

Official Trade Fair Catalogue of SHK ESSEN 2020

Trade fair for sanitation, heating, air conditioning and digital building management



Order to:

STROBEL VERLAG GmbH & Co. KG
Katalog-Abteilung
Postfach 5654
59806 Arnsberg/Germany

Conceptual partner

Fachverband Sanitär Heizung Klima
Nordrhein-Westfalen, 40212 Düsseldorf

Publisher

STROBEL MEDIA GROUP
STROBEL VERLAG GmbH & Co. KG
Postfach 5654, 59806 Arnsberg
Tel.: +49 29318900-0, Fax +49 29318900-38
shk@strobeldiagroup.de, www.ikz-select.de/shk

Order shall apply to the following marked and attached order forms:

- Alphabetical list of exhibitors (form 1)**
- List of product groups (forms 2.1, 2.2)**
- Alphabetical list of brands (form 3)**
- Logos und trademarks in the hall plan (form 4)**
- Advertising in the printed catalogue (form 5)**
- Advertising in the trade fair folding map (form 6)**
- Advertising on the trade fair website (form 7)**
- Advertising in the trade fair app (form 8)**

Please sign this order and send it back to publisher together with the chosen order forms!

Hall and stand numbers we receive directly from Messe Essen so you don't have to fill it out in any of the order forms!

Billing address

Company name

Street or postal code

Country code, city, country

Fon

Fax

E-mail

Value added tax identification number (VAT Reg. No.)

Return-Deadline for order and forms:

26 November 2019

Email: shk@strobeldiagroup.de
Fax: +49 29318900-38
Mail: STROBEL VERLAG (Mail address see above)

You have questions?

Fon: +49 2931 8900-24

Your contact: Mrs. Sabine Trost

Contact partner and signature

First name, name

Fon (extension)

E-mail

Date

Company stamp and legally binding signature

All prices are added to the legal turnover tax. The general terms and conditions of STROBEL VERLAG GmbH & Co. KG apply (see page 28).

Alphabetical List of Exhibitors

Explanations and completion help

All exhibitors of SHK Essen are listed alphabetically in the list of exhibitors. The obligatory basic entry (compulsory entry) can be promotionally effective extended with the following offers (2.-5.).

Alphabetisches Ausstellerverzeichnis
Alphabetical list of exhibitors
A

Halle 3, Stand 252
ACV Wärmetechnik GmbH & Co. KG
 Gewerbegebiet Gartenstraße 41,
 08132 Mülsen St. Jacob
 ☎ +49 37601 31130, Fax 31131
 deutschland.info@acv.com, www.acv.com

Halle 3, Stand 442
EHT Haustechnik GmbH Markenvertrieb AEG
 Gutenstetter Straße 10, 90449 Nürnberg
 ☎ +49 911 9656-0, Fax 9656-222
 info@eht-haustechnik.de,
 www.aeg-haustechnik.de



Halle 6, Stand 606
AIRFIT GmbH & Co. KG
 Im Stockbenden 3, 53894 Mechernich - Holzheim
 ☎ +49 2484 5065-30, Fax 2589
 post@airfit.info

Halle 2, Stand 418
Airflow Lufttechnik GmbH
 Postfach 12 08, 53349 Rheinbach
 Kleine Heeg 21, 53359 Rheinbach
 ☎ +49 2226 9205-0, Fax 9205-11
 info@airflow.de, www.airflow.de
 ■ Messgeräte für die Luftbewegungstechnik
 Lüftungsgeräte mit Wärmerückgewinnung
 Kleinraumlüfter für Küche, Bad und WC
 Radialventilatoren für den Niederdruckbereich



Halle 2, Stand 318
AIRJET Ingenieurgesellschaft mbH
 St.-Sebastianusstr. 28, 52399 Merzenich
 ☎ +49 2273 606914, Fax 606916
 info@novojet.de, www.novojet.de

Halle 2, Stand 510
airpool Lüftungs- und Wärmesysteme GmbH
 Robert-Bosch-Straße 2-6, 49401 Damme
 ☎ +49 5491 9779-0, Fax 9779-11
 info@airpool.de, www.airpool.de

Halle 8, Stand 118
DOCU AIS GmbH
 Abraham-Lincoln-Straße 34, 65189 Wiesbaden
 ☎ +49 611 20428720, Fax 20428725
 infoais@docuais.de, www.ais-online.de

2

1. Basic entry (compulsory entry)

The payable basic entry in the alphabetical list of exhibitors is obligatory and must be made by all exhibitors and co-exhibitors in accordance with the conditions of participation of Messe Essen. The price includes: company name and address, fon, fax, email, internet address and stand number.



