



ZVO-OBERFLÄCHENTAGE

Kongress für Galvano-
und Oberflächentechnik

Media data and advertising rates

Program booklet ZVO Surface Days Valid

from October 1, 2023



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Media Information Title Portrait

1 Title: ZVO Surface Days

2 Brief description: The ZVO Surface Days, the annual congress of the German Surface Technology Association (Zentralverband Oberflächentechnik e.V.), regularly attracts renowned companies, business people, scientists and politicians to present and discuss relevant topics and technologies, to network and to drive innovation. With regularly more than 500 participants and 70 exhibitors in the accompanying industrial exhibition, the ZVO Surface Days are also the largest congress in the surface industry.

The program booklet, which is distributed to each participant at the beginning of the congress, provides an overview of the numerous expert presentations from the various topic blocks as well as lists of speakers, participants and exhibitors.

3 Publisher:

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Ad sales:

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4 Print run:

According to the number of participants,
At least 500 copies

Advertising formats and prices:

1/1 page



Advertising deadline: July 15

Advertising copy deadline: July 30

**Publication date: at the start of the
congress**

Discounts

Basic discount for ZVO members	20 %
Exhibitor discount	10 %
Discount for exhibiting ZVO members	25 %

Size in side parts	Bleed sizes in mm (plus 3 mm bleed on all outer edges)		Prices in EUR (plus VAT)
	Wide	Height	
1/1 page	148	210	
Content			1.190
U2, U4			1.690
U3 (foldout)	132	210	1.690



General Terms and Conditions of ZVO Service GmbH 2021)

(Status: March 1,

§ 1 General

(1) The following General Terms and Conditions apply exclusively to the business relationship between us, the company ZVO Service GmbH, and the Customer; we do not recognize a n y terms and conditions of the Customer that conflict with or deviate from our contractual terms and conditions, unless they are agreed by us or subsequently confirmed. For advertisements in publications of ZVO Service GmbH, the Special Terms and Conditions "Advertisements" shall apply additionally. Our contractual terms and conditions shall also apply if we perform our services for the customer without reservation in t h e knowledge that the customer's terms and conditions conflict with or deviate from our contractual terms and conditions.

(2) "**Customer**" in the sense of these terms and conditions are only entrepreneurs. These terms and conditions do not apply to contracts with consumers.

(3) "**Entrepreneurs**" in the sense of these terms and conditions are natural or legal persons or partnerships who conclude a contract with us in the exercise of their commercial, self-employed or freelance activity, § 14 BGB.

§ 2 Offers, scope of services and conclusion of contract

(1) Offers of ZVO Service GmbH are generally subject to change. In case of doubt, the contract is only concluded with and in any case only according to the conditions and content of our order confirmation, if such a confirmation is issued.

(2) The registration/order of the customer is considered as an offer in the sense of § 145 BGB (German Civil Code); the customer is bound to his registration/order for 21 days from receipt by ZVO Service GmbH.

(3) Documents provided by ZVO Service GmbH such as illustrations, drawings, dimensional data are generally only to be understood as approximate values, unless they are expressly designated as binding.

(4) ZVO Service GmbH reserves the right to unilaterally change its contractual services even after conclusion of the contract, as long as this does not significantly affect the overall character of the event and is reasonable for the Customer. Reasonableness exists if the interest of ZVO Service GmbH in making changes outweighs or at least equals the interest of the customer in the invariability of the agreed service provision. A substantial impairment and unreasonable change in the sense of this regulation does not exist in particular in the case of exchange of speakers/lecturers, c h a n g e o f event rooms (in the same city), change of the location of the exhibition stand, change of the schedule, etc. The customer is not entitled to make changes of this kind. Changes of this kind do not entitle the customer to withdraw from the contract or to reduce his payment.

§ 3 Venue

The venue for each event is shown in the current event program.

§ 4 Organizer, events

The organizer is ZVO Service GmbH.



