

# DMEXCO @home

## Ad Spaces & Sponsoring Packages



September 23 & 24, 2020, DMEXCO @home

Organizer



Ideational and professional partner,  
owner of the DMEXCO brand



With the special participation of  
the Circle of Online Marketers (OVK)





# Ad Spaces & Sponsoring Packages

Koelnmesse GmbH  
DMEXCO Digital Marketing Expo & Conference  
Messeplatz 1  
50679 Köln

0 6 2 0

Customer No.

advertise@dmexco.com

## Exhibitor Details

Fields marked with \* are obligatory.

\*Company name incl. legal form

\*Street

\*Postcode, town, country

\*Phone

Sales Tax Identification No. (Required information for companies from EU)

PO Number (if required for the authorization of the payment release)

\*Contact Person

\*E-Mail Contact Person

☐ German ☐ English  
Language of correspondence

## Invoice Address

If invoice should be charged to address other than the one of the main exhibitor please enter below:

Company name incl. legal form

Street

Postcode, town, country

Phone

E-Mail

Please note: The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment. The invoice address provided by you is binding. Subsequent amendments are subject to a charge of €300.00 per amendment (see clause 3.2.6 of the Special Terms of Participation).

\*Please keep in mind that the number of ad spaces and sponsoring packages is limited. As a result, orders will be filled as they are received.  
All prices quoted exclude VAT.



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We hereby place a binding order:

## Marketing Services

### DMEXCO App

<input type="checkbox"/> a   Hall Main Sponsor	€ 4,350.00
<input type="checkbox"/> b   Hall Plan Top 5	€ 1,450.00
<input type="checkbox"/> c   Sandwich Banner	€ 4,350.00
<input type="checkbox"/> d   Sponsor Gallery	€ 1,750.00
<input type="checkbox"/> e   Sponsor Tabbar	€ 6,350.00

### Newsletter

<input type="checkbox"/> a   Banner Ad	€ 1,450.00
<input type="checkbox"/> b   Native Content Ad	€ 1,450.00

### Social Media

<input type="checkbox"/> a   Sponsored Post	€ 830.00
<input type="checkbox"/> b   Sponsored Story	€ 730.00

### Content

<input type="checkbox"/> a   Sponsored Podcast	Upon Request
<input type="checkbox"/> b   Sponsored Story	€ 4,390.00
<input type="checkbox"/> c   Sponsored Story 'Tool of the Month'	€ 4,390.00
<input type="checkbox"/> d   Sponsored Interview	€ 4,890.00
<input type="checkbox"/> e   Sponsored Downloadable	€ 6,390.00
<input type="checkbox"/> f   Stand-Alone Mailing	€ 9,390.00
<input type="checkbox"/> g   Stand-Alone Mailing Track	€ 2,790.00
<input type="checkbox"/> h   Event Calendar	€ 1,790.00

### Website Billboard Banner

<input type="checkbox"/> a   October - May	€ 4,490.00
<input type="checkbox"/> b   June - July	€ 5,790.00
<input type="checkbox"/> c   August - September	€ 6,490.00
<input type="checkbox"/> d   22. - 24. September	€ 8,490.00

### Website Pop-up Ad

<input type="checkbox"/> a   October - May	€ 2,490.00
<input type="checkbox"/> b   June - July	€ 3,490.00
<input type="checkbox"/> c   August - September	€ 4,490.00
<input type="checkbox"/> d   22. - 24. September	€ 6,990.00



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50679 Köln

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Customer No.

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We hereby place a binding order:

## Sponsorings

- |  |             |
|--|-------------|
| <input type="checkbox"/> a   Big Shot Sponsoring | € 60,000.00 |
| <input type="checkbox"/> b   Hot Shot Sponsoring | € 40,000.00 |

Total sum in Euro:

€

All prices excl. VAT.

Please note: You will find our data protection notice on the following pages.

## Signature

By signing and returning the order form, you acknowledge that the General and the Special Sections of the Conditions of Participation and the Technical Guidelines are binding for you and your company. Customers cannot withdraw from the contract after they have received the order confirmation. The organizer can consent to a request for release from the contract by way of exception if the ad spaces or sponsoring packages that is thus made available can be sold to someone else. In this case, the organizer is entitled to charge 25% of the ad spaces or sponsoring packages fee as compensation for the costs incurred.

