



Markt&Technik 
Blockchain Summit
 powered by NürnbergMesse

Blockchain in Industry
May 8, 2019 | NUREMBERG

Call for Papers – Blockchain for the Industry

According to IDC, spending on blockchain and distributed ledger applications will double every year from 2017 to 2022. Global spending this year will be \$1.5 billion, a factor 2 higher than in 2017. Approximately one third of this expenditure will be spent in industry-relevant areas.

After a successful premiere in 2018, the **2nd Blockchain Summit** will focus on the technical requirements and proven business models as well as challenges and hurdles for the use of blockchain in industry. **Submit** your presentation proposals via our online form and meet blockchain experts, users and interested parties from industry in Nuremberg on 8 May 2019.

KEYSPEAKER 2019 | already confirmed:

Karsten Treiber – Director Digital Finance, targens GmbH | **Topic: Blockchain X.0 Merger of Industries**

Silvan Jongerius – CEO, TechGDPR | **Topic: A primer to GDPR, blockchain, and the 7 Foundational Principles of Privacy by Design**

Prof. Dr. Volker Skwarek – HAW Hamburg / Chairman of the ISO Smart Contracts Study Group | **Topic: Standardization and standardization**

Christoph Reichenbach – Solution Strategist, Hewlett Packard Enterprise | **Topic: Blockchain in connection with Intelligent Edge and examples**

Sebastian Becker – Chief Sales Officer, Riddle & Code | **Topic: Start-Up Use Cases – digital twin and blockchain**

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Main topics:

- **Use cases and business models with the blockchain of industry, production, logistics and energy**
 - Legal requirements and regulations
 - Blockchain techniques and platforms
 - Blockchain vs. Distributed Ledger
 - Standardization and standardization
 - Blockchain and digital twins
 - Blockchain with/without Smart Contracts
 - When is the blockchain NOT useful?
 - What infrastructure do users need?
 - Blockchain-as-a-Service and Premise Models
 - Blockchain vs. "classic" distributed applications
 - Security for the Blockchain
- ! Marketing lectures cannot be accepted!

Use cases and business models from start-ups on this topic are very welcome!

Programcommittee:

Heinz Arnold | Editor-at-Large & **Karin Zühlke** | Editor, Markt&Technik

Jasmin Rutka | Manager Sales & **Silvia Imhof** | Coordinator Exhibitions, NürnbergMesse

Contact:



Katrin Scheinig | Project Manager Events | WEKA FACHMEDIEN GmbH

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Markt&Technik
DIE UNABHÄNGIGE WOCHENZEITUNG FÜR ELEKTRONIK

NÜRNBERG MESSE



Start-up Package*

Table-top stand with a high table, bar stool, power connection and WLAN (you are welcome to bring your own roll-up banner)

- 10% on guest tickets for your costumers
- 25% on extra tickets for your own staff
- 1 complimentary ticket for your own staff (value 490 Euro)
- Event follow-up report by our editors

Including Logo Sponsoring:

- Your company logo on the on- site program
- Your company logo on event website incl. link
- Your company logo in our newsletters
- Your company logo on event ads on our trade magazines

990 €

*(limited to 4 stands / check availability, only for companies younger than 5 years and employing less than 20 people)

Premium Package

Table-top stand with a high table, bar stool, power connection and WLAN and on request a brochure stand (you are welcome to bring your own roll-up banner)

- 10% on guest tickets for your costumers
- 25% on extra tickets for your own staff
- 2 complimentary ticket for your own staff (value 490 Euro each)
- Event follow-up report by our editors
- List of participants addresses *

Including Logo Sponsoring:

- Your company logo in the event video
- Your company logo on the on- site program
- Logo presence on event roll-up
- Your company logo on event website incl. link
- Your company logo in our newsletters
- Your company logo on event ads on our trade magazines

3.590 €

* only contact data according to agreement Data protection

Sponsoring Package

Become a sponsor and increase your company's presence in the industry.

