

# Marketing Packages for the International Suppliers Fair (IZB)

Connecting Car Competence

5<sup>th</sup> – 7<sup>th</sup> October 2021

Wolfsburg | Allerpark | Germany

**Book now!**

[www.izb-online.com](http://www.izb-online.com)

Organiser:

**Wolfsburg AG | International Suppliers Fair (IZB)**  
Major-Hirst-Strasse 11  
38442 Wolfsburg, Germany

Telephone: +49 5361 8971312  
E-mail: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



# Individual Marketing Packages for Exhibitors



The choice is yours.

→ The following limited marketing packages are available:

<b>1 Advertising</b>	page	4
<ul style="list-style-type: none"> <li>– Advertising in the Trade Fair Catalogue</li> <li>– Advertising on the Cover Pages of the Trade Fair Catalogue</li> <li>– Bookmark in the Trade Fair Catalogue</li> <li>– Advertising in the IZB Special Edition of the Trade Newspaper “Automobilwoche”</li> <li>– Advertising in the Exhibitor Information Brochure</li> </ul>		
<b>2 Advertising Material</b>	page	9
<ul style="list-style-type: none"> <li>– Logo in the Trade Fair Guide</li> <li>– IZB Labels for Letters</li> <li>– Carrier Bags</li> <li>– Distribution of Prize Draw Tickets</li> </ul>		
<b>3 Advertising on Public Transport</b>	page	12
<ul style="list-style-type: none"> <li>– Bike Taxi</li> </ul>		
<b>4 New Media</b>	page	14
<ul style="list-style-type: none"> <li>– Online Advertising at <a href="http://www.izb-online.com">www.izb-online.com</a></li> <li>– Advertising in the IZB Newsletter</li> <li>– Promotional Video on the IZB Website and Social Media</li> <li>– Advertising Space in the IZB App</li> </ul>		
<b>5 Advertising in the Exhibition Halls</b>	page	19
<ul style="list-style-type: none"> <li>– Screen for the Exclusive Presentation of Your Company</li> </ul>		
<b>6 Outdoor Advertising</b>	page	21
<ul style="list-style-type: none"> <li>– Floor Stickers</li> </ul>		
<b>7 Wolfsburg AG Contract Terms and Conditions</b>	page	23

# Advertising at the IZB



## Marketing Opportunities for Exhibitors

Use additional advertising methods to make the most of your trade fair appearance. We offer a multitude of efficient advertisement opportunities to help you to draw special attention to your company.

Advertising at the IZB is tailored to appeal to your target group. It gives you a direct link to trade visitors that minimises waste circulation. From a classic advertisement through to the provision of floor stickers: our advertising opportunities offer something for everyone.

### Don't miss out on presenting your company in the most important IZB trade fair media!

You can order your individual marketing packages for the IZB 2021 right away. Please use the appropriate order forms for the advertisements you require. The offers are limited and will be allocated on a first-come-first-served basis in terms of when the order was placed.

If you have any queries regarding the marketing and advertising opportunities available at the IZB, we will be more than happy to help you further.

*Your IZB Team*



→ **Our contacts are always happy to help you:**

**Ms Nadine Schlombs**

Telephone: +49 53 61.8 97-17 02  
 nadine.schlombs@wolfsburg-ag.com

**Ms Anastasia Reiter**

Telephone: +49 53 61.8 97-13 38  
 anastasia.reiter@wolfsburg-ag.com

**Ms Saskia Schirmeister**

Telephone: +49 53 61.8 97-13 52  
 saskia.schirmeister@wolfsburg-ag.com

[www.izb-online.com](http://www.izb-online.com)



The following placements are available for your advertisements:

### Advertising in the Trade Fair Catalogue

An advertisement in the Trade Fair Catalogue can improve your company profile and provide trade visitors with further information about your products and services. Why not, for example, combine a 1 page image advertisement with a 1 page company presentation?

### Advertising on the Cover Pages of the Trade Fair Catalogue

Make the most of this exclusive opportunity and book the second, third or fourth cover page of the Trade Fair Catalogue for your company presentation. Claim this excellent placement for your company and ensure that you are present in one of the most important pieces of trade fair media.

limited

### Bookmark in the Trade Fair Catalogue

The bookmark in the Trade Fair Catalogue represents an extraordinary advertising space that will always be visible whenever the catalogue is flipped open, meaning that your advertisement will constantly grab the attention of both exhibitors and visitors. Both sides of the bookmark are contained in this advertising space offer.

limited

### Advertisement in the IZB Special Edition of the Trade Newspaper "Automobilwoche"

The trade newspaper „Automobilwoche“ will again be publishing an exclusive special edition on the occasion of the IZB 2021. You can use this top-class publication to effectively highlight your appearance at the IZB. After all, „Automobilwoche“ is Germany's most-cited trade newspaper and has firmly established itself as standard reading material for car manufacturers and suppliers wanting to acquire new information. The publication of the IZB special edition is perfectly timed with the run-up to the event, when trade visitors will be planning their trip to the IZB. By presenting your company's ability and efficiency in an advertisement in „Automobilwoche“, you can contact the decision-makers of the automotive industry at exactly the right time.