Place, date

Company name in block letters, stamp, legally binding signature.  
(digital signatures are not applicable)



# Data Protection Notice

## 1. Controller/Contact

The Controller as defined under the data protection laws is:

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne, Germany

Our Data Protection Officer can be contacted as follows: [datenschutz-km@koelnmesse.de](mailto:datenschutz-km@koelnmesse.de)

## 2. Your rights as data subject

If your personal data are processed, you are a data subject as defined in the GDPR and you have the following rights with respect to the Controller:

### Right of objection

You have the right to file an objection at any time against processing of your personal data, carried out on the basis of Art. 6 (1) lit. e or f GDPR, for reasons resulting from your particular situation. This also applies to any Profiling based on these provisions. The Controller will then no longer process your personal data, unless he/she can demonstrate compelling reasons for the processing warranting protection, and these prevail over your interests, rights and liberties, or if the processing is for the purpose of asserting, exercising or defence of legal entitlements.

If your personal data are processed in order to carry out direct advertising, you have a right to file an objection at any time against the processing of your personal data for the purpose of such advertising. This also applies to Profiling insofar as it is connected with such direct advertising.

If you object to processing for the purpose of direct advertising, your personal data will no longer be processed for these purposes.

In connection with the use of services of the information society and notwithstanding Directive 2002/58/EC, you have the possibility of exercising your right of objection via automated procedures that use technical specifications.

You can demand information on whether we process personal data concerning you. If such processing is carried out, you can demand further information on this processing, in particular the purposes, categories

of personal data, recipients or the categories of recipients, planned storage duration etc. You have a right to correction and/or completion of your data. You can demand the restriction of the processing of your personal data under certain circumstances: If the processing of your personal data has been restricted, these data — with the exception of their storage — can only be processed with your consent, or for the assertion, exercise or defence of legal entitlements, or to protect the rights of another natural or legal person, or for reasons of an important public interest on the part of the EU or a member state.

Under certain circumstances, you can demand the erasure of the personal data concerning you. If the Controller has made your personal data public and is obliged to erase them, he/she shall, with consideration for the available technology and implementation costs, take appropriate measures, including of a technical nature, to inform Controllers, responsible for the data processing and processing the personal data, that you, as data subject, have demanded that they delete all links to these personal data, or have demanded the deletion of copies or replications of these personal data.

If you have asserted the right of rectification, erasure or restriction of processing with respect to the Controller, the latter is obliged to inform all recipients, to whom your personal data have been disclosed, of this rectification or erasure of the data or of the restriction of processing, unless this proves to be impossible or involves disproportionate expense. You have a right with respect to the Controller to be informed of these recipients.

You have a right to receive your personal data, provided by you, in a structured, commonly-used and machine-readable format. You also have a right to insist that these data be transferred directly to another controller, insofar as this is technically possible. Liberties and rights of other persons must not be impaired as a result.

You have the right to revoke your data protection declaration of consent at any time. Revocation of the consent shall not affect the legality of the processing, carried out on the basis of the consent, up until the revocation.

Within certain limits, you have the right not to be subjected to a decision, based exclusively on automated processing — including Profiling — that is legally effective against you or that significantly impairs you in a similar manner.





### 3. Right to complain to a supervisory body

Notwithstanding any other administrative-law or judicial remedy, you have a right to complain to a supervisory authority, in particular in the member state of your residence, your place of work or the place of the suspected violation, if you are of the opinion that the processing of your personal data violates the GDPR. The supervisory body with which the complaint has been filed, will inform the complainant of the status and the results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

### 4. Information in the event of data collection via third parties

If we collect your personal data via third parties, this can involve the following categories of personal data: name, contact data as well as further information, for example concerning your responsibilities.

If we do not receive these contact data directly from you, we receive them from the company for which you work and/or with which we are in contact. This can involve in particular an exhibitor or another cooperation partner with which we exchange services.

The possibility also exists of us receiving your contact data from commercial agents working for us.

### 5. Purposes and legal basis of the processing

We process your data for contract initiation, execution and settlement. This concerns the purchase of tickets as well as the contractual relationship as exhibitor, if you are acting as a natural person, for example businessman, in this respect. The data processing can also be for the purpose of administering your participation in an event or competition.

The legal basis for the handling of your data is Art. 6 (1) lit. b) GDPR, if this handling concerns the contractual exchange of services with you.

We may possibly also process data on you even if you yourself are not a customer, but rather a contact person of a business or cooperation partner.

In this respect, the legal basis for the handling of your data is Art. 6 (1) lit. f) GDPR.

We also process data for other purposes that are in our interests, specifically in order to:

- provide you with product information concerning relevant services.
- carry out measures aimed at improving and developing services and products, so as to be able to approach you individually with customised offers and products.

- carry out market and opinion research, or have this carried out by market and opinion research institutes. This enables us to obtain an overview of the transparency and quality of our products, services and communication, and to align or design these in the interests of our customers.

The legal basis for this handling of your data is Art. 6 (1) lit. f) GDPR as well as Art. 6 (1) lit. a) GDPR, provided you have issued consent. You can revoke any such consent at any time with effect for the future.

### 6. Justified interest

If we use data within the framework of the above weighing-up of interests, our justified interest lies in enabling direct advertising (see Recital 47 GDPR), provided your privacy-law interests do not outweigh our advertising interests in each individual case.

If we use data in the context of contract initiation or fulfilment with a business or cooperation partner, our interest when handling your data lies in enabling and maintaining a dialogue with the respective business or cooperation partner, typically within the framework of a contractual or other relationship. If you act as contact person in this respect — typically in your function as employee of these companies — you typically have no opposing interest if this interaction with us is part of your work duties.

### 7. Recipients of your data

If and insofar as you have issued us with corresponding consent, we shall forward your data within the limits of this consent.

We shall also forward your data to service providers who are bound by instructions and whose work supports the provision of our services for you, on our behalf and in accordance with our instructions. These can be IT service providers, print service providers, call centres if you call in, and similar service providers. In individual cases we also forward your data to third parties who use the data on their own responsibility: finance and tax authorities, police and investigation authorities (given the existence of a legal basis), official registration bodies (if forwarding is prescribed by law), insurance companies, banks and lending institutions (payment processing), market partners, commercial agents, auditors, lawyers, accountants or similar third parties.

### 8. Transfer of data to a third country

The transfer of data to third countries is planned if this is necessary for fulfilment of a contract, or if you issue



us with express consent to forward the data to third parties. If we transfer your data to service providers or group companies outside the European Economic Area (EEA), the transfer will only be made if the third country has been certified by the EU Commission as having an adequate level of data protection (Art. 45 (1) GDPR), or given the existence of other adequate data protection guarantees as defined in Art. 47 GDPR.

## 9. Duration of the storage of your data

If we have received your data for the processing of the contractual relationship with you as ticket purchaser or as natural person, as exhibitor, or for the purpose of an advertising approach or for the processing of your participation in an event or competition, we shall store your data and shall erase these after the event or when the contractual relationship with you has ended, when all reciprocal claims have been fulfilled and if no other statutory retention obligations or statutory justifying reasons for the storage exist.

Retention obligations exist in particular under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with you has ended. If we use your data in the context of the contract initiation or fulfilment with a business or cooperation partner, we shall store your data and shall erase them as soon as these are no longer required, for example if our relationship with the business or cooperation partner ends, if you yourself no longer act as contact person or similar.

Retention obligations exist under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with the business or cooperation partner has ended.

## 10. Necessity of providing your data

The provision of the data by you and the collection of the data by us for the processing of the contractual relationship with you as ticket purchaser or as natural person as exhibitor, is necessary for conclusion of the contract. Without the data we cannot conclude a contract with you or provide invoicable services. The same applies in cases in which you wish to be approached by us for advertising purposes, or wish to participate in events or competitions.

If we collect your data in the context of contract initiation or fulfilment with a business or cooperation partner, the provision of the data is typically necessary for the contractual relationship with the company for which you work; we would be typically unable to provide services without the data.

## 11. Automated decisions in individual cases or Profiling measures

No automated decision making or profiling takes place, neither for the creation and execution of the contractual relationship with you, nor for advertising approaches, nor for the processing of your participation in events or competitions.

Status: July, 2018