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Members of  
LONMARK International,  
LONMARK Germany and other  
LONMARK Affiliates

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Aachen, 21.07.2017

## LONMARK joint booth at Light+Building 2018

Dear Member of LONMARK,

at Light + Building 2018 (March 18-23, 2018), we are continuing our concept of presenting the standards of building automation in a concentrated form: with the "**Marketplace of OPEN BUILDING AUTOMATION**". All the associations of standards and specifications dealing with IoT connected buildings ("BUILDING 4.0") are invited – as well as associations from related fields. Firm bookings have already been received from the LonMark and BACnet communities. Frankfurt Messe supports our concept and plans to pool networking, building services engineering and security in hall 9.1.

We are sure that this joint presentation will find very great attention and is generating strong interest. The concentration of the group stands in one place will attract even more qualified traffic!

"Together" means that the organizations continue to be the contact person of their members and beyond through synergy more presentation opportunities are created.

The goal is to give visitors the opportunity to get easy in concentrated form to provide comprehensive information quickly and literally "short path" through open, cross-trade standards and their applications in building automation.

The focus will be on current developments: Building automation and control systems are in a state of transition. The digitization of properties and the internet as a communication platform is stimulating new product offers. Driven by the convergence of systems and the increasing interoperability between the standards, integration is gaining momentum. It includes:

A great advantage for exhibitors: Anyone offering products and services for the world's two standardized systems can now recruit through presence at one point.

The bracket for both items is the issue of „OPEN BUILDING AUTOMATION“. The exhibitions architecture is designed so that both objects are perceived as a unit, while also clearly shows that there are still two organizations and communities – but many points of contact and overlap.

communications to success

### TEMA Technologie Marketing AG

Vorstand: Dr. Günter Bleimann-Gather  
Vorsitzender des Aufsichtsrates: Prof. Dr. Malte Gather  
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## LONMARK booth

The LonMark area is once again under the auspices of LONMARK Germany and is organized by the TEMA AG. A by LonMark Germany designed exhibition will inform on the stand about LON and LonMark. In addition, the booth has its own information areas, offering information about LON and LONMARK and about the exhibitors.

## Presentation options

The presentation options have been designed so that both booths create a matching design. The differentiation between the booths is via large logos on the pillars, logos on the panels and other details.

On the LONMARK area following presentation options (packages) are available.

## Exhibitor packages

- **Standard package:** 1 Panel  
8,000 € Early bird booking by October 31st, 2017, 8,400 € regular price by November 26th, 2017 (registration deadline)
- **XL package:** 2 connected panels  
13,700 €, for a better presentation of different functions, as far as available, assigned after closing of early-bird registration
- **XXL package:** 3 connected panels  
17,400 €, for a more noticeable presentation of different functions, as far as available, assigned after closing of early-bird registration

## Packages prices listed before include:

- **Exhibition fees**
  1. Space rental
  2. Exhibitors Fees (catalogue and media entries are not included. They are commissioned by you and/or your exhibitors and charged separately)
  3. Stand construction with default stand system. The stand is suitable for panels approx. 100 cm x 120 cm and also for equipment assembly. This includes a lockable base cabinet and a working area for laptop and info material.
  4. Panel Printing on the basis of supplied, printable files. The design of the panels can also be ordered by the exhibitors through TEMA and will then be invoiced directly to the exhibitor.
  5. 2 Exhibitor Passes (additional exhibitor passes and parking tickets can be provided but will be invoiced separately)
  6. 1 brochure rack per booked panel
- **Infrastructure**
  7. Kitchen / catering for stand staff
  8. Central storage area for materials, luggage etc.
  9. WiFi
  10. Stand cleaning
  11. Night watch

**▪ Contact Areas**

12. Café / Meeting area with stand-alone tables, seating and free beverages for exhibitors and their customers
13. Information Desk with free beverages for exhibitors and their customers
14. Service personnel in these areas, who are also active as "guides" and who bring visitors and exhibitors together
15. Participation in the daily "Beer Fest", also as an active sponsor of the event

**▪ Presentation**

16. Speaking opportunity at the common theatre (fee of € 400.00 for companies)
17. Virtual Reality Corner to display material on virtual reality
18. Name Badges for staff manning the stands

**▪ Media**

19. Presentation on the booth website, including information on the exhibiting members and floorplan
20. Media compartments on the stand

**Logo Presentation**

Do you want to be present at the booth, but have no capacity or no time to be with staff themselves? In this case, the "Logo-Presentation" is suitable.

