

The essence of modern software engineering

OOP 2010

Software meets Business

ICM International Congress Center Munich / Germany

Productivity: People, Process, and Technology

Software meets Business

Meet the decision makers
of the software industry at this
international conference

Conference **25. – 29. January 2010**

Exhibition **26. – 28. January 2010**

Exhibitor Information

Organizer

SIGS DATAKOM
SOFTWARE INTEGRATION GROUP

Association partner



- Presentation opportunities
- Sponsoring packages
- Registration form

The OOP 2010 will take place from 25. - 29. January 2010 in the International Congress Center Munich, Germany. Many international experts will give presentations and tutorials on current and practical software topics.

The amount and complexity of the software is growing fast and at the same time the pressure for achieving the functionality faster, cheaper, and more flexibly is growing. Especially considering the economic crisis it is particularly important to make the right technical decisions in order to get the most out of the investments in the software. The OOP addresses three main topics for thus increasing productivity.

Die OOP addresses three main topics, each of which contribute both individually and in combination significantly to increasing "Productivity". Thus the conference motto of the OOP 2010 is "Productivity: People, Process, and Technology".

Firstly „People“ topics: Since many years it is clear that there are huge (factor 20:1) differences between individual capabilities. Furthermore, team motivation and dynamics in a team and how they work together have a huge influence on the results of the team.

Secondly, "Process" topics: Here various topics in the lifecycle are addressed that lead to increased productivity. For example "requirements engineering" where one can increase productivity by realizing the right product without too many detours or "agility" where one realizes the functionality incrementally and in close collaboration with the customer to create lots of "value" and little "waste".

The third area is "Technology and Architecture" which is the foundation that keeps everything together. One can best achieve productivity by building on a solid basis and try to make use of existing pieces. For example the topics Open Source, Model-driven development and Product Line Engineering are addressed here.

All OOP conferences have as a principal guiding theme "Software meets Business" meaning that we address both technical topics as well as business related topics. Software has meanwhile become an integral part of our work and daily lives. Automobiles, Banks, Airplanes, Telephones, many other devices as well as business transactions for practically every company are driven by software.

Last but not least the OOP provides well-founded and product-neutral presentations on current trend topics for example on dynamic languages, Web 2.0, Multicore, and Cloud Computing to name just a few.

Yours sincerely
Frances Paulisch
Technical Chair

Technical Chair OOP 2010 Dr. Frances Paulisch



As the technical chair of the conference, Dr. Frances Paulisch, has the overall responsibility for the technical quality of the OOP conference. She received her doctorate in the area of software engineering and has extensive experience in software engineering, and related management topics. Furthermore, she was editor of the software magazine OBJEKTSpektrum.

Revenue: ICM International Congress Centre Munich



The choice of the optimal location is one of the most important factors for the success of a conference. The ICM is one of the state-of-the-art meeting locations in the whole world. Its warm and welcoming atmosphere and the perfect conference facilities offer ideal conditions for conferences as the OOP.

Organizer / Contact: SIGS DATACOM GmbH

Lindlaustraße 2 c
53842 Troisdorf
Nima Imani
Tel. +49 (0) 22 41 2341 300
Fax. +49 (0) 22 41 2341 199
Email: nima.imani@sigs-datacom.de
www.oop2010.com



The essence of modern software engineering

OOP 2010
Software meets Business



OOP: Where the Who-is-Who of the Software Industry meets.

ATTENDEE STATISTICS 2009

1.898 registered conference and exhibition attendees

Length of stay at the OOP in days: 3,7 days

94 % of the attendees visited the exhibition

Length of stay at the exhibition. 4,1 hours

89 % of the attendees visited the exhibition between 3 and 5 hours.

ATTENDEE BREAKDOWN 2009

85 % from companies in following application areas:

24 % FBI (Finance Banking Insurance)

