

EC European Coatings SHOW 2011

PLUS ADHESIVES, SEALANTS, CONSTRUCTION CHEMICALS

Nürnberg, Germany · 29 – 31 March 2011

www.european-coatings-show.com



European Coatings SHOW DAILY European Coatings CONGRESS Sponsorship

Mastermind your show participation as an exhibitor today and make sure to guide the European Coatings SHOW attendees to your company and booth.

Benefit from these exclusive advertising and sponsorship opportunities in the show dailies and during the first-class European Coatings CONGRESS!

Closing date:
25 February 2011



EC SHOW DAILY

Ensure your customers' attention during the EC SHOW. The EC SHOW DAILY will be published on all three days of the exhibition with trends and reports of the events at the show.

Each issue is an important signpost to your company stand!

Publication dates: No. 1: 29 March 2011
No. 2: 30 March 2011
No. 3: 31 March 2011

Print run: No. 1: 6,000 copies
No. 2: 8,000 copies
No. 3: 5,000 copies

Distribution:

- ▶ exclusive show floor distribution
- ▶ extensive hotel distribution
- ▶ downloads available at www.european-coatings-show.com

Advertising Sizes and Rates

Rates are subject to VAT where applicable.
Non-ECS 2011 exhibitors add 10% on total rate.

Sizes (based on A4)	Position	Width x height in mm (type area)	Rate 4c (CMYK) €/issue
Tabloid page*	1 st right-hand page	277 x 349	6,180.00
Tabloid page	inner section	277 x 349	5,330.00
Post-it ad*	front page, readhesive	100 x 75	2,900.00
Tail piece	inner section	277 x 60	2,360.00
Corner ad	inner section, upper corner	80 x 80 (trim edges)	1,400.00
1/1 page	inner section	175 x 250	3,240.00
1/2 page	inner section	175 x 125/ 86 x 250	2,160.00
1/3 page	inner section	175 x 86	1,800.00
1/4 page	inner section	175 x 60/ 86 x 125	1,620.00

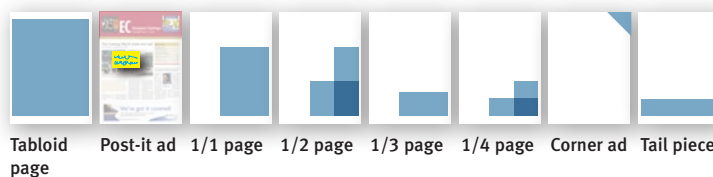
Special positions (*) cannot be cancelled. Other sizes on request. Loose inserts are not available. Bleed only available for 1/2 page or larger and for corner ads.

Mechanical Requirements

Trim size:
297 mm wide x 404 mm high (shortened A3),
oversize per bleed edge 3 mm

Type area:
277 mm wide x 349 mm high, 6 columns at 42 mm

Digital files:
Please send your digital data (TIF, JPEG, EPS or high-resolution PDF) for the advertisement via E-mail (max. 10 MB) to:
ruediger.reschke@vincentz.net



Discounts:
3 ads → 5 %
4 ads → 10 %
(incl. EC SHOW PREVIEW)





EC CONGRESS Sponsorship

On **28 – 30 March 2011**, Europe's largest and most important general coatings congress is setting out to assemble the global coatings expertise under one roof, for the 11th time since 1991! In Nuremberg, innovative companies as well as academic/governmental research institutions meet to present their latest research results to formulators from around the world and to shape the successful future of their industry. As sponsor of the EC CONGRESS you will benefit from exclusive marketing exposure to present your company as a competitive and high-performance supplier to a first-class audience.

Sponsorship Opportunities

Rates are subject to VAT where applicable. Non-ECS 2011 exhibitors add 10% on total rate. Exclusive sponsorships cannot be cancelled. Other sponsorship opportunities on request.

Sponsorships	No. available	Free EC CONGRESS pass	Company or product brochure to delegates	Post delegate list	Logo in EC CONGRESS area	Logo on EC CONGRESS website with link	Logo in EC SHOW DAILY	Closing date	€
After Work Party	2	-	-	✓	✓	✓	✓	25 February 2011	1,600.00
Coffee and lunch breaks	3	-	-	✓	✓	✓	✓	25 February 2011	2,100.00
Ballpoint pens*	exclusive!	-	-	✓	-	✓	✓	11 March 2011	2,100.00
Notepads*	exclusive!	-	-	✓	-	✓	✓	11 March 2011	2,100.00
Portfolios*	exclusive!	-	-	✓	-	✓	✓	18 February 2011	1,600.00
CD ROM	2	-	-	✓	-	✓	✓	7 February 2011	1,600.00
Congress manual	2	-	-	✓	-	✓	✓	7 February 2011	1,600.00
GOLD sponsorship	exclusive!	1 person	✓	✓	✓	✓	✓	25 February 2011	3,300.00
PLATINUM sponsorship	exclusive!	2 persons	✓	✓	✓	✓	✓	25 February 2011	3,900.00

* Rates include sponsorship rights only, materials to be provided by sponsors.

Sponsorship specifications:

After Work Party:	Congress delegates and speakers meet for snacks and drinks in the poster session at the end of the first congress day. Sponsorship acknowledgement on-site.
Coffee and lunch breaks:	Every day of the congress, 2 coffee breaks and 1 luncheon will be provided to all congress delegates (exception: only 1 coffee break on day 3). Sponsorship acknowledgement on-site.
Ballpoint pens:	Exclusive sponsor provides branded ballpoint pens to be distributed to all congress delegates (required quantity: 800).
Notepads:	Exclusive sponsor provides branded notepads (A4 size) to be distributed to all congress delegates (required quantity: 800).
Portfolios:	Exclusive sponsor provides branded congress portfolios (A4 size) to be distributed to all congress delegates (required quantity: 800).
CD ROM:	Sponsor logo (on jacket and disc) and company profile on the CD ROM with all congress presentations.

GOLD sponsorship:	GOLD sponsor is guaranteed best possible logo placement (after PLATINUM) on congress passes (b/w), on-site signage, online and in the EC SHOW DAILY.
PLATINUM sponsorship:	PLATINUM sponsor is guaranteed best possible logo placement on congress passes (b/w), on-site signage, online and in the EC SHOW DAILY.
Congress manual:	Sponsor logo on the title page and company profile (b/w) in the congress manual with the abstracts of all congress presentations.
Free EC CONGRESS pass:	Full congress pass (excluding pre-tutorials) for all three days.
Company or product brochure to delegates:	Distribution of company or product brochure (max. 1 piece, max. A4 size, volume on request) as part of the congress materials to all delegates.
Post delegate list:	Post list of all congress delegates including postal address.
Logo in EC CONGRESS area/ EC SHOW DAILY/ online:	Sponsorship acknowledgement on-site/online. Logo as digital file (TIF, JPEG, EPS or high-resolution PDF) via E-mail (max. 10 MB) to: ruediger.reschke@vincentz.net

Advertising Contacts

Vincentz Network

Anette Pennartz
Advertising Sales
Director
Vincentz Network
T +49 511 9910-240
F +49 511 9910-259
anette.pennartz@vincentz.net

Patricia Lüpertz
Key Account Manager
T +49 511 9910-249
F +49 511 9910-259
patricia.luepertz@vincentz.net

International Sales Representatives

**Belgium/
The Netherlands**
Jacqueline Poppe
Kenter & Co.
T +31 547 275005
F +31 547 271831
jacqueline@kenter.nl

Switzerland
Hermann Jordi
Jordi Publipress
T +41 32 6663090
F +41 32 6663099
info@jordipublipress.ch

France
Nicolas Boncoeur
DEF & Communication
T +33 1 47307180
F +33 1 47300189
nboncoeur@defcommunication.com

United Kingdom
Dr. John Haim
Bondway Publishing
T +44 1342 717350
F +44 870 0516040
media@bondway.co.uk

Italy
Graziella Quaini
Quaini Pubblicita
T +39 02 39216180
F +39 02 39217082
grquaini@tin.it

USA/Canada
Dave Weidner
Blue World Partners
T +1 603 556 7479
F +1 253 847 3692
info@blueworldpartners.com

Japan
Heinz W. Kuhlmann
ABC Enterprises Inc.
T +81 3 5369-6786
F +81 3 5369-7759
heinz@twics.com