2. Additional lines

Additional lines are free formable by the exhibitor, not in number limited and will be placed directly below the basic entry. A multilingual presentation is also possible.



3. Cross reference

A cross reference, also called „see reference“, informs the fair visitors about further company names or brands of the exhibitor. Especially after change a well known company name a cross reference is a useful addition.



4. Company logo

Company logos are shown in close proximity to the alphabetic exhibitor entry in printed as well as in digital catalogue. Please note the technical details for sending the print data!

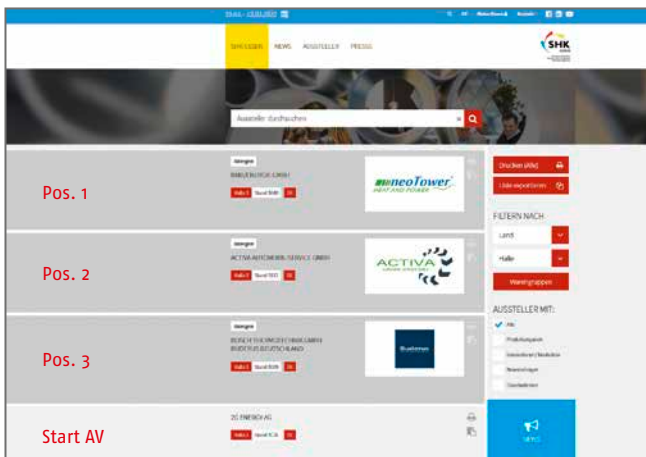


5. Top of the list (EL)

In addition to the alphabetical exhibitor listing the „Top of the list entries“ appear at the beginning of the list on **positions 1.-3.** before any further entries shown in the digital alphabetical list of exhibitors. The number of positions is limited to three. In case of overbooking the date of the order shall decide on the allocation.



Fig.: Entries in the printed exhibition catalogue with company logo and additional lines



The screenshot shows a digital interface for the exhibitor list. It features a search bar at the top, followed by a list of exhibitors. The first three entries are highlighted in red, indicating they are 'Top of the list' entries. Each entry includes a position number (Pos. 1, Pos. 2, Pos. 3), the exhibitor name, logo, and contact information. A 'Start AV' button is visible at the bottom left.

Fig.: Top of the list-placement in the digital alphabetical exhibitor list (Pos. 1.-3.).

All e-mail and internet addresses in the digital media will be linked automatically and free of charge!

Alphabetical List of Exhibitors

Form 1

Please fill in the form clearly legible!
PDF form at: www.ikz-select.de/shk
Max. 45 characters per line including spaces!

Sorting
of the entry
under letter:



1. Basic entry (compulsory entry) € 115,-

Company name

Company name

Street, country code, city

Postal code, country code, city

Fon

Fax

E-mail

Website



2. Additional lines € 53,- each line

Additional line 1

Additional line 2

Additional line 3

For further additional lines please use an attachment!



3. Cross reference € 53,- each line

For further lines please use an attachment!



4. Company logo (EL) € 90,- each logo



5. Top of the list placement (EL) € 998,-

Order form only valid in connection with the signature on the cover sheet!

Advertising opportunities

Overview

Print



Official fair catalogue in printed version:

- Main catalogue
- Short catalogue incl. addendum



Trade fair folding map

- Exhibitors invite



- Basic entry
- Additional lines
- Cross references
- Product group entries
- Logos
- Trademarks
- Advertisements
- Bookmarks
- Supplements

- Advertisements
- Small-advertisements

Web



www.shkessen.de

The official website of SHK Essen.



- Banner
 - Rectangle
 - Floor Ad
 - Header Slider
 - Parallax
 - Fullsize Banner

- Native Adverts
 - Text-Teaser (News)

- Top of the list
 - Alphabetical list of exhibitors
 - List of product groups

App



The official trade fair app of SHK Essen:
Available for iOS and Android for free.