22 % Automotive

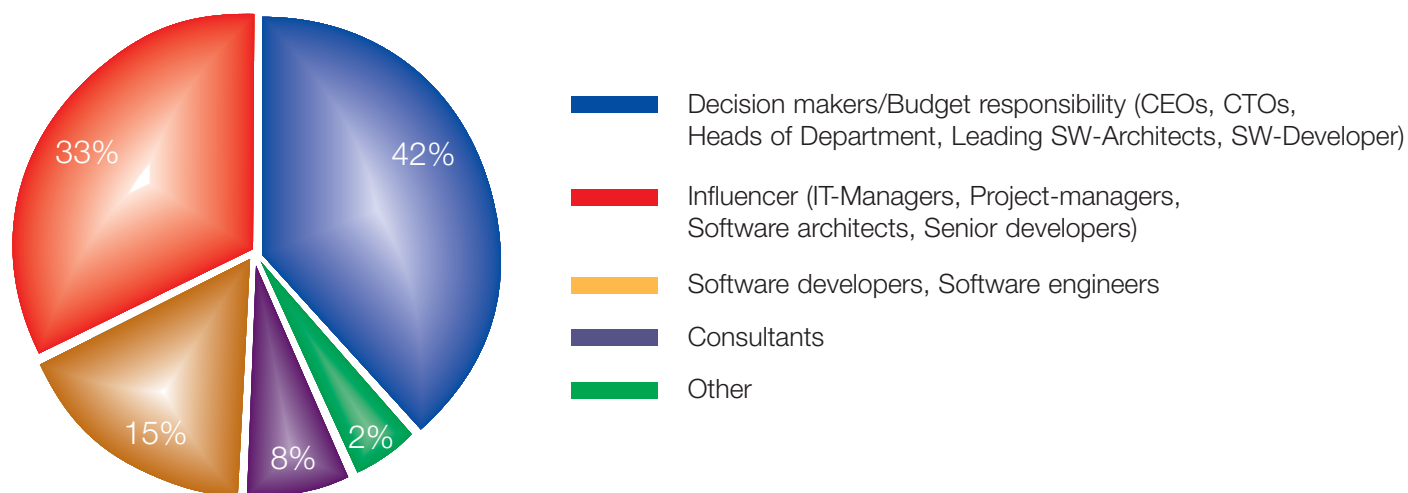
19 % Trade Logistics

18 % MedTech, Pharma, Chemical

12 % ICT

5 % Public sector/others

15 % IT Service Providers and ISVs, System vendors, consultants, independents



The essence of modern software engineering
OOP 2010
 Software meets Business

Productivity:
 People, Process, and Technology



OOP: Where the Who-is-Who of the Software Industry meets.

MARKETING ACTIVITIES

Conference Program: 230,000 copies distributed Postal mailings, 30,000 Supplements 190,000 (c't, iX, JavaSPEKTRUM, OBJEKTspektrum) Sponsors 10,000

Conference at a glance: 75,000 copies distributed, supplements 70,000 (c't, Computerwoche, OBJEKTspektrum, EDV-Leiter, IT-SZENE), Sponsors 5,000

Conference guide: 3,000 distributed onsite

Advertisements: 1,4 Mio. readers (accumulated printruns), (c't, iX, Computerwoche, JavaSPEKTRUM, OBJEKTspektrum, Computerzeitung)

Teaser: 50,000 copies distributed, 30,000 from internal postal addresses

Emailing activities: 450,000 emails will be sent out altogether

Your OOP sponsorship – Optimum increase of your company awareness with OOP marketing strategies.

Do not miss the opportunity to become a corporate sponsor of OOP 2010: OOP sponsors will benefit from the exclusive and nationwide six-month OOP marketing campaign: **“OOP marketing is sponsor marketing”**

TOPICS OOP 2010

- SOA
- Architecture
- Requirements/Testing
- Agile Lean Track
- Management & Metrics
- Product Line Engineering
- Cloud Computing
- Projectmanagement
- Multicore-Track
- Green-IT

TOP 5 topics 2009 (based on attendance):

Architecture:	810 delegates
SOA / BPM:	720 delegates
Management:	696 delegates
Agile:	668 delegates
Softskills:	652 delegates
RE/Modelling:	485 delegates
Testing:	377 delegates





Sponsorship-Packages

GOLD-SPONSORSHIP

SILBER-SPONSORSHIP

BRONZE-SPONSORSHIP

- **30 sqm floorspace**
(incl. daily cleaning)

- Banner on the event website
- 1 insert in all delegate bags
- 1 ad (350 characters + URL) in newsletter

- **1 Vendortrack**
with your company logo in the conference at a glance brochure and in addition in the official show program. Attendance is free for all visitors

- Your company logo highlighted on the delegate bags

- **Your company logo highlighted as Gold-Partner** on the event banner in the exhibition area

- **Your company logo/name highlighted as Gold-Partner** on the cover of the conference program, conference at a glance brochure, the official show program, event website and all other conference promotion materials/advertising of the OOP conference