### Advertisement in the Exhibitor Information Brochure

The Exhibitor Information Brochure offers a highly interesting advertising opportunity. It is sent out to all exhibitors and their stand staff in the run-up to the trade fair! Here you can find all important information and details concerning the IZB 2021. With your advertisement, you can show other exhibitors that you are part of the IZB and attract their attention and that of other partners.

limited

# Advertising

## Order Form

Please send your order form by e-mail to: [anzeigen@craincom.de](mailto:anzeigen@craincom.de)

→ **Deadline: 13<sup>th</sup> August 2021**



### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

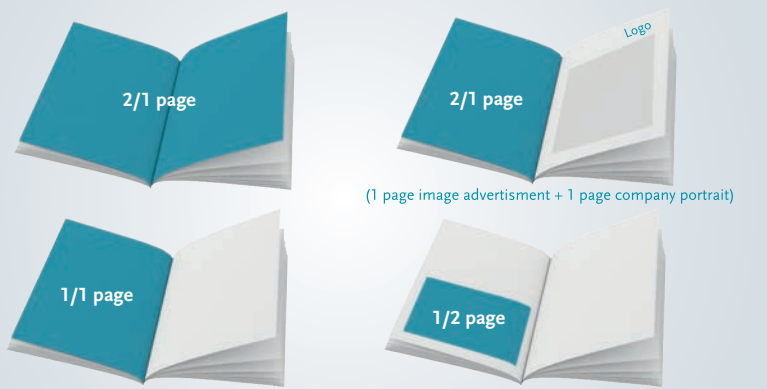
Please always indicate this number!

→ **We hereby place our order with:**

Crain Communications GmbH  
 Argelsrieder Feld 13  
 82234 Oberpfaffenhofen, Germany

Contact  
 Telephone  
 Fax  
 E-mail

Ms Manuela Bordbarkhou  
 +49 81 53.90 74 09  
 +49 81 53.90 74 25  
 mbordbarkhou@craincom.de



Advertisement in the Trade Fair Catalogue 2021



### 3 ADVERTISEMENT IN THE TRADE FAIR CATALOGUE

Advertisements	Prices plus VAT
<input type="checkbox"/> 2/1 inside page (296 × 210mm + 3mm/page)	1200 Euros
<input type="checkbox"/> 2/1 inside page (148 × 210mm + 3mm/page) (1 page image advertisement + 1 page company portrait)	1200 Euros
<input type="checkbox"/> 1/1 inside page (148 × 210mm + 3mm/page)	800 Euros
<input type="checkbox"/> 1/2 inside page (135 × 96mm)	600 Euros

→ **Detailed information**

Advertisements should be supplied in final format as printable PDF/X-3 (2002) or PDF/X-4 (Fogra 39/ISO Coated v2, coated art paper). Bleed advertisements require an additional bleed of 3mm on all sides. Special colours are not permitted. Image files should have a resolution of at least 300 dpi.

The Client is responsible for the timely delivery and accuracy of the content of digital print material. Where possible, the logos for image advertisements should be submitted in vector-based form and in .ai or .eps format. They can alternatively be submitted in TIFF format with a resolution of at least 600 dpi in their original size. Special colours are also not possible in this case.

The PR text (of up to 2000 characters) should be supplied in an unformatted text format.

Date \_\_\_\_\_  
 Signature \_\_\_\_\_ **X** \_\_\_\_\_  
 Stamp \_\_\_\_\_

# Advertising



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1<sup>st</sup> August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Nadine Schlombs  
 Telephone +49 53 61.8 97-17 02  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



*Trade Fair Catalogue cover page*



### 3 ADVERTISEMENT ON THE COVER PAGES OF THE TRADE FAIR CATALOGUE

Advertisement on the cover page	Prices plus VAT
<input type="checkbox"/> U2 (front inside page)	3499 Euros
<input type="checkbox"/> U3 (back inside page)	3499 Euros
<input type="checkbox"/> U4 (back outer page)	5499 Euros

### 4 BOOKMARK IN THE TRADE FAIR CATALOGUE

Bookmark	Prices plus VAT
<input type="checkbox"/> Dimensions: 50 × 210mm or 70 × 150mm, 4 colour printing, double-sided printing, circulation of approx. 5000 bookmarks. The price of this package includes: production of the bookmark according to your specifications, insertion in the IZB Trade Fair Catalogue.	5500 Euros

### → Detailed information

Advertisements (1/1 cover page = 148 x 210mm) must be supplied in the form of a printable PDF file with a 3mm trim. Any images used should have a resolution of 300 dpi, while all colours must be in 4c according to Euroscale (CMYK). Spot colours are not permitted and all fonts used must be included in the PDF file.

It is essential that you also send us a binding proof copy of your advertisement (showing colour, content and size). The Client is responsible for the timely delivery and accuracy of the content of digital print material.

Date \_\_\_\_\_

Signature \_\_\_\_\_ **X**

Stamp \_\_\_\_\_

# Advertising

## Order Form

Please send your order form by e-mail to: [anzeigen@craincom.de](mailto:anzeigen@craincom.de)



→ **Deadline: 10<sup>th</sup> September 2021**

→ **Date of publication: 4th October 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### → We hereby place our order with:

Crain Communications GmbH  
 Argelsrieder Feld 13  
 82234 Oberpfaffenhofen, Germany

Contact Ms Manuela Bordbarkhou  
 Telephone +49 81 53.90 74 09  
 Fax +49 81 53.90 74 25  
 E-mail [mbordbarkhou@craincom.de](mailto:mbordbarkhou@craincom.de)



The IZB special edition of the "Automobilwoche" newspaper



### 3 ADVERTISEMENT IN THE IZB SPECIAL EDITION OF "AUTOMOBILWOCHE"

**Automobilwoche**  
DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG

#### Prices plus VAT

<input type="checkbox"/> 1/1 page b/w bleed format (210 x 297mm)	8206 Euros
<input type="checkbox"/> 1/1 page b/w type area (195 x 283mm)	7460 Euros
<input type="checkbox"/> Four-colour printing for 1/1 page	1710 Euros
<input type="checkbox"/> 1/2 page b/w bleed format (210 x 146mm or 101 x 297mm)	4466 Euros
<input type="checkbox"/> 1/2 page b/w type area (195 x 139mm or 95 x 283mm)	4060 Euros
<input type="checkbox"/> Four-colour printing for 1/1 page	1710 Euros

### → Detailed information

Advertisements should be supplied in final format as printable PDF/X-3 (2002) or PDF/X-4 (Fogra 46L/PSO LWC Standard). Bleed advertisements require an additional bleed of 3mm on all pages. Special colours are not permitted. Image files should have a resolution of at least 300 dpi.