Events within the meaning of these General Terms and Conditions are trade fairs, joint trade fair stands, technical exhibitions, seminars, conferences and congresses.

§ 5 Registration/Conditions of Participation

Registrations for the event must always be received in writing and bear a legally valid signature. Incoming online registrations via the Internet and e-mail do not require a signature.

Registrations will be considered according to the date of receipt. After receipt of the registration, a confirmation of registration and an invoice will be sent. The invoice must be paid before the start of the event.

There is no general right to participate; the organizer reserves the right to admit participants in individual cases.

§ 6 Cancellation of events

(1) If the event of ZVO Service GmbH depends on a minimum number of participants, the customer will be informed about this in the order confirmation at the latest.

(2) Events may be cancelled for good cause, e.g. if the minimum number of participants is not reached, if a speaker/lecturer is unable to attend or falls ill, if event premises are cancelled/closed or in cases of force majeure. If the minimum number of participants is not reached and the event therefore does not take place, the customer will be informed of this at the latest 2 weeks before the start of the event. In all other cases of cancellation for an important reason as well as in case of necessary changes of the program, especially change of a speaker/lecturer, change of the event premises, etc., ZVO Service GmbH will inform the customer as early as possible. If, exceptionally, an event has to be cancelled, any amounts already paid by the Customer to ZVO Service GmbH for the planned event will be refunded. Further claims of the customer, in particular claims for damages, e.g. for out-of-pocket travel and accommodation costs, are excluded. This does not apply in the case of intent or gross negligence on the part of ZVO Service GmbH, its representatives or its vicarious agents.

§ 7 Copyrights

The event-related presentations and documentation are protected by copyright and may not be reproduced, distributed or used commercially in any form - not even in excerpts - without the consent of the organizer and the respective speaker. For all film and sound recordings intended during the event, the permission of the organizer must be obtained in advance. Photographs are permitted for private purposes to an appropriate extent, taking into account the rights of third parties. The organizer assumes no responsibility or liability for any inaccuracies in the content of the presentations and documentation.

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§ 8 Prices and terms of payment

(1) All invoices of ZVO Service GmbH are payable 14 days after receipt of the invoice, unless otherwise determined in writing by ZVO Service GmbH.

(2) If the customer is in default of payment, he shall pay interest in the amount of 9 percentage points above the applicable base interest rate, subject to the assertion of further claims.

(§§ 286, 288 para. 2 BGB).

(3) If early booking discounts are granted or if different prices of ZVO Service GmbH apply for different registration periods, the date of receipt by ZVO Service GmbH is decisive for determining the price in the case of registration by email/fax, and the postmark in the case of registration by mail.

(4) The prices when ordering our printed products are ex warehouse excluding packaging and other shipping and transport charges.

§ 9 Offsetting and retention

Offsetting and retention are excluded, unless the Customer's counterclaims are undisputed, recognized by ZVO Service GmbH or legally established. Furthermore, the customer is only authorized to exercise a right of retention if his counterclaim is based on the same contractual relationship.

§ 10 Withdrawal from trade fairs and accompanying exhibitions

The customer may withdraw from registrations for trade fairs, joint stands and exhibitions in accordance with the following provisions:

- Cancellation up to 180 days before the start of the event will not incur the event fee
- In case of cancellation up to 120 days before the start of the event, the customer has to pay 25% of the original participation fee
- In case of cancellation up to 90 days before the start of the event, the customer has to pay 50% of the original participation fee
- In case of cancellation up to 60 days before the start of the event, the customer has to pay 75% of the original participation fee
- In case of cancellation less than 60 days before the start of the event, the customer must pay the full participation fee.

The withdrawal for legal reasons and their legal consequences remain unaffected by the aforementioned regulation.