- Your company profile (about 100 words) highlighted in the exhibitor listing and the official show program

- Your company logo/profile highlighted as Gold sponsor on the event website with URL

- **5 full conference registrations**, 25 % discount on all additional inhouse staff OOP-registrations

- **1/1 page** (format 100 x 230 mm, 4c) advertisement within the official show program

- **1/1 page** (DIN A4, 4c) advertisement in our professional IT-journals (OBJEKTSpektrum or JavaSPEKTRUM)

€ 33,500,-

- **18 sqm floorspace**
(incl. daily cleaning)

-
-
-

- **1 Vendortrack**
with your company logo in the conference at a glance brochure and in addition in the official show program. Attendance is free for all visitors

- Your company logo highlighted on the delegate bags

- **Your company logo highlighted as Silver-Partner** on the event banner in the exhibition area

- **Your company logo/name highlighted as Silver-Partner** on the cover of the conference program, conference at a glance brochure, the official show program, event website and all other conference promotion materials/advertising of the OOP conference

- Your company profile (about 100 words) highlighted in the exhibitor listing and the official show program

- Your company logo/profile highlighted as Silver sponsor on the event website with URL

- **3 full conference registrations**, 25 % discount on all additional inhouse staff OOP-registrations

- **1/2 page** (format 100 x 230 mm, 4c) advertisement within the official show program

- **1/2 page** (DIN A4, 4c) advertisement in our professional IT-journals (OBJEKTSpektrum or JavaSPEKTRUM)

€ 20,500,-

- **15 sqm floorspace**
(incl. daily cleaning)

-
-
-

-

-

-

- **Your company logo/name highlighted as Bronze-Partner** on the cover of the conference program, conference at a glance brochure, the official show program, event website and all other conference promotion materials/advertising of the OOP conference

- Your company profile (about 100 words) highlighted in the exhibitor listing and the official show program

- Your company logo/profile highlighted as Bronze sponsor on the event website with URL

- **2 full conference registrations**, 25 % discount on all additional inhouse staff OOP-registrations

- **1/2 page** (format 100 x 230 mm, 4c) advertisement within the official show program

- **1/4 page** (DIN A4, 4c) advertisement in our professional IT-journals (OBJEKTSpektrum or JavaSPEKTRUM)

€ 15,500,-



Exhibition Spaces and Pricing

TAILOR-MADE SOLUTIONS FOR ALL BUDGETS

Floorspace only:

Price: 400 €/m²

Floorspace only

Booth equipment (back and side panels, lighting, electricity, furniture etc.) is the responsibility of the exhibitor.

The booth size is defined by agreement. We offer solutions for almost all budgets to take part at the OOP exhibition.

Booths with own stand construction will only be equipped with a Main AC current mains. It will only be supplied for an additional charge.

Your company logo/name listed on the event website, in the brochure "conference at a glance" and the official show program.

Your company profile (about 100 words) with URL highlighted on the event website and the official show program.

Turnkey stand:

Price: 490 €/m²

Turnkey stand (already constructed by our stand builder)

Units are equipped with back and side panels, header with company name, lighting, electrical outlet (220 V, connection to the electricity mains), carpet, 1 table and 2 chairs.

The booth size is defined by agreement. We offer solutions for almost all budgets to take part at the OOP exhibition.

Your company logo/name listed on the event website, in the brochure "conference at a glance" and the official show program.

Your company profile (about 100 words) with URL highlighted on the event website and the official show program.

Corner booth:

Turnkey stand (already constructed by our stand builder) open to two or more sides.

Price: 550 €/m²

Start-up booth (for start-up companies, small businesses and small budgets):

Price: 2,000 €

Turnkey stand (already constructed by our stand builder) open to two or more sides.

Units are equipped with 1 table, 1 chair and an information counter. Start-ups are featured in all promotion materials.

Your company logo/name listed on the event website, in the brochure "conference at a glance" and the official show program.

Your company profile (about 100 words) with URL highlighted on the event website and the official show program

Two-storey exhibition stands are not allowed at the ICM. Booth positioning cannot be guaranteed. We would like to request that you make a very early and binding booking. The minimum size for a booth is 6 m² with exception of our start-up booths.

Further equipment is available for an additional charge if you make an application on time.

For Sponsors/Exhibitors who bring along their own booth equipment: Please get in contact with us to confirm your booth height.

All rates are subject to VAT.



Your Company- and Productplacement

YOUR COMPANY-/PRODUCT TALK

Present your own talk at the OOP:

Location: OOP Forum in the exhibition area or in a separate room.

