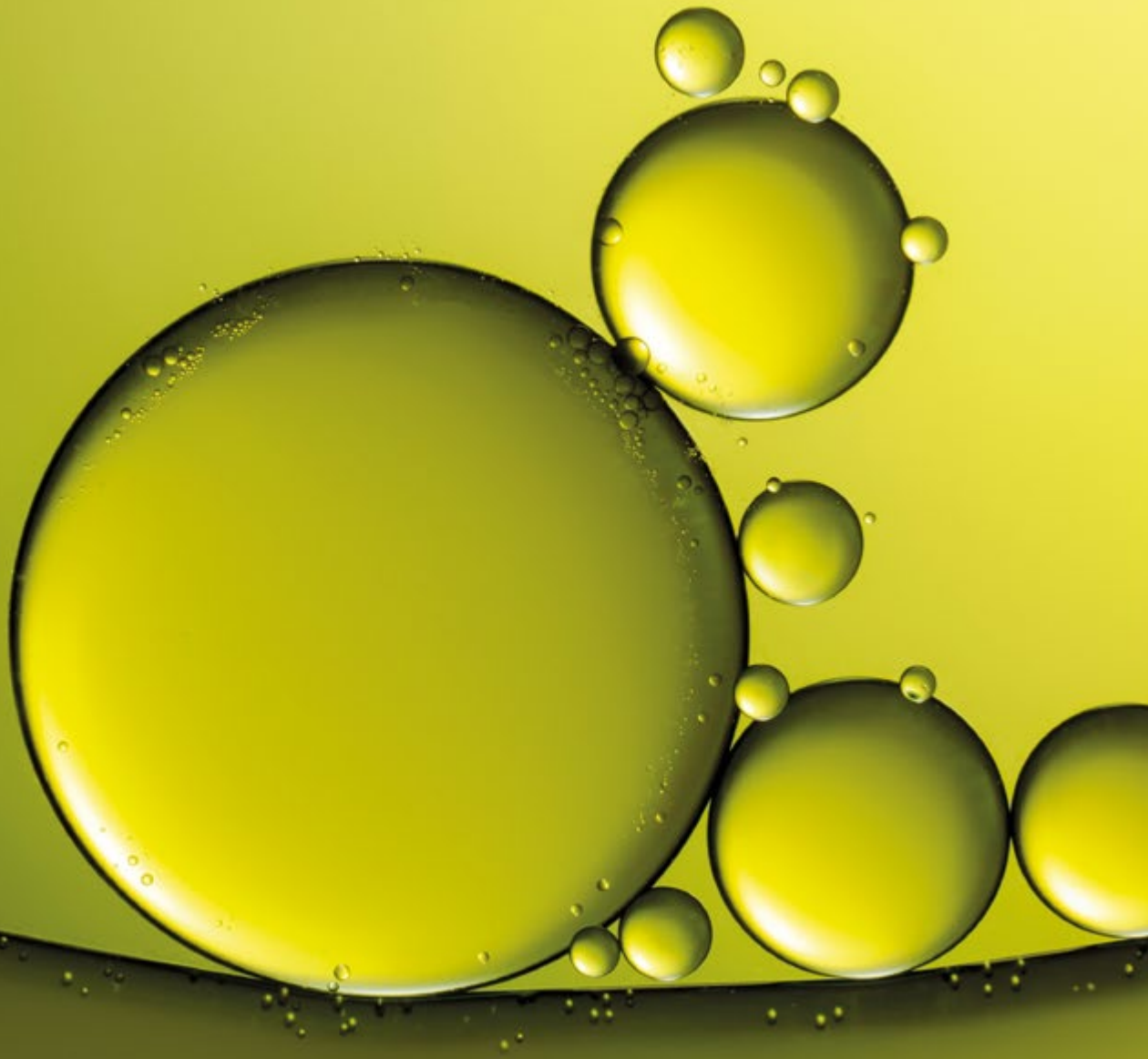




Sponsorship Packages 2021





# Become a partner of the PSI Sustainability Awards!

CSR and sustainability are parts of your entrepreneurial DNA? You want to place your company in a targeted and appropriate way? And benefit from the relevance of the Awards through co-branding? Then you should consider becoming a sponsor.

## **Sponsoring instead of participation – these are your benefits:**

- Your company becomes an active part of an unique, high-profile event. You position yourself as a patron and supporter of the sustainably acting pioneers and visionaries in the promotional product industry and take the lead in the PSI Sustainable League.
- Your company will be mentioned and your corporate logo will be displayed during the award ceremony for the PSI Sustainability Awards, at the PSI Show 2021 as well as in analogue and digital trade publications and on the website.
- Your status as a sponsor will be highlighted by a far-reaching cross-media communication package, exponentially enhanced by a wide time window 2020/2021.

Do you have specific questions, wishes or would you like to talk to us personally about your sponsoring opportunities?

Then feel free to contact us. We would be happy to exchange thoughts or ideas with you.

You can call us on: **+49 211 90191-702** or contact us by email to: **awards@psi-network.de**



# Which sponsoring tools do we place at your disposal?

We offer you three staggered packages that ensure striking exposure for you across all communication channels of the PSI Network and PSI Trade Show up until PSI 2021.

## **Silver Sponsor**

As a Silver Sponsor you will be provided with an attractive communication package and assume the exclusive patronage for a category of your choice.

You choose:

**Category 1 – Economic Excellence 2021**

**Category 2 – Environmental Excellence 2021**

**Category 3 – Social Excellence 2021**

**Category 4 – Environment Initiative 2021**

**Category 5 – Social Initiative 2021**

**Category 6 – Sustainable Product 2021**

**Category 7 – Sustainable Campaign 2021**

## **Gold Sponsor**

As a Gold Sponsor you benefit from an impressive communication package and assume exclusive patronage for Category 9, the overall winner of the PSI Sustainability Awards 2021. The winner will receive the award from your hands during the evening event.

## **Platinum Sponsor**

As a Platinum Sponsor you will be equipped with a high-quality communication package ensuring exposure across all media channels of the PSI Network and omnipresence at the event itself as well as in all in-house media. Beyond this, you will be featured with an exclusive interview in the PSI Journal.

### Benefits during the evening awards ceremony on 12 January 2021\*

- Presentation of the award in your booked category during the evening event
- Presentation of the award to the overall winner of the PSI Sustainability Awards
- Exclusive trailer for the main sponsor
- Logo depiction during the presentation at the evening event
- Logo depiction in the brochure accompanying at the evening event
- Logo depiction on the photo wall
- Logo depiction of the main sponsor during the awards
- 2 tickets for the evening event on 12 January 2021
- 4 tickets for the evening event on 12 January 2021
- 6 tickets for the evening event on 12 January 2021

\* We ask for your understanding that due to the current Covid 19 situation, the scope of the awards ceremony cannot be conclusively planned at the moment.

### Cross-media marketing and communications package until 12 January 2021

#### Print

- Naming within the press report online and print around the PSI Sustainability Awards until January 2021 (2 x press reports)
- Exclusive interview in the PSI Journal
- 1/1 ad 4c in the PSI Journal
- 2/1 ad 4c in the PSI Journal
- 1/1 ad 4c in the PSI Supplier Finder (Edition 2/2020, Release 1. Dec. 2020)
- 1/2 ad 4c in the PSI Supplier Finder (Edition 2/2020, Release 1. Dec. 2020)
- Logo depiction in the PSI Journal continuously to the January 2021 issue
- Mention during the presentation of the 2021 winners during the PSI trade show at the PSI Sustainability Awards Area

#### Online

- Logo depiction on [www.psi-awards.de](http://www.psi-awards.de)
- Prominent placement of your company logo on [www.psi-awards.de](http://www.psi-awards.de)
- Logo depiction on [www.psiproductfinder.de](http://www.psiproductfinder.de) in section PSI Sustainability Awards
- Classified ad in the PSI Newsletter
- MID-Banner in the PSI Newsletter
- TOP-Banner in the PSI Newsletter
- Editorial notification in the PSI Newsletter
- Mention in the whole communication with all participating companies

#### Pricing (plus exclusive VAT)

Silver Sponsor	Gold Sponsor	Platinum Sponsor	range/value
☆			
	☆		
		☆	
☆	☆	☆	200 participants
☆	☆	☆	
☆	☆	☆	
		☆	
☆			198,00 EUR
	☆		396,00 EUR
		☆	792,00 EUR
☆	☆	☆	300 German Media, 150 English Media, 30.000 contacts
		☆	
	☆		6.000 copies
		☆	
		☆	
	☆		4.000 copies
☆	☆	☆	6.000 copies
☆	☆	☆	13.500 contacts
☆	☆	☆	
		☆	120.000 Page Impressions
		☆	
☆			
	☆		12.000 contacts
		☆	
		☆	
		☆	17.000 contacts
<b>2.500,00 EUR</b>	<b>5.000,00 EUR</b>	<b>10.000,00 EUR</b>	

# General Terms and Conditions of Reed Exhibitions Deutschland GmbH for Sponsorship Contracts

## 1. General

1.1 These General Terms and Conditions lay down the legal relationship between Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf (hereafter „the organiser“), and the sponsor, upon conclusion of separate sponsorship agreements, for the event being staged by the organiser.

1.2 In addition to these, the General and Special Exhibition Terms and Conditions of the organiser shall apply for the event.

## 2. Scope

2.1 The sponsor shall provide sponsorship for the relevant event staged by the organiser on the basis of the contractual agreement between the parties.

2.2 The sponsor is aware that the organiser will be enlisting further sponsors for the event. The sponsor is expressly entitled to admit companies to the event which are in competition with the sponsor, to function as further sponsors and/or exhibitors or other participants.

2.3 The sponsor shall not be entitled to use the sponsorship to advertise for third parties who are neither exhibitors nor co-exhibitors at the event to which the sponsorship applies; accordingly, the sponsorship does not entitle the sponsor to display the logos, company or product names of such third parties.

2.4 The sponsorship does not entitle the sponsor to exert influence on the form and content etc. of the organiser's event.

2.5 The sponsor shall not have the right to rescind or terminate the sponsoring contract. If the sponsor does not take part in the event as an exhibitor, the sponsor's obligations arising from the sponsoring contract shall remain unaffected.

2.6 The sponsor undertakes to leave any advertising materials provided for the event, such as banners, signs etc., in place until the end of the event as determined by the organiser, and not to remove them prematurely.

## 3. Payment terms

3.1 The sponsorship fee to be paid by the sponsor to the organiser is due on the date on which the organiser's invoice is received by the sponsor.

3.2 If the sponsor is in arrears with payments to the organiser, the sponsor shall pay interest on the sum due at the rate of the current legal default interest rate, i.e. 8 % above the base interest rate in accordance with article 247 of the German Civil Code, but at least 8 % p.a. on the sum due to the organiser. The organiser reserves the right to press further delay damage claims. The onus lies upon the sponsor to prove that no damage was incurred, or that it was much lower than the figure named above.

## 4. Liability disclaimer

4.1 The organiser is entitled to withdraw from the contract if the event is prevented from being held, or from being held as planned, either in full or in part, by unforeseen circumstances over which the organiser has no control, especially as the result of terrorist attacks, natural disasters, epidemics, officially decreed clearance or closure, structural changes to the venue made by the landlord, water damage or similar cases of force majeure.

4.2 In the case of force majeure as defined in 4.1 of these General Terms and Conditions, the organiser is obliged to inform the sponsor immediately of the full or partial impossibility of holding the event, and, in the case of it not being possible to hold the event in full, to refund any payments already made, or in the case of it only being possible to hold the event to a limited extent, to refund the corresponding proportion of the payments. The sponsor's right to press further damage claims against the organiser is excluded in this case.

4.3 If the event cannot be held, due to reasons for which the organiser is responsible, the organiser is obliged to return any payment the sponsor has made to him. The sponsor is not entitled to press any further claims in this case.

4.4 Reed Exhibitions Deutschland GmbH is entitled to withdraw from this agreement by issuing a written declaration to the sponsor by the close of December 11, 2020, the legal consequence of which is that the sponsor and Reed Exhibitions Deutschland GmbH shall be released from the obligation to provide the services contained in this sponsorship agreement. This shall not affect any other contractual relationships, in particular an exhibition contract, which exist between the parties. The assertion of claims by the sponsor against Reed Exhibitions Deutschland GmbH based on the exercising of the right of withdrawal in accordance with the above provision is excluded.

## 5. Legal disclaimer

5.1 The organiser is liable for any wilful actions or gross negligence on his part. In the event of merely negligent violation on the part of the organiser or his subcontractors, liability shall be limited to typical contract and foreseeable damages. In the event of breaches of minor contractual obligations due to slight negligence, all liability is excluded towards contractors. The above liability limitations do not apply to bodily injury, damage to health or loss of life in cases where the organiser carries responsibility.

5.2 In the event of the sponsor's not achieving the communication aims being pursued by entering into the contract, the organiser carries no liability above and beyond providing the contractually agreed services, unless the organiser has impeded or frustrated such achievement by culpably breaching fundamental contractual obligations.

## 6. Confidentiality

6.1 The sponsor undertakes not to disclose to third parties any information concerning the organiser and the event to which he gains knowledge while collaborating with the organiser which is not generally accessible, and to maintain secrecy regarding such information towards third parties.

6.2 The obligation as stipulated in paragraph 5.1 above remains valid even after termination of the contractual relationship between the organiser and the sponsor.

## 7. Final provisions

7.1 The General Terms and Conditions of the exhibitor do not apply.

7.2 No verbal sub-agreements to the sponsorship agreement between the organiser and the sponsor, or to these General Exhibition Terms and Conditions, shall apply. Any changes and supplements to the sponsorship agreement between the organiser and sponsor, or to these General Terms and Conditions, shall not be valid unless made in writing. This also applies for any change or supplement to this clause requiring the written form itself.

7.3 The law of the Federal Republic of Germany applies exclusively to this agreement; the UN CISG is excluded.

7.4 The exclusive place of jurisdiction for all disputes arising from and in relation to the contractual relationship and its execution, and these General Terms and Conditions, is Düsseldorf.

7.5 Should any of the above provisions of these General Terms and Conditions prove invalid, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to substitute the invalid provision with a valid provision which most closely reflects the business purpose of the invalid one.

7.6 Only the German version of the sponsorship agreement between the organiser and the sponsor, and of these General Terms and Conditions shall be authoritative.

# Application Form Sponsorship Contract



**PSI Promotional Product Service Institute  
Reed Exhibitions Deutschland GmbH**  
Völklinger Straße 4  
40219 Düsseldorf  
GERMANY

**Your Contact:**  
**Your PSI Sales Team**  
Tel.: +49 211 90191-702  
E-Mail: sales@reedexpo.de  
Website: www.psi-awards.de

## Sponsor (Company)

Company	PSI number	Phone	Company
Street		Fax	Street
Post Code, City		E-mail	Post Code, City
Country		Website	Country
Contact person	Salutation <input type="checkbox"/> Ms <input type="checkbox"/> Mr	VAT Number	Contact person Salutation <input type="checkbox"/> Ms <input type="checkbox"/> Mr

## Billing Address (if different)

Subject to Reed Exhibitions Deutschland GmbH's enclosed General Terms and Conditions, the sponsor hereby orders from Reed Exhibitions Deutschland GmbH for the purposes of sponsoring the

Please tick	<b>Sponsor Package</b>
<input type="checkbox"/>	<b>Platinum Sponsor Package at a price 10.000,00 EUR</b>
<input type="checkbox"/>	<b>Gold Sponsor Package at a price 5.000,00 EUR</b>
<input type="checkbox"/>	<b>Silver Sponsor Package at a price 2.500,00 EUR</b> <b>In the following category:</b>
<input type="checkbox"/>	Category 1 – Economic Excellence 2021
<input type="checkbox"/>	Category 2 – Environmental Excellence 2021
<input type="checkbox"/>	Category 3 – Social Excellence 2021
<input type="checkbox"/>	Category 4 – Environment Initiative 2021
<input type="checkbox"/>	Category 5 – Social Initiative 2021
<input type="checkbox"/>	Category 6 – Sustainable Product 2021
<input type="checkbox"/>	Category 7 – Sustainable Campaign 2021



For details on sponsorship services for the PSI Sustainability Awards, please review the enclosed overview describing the various service packages. Reed Exhibitions Deutschland GmbH reserves the right to offer PSI Sustainability Awards sponsorship service packages to third parties as well, and to change individual services in the package before contracting, as long as the services provided remain equivalent overall. Subject to prior sale. All prices exclusive of statutory value-added tax.


Details specified by yourself will be recorded and saved to the database of Reed Exhibitions Deutschland GmbH. Reed Exhibitions Deutschland GmbH will use your details, including company details, for the purpose of executing the Agreement. In doing so, it shall, in particular, disclose your data, including company details, to other PSI member companies. Your data, including company details, will be used for the purpose of notifying you of events organised by Reed Exhibitions Deutschland GmbH, by phone, surface mail, email or fax. You are entitled to withdraw your consent to the promotional use of your details at any time. To do so, please contact datenschutz@reedexpo.de. You will incur no further costs when you do so, except the cost of data transmission at the basic rates.

## Signature

Signature Sponsor	_____
	Name in capital letters
	_____
	Position in capital letters
	_____
	Place and Date
	_____

[www.psi-awards.de](http://www.psi-awards.de)

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 Reed Exhibitions