The Client is responsible for the timely delivery and accuracy of the content of digital print material.

### → You can only choose between full-page and half-page advertisements.

Date \_\_\_\_\_  
 Signature \_\_\_\_\_ X  
 Stamp \_\_\_\_\_



# Advertising



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1<sup>st</sup> September 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

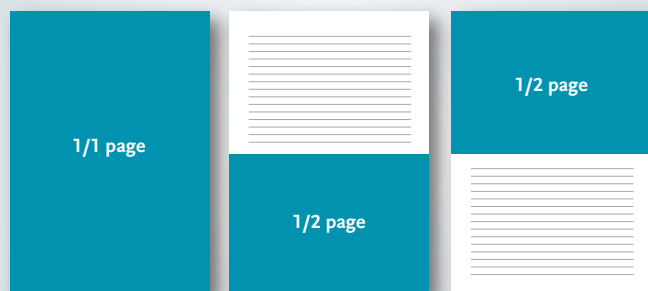
*Please always indicate this number!*

### → We hereby place our order with:

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact  
 Telephone  
 E-mail

Ms Nadine Schlombs  
 +49 53 61.8 97-17 02  
[izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



*Advertisement in the Exhibitor Information Brochure*



### 3 ADVERTISEMENT IN THE EXHIBITOR INFORMATION BROCHURE

Advertisements	Prices plus VAT
<input type="checkbox"/> 1/1 inside page (210 × 297mm + 3mm/page)	570 Euros
<input type="checkbox"/> 1/2 inside page (210 × 148.5mm + 3mm/page)	380 Euros

### → Detailed information

Advertisements should be supplied in final format as printable PDF/X-3. Bleed advertisements require an additional bleed of 3mm on all pages. Special colours are not permitted. Image files should have a resolution of at least 300 dpi, and all fonts must be incorporated into the file and preferably converted into paths. Where possible, the logos should be submitted in vector-based form and in .ai or .eps format. They can alternatively be submitted in TIFF format with a resolution of at least 600 dpi in their original size. Special colours are also not possible in this case.

The Client is responsible for the timely delivery and accuracy of the content of digital print material.

Date \_\_\_\_\_  
 Signature **X** \_\_\_\_\_  
 Stamp \_\_\_\_\_





The following limited advertising materials is available:

#### **Logo in the Trade Fair Guide**

The Trade Fair Guide gives visitors to the IZB a detailed overview of the exhibition halls. Each exhibitor is allocated a stand number, identifying them in their hall. Shine the spotlight on your stand by placing your logo in the Trade Fair Guide and ensure that visitors immediately know where to find your stand in the exhibition halls.

limited

#### **IZB Labels for Letters**

These handy little labels are bound to be extremely effective on your daily business correspondence. We offer labels for you, using the standard text "We're exhibiting: Hall X, Stand XYZ" (your hall and stand number are printed here).

#### **Carrier Bags**

The use of carrier bags as advertising media has proven to be an effective advertising method, especially at trade fairs and exhibitions. This advertisement option enables you to exclusively book one side of the IZB carrier bag for your individual advertisement. The other side of the bag will feature an IZB design. These carrier bags will only be handed out at the IZB Infopoint. By booking this option and having your advertisement printed on the IZB carrier bag, you can make the most of this unique opportunity to transmit your company message to both trade visitors and exhibitors alike.

limited

#### **Distribution of Prize Draw Tickets**

Do you want to establish direct contact with visitors at the IZB? We are happy to help you achieve this goal with our prize draw! Order prize draw tickets and we will personalise them with your logo, hall number and stand number. After the visitors have completed the visitor survey, each survey respondent will receive a prize draw ticket and can collect their prize directly from you. It's up to you to decide which prizes you want to give away. Start conversations with the winners and who knows, maybe one of them will become your new business partner!

# Advertising Material

## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 8<sup>th</sup> July 2021**



### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### 2 Billing address (if different from company address)

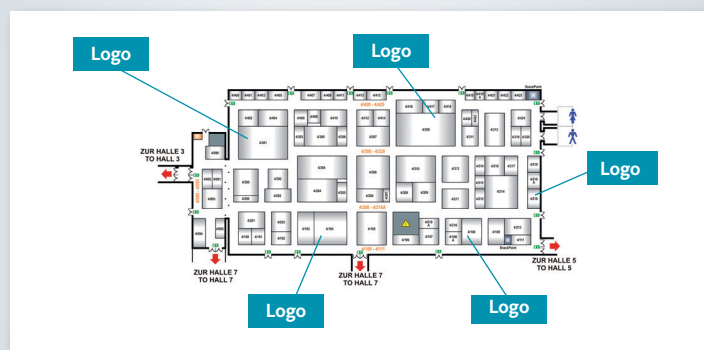
Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Nadine Schlombs  
 Telephone +49 53 61.8 97-17 02  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Trade Fair Guide



Carrier bags

### 3 ADVERTISING MATERIAL

Prices plus VAT

#### Logo in the Trade Fair Guide

We're exhibiting: Hall \_\_\_\_\_ Stand \_\_\_\_\_ 899 Euros

#### Labels for letters

Standard text, 40 x 49mm, incl. IZB logo

We're exhibiting: Hall \_\_\_\_\_ Stand \_\_\_\_\_

- 300 labels 199 Euros  
 600 labels 295 Euros

#### Carrier bags

Please contact us and send us a non-binding offer.