Benefits: Your talk will be announced with title and speaker's name (company name) in all promotion materials (delegate information, "conference at a glance" brochure and show program) and on the event website.

When: on Tuesday, Wednesday or Thursday according to agreement. Audience participation (delegates and visitors) is free of charge!



Price: 1,500 €

YOUR INSERT IN THE ATTENDEE BAGS

Use the opportunity to insert your promotion material into the delegate bag as an advertising medium which is given to every attendee:

Flyer, ball pens, writing pads, sweets or giveaways

Goal-oriented advertising without wastage:

You will reach ALL participants

Please note: limited number of inserts



Price: 2,500 €

YOUR SPECIAL DAY

Organize your own special day at the OOP. Invite your partners, customers or your prospects to visit the OOP conference:

Location: We will provide you with a room for 200 persons (including technical equipment).

Benefits: Your workshop will be announced with title and speaker's name (company name) in all promotion materials (delegate information, "conference at a glance" and show program) and on the event website. Distribution of handouts is allowed. The sponsor is responsible for the acquisition of the attendees.

When: on Tuesday, Wednesday or Thursday according to agreement

Audience participation (delegates and visitors) is free of charge!



Price: by agreement

YOUR SPECIAL SPONSORING

Optimize your appearance by individual sponsorship agreements:

Exclusive sponsor of the **welcome reception**

Exclusive sponsor of a **wellness or vitamin bar**

Exclusive sponsor of a **relax corner**

Exclusive sponsor of a **coffeebar**

Start your day with your **„company name” sponsor**

Special Food and Beverage Sponsor



Price: by agreement

We would be happy to create tailor-made solutions and concepts based on your ideas. Please feel free to forward your drafts in order to discuss them.



The essence of modern software engineering
OOP 2010
Software meets Business

Productivity:

People, Process, and Technology



Roadmap

Your OOP sponsorship – Optimum increase of your company awareness with OOP marketing strategies.

Do not miss the opportunity to become a corporate sponsor of OOP 2010: OOP sponsors will benefit from the exclusive and nationwide six-month OOP marketing campaign: **“OOP marketing is sponsor marketing”**

DEADLINES

Logo as a vectorised eps-file

for conference program by Aug. 21st, 2009

for conference at a glance by Oct. 5th, 2009

for show program by Dec. 7th, 2009

Logo as a jpeg-file

for conference website www.oop2009.com immediately after you've signed the agreement.

Company profile (about 100 words plus company address, phone, fax, email and URL) immediately after you've signed the agreement

OBJEKTSpektrum 06/2009

Ad Closing Sept. 18th, 2009 / Material Deadline Sept. 25th, 2009 / First Day of Issue Oct. 23rd, 2009

OBJEKTSpektrum 01/2010

Ad Closing Nov. 11th, 2009 / Material Deadline Nov. 20th, 2009 / First Day of Issue Dec. 18th, 2009

JavaSPEKTRUM 06/2009

Ad Closing Oct. 16th, 2009 / Material Deadline Oct. 23rd, 2009 / First Day of Issue Nov. 20th, 2009

JavaSPEKTRUM 01/2010

All dates will have to be defined. Please get in contact with us for more information.

OS-Newsletter Ad Closing Dec. 5th, 2009 / Date of Appearance Dec. 8th, 2009

JS-Newsletter Ad Closing Nov. 6th, 2009 / Date of Appearance Nov. 10th, 2009

Inserts in delegate bags: to be shipped by Jan. 22nd, 2010

Please remark the deadlines! All sponsors and exhibitors are responsible that all materials will be ensured to arrive in time!



Sponsors / Exhibitors OOP 2009



OOP: Where the Who-is-Who of the Software Industry meets.



The essence of modern software engineering
OOP 2010
 Software meets Business

Productivity:
 People, Process, and
 Technology

Anmeldung / Registration

Konferenz / Conference **25. – 20. Januar 2010**

Ausstellung / Exhibition **26. – 28. Januar 2010**

ICM International Congress Center Munich / Germany



The essence of modern software engineering

OOP 2010

Software meets Business

veranstalter / organizer:

**Bitte zurücksenden per Fax an /
Please return this form by fax to:
+49 (0) 2241 2341 199**

SIGS DATACOM GmbH
Lindlaustraße 2 c · 53842 Troisdorf
Tel. +49 (0) 22 41 2341 300
Fax. +49 (0) 22 41 2341 199
Email: nima.imani@sig-datacom.de
www.oop2010.de

Firma / Company: _____

(mit Angabe der Rechtsform, z.B. AG, GmbH / please include legal entity, e.g. Inc., Ltd.)

Name / Name _____

Straße / Street: _____

PLZ, Stadt / City, Zip Code: _____

Land / Country: _____

Telefon / Phone: _____

Fax / Facsimile: _____

E-Mail: _____ Homepage: _____

HRB / Commercially registered: _____ UID-Nr. DE / VAT Number: _____

■ Hiermit buchen wir verbindlich / We herewith confirm our order of:

- | | |
|--|-------------------------|
| <input type="checkbox"/> Gold-Sponsor-Paket / Gold Sponsorship Package | € 33.500,- |
| <input type="checkbox"/> Silber-Sponsor-Paket / Silver Sponsoship Package | € 20.500,- |
| <input type="checkbox"/> Bronze-Sponsor-Paket / Bronze Sponsoship Package | € 15.500,- |
| <input type="checkbox"/> Vendortrack / Product Session | € 1.500,- |
| <input type="checkbox"/> Beilage in Konferenztasche / insert in delegate bag | € 2.500,- |
| <input type="checkbox"/> Bezugsfertiger Stand / Shellscheme stand
€ 490,- pro m ² /per sqm (min. 6 m ² /sqm) | ___ m ² /sqm |
| <input type="checkbox"/> Standfläche für eigenen Standbau / Floorspace only
€ 400,- pro m ² /per sqm (min. 6 m ² /sqm)
(Bauhöhe / overall height: 2,20 m - 4,50 m) | ___ m ² /sqm |
| <input type="checkbox"/> Eckstand / Corner Booth
€ 550,- pro m ² /per sqm | ___ m ² /sqm |
| <input type="checkbox"/> Start-up-Stand (4 m ² /sqm) | € 2.000,- |

Ort, Datum, Rechtsverbindliche Unterschrift und Firmenstempel / Place, Date, Legally binding signature and stamp

Alle Preise verstehen sich zzgl. gesetzl. MwSt. / all prices are subject to VAT

Alle Buchungen gemäß unseren umseitig abgedruckten allgemeinen und besonderen Geschäftsbedingungen / All bookings apply to our general terms and conditions
Eine Anzahlung von 50% ist zahlbar innerhalb von 14 Tagen nach Rechnungsdatum. Der Restbetrag ist zahlbar bis zum 23.12.2009 / 50% deposit is payable within 14 days from date of invoice. The remaining amount is payable until 23.12.2009.

Vertragspartner und Veranstalter der OOP 2010 München / Contracting partner and organizer of the OOP 2010 Munich

SIGS DATACOM GMBH

Lindlaustr. 2 c, 53842 Troisdorf, Deutschland / Germany, Tel.: +49 (0) 22 41 23 41 100, Fax: +49 (0) 22 41 23 41 199, E-mail: info@sig-datacom.de, URL: www.sig-datacom.de

Bankverbindung / Bank details: Kreissparkasse Köln, BLZ / Sort Code 370 502 99, Konto-Nr. / Account Nr. 0311 024 047, BIC/Swift COKSDE33, IBAN DE15370502990311024047

Deutsche Bank Köln, BLZ / Sort Code 370 700 60, Konto-Nr. / Account No. 01067 552 00, BIC/Swift DEUTDE33, IBAN DE26370700600106755200

Amtsgericht Siegburg / Register Court Siegburg, HRB / Commercially registered: 6552; UID-Nr. DE / VAT Number DE214364249, Steuer-Nr. / tax number: 220/5762/0933

Teilnahmebedingungen OOP 2010

Anmeldung als Aussteller

Zur Anmeldung ist das hierfür vorgesehene Formular, mit rechtsverbindlicher Unterschrift versehen, an den Veranstalter einzusenden. Damit sind die Teilnahmebedingungen anerkannt. Besondere Wünsche auf der Anmeldung werden im Rahmen der Möglichkeiten berücksichtigt. Konkurrenzausschluss oder andere Bedingungen können nicht anerkannt werden. Der Aussteller kann auf seinem Stand nur Exponate zeigen, die von ihm selbst stammen oder von Mitausstellern, die separat angemeldet und offiziell zugelassen werden müssen. Exponate, die nicht dem Thema der Veranstaltung entsprechen, müssen auf Verlangen des Veranstalters von dem Ausstellungsstand entfernt werden. Wird diesem Verlangen nicht entsprochen, so erfolgt die Entfernung der Gegenstände durch den Veranstalter auf Kosten des Ausstellers.

Zulassung / Zuteilung

Zugelassen sind alle in- und ausländischen Hersteller, Vertreter, Vertriebsfirmen und Dienstleistungsunternehmen von Produkten und Dienstleistungen mit Produkten und Angeboten zum Thema der Veranstaltung. Nicht zugelassen werden Exponate, die nicht dem Thema der Ausstellung entsprechen. Die Zuteilung der Ausstellungsfläche erfolgt nach technischem und räumlichem Bedarf. SIGS DATACOM kann die genaue Form und die genaue Platzierung/Standnummer der gemieteten Standfläche erst festlegen, wenn die Zahl der Aussteller, Platzbedarf und die Verteilung der bestellten Flächen vervollständigt ist. Nach Abschluß der Planungsarbeiten erhält der Aussteller schriftlich Angaben und Informationen über den genauen Standort in der Ausstellungshalle, Maße und Nachbarstände. Die Entscheidung über die Zulassung von Ausstellern und Ausstellungsgegenständen sowie die Platzzuteilung trifft der Veranstalter. Datum und Öffnungszeiten sowie Auf- und Abbaetermine (Abnahme) der Ausstellung sind für alle Aussteller verbindlich.

Zusatzleistungen

Verpflegungsleistungen an Konferenzbesucher werden exklusiv vom Veranstalter SIGS DATACOM angeboten. Der Veranstalter bietet Ausstellern nach vorheriger Absprache und schriftlicher Genehmigung im Rahmen von Marketingmaßnahmen die Möglichkeit, gegen Entgelt (Preise auf Anfrage) zusätzlich Verpflegungsleistungen anzubieten.

MitAussteller und zusätzlich vertretene Unternehmen

Der Aussteller ist nicht berechtigt, ohne Genehmigung des Veranstalters den ihm zugewiesenen Stand ganz oder teilweise an Dritte unterzuvermieten oder sonst zu überlassen, ihn zu tauschen oder Aufträge für andere Firmen anzunehmen. Bei einer nicht genehmigten Untervermietung bzw. Weitergabe des Standes an Dritte sind, sofern der Veranstalter nicht die Räumung des Standes durch den Untermieter verlangt, mindestens 50% der Standmiete zusätzlich zu entrichten. Für die Erfüllung aller Ausstellerverpflichtungen durch den oder die Unteraussteller haftet der Hauptaussteller. Für jeden zugelassenen MitAussteller wird eine Gebühr laut Preisliste erhoben.

Rücktritt

Der Rücktritt von der Anmeldung ist bis zum Eingang der Anmeldebestätigung und Zulassung möglich. Danach sind 25% der fälligen Miete zu zahlen, wenn der Veranstalter die Ausstellungsfläche anderweitig vermieten kann. Gelingt dies kurzfristig nicht mehr, ist die gesamte Miete zzgl. tatsächlich entstandener Kosten fällig.

Standbau

Beim Einrichten der Ausstellungsstände verpflichtet sich der Aussteller, die vorher zu erfragenden technischen Vorschriften und Maßgaben des Vermieters / ICM Internationales Congress Center München zu beachten. Für Beschädigungen an den Räumlichkeiten und Mietgegenständen haftet der Aussteller für sich und seine MitAussteller sowohl gegenüber dem Veranstalter als auch dem Vermieter der Räumlichkeiten.

Elektroanschlüsse

Bei Fertigständerrichtungen sind die vorgesehenen Anschlüsse betriebsfertig verlegt. Bei eigenem Standaufbau wird der Hauptschluss für den Strom vom Betreiber des Veranstaltungsortes (ICM) gegen Berechnung zur Verfügung gestellt. Die Energiekosten für Fertigständerheiten als auch für Flächenanmietungen werden nach tatsächlichem Verbrauch abgerechnet.

Auf- und Abbaetermine

Aufbau/Standbezug

Alle Standbau- und -einrichtungsarbeiten müssen bis Dienstag, 26.01.2010 um 09.00 Uhr beendet sein. Aussteller mit Fertigstand: Standbezug möglich am Montag, 25.01.2010, ab 17.00 Uhr. Aussteller mit eigenem Standbau: Aus organisatorischen Gründen sind keine einheitlichen Aufbaetermine möglich. Ihren individuellen Aufbaetermin erhalten Sie nach Rücksprache mit dem Veranstalter.

