



## Exhibitor Guideline

This Document gives you an overview to all questions about your booth, the conference booklet, the conference app and additional tickets for exhibitors at PSE2026. For any further questions, please do not hesitate to contact us.

### Contact

European Society of Thin Films

PSE2026 Exhibition Manager

**Grit Kotschenreuther**

E-Mail | [kotschenreuther@efds.org](mailto:kotschenreuther@efds.org)

Phone | +49 351 8718376

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## Checklist for exhibitors

### May 27, 2026 | Marketing Deadline

- Decide what you want to present.
- Upload your company logo, profile, and booked ads.
- Book your marketing services if needed.

### July 27, 2026 | Booth Setup & Booth Print Materials

- Finalize what materials and furniture you need for your booth.
- Confirm fascia lettering/logo if booked (Variant 1 booths).
- Decide on open/closed walls if you have a corner booth.
- Plan your power needs and order extra sockets if needed.  
(All electrical equipment is controlled according to DGUV regulation 3.)

### July 27, 2026 | Ticket Deadline

- Register your booth staff via your personal booking code<sup>\*</sup>.
- Reserve your tickets for the Conference Dinner  
on Wednesday, September 2, 2026, via your personal booking code<sup>\*</sup>.  
->**Limited availability – book early!**

- Wednesday: free Ticket for exhibition visit.  
Please inform us by e-mail which of your corporate customers we can welcome on Wednesday. Please let us know first name, surname, company, country and e-mail address.

### August 10, 2026 | Last Minute Changes

- Submit final updates.

**\* All orders are placed via the PSE2026 online system. You will receive a personal booking code by email in the next days.**



## 1. What is included in my booked booth?



### Variant 1 | Complete Booth | 6 m<sup>2</sup>

- Stand area | 1 unit: 3 x 2 m (width x depth) = 6 m<sup>2</sup>, height: 2.50 m
- Fascia board: size 30 cm x 200 cm, white color, lettering: up to 16 characters (height: 15 cm), dark blue, Helvetica
- Equipment: 1 table (80 cm x 80 cm), 2 chairs, 1 info counter (105 cm x 105 cm x 60 cm), 1 brochure wall system (width: 1 m), 1 bar stool (z-shaped), 1 light track with 2 LED spots, carpeting grey
- Electricity: 1 three-way socket



### Variant 2 | Flexible Booth | 6 m<sup>2</sup>

- Stand area | 1 unit: 3 x 2 m (width x depth) = 6 m<sup>2</sup>, height: 2.50 m
- Equipment: 1 table (80 cm x 80 cm), 1 chair, 2 LED-spots with extending arm, Carpeting grey
- Electricity: 1 three-way socket

### Variants 1 and 2 include the following services per 6m<sup>2</sup> of stand unit:

- One full conference ticket incl. conference proceeding & additionally one booth attendant (without conference)
- Participation in plenary sessions as well as in the industrial evening for both person
- Your customers are invited to visit your booth in the industrial exhibition on Wednesday for free
- Coffee and lunch breaks as well as drinks during the day
- One company profile in the conference proceedings & digital company profile in conference app
- Corner stands optionally open to the side



## 2. Which materials do I have to provide for print media and the conference app?

### Deadline May 27, 2026: via Media Data Upload Link\*

visible in the conference proceedings as well as in the conference app

#### 2.1 Your Company Logo

- accepted file formats: without loss of quality: \*.jpg (*When you save the JPG please pay attention, that there is chosen highest quality under the term compression.*)
- company logos as Microsoft Word files are not accepted
- resolution not below 300 dpi
- bitmaps need a higher resolution: 1200 dpi
- color mode of all company logos: CMYK

#### 2.2 Your Company Profile

- name of the company
- address of the company (street address, post code, city, country)
- phone (example: +49 89 12346578)
- company profile: max. 750 chars incl. space at all, no extra headlines, no numerations (either with bullet characters or with numbers)
- One-Weblink presented at V2025 Conference App

**Please note, your profile in the conference app may be edited until the end of the conference.**

#### 2.3 Your additionally booked advertisements

This is an additional option and has to be booked chargeable.

