

LOCA conference 2021

www.loca-conference.com

virtual & worldwide | location technologies, marketing & services

Dates and Facts

Date	February 17 th - 18 th 2021 / virtual on our digital event platform	
Conceptual	<p>Location Based Marketing Association (http://www.thelbma.org)</p> <p>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.</p>	
Topics	<ul style="list-style-type: none"> • Connected Commerce - Understanding the connection between virtual and real world as an opportunity • Automation - How intelligent systems can increase sales. • LBS Best Practices - Equipping the stationary trade for the digital future • Technologies - How the brand experience determines success • Restaurant Industry - Offering the customer a unique experience • Data management - location marketing creative and networked • Payment Solutions - Payment chains and customer service models 	
Best retail cases	<p>There are countless options that retailers can use to prepare for the present and the future and to make shopping experiences in the store or online customer-friendly. Together with you we collect and show these cases! The Best Retail Cases platform, an initiative of the Location Based Marketing Association, asks for entries and ratings and invites you to browse the database. www.bestretailcases.com</p>	
Who will be there	<p>78 % Decision Maker, Marketing & Business Development 29% Internationals</p>	
Sponsoring	<p>LOCA advanced € 4.500,- LOCA basic € 2.800,- Special "Best Retail Cases" € 1.900,-</p>	
Coordination contact	<p>Angelique Szameitat Event Executive a.szameitat@11prozent.de</p>	<p>Joel Pätkau Event Management j.paetkau@11prozent.de</p>

Back to:

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 85435 Erding, Germany

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Sponsordaten:

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

Sponsoring LOCA

February 17th- 18th 2021, virtual

[] Sponsorpackage "LOCA advanced"

4.500,- EUR*

- Speaker slot / Workshop*²
- Prominent logo placement on the event platform
- Logo Placement Website
- Virtual exhibitor presence with chat function (image, links, text with up to 3,000 characters, link to the expert contribution)
- 10 online tickets for customers
- Online contribution in www.gfm-nachrichten.de - preparation by the editorship (range: 12,000 receivers)
- 1/2 Page Advertorial LOCA Special print magazine 13,000 GFM News

[] Sponsorpackage "LOCA basic"

2.800,- EUR*

- Speaker slot / workshop*²
- Logo placement on the event platform + website
- Virtual exhibitor presence with chat function (image, links, text with up to 3,000 characters, link to the expert contribution)
- 5 online tickets for customers

[] Special Sponsorpackage

"Best Retail Cases"

1.900,- EUR*

Option for all case-presenter at www.bestretailcases.com

- Speaker slot*² (2nd day) - Case presentation
- Logo placement on the event platform + website
- Virtual exhibitor presence with chat function (image, links, text with up to 3,000 characters, link to the expert contribution)
- 5 online tickets for customers

Subject:

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

* All prices are subject to VAT. / *² Speaker slots or workshops are handled individually.

 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). 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.