TFT monitor	290 €			
+24" TFT monitor	390 €			
+42" TFT monitor	590 €			
Marketing fee (only in combination with technology presentation or individual presentation)				
Marketing fee	210 €			

## Hanover Fair

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment
Technology presentation				
Factory-Automation - wall	600 €			
Process- Automation live-demo	650 € **			
PROFIsafe live-demo	600 €			
IO-Link wall	***			
Individual presentation				
Tilted panel 120 cm x 75 cm	5,100 €			
+19" TFT monitor	290 €			
+24" TFT monitor	390 €			
+42" TFT monitor	590 €			
Marketing fee (only in combination with technology presentation or individual presentation)				
Marketing fee	330 €			

\*\* If you book the 3-years offer in 2016 please indicate in the comment field.

\*\*\* On request

## SPS IPC Drives\*

Order	Price per device / panel	Booking (Quantity)	TOTAL	Comment	
Technology presentation					
Factory-Automation - wall	600 €				
Process- Automation live-demo	650 € **				
PROFIsafe live-demo	600 €				
IO-Link wall	***				
Individual presentation					
Tilted panel 120 cm x 75 cm	4,000 €				
+19" TFT monitor	290 €				
+24" TFT monitor	390 €				
+42" TFT monitor	590 €				
Free listing as co-exhibitor (only in combination with technology presentation or individual presentation)					
Listing	0 €				

\* Booking in summer 2017 is possible by means of a separate solicitation if a decision cannot be made at the current time.

\*\* If you book the 3-years offer in 2016 please indicate in the comment field.

\*\*\* On request

### Note:

(Please indicate here if you want to show a newly certified device at one of the trade fairs in 2017. You can also provide information here already about the device type, name, or dimensions.)

## Workshops

Order	Price per workshop	Booking (Quantity of workshops)	TOTAL	Comment
PROFINET (3 WS)	600 €			
PROFIdrive (2 WS)	600 €			
PROFI-safe (2 WS)	600 €			
IO-Link (3 WS)	800 €			

## PROFIBUS & PROFINET Journal

Order	Price per advertisement	Edition 1	Edition 2	TOTAL	Comment
1/1 page	9,900 €				
2/3 landscape	7,130 €				
A5 junior page	7,130 €				
1/2 page portrait format	5,750 €				
1/2 page landscape format	5,750 €				
1/3 page portrait format	4,220 €				
1/3 page landscape format	4,220 €				
1/4 page portrait format	3,290 €				
1/4 page landscape format	3,290 €				
1/8 page	1,850 €				

## PROFINET-multi-page advertising

Order	Price per advertisement	Edition 1	Edition 2	TOTAL	Comment
PROFINET-multi-page advertising (up to 2 issues planned)	4,000 €* No remuneration of agency commission.				

\* No remuneration of agency commission.



## Banner advertising

Banner on PNO website (www.profibus.de)				
Order	Price	Booking time period (from ... to ...)	TOTAL	Contact person (if different)
Standard banner				
Price per month	350 €			
Offer prices				
Standard banner offer 6 = 5	1,750 €			
Standard banner offer 12 = 10	3,500 €			
Special offer for standard banner 12 = 8 (starting from 2nd consecutive year)	2,800 €			

Banner on PI website (www.profibus.com)				
Order	Price	Booking time period (from ... to ...)	TOTAL	Contact person (if different)
Rotating banner				
Price per month	300 €			
Offer prices				
Rotating banner offer 6 = 5	1,500 €			
Rotating banner offer 12 = 10	3,000 €			
Special offer for rotating banner 12 = 8 (starting from 2nd consecutive year)	2,400 €			
Standard banner				
Preis pro Monat	900 €			
Offer prices				
Standard banner offer 6 = 5	4,500 €			
Standard banner offer 12 = 10	9,000 €			
Special offer for standard banner 12 = 8 (starting from 2nd consecutive year)	7,200 €			

## Terms of participation

The PNO provides adequate opportunities for participation in the marketing program activities to all interested parties.

Excluded are any exhibits or presentations that are not in line with the objectives of the PNO. We therefore ask for your understanding that statements concerning competing fieldbus systems are only possible if they are in connection with PROFIBUS or PROFINET (gateways, proxies etc.).

Non-members of the PNO / PI have the opportunity to participate in the joint booths at trade fairs. They pay a surcharge equivalent to 50% of the order value.

Please note that the concept and design of the individual technology presentations as well as the organization of the workshops is defined in the corresponding marketing working groups of the PNO / PI. These are still in the planning stage at the time of writing, and individual concept changes are still possible.

The PNO reserves the right to not continue with projects if there is too little demand or to adapt prices after consultation with interested parties (at the reasonably exercised discretion of a party § 315, Abs. 1 BGB). In case the demand for certain offers is too high, the PNO also reserves the right to make a selection based on the available space. Members will be treated preferentially here.

The PNO Support Center is responsible for project management. All agreements shall be in writing. The instructions of the project management must be observed by the participants.

Co-exhibitors who participate in a trade fair with an individual presentation receive their boards for the individual presentations 1 - 2 months in advance (within Germany free delivery, shipping costs into a foreign country vary). Each co-exhibitor is responsible for the timely delivery of its board to the joint booth (no later than 2 PM on the last setup day). The PNO is not liable for damaged exhibits or exhibits that arrive too late. It is preferred that the boards be assembled by the co-exhibitor. The PNO supports the assembly work with a limited number of assembly personnel.

The PNO is not liable for company exhibits or display items of the co-exhibitors at any event, during or outside of regular opening times.

Invoicing for the individual presentations occurs 1 - 2 months before the start of the trade fair. All other services are billed after completion of the project.

With the signature, we confirm the binding registration of the above-indicated services,

in the total order value of (in €): \_\_\_\_\_ (plus statutory value-added tax)

\_\_\_\_\_  
Location, data

\_\_\_\_\_  
Signature, Company Stamp