

EXHIBITORS & SPONSORS GUIDE

Information About Stand Design and Marketing
Opportunities

JavaLand 2019



www.javaland.eu



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General Information

Basic Information

Event Location

Phantasialand
 Berggeiststraße 31-41
 50321 Brühl (near Cologne)
 Germany
<http://www.phantasialand.de/en/>

Organizer

JavaLand GmbH
 Tempelhofer Weg 64
 12347 Berlin
 Germany
info@javaland.eu | <http://www.javaland.eu>

Important Dates

What?	When?
Call for Presentations	June 23 - August 13, 2018
Publication of the Online Program	By the end of September
Conference	March 19 - 21, 2019
Exhibition	March 19 - 20, 2019
Training Day	March 21, 2019

Exhibitors and Sponsors Guide as Basis of Contract

This manual for exhibitors and sponsors and its general terms and conditions of business for exhibitors and sponsors apply as basis for the contract between the exhibitors and/or sponsors and JavaLand GmbH.



Contact

Stand Booking

DOAG Dienstleistungen GmbH
Mrs. Carmen Al-Youssef
Phone: +49 30 400 599-917

Mail: ausstellung@javaland.eu

Stand Construction

S.K. Messebau GmbH
Mrs. Almut Kiechle-Angst
Phone: +49 89 54 67 68-14
Fax: +49 89 56 85 56

Mail: akiechle@sk-messebau.de

Online Booking: <https://www.javaland.eu/en/sponsoring/sponsoring/>

Event Profile

Since the first edition of JavaLand in 2014, the conference has been growing steadily, establishing itself to one of the most significant Java Conferences in Germany. Last year, JavaLand had more than 1,900 visitors.

Our special components? Education and fun. A demanding lecture programme, community (inter-)activities as well as great networking and teambuilding opportunities – all combined in an unforgettable event located in the amusement park Phantasialand.

The perfect combination of the different components can be seen in the large Community Hall, where catering, plenty of hacking-sessions and innovation labs as well as the exhibition area are set up.

Theme

Approximately 120 presentations and community activities about Java reflect the latest developments in the community. No matter if Java developer, architect or project manager – there is something for everyone at JavaLand. The student program gives students the opportunity to participate in the conference as well.

You can find more information about this year's conference at: javaland.eu

Target Group

People of the following job categories primarily attend the event:

- Developer (Frontend, Backend, JVM language ...)
- Architects
- Project directors
- Management
- Application operations
- Research and Teaching
- Job starters and Students

