

6th European ZigBee Developers' Conference

June 27-28, 2012
Novotel Messe Munich, Germany



6th European ZigBee Developers' Conference on June 27-28, 2012 in Munich

Dear Ladies and Gentlemen,

ZigBee Developers' Conferences are a platform to learn about the actual and future status of the ZigBee development, to get to know hardware and software products, and to get acquainted with the development process. The ZigBee Developers' Conference was successfully brought to Europe for the first time in 2007 to exchange the latest technical details and to look for ZigBee solutions. The ZigBee Alliance will hold its

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on June 27-28, 2012 in the Novotel Messe Munich. It is organized and run by the German electronics magazine DESIGN&ELEKTRONIK in cooperation with the ELEKTRONIK magazine and the Steinbeis Transfer Center Embedded Design and Networking at the University of Applied Sciences Offenburg. It will again feature a mixture of technical papers and hands-on workshops. The conference will be held in English language.

In addition to the conference program there will be a table-top-exhibition. Present your company and your products to our visitors. We are offering different packages like the "Platinum Package", the "Gold Package" or the "Silver Package". All exhibitors are also invited to provide a hands-on workshop on their ZigBee platform – this is available at no charge.

Secure your exclusive positioning in the exhibition and attract the attention of your customers to your company or your paper at this event!

I would be very pleased to welcome you at the 6th European ZigBee Developers' Conference. If you have any further questions please do not hesitate to contact me.

Best regards,


Stefanie Goetz
Sales Manager Events

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Sponsorship options

Platinum Package:

5,000 €

- Booth (equipment: table, chairs, bulletin board, power supply) in prime location
- Conference bag or lanyard handed out at registration to all attendees
- Three company provided banners (limited to self-standing pull-ups, posters/banners: one at the registration desk, one in a presentation room and one at your designated booth space)
- Full banner 468 x 60 Pixel on the event website including web link
- Attendance list
- Free participation at the conference for two employees (incl. lunch and refreshments)
- Optional hands-on workshop for about 20 participants (free of charge)
- Conference proceedings
- Free WLAN

Promotion (included):

- **Company logo in our printed conference program by application until March 6, 2012 (circulation of 11,000 pieces)**
- Company logo in the conference program published in our magazines
- Company logo on the event website including crosslink to your home page
- Your logo in the event newsletters including crosslink to your home page
- Your corporate profile in the conference proceedings and on our home page

Gold Package:

3,750 €

- Booth (equipment: table, chairs, bulletin board, power supply)
- Sponsorships for one lunch (1st or 2nd day) or one coffee break per day (1st or 2nd day) or for the networking evening on the 1st day
- Place cards with the information "sponsored by" will be set up in the whole catering area
- Positioning of two own banners (size 0.85 m x 2.00 m) at the sponsored event
- Attendance list
- Free participation at the conference for two employees (incl. lunch and refreshments)
- Optional hands-on workshop for about 20 participants (free of charge)
- Conference proceedings
- Free WLAN

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Sponsorship options

Silver Package:

2,250 €

- Booth (equipment: table, chairs, bulletin board, power supply)
- Attendance list
- Free participation at the conference for two employees (incl. lunch and refreshments)
- Optional hands-on workshop for about 20 participants (free of charge)
- Conference proceedings
- Free WLAN

Promotion (included):

- **Company logo in our printed conference program by application until March 6, 2012 (circulation of 11,000 pieces)**
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Hands-on workshop

Participants can experience ZigBee-based systems of major manufacturers in extended hands-on workshops (about 3.5 hours). The number of seats and systems is limited to a maximum of 20 participants per hands-on workshop. *This is available at no charge.*

Your benefits of a table-top-stand

- Meet your target audience, prospective customers and key decision makers face to face
- Ideal location to present your company, products and services to highly interested, focused and qualified audience
- Intensive dialogue and exchange of experiences between key professionals and influential industrialists
- Benefit from a variety of marketing activities by the event organizers, domestic and abroad
- Familiar and relaxed atmosphere
- Profit from additional sponsorship opportunities

Don't miss this unique expert community. Use your chance of being there and profit from the exceptional platform to meet your target audience face to face.

For further information please do not hesitate to contact me.