##### ▪ Possible sizes

- 1/1 (full page) width: 118 mm, height: 183 mm
- ½ (half page) width: 118 mm, height: 80 mm | Data required: „PDF“ or „TIF“

##### 1. Portable Document Format (PDF-file):

- All fronts embedded
- All pictures without compression; resolution not below 300 dpi

##### 2. Tagged Image File Format (TIF-file):

- Resolution not below 400 dpi
- All layers reduced to background layer

\*With the upload you agree to the publication of this data.

**All orders are placed via the PSE2026 online system. You will receive a personal booking code by email promptly.**




## Illustrative Examples



Booth



<<name of the  
company>>

company logo

 <<address of the company>>

 <<contact person>>  <<e-mail>>

 <<phone>>  <<website>>

<<company profile>>

advertisement 1/2 (half page):  
width: 118 mm, height: 80 mm



**advertisement 1/1 (full page):  
width: 118 mm, height: 183 mm**



## 3. How to design your booth with useful equipment?

### 3.1 Booth Furniture Options

Your exhibition stand is the face of your company. That's why we want to make sure it represents your brand and your company in the best possible way. You can choose from different furniture, lighting options and decorative elements to create the perfect look.

**Deadline: July 27, 2026**

**with personal booking link, which you will receive from us promptly.**

- Please book the furniture you need
- Please inform the Team of PSE2026 over the **PSE2026 Mail** about included furniture you do not need
- Furniture included in the package price that is not required will not be charged back.
- More information (e.g. list of hire furniture, removal company, etc.) <https://pse-conferences.net/exhibition-overview/information/>





## 3. How to design your booth with useful equipment?

### 3.2 Fascia Board – For booth variant 1 only

At the top of your booth a fascia board will announce your company name or your Logo.

If you have booked the lettering included in the stand price, you will have already provided us with this information when placing your order.

Otherwise, please send it to us by email (max. 16 characters).



If you like to print your Logo here instead, please book about [your personal booking link](#).

- only logo as digital print (56,00 € + VAT) or
- fascia with logo as digital print and fascia label (56,00 € plus VAT)

### 3.3 Further equipment & services

#### Electrical Connection

Electrical Connection of 220 V and one three way socket is included.

Alternative values can be booked over your personal booking link:

„We require other electrical connection values”.

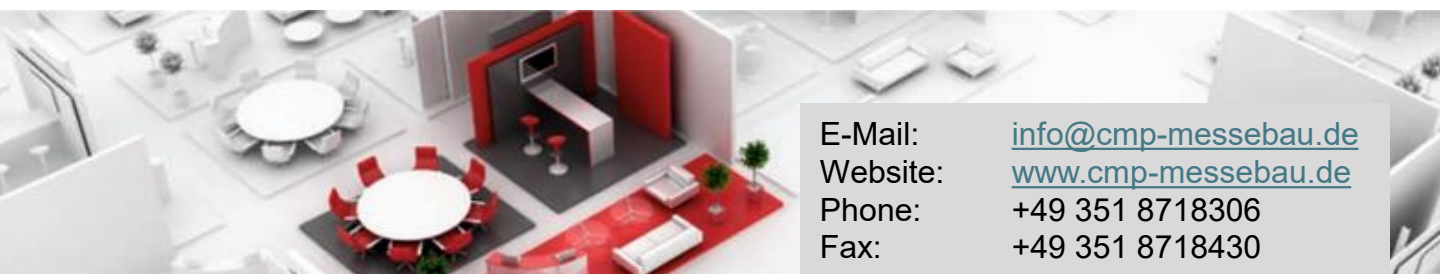
For this an extra fee will be charged. If you tick this box, we will get in touch with you afterwards and let you know the fees.

Only electrical devices that are tested according to DGUV regulations 3 may be used!

#### WLAN

WLAN for participants is included, if you need a LAN connection at your stand, please contact us.

**Do you have any other wishes for your exhibition stand, e.g. printing on the exhibition walls? Then contact us or our trade fair construction partner CMP Creativer Messebau Pökert GmbH.**



E-Mail: [info@cmp-messebau.de](mailto:info@cmp-messebau.de)  
 Website: [www.cmp-messebau.de](http://www.cmp-messebau.de)  
 Phone: +49 351 8718306  
 Fax: +49 351 8718430



## 4. How to improve my visibility at PSE2026?

### Boost Your Visibility at PSE2026 in Erfurt!

Book one of our **exclusive sponsoring / marketing packages** and put your brand in the spotlight at PSE2026!

Gain exposure, connect with industry leaders, and show your commitment to innovation in vacuum, plasma, and thin film technologies.

#### Benefits at a glance:

- Prime location for your exhibition stand
- Prime visibility at the conference
- Direct engagement with a global audience
- Increased brand awareness & recognition

### → Secure your Sponsorship package now and get in touch with us!

*First come, first served!*

Marketing Offers	Price + VAT
Half page advertisement in the conference booklet	400 €
Full page advertisement in the conference booklet	620 €
Your Roll-Up in the foyer (roll-up provided by you)	150 €
Additional profile for co-exhibitors incl. digital company profile	370 €
Additional booth attendant	400 €
Video ad	270 €

Please find the link to the sponsoring packages here:

[🔗 SPONSORING PACKAGES](#)



## 4.1. Sponsoring Packages

### Main Sponsor | 8.000 EUR plus VAT

Scope of services:

- the **company logo displayed** at prominent places (+) website – Home, (+) front of booklet, (+) sponsor wall, (+) sponsor list, (+) conference badge
- Marketing services: (+) one **social media post**, (+) **full page advertisement** in booklet, (+) one **newsletter article**
- Visible at the conference: (+) one **roll-up** in the entrance area, (+) **video add** (video delivered by the sponsor), (+) exhibitor pro-option in conference app
- short welcome speech** at the conference and **Lanyard** (provided by you) for all participants
- free attendance** at the conference PSE 2026 for **three full conference tickets incl. conference dinner**

### Expertise Sponsor | 5.000 EUR plus VAT

Scope of services:

- the **company logo displayed** at prominent places (+) sponsor list, (+) website – Home, (+) front of booklet, (+) sponsor wall, (+) in the program at your session in the app and the online program
- Marketing services: (+) one **social media post**, (+) **full page advertisement** in booklet in the program
- Visible at the conference: (+) **exhibitor pro-option** in conference app, (+) **video add** (video delivered by the sponsor), (+) **splash screen** in one session in the app
- You get a **prominent booth space** in the exhibition. *(Booth is not included!)*

### Sweet Dessert Sponsor | 2.650 EUR plus VAT

Scope of services:

- the **company logo displayed** at (+) website, (+) sponsor wall, (+) sponsor list, (+) conference booklet site for Dinner
- Marketing services: (+) one **social media post**, (+) **half page advertisement** in booklet, (+) **exhibitor pro option** in conference app
- Visible at the conference (+) **roll-up** at the conference dinner in Kaisersaal (delivered by yourself)
- One Dinner Ticket** included and you are invited to say some **welcome words** at the Conference Dinner.

### Award Sponsor | 2.500 EUR plus VAT

Scope of services:

- the **company logo displayed** at prominent places (+) website – Home, (+) sponsor wall, (+) award website, (+) sponsor list, (+) at Trophy
- Marketing services: (+) one **social media post**, (+) **half page advertisement** in booklet, (+) **newsletter for PSE Award** with your comment, (+) **exhibitor pro-option** in conference app
- Visible at the conference (+) one **roll-up** in plenary award session
- Short welcome speech** at the Award Session and you sponsor the trophy and the medals for the PSE Awards 2026.
- You get a **prominent booth space at the exhibition** *(booth is not included!)*

Please find the link to the sponsoring packages here:

 [SPONSORING PACKAGES](#)



## 4.1 Sponsoring Packages

### Welcome Sponsor | 2.000 EUR plus VAT

Scope of services:

- the **company logo displayed at** (+) website, (+) sponsor wall, (+) sponsor list
- Marketing services: (+) one **social media post**, (+) **half page advertisement** in booklet, (+) **exhibitor pro-option** in conference app
- Visible at the conference  
(+) Your **roll up** at the buffet on Monday and later on at the floor between congress center and industrial exhibition for the whole week.
- You get a **prominent booth space** (*booth not included!*)

### Networking Lounge Sponsor | 1.700 EUR plus VAT

Scope of services:

- the **company logo displayed at** (+) website, (+) sponsor wall, (+) sponsor list, (+) the **meeting room** is branded with your logo
- Marketing services: (+) one **social media post**, (+) **exhibitor pro option** in conference app
- Visible at the conference:  
(+) your **roll-up** and (+) **your promotional items** in the room (delivered by yourself)
- You sponsor a room at PSE Conference for silent working and online meetings for a modern conference environment.

You make it possible to create a quiet space for meetings and conversations alongside the PSE.

### Education Sponsor | 1.500 EUR plus VAT

Scope of services:

- the **company logo displayed at** (+) website, (+) sponsor wall, (+) sponsor list
- Marketing services: (+) **your presentation** at the tutorial download, (+) your **job offer** at the website, (+) **exhibitor pro option** in conference app
- Visible at the conference  
(+) **roll-up** at the tutorial room (delivered by yourself)

### Easy Sponsor | 1.500 EUR plus VAT

Scope of services:

- the **company logo displayed at** (+) website, (+) sponsor wall, (+) sponsor list
- Marketing services: (+) **half page advertisement** in booklet, (+) **exhibitor pro option** in conference app
- Visible at the conference  
(+) **video add** (video delivered by the sponsor),  
(+) **roll-up** at the floor (delivered by yourself)

Please find the link to the sponsoring packages here:

 [SPONSORING PACKAGES](#)



## 5. Which colleagues will be at PSE2026?

How many persons from your company will visit PSE2026 conference and exhibition? Who would like to learn about recent developments and trends at the sessions and who will represent your company at the exhibition and meet your costumers?

### 5.1 Included Tickets

Please use the Codes send to you via E-Mail to register your colleagues for the included tickets. An instruction about booking will be provided in a separate E-Mail.

**Deadline: July 27, 2026**

### 5.2 Additional Tickets

You need more tickets to register colleagues? Please use the regular [participant registration form](#) at PSE Website and register online. Here you can book Conference Tickets, Exhibition tickets as well as Dinner Tickets.

### You want to invite costumers to PSE2026 exhibition?

No problem! On Wednesday the exhibition is open for visitors. Visitors can register at PSE participant registration **free of charge**. <https://pse-conferences.net/home/registration/>  
Please feel free to use our PSE2026-E-Mail Banner for your advertisement.





## 6. Travelling & Booth Construction

### Hotel & Travelling

- Hotel recommendations and the registration information you can find here: <https://www.erfurt-tourismus.de/tagungs-veranstaltungsplanung/service/pse2026-international-conference-on-plasma-surface-engineering/>
- You will receive a ticket for public transport services together with your conference ticket on-site.

### Shipping of materials

- The shipping company partner of Messe Erfurt is DSV Fairs & Events GmbH.
- You can find more information [here](#).
- You can send small items of exhibition material to Messe Erfurt.  
Please do not send any material for the exhibition **before August 28, 2026**.

### Please label your shipments as follows:

Messe Erfurt | c/o Messeabteilung  
„PSE 2026“ – Exhibitor (Hall: 1 / booth-no: XX)  
Gothaer Straße 34 | D-99094 Erfurt | Germany

### Booth construction & Parking

- Construction of your booth: Monday, August 31, 2026 | 13:00 – 18:00**
- You can find a [plan for your arrival](#), unloading and parking. You can unload your material in the red shaded area directly behind hall 1
- Then please park at parking area south. Put the [printed parking ticket](#) well visible in your car. Please add your license plate number at “KFZ-Kennzeichen” and your mobile phone number at this document.
- Please register at the Conference office first, before you start to unload materials. You are allowed to enter the Foyer Hall 1 with your registration badge only.

### How do you collect your attendee badges?

- You can collect your attendee badges and the accompanying information materials at the on-site registration desk in the foyer at Messe Erfurt.

### Dismantling of your booth

- Dismantling of your booth: Wednesday, **September 2, 2026 | 16:00 – 18:00**.
- Please do not start earlier!

