

# WEIGHING IN A GLOBAL DIGITAL WORLD!

24–26 April 2023  
Hotel Hafen Hamburg,  
Germany



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## About the conference

In 2023 the first edition of the International Conference of Weighing (ICW) will take place from 24 to 26 April in Hamburg Germany. The conference aims at bringing together stakeholders in the weighing sector for a 3-day conference with presentations on state of the art developments in the weighing industry. Moreover, it will be an excellent opportunity to meet stakeholders from all over the world.

The International Conference of Weighing is organised by a partnership of national, regional and global organisations active in the weighing sector in cooperation with VDMA Services GmbH. The partnership aims at bringing together stakeholders in the weighing sector from all over the world for a conference with outstanding presentations. CECIP, the European weighing industry association, is the host of the first edition of the ICW.

**This outstanding event will be an ideal platform to present your company by sponsoring the International Conference of Weighing!**

We offer you a unique opportunity through various sponsorship packages which are enclosed.

## VDMA Services GmbH

Lyoner Straße 18  
60528 Frankfurt am Main  
Germany

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Fax: +49 69 6603 2143  
Email: [stephanie.smieja@vdma.org](mailto:stephanie.smieja@vdma.org)  
Web: [www.weighingconference.com](http://www.weighingconference.com)

## Your contact person

### Stephanie Smieja

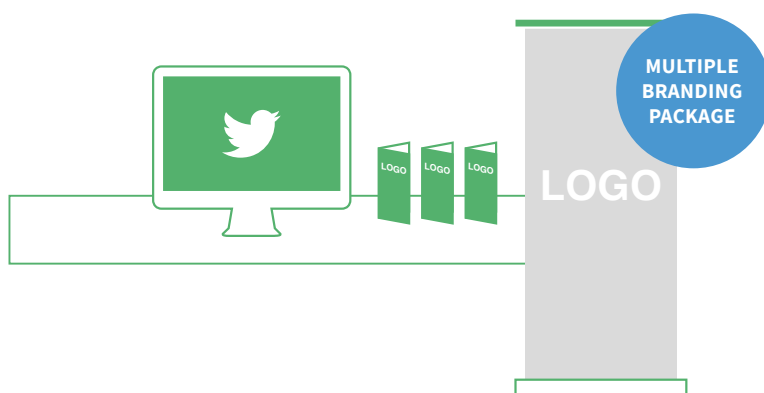
Phone: +49 (0)69 6603-1968  
Fax: +49 (0)69 6603-2968  
Email: [stephanie.smieja@vdma.org](mailto:stephanie.smieja@vdma.org)

Stephanie Smieja will be pleased to help you with all your sponsorship activities for the International Conference of Weighing 2023, discuss your ideas with you and support you in implementing them.

# SPONSORSHIP PACKAGES

# 1

## Basic Package



### MAXIMAL SPONSOR: 15

- Company logo on the Conference website
- Company logo on the Conference App with link to sponsors website
- Printing of logo in the programme
- Company logo on sponsors banner wall in the Conference venue

The basic package offers every company the chance to be visual at the conference in 2023.

**1,500 €** plus VAT

Logo must be provided by the Sponsor.

# 2

*Already sold*

## Lanyards



### MAXIMAL SPONSOR: 1

- Basic Package
- Company logo on the Conference lanyard distributed to all Conference attendees

**4,000 €** plus VAT

Includes material and production costs; Lanyards will be produced by the Conference Organizer. Logo must be provided by the Sponsor.

# SPONSORSHIP PACKAGES

## 3

*Already sold*

### Conference Bag



#### MAXIMAL SPONSOR: 1

- Basic Package
- Company logo on the conference bag with ICW logo
- Opportunity to provide one piece of promotion material in the bag

**4,000 €** plus VAT

Includes material and production costs; bags will be produced by the Conference Organizer. Logo & must be provided by the Sponsor.

## 4

*Already sold*

### Welcome Gift



#### MAXIMAL SPONSOR: 1

- Basic Package
- Providing a company branded welcome gift to all attendees

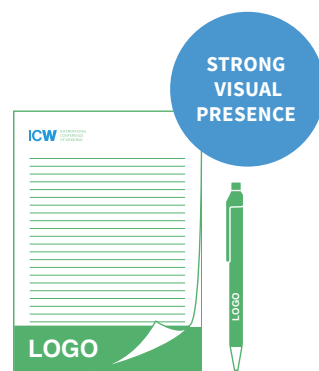
**3,000 €** plus VAT

Welcome Gift (including production costs) and logo must be provided by the Sponsor.

## 5

*Already sold*

### Pens & Notepads



#### MAXIMAL SPONSOR: 1

- Basic Package
- Company logo printed on pens and notepads with ICW logo

**6,000 €** plus VAT

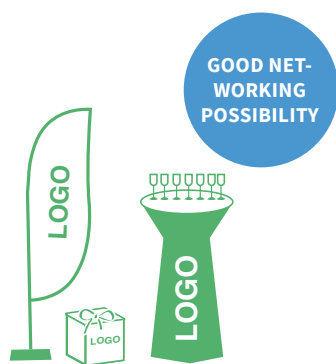
Includes material and production costs; Pens and notepads will be produced by the Conference Organizer. Logo must be provided by the Sponsor.

# SPONSORSHIP PACKAGES

6

*Already sold*

## Welcome Reception



### MAXIMAL SPONSOR: 1

- Basic Package
- Signage with company logo at the entrance of the event
- Company logo on bars and food tables in the dinner areas
- Branded cocktail napkins
- Opportunity to provide branded gift (subject to approval)
- Complimentary Conference passes for 1 attendee

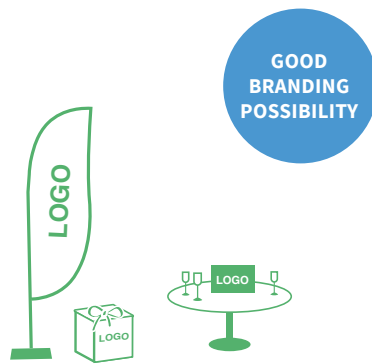
**8,000 €** plus VAT

Includes material and production costs; Napkins will be produced by the Conference Organizer. Logo & Signage must be provided by the Sponsor.

7

*Already sold*

## Gala Dinner



### MAXIMAL SPONSOR: 1

- Basic Package
- Signage with company logo at the entrance of the event
- Company logo on bars and food tables in the dinner areas
- Branded cocktail napkins
- Opportunity to provide branded gift (subject to approval)
- Complimentary Conference passes for 1 attendee

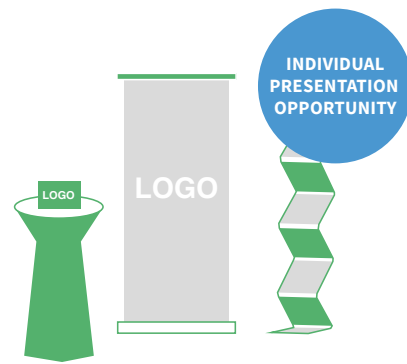
**12,000 €** plus VAT

Includes material and production costs; Napkins will be produced by the Conference Organizer. Logo & Signage must be provided by the Sponsor.

8

*Partially sold*

## Table Top/high Table, Roll up Banner & Magazines



### MAXIMAL SPONSOR: 10

- Basic Package
- Company logo on tables
- max. 50 copies of your magazine in a brochure rack
- Placement of one Roll-up Banner
- Placement of small own promotional material
- Complimentary conference pass for 1 attendee
- Small promotion material which fits on the table

**4,000 €** plus VAT

Brochure rack will be provided by the Conference Organizer. Logo & Roll-Up Banner must be provided by the Sponsor.

## SPONSORSHIP PACKAGES

# 9

*Already  
sold*

### Mobile App – Headline Sponsor



#### MAXIMAL SPONSOR: 1

- Basic Package
- Your company logo / banner ad will appear on the main screen upon initial opening for all users (exclusive)
- A banner click will lead to sponsor-provided URL

**5,000 €** plus VAT

Logo / Banner must be provided by the Sponsor.

# 10

### Mobile App – Banner Ad Sponsor



#### MAXIMAL SPONSOR: 4

- Basic Package
- Banner ad rotation with other sponsors
- A banner click will lead to sponsor-provided URL

**3,000 €** plus VAT

Logo / Banner must be provided by the Sponsor.