→ **Detailed information on logos in the Trade Fair Guide**

Logos must be provided as scalable and vectorised EPS files. The Client is responsible for the timely delivery and accuracy of the content of digital print material.

Date \_\_\_\_\_

Signature \_\_\_\_\_ X \_\_\_\_\_

Stamp \_\_\_\_\_

# Advertising Material



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1st August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Anastasia Reiter  
 Telephone +49 53 61.8 97-13 38  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



*Distribution of prize draw tickets*



### 3 ADVERTISING MATERIAL

**Prices plus VAT**

#### Prize draw tickets

We're exhibiting: Hall \_\_\_\_\_ Stand \_\_\_\_\_

- |  |           |
|--|-----------|
| <input type="checkbox"/> 5 prize draw tickets  | 100 Euros |
| <input type="checkbox"/> 10 prize draw tickets | 200 Euros |
| <input type="checkbox"/> 15 prize draw tickets | 250 Euros |

#### → Detailed information

Logos must be provided as scalable and vectorised EPS files. Please specify your hall and stand numbers. The Client is responsible for the timely delivery and accuracy of the content of digital print material.

Date \_\_\_\_\_

Signature \_\_\_\_\_ **X**

Stamp \_\_\_\_\_

## Advertising on Public Transport

The following possibilities are available for advertising on public transport:

### **Bike Taxi**

Let us bring your guests and your message directly to their destination with this environmentally friendly, appealing and flexible mode of transport. This is the ideal way to establish initial contact with your target group in the exhibition grounds! Four bike taxis will travel between the visitor car park and the main entrance to the IZB (Hall 1) on a regular basis from 8:30am to 6:30pm on all three days of the event. Be a part of the bike taxi service and put your message on show!

limited



# Advertising on Public Transport



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1st August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

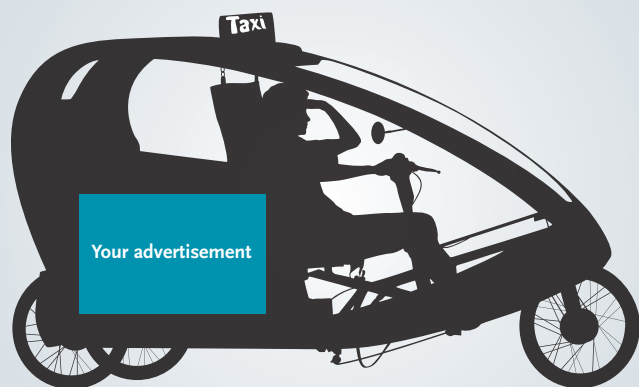
Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

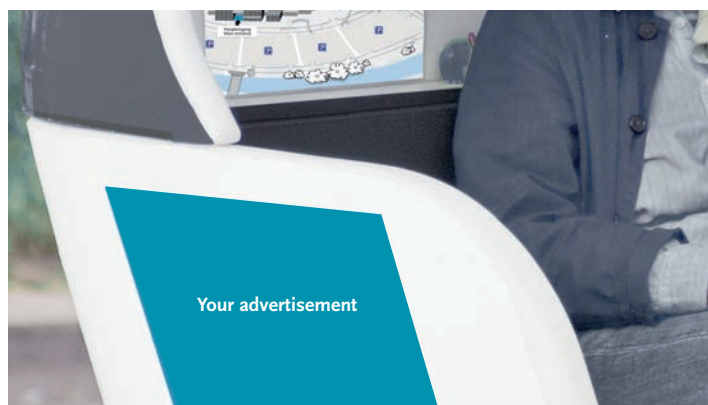
→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Anastasia Reiter  
 Telephone +49 53 61.8 97-13 38  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Bike taxi



### 3 ADVERTISING ON PUBLIC TRANSPORT

#### Prices plus VAT

#### Bike taxi

<input type="checkbox"/> 1 bike taxi for all 3 days of the trade fair	4500 Euros
<input type="checkbox"/> 2 bike taxis for all 3 days of the trade fair	8500 Euros
<input type="checkbox"/> 4 bike taxis for all 3 days of the trade fair	17500 Euros

#### → Detailed information

Files must be submitted as printable PDF files with a resolution of at least 72 dpi in the final format 1:1, while all colours must be in 4c according to Euroscale (CMYK). Spot colours are not permitted and all fonts used must be included in the PDF file and converted into vector paths. Due to the data size, we recommend that you use a scale of 1:10 when submitting files. A template and datasheet will be provided for the production of printable data.

**The price of this package includes:** the production of your advertisement on self-adhesive vinyl according to your specifications, the attachment of your advertisement to the bike taxi, the hire of the advertisement surface for three days and the removal of the advertisement following the expiration of the hire period.

