

Exhibition and Sponsorship

2020

**INTERNATIONAL SUPPLY  
CHAIN CONFERENCE**

21 - 23 October 2020

InterContinental /  
Schweizerhof, Berlin

Sustainability in Action –  
Winning the Next Decade

**BVL<sup>7</sup>**

Type of Event:	Conference and trade exhibition
Venue:	Hotel InterContinental/Schweizerhof Berlin, Budapester Straße, 10787 Berlin
Organiser:	Bundesvereinigung Logistik (BVL), Schlachte 31, 28195 Bremen
Website:	<a href="http://www.bvl.de/dlk">www.bvl.de/dlk</a>
Theme in 2019:	Inspire • Encourage • Act
Attendance in 2019:	3,207 participants
Tenders & Awards:	The following awards will be presented in 2020: German Award for SCM, Science Award for SCM, Thesis Award

## INTERNATIONAL SUPPLY CHAIN CONFERENCE

### LEADING FORUM FOR THE EXCHANGE OF KNOWLEDGE AND EXPERIENCE

Take advantage of one of Europe's most important business conferences in the field of supply chain management and logistics with over 3,000 leaders from the fields of industry, trade and logistics. Meet new customers and establish future business ties!

It's a great place to exchange knowledge and experience on:

- strategies, developments and current trends in logistics
- best-practice solutions for the organisation of operational tasks
- pioneering ideas from the world of science

Leading companies from all areas of logistics will also be showcasing their solutions and concepts over an area of around 1,200 m<sup>2</sup> at the trade exhibition. The conference is the perfect platform to make new contacts with diverse networking opportunities in a warm atmosphere, including a daily business breakfast, an after-work party and a gala evening.

Come and see for yourself!

- One in three participants will be attending the conference for over four years running.
- 50% of the participants are top decision-makers at their companies.
- 79% of the exhibitors have been attending the conference for many years.



## TRADE EXHIBITION

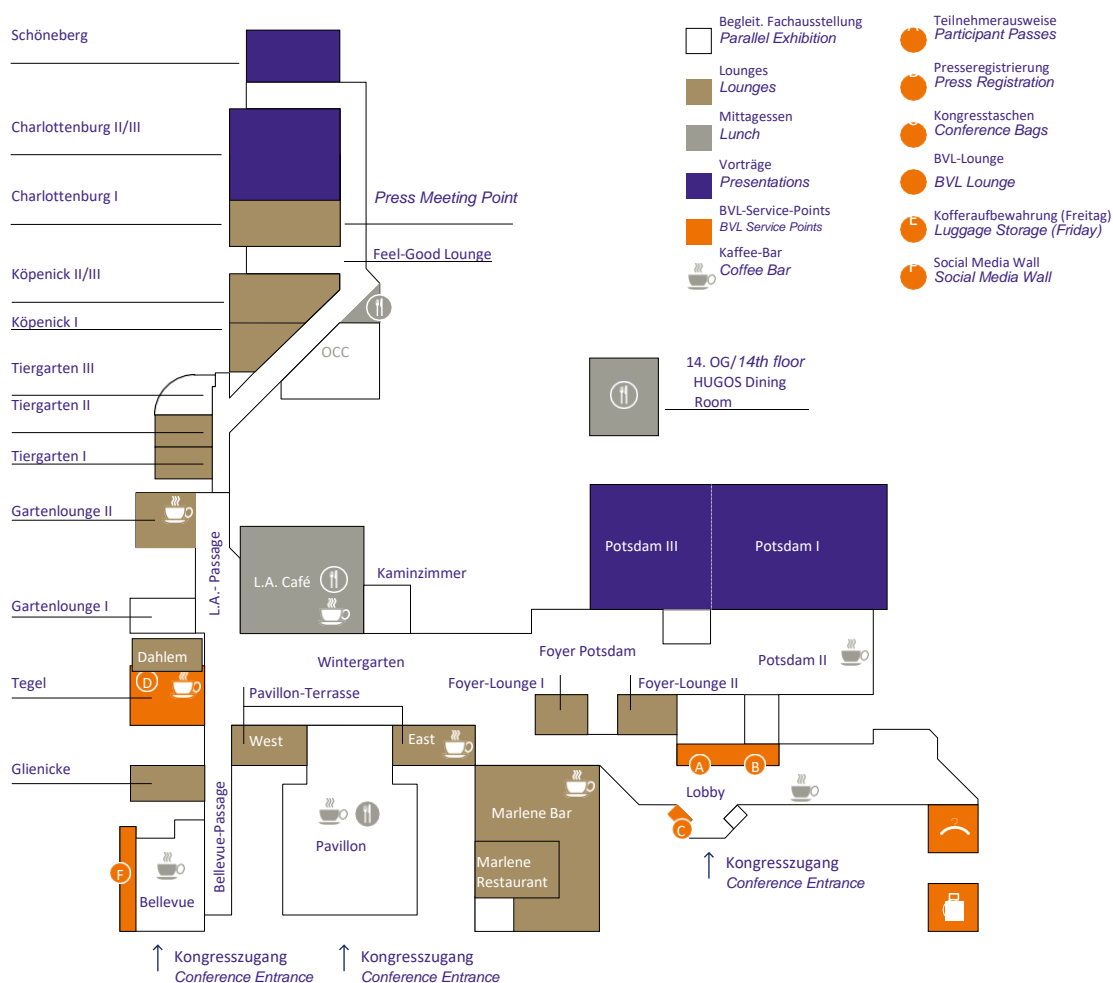
The International Supply Chain Conference provides an excellent networking platform to make new contacts in the elegant setting of two premier hotels. The trade exhibition has been a high-profile marketplace for leading companies from

all fields of logistics since 1985. In addition to the exhibition stands, special areas and themed lounges, visitors can also relax at the all-inclusive coffee bars, enjoy a business breakfast and attend the after-work party on Thursday. The constructive