# 11

*Partially  
sold*

### One Day Catering



#### MAXIMAL SPONSOR: 2

- Basic Package
- Branding of napkins with company logo
- Company logo on bars and food stations in the catering areas
- Possibility to provide company branded cupcakes or cake pops for the afternoon coffee breaks (company own production costs)

**4,000 €** plus VAT

Includes material and production costs; Napkins will be produced by the Conference Organizer. Logo & Signage must be provided by the Sponsor.



# SPONSORSHIP PACKAGES

## 12

### Excursion



GET  
ATTENTION ON  
BREAKS

#### MAXIMAL SPONSOR: 1

- Basic Package
- 1/2 page advert about the tour in the conference program
- Mentioned in the conference program
- Mentioned in the conference App

**5,000 €** plus VAT

Logo must be provided by the sponsor.  
We will have two excursions, tours will be organized by the congress organizer.

## 13

### Advertising in Final Programme



- Print Advertising
- Single placement ads, inside and back covers

Inside Front Cover A4 **Already sold**  
**3,500 €** plus VAT

Back Cover A4 **Already sold**  
**3,500 €** plus VAT

Inside Back Cover A4  
**3,000 €** plus VAT

Advert must be provided by the Sponsor.

- Print Advertising
- Half and full page ads, multiple bookings possible

Inside Full Page A4 **Partially sold**  
**2,500 €** plus VAT

Inside Half Horizontal Page  
210 x 148 mm  
**2,000 €** plus VAT

## PARTNERSHIP-LEVEL



# Show maximum promotional presence!

Show maximum promotional presence as a sponsor of the International Conference of Weighing 2023. All sponsors will receive the highest recognition for their support of the ICW 2023. Depending on the total sum of sponsorship, different partnership levels can be achieved:



**Premium Partner**  
from 10.000 Euro



**Superior Partner**  
from 7.000 Euro



**Basis Partner**  
3.500 Euro

We are happy to discuss individual sponsorship opportunities with you.

For more information, please contact Stephanie Smieja via mail: [stephanie.smieja@vdma.org](mailto:stephanie.smieja@vdma.org) or phone: +49 (0)69 6603-1968.



VDMA Services  
Lyoner Straße 18  
60528 Frankfurt/Main  
Germany

Organizer: VDMA Services  
Contact: Stephanie Smieja  
Phone: +49 (0)69 6603-1968  
Fax: +49 (0)69 6603-2968  
Email: stephanie.smieja@vdma.org

## BOOKING FORM SPONSORSHIP PROGRAM

We hereby register as sponsor at the International Conference on Weighing 2023.

### Company / Organization

Company/Organization

Street

Postcode

City

Country

Phone/Fax

Internet

Email

Owner/Director

VAT-ID (EU-Countries)

### Contact person

Name

First name

Title

Position

Email

Phone/Fax

Mobile

Yes, we have noted and acknowledged terms and conditions for sponsoring.

### Alternative address for invoice

Company

Street

Postcode

City

Country

VAT-ID (EU-Countries)

Place and date

Company stamp and legally binding signature

VDMA Services GmbH  
Lyoner Strasse 18 | 60528 Frankfurt/Main | Germany  
Phone +49 69 6603 1892  
Telefax +49 69 6603 2143  
Email [info@vdmaservices.org](mailto:info@vdmaservices.org)  
Internet [www.vdmaservices.de](http://www.vdmaservices.de)

Chairman of the  
supervisory board:  
Henrik Schunk  
Managing Directors:  
Holger Breiderhoff  
Sven Laux  
Dr. Ralph Wiechers

Deutsche Bank AG, Frankfurt  
BLZ 500 700 10, Kto. 928499  
IBAN DE29 5007 0010 0092 8499 00  
SWIFT DEUTDEFFXXX

Commerzbank AG, Frankfurt  
BLZ 500 800 00, Kto. 912803  
IBAN DE88 5008 0000 0091 2803 00  
SWIFT DRESDEFFXXX

Place of business: Frankfurt  
Register court: District court Frankfurt  
HRB10883

Tax No. 045 234 36106  
VAT ID. DE 114156212

VDMA Services  
Lyoner Straße 18  
60528 Frankfurt/Main  
Germany

Organizer: VDMA Services  
Contact: Stephanie Smieja  
Phone: +49 (0)69 6603-1968  
Fax: +49 (0)69 6603-2968  
Email: stephanie.smieja@vdma.org

## BOOKING FORM SPONSORSHIP PROGRAM

We would like to book the following sponsorship opportunities:  
Please tick;

### Basic Package

1. Basic Package		<b>1,500 € plus VAT</b>
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### Classical Packages

2. Lanyards	<i>Already sold</i>	<b>4,000 € plus VAT</b>
3. Conference Bag	<i>Already sold</i>	<b>4.000 € plus VAT</b>
4. Welcome Gift	<i>Already sold</i>	<b>3,000 € plus VAT</b>
5. Pens & Notepads	<i>Already sold</i>	<b>6.000 € plus VAT</b>
6. Welcome Reception	<i>Already sold</i>	<b>8.000 € plus VAT</b>
7. Gala Dinner	<i>Already sold</i>	<b>12.000 € plus VAT</b>
8. Table Top/high Table, Roll up Banner & Magzines		<b>4.000 € plus VAT</b>
9. Mobile App – Headline Sponsor	<i>Already sold</i>	<b>5,000 € plus VAT</b>
10. Mobile App – Banner Ad Sponsor		<b>3,000 € plus VAT</b>
11. One Day Catering		<b>4,000 € plus VAT</b>
12. Excursion		<b>5,000 € plus VAT</b>

### Advertising in Final Programme

13.1 Back Cover	<i>Already sold</i>	<b>3,500 € plus VAT</b>
13.2 Inside Front Cover	<i>Already sold</i>	<b>3,500 € plus VAT</b>
13.3 Inside Back Cover		<b>3,000 € plus VAT</b>
13.4 Inside Full Page		<b>2,500 € plus VAT</b>
Inside Half Horizontal Page		<b>2,000 € plus VAT</b>

**Total sum in € (excluding VAT)**

# GENERAL TERMS AND CONDITIONS FOR SPONSORING OF THE INTERNATIONAL CONFERENCE OF WEIGHING 2023



## Article 1 Scope of application of the General Terms and Conditions

**1.1** VDMA Services GmbH, Lyoner Str. 18, 60528 Frankfurt am Main, Germany ("VDMA Services"), is the organizer of the International Conference of Weighing 2023 in Hamburg (the "Event"). Within the framework of the Event, VDMA Services offers eligible sponsors (hereinafter referred to as "Sponsor(s)") the opportunity to sponsor the Event.

**1.2** The contractual relations between VDMA Services and the Sponsor (the "Parties") are governed by these General Terms and Conditions (the "Contract").

**1.3** Sponsorship bookings must be made using the official booking form of the Event and are subject to acceptance of these General Terms and Conditions. The booking form, duly completed and with a legally binding signature, must be sent by post or email to

VDMA Services GmbH  
Lyoner Straße 18  
60528 Frankfurt am Main  
Germany  
Phone +49 69 6603 1892  
Telefax +49 69 6603 2143  
Email [info@vdmaseservices.org](mailto:info@vdmaseservices.org)  
Internet [www.vdmaseservices.de](http://www.vdmaseservices.de)

**1.4** Deviating or supplementary conditions of the Sponsor are not taken into account. This also applies to general terms and conditions of the Sponsor.

## Article 2 Admission / Confirmation

**2.1** Only companies and institutions with a direct connection to the Event topics, the Event participants or the industries represented are admitted as Sponsors. Whether or not a Sponsor is admitted is decided by VDMA Services at their own reasonable discretion.

**2.2** Sponsorship options will be awarded in the order of receipt by VDMA Services. If a sponsorship option has already been filled otherwise, alternatives may be offered.

**2.3** An applicant has no right to demand to be admitted as a Sponsor. The admission as a Sponsor will be confirmed in text form. The admission is valid for no other than the company or institution named in the confirmation. Once the confirmation has been received, the Contract between the Sponsor and VDMA Services is deemed concluded (conclusion of Contract).