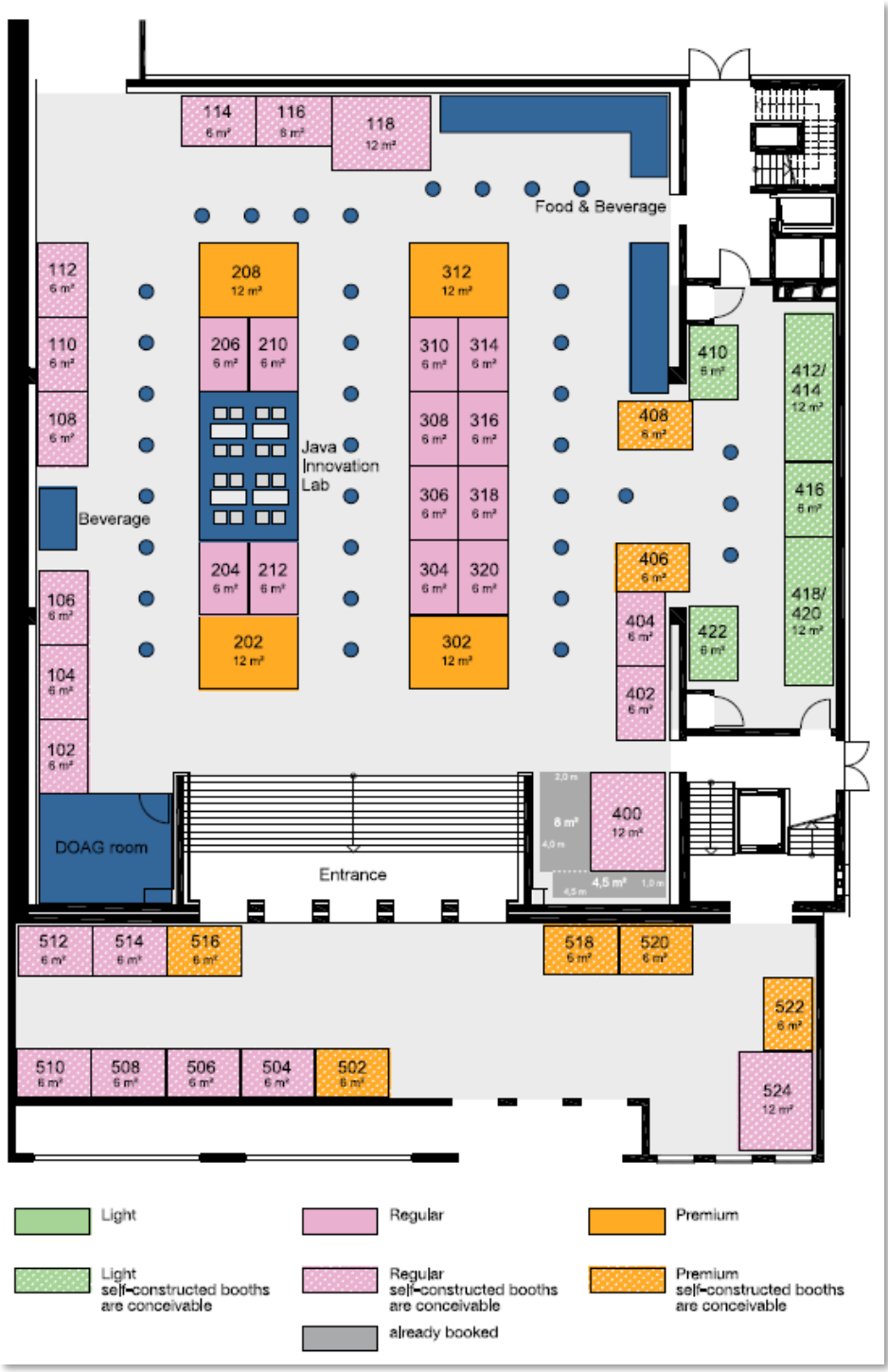
Exhibition Size and Format

The large exhibition hall, which was fully booked due to last year's high demand, can now accommodate around 60 exhibitors (previously 40). In addition to the stands, where raffles and competitions can be organized, we offer special sponsoring packages that will help you to introduce and promote your business even better. Attendees entering the exhibition will be guaranteed because of its seamless integration into the conference: catering and community activities will take place in the exhibition area.





Exhibition Area Map





- | | | |
|---|---|--|
|  Light |  Regular |  Premium |
|  Light self-constructed booths are conceivable |  Regular self-constructed booths are conceivable |  Premium self-constructed booths are conceivable |
| |  already booked | |

Presentation Opportunities

Booths are divided into three categories. All categories are available in the sizes 6 sqm or 12 sqm - as a package with stand construction or for self-construction.



Light

Booths of this category are located in a separate area in the Exhibition hall. They are directly next to the main exhibition area. Due to their location, these booths are particularly suitable for in-depth customer talks or job interviews held in a quieter area.



Regular

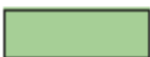


Regular stands are located on all floors. They are suitable for approaching interested parties and future customers. Due to their location, these booths are easy to reach.



Premium

Premium stands can be reached from at least two sides. These are either "head stands" or stands which, due to their location, allow more public traffic to pass through. These are ideally suited for lead generation and are optimally located on every floor.