Date \_\_\_\_\_

Signature \_\_\_\_\_ X

Stamp \_\_\_\_\_

## New Media



The following new media advertising options are available:

### **Website: Banner Advertising at [www.izb-online.com](http://www.izb-online.com)**

By placing banner ads at [www.izb-online.com](http://www.izb-online.com) you are bound to grab the attention of both IZB visitors and exhibitors. Give your advertisement a top quality position on our website and increase your marketing coverage whilst minimising waste circulation. The banner advertisements will be displayed in rotation.

limited

### **Advertising in the IZB Newsletter**

We use our newsletter to regularly provide readers with important and interesting information concerning the IZB. By using this advertising space in the IZB newsletter, you can access a unique group of recipients consisting of IZB exhibitors, interested parties and a multitude of key communicators from the Wolfsburg region. A link can also be added to your newsletter advertisement, thus making it an extremely interesting advertising space and offering a perfect way to promote your company.

limited

### **Promotional Video on the IZB Website and Social Media**

Present your promotional video with your message at [www.izb-online.com](http://www.izb-online.com) and secure the undivided attention of future trade visitors and business partners. We will also direct visitors exclusively to your video on our social media channels. Be a part of it and make the most of this new IZB marketing measure!

### **Advertising Space in the IZB App**

Nowadays, an app is an absolute must. Be sure to book your logo or advertisement in the IZB app with a link to your chosen web page! Appeal to your target audience directly! This will enable you to immediately attract the attention of trade visitors and start to establish long-term customer relations.

# New Media



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1st August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### 2 Billing address (if different from company address)

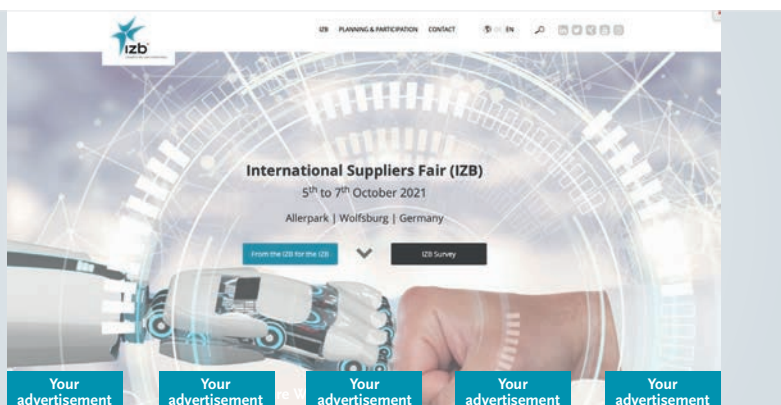
Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Saskia Schirmeister  
 Telephone +49 53 61.8 97-13 52  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Online advertising



### 3 ONLINE ADVERTISING

Banner advertisement: 220 x 120 pixels	Prices plus VAT
<input type="checkbox"/> Banner advertisement, January 2021	650 Euros
<input type="checkbox"/> Banner advertisement, February 2021	650 Euros
<input type="checkbox"/> Banner advertisement, March 2021	650 Euros
<input type="checkbox"/> Banner advertisement, April 2021	650 Euros
<input type="checkbox"/> Banner advertisement, May 2021	700 Euros
<input type="checkbox"/> Banner advertisement, June 2021	800 Euros
<input type="checkbox"/> Banner advertisement, July 2021	800 Euros
<input type="checkbox"/> Banner advertisement, August 2021	800 Euros
<input type="checkbox"/> Banner advertisement, September 2021	950 Euros
<input type="checkbox"/> Banner advertisement, October 2021	950 Euros

### → Detailed information on online advertising

Please submit your banner advertisement as a jpg or .gif file measuring 220 x 120 pixels and with a resolution of 72 dpi. Animated advertising banners are not permitted. The Client is responsible for the timely delivery and accuracy of the content of digital data.

Date \_\_\_\_\_  
 Signature \_\_\_\_\_ X  
 Stamp \_\_\_\_\_



# New Media



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1<sup>st</sup> August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Saskia Schirmeister  
 Telephone +49 53 61.8 97-13 52  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Advertisement in the IZB Newsletter



### 3 ADVERTISING IN THE IZB NEWSLETTER

Banner advertisement: 495 x 257 pixels	Prices plus VAT
<input type="checkbox"/> Newsletter issued in April 2021	700 Euros
<input type="checkbox"/> Newsletter issued in May 2021	750 Euros
<input type="checkbox"/> Newsletter issued in June 2021	800 Euros
<input type="checkbox"/> Newsletter issued in July 2021	900 Euros
<input type="checkbox"/> Newsletter issued in August 2021	1000 Euros
<input type="checkbox"/> Newsletter issued in September 2021	1100 Euros
<input type="checkbox"/> Newsletter issued in October 2021	1300 Euros

→ **Detailed information on advertising in the IZB Newsletter**

Please submit your banner advertisement as .jpg or .gif file. The Client is responsible for the timely delivery and accuracy of the content of digital data.

Date \_\_\_\_\_

Signature \_\_\_\_\_ X

Stamp \_\_\_\_\_

# New Media



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1st August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

### 2 Billing address (if different from company address)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

Please always indicate this number!

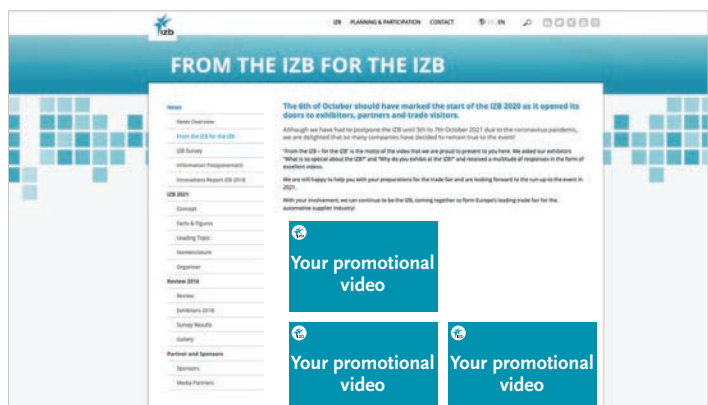
→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Saskia Schirmeister  
 Telephone +49 53 61.8 97-13 52  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Your promotional video on the IZB website and social media