**2.4** VDMA Services may revoke an existing admission if this was granted on the basis of false requirements or information given or if admission requirements subsequently cease to apply.

## Article 3 Exclusivity

**3.1** VDMA Services may enter into contracts with other sponsors, unless the organizer has explicitly guaranteed exclusivity of a service within the sponsoring package.

## Article 4 Scope of the Contract

**4.1** Performance by VDMA Services and counter-performance by the Sponsor are specified in the individual sponsorship offer.

**4.2** The Sponsor is responsible for the items they contribute. VDMA Services does not bear any insurance risk. Sponsors are advised to take out suitable insurance cover.

## Article 5 Fee / terms of payment

**5.1** The Sponsor is obliged to pay VDMA Services the fee pursuant to the sponsorship offer.

**5.2** Payment is due 14 days following conclusion of the Contract and receipt of the invoice by the Sponsor, without deduction. The relevant date is the date when the amount is credited to the VDMA Services bank account.

**5.3** All prices quoted are exclusive of the statutory value added tax.

## Article 6 Cancellation and non-performance by the Sponsor

**6.1** The Sponsor may cancel its offer free of charge only until admission is granted by VDMA Services GmbH.

**6.2** If the Sponsor withdraws from the Contract after admission, it must pay damages.

The prorated fee that is payable as damages is as follows:

- 25% of the agreed fee if cancelled up to 6 months prior to the Event; and
- 50% of the agreed fee if cancelled less than 6 months up to 1 month prior to the Event; and
- 100% of the agreed fee if cancelled during the one-month period directly preceding the Event.

The Sponsor may prove that there is no damage at all or that the damage incurred is less.

**6.3** A cancellation must be made in text form. The relevant date is the date of receipt by VDMA Services.

**6.4** The contractual fee is also due in full even if the Sponsor does not use all the services under the Contract.

## Article 7 Cancellation and non-performance by VDMA Services

**7.1** Should VDMA Services be unable to fulfil their contractual obligations towards the Sponsor, they will so notify the Sponsor as soon as reasonably practicable. VDMA Services will offer the Sponsor an equivalent alternative, depending on the nature of their non-performance.

**7.2** Should VDMA Services be unable to hold the Event due to the occurrence of force majeure, in particular - but not limited to - natural disasters, war, civil unrest, strikes, epidemics, pandemics, governmental measures or other unforeseeable events beyond the control of VDMA Services, they will notify the Sponsor as soon as reasonably practicable. The ongoing effects of the corona pandemic are

deemed a pandemic within the meaning of sentence 1.

**7.3** Should VDMA Services be in a position to hold the Event at a later date (reschedule), they will inform the Sponsor as soon as reasonably practicable. If the Event is rescheduled, the Sponsor may choose not to participate on the changed date. The Sponsor must notify in text form VDMA Services of its decision no later than one week following receipt of the reschedule notice.

**7.4** In the cases pursuant to 7.2 and 7.3 above, the Sponsor may claim reimbursement of payments already made, minus prior advertising costs incurred.

## Article 8 Liability

**8.1** VDMA Services' liability is limited to cases of intent and gross negligence or culpable injury to life, body or health.

**8.2** In the case of a slightly negligent breach of a fundamental condition of Contract, liability on the part of VDMA Services shall be limited to reasonably foreseeable damage that is intrinsic to the Contract.

**8.3** VDMA Services does not accept warranty for advertising and image activities achieving the effect intended by the Sponsor.

## Article 9 Data protection/privacy

**9.1** Following the booking process, data provided by the Sponsor (company name, postal address, contact person, telephone/fax number and email addresses) will be stored and processed.

In particular, VDMA Services use personal data:

- to process orders and business transactions with the Sponsor;
- to send out offers in connection with the Event;
- for Event-specific information before and after the Event;
- to get into contact and for inquiries and queries;
- to send information and advertising material by ordinary mail;
- to forward selected data to specific contractors in fulfilment of the Contract;
- to prepare personalized tickets; and
- for evaluations for statistical purposes.

**9.2** Further information on individual rights and general information on how we manage personal data can be found at [www.vdma.org/en/datenschutz](http://www.vdma.org/en/datenschutz).