Abbau

Donnerstag, 28.01.2010, ab 18.00 Uhr. SIGS DATACOM bittet, Sorge zu tragen, dass kein früherer Abbau erfolgt, der zudem den Konferenzablauf beeinträchtigt. Alle Exponat- und Standbauarbeiten müssen bis Freitag, 29.01.2010, 06.00 Uhr beendet sein. Bei vom Aussteller oder deren Beauftragten verursachten Verzögerungen behält sich der Veranstalter Schadenersatzansprüche vor. Materialanlieferungen im ICM-Gebäude dürfen ausschließlich nur über die Spedition Schenker erfolgen.

Versicherung/Haftung

Für die allgemeine Hallenbewachung wird von SIGS DATACOM Sorge getragen. Die Bewachung der Ausstellungsstände und Exponate obliegt dem Aussteller. Es wird nachdrücklich empfohlen, für den Versicherungsschutz der Ausstellungsstücke zu sorgen. Der Veranstalter schließt jegliche Haftung aus. Das ICM Internationales Congress Center München übt das Hausrecht aus.

Zahlungsfristen und -bedingungen

Die in der Rechnung genannten Zahlungstermine sind einzuhalten: Eine Anzahlung von 50 % ist zahlbar innerhalb von 14 Tagen nach Rechnungsdatum. Der Restbetrag ist zahlbar bis zum 23.12.2009. Die vorherige und volle Bezahlung der Rechnungsbeträge ist Voraussetzung für den Bezug der Ausstellungsfläche, für die Eintragung im Katalog und für die Aushändigung der Arbeits- und Ausstellerausweise. Für einen durch Zahlungsverzug entstehenden Mietaustfall haftet der Mieter in Höhe von 25 %. Alle Rechnungsbeträge sind ohne jeden Abzug unter Angabe der Kundennummer spesenfrei und in Euro auf das in der Rechnung angegebene Konto zu überweisen. Alle Preise verstehen sich zuzügl. der gesetzlichen MwSt.

Mündliche Absprachen

Zusätzliche Vereinbarungen und besondere Regelungen bedürfen der schriftlichen Bestätigung durch den Veranstalter.

Werbung

Nicht-Ausstellern/-Partnern ist grundsätzlich die Verteilung und Auslage von Informations- bzw. Werbematerial untersagt. Bei Zuwiderhandlungen behält sich SIGS DATACOM vor, gegenüber der beworbenen Firma/Person eine Bearbeitungs- und Reinigungsgebühr von bis zu € 10.000 zu erheben.

Ausstellern und auch Sprechern ist die Auslage von Informations- bzw. Werbematerial im Produkt-Forum nur zum Zeitpunkt des eigenen Produktvortrages (PES) gestattet. Die Verteilung und Auslage von Informations- bzw. Werbematerial von Ausstellern und Sprechern in den Konferenzräumen und in der Ausstellungshalle (dem Bereich der Kaffeepausen und des Caterings, Medienstands sowie im Internet-Café, ausgenommen Ihre eigene Standfläche) bedürfen der Genehmigung von SIGS DATACOM.

Erfüllungsort und Gerichtsstand

Erfüllungsort und Gerichtsstand für alle Vertragsvereinbarungen ist Siegburg.

General Information OOP 2010

Registration

Please complete the entire application, and include a legally binding signature to indicate acceptance of the following terms of participation. The exclusion of competitors or other conditions cannot be accepted. The exhibitor may only display on his stand his own products or those of firms separately applied for and admitted as co-exhibitor. All items for exhibition must comply with the theme of the exhibition, or may be subject to removal. Failure to comply with such demands will result in the items being removed by the organizer at the exhibitor's expense.

Admission

The exhibition is open to all national and foreign manufacturers, dealers and authorized agents displaying exhibits in line with the topic of the exhibition. The assignment of exhibition space will be made according to technical and spatial needs. The decision with regard to the admission of exhibitors and exhibits, and to the assignment of stand location will be made by the organizer. Exhibits which prove unsuitable will not be admitted. Date and opening hours as well as set-up and dismantling times of the exhibition are binding on all exhibitors.

Additional services

All catering services for the conference visitors will be exclusive provided by SIGS DATACOM. SIGS DATACOM offers exhibitors the opportunity to provide conference visitors with additional catering services for marketing purpose only - against payment (price on application).

Subletting, Co-exhibitors

The exhibitor is not entitled to sublet, wholly or in part, or to hand over in some other manner, or to exchange the stand assigned to him, or to accept orders on behalf of other firms without permission of the organizer. In cases where a prior permission has not been arranged, a surcharge amounting to 50% of the stand rent will be charged. Responsibility for ensuring that sub-exhibitors fulfill their commitments shall rest with the principal exhibitor. A fee will be charged for each co-exhibitor as shown in the attached price-list.

Withdrawal of Application

Once admission has been confirmed, the exhibitor remains liable to pay full rental in the event of his withdrawal or failure to participate. If the organizer succeeds in filling the space left available by a withdrawal, the exhibitor shall be liable to pay a part of the costs, amounting to 25% of the stand rental. If the space cannot be rented, the original exhibitor is liable for the total space rental plus any costs incurred.

Guidelines for Stand Constructions

The exhibitor is obliged to respect the technical regulations and standards of the facility's management. The Exhibitor will be liable for himself and his co-exhibitors for any damage done to the premises and rented objects towards the organizer of the exhibition as well as towards the renter of the premises.

Electrical Installations

Turn-key stands are equipped with ready-to-use electrical installations. Booths with own stand construction will be equipped with a Main AC Current Power Supply - against payment. Any electrical installations have to be coordinated with the standbuilder or the ICM technical team. Energy costs are invoiced according to the actual consumption.

Set-up and Dismantling Dates

Set-up/Move-in

Construction and equipping of stands must be finished by Tuesday 26 January 2010, 9 am. For exhibitors with turn-key stand: move-in begins Monday, 25 January 2010, 5 pm. For exhibitors building their own stands: The technical situation in the venue does not permit standard set-up times. Please contact the organizer for your individual set-up.

Dismantling

Thursday 28 January 2010, from 6 pm. Removal of exhibits and dismantling must be finished by Friday, 29.01.2010, 6 am. In case of delays caused by exhibitors or their contractors the organizer reserves the right to claim for compensation.

Insurance / Liability

Exhibitors are strongly advised to make their own arrangements for the security of their stands and exhibition items and acquire appropriate insurance. Claims brought by the exhibitor shall not be accepted. The organizer cannot be held liable for any damage to goods or persons or to third parties.

Payment

The deadlines for payment given in the invoice must be observed. 50 % deposit is payable within 14 days from date of invoice. The remaining amount is payable until 23.12.2009. Full payment must be received prior to exhibiting. The organizer reserves the right to prohibit access to the show floor if payment has not been received. All sales are liable to VAT which will be charged at the rate applicable at time of invoice. For loss of rental resulting from delay in payment, the exhibitor is liable for an amount of 25 % of the stand rental. All invoices are to be paid in Euros, without deductions and free of all charges, by credit transfer to the accounts specified in the invoice, mentioning the exhibitor's reference number.

Verbal Agreements

Additional agreements and special regulations require written confirmation of the organizer.

Advertising

During OOP 2010 non Exhibitors/Sponsors or Partners are not allowed to pass out Promotion Material in the ICM (Exhibition Area, in the Conference Rooms or Catering areas). If there will be a breach of agreement SIGS DATACOM is entitled to compensation amounting up to 10.000 Euro. Exhibitors/Sponsors or Partners are only allowed to distribute Promotion Material about their companies and respective activities at their own booth or during their Product Education Session (PES) in the OOP Forum. If Speakers want to pass out. Promotion Material in the Conference Rooms this will be subject to prior approval by SIGS DATACOM.

Place of Fulfilment and Court of Jurisdiction

Place of fulfilment and court of jurisdiction is Siegburg.

Veranstalter / Organizer

SIGS DATACOM GmbH
Lindlaustraße 2c • 53842 Troisdorf
Tel.: +49 (0)2241 2341 100 • Fax: +49 (0)2241 2341 199
Email: info@sig-datacom.de • www.sig-datacom.de

SIGS DATACOM
INTERNATIONAL CONGRESS CENTER

www.OOP2010.com

SIGS DATACOM
EACHIN OPERATION IN DATA-PROCESORING

Kontakt Daten:

SIGS DATACOM GmbH

Lindlaustraße 2 c · 53842 Troisdorf

Nima Imani

Tel. +49 (0) 22 41 2341 300

Fax. +49 (0) 22 41 2341 199

Email: nima.imani@sigs-datacom.de

www.sigs-datacom.de

www.oop2010.com