The sponsoring package includes:

- Your company logo on the on-site program
- Logo presence on event roll-up
- Your company logo on event website incl. link
- Your company logo in our newsletters
- Your company logo on event ads on our trade magazines

650 €

ADDITIONAL SPONSORING POSSIBILITIES

Event-Bags – EXCLUSIV

on request*

Each participant, speaker and press representative receives upon registering a congress shoulder bag with the corporate logo (2c or 4c*) of the sponsor. The Event-Bag is equipped with leaflets from other sponsors and exhibitors. As a sponsor, you will receive a free supplement in the event bag.

This exclusive sponsoring opportunity is limited to one company.

Note: The offer includes manufacture of shoulder bags. For technical reasons we consequently request booking of this sponsoring at the latest by March 13, 2019.

*Price may vary with product selection and print type

PRODUCT BROCHURE in event bags

550 €

This sponsoring offer is limited to five companies!

Each participant, speaker and press representative receives upon registering a congress shoulder bag with your product brochure.

Note: The offer does not include manufacture of brochures. These must be delivered by the sponsoring company at the latest by April 24, 2019.

If no event bag is issued, we will place your brochure in the plenary rooms.

PENS or NOTEPADS – EXCLUSIV

each 450 €

Each participant, speaker and press representative is handed a pen and/or notepad (please no smaller than DIN A5) together with the congress material.

Pens	€ 450
Notepads	€ 450

This exclusive sponsoring opportunity is limited to one company.

Note: The offer does not include manufacture of pens and/or notepads. These must be delivered by the sponsoring company at the latest by April 24, 2019.

BANNER UP

790 € upwards

Present your company, products or individual advertisement to all attendees, speakers and press representative during the event. Banner Up will be stationed in the catering and/or reception area.

Banner Up without production	€ 790
Banner Up with production	€ 990

This exclusive sponsoring opportunity is limited to two Banner up`s.

Note: The offer includes manufacture of Banner Up. For technical reasons we consequently request booking of this sponsoring at the latest by March 27, 2019.

CATERING – EXCLUSIV

€ 1,290 upwards

Coffee breaks (twice daily) and lunch are included for all participants, speakers and press representatives. Cards with the wording "Sponsored by ..." are placed on tables in the entire catering area.

This exclusive sponsoring opportunity is limited to one company.

Note: For technical reasons we consequently request booking at the latest by April 24, 2019.

All exclusive sponsoring works on a first-come first-served basis.

We will gladly discuss your individual sponsoring ideas and wishes

– just call us!

Reservation form

Please return to:

Corina Prell | Fax: +49 (0) 89/255 56-0393 | cprell@weka-fachmedien.de

<input type="checkbox"/> Start-up Package (limited to 4 stands / check availability)			990 €
<input type="checkbox"/> Premium Package			3,590 €
<input type="checkbox"/> Sponsoring Package			650 €
<input type="checkbox"/> Event-Bag	on request*		
<input type="checkbox"/> Brochure in event-Bag	550 €	Roll-up Banner	
<input type="checkbox"/> Notepads	450 €	<input type="checkbox"/> Banner up	790 €
<input type="checkbox"/> Pens	450 €	<input type="checkbox"/> Banner including production	990 €
<input type="checkbox"/> Catering	1,290 €		

All prices plus VAT

**We present your company in our targeted advertising.
 Send your corporate logo also in at least 300 dpi resolution to
cprell@weka-fachmedien.de (at latest 1 week after booking).**

Company: _____

Contact Person: _____

Phone: _____

E-Mail: _____

Street, No.: _____

Zip Code, City: _____

VAT-Number: _____

 City, Date

 Company stamp and signature

Please feel free to contact us for further details!

Your contact:



Corina Prell | Sales Manager Events
WEKA FACHMEDIEN GmbH
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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

The printed and 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.

