

## Dates and Facts

Date / Place: February 6<sup>th</sup>- 7<sup>th</sup> 2019 / Kurhaus Wiesbaden

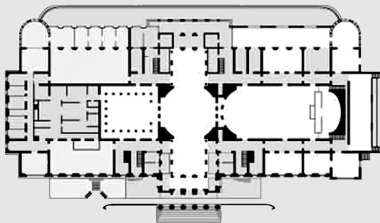
Conceptual: Location Based Marketing Association (<http://www.thelbma.org>)



The Location Based Marketing Association is a group dedicated to the fostering of a community of interest around all avenues of technology, advertising and marketing as it relates to location-specific opportunities.

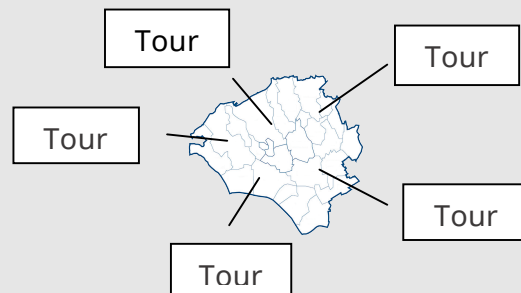
February 6<sup>th</sup> 2019

**Conference, Kurhaus Wiesbaden**  
**Night-Event, Casino im Kurhaus**



February 7<sup>th</sup> 2019

**Retail-Tour, Wiesbaden**



Topics:

**Location Technology, Marketing & Services**

Location is everywhere: **Generation On- Offline World**

- Verbindung OFF- Online
- IT-Technologie I Beacons / Sensor
- POI / POS I Location Commerce
- Supply & Logistics Management
- Barcode, RFID
- Digital Signage, Geofencing
- Location Marketing On-Off
- Search, Tracking & Navigation
- Payment Solutions
- Datenprivatsphäre

Night Dinner & Digital Location Heroes

**Digital Location Heroes Award:** Best of digital Location Technology, Marketing and Service.

Who will be there:

78 % Decision Maker, Marketing & Business Development  
29% Internationals +450 attendees, +65 Speaker, +40 Partner

Sponsoring:

Partner Sponsoring: € 15,000, Booth Sponsoring: € 4,500  
Speakers Dinner Sponsoring: € 3,500, Transfer Sponsoring: € 2,900  
Stele Sponsoring: € 2,800, Award Night Sponsoring: on request

Ticket price:

Early Bird Ticket: € 490.00  
Night Ticket € 110.00  
Regular Ticket: € 790.00  
RetailTour Live Ticket: € 290.00

Coordination contact:  
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**Back to:**

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85435 Erding, Germany

**Email:** office@theLBMA.org &  
a.szameitat@11prozent.de

**Sponsordaten:**

company: \_\_\_\_\_  
contact person: \_\_\_\_\_  
adress: \_\_\_\_\_  
postal code/ city: \_\_\_\_\_  
phone: \_\_\_\_\_  
email: \_\_\_\_\_  
homepage: \_\_\_\_\_

## Sponsoring LOCA

February 6<sup>th</sup> - 7<sup>th</sup> 2019, Wiesbaden

I hereby book the following service package for LOCA in Wiesbaden on  
February 6<sup>th</sup> - 7<sup>th</sup> 2019 :

**Sponsoring Package Partner First** **10,500.00 EUR\***

**First Day**

- Opening-Keynote 20 min. at the opening-panel-sessions at big stage at Kurhaus
- 16 sqm area with your company stuff in the networking area at Kurhaus
- 3 tickets for the conference (first day) & 3 tickets for night event / award
- Speaker Dinner and Night Sponsor: Opening the evening, branding the location, Give aways for visitors
- Member of jury of the LOCA Award

**Media I Marketing**

- Your logo on website and print and on entry banner (best placement)
- Logo sponsor lanyards (supply)
- Prominent advertising and PR in print and online to 13.000 German speaking countries and 3.000 internationals (Europe) in newsletter and website
- 2 page print advertorial in the conference brochure / magazine of partner GFM Nachrichten (example <https://issuu.com/gfm-nachrichten/docs/kompendium-location-epaper> at LOCA Special issue 13,000 at Compendium )
- Expert interview (public in press release and as top story in www.gfm-nachrichten.de)
- Video-Interview with GFM Nachrichten Editor-Team
- List of attendees of the conference with details

**Sponsoring Package Partner Both Day's** **15,000.00 EUR\***

**First Day**

- Opening 15 min speaking slot big stage (in consultation - welcome speech for second day) first day at Kurhaus)
- 9-12 sqm area with your company stuff in the networking area at Kurhaus
- 20 min. speakerslot I moderation (in consultation) with sponsoring a panel at the conference (logo placement)
- 5 tickets for the conference (first day) & 5 tickets for night event / award
- 5 Invitation to speakers dinner February 6<sup>th</sup> 2019 (for sub-partner or customers)

**Second Day (LIVE-Partner at Retail-Tour)**

- LOCA live Retail-Tour second **day** stage and program holder (speaker / guides) in own business rooms (3 Tour-Sessions) & placement of your partners

Continued order page:

### **Second Day**

- Listing the program at all platforms (print & online) at LOCA
- Special PR-Advertising campaign together with partner
- List of attendees of people booked LOCA live Tour to your sessions for own communications
- 30 tickets own invitations to LOCA live at partner

### **Media | Marketing**

- Your logo on website (partner placement) & networking area Kurhaus first day and on transfer bus
- Print 2 pages advertorial (GFM Nachrichten) at LOCA Special issue 13,000
- Newsletter-Advertising of LOCA live tour and program of speakers
- Expert interview (public in press release and www.gfm-nachrichten.de)

### **Sponsoring Package "Booth-Package"**

- |        |        |                      |
|--------|--------|----------------------|
| 2-Days | NORMAL | <b>4,500.00 EUR*</b> |
|--------|--------|----------------------|
- Your logo on website
  - Print your Logo on your networking area wall
  - 2 tickets for the congress, 2 tickets for night event
  - Placement: case & solution at stages and at partners
    - First day: Stele with table for your material 5 sqm and Cases-Placement in Break
    - second day at big partners (LOCA live tours) Banner roll-up placement
  - Speakerslot for case & solution placement at stages or at partners
  - Advertising & PR, Newsletter
  - ½ page advertorial LOCA Special print issue 13,000 GFM Nachrichten Compendium-Special

### **Sponsoring Package "Stele" 1 Day ( February 6<sup>th</sup> 2019) SMALL 2,800.00 EUR\***

- Your Logo on website
- Your Logo on networking area small place
- Placement for cases: Stele with table for your material 5 sqm
- Address announcement in the LOCA print issue
- 1 ticket for the congress

Further OPTIONS:

- |   |                      |
|---|----------------------|
| <input type="checkbox"/> <b>Speaker Dinner Sponsoring February 6<sup>th</sup> (once only)</b> | <b>3,500.00 EUR*</b> |
| <input type="checkbox"/> <b>Give aways in visitor bags (once only)</b>                        | <b>1,000.00 EUR*</b> |
| <input type="checkbox"/> <b>Display of Information   Flyer</b>                                | <b>1,200.00 EUR*</b> |
| <input type="checkbox"/> <b>Interest to be a sponsor at Night Event / Speaker Dinner</b>      | <b>5,900.00 EUR*</b> |

### **Speaker and Subject:**

Subject of speech:

Speaker:

\_\_\_\_\_

\_\_\_\_\_

The terms and conditions on the back we accept all points.

\* All prices are subject to VAT.

\_\_\_\_\_  
date, stamp, signature (Please repeat name in block letters)

# CONDITIONS of CONTRACT

## 1. Contract conclusion

The order of the marked or suggested marketing service or action is completed by receiving the filled form or the signature of the offer

## 2. Allocation of speakers, advertising and promotion areas

11 Prozent will be suggesting the allocation of the speaker / area to the ordering party. The agency will follow the wishes of the ordering party in the best possible way. 11 Prozent reserves the right to change the size of the promotion area, to change the allocation of the entrances and exits of the event location or to shut them, and to any further space and allocation matters.

## 3. Advertising materials and promotion stand

The delivery dates of advertising materials and of the promotion stand equipments will be stated in separate written communication. This is to guarantee a smoothly setup. Construction, design and security are responsibilities of the partner and have to follow the terms and conditions of the host.

### a. Installation / Deinstallation on site

Installation of advertising materials and equipment on site has to be done by personel of the ordering party. Left over advertising materials have to be disposed of by the ordering party. Any additional costs have to be paid by the ordering party.

### b. Security

The ordering party guarantees that only secure materials (e.g. fire-proof) are used for the advertising and promotion area. Details can be requested from 11 Prozent.

## 4. Advertising serviced of the GFM Nachrichten & Company Lounge

### a. General

Online advertising banners, editorial services and entries to the Company Lounge are subject to the terms and conditions of the GFM Nachrichten publishing branch ([www.11prozent.de](http://www.11prozent.de)). Costs are included in the displayed sponsoring fee. The media package will be billed separately by the publisher.

### b. Presentation / duration / cancellation

Entry into GFM Nachrichten Company Lounge is accomplished online by the ordering party. The ordering party is solely responsible for the content of the own entry. Data and content for the print publication will be extracted out of the online entry.

Extended entries offered in this sponsoring or on any other occasion have a duration of 1 calendar year free of charge according to the current price (May 2012: € 350.00). Entries to the Company Lounge will be automatically extended for one year. This extension can be cancelled at any time up to 1 calendar month before the next extension date.

## 5. Payment conditions

### a. Payment date

Invoice sum has to be paid completely before the start of the event, within 10 days after the invoice date.

### b. Delay of payment

After the due date, 9% late interest is charged. Dunning charges: € 10.00

## 6. Withdrawal

A withdrawal from this contract is only possible with written consent by 11 Prozent. Should 11 Prozent allow an exceptional withdrawal after a mandatory order or the conclusion of a contract, then the withdrawing party has to bear the publicity expenditure.

## 7. Surveillance, accountability and insurance

The surveillance of the advertising materials and equipment of the promotion area lies in the responsibility of the ordering party. This is also in effect for the time of installation / deinstallation. 11 Prozent is not responsible for any damage.

## 8. Company rules

The organiser of the event exercises property rights on site of the event.

## 9. Claims, change requests of the ordering party

Any claims of the ordering party against 11 Prozent have to be stated in written form. Any claims which are not stated in written form latest 2 weeks after the end of the event are forfeited. Any changes which are deviating from the advertising and sponsoring conditions or the offer have to be stated in written form.

## 10. Place of performance and jurisdiction

Only German laws apply. Place of performance and jurisdiction is Erding, Germany