- Banner
 - Sponsor-Banner
 - Fullsize-Banner
 - Image-Anzeige

- Top of the list
 - Alphabetical list of exhibitors
 - List of product groups

Quicklinks

List of Product Groups

Explanations and completion help

Visitors looking for providers of specific products or services and find them in the systematic list of product groups. This directory offers registration options under the index of product groups.

Warenverzeichnis mit Ausstellerfirmen
List of exhibits with exhibitors
1/1

Halle 5, Stand 218
DIEDRICH'S CREATIV-Bad GmbH
 - Unternehmensgruppe -
 nuevo! Bad GmbH
 Lehmbachstraße 1, 59969 Hallenberg
 ☎ +49 2984 940-0, Fax +49 2984 940-101
 info@creativbad.de, www.creativbad.de
 ■ Badmöbel, Armaturen, Dusch- und Badewelten

Halle 12, Stand 207
DURAVIT AG
 Postfach 240, 78128 Hornberg
 Werderstraße 36, 78132 Hornberg
 ☎ +49 7833 700, Fax 70289
 info@duravit.de, www.duravit.de
 ■ Sanitärkeramik, Badmöbel, Wannen + Wellness



Halle 10, Stand 204
**Glamü GmbH - Vertrieb von Duschsystemen
 und Sanitärartikeln**
 Mobilstraße 2, 79423 Heitersheim
 ☎ +49 7634 520-0, Fax +49 7634 520-999
 contact@glamue.de, www.glamue.de

1/1.1.2 Duschwannen
Shower trays


Halle 11, Stand 303
Franz Kaldewei GmbH & Co. KG
 Beckumer Str. 33-35, 59229 Ahlen
 ☎ +49 2382 785-0, Fax +49 2382 785-200
 info@kaldewei.de, www.kaldewei.com

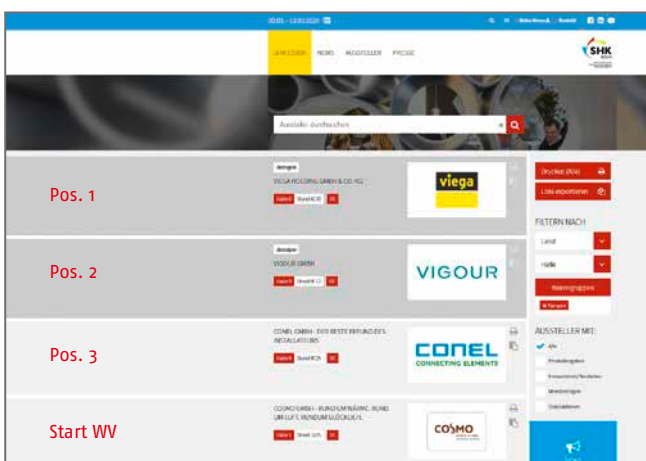
Halle 5, Stand 323
MS-BAD-INNOVATIONEN GmbH
 ☎ +49 6635 918640
 www.badwannemittuer.com

Halle 5, Stand 120
repaBAD GmbH
 Bosslerstr. 13-15, 73240 Wendlingen
 ☎ +49 7024 9411-0, Fax 9411-30
 info@repabad.com, www.repabad.com



Halle 11, Stand 107
SANIKU Sanitärprodukte Vertriebs GmbH
 Fichtenstr. 18, 56584 Anhausen
 ☎ +49 2639 9616-0, Fax 9616-22
 info@saniku.de, www.saniku.de

Fig.: Entries in the printed fair catalogue with company logo and additional lines



The screenshot shows a digital interface for the trade fair catalogue. It displays a list of product groups with their respective logos and company names. The first three positions (Pos. 1, Pos. 2, Pos. 3) are highlighted, indicating the 'Top of the list' placement. The logos shown are VIEGA, VIGOUR, CONEL, and COSMO. The interface includes a search bar, navigation buttons, and a sidebar with filters and exhibitor information.

Fig.: Top of the list-placement in the digital list of product groups (Pos. 1.-3.)

1. Registration text for product group(s)



At this point the exