



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 PSE2024. For any further questions, please do not hesitate to contact us.

Contact

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Checklist for exhibitors

ATTENTION!

Here you can check, whether your booth is planned completely, and all preparations are done in time.

July 7, 2024 | Marketing Deadline

- You know, which products, services and offers you would like to present at PSE2024 Conference & Exhibition.
- You provided all **materials for print media and the conference app**.
 - Logo
 - company profile
 - advertisements (if booked)
- You booked **marketing services** fitting to your presented offers

July 7, 2024 | Booth Builder Deadline

- Know which materials should be presented at the exhibition and you booked all necessary **furniture** to have a well-organized booth.
- For booths of variant 1 you informed the Team of PSE2024 about your **fascia lettering** and decided about the additional option of a Logo print at your fascia board.
- If your booth is at a corner, you decided **about open or closed walls at the corner** and informed the Team of PSE2024 about it.
- You planned your **power consumption** and ordered additional three-way sockets or electrical connections. All electrical equipment is controlled according to DGUV regulation 3.

August 4, 2024 | Ticket Deadline

- You decided, who will be participating at PSE2024. You booked all **included and additional tickets** for your colleagues.
- You decided about the participation at **PSE2024 Conference Dinner** and booked tickets for the colleagues and special guests of your booth.
- You informed your partners and costumers about the **Wednesday Exhibition Ticket – free of charge** to visit your booth at PSE2024 Exhibition.

These deadlines ensure a smooth and well-organized event.



1. What is included in my booked booth?

Booth | Variant 1

Complete Booth, 6 m²

- Stand area / 1 unit: 3x 2 m (width x depth)
- **Fascia board:** size 30 cm x 200 cm, white color, lettering: up to 18 characters (height: 15 cm), dark blue, Helvetica
- **Equipment:** 1 table (80 cm x 80 cm), 2 chairs, 1 info counter (105 cm x 103 cm x 60 cm), 1 brochure wall system (width: 1m), 1 light track with 2 LED-spots, 1 bar stool (z-shaped), carpeting grey
- **Electricity:** 1 three-way socket
- **Company profile** in conference booklet & NEW – digital compayn profile in conference app and digital exhibition plan
- Imbiss buffet and drinks included
- Corner stands optionally open to the side



Basic Package	4.170 € plus VAT
One Booth Variant 1	
Inkl. one full Conference Ticket	
Inkl. one booth attendant	

Superior Package	4.750 € plus VAT
One Booth Variant 1	
Inkl. two full Conference Tickets	
Inkl. two V Dinner Tickets	

Booth | Variant 2

Flexible Booth, 6m²

- Stand area / 1 unit: 3 x 2 m (width x depth) 6m², 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
- **Company profile** in conference booklet & NEW – digital commpany profile in conference app and digital exhibition plan
- Imbiss buffet and drinks included



Basic Package	3.810 € plus VAT
One Booth Variant 2	
Inkl. one full Conference Ticket	
Inkl. one booth attendant	

Superior Package	4.400 € plus VAT
One Booth Variant 2	
Inkl. two full Conference Tickets	
Inkl. two V Dinner Tickets	



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

Media Data Upload
Via Link from
personally
provided E-Mail
until July 7, 2024

2.1 Your Company Logo

Please, provide us your company logo via Media Data Upload until July 7, 2024. Your Logo will be visible in the conference proceedings as well as in the conference app.

- 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

Your Company profile will be published in the conference proceedings as well as in the PSE2024 conference app. **Please up-load all information for your company profile until July 7, 2024** at the Media Data Upload. With the upload you agree to the publication of this data.

- 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 PSE2024 Conference App

2.3 Your additionally booked advertisements

To increase your visibility it is possible to publish a half-page or a full-page advertisement in the conference proceedings. This is an additional option and has to be booked chargeable. **Please up-load your add until July 7, 2024** at the Media Data Upload. With the upload you agree to the publication of this data.

Possible sizes

- 1/1 (full page) g width: 118 mm, height: 183 mm
- 1/2 (half page) g width: 118 mm, height: 80 mm

Data required: „PDF“ or „TIF“

1. Portable Document Format (PDF-file):

- All fonts 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

You missed to book your additional advertisement? Please use, [your personal Exhibition Booking Form](#) provided by a separate E-Mail for additional options and upload the material as mentioned on time.



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. *All prices plus VAT.*

stand construction (dimensions in BxTxH)







- Art.
- Wall panel, 250 x 100cm
 - clothes border with 5 hooks
 - shelf unit 100 x 30cm, white
 - spot with extending arm, 6,5W, cool white
 - LED Spot 16W, cool white
 - SCHUKO 3-way socket, white
 - SCHUKO extension cable 230V, 5m, white

Preis/Einheit*) *) all prices are exclusive of VAT.

€ 38,00		
€ 26,00		
€ 26,00		
€ 31,00		
€ 38,00		
€ 10,50		
€ 10,50		

Further rental furniture (spreads x depth x height)

- 7.400 counter ca. 100 x 50 x 100cm, incl. File, white
- 7.401 sideboard, ca. 100 x 50 x 100cm, lockable, white
- 7.210 high table ø 80cm, top white marble, folding
- 7.211 high table ø 80cm, top decor white
- 7.212 high table ø 70cm, top decor beech
- 7.213 high table ø 70cm, top decor anthracite
- 7.204 table ø 80cm, white
- 7.200 table 80 x 80cm, white
- 7.201 table 120 x 80cm, white
- 7.205 glass table ø 80cm, satined
- 7.100 bar stool, z-shaped, leather black
- 7.101 bar stool Glenn, PVC white
- 7.102 bar stool Falkland, PVC white, height adjustable
- 7.103 bar stool Bombo, PVC white, height adjustable
- 7.120 upholstered chair, greying
- 7.122 chair, PVC white
- 7.511 high show case 200 x 50 x 100cm, lit up
- 7.510 high show case 200 x 50 x 50cm, lit up
- 7.500 table show case 100 x 50 x 100cm
- podium ca. 100 x 50 x 50cm
- podiums in different dimensions
- 7.301 brochure stand Tondo for 6 acryl bags DIN A4
- 7.300 brochure stand acryl, for 5 DIN A4
- 7.304 table brochure stand Plexi for 1 DIN A4
- 7.310 prospect shelf 100 x 30cm, sloping, white
- 3.301 smart TV 50"
- 3.312 wall mounting smart TV
- 3.310 trolley für Smart TV

€ 80,00		
€ 104,00		
€ 24,00		
€ 49,00	7.210 high table	7.200 table
€ 49,00		
€ 41,00		
€ 41,00		
€ 49,00	7.204 table	7.102 bar stool Falkland
€ 56,00		
€ 16,50		
€ 28,00		
€ 28,00		
€ 28,00		
€ 16,50	7.100 bar stool	7.103 bar stool Bombo
€ 25,00		
€ 232,00		
€ 196,00		
€ 148,00		
€ 75,00		

auf Anfrage	7.120 upholstered chair	7.122 Chair
€ 54,00		
€ 61,00		
€ 8,00		
€ 26,00		
€ 260,00	podium	7.500 table show case
€ 58,00		
€ 84,00		
€ 52,00		
€ 52,00	7.301 brochure stand	7.300 brochure stand

auf Anfrage		
auf Anfrage		

7.511 high show case

7.101 bar stool Glenn

Please, book needed furniture about your personal exhibition booking form
 Provided via separate E-Mail and inform the Team of PSE2024 over the [PSE Mail](#) about included furniture you do not need until **August 4, 2024**

Furniture included in the package price that is not required will not be charged back.



3. How to design your booth with useful equipment?

3.2 Fascia Board – For booth variant 1 only & further equipment and services

At the top of your booth a fascia board will announce your company name or your Logo. Please, submit the lettering of your fascia board to PSE2024 system at [the Media Data Upload](#). 16 chars in maximum are included. If you like to print your Logo here instead, please book the Logo print option (52,00 € plus VAT) about [your personal exhibitor booking link](#).

Electric Connection of 220 V is included. Alternative values and three way sockets can be booked over [your personal exhibitor booking link](#). Only electrical devices that are tested according to DGUV regulations 3 may be used!



Equipment & services

Price plus VAT

Fascia lettering digital print with Logo	52 €
High current CEE incl. Consumption 16 A	342 € per piece for 2 days
W-lan Tickets (Please note, in the exhibiton a main W-lan will be available)	50 € per ticket for 2 days
stand cleaning service (vacuuming carpet) before the start of the event	50 € for 2 day

Your Booth Builder

- Your booth will be prepared by our booth builder „Creativer Messebau Pökert GmbH“
- You plan to create an individuel booth with printed booth walls?
Please contact the „Creative Messabau Pökert GmbH „ directly an let us know in cc.

E-Mail: info@cmp-messebau.de
 Website: www.cmp-messebau.de
 Phone: +49 351 8718306
 Fax: +49 351 8718430


 CREATIVER MESSEBAU PÖKERT
 GmbH





4. How to improve my visibility at PSE2024

We offer you the opportunity to present your company in various sizes, formats and at different places on PSE2024. Our various marketing packages allow you to highlight your company, products or services. Use this opportunity to present your brand to a wide audience. Design your advertising page to be creative and informative. Please note that offers and placements are limited and is on a first come, first served basis. Reserve your marketing package early to ensure that your company is represented at the conference representatively.

Marketing Offers

Price plus VAT

Additional profile for co-exhibitors NEW – including digital company profile	350 €
Half page advertisement in the conference booklet	390 €
Full page advertisement in the conference booklet	600 €
Your Roll-Up in the foyer (roll-up provided by you)	150 €
Video Ad video mp4 format, 10 s, 1920 x 1080 pxl, shown every 2 min in the exhibition (video provided by you)	250 €
News Service (Your Short News in Newsletter or LinkedIN or at PSE Website: 500 signs and one picture)	200 €

Support PSE Conferences and make this event to YOUR event.

Dessert Sponsor| 2.500 EUR plus VAT

Scope of services:

- The **company logo displayed** at prominent places (+) website – Sponsor, (+) sponsor wall, (+) all advertisements of the Conference Dinner
- Marketing service: (+) **half page advertisement** in booklet, (+) one **social media post**
- Visible at the conference (+) **Sponsor highlighted** at the dessert buffet



Lanyard Sponsor| 2.000 EUR plus VAT

Scope of services:

- The **company logo displayed** at prominent places (+) website – Sponsor, (+) sponsor wall
- Visible at the conference: your company **logo at the lanyards** everywhere [Lanyard provided by you], (+) one **roll-up** in foyer, (+) **video ad**





4. How to improve my visibility at PSE2024

Award Sponsor | 3.000 EUR plus VAT

Scope of services:

- The **company logo displayed** at prominent places (+) website – Home, (+) sponsor wall, (+) award website
- Marketing services; (+) one **social media post**, (+) **full 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, (+) logo at 4 trophies, (+) Conference App – **splash screen**
- **Short welcome speech** at the award session



Easy Sponsoring | 1.000 EUR plus VAT

Scope of services:

- The **company logo displayed** at prominent places (+) website – Sponsor, (+) sponsor wall
- Marketing service: (+) **half page advertisement** in booklet
- Visible at the conference: one **roll-up** in foyer, (+) **video ad**

Stay in the minds of your customers by presenting yourself prominently on long-used gadgets.

Promo Sponsoring | 1.000 EUR plus VAT

Scope of services:

- The **company logo displayed** at prominent places (+) website – Sponsor, (+) sponsor wall
- Visible at the conference: one **roll-up** in foyer, **giving for participants** (provided by you) at registration



You have other ideas to improve your visibility?

Contact us. We create your individual marketing service according to your needs.