§ 11 Withdrawal from seminars, meetings and congresses

The customer may cancel registrations for seminars, conferences and congresses in accordance with the following provisions and cancellation fees:

- Cancellation up to 30 days before the start of the event will not incur the event fee.
- In the event of cancellation up to 20 days before the start of the event, the customer must pay 25% of the original event fee.

- In case of cancellation up to 10 days before the start of the event, the customer has to pay 50% of the original event fee

- In case of cancellation up to 5 days before the start of the event, the customer has to pay 75% of the original event fee

- In the event of subsequent cancellation, the customer must pay 100% of the original event fee

If the customer provides a substitute person, the aforementioned cancellation fees do not apply. The customer must always pay a processing fee of € 50 for the change of participant.

The customer is liable for any additional costs incurred by ZVO Service GmbH due to the change of participant. The withdrawal for legal reasons and their legal consequences remain unaffected by the aforementioned regulation.

§ 12 Liability

The liability of ZVO Service GmbH for damages, especially those resulting from accidents, damages, loss or theft, is excluded - unless otherwise stipulated below - unless the damage is based on intentional or grossly negligent behavior of ZVO Service GmbH, its representatives or its vicarious agents. The exclusion of liability does not apply to damages resulting from injury to life, body or health. The liability for simple or slight negligence is excluded, as far as it does not concern the violation of an essential contractual obligation in the sense of the jurisdiction of the Federal Court of Justice. In this respect, an essential contractual obligation is an obligation whose fulfillment characterizes the contract and on whose compliance the customer may rely. Insofar as the aforementioned exclusion of liability due to the breach of an essential contractual obligation does not apply, the Contractor shall only be liable for damages typical for the contract and foreseeable at the time of the conclusion of the contract. Any further claims of the Customer shall be excluded. The above limitations of liability or exclusions of liability shall not apply in the event of a breach of pre-contractual obligations to provide information and clarification.

§ 13 Applicable law and place of jurisdiction

(1) The laws of the Federal Republic of Germany shall apply to the exclusion of foreign law and the unified international sales law.

(2) Unless otherwise stipulated by law and the Customer is a merchant, a legal entity under public law or a special fund under public law, the place of jurisdiction for both parties to the contract shall be Düsseldorf. In this case, however, ZVO Service GmbH is also entitled to sue the Customer at the court of his domicile/registered office.

§ 14 Severability clause

The invalidity of individual provisions of this contract or its components shall not affect the validity of the remaining provisions.



Special Terms and Conditions "Advertisements"

(Status: July 1, 2020)

1. An advertising order within the meaning of the following General Terms and Conditions is a contract for the publication of one or more advertisements of an advertiser in the printed publication "ZVOreport" for the purpose of distribution.
2. In case of doubt, advertisements must be called off for publication within twelve months of conclusion of the contract. If the right to call off individual advertisements is granted within the framework of a contract, the order must be processed within one year of the publication of the first advertisement.
3. In the case of contracts, the customer shall be entitled to call off further advertisements within the agreed period or the period specified in Item 2, even beyond the quantity of advertisements specified in the order.
4. If an order is not fulfilled due to circumstances for which ZVO Service GmbH is not responsible, the Customer shall reimburse ZVO Service GmbH for the difference between the discount granted and the discount corresponding to the actual acceptance, irrespective of any further legal obligations. The reimbursement is not applicable if the non-fulfillment is due to force majeure in the area of risk of ZVO Service GmbH.
5. Orders for advertisements and third-party inserts which, according to the order, are intended exclusively for publication in certain issues or in special places of the ZVOreport must be received by ZVO Service GmbH in good time, so that the customer can be informed before the advertising deadline if the order is not to be executed in this way.
6. Advertisements that are not recognizable as advertisements due to their editorial design will be clearly identified as such by ZVO Service GmbH with the word "Advertisement".
7. ZVO Service GmbH reserves the right to cancel advertising orders and also

individual call-offs within the scope of a contract as well as insert orders due to content, origin



or technical form in accordance with uniform and objectively justified principles of ZVO Service GmbH or the publisher, or to withdraw from the contract. This applies in particular, but not exclusively, if the content of the advertisement or insert violates laws or official regulations or if its publication is unreasonable for ZVO Service GmbH or the publisher. Orders for inserts are only binding for ZVO Service GmbH after submission of a binding sample and its approval. Inserts which, due to their form or content, give the impression of being part of the ZVOreport, or which contain third-party advertisements, will generally not be accepted. The customer will be notified immediately of any rejection.