### Opening hours of the exhibition

- September 1, 2026 | 09:00 – 22:00 (19:00 – 22:00 Industrial Evening)
- September 2, 2026 | 09:00 – 16:00

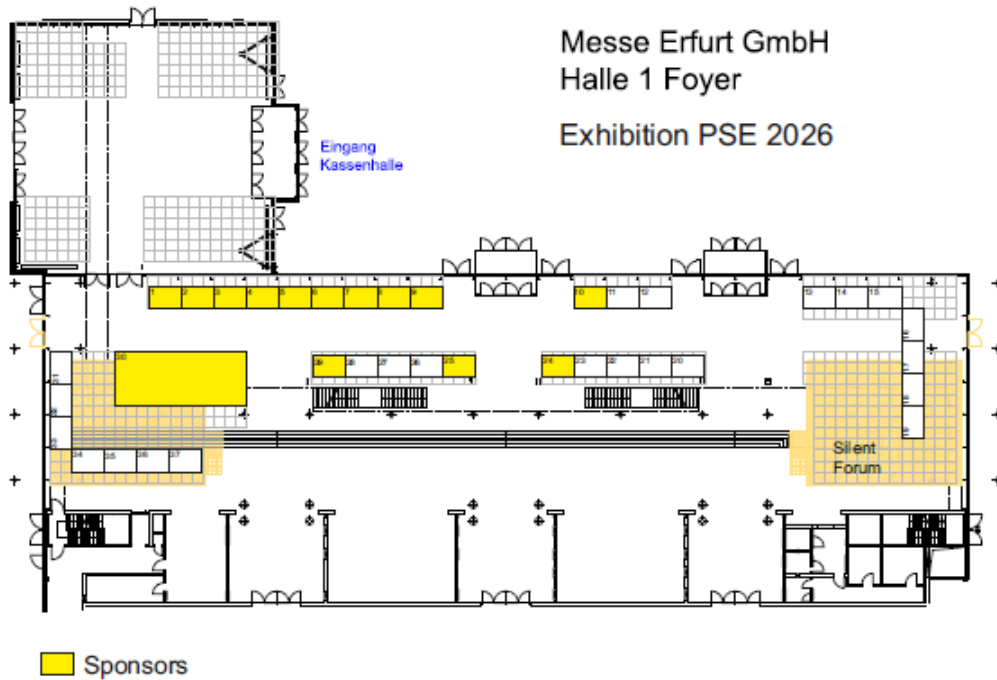


## Floorplan of the exhibition

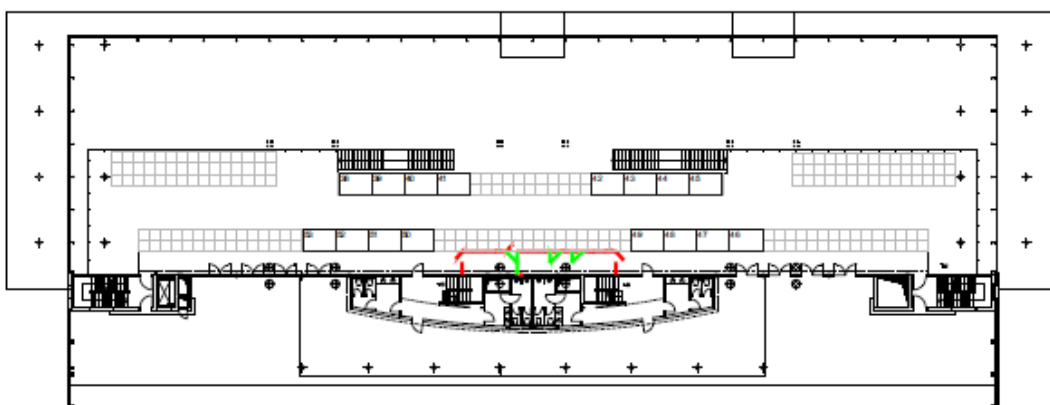
Open Exhibition Time:

September 1, 2026 | 09:00 – 22:00 | Foyer Hall 1

September 2, 2026 | 09:00 – 16:00 | Foyer Hall 1



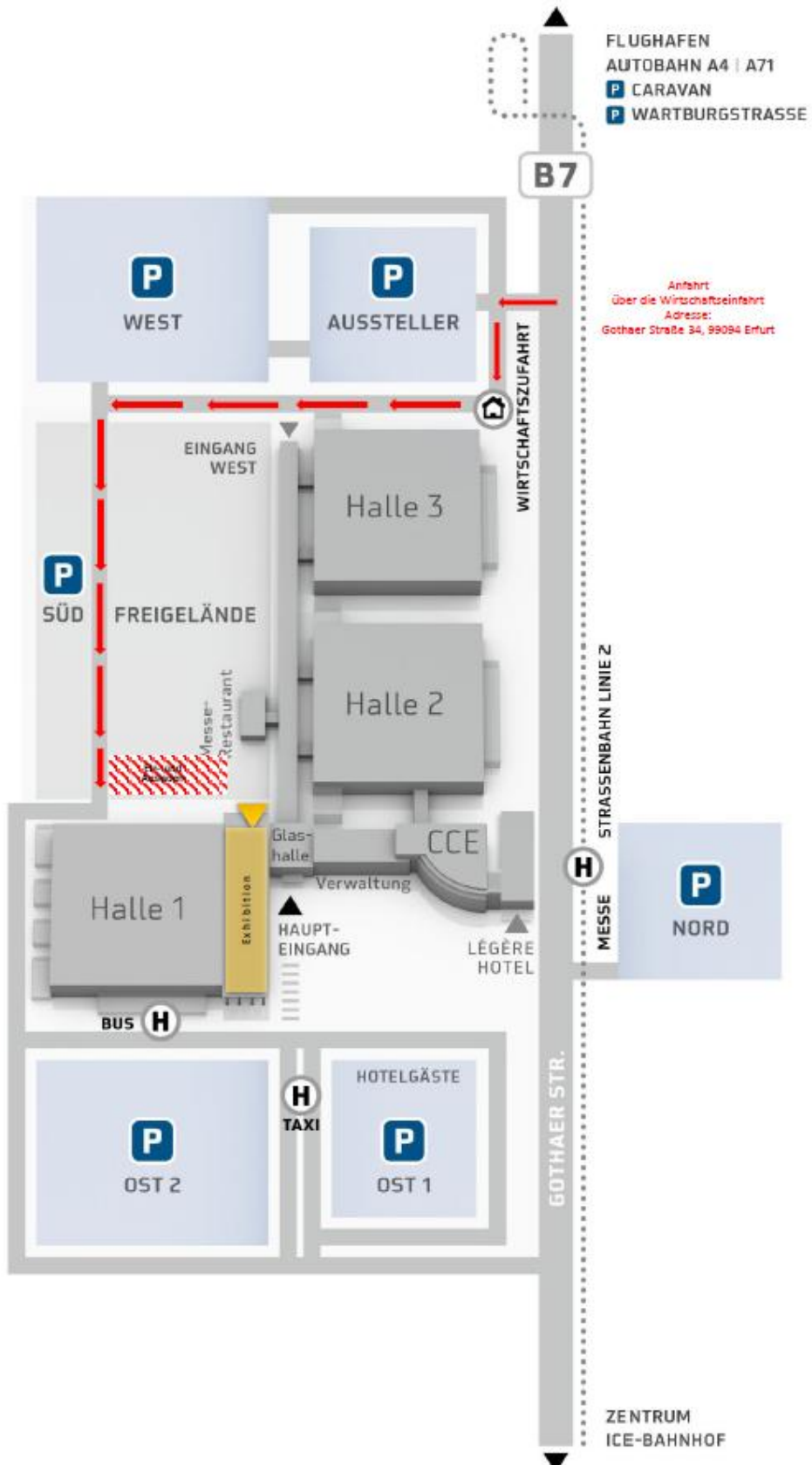
Ground Floor



First Floor

Construction of your booth: Monday, August 31, 2026 | 13:00 – 18:00

Dismantling of your booth: Wednesday, September 2, 2026 | 16:00 – 18:00



# **parking pass** **exhibitors PSE 2026**

**valid from 08/31/2026 to 09/03/2026**

This pass entitles the holder to use the exhibitor parking lot of Messe Erfurt GmbH during the above-mentioned period. After immediately unloading the vehicle, the designated exhibitor parking space must be used. Please place this pass visibly behind the windshield.



vehicle license plate: \_\_\_\_\_

mobil nr.: \_\_\_\_\_

**messe**  
**ERFURT**