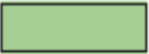


6 sqm Booth Size (Services & Prices)

6 sqm	Light	Regular	Premium
Booth location*	 Light	 Regular	 Premium
Incl. Exhibitor Stand Passes ¹⁾	1	2	3
Advert in Java aktuell Magazine ²⁾	-	-	Half a page
Profile in the exhibition catalogue ³⁾	Yes	Yes	Yes
Logo & contact information in the Guide ⁴⁾	Yes	Yes	Yes
Logo in the program leaflet ⁵⁾	Yes	Yes	Yes
Power Sockets (230 V)	Yes	Yes	Yes
Stand space	3,500 €	3,850 €	4,235 €
Stand space incl. construction services	3,800 €	4,180 €	4,589 €

*The colour indicates the category and thus the location of the respective stand. All prices are exclusive of VAT and are shown on pages 6 + 7. Please make sure to stick to the Binding Deadlines & Dates on page 13.



12 sqm Booth Size (Services & Prices)

612sqm	Light	Regular	Premium
Booth location*	 Light	 Regular	 Premium
Incl. Exhibitor Stand Passes	2	3	4
Advert in Java aktuell Magazine*	-	-	One page
Profile in the exhibition catalogue	Yes	Yes	Yes
Logo & contact information in the Guide	Yes	Yes	Yes
Logo in the program leaflet	Yes	Yes	Yes
Power Sockets (230 V)	Yes	Yes	Yes
Stand space	6,600 €	7,260 €	7.986 €
Stand space incl. construction services	6,900 €	7,590 €	8.349 €

Detailed Information For the Stand Purchase

¹⁾ Exhibitor Passes

An exhibitor pass entitles your personnel to enter the exhibition area, all keynotes and lectures and includes catering as well as the evening event.

²⁾ Ad in Java aktuell magazine (Premium only)

Your ad will be published in the Java aktuell magazine within one year of confirmed stand booking, subject to availability and coordination with ad sales. You can find further information in our [Media Data leaflet](#).

³⁾ Profile in the Exhibition Catalogue

After submitting your logo and introduction, your company profile will be published in the exhibition catalogue on the JavaLand website.

⁴⁾ Logo & Contact Information in the Guide

Every attendee receives a copy of the official JavaLand guide on-site. It contains useful information regarding the conference. Every exhibitors company logo and contact information will be included as well.

⁵⁾ Logo in the Program Leaflet

Your company logo will be published in the program leaflet (50,000 prints, enclosed in iX and Java aktuell magazine).



Stand Placement and Construction

Secure Last Year's Spot

We offer exhibitors from the previous year the opportunity to book their stand again at the previous year's spot. We can maintain this offer up to a period of time which we communicate in the manual. After expiry of this period, the location of the previous year can no longer be guaranteed, as the stand is put up for sale.

Stand placement

For the stand placement, we will consider your preference as much as possible. However, the final decision will be made by JavaLand GmbH. There is no legal entitlement to a certain placement in the exhibition area.

Authorization

The stand plans must be submitted for approval with our stand builder S.K. Messebau GmbH until February 22, 2019 at the latest.

Adherence to Deadlines

The deadlines and periods stated in this manual for exhibitors and sponsors and in particular under "Binding Dates & Deadlines" (page 13) are binding. A possible extension of individual deadlines is only possible after prior agreement with the organizer. In this case, we and our service providers reserve the right to charge an additional expense allowance or an express surcharge of up to 30% or according to individual agreement.

Stand Equipment

Deadline: 22.02.2019

1. Ausstattung des Standes (Version 1 oder 2)

Standbau wird durchgeführt durch:

S.K.MESSEBAU GmbH

Frau Almut Kiechle-Angst
Böckertstraße 21

3-14

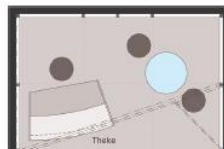
Fax +49 (0)89/56 85 56
akiechle@sk-messebau.de

Komplettpaket 6 m² (Light, Regular, Premium)