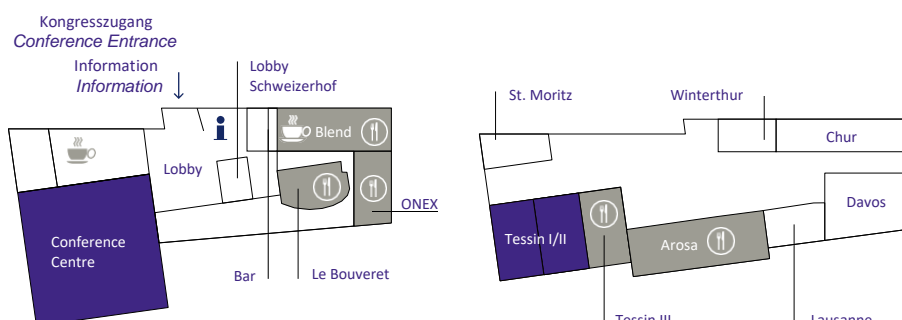
mood in the exhibition space will be reinforced by a wide range of campaigns in the lounges and various company meetings.

### Room Overview (from directory of participants 2019)

#### Hotel InterContinental



#### Hotel Pullman Berlin Schweizerhof





The rental fee of 7,030 EUR net for a standard booth includes the following:

- Area with a modular stand (3.0 x 1.5 x 2.5 m, WxDxH) with the following fixtures:
  - Plastic-coated panel elements; light grey; silver supports
  - White fascia without lettering
  - **Back panel 3.0 m, side panels 0.5 m**
  - Dark grey carpet
  - Power connection from 220 V to 2.0 KW (incl. triple plug socket)
- Attendance fees for two people; both participants can use all services provided during the event
- Option of displaying press kits upon prior registration
- One free short-term ticket (for 4 hours) for a stand organiser of the exhibiting company on a conference day of your choice (all entitlements)



If you intend to use your own stand system, please note that it must have the following dimensions:

**3.0 x 1.5 m (W x D), max. height 2.5 m, max. side panel 0.5 m.**

Before planning and ordering your stand, it must be approved by BVL or our stand construction company (Meplan).

**Please note that exhibition stands can only be booked by BVL corporate members.**

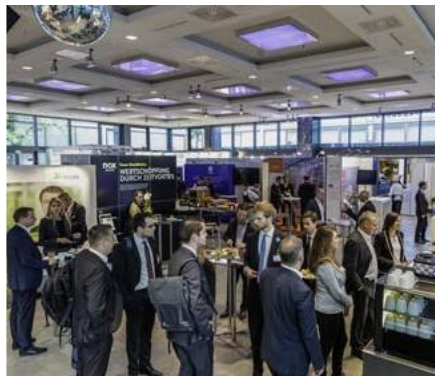
More information is available at [www.bvl.de/mitgliedschaft](http://www.bvl.de/mitgliedschaft)

**At least 3,500 EUR net in sponsoring is required to book an exhibition stand in Potsdam, Foyer Potsdam and Wintergarten. Sponsorship options can be found in this brochure. We'll happily make you a suitable offer.**

Exhibitors must pay a deposit of 1,000 EUR per stand. The invoice for the exhibition space / stand must be paid before the start of the event.

Information on the trade exhibition and the allocation guidelines for stand positions can be found at [www.bvl.de/dlk](http://www.bvl.de/dlk).

Access to the International Supply Chain Conference is controlled via RFID and only possible after registration.



## EXHIBITORS IN 2019

## #

- 28Apps Software GmbH
- 4flow AG

## A

- AEB SE
- aflexio GmbH Gesellschaft für Management und Prozessberatung
- AIM Agile IT Management GmbH
- ALPEGA GROUP
- Arvato Systems
- AutoStore System GmbH

## B

- BearingPoint GmbH
- BEUMER Group GmbH & Co. KG
- BLACKBOX Solutions GmbH
- BLG LOGISTICS GROUP
- Bremeninvest
- bremenports GmbH & Co. KG
- BREMER AG
- Bremische Hafenvertretung e.V.
- Bundesvereinigung Logistik Österreich

## C

- Camelot Management Consultants AG
- Captrain Deutschland GmbH
- CargoLine GmbH & Co. KG
- cellumation GmbH
- CIM GmbH
- Cognex Germany
- Collatz+Trojan GmbH
- Comtrade d.o.o.
- conbee GmbH
- Crown Gabelstapler GmbH & Co. KG

## D

- DACHSER SE
- Daimler Fleetboard GmbH
- DB Cargo AG
- Delmia Quintiq | Dassault Systemes Deutschland GmbH
- Deutsche Lichtmiete Vermietgesellschaft mbH
- DHL CSI | DHL Freight | DHL Paket
- Die Wirtschaftsmacher
- Digital Hub Logistics GmbH
- DPD Deutschland GmbH
- Duale Hochschule (University) Baden-Württemberg Lörrach
- DVV Media Group GmbH

## E

- EffizienzCluster Management GmbH
- Ehrhardt + Partner Group
- Engel & Völkers Commercial GmbH
- Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft
- EUROGATE GmbH & Co. KGaA KG

## F

- Flughafen Bremen GmbH (Bremen Airport)
- Fraunhofer Center for Applied Research on Supply Chain Services (SCS)
- Fraunhofer Center for Maritime Logistics and Services (CML)
- Fraunhofer Institute for Factory Operation and Automation (IFF)
- Fraunhofer Institute for Material Flow and Logistics (IML)