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8. The customer is responsible for the punctual delivery of the advertisement text as well as flawless artwork and/or inserts. ZVO Service GmbH will request replacements for recognizably unusable or damaged printing material. ZVO Service GmbH does not assume any liability for hidden defects. ZVO Service GmbH guarantees the usual printing quality for the ZVOreport within the scope of the possibilities given by the printing material. No liability is assumed for advertisements that do not appear flawlessly as a result of unsuitable printing material.
9. In the event of wholly or partially illegible, incorrect or incomplete printing of his advertisement, the customer shall be entitled to a reduction in payment or to a faultless replacement advertisement, but only to the extent that the purpose of the advertisement was impaired. Complaints must be made by the customer within two weeks of receipt of invoice and receipt.
10. Color printouts for print approval will only be supplied upon express request. The customer is responsible for checking the content and the imprimatur. If the customer does not return the proofs within the set period, the print approval is deemed to have been granted.



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11. Unless otherwise agreed, the actual impression size of the advertisement will be used as the basis for calculation.
12. In case of delayed payment and justified doubts about the customer's ability to pay, ZVO Service GmbH may, at its discretion, withdraw from the execution of current orders or make the execution of current orders dependent on the settlement of outstanding invoice amounts and the advance payment of the pending amounts without regard to an originally agreed payment term.

In the case of digital invoice dispatch, the e-paper of the ZVOreport, which is published on the ZVO website under *Publications* until the next issue is published, is regarded as the voucher copy. Afterwards, the corresponding issue will be archived on the ZVO website under *Publications* as a PDF file for at least 12 months.
13. Upon request, ZVO Service GmbH will provide a complete voucher copy of the advertisement together with the invoice. If a voucher can no longer be obtained, it will be replaced by a legally binding certificate from ZVO Service GmbH regarding the publication and distribution of the advertisement.
14. Costs for the production of typesetting, final artwork, drawings, reprints and scans as well as for changes requested by the customer to originally agreed designs shall be borne by the customer.
15. Print documents will only be returned to the customer upon special request. The obligation to retain the documents ends three months after expiry of the order.
16. Recognized advertising intermediaries receive 15 % agency commission for their orders if the orders are calculated according to the basic price. The amount of the commission is based on the net advertising price reduced by any discounts.
17. Right of cancellation: free of charge up to twelve weeks before the printing deadline. After that, cancellation fees will be charged in the following amounts, each calculated from the confirmed net advertising price
 - 25 % cancellation fee for cancellations up to eight weeks before the printing deadline
 - 50 % cancellation fee in case of cancellation up to four weeks before printing deadline
 - 75 % cancellation fee if cancelled within four weeks prior to printing deadline
18. All orders are concluded exclusively on the basis of our General Terms and Conditions and our Special Terms and Conditions "Advertisements". Any conflicting terms and conditions shall not be valid unless agreed in writing. Verbal agreements are not valid. All agreements must be in writing. In case of non-appearance due to force majeure, ZVO Service GmbH does not assume a n y obligation to fulfill orders and pay damages.
19. Online banners in the announcement newsletter may be max. 800x170 pixels, 50 kb in size and not animated. The production and timely provision of the online banner is the responsibility of the customer. Otherwise, the provisions of items 1. to 17. shall apply equally to online banners.



ZVO SURFACE DAYS

Congress for
Electroplating and
Surface Fluting
Technology