**9.3** VDMA Services only store and use personal data for as long as this is necessary to perform the Contract. VDMA Services will only use these for the purposes for which data have been collected or to comply with legal requirements regarding reporting or document retention. The Sponsor may at any time object to the use of its data for the above-mentioned purposes, in particular for the sending of Event-specific information before and after the Event and the sending of offers in connection with the Event. Email to: [vdmaseservices@vdma.org](mailto:vdmaseservices@vdma.org).

## Article 10 Good conduct, information and confidentiality

**10.1** The Parties undertake to show mutual respect, good conduct and loyalty. The Sponsor is obliged to take into account the interests of VDMA Services. In particular, the reputation and image of VDMA Services as a service company of VDMA e. V. and the image of the sponsored Event deserve to be protected.

**10.2** The Parties shall inform each other as soon as reasonably practicable about any circumstances and changes that are relevant for the implementation of this Contract.

**10.3** The Parties undertake to maintain confidentiality towards third parties regarding the content of the individual sponsoring contracts, including without limitation the individual items of performance. A Party may disclose to a third party details hereunder only if and when it has obtained the express, written consent of the other Party, in order to safeguard one or both Party's/Parties' interests that deserve protection, or in the case of statutory disclosure requirements. This obligation shall survive the termination of this Contract.

## Article 11 Duration of the Contract

**11.1** This Contract enters into force upon receipt of the booking confirmation issued by VDMA Services.

**11.2** This Contract ends upon cancellation or end of the Event and fulfilment of each and any obligations owed by either Party.

## Article 12 Limitation period

**12.1** The limitation period is 12 months and starts at the end of the week when the Event ends. Cases of intent, gross negligence and culpable injury to life, body or health are excluded from the short limitation period. In this respect the statutory limitation periods apply.

## Article 13 Text form requirement

**13.1** There are no further oral agreements between the Parties.

**13.2** Amendments and supplements to this Contract must be made in text form. This also applies to a waiver of this clause.

## Article 14 Applicable law and jurisdiction

**14.1** This Contract is governed exclusively by the laws of the Federal Republic of Germany, to the exclusion of the UN Convention on Contracts for the International Sale of Goods.

**14.2** Place of jurisdiction for all disputes arising from or in connection with this Contract is Frankfurt am Main.

VDMA Services GmbH  
Lyoner Strasse 18 | 60528 Frankfurt/Main | Germany  
Phone +49 69 6603 1892  
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Email [info@vdmaseservices.org](mailto:info@vdmaseservices.org)  
Internet [www.vdmaseservices.de](http://www.vdmaseservices.de)

Chairman of the  
supervisory board:  
Henrik Schunk  
Managing Directors:  
Holger Breiderhoff  
Sven Laux  
Dr. Ralph Wiechers

Deutsche Bank AG, Frankfurt  
BLZ 500 700 10, Kto. 928499  
IBAN DE29 5007 0010 0092 8499 00  
SWIFT DEUTDEFFXXX

Commerzbank AG, Frankfurt  
BLZ 500 800 00, Kto. 912803  
IBAN DE88 5008 0000 0091 2803 00  
SWIFT DRESDEFFXXX

Place of business: Frankfurt  
Register court: District court Frankfurt  
HRB10883

Tax No. 045 234 36106  
VAT ID. DE 114156212

# Partners

The International Conference of Weighing is organised by a partnership of national, regional and global organisations active in the weighing sector in cooperation with VDMA Services GmbH. The partnership aims at bringing together stakeholders in the weighing sector from all over the world for a conference with outstanding presentations. CECIP, the European weighing industry association, is the host of the first edition of the ICW.

## The main partners are:

BIPM – Bureau International des  
Poids et Mesures

CAFIPEM - Chamber of Manufacturers  
of Weighing and Measuring Instruments  
from Argentina

CECIP – European weighing  
industry association



CWIA – China Weighing  
Instrument Association

ISWM – International Society of  
Weighing & Measurement

JMIF – Japan Measuring  
Instrument Federation



KASTO – Korea Association of  
Standards & Testing Organization

OIML – International Legal  
Metrology Organisation

REMESP – Metrological Network  
of the State of São Paulo from  
Brazil

WIAA - Weighing Industry  
Association of Australia