Siehe auch Leistungen und Preis



Version 1



Version 2

Ausstattung

- Standbegrenzungswände weiß, Advantec
- Tisch und Stühle: 1 Tisch »Meet« (d=70 cm, Ahorn), 3 Designerstühle Alias
- Blendenbeschriftung auf einer Blende: schwarz, Schriftart: Helvetica medium, Firmenname, max. 12 Buchstaben (Schriftgröße 100 mm)
- Stromanschluss (3 kW) inkl. Verbrauch und einer 3-fach-Steckdose
- An allen offenen Standseiten Gitterträger und an der Vorderseite, Ovalblende (101 x 80 cm) weiß, Rechteckblende (233 x 35 cm) weiß
- Halogenstrahler (150W), 2 Strahler
- **wahlweise** Version 1: Präsentationsplatz »Show« Breite 53 cm, Tiefe 50 cm, Gesamthöhe 220 cm, Unterbau abschließbar, Ablage für Tastatur und Maus, TFT oben eingebaut, mit einer Stehhilfe **oder** Version 2: eine Theke (nicht abschließbar) mit Stehhilfe und einem Stehtisch mit 2 Stehhilfen

Zusatzkosten

- Logo auf *einer* Blende in Firmenfarbe gegen Aufpreis
- Beschriftung zweite Blende gegen Aufpreis
- Präsentationsplatz »Show« Beschriftung (wie im Layout, Logo und vier Zeilen) 165,00 €
- Beschriftung Standrückseite auf Anfrage gegen Aufpreis

Weitere Wünsche siehe unter „Buchung Diverses“.

Standbau wird durchgeführt durch:

S.K. MESSEBAU GmbH

Frau Almut Kiechle-Angst
 Bäckerstraße 31
 D-81241 München
 Tel. +49 (0)89/54 67 68-14
 Fax +49 (0)89/56 85 56
 akiechle@sk-messebau.de

Deadline: 22.02.2019

1. Ausstattung des Standes (Version 1 oder 2)
2. Standbeschriftung

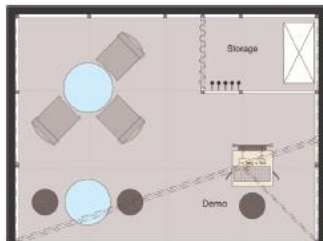
Komplettpaket 12 m² (Light, Regular, Premium)

Siehe auch Leistungen und Preis

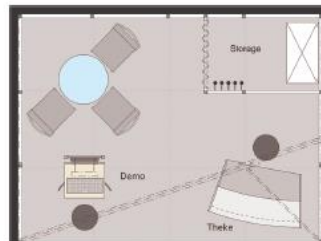


Ausstattung

- Standbegrenzungswände weiß, Advantec
- Tisch und Stühle: 1 Tisch »Meet« (d=70 cm, Ahorn), 3 Designerstühle Alias
- Blendenbeschriftung auf einer Blende: schwarz, Schriftart: Helvetica medium, Firmenname, max. 12 Buchstaben (Schrifthöhe 100 mm)
- Stromanschluss (3 kW) inkl. Verbrauch und einer 3-fach-Steckdose
- An allen offenen Standseiten Gitterträger und an der Vorderseite, Ovalblende (137 x 96 cm) weiß, Rechteckblende (312 x 35 cm) weiß
- Halogenstrahler (150W), 4 Strahler
- 1 Lagerraum mit abschließbarer Türe, Metallregal und Kleiderhaken
- Präsentationsplatz »Show« Breite 53 cm, Tiefe 50 cm, Gesamthöhe 220 cm, Unterbau abschließbar, Ablage für Tastatur und Maus, TFT oben eingebaut, mit einer Stehhilfe
- **wahlweise** Version 1: ein Stehtisch mit 2 Stehhilfen
 oder Version 2: eine Theke (nicht abschließbar) mit einer Stehhilfe



Version 1 (4 m x 3 m)
 (6 m x 2 m auch möglich)



Version 2 (4 m x 3 m)

Zusatzkosten

- Logo auf *einer* Blende in Firmenfarbe auf Anfrage gegen Aufpreis
- Beschriftung zweite Blende auf Anfrage gegen Aufpreis
- Präsentationsplatz »Show« Beschriftung (wie im Layout, Logo und vier Zeilen) 165,00 €
- Beschriftung Theke auf Anfrage gegen Aufpreis
- Beschriftung Standrückseite auf Anfrage gegen Aufpreis

Weitere Wünsche siehe unter „Buchung Diverses“.

