

# World Publishing Expo 2016

10-12 October 2016, Messe Wien, Vienna

Photo: Reed Messe Wien, Copyright: Christian Husar

## The Digital Advertising Pavilion

[www.worldpublishingexpo.com](http://www.worldpublishingexpo.com)

# World Publishing Expo 2016

## Digital Advertising Pavillon



**You are a perfect fit for this pavilion, if you offer innovative and inventive solutions for publishers on how to drive their digital advertising revenues.**

SAd Platforms	Ad Servers
Native Advertising	Anti AdBlockers
Programmatic Advertising	SSP's / Publishing Tools
Re-targeting	Exchanges
Inventory Creation	Analytics and Measurement
Location data	Attribution
Big Data	Mobile Advertising
Social Networks	Video Advertising

### Your area on the Digital Ad Pavillon

By exhibiting at the Digital Advertising Pavilion you will be part of:

- A 150 m<sup>2</sup> stand out pavilion, well marketed to our audience, focusing on digital advertising solutions
- "Turnkey" solution
- Guided tour destination - We will bring groups looking for ideas on how to facilitate digital growth.
- Central position in the exhibition hall

### Prices:

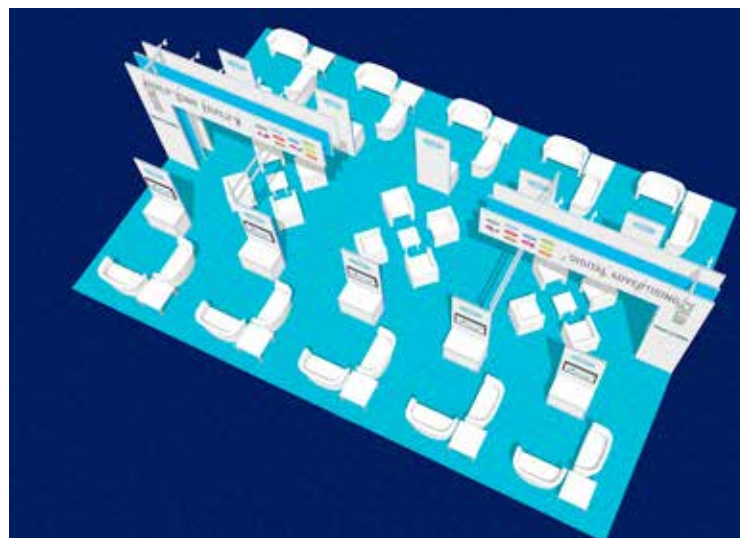
WAN-IFRA members	EUR 4,999.–
Non-members	EUR 6,249.–

This offer includes

- Exhibitor kiosk with lockable desk
- Seating arrangement with coffee table
- 1 LCD screen 32"
- Electricity (1kW)
- Company logo or name on exhibitor kiosk
- Company logo on the eyecatcher
- Single use broadband connection (2 Mbits dedicated)
- Daily Stand cleaning
- 2 exhibitor passes

### For further information, please contact:

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# 5 reasons for you to be at the #WPE16



**Join a deeply engaged digital advertising community:** at WAN-IFRA we have worked with hundreds of leading digital ad players, running digital events since the dawn of the world wide web. In 2015 alone we heard from PubNative, Improve Digital, Teads TV, Twitter, Snapchat, Google, Facebook, MoPub, IAB, Sourcepoint, PageFair, Wibbitz, made.for.digital, Localstars, Sharethrough & many more.



**Expand into new markets:** Vienna is a hub for new digital business in western and eastern Europe. Austrian media players like Russmedia and Styria are increasingly mobile focused. And with a high concentration of cutting edge CMS suppliers, our Expo aims to be a one-stop-shop for industry buyers.



**Meet the right people in news publishing:** over 3 days, WPE brings together more than 3000 news publishing executives from 100 different countries. 85% have decision making power and are looking to procure new solutions



**Experience more than an exhibition:** we run open conference stages in parallel including advice for publishers on digital advertising strategies. Our Adblocking Action Day on 11 Feb 2016 grew out of a first meeting at Expo. We recently published definitive publisher reports on Programmatic Advertising and Data Privacy and are seen as go-to experts on digital revenue in news publishing.



**Stand out from the crowd:** the digital ad pavilion will be a visible focal point and a perfect place to network and develop new leads



# World Publishing Expo 2016 – Stand Space Booking Contract

10.–12. October 2016, Vienna, Austria

## Special Contract Conditions for World Publishing Expo 2016

### 1. Terms of Payment

Stand space invoices will be sent out from WAN-IFRA CH, Frankfurt. They are payable net as follows: 50% on 1 March 2016, the remaining 50% not later than 1 July 2016. In case bills are not paid by the above mentioned dates, WAN-IFRA CH may dispose of the space at will. The rental fees owed by the applicant remains due.

### 2. Cancellation or Reduction of Stand Space

Should the exhibitor, after signing the contract before 1 September 2015 respectively, cancel or reduce the size of the reserved stand space, a cancellation fee of 10% of the rental charge for the full stand space, or of the amount by which the stand space has been reduced, shall become due.

In the case of cancellation or reduction during the period from 1 September 2015 to 31 December 2015, 25% of the rental charge for the full stand space, or of the amount by which the stand space has been reduced, shall become due. In case of cancellation or reduction during the period from 1 January 2016 to 28 February 2016, 50% of the rental charge for the full stand space, or of the amount by which the stand space has been reduced, shall become due.

Should the cancellation or reduction be effected from 1 March 2016, the full corresponding rental charge shall become due.

The deposit paid on booked stand space is non-refundable.

Notices of cancellation or reduction of stand space will be accepted in written form only.

## Besondere Vertragsbedingungen World Publishing Expo 2016

### 1. Zahlungsbedingungen

Die Rechnungen für die Standflächen werden von WAN-IFRA CH, Frankfurt, ausgestellt. Sie sind ohne Abzug zahlbar: 50% am 1. März 2016, die restlichen 50% spätestens bis zum 1. Juli 2016. Bei Nichtbezahlung der Rechnung innerhalb der genannten Fristen kann WAN-IFRA CH über die Ausstellungsfläche frei verfügen. Die vom Aussteller geschuldete Miete bleibt dabei fällig.

### 2. Stornierung oder Reduzierung der Standfläche

Sollte der Aussteller nach Abschluß des Vertrages vor dem 1. September 2015 zurücktreten oder die gebuchte Standfläche reduzieren, so werden 10% der Miete der aufgegebenen bzw. reduzierten Standfläche als Rücktrittsgebühr fällig.

Bei Rücktritt oder Reduzierung zwischen dem 1. September 2015 und dem 31. Dezember 2015 wird eine Rücktrittsgebühr in Höhe von 25% der Miete der aufgegebenen bzw. reduzierten Standfläche fällig. Bei Rücktritt oder Reduzierung zwischen dem 1. Januar 2016 und dem 28. Februar 2016 wird eine Rücktrittsgebühr in Höhe von 50% der Miete der aufgegebenen bzw. reduzierten Standfläche fällig. Bei Rücktritt oder Reduzierung ab dem 1. März 2016 ist die gesamte Standflächenmiete zur Bezahlung fällig.

Die Anzahlung, die zur Zeit der Standflächenbuchung gezahlt wurde, ist nicht erstattbar.

Standflächenstornierungen oder -reduzierungen werden nur in schriftlicher Form akzeptiert.

## Clauses contractuelles particulières pour la World Publishing Expo 2016

### 1. Conditions de paiement

La facture correspondant à l'emplacement loué est envoyée directement par la WAN-IFRA CH, Frankfurt. Elle est payable net comme suit : 50 % le 1er mars 2016, le solde au plus tard le 1er juillet 2016. Au cas où la facture ne serait pas réglée aux dates spécifiées ci-dessus, la WAN-IFRA CH pourrait disposer de l'emplacement. La location resterait alors due par le demandeur.

### 2. Annulation ou réduction de l'espace

Si l'exposant annule ou réduit sa demande après avoir signé le contrat ou avant le 1er septembre 2015, une indemnité d'annulation de 10 % de la valeur de la location ou de 10 % de la valeur de la réduction demeure due à la WAN-IFRA CH.

Au cas où l'annulation ou la réduction interviendraient entre le 1er septembre 2015 et le 31 décembre 2015, 25 % de la valeur de la location ou 25 % de la valeur de la réduction seraient dus à la WAN-IFRA CH. Au cas où l'annulation ou la réduction interviendraient entre le 1er janvier 2016 et le 28 février 2016, 50 % de la valeur de la location ou 50 % de la valeur de la réduction seraient dus à la WAN-IFRA CH. Dans le cas où l'annulation ou la réduction seraient effectuées après le 1er mars 2016, le prix de la location correspondante serait dû, dans sa totalité, à la WAN-IFRA CH.

Les arrhes versées pour la réservation du stand ne seront pas remboursées et seront prises en compte dans le calcul de l'indemnité d'annulation.

Seules les demandes d'annulation ou de réduction de surface envoyées par écrit seront prises en compte.

## Special Contract Conditions

**A deposit of EUR 2000.–** is due upon signature of the contract. An invoice for the deposit will be issued. If payment is not received within one month of the date of the invoice, WAN-IFRA CH reserves the right to offer your choice of stand space to other interested parties. As the contract remains valid, however, we will give you a suitable alternative stand space. Deposit is not refundable should the exhibitor cancel the space at a later date.

**Later modifications of the invoice address will be charged with EUR 25.–.**

(Co-exhibitors: The contracting exhibitor will be charged EUR 690.– for WAN-IFRA members and EUR 750.– for non-members per co-exhibitor.)

The present contract shall be subject exclusively to the WAN-IFRA CH conditions of contract listed in the following. In the event of these containing conflicting regulations, the first-named conditions shall prevail in each case: 1. The special contract conditions for World Publishing Expo 2016 on the reverse side. / 2. The special exhibition conditions for World Publishing Expo 2016. / 3. The general WAN-IFRA CH exhibition conditions. The exclusive place of jurisdiction for all disputes between the parties arising from this contract is Frankfurt/Germany. The contract is subject exclusively to German law.