## G

- GARBE Industrial Real Estate GmbH
- GAZELEY a GLP company
- Gebhardt Fördertechnik GmbH
- GEBHARDT Logistic Solutions GmbH
- GEEK PLUS Int. Company
- Geis Industrie-Service GmbH
- GEODIS CL Germany GmbH
- GMR Safety Inc.
- GOLDBECK GmbH
- Goodman Germany GmbH
- GreyOrange GmbH
- GROUP7 AG
- GVZ Frankfurt (Oder)

## H

- habbl
- Hafen- und Logistikstandort Bremen/Bremerhaven
- Hamburg Südamerikanische Dampfschiffahrts-Gesellschaft A/S & Co KG
- HANNOVER MESSE
- Hellmann Worldwide Logistics SE & Co. KG
- HERE Technologies
- HEUREKA BUSINESS SOLUTIONS GmbH
- HLK Hanse Licht Kontor GmbH
- Höfelmeyer Waagen GmbH
- Honeywell
- Höveler Holzmann Consulting GmbH
- HPA Hamburg Port Authority
- HUSS-VERLAG GmbH

## I

- IGZ Automation GmbH
- inconso
- Infor (Deutschland) GmbH
- INFORM GmbH
- Ingenics AG
- io-consultants GmbH & Co. KG
- ITCL GmbH
- ITS Netzwerkmanagement-Office (NMO)
- IUBH Internationale Hochschule

## J

- Jacobs University Bremen gGmbH
- JDA Technologies GmbH
- Junghenrich AG

## K

- Kinaxis
- Klein GmbH Regalprüfung + Reparatur
- KNAPP AG
- Kompetenznetz Individuallogistik e.V.
- Kompetenznetz Logistik.NRW / LOG-It Club e.V.
- Köster GmbH
- Kühne + Nagel (AG & Co.) KG
- Kühne Logistics University – KLU

## L

- Linde Material Handling GmbH
- Lippert GmbH & Co. KG
- LLamasoft
- Lobster GmbH
- LogDynamics – Bremen Research Cluster for Dynamics in Logistics
- Log-hub AG
- Logistics Reply
- Logistik-Initiative Hamburg
- Logivest GmbH
- Lucas Systems GmbH
- Lufthansa Industry Solutions AS GmbH

## M

- Mainblick – Agentur für Strategie und Kommunikation GmbH
- Mercedes-Benz CharterWay
- Messe München GmbH
- Metrilus GmbH
- Metroplan
- Microsoft Deutschland GmbH
- Miebach Consulting GmbH
- Mosca GmbH
- MotionMiners GmbH

**N**

- Nagel-Group Kraftverkehr Nagel SE & Co. KG
- nextLAP GmbH
- NTT DATA Deutschland GmbH

**O**

- ORACLE Deutschland B.V. & Co. KG

**P**

- Panattoni Europe
- Port of Rotterdam
- prisma GmbH
- ProGlove Workaround GmbH
- project44

**R**

- Relytex GmbH & Co. KG
- Rheinland Pfalz / Hafen Trier
- Rhenus SE & Co. KG
- RIO | The Logistics Flow
- Robert C. Spies  
Gewerbe & Investment GmbH & Co. KG
- Rocla Oy – a group company of  
Mitsubishi Logisnext Co., Ltd.
- Rytle GmbH

**S**

- SALT Solutions AG
- SAP Deutschland SE & Co. KG
- Schenker AG
- Schenker Deutschland AG
- Seifert Logistics Group
- Senator Executive Search Partners
- ShareHouse GmbH & Co. KG
- shyftplan GmbH
- Shippeo
- SHIPSTA Germany GmbH

- SICK Vertriebs-GmbH
- Siemens Deutschland / Digital Industries
- Siemens Digital Logistics GmbH
- Siemens IoT Services Consulting
- Signify GmbH
- Sirum GmbH
- Sixfold GmbH
- Smart City Loop GmbH
- Smartlane GmbH
- Software AG
- SOTI GmbH
- SSI Schäfer
- Standort Niederrhein GmbH
- STILL GmbH
- Stow Deutschland GmbH
- SupplyStack
- Swisslog GmbH
- Synfioo - The ETA Experts

**T**

- Thread In Motion
- tiramizoo GmbH
- TIS Technische Informationssysteme  
GmbH
- Tom Telematics
- ToolsGroup
- Toyota Material Handling  
Deutschland GmbH
- TransCare GmbH
- Transporeon GmbH
- Trimble MAPS
- T-Systems International GmbH
- TWI GmbH

**V**

- Vanderlande Industries GmbH
- VanRiet Material Handling Systems
- VerkehrsRundschau / Verlag Heinrich  
Vogel
- VETTER Industrie GmbH
- Vogel Communications  
Group GmbH & Co. KG
- vRbikes

**W**

- WERKSREVOLUTION GmbH
- Weserport GmbH
- Wiferion GmbH
- WILTSCHKE Fördersysteme GmbH & Co.  
KG
- Winmore
- Wirtschaftsförderung Land  
Brandenburg GmbH

**Z**

- Zebra Technologies
- Zetes GmbH
- ZF OPENMATICS

**START-UP OFFER**

- For companies under 5 years old (no spin-offs)
- Stand size: 1.5 m x 1.5 m, incl. two conference tickets  
(company employees)
- 2,900 EUR

**START-UP XL**

- Exhibition stand in Bellevue
- Stand size: 2.0 m x 1.5 m
- Two conference tickets  
(company employees)
- 3,900 EUR

SPECIAL AREAS, JOINT STANDS AND CO-EXHIBITORS

Associations, initiatives, business clusters, sectors and other groups can showcase their services and expertise at a joint stand within the exhibition space. Joint stands must be at least 25 m² and no more than 60 m². Co-exhibitors and logo partners will be coordinated by the main exhibitor. Co-exhibitors can book special areas and lounges. No more than three co-exhibitors (excluding exhibitors in 2018 and 2019) can be added to a joint stand / lounge.

The fee per co-exhibitor is 4,500 EUR.



LOUNGES



Lounges provide a warm and relaxing setting for participants to take a break from the hustle and bustle of the conference and talk to other guests.

They are located in an enclosed space and will each have a special name during the conference (e.g. Tea Lounge). The rooms can be designed by the sponsors / lounge users at their own expense to create an appealing and exclusive atmosphere. The hospitality costs must also be borne by the sponsors (the all-inclusive coffee bars can be used in the exhibition space).

It costs 15,000 EUR to sponsor / book a lounge. Two conference tickets are included in the sponsorship fee. Sponsors can include their logo partners in the lounge in the form of logo presentations. The event organiser charges 1,000 EUR per logo partner and 4,500 EUR per co-exhibitor (incl. one conference ticket). All co-exhibitors (excluding exhibitors in 2018 and 2019) must be named to the event organiser in advance. No more than three co-exhibitors can be registered.

SHOW OFF YOUR EXPERTISE IN THE MIDDLE OF THE EXHIBITION

“Meet the Expert” stage in the exhibition area

As an exhibitor, you can get involved outside the regular presentations and put your company’s specific solutions in the spotlight in line with the central theme of the conference. You will need a sponsor to participate in this format. These ten-minute “meetings” with the audience will be advertised in the conference programme.

☐ “Meet the Expert” slot ..... 2,000 EUR net





SERVICES FOR EXHIBITORS AND LOUNGE SPONSORS

Access to the International Supply Chain Conference is controlled via RFID and only possible after registration.

After-work party (stand party)

Participants with no evening commitments can look forward to a lively programme at the after-work party.

- Each exhibitor can host a “stand party” alongside other partners. More than one party is permitted.
- The host of the “stand party” is responsible for its organisation in consultation with the hotel and BVL and in accordance with the necessary safety precautions.
- All costs incurred after 18:30 will be borne by the host of the party.
- The exhibition stands will be closed when the party begins.



After-work party entertainment (17:30 - 22:30)

Finger food, drinks and entertainment will be on offer throughout the Hotel InterContinental exhibition area at Thursday’s after-work party. Stations with live music or special catering services and entertainment can be sponsored during the after-work party. Sponsors can host one of the “stand parties”. More than one party is permitted.

- The host of the party is responsible for its organisation in consultation with the hotel and BVL and in accordance with the necessary safety precautions.
- All costs incurred after 18:00 will be borne by the host of the party.
- The exhibition stands will be closed when the party begins.

- ☐ Live music sponsorship..... 7,500 EUR net
- ☐ Entertainment sponsorship..... 5,000 EUR net
- ☐ Stand party sponsorship..... Please get in touch

Press relations

The virtual press office can be used from around 28 September 2020 to post press releases and photos in consultation with the Press and Public Relations department at BVL.



Ulrike Grünrock-Kern  
Press Officer and Head of Press and  
Public Relations  
[gruenrock-kern@bvl.de](mailto:gruenrock-kern@bvl.de)  
Tel.: +49 421 173 84 21



## SPONSORSHIP OPTIONS IN 2020

### Boost your profile by sponsoring our conference

Are your core fields of business and expertise closely linked to the main themes and goals of the International Supply Chain Conference?

If so, you should take advantage of our high-quality network! Sponsors are always thrust into the focus at live communication events.

This brochure contains a wide range of sponsorship options to put your business in the spotlight.

### The premium partners of the 2019 International Supply Chain Conference were:

We would like to say a special thank-you to our partners who made the conference and many services possible last year:



### Premium partnership – 32,500 EUR

If you opt for our premium partnership package, you'll stand out as a high-profile partner of the International Supply Chain Conference. You can choose from the following presentation options:

- Logo on the BVL website ("International Supply Chain Conference" section) with a link to the sponsoring company
- Prominent logo on one page of the conference programme
- Logo on banners and signs in front of the entrance areas of the event hotels and in the exhibition space at Hotel InterContinental
- Company presentation (PowerPoint) on a screen at the check-in desk during the conference
- Logos of all premium partners in the plenary hall
- Logo on the free gift given to all participants at the end of the conference
- Three free tickets for employees of the sponsoring company



## OVERVIEW OF SPONSORSHIP OPTIONS

### Ad placement...

- ... in the preview flyer
- ... in the programme
- ... in the directory of exhibitors / participants
- ... in the conference guide
- ... on the introduction page for presentation downloads
- ... on the wall calendar
- ... as a flyer insert in the conference bag

### Conference services

- Conference app
- Conference bag
- Coffee bars
- Freebies
- After-work party entertainment
- Corporate table at gala event
- Free WiFi
- Social media wall
- Free gift on first and last day of conference

### New formats in the exhibition area

- “Meet the Expert” presentation on central conference theme

### Corporate presence

- Room keys at both event hotels
- Elevator advertising
- Lunch napkins
- Billboards in front of the event hotels
- Advertising in plenary rooms during breaks
- Banners on live screens at coffee bars
- RFID gate covers
- Buddy Bear

### Awards / promotion of young talent

- Science Award for SCM
  - Thesis Award (incl. photo session)
  - Promotion of young talent
  - Doctoral candidate workshop
-

## ADVERTISING

### ... in the preview flyer

30,000 copies of our four-page preview flyer (200 x 290 mm) will be inserted in the April issue of LOG.Letter and "DVZ", and it will also be mailed directly to people interested in logistics. There will be space for advertising on the back page of the flyer. A draft ad must be submitted to BVL two weeks before the editorial deadline. Sponsors may provide an English-language template for the English version of the preview flyer.