Bitte mailen oder faxen Sie Ihre Bestellung bis spätestens

Deadline: 02.22.2019

S.K.MESSEBAU GmbH

Frau Almut Kiechle-Angst
 Bäckerstraße 31
 D-81941 München
 Tel. +49 (0)89/54 67 68-14
 Fax +49 (0)89/56 85 56
 akiechle@sk-messebau.de

Buchung Diverses

Aussteller/Firma:

Stand-Nr.:

Straße:

PLZ/Ort:

Ansprechpartner:

Telefon/Fax:

E-Mail:



..... Anzahl
LCD-Display 50",
 Full-HD Video
 (mit oder ohne
 Designerfuß)
auf Anfrage



..... Anzahl *
Designerstuhl »Alias«
 Gestell grau, Sitzfläche
 grau
 40,00 €



..... Anzahl *
Prospektständer »Info«
 Breite 30 cm, Höhe
 165 cm, 6 Ablagen
 DIN A4 hoch
 40,00 €



..... Anzahl *
Tisch »Meet«
 Gestell Metall, d=70 cm,
 70 cm hoch, Platte Ahorn
 40,00 €



..... Anzahl *
Steh Tisch »Stand«
 Gestell Metall, d=70 cm,
 110 cm hoch, Platte Ahorn
 50,00 €



..... Anzahl *
Theke »Talk«
 lichtgrau, Breite 105cm,
 Tiefe 60cm, Höhe
 105cm, Rückseite offen
 150,00 €



..... Anzahl *
Barhocker Leder
 Sitzhöhe 90 cm, Gestell
 Metall, Sitzfläche Leder
 35,00 €

weitere Ausstattung
z.B. Möbel,
Teppichboden
(je nach Standplatz)
auf Anfrage

Tel.

zusätzliche Beschriftung auf Anfrage

*** Nach Verfügbarkeit. Andere Modelle auf Anfrage.**

.....
 Ort und Datum

.....
 Firmenstempel und rechtsverbindl. Unterschrift

Alle Preise zzgl. ges. MwSt. inkl. Auf-/Abbau, Standausstattung ist mietweise zur Verfügung gestellt.



Exclusive Sponsoring Options

All exclusive sponsoring possibilities can only be booked in connection with an exhibition space.

Sponsoring Package **Lanyards**

Description Your logo around every attendee's neck.

Extent All attendees with a lanyard, every day.

Availability 1 x

Price 3,000 €

Sponsoring Package **Welcome Gift**

Description Your welcome gift will be distributed on the arrival day (March 18, 2019) in all rooms reserved for JavaLand attendees, in the hotels Matamba and Ling Bao. The gift has to be provided by the sponsoring partner.

Extent In hotels Matamba and Ling Bao

Availability 1 x

Price 3,500 €

Sponsoring Package **Bedtime Goodie**

Description The 'bedtime goodie' will be distributed by the evening of the first conference day (March 19, 2019) in all rooms reserved for JavaLand attendees, in the Hotels Matamba and Ling Bao. The gift has to be provided by the sponsoring partner.

Extent In hotels Matamba and Ling Bao

Availability 1 x

Price 3,500 €

All prices excl. local 19% VAT.



Sponsoring Package Restaurant “Unter den Linden”*

Description

- Throughout both days of the conference you will become co-host in one of the park’s restaurants.
- The restaurant gets a co-branding in the park guide with your company’s logo
- In front of the restaurant, you can draw attention to your company. For example by using beach flags, displays, a car with your logo, a live act (flyers distributed by a hostess), artists, etc.
- At the restaurant, the tables are equipped with your advertising message (e.g. small display, DIN A6). You can also set up a brochure stand (no demos).
- For more ideas, please contact us

Price

3,000 €

Sponsoring Package Restaurant “Kaiser Snack”*

Description

- Throughout both days of the conference you will become co-host in one of the park’s restaurants.
- The restaurant gets a co-branding in the park guide with your company’s logo.
- In front of the restaurant, you can draw attention to your company. For example by using beach flags, displays, a car with your logo, a live act (flyers distributed by a hostess), artists, etc.
- At the restaurant, the tables are equipped with your advertising message (e.g. small display, DIN A6). You can also set up a brochure stand (no demos).
- For more ideas, please contact us

Price

2,000 €

All prices excl. local 19% VAT.

*) All advertising materials must be brought along and are not included in the sponsoring price.



Sponsoring Package Restaurant “Tacana”*	
Description	<ul style="list-style-type: none"> • Throughout both days of the conference you will become co-host in one of the park’s restaurants. • The restaurants get a co-branding in the park guide with your company logo. • In front of the restaurant, you can draw attention to your company. For example by using beach flags, displays, a car with your logo, a live act (flyers distributed by a hostess), artists, etc. • At the restaurant, the tables are equipped with your advertising message (e.g. small display, DIN A6). You can also set up a brochure stand (no demos). • For more ideas, please contact us
Price	2,000 €

Sponsoring Package Restaurant “Pizza Mexico”*	
Description	<ul style="list-style-type: none"> • Throughout both days of the conference you will become co-host in one of the park’s restaurants. • The restaurants get a co-branding in the park guide with your company logo. • In front of the restaurant, you can draw attention to your company. For example by using beach flags, displays, a car with your logo, a live act (flyers distributed by a hostess), artists, etc. • At the restaurant, the tables are equipped with your advertising message (e.g. small display, DIN A6). You can also set up a brochure stand (no demos). • For more ideas, please contact us
Price	2,000 €

Sponsoring Package Coffee Cups	
	Become a sponsor of our refill cup.
Description	<ul style="list-style-type: none"> • These will be produced in an edition of 2000 pieces and provided with your logo and company branding. <p>Detailed information, e.g. visualization, colors and formats for your branding are available on request.</p>
Price	5,000 €

All prices excl. local 19% VAT.

*) All advertising materials must be brought along and are not included in the sponsoring price.



Sponsoring Paket	Abendevent (March 19, 2019)
Description	<ul style="list-style-type: none"> • Become a co-host of Wuzetown throughout the evening event • The large Wuzetown area gets a co-branding in the guide with your company logo. • In front of the Wuzetown area you can draw attention to your company. E.g. with the help of beach flags, stands, a live act (hostess who distributes cards, flyers etc., artists, etc.) • In Wuzetown the tables are equipped with your advertising message (e.g. small stand DIN A6 on base). You can also set up a brochure rack/table with brochures (no demos). • For more ideas, please contact us
Preis	2,000 €

All prices excl. local 19% VAT.

Binding Dates & Deadlines

	Deadline/Date
Deadline „Secure Last Year’s Spot“	September 28, 2018
Submission of Your Company Logo Publication in the Program Leaflet (Dec. 2018; 50,000 prints)	October 10, 2018
Submission of Your Company Profile Publication in the Conference Guide (March 2019; 2,000 pieces)	October 10, 2018
Notice of Your Stand Personnel Please send us their names and contact information so that we can register them.	January 31, 2019
Notification of Actions at the Stand	January 31, 2019
Commissioning of Exhibition Stand Construction	February 22, 2019
Submission of Stand Construction Plans	February 22, 2019
Material Delivery	March 18, 2019
Handover of Stand Area and Stand Equipment	March 18, 2019
Visible Occupancy of the Booth by your Personnel	March 18, 2019, 6 pm
Self-Construction Time for Stands	March 18, 2019, 8 am - 7 pm
Service-Construction Time for Stands	March 18, 2019, 4 pm – 7 pm
Exhibition Period (Your personnel must be present at all times)	March 19, 2019 8.30 am - 6 pm, until 12 am optional (evening event) March 20, 2019, 8. 30 am - 5 pm
Pickup of Your Material at the Stand	March 20, 2019, 5 pm - 7 pm
Dismantling Time	March 20, 2019, 5 pm - 9 pm