### 3 YOUR PROMOTIONAL VIDEO ON THE IZB WEBSITE AND SOCIAL MEDIA

	Prices plus VAT
<input type="checkbox"/> Booking for March 2021	500 Euros
<input type="checkbox"/> Booking for April 2021	500 Euros
<input type="checkbox"/> Booking for May 2021	500 Euros
<input type="checkbox"/> Booking for June 2021	600 Euros
<input type="checkbox"/> Booking for July 2021	600 Euros
<input type="checkbox"/> Booking for August 2021	700 Euros
<input type="checkbox"/> Booking for September 2021	800 Euros
<input type="checkbox"/> Booking for October 2021	950 Euros

→ **Detailed information on the promotional video**

The promotional video should have sound and be submitted as a video (in your chosen file format). The video should be no longer than 120 seconds. Please transfer your video to [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com) via WeTransfer. The Client is responsible for the timely delivery and accuracy of the content of data.

Date \_\_\_\_\_  
 Signature \_\_\_\_\_ X  
 Stamp \_\_\_\_\_

# New Media

## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1<sup>st</sup> August 2021**



### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

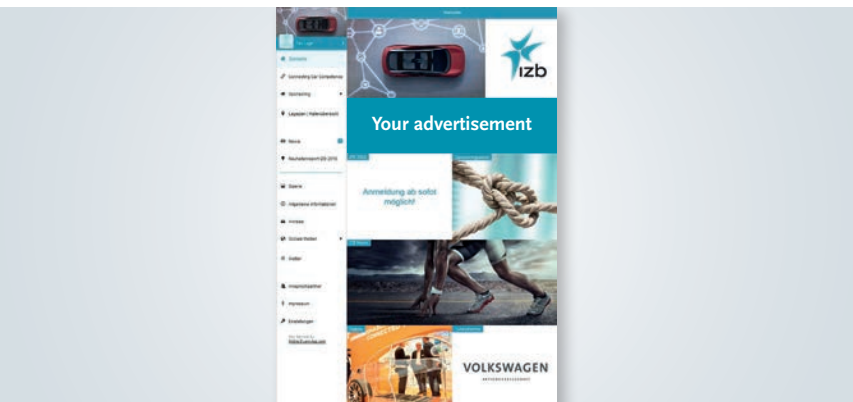
Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Saskia Schirmeister  
 Telephone +49 53 61.8 97-13 52  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Advertising space in the IZB app



### 3 ADVERTISING SPACE IN THE IZB APP

	Prices plus VAT
<input type="checkbox"/> Booking for March 2021	400 Euros
<input type="checkbox"/> Booking for April 2021	400 Euros
<input type="checkbox"/> Booking for May 2021	400 Euros
<input type="checkbox"/> Booking for June 2021	500 Euros
<input type="checkbox"/> Booking for July 2021	500 Euros
<input type="checkbox"/> Booking for August 2021	500 Euros
<input type="checkbox"/> Booking for September 2021	600 Euros
<input type="checkbox"/> Booking for October 2021	600 Euros

### → Detailed information

Logos must be provided as scalable and vectorised EPS and .jpg files. Other files must meet the following requirements: 360 x 275 pixels, resolution of 72 dpi, as a .jpg. or .gif. file. Please send us the link to the page to which the logo should be linked. The Client is responsible for the timely delivery and accuracy of the content.

Date \_\_\_\_\_

Signature \_\_\_\_\_ X \_\_\_\_\_

Stamp \_\_\_\_\_

## Advertising in the Exhibition Halls

The following options are available for advertising in the exhibition halls:

### Screen for the Exclusive Presentation of Your Company

Moving images are particularly successful at attracting strong interest from visitors to the trade fair. Make the most of this phenomenon and book a screen in the IZB exhibition grounds on which your company presentation will be displayed. LED screens on stands positioned in busy locations such as walkways between halls and dining areas help to ensure that your advertising attracts the attention of passers-by. Use these screens to effectively present your message and shine the spotlight on your IZB stand. This option enables you to book a screen for your own exclusive use. The screen will show your slide show, Flash animation or image film in a constant loop.

limited



# Advertising in the Exhibition Halls

## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1<sup>st</sup> August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

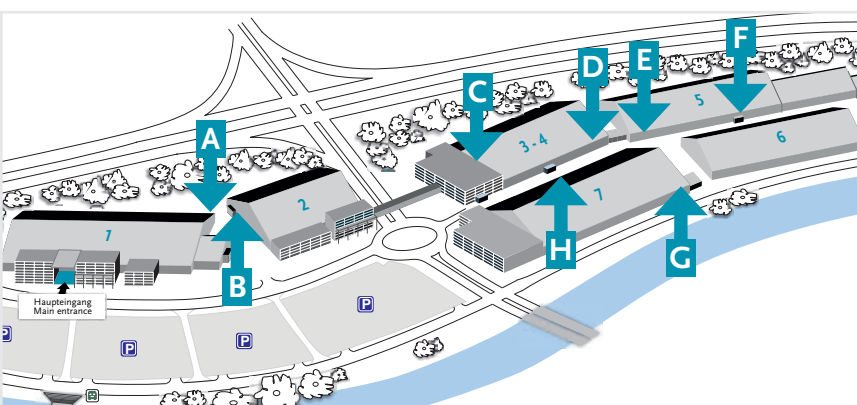
Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Nadine Schlombs  
 Telephone +49 53 61.8 97-17 02  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