E-Mail: pse-conferences@efds.org or Phone: +49 351 8718374



5. Which colleagues will be at PSE2024?

How many persons from your company will visit PSE2024 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?

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: August 4, 2024

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.

PSE2024 Matchmaking

To meet further people and plan meetings you can use the PSE2024 Matchmaking Event organized by the Europe Enterprise Network EEN Thüringen. Meetings are possible in person at PSE2024 exhibition or online two weeks after PSE2024.



PSE 2024 – International Matchmaking

Take advantage of 1:1 meetings with new cooperation partners during and after the conference.



Wir stehen Unternehmen zur Seite



Booked booth packages

Basic package

Including on full conference ticket
Including one booth attendant

Superior package

Including two full conference tickets
Including two Dinner Tickets

You want to invite costumers to PSE2024 exhibition?

No problem! On Wednesday the exhibition is open for visitors.

Visitors can register at PSE participant registration **free of charge**.

Please feel free to use our PSE2024-E-Mail Banner for your advertisement.

Matchmaking - How it works

1. Register yourself on the matchmaking website (insert link)
2. Insert your offer/requests into the marketplace
3. Identify interesting contacts and book personal meetings
4. Attend appointments on site or online

[Link to Matchmaking Website](#)





6. Plan your Travelling & Booth Construction

Hotel & Travelling

- Hotel recommendations and the registration form you can find here: <https://pse-conferences.net/general-location/travel/>
- You will receive a ticket for public transport services together with your conference ticket.

Transportation & Parking

- For transportation of your booth materials, please use the support of Schenker Services. The Form for Booking and further instructions you can find in this document.
- Shipping of materials
 - The shipping company partner of Messe Erfurt is Schenker Deutschland AG.
 - You can find an ordering [form for shipments over this Link](#).
- Please label your shipments as follows:

Messe Erfurt / Schenker Deutschland AG
c/o Messeabteilung
„PSE 2024“ – Aussteller (Hall: 1 / Stand: ...)
Gothaer Straße 34
D-99094 Erfurt
Germany

Booth construction

- Construction of your booth: Monday, September 2, 2024 | 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.

Dismantling of your booth

- Dismantling of your booth: Wednesday, September 4, 2024 | 16:30 – 18:30.
- Please do not start earlier!

For any questions, please contact us: pse-conferences@efds.org

We are looking forward seeing you in Erfurt.

Best regards

Your Team of PSE2024



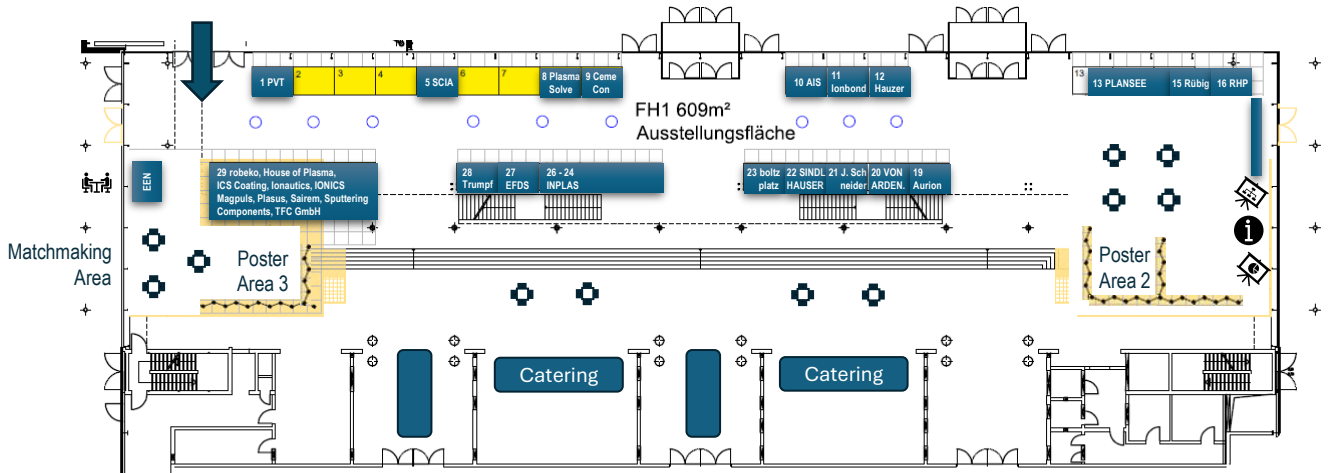
Floorplan of the exhibition

Ground Floor

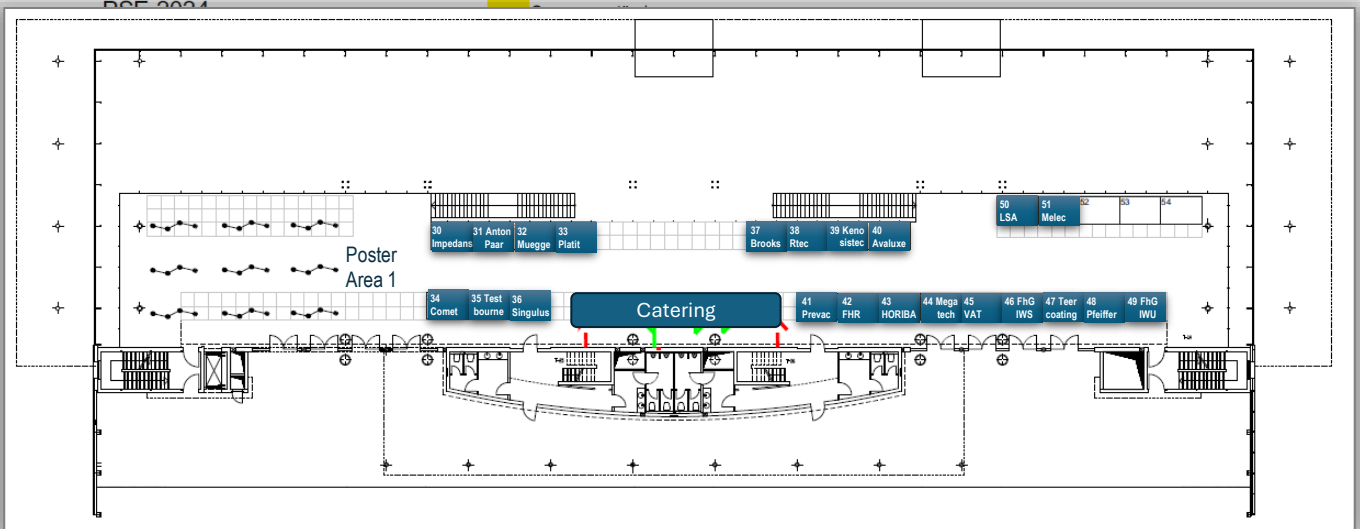
Open Exhibition Time:

September 3, 2024 | 09:00 – 22:00 | Foyer Hall 1

September 4, 2024 | 09:00 – 16:30 | Foyer Hall 1



Industrierausstellung
DSE 2024



First Floor

Construction of your booth:

Monday, September 2, 2024 | 13:00 – 18:00

You are invited to visit the Opening Ceremony including Opening Plenary Lecture on Monday, September 2, 2024 | 18:00 – 19:00

Dismantling of your booth:

Wednesday, September 4, 2024 | 16:30 – 18:30



Parkausweis Aussteller PSE 2024

gültig vom 02.09.-05.09.2024

Dieser Ausweis berechtigt zum Benutzen des Ausstellerparkplatzes der Messe Erfurt GmbH im oben genannten Zeitraum. Nach sofortigem Entladen des Fahrzeugs ist der ausgewiesene Ausstellerparkplatz zu benutzen. Bitte diesen Ausweis gut sichtbar hinter die Windschutzscheibe legen



KFZ-Kennzeichen: _____

Mobilnr.: _____



