



connecting comPETence®

Plastics · Engineering · Technology

connecting comPETence®

- a strong concept for a strong industry

Our services

Service overview and costs in 2010

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PETnology/tecPET GmbH



Content :

- I. Our services: Impressions
- II. Our services: Marketing Options and Pricing
 - Web portal
 - Congress
 - Packaging Wall of Excellence
 - PET Yearbook “connecting comPETence“
- III. Our services: Individual Quotations and Package Pricing

Web portal

- Dynamic and up to date

Congress

- Meeting Point for the International PET Business

Packaging Wall

- Special Exhibition for Plastic Packaging, Engineering, Technology

PET Yearbook

- The Added Value of Knowledge

I. Impressions

Web portal www.petnology.com



www.petnology.com

Congress: PETnology Europe

Upcoming event: Nuremberg, 8-9 November 2010



www.petnology.com/konferenzen.php?forum=europe2010&lang=e

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Packaging Wall of Excellence

Upcoming event: Brau Beviiale 2010, Nuremberg, 10-12 November



www.petnology.com/packaging_wall.php?lang=e

PET Yearbook "connecting comPETence"

Next edition: Autumn 2010



www.petnology.com/yearbook.php?lang=e

II. Marketing Options and Pricing

◆ Web portal www.petnology.com

- **Statistics:**
About 1.000 visits/day; visitors from more than 80 countries/month
- **Free of charge services:** Information sides (*Ticker, Magazine*): regularly updated industry information, more than 11.000 articles
- **Services with costs: *comPETence center***
= Platform for company and product profiles (partner profiles)
 - Entries are individually arranged (text, images, videos)
 - Term: 1 Year upon publication
 - Updates can be made at any time (free of charge)
 - Website promotion:
 - Indexing according to the value chain
 - Homepage: animated graphics showing partner logos (all logos are linked to the partner profile)
 - Homepage: link to the partner overview side (all logos are linked to the partner profile)
 - Search results are shown with partner logo

▪ Partner entry in the online *comPETence center*, Platform for company and product profiles

- Partner profile posting in selected categories along the PET value chain categories; individual category selection
- Partner profile: text, images, videos; download area for company information, news area.
Materials to be delivered by the customers, arrangement to be made by PETnology
- Language options: English or English + German
- Term: 12 months
- Updates can be made at any time with no additional costs in order to keep the profile updated
- **Costs:** depending from the number of categories where the profile is posted
Basic price (1-3 categories):
1.690 € (English version)
2.690 € (English and German version)

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II. Marketing Options and Pricing

◆ Congress: PETnology Europe

- Yearly event for the PET industry since 2001, leading in Europe and beyond
- Two-day congress
- About 40 presentations about innovative topics given by top-class specialists
- Several workshops covering special topics
- Accompanying exhibition
- Continuously growing number of participants (average attendance of 250)
- Services:
 - Congress handbook including abstracts of the presentations
 - CD including complete presentations in pdf format
 - Attendance in all plenary presentations and workshops
 - Many networking opportunities
- Marketing options:
 - Logo advertising
 - Exhibition
 - Advertisements in the congress handbook
 - Sponsoring of breaks and receptions
 - Flexible concepts

▪ Congress programme:

- Presentation covering an innovation
No congress fee for the speakers, reduced congress fee for 1 co-speaker
- Call for papers form: www.petnology.com > conferences

▪ Advertising opportunities:

- Logo advertising: Your logo will be posted on the congress sites of our web portal, in the newsletters, in all trade press advertisements announcing the congress, on the stage banners during the congress, on the congress handbook
Costs: 695,00 €
- Exhibition: Exhibition space in the foyer, about 2 x 3 m
Costs: 995,00 €
- Advertisements in the congress handbook (full-page size)
Costs: 995,00 €
- Sponsoring of breaks and receptions:
Costs: flexible, cost price
- Individual concepts upon arrangement
Costs: flexible

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II. Marketing Options and Pricing

❖ Packaging Wall of Excellence

Special Exhibition for Plastic Packaging, Engineering, Technology

- Initiated in 2008, innovative trade fair concept
- Modular system: The Packaging Wall consists of modules containing transparent cubes illuminated by LED. The cubes serve as exhibition space. The booth offers space for meetings. Visitors service is made by PETnology.
- Complete package:
 - Real: "Packaging Wall" at the trade fair
 - Virtual: "Packaging Wall" on the internet
 - Print: top-class exhibition catalogue with double-sided entries describing the exhibited products and giving company information.

▪ Participation at the special exhibition for Plastic Packaging, Engineering, Technology at Brau Beviiale 2010:

- Costs for the complete package: real, virtual, print (ordering only in full):
 - Standard price: 6.500,00 €
 - Reduced prices for partners of our online comPETence center
 - Special arrangements for combining PETnology services

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II. Marketing Options and Pricing

❖ PET Yearbook “connecting comPETence”

- Innovative concept for an industry-sector-specific print medium, introduced in 2008
- High-quality layout and print
- Overview of the year’s developments
- Review of the PETnology Europe Congress
- Overview of the special exhibition “Packaging Wall of Excellence“
- Presentation of current innovations
- Circulation: 3.000; date of publication: end of the year
- Advertising opportunities:
 - Advertisements: only full-page advertisements, limited number of advertisements
 - Flexible concepts for presenting innovations

• Entries in “connecting comPETence 2010“:

- In case of a presentation at PETnology Europe 2010: Abstract will be included in the Yearbook (free of charge)
 - In case of participation in the Packaging Wall of Excellence at Brau Beviale 2010: Exhibition catalogue entry will be included in the Yearbook (free of charge)
 - Full page advertisement: 3.500,00 €
 - Flexible advertising concepts by offer

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III. Individual Quotations and Package Pricing

- ◆ Web portal www.petnology.com
- ◆ Packaging Wall of Excellence
- ◆ Congress: PETnology Europe
- ◆ PET Yearbook “connecting comPETence”

Please feel free to contact us for individual quotations. We will be pleased to arrange your package so that it will perfectly suit your requirements.

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