*The locations of the LED screens (hall plan of the IZB 2018, subject to changes)*



*Screen for the exclusive presentation of your company*

### 3 SCREEN FOR THE EXCLUSIVE PRESENTATION OF YOUR COMPANY

**LED screen on a stand (per unit)**  
**Screen size: 55"**

**Hire period: 5<sup>th</sup> – 7<sup>th</sup> October 2021**

**Prices plus VAT**

<input type="checkbox"/> Location A in Hall 1	3500 Euros
<input type="checkbox"/> Location B in Hall 2	3500 Euros
<input type="checkbox"/> Location C in Hall 3	3500 Euros
<input type="checkbox"/> Location D in Hall 4	3500 Euros
<input type="checkbox"/> Location E in Hall 5	3500 Euros
<input type="checkbox"/> Location F in Hall 5	3500 Euros
<input type="checkbox"/> Location G in Hall 7	3500 Euros
<input type="checkbox"/> Location H in Hall 7	3500 Euros

→ **Detailed information on screens for the exclusive presentation of your company**

Files must be supplied by the Client in a common video or presentation format with a resolution of 150 dpi. All colours must be created using RGB colours and all fonts used must be included in the file. The Client is responsible for the timely delivery and accuracy of the content.

Date \_\_\_\_\_

Signature \_\_\_\_\_ X

Stamp \_\_\_\_\_

# Outdoor Advertising

The following outdoor advertising possibilities are available:

## Floor Stickers

These high quality eye-catchers ensure that your advertising is a full success – every step of the way! These advertising stickers made of non-slip laminate are specially designed for use outdoors and will direct visitors to your company. From the visitor car park right up to the main entrance of the IZB, this advertising tool will help you to attract a great deal of attention. This special placement of your advertising message will not only appeal to your target audience as they walk by, but also, quite literally, as they walk over them! Use this advertising tool to effectively present your advertising message to visitors.

limited



# Outdoor Advertising



## Order Form

Please send your order form by e-mail to: [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)

→ **Deadline: 1<sup>st</sup> August 2021**

### 1 Exhibitor (please fill in clearly using block letters)

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

### 2 Billing address (if different from company address)

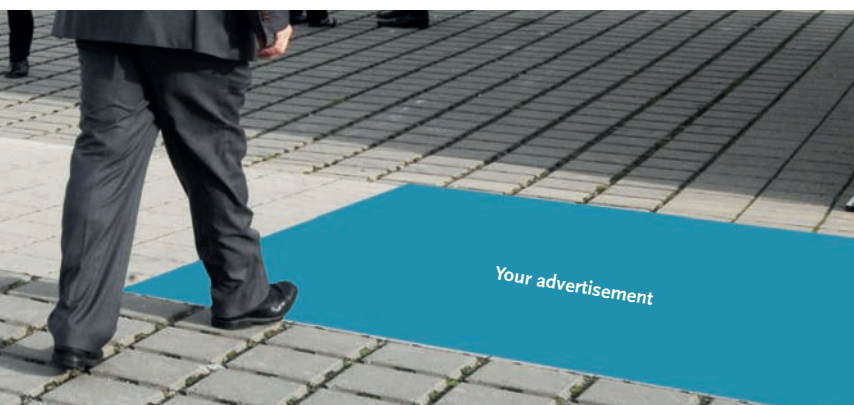
Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Street \_\_\_\_\_  
 Zip/Postal c., City \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Country \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 VAT ID No. \_\_\_\_\_

*Please always indicate this number!*

→ **We are fully aware of the terms and conditions of Wolfsburg AG (see page 23) and would like to place an order with:**

Wolfsburg AG | International Suppliers Fair (IZB)  
 Major-Hirst-Strasse 11  
 38442 Wolfsburg, Germany

Contact Ms Nadine Schlombs  
 Telephone +49 53 61.8 97-17 02  
 E-mail [izb@wolfsburg-ag.com](mailto:izb@wolfsburg-ag.com)



Floor stickers



### 3 OUTDOOR ADVERTISING

Prices plus VAT

#### Floor stickers

Size of the advertising space: 2000mm x 1000mm (2m<sup>2</sup>)  
 The price of this package includes: production of the floor stickers according to your specifications, installation of the stickers and removal of the stickers at the end of the hire period.

We would like to order \_\_\_\_\_ floor sticker(s)  
 Price per floor sticker 550 Euros  
 5 items or more, price per floor sticker 400 Euros

→ **Detailed information on floor stickers**

Files must be submitted as printable PDF files. Image files should have a resolution of 300 dpi and all colours must be in 4c according to the Euroscale (CMYK). Spot colours are not permitted and all fonts used must be included in the PDF file or converted into paths. The Client is responsible for the timely delivery and accuracy of the content of digital print material.

Date \_\_\_\_\_

Signature \_\_\_\_\_ X

Stamp \_\_\_\_\_





→ Page 1 of 2

## 1 Booking

Contracts concerning the goods and services to be provided are first concluded when they have been accepted in writing by Wolfsburg AG. The availability of offers marked as „limited“ is restricted. Should several orders be placed for a limited service, the contract will be awarded on a firstcome-first-served basis in terms of the time when the order was placed.

## 2 Terms of Payment

All prices are net prices and are exclusive of any applicable value-added tax which the Client shall be additionally liable to pay. The invoiced amount must be paid in full within two weeks of receipt of invoice at the latest.

## 3 Cancellation

The withdrawal of a placed order is permitted up to three months prior to the commencement of the trade fair. In the case of a later withdrawal, Wolfsburg AG will charge the following cancellation fees: From 3 months before the event commences: 50% of the regular price. From 1 month before the event commences: 100% of the regular price.

The right of withdrawal only applies to services that will be provided or performed during the trade fair. The right of withdrawal does not apply if an order has been completed prior to the commencement of the trade fair.

## 4 The Production of Advertising Media

### 4.1 Graphics and Print Media

The Contractor processes digital data. The Client is responsible for the timely delivery of text, graphics and visual data. In the case where clearly inappropriate data or corrupted files are provided, the Contractor is entitled to immediately request a replacement of the data or files. The Client affirms that he/she is the owner of the copyrights of all documents and data provided to the Contractor that are necessary for the design and production of graphics, print media and giveaways. The Client is solely liable if the material he/she submits infringes the rights of a third party. Should such infringement cause costs to be incurred by the Contractor, the Client is obliged to reimburse these costs. In the case that costs are incurred in connection with changes to the initially agreed processes, execution and delivery, these costs will be calculated on the basis of hourly rates and material prices and must be borne by the Client. The total of the costs incurred must be requested from the Contractor. The Contractor's obligation to retain data ends

six months after the expiry of the contract. Proofs will only be provided following the express wish of the Client and at the Client's expense. Print material will only be returned at the express wish of the Client, which must be provided in writing, and at the Client's expense.

### 4.2 The Production of Advertising Media

Unless otherwise stated on the order forms, advertising media will be produced by Wolfsburg AG or the service provider indicated on the forms. In the case that the Client plans to use any remaining advertising media following the end of the event, this intention should be stated in writing when the +advertising media are ordered. Should this be case, the advertising media will be brought to the stand during the dismantling process after the event, where the receipt of the advertising media must be validated by an individual responsible for the stand. Wolfsburg AG is not liable for damaged or lost advertising media. The Client is particularly responsible for ensuring that any advertising media left at the stand are not accidentally disposed of during the dismantling of the stand.

### 4.3 Delivery Dates, Production Information and Advertising Media

Advertising media produced by the Client must be available ten days before the commencement of the trade fair at the latest. These should be sent to the following address:

Wolfsburg AG | Internationale Zuliefererbörse (IZB)  
Ms Nadine Schlombs  
Major-Hirst-Strasse 11  
38442 Wolfsburg, Germany

### 4.4 Production/Assembly Reservation

Material that is not submitted within the stated deadline may jeopardise the proper execution of the order. No objections may be made with regard to any failures, incomplete processing, delays, etc. that may result from this. In the case of the delayed delivery of detailed information, Wolfsburg AG or the service provider mentioned reserves the right to apply surcharges.

## 5 Data Protection

If any personal data are processed in connection with the order, these will solely be processed for the execution of the contract. The data will not be used for any other purpose. More information on data protection can be found in our Privacy Policy on the IZB website.



→ Page 2 of 2

## 6 Claims and Complaints

In order to enable the remedy of any defects, Wolfsburg AG must be immediately informed of any claims or complaints. Delayed claims or complaints cannot be taken into consideration and will lead to the loss of the Client's entitlement to the remedy of defects by Wolfsburg AG.

## 7 Liability

The Client is solely liable for all damages that occur as the result of incorrect provision, assembly and dismantlement of the advertising media on the part of the Client, including theft. The Client is not entitled to damage claims against Wolfsburg AG in the case of any weather-related impairments or damages to advertising media, or any damages to advertising media caused by third parties.

## 8 Other

Only exhibitor advertisements may be displayed on the exhibition grounds and in the halls. All accepted orders are subject to this reservation. The Client is not permitted to withdraw from the contract due to this reservation. Wolfsburg AG reserves the right to reject advertising content if this content violates statutory regulations or the rights of third parties (trademark rights, rights to a name, copyrights, data protection rights, etc.), is immoral or racist or runs counter to the interests of Wolfsburg AG to an unreasonable extent. Wolfsburg AG is not obliged to check advertising content for violations as stated in the third sentence of this paragraph before accepting an order.

## 9 Place of Performance and Court of Jurisdiction

The place of performance and court of jurisdiction shall be the German city of Wolfsburg. The law of the Federal Republic of Germany shall apply.

## 10 Contract Amendments / Additional Agreements

Additional agreements, changes and amendments to this contract must occur in writing. This also applies to any waiver of the written form requirement. Should any part of this contract be or be rendered ineffective or invalid, or should the contract contain any gaps in provisions, this shall not affect the remaining parts, which will remain in full force and effect. An invalid provision shall be replaced by a provision that is as equivalent as possible or has the same reliability and purpose as the former provision to the greatest extent possible.

**Picture credits:**

Taxipause © Daniel Hohlfeld – Adobe Stock  
vector silhouette of bicycle rickshaw © Accent – Adobe Stock  
Viele bunte Tombola Lose, Nahaufnahme © M.Dörr & M.Frommherz – Adobe Stock  
Businessman hand holding Information symbol. © andranik123 – Adobe Stock  
Businessman holding a cloud of social media network icon © Production Perig – Adobe Stock  
Geschäftsfrau mit Klebeband auf dem Fußboden im Büro © Robert Kneschke – Adobe Stock  
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Billboard © milosducati – Fotolia.com  
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Person Typing on a modern laptop in an office © ASDF – Fotolia.com  
book © peshkova – Fotolia.com  
Newsletter © Coloures-Pic – Fotolia.com  
Business at work © Minerva Studio – Fotolia.com  
hand drawing chart © peshkova – Fotolia.com  
Shopping Bags © Neyro – Fotolia.com  
People at a trade fair © davis – Fotolia.com  
© Crain Communications GmbH  
© Wolfsburg AG