Stefanie Goetz
Sales Manager Events
WEKA FACHMEDIEN GmbH
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Please return to:
Stefanie Goetz
Fax: +49 (0) 89/25556-0393
sgoetz@weka-fachmedien.de

Yes, we are interested in the following sponsorship and we place a binding order:

Platinum Package – 5,000 €

Please choose one option:

Conference bag

Lanyard

Gold Package – 3,750 €

Please choose one option:

Networking evening (June 27, 2012)

Lunch (June 27, 2012)

Coffee break (June 27, 2012)

Lunch (June 28, 2012)

Coffee break (June 28, 2012)

Silver Package – 2,250 €

In addition to our sponsorship we book a hands-on workshop (free of charge)

Workshop title: _____

Our sponsorship options are reserved on a first-come, first-served basis. All prices exclusive VAT.

We present your company in our selective ad campaigns!

Please send your company logo in a resolution of minimum 300 dpi
to sgoetz@weka-fachmedien.de.

Company: _____

First name and surname: _____

PO number: _____

VAT ID number: _____

Street: _____

Postal code and city: _____

Telephone: _____

Fax: _____

E-mail: _____

Place and date

Company stamp and legally binding signature

GENERAL TERMS AND CONDITIONS OF BUSINESS of WEKA FACHMEDIEN GmbH for booking exhibition space, sponsoring and advertising at seminars, workshops, congresses, conventions, conferences and other such events

§ 1 Scope of application

The following general terms and conditions of business regulate the booking of exhibition space, sponsoring or advertising by exhibitors and sponsors [hereinafter referred to as "exhibitor/sponsor"] at trade shows, seminars, workshops, congresses, conventions, conferences and other events [hereinafter referred to as "event"] of WEKA FACHMEDIEN GmbH [hereinafter referred to as "organizer"]. Participation in events as an exhibitor/sponsor is ruled solely by the following terms and conditions of business. Terms and conditions proposed by the customer, other than these, will not be recognized by the organizer, which is unless the latter has expressly confirmed their application in writing.

In addition to the general terms and conditions of business (including stipulations specific to a particular event) for exhibitors/sponsors, the contractual framework for participation in events as an exhibitor/sponsor includes the house rules of the operator of the locality of an event, the organizational (e.g. exhibitor information), technical and other stipulations received by an exhibitor/sponsor before the commencement of an event.

§ 2 Registration, confirmation of registration

Registration for events as an exhibitor/sponsor is possible by letter, fax or e-mail. A registration becomes legally binding through a written online or offline confirmation of registration on the part of the organizer. A registration becomes binding for an exhibitor/sponsor upon its receipt by the organizer. Should events have limited exhibiting/sponsoring capacity, registrations will be ordered by their date of receipt.

§ 3 Services rendered

The terms and conditions for exhibiting, sponsoring and advertising at a particular event and the services included are regulated in the conditions specific to the event. The fees are in euros per event plus value-added tax.

The exhibitor/sponsor is responsible for the punctual delivery of correct copy, enclosures or for the punctual delivery of materials required for exhibiting, sponsoring or advertising. In the case of digital copy the exhibitor/sponsor undertakes to deliver orderly copy, corresponding in particular to the format or technical requirements of the organizer, in due time before the closing deadline for copy. All services on the part of the organizer are rendered subject to due fulfillment and performance of obligations and assistance on the part of the exhibitor/sponsor.

The organizer reserves the right to substitute other speakers for those announced, and to make necessary amendments to the program while maintaining the overall character of an event. The organizer reserves the right to alter the date, scale and location of an event for due cause.

Should it not be possible to conduct an event for reasons of force majeure (strike, lockout, business disruptions, etc), because of the cancellation of an important part of an event, because of disturbance at the location of an event or because of an inadequate number of participants, exhibitors/sponsors will be informed immediately. In such cases the ready paid fee for exhibiting, sponsoring or advertising will be refunded, that is unless the organizer has already rendered advance performance for exhibiting, sponsoring or advertising. Further claims, e.g. for the reimbursement of traveling expenses, cost of overnight accommodation and non-productive time, are excluded, that is unless they stem from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

Travel to and from an event and overnight accommodations are to be organized, booked and paid for by the exhibitor/sponsor.

§ 4 Exhibition space, exhibits, advertising

The organizer puts exhibition or advertising space at the disposal of the exhibitor/sponsor; further services are regulated from event to event. The exhibition floor plan is created according to given technical and space factors, otherwise placement is in the order in which bookings are received. The registration of co-exhibitors is possible in exceptional cases and only with the written approval of the organizer.