- ☐ Advertisement, full page, 190 x 270 mm (width x height), 4c .....10,000 EUR net

### ... in the programme

The programme is the main source of information at the conference! It's a clear, informative and comprehensive brochure that makes the ideal planning tool. Around 60,000 copies of the 40-page, four-colour programme will be published in German (DIN A4). The first copies will be distributed via direct mailing in June. An updated print run (German / English) will be regularly published and distributed via various mailing campaigns. The final version will be handed out to visitors during the event as part of the conference documentation.

- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, on the back cover of the programme.....25,000 EUR net  
The advertisement will appear in the German and English version of the programme.
- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, on the inside front cover of the programme ..... 20,000 EUR net  
The advertisement will appear in the German and English version of the programme.
- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, on page 3 of the programme ..... 15,000 EUR net  
The advertisement will appear in the German and English version of the programme.
- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, inside the programme .....10,000 EUR net  
The advertisement will appear in the German and English version of the programme.
- ☐ Advertisement, ½ page, 187 x 120 mm (width x height), 4c, inside the programme ..... 7,500 EUR net  
The advertisement will appear in the German and English version of the programme.

### ... in the directory of exhibitors / participants

The directory of exhibitors / participants (DIN A4) contains exhibition plans with stand details, a compact exhibitor directory and a list of participants. All participants will receive the directory of exhibitors / participants in their conference bag. There will be 3,000 copies.

- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, back cover ..... 5,000 EUR net
- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, inside front cover ..... 3,500 EUR net
- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, inside back cover ..... 3,500 EUR net
- ☐ Advertisement, full page, 200 x 282 mm (width x height), 4c, inside ..... 3,500 EUR net
- ☐ Advertisement, ½ page, 190 x 130 mm (width x height), 4c, inside ..... 1,750 EUR net



### ... in the conference guide

The guide forms part of the conference documentation, providing visitors with a room overview, a room booking plan and the latest programme changes.

- ☐ Advertisement on the back cover of the conference guide ..... 5,000 EUR net

### Wrapper advertisement on 2021 wall calendar

All participants will receive a wall calendar in their conference bag, indicating the date of the International Supply Chain Conference in 2021. A sponsor can choose the calendar and cover the production costs for 2,500 copies. The event organiser must receive a sample in good time before the start of production. The calendar must be delivered to the manufacturer two weeks prior to the event.

- ☐ 2021 wall calendar ..... 6,500 EUR net

### Printed materials in the conference bag

All participants and exhibitors will receive a conference bag with information material. Take the opportunity to showcase your company with a flyer (several flyers possible).

- ☐ Voucher ..... 1,500 EUR net
- ☐ Flyer (up to 4 pages) ..... 3,000 EUR net
- ☐ 3D freebie ..... 3,000 EUR net
- ☐ Flyer (up to 8 pages) ..... 4,000 EUR net
- ☐ Flyer (up to 16 pages) ..... 5,000 EUR net
- ☐ Ballpoint pen and writing pad ..... 5,000 EUR net

The procurement costs for the advertising materials will be borne by the company that places the order. Please submit a sample insert as a PDF file for approval by the event organiser six weeks before the start of the event. 2,000 copies are planned. The manufacturer's delivery address will be shared in good time once the sample has been approved.

SPONSORSHIP OF CONFERENCE SERVICES

Conference bag

All participants are entitled to a conference bag, which will be given out at the bag counter in the lobby of Hotel InterContinental on all three days of the conference. The bag (2,000 units) will feature a subtle conference logo and the sponsor’s logo (embroidered or printed). This form of sponsorship is only open to our premium partners.

☐ Sponsorship of conference bag..... 15,000 EUR net

Document logistics at the bag counter

Once the conference has come to an end, a sponsor may promptly deliver the participants’ conference bags to their company address free of charge upon request. BVL will not provide any personal data. The event organiser will provide hostesses to distribute and collect bags at the counter.

☐ Document logistics sponsorship .....Get in touch!

Coffee bars at event hotels

Conference participants will be able to visit the all-inclusive coffee bars at both hotels on all three days of the event to make new contacts and exchange ideas. Free coffee, tea and soft drinks are included in the attendance fee. The screens in the bars will feature a live stream from Potsdam I, allowing participants to watch plenary events and selected sequences. The bars are also a great place for networking. The costs for the bar counters, back panel and drinks will be covered by the event organiser. The sponsor can design the appearance of the bar counter and back panel. The design print templates must be submitted to the event organiser according to the size specification. The print work will then be commissioned by the event organiser. The printing costs are included in the sponsorship fee.

☐ Coffee bar sponsorship fee ..... 13,000 EUR net

Welcome gift on seats in plenary room

A welcome gift will be placed on all chairs in Potsdam I/III on the opening morning of the conference, branded with the logo of the sponsoring company and the conference logo. The sponsor must procure the gifts (incl. printing) at his own expense.

☐ Sponsorship of plenary freebie ..... 7,500 EUR net



### Freebie during coffee breaks

This package allows the sponsor to arrange for hospitality staff to hand out confectionery, ice cream, vouchers or similar items to participants during coffee breaks throughout the conference. The items must be procured, delivered and distributed by the sponsor at his own expense.

- ☐ Freebie sponsorship for three days of the conference ..... 7,500 EUR net
- ☐ Freebie sponsorship for two days of the conference ..... 5,000 EUR net

### Free gift at the end of the conference

Hospitality staff will mark the end of the conference on Friday by handing out a free gift to participants in the lobby of Hotel InterContinental. The participants will be able to take home the valuable gift, which will be branded with the logos of our premium partners. This sponsorship option is part of our premium partnership package.



### Booking rooms for side events

Exhibitors can hire rooms for press conferences, company presentations and meetings at Hotel InterContinental.

Please let the hotel know your specific requirements (room size, timeslot, equipment, catering):

Contact:

Heike Piepenschneider  
piepenschneider@bvl.de,  
Tel.: +49 421 173 84 32



### Social media wall

The social media wall is a real eye-catcher in the busy exhibition area. A large screen will show an overview of all the posts, photos and videos shared across select social networks during the conference. Interesting dialogues will also be displayed. The sponsor can design the display with his logo and colours. The design must be coordinated with the event organiser.

- ☐ Social media wall sponsorship ..... 5,000 EUR net



Free WiFi and presentation on the log-in page of the download area

A sponsor can finance and advertise the free WiFi in the exhibition space. The log-in and landing pages can be displayed with a short and noticeable message from the sponsor. All users will notice the design to ensure the sponsor receives a lot of attention.

The sponsor’s name and logo will be displayed next to this service in the conference guide.



Presentation options on the log-in page of the download area

The download area provides participants with content from previous conferences and a list of participants immediately before the event. All participants will also be able to access the conference presentations immediately after the event. The sponsor can place his logo on the log-in page of the download area.

This is part of the WiFi sponsorship package.

Available formats:     above the input fields: max. 970 pixels width x 150 pixels height  
                              below the input fields: max. 970 pixels width x freely selectable height

☐ WiFi sponsorship ..... 15,000 EUR net

Corporate table at the gala event

During the second part of the gala event, the sponsoring company can reserve a table (10 places) to celebrate the evening with selected participants. The table can be branded using a table flag.

☐ Sponsorship of corporate table at gala event ..... 1,500 EUR net

## CORPORATE PRESENCE

### Room keys at event hotels

A sponsor can add his logo to the room keys (chip cards) at the InterContinental / Schweizerhof event hotel at his own expense for the duration of the conference. All related costs must be covered by the sponsor.

- ☐ Room key sponsorship ..... 10,000 EUR net



### Lunch napkins

A sponsor can add his sponsor to the napkins used during lunch at Hotel InterContinental and Hotel Schweizerhof in Berlin on all three days of the conference. 6,000 DUNLIN napkins featuring the logos of the conference and sponsor must be delivered in a timely manner before the conference (in a four-colour design if possible). The napkin design must be coordinated with the event organiser. The procurement and printing costs must be borne by the sponsor.

- ☐ Napkin sponsorship ..... 6,000 EUR net



### Billboards in front of the event hotels on Budapester Straße

As part of the decorations used to advertise the conference, billboards can be placed in front of both event hotels. The rental and printing costs for 10 billboards are included in the sponsorship fee. No more than three motifs are permitted.

- ☐ Sponsorship of 10 billboards..... 5,000 EUR net
- ☐ Sponsorship of 10 billboards..... 5,000 EUR net
- ☐ Sponsorship of 10 billboards..... 5,000 EUR net

### Advertising in plenary rooms during breaks

All plenary events and presentations at both hotels will be brought to life by professional media technology. Sponsors will be able to highlight their involvement by showing two-minute presentations on the screen during breaks. Three break advertisements are permitted.

- ☐ Projected presentation sponsorship..... 15,000 EUR net

### Shuttle service to gala event

Buses will be used to take participants to the gala venue and back to the event hotel. A sponsor will be able to make people aware of his involvement by handing out or displaying freebies on the buses.

- ☐ Shuttle service sponsorship ..... 5,000 EUR net

### Banners on live screens at coffee bars



All the main presentations and side events held in Potsdam I/III will be streamed on two screens at each coffee bar. The sponsor of this service will enjoy sole positioning in the banner advertising.

- ☐ Banner advertisement ..... 12,500 EUR net

### RFID gate covers

The RFID gates are the clear focal point in the lobby of Hotel InterContinental, and their functions make them really stand out. A sponsor's logo can be added to the plain covers.

- ☐ Cover sponsorship ..... 12,500 EUR net

### Buddy Bear promotion in the lobby

A sponsor can design and raffle off a Buddy Bear ([www.buddy-bear.com](http://www.buddy-bear.com)) for the conference. The specific timing and process must be coordinated with the event organiser. An area of 3 x 3 m is available for this purpose. The procurement and design costs for the Buddy Bear must be borne by the sponsor.

- ☐ Buddy Bear sponsorship ..... 5,000 EUR net



### Roll-up banner

A sponsor can place a roll-up banner next to the coffee bar in the lobby of Hotel InterContinental.

- ☐ Roll-up banner sponsorship ..... 2,500 EUR net

### Floor sticker in the exhibition space

A sponsor can place up to 15 stickers (max. DIN A2) on the floor between the entrance area and exhibition stand (not possible in Potsdam and Bellevue).

- ☐ Floor sticker sponsorship ..... 5,000 EUR net

## AWARDS / PROMOTION OF YOUNG TALENT

### Sponsorship of Science Award for SCM

The Science Award for SCM is presented in recognition of novel scientific projects that garner independent results, new findings or solutions in the field of logistics. The award of 10,000 EUR for the winner and 10,000 EUR for the supporting institute is presented with the sponsor at the closing event. The sponsor may choose to personally hand over the cheque to the winner.

- ☐ Sponsorship of Science Award for SCM ..... 10,000 EUR net



### Promotion of young talent

Prospective candidates for the Science Award for SCM will be presenting their work to conference participants in a parallel event. This part of the event will be funded by a sponsor, who will be named in the conference programme.

- ☐ Sponsorship of young talent ..... 5,000 EUR net



Sponsorship of 2020 Thesis Award

The promotion of talented young students has formed a key part of the work carried out by Bundesvereinigung Logistik for many years. BVL first awarded its Thesis Award in 2010 as a way to honour outstanding final papers in the field of logistics. The papers should be highly practical, topical and relevant for logistics. Any publication embargoes imposed by companies are not a problem, as only the title of each thesis is named. Professors from logistics institutes at universities (of applied sciences) and vocational colleges can nominate and showcase outstanding theses written under their supervision.



Winning students will receive the following:

- Certificate
- Free ticket for the International Supply Chain Conference
- Awards ceremony in Berlin and Thesis Conference on the Thursday during the conference

The sponsor will be able to moderate the Thesis Conference during the workshops. The sponsor’s name and logo will be printed in the conference programme. The sponsor will be able to brand the photo wall in the BVL Lounge, which will be used to take professional photographs of all (individual) award winners.

☐ Sponsorship of Thesis Award (incl. photo wall) .....10,000 EUR net

Sponsorship of doctoral candidate workshop

A doctoral candidate workshop will be held during the conference to promote talented young students from Germany, Austria and Switzerland. The aim of the workshop is to establish networks of talented young students. The sponsor can highlight his involvement in the event by opening up meeting points during coffee breaks (roll-up and bistro table). The sponsor’s logo will be included in the programme.

Workshop schedule:

Lunch together  
Introductions, 15 minutes for each presenter, 5 minutes for each doctoral candidate  
Brief presentation of sponsor, 15 minutes  
Work in small groups  
Conclusions

☐ Sponsorship of doctoral candidate workshop ..... 5,000 EUR net

WE LOOK FORWARD TO TALKING TO YOU:



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## GENERAL TERMS AND CONDITIONS OF BVL SERVICE GMBH

### Part I. General Provisions

#### 1. General Information & Scope of Application

(1) These General Terms and Conditions shall apply to all contracts concluded with BVL Service GmbH (BVL). They shall also apply, as amended, to any future contracts concluded with the same contractual partner without the need to make specific reference to their validity in each individual case.

(2) These General Terms and Conditions shall apply exclusively. Any deviating, conflicting or supplementary terms and conditions of the contractual partner shall only become part of a contract if their validity is explicitly approved by BVL.

#### 2. Conclusion of Contract

(1) Any offers made by BVL shall be non-binding.

(2) Contracts may only be effectively concluded if they are signed or confirmed in writing by BVL.

#### 3. Conditions of Payment

(1) All prices quoted by BVL shall be exclusive of VAT.

(2) BVL may charge up to 50% of the agreed price as a down payment.

(3) The contractual partner may only offset or withhold payments if his claims are undisputed or have been legally established.

(4) The allocated space may only be developed and used if the sponsorship / exhibition fee is paid by the specified deadline.

#### 4. Liability

(1) Unless agreed otherwise in these General Terms and Conditions, including the provisions set forth below, BVL may be held liable for a violation of its contractual and non-contractual duties in accordance with the relevant statutory regulations.

(2) BVL shall be liable to pay damages, regardless of the legal grounds, in cases of intent and gross negligence. In cases of simple negligence, BVL may only be held liable for:

- a. damages resulting from injury to life, limb or health;
- b. damages resulting from the violation of an essential contractual duty (an obligation that must be fulfilled to enable the proper execution of the contract and on whose fulfilment the contractual partner may regularly depend); in such cases, however, the liability assumed by BVL shall be limited to compensation for the foreseeable, typically occurring damage.

(3) The limitations of liability stipulated in (2) shall not apply if BVL has assumed a guarantee or acts in bad faith.

#### 5. Force Majeure

If an event cannot be held as a result of force majeure, all payments owed to BVL shall be dropped. No further costs shall be reimbursed by BVL.

If an event begins but has to be shortened or prematurely ended, the contractual partner shall not be entitled to a refund or a reduction of the agreed fees. If an event has to be rescheduled for compelling reasons, any agreements made shall remain valid.

#### 6. Code of Conduct & Consideration

(1) The contractual partner must observe the rules and principles stipulated in the BVL Code of Conduct when working with BVL.

(2) The contractual partner must observe the principles of respectable advertising when performing his activities and must always consider the charitable and neutral nature of Bundesvereinigung Logistik e.V. when designing his advertising.

(3) BVL and the contractual partner agree to consider each other's legitimate interests, especially within their public relations. They shall give each other timely advance notice of any circumstances that might be relevant to the other party.

(4) If any of the violations set forth in (1) to (3) are violated, BVL shall be entitled to prohibit the corresponding advertising planned by the contractual partner.

#### 7. Exclusivity

Unless explicitly agreed otherwise, the contractual partner shall have no exclusivity rights.

### Part II. Participation in Exhibitions

#### 1. Allocation of Stands

Exhibition stands shall be allocated by BVL. The date on which the contractual partner's registration is received shall not be decisive in this regard. Any wishes expressed by the contractual partner regarding the allocation of particular stands shall be considered as far as possible, but such requests cannot be made a precondition. The event organiser and/or BVL may move stands and advertising boards for organisational reasons or to achieve the desired overall appearance.

#### 2. Several Lessees, Sub-Letting, Transfer of Stand to Third Parties

The contractual partner shall not be entitled to transfer all or part of his allocated place to third parties – or to swap it, sublet it or accept it on behalf of another exhibitor – without the written approval of BVL. A co-exhibitor may only be added on the basis of a separate written request submitted to BVL. The admission of a co-exhibitor shall be subject to a fee. If a co-exhibitor is added without the consent of BVL, it shall be entitled to terminate the contract with the contractual partner without notice.

#### 3. Stand Personnel / Participants / Guests

The stand participants must be named and registered via the BVL online registration form. Their authorisations may not be transferred. Any other persons must pay additional attendance fees. Guests may be invited with short-term passes under certain conditions.

#### 4. Stand Demarcation and Dimensions

Stands must not extend beyond the defined area. BVL may demand the modification or removal of any exhibition stands whose assembly is not approved or does not comply with the exhibition conditions. If a stand is closed for one of these reasons, the contractual partner shall not be entitled to compensation or a refund of the paid fee.

#### 5. Rental Stand

If the contractual partner books a rental stand, it shall be assembled by the stand construction company contracted by the event organiser. The materials required to assemble the stand, including the fascia (also with lettering), shall remain the property of the stand construction company. No adhesives, nails or staples may be used on the panels of the rental stand. The contractual partner shall be billed for any damage or special cleaning required. If the contractual partner changes from a rental stand to his own stand system (or vice versa) less than 30 days before the start of the exhibition, a processing fee of 100 EUR shall be charged.

#### 6. Own Stand System

If the contractual partner uses his own stand system or commissions his own stand construction company, a sketch of the envisaged stand must be submitted for the event organiser's approval as soon as possible – and within 6 weeks of the start of the event at the latest. The height of the assembled stand must not exceed 2,5 metres.

#### 7. Cancellation

a. If the contractual partner cancels his attendance, he must pay a lump sum as compensation for expenses. This charge shall amount to 25% of the agreed stand rental fee if cancellation is made up to 8 weeks before the start of the event, 50% up to 6 weeks before the start of the event and 100% thereafter.

b. Special arrangement for the International Supply Chain Conference:

If the contractual partner cancels his attendance, he must pay a lump sum as compensation for expenses. This charge shall amount to:

- 25% from the publication of the programme;
- 50% up to 8 weeks before the start of the event;
- 75% up to 6 weeks before the start of the event;
- and 100% thereafter.

#### 8. Advertising

The contractual partner may only conduct advertising activities – in particular the distribution of brochures, leaflets and samples – within his allocated stand area. Any posters, stickers or other advertising material attached without approval shall be removed at the offending party's expense during the event. The use of loudspeaker advertising, slide shows, films and performances must be approved in writing by BVL. The same applies to the use of any other equipment and devices designed to achieve a higher advertising impact by visual means. BVL and the event organiser shall be entitled to restrict or prohibit any advertising activities that cause disturbances, dirt, dust, exhaust fumes or vibrations or that may otherwise affect or jeopardise the event – even if such measures were initially approved.

#### 9. Assembly and Disassembly

The contractual partner shall be punctually notified of the exact times scheduled for the assembly and disassembly of the stands, and these must be adhered to. The stand must be fully assembled in good time before the event opens. The demarcated paths and routes must be kept clear. The contractual partner agrees to dispose of any waste following the assembly / disassembly of the stand. The contractual partner shall be billed for any necessary clean-up work. Stands must not be fully or partially cleared before the end of the event. BVL shall also be entitled to exclude the contractual partner from the next event.

#### 10. Deposit

The contractual partner must pay a deposit of 1,000 EUR per stand. The deposit must be paid before the start of the event. The deposit shall be returned immediately after the event, provided the necessary bank details have been provided. If the contractual partner culpably violates his duties, BVL shall be entitled to retain all or part of the deposit.

#### 11. Electricity / Lighting, Telephone Connection & Materials

The stand shall be fitted with a power connection from 220 V to 2.0 kW. The general lighting costs shall be borne by the event organiser. The contractual partner may use the relevant form to request a phone connection, but he shall not be automatically entitled to one. Any telephone connection costs shall be borne by the contractual partner.

#### 12. Liability

The contractual partner shall be held liable for any damage suffered by third parties at his stand.

#### 13. Official Regulations

All aisles in the exhibition area must be kept clear across their full width to comply with safety regulations. The stand fixtures must not extend beyond the defined stand area.

The event organiser may take spontaneous public safety measures to comply with legal regulations.

#### 14. Exhibitor / Participant Passes

The name badges distributed to exhibitors by the event organiser must be worn throughout the event. No other name badges may be worn.

#### 15. Distribution of Food and Beverages

The distribution of food, beverages and other refreshments shall be subject to approval, unless they are provided by the specified on-site catering service.

### Part III. Placement of Advertising

Unless explicitly agreed otherwise, the contractual partner shall not be entitled to request the placement of an advertisement in a specific place.

### Part IV. Provision of Vehicles

Any vehicles provided by the contractual partner must be roadworthy and in an excellent general condition. BVL shall not replenish or pay for any fuel or operating materials consumed over the course of the contract.

### Part V. Final Provisions

#### 1. Severability Clause

If any of the provisions contained in these General Terms and Conditions prove to be fully or partially ineffective, this shall have no bearing on the validity of the remaining provisions.

#### 2. Applicable Law & Place of Jurisdiction

(1) All legal relations between BVL and the contractual partner shall be subject to the laws of the Federal Republic of Germany to the exclusion of all international legal systems, particularly the United Nations Convention on Contracts for the International Sale of Goods.

(2) If the contractual partner is a merchant, Bremen shall be the exclusive place of jurisdiction. However, BVL shall also be entitled to bring an action at the contractual partner's general place of jurisdiction.



The background of the entire page is a dark blue gradient. Overlaid on this are several abstract, wavy, and pixelated patterns in shades of light blue and red. In the upper right quadrant, there is a faint, dark silhouette of a person's head and shoulders, looking towards the left.

**Bundesvereinigung Logistik e.V.**

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