

News Corner – The specialist press at ILMAC, from 20 to 23 September 2016

Dear Sir/Madam,

ILMAC offers interested technical publishers the opportunity to make their magazines available in the News Corner and thus to present themselves to an interested public. Your magazine will be placed at a central point in the exhibition, where the visitor flows are at their highest. Don't miss this attractive offer, which will enable you to position your magazine as a strong industry publication, making you better known and hence boosting your reader numbers.

Your benefits

- **Your magazine on display for visitors to pick up:**
 - You supply us with a maximum of 500 copies of your magazine. We will place your magazine in the clearly laid-out News Corner. The magazine stand is in a central location and your magazine will be available every day for people to help themselves to, at the point with the highest frequency of visitor flows.
 - Our staff are present throughout the exhibition to constantly replenish the magazines.

- **Online presence:**
 - You will have an entry on the website under the News Corner heading. We will also include your magazine in the www.ilmac24.ch online catalogue and depict your logo if desired. This will extend your presence up until the following trade fair in 2019 and can be readily found by interested parties before, during and after the fair.

Services to be provided by you

There are two options for the services to be provided by you in return:

- **Placement of an ILMAC advert, 1/1 page, 4 colours**
to be published between May and mid-September 2016 or

- **Placement of an ILMAC advert; 1/3 page, 4 colours**
+ publication of an editorial article on ILMAC (1500 to 2000 characters), to be published between May and mid-September 2016
+ placement of a skyscraper, rectangle or full banner on your website,
the banner to be featured from July to mid-September 2016.

Practical implementation of the reciprocal News Corner transaction:

For VAT purposes, it is necessary for us to invoice each other for the services set out above. **For accounting reasons, we would ask you to send us an invoice for CHF 1000 (gross). Please send us the invoice with the reference “ILMAC News Corner 2016” together with your registration.** We will then immediately send you a counter-invoice for the same amount. The reciprocal News Corner transaction will be processed without any money actually changing hands, i.e. the respective invoices will not be paid

Our invoicing address: MCH Swiss Exhibition (Basel) Ltd.
Zentraler Fakturaeingang
ILMAC News Corner 2016
Madeleine Richter
CH-4005 Basel

Please note that MCH Messe Basel does not pay either transport costs or customs duty. Please deliver the magazines duty-paid, tax-paid and carriage-paid.

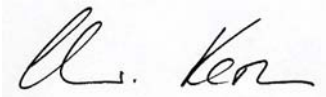
We would be delighted to welcome you as a partner at the next ILMAC News Corner. The registration deadline is

1 April 2016

We will send you detailed information regarding delivery of the magazines once we have received your registration. Please do not hesitate to contact me if you require further information.

Telephone: +41 58 206 31 06 or e-mail: madeleine.richter@ilmac.ch.

Kind regards,



Christine Kern
Head Communications