Exhibitors/sponsors may only set up, show and use their exhibits, advertising material and printed matter in or on the exhibition or advertising space allocated them by the organizer. All exhibits and advertising material must clearly relate in subject to the particular event. Exhibits violating German regulations on protection of industrial property (unlicensed copies) are prohibited. All exhibits shown must satisfy technical, in particular fire protection requirements, and accident prevention regulations.

§ 5 Time to erect and dismantle

The times to erect and dismantle for exhibitors are binding, and are indicated for the particular event in the exhibitor information. Costs incurred through non-adherence to the times to erect and dismantle will be charged to the exhibitor.

§ 6 Due date and payment, default, compensation

The fee for exhibiting, sponsoring, advertising is due for payment, in full and with no deductions, within ten (10) days of the date of the invoice. If the customer is in default of payment, the organizer is entitled to demand a late fee per annum of 5% above the prime lending rate issued by the European Central Bank. Should the organizer verifiably suffer higher damages through late payment, they are entitled to claim them for them. Payment is made on account. The invoice must be paid before the commencement of an event. No claim may be made to allocated space until an invoice is paid in full. It is the responsibility of the exhibitor to produce evidence of payment.

§ 7 Cancellation

In as much as the exhibitor/sponsor is not entitled to a mandatory legal right of withdrawal or right of termination, cancellation of participation free of charge is possible up to ten (10) days after receipt of confirmation of registration. The entire fee for exhibiting, sponsoring or advertising is due upon later cancellation or non-appearance. Should the organizer succeed in otherwise renting a cancelled exhibition, sponsoring or advertising space, the exhibitor/sponsor will be invoiced 50% of the fee. Cancellation is to be in writing, and is not valid unless confirmed in writing by the organizer.

§ 8 Copyright

In as much as electronic material of an event is protected by copyright. Said material may not be reproduced, passed on to others or used in any other way without the express written approval of the organizer and the particular author. The organizer assumes no responsibility or liability of any kind for any incorrectness in the content of papers, presentations and documentation.

The organizer is entitled to have photographs, film and sound recordings produced of an event, of exhibition booths and the exhibits, and to use them as advertising or for press releases without requiring the approval of an exhibitor/sponsor. This also applies to recordings produced by the press or television direct with the approval of the organizer. Photography, film and sound recordings require the express approval of the organizer.

§ 9 Liability

The exhibitor/sponsor occupies and uses the exhibition space at their own risk. The organizer accepts no liability for damage, loss, accidents, costs or expenses caused by the representatives of the exhibitor, by exhibition objects or by event participants, or caused the exhibitor.

The exhibitor/sponsor is responsible for supervision and security of their exhibition booth. This also applies during the times of erection and dismantling, pauses and interruptions in an event.

The exhibitor/sponsor is responsible to the organizer for any damage to rental furniture or loaned items (exhibition booth walls, etc).

§ 10 Limitations of liability

In as much as events take place in the rooms and on the premises of third parties, the organizer cannot be held liable by the exhibitor/sponsor for accidents, loss of or damage to property, that is unless the claim results from willful or grossly negligent actions on the part of employees of the organizer or other persons assisting in the performance of their obligations.

§ 11 Data protection

The organizer will protect the personal data of exhibitors/sponsors and undertake all necessary measures for their security. Data will be collected by the organizer in observance of the regulations of the Federal Data Protection Act (BDSG), the Federal Broadcast Media Act (TMG) and other applicable data protection regulations and used to manage, support, assess and optimize the events that are offered, but not made known to third parties. Exhibitors, sponsors and joint organizers do not rate as third parties but are nevertheless also subject to the above regulations. An exhibitor/sponsor can revoke the use of their data for purposes of information at any time in writing with WEKA FACHMEDIEN GmbH, department Events, Richard-Reitzner-Allee 2, 85540 Haar, Germany, events@weka-fachmedien.de, or require changes of address to be made.

§ 12 Court of jurisdiction

The court of jurisdiction is the place of business of the organizer if the customer is a merchant in the sense of the German Commercial Code, a legal person under public law or a special fund under public law. The same applies in as much as the customer, upon taking legal action, has a place of business or habitual residence in the Federal Republic of Germany.

§ 13 Severability clause

Should the provisions for exhibitors/sponsors be or become unenforceable, in whole or in part, the validity of the remaining provisions as well as the contract shall remain unaffected. In such a case the parties to the agreement shall endeavor to replace the unenforceable or inadequate provision by one that best reflects the economic purpose of the parties to the agreement.