Logo presentation means that in a clearly visible place on the stand a ca 50 cm x 50 cm large table is used, which includes your logo and a short text, e.g. Your web address. A brochure holder for information material is also attached next to or below the board. The stand staff provides regular information on the prospectus with the information material provided by you.

1,800 € Early bird booking by October 31st, 2017, 2,000 € regular price by November 26th, 2017 (registration deadline)

**The logo presentation includes:**

1. Printing of the table based on the supplied files (printable logo, text, possibly further information).
2. 1 brochure holder per booked table, loading the brochure holders with material
3. Inclusion in Website LONMARK Germany with information about all exhibitors and stand plan
4. Recording in LONMARK Germany Magazine
5. Media compartments on the stand

**Important Note:**

With the registration the exhibitor commits bindingly to make the mandatory media entry in the official exhibition catalog. The price is 585,00 € plus VAT and will be charged additionally by TEMA. Or this can be charged directly with Messe Frankfurt.

**Special needs**

For special needs such as booking of conference/meeting rooms etc. please contact us. The incurring costs will be charged to the particular exhibitor with a handling fee of 15%.

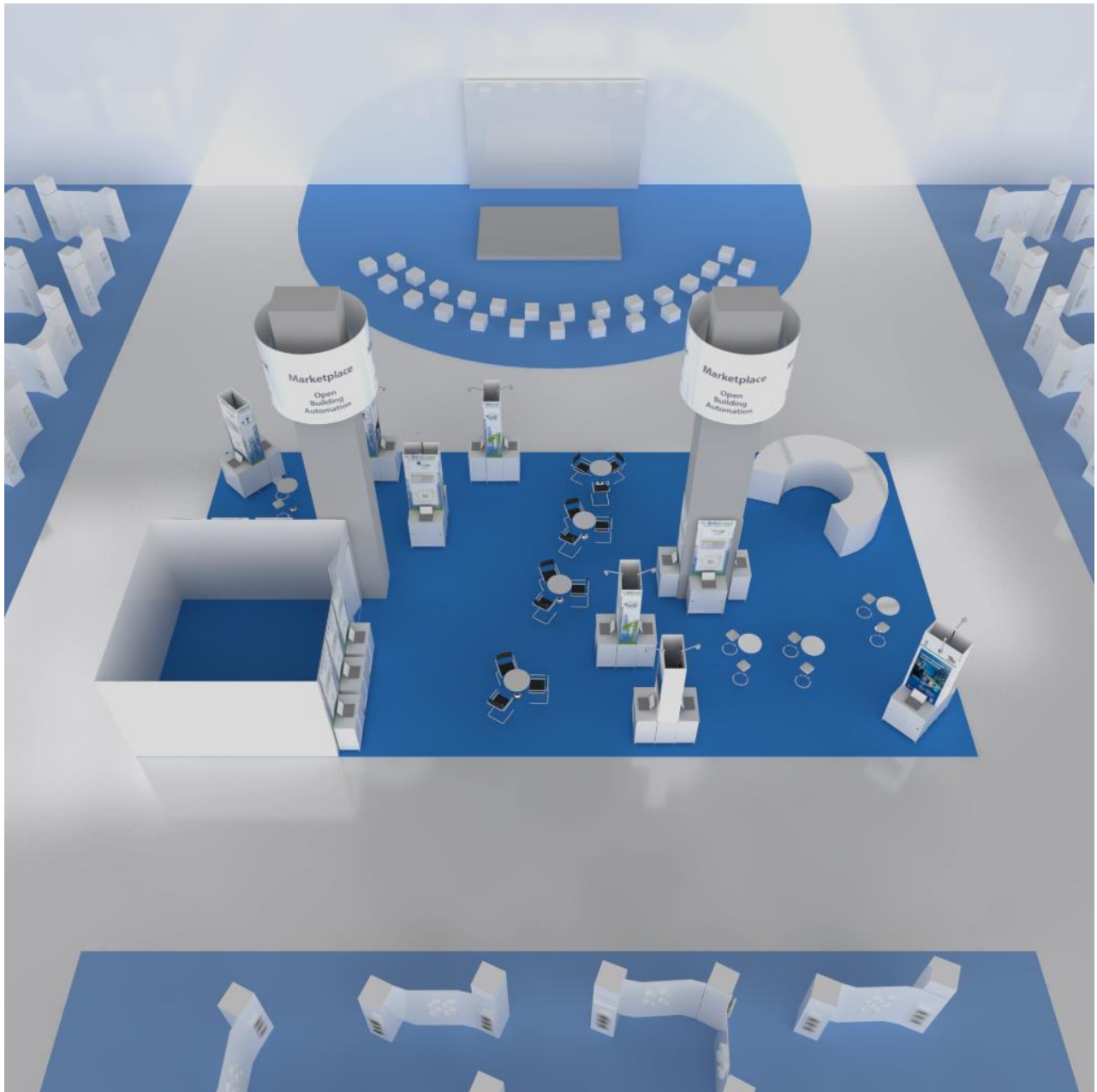
We look forward to making your participation in the fair a success, we will be fully committed to you!

A book form can be found in the appendix.

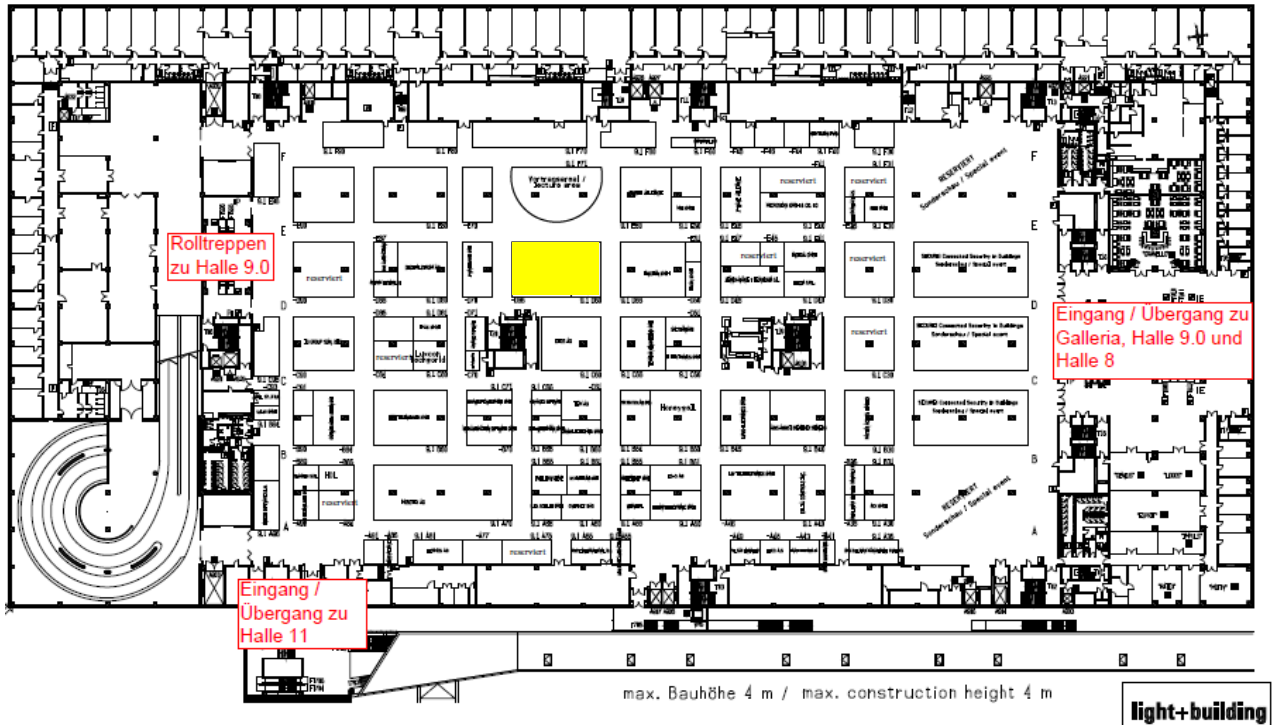
If you have any questions, please do not hesitate to contact us at +49 (0) 241 88970-610 (Hermann Josef Pilgram).

Best regards  
TEMA Technologie Marketing AG

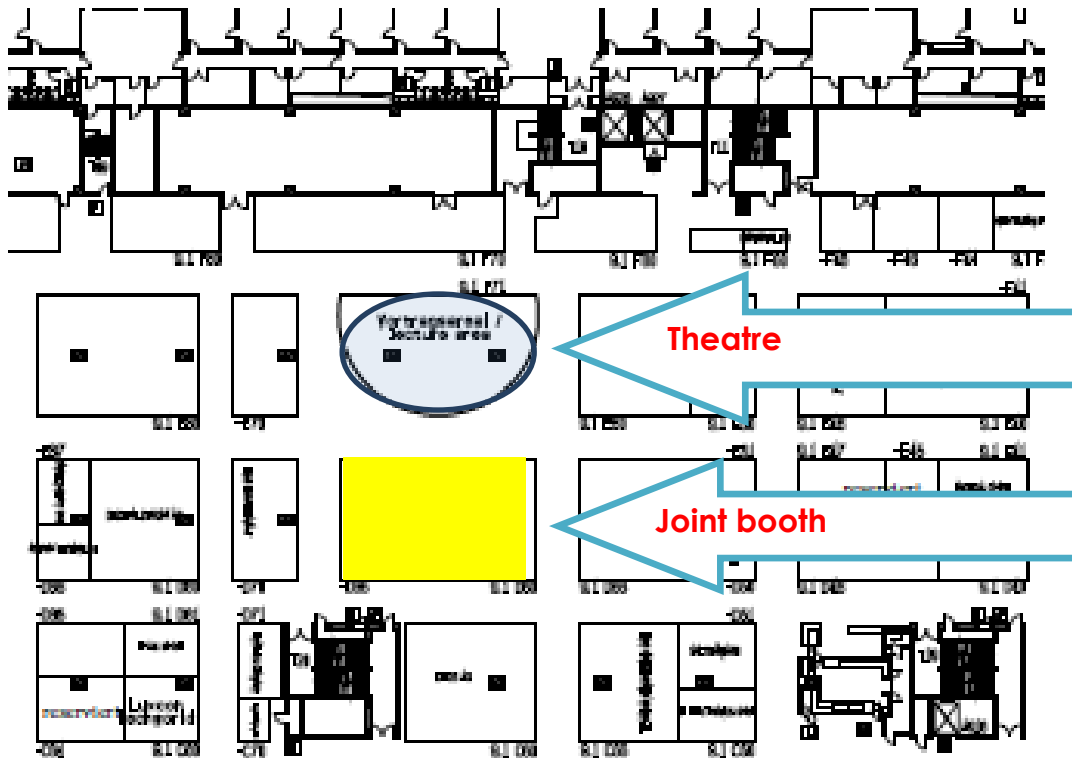
Dr. Günter Bleimann-Gather  
Vorstand



**Visualization joint booth and “theatre”**



### Hall 9.1, joint booth



Joint booth Hall 9.1, D60 – across from the „theatre“



**Replay**

**Please reply as soon as possible back to secure your placement**

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Germany

**Fax: 0241-88970-999**

**Registration for LONMARK joint booth at Light+Building 2018**

A section of the OPEN BUILDING AUTOMATION marketplace

**Early Bird Registration by October 31<sup>th</sup>, 2017**

**Regular Registration Deadline is Nov 26<sup>th</sup>, 2017**

Herewith we confirm our participation according to the call for exhibitors from July 4<sup>th</sup>, 2017 and acceptance of the general terms and conditions of Messe Frankfurt. The scale of our exhibition is indicated below.

Please tick your package:

	<b>Packages</b>		<b>Early Bird price</b>	<b>Regular price</b>
<input type="checkbox"/>	Standard Panel	1 panel	8.000,00 Euro	8.400,00 Euro
<input type="checkbox"/>	XL Panel	2 joined panels, for better individual presentation of various functions, double sized space		13.700,00 Euro
<input type="checkbox"/>	XXL Panel	3 joined panels, for striking individual presentation of various functions, triple sized space		17.400,00 Euro
No. of <input type="checkbox"/>	Speaking opportunities	15-minutes presentation slot at OPEN BUILDING AUTOMATION theatre	300,00 Euro	400,00 Euro
<input type="checkbox"/>	Beerfest	Sponsoring request for daily Beerfest "OPEN BUILDING AUTOMATION"		400,00 Euro

All prices: VAT not included

**Company**.....

Contact.....

Address.....

Phone..... Email.....

Date,  
(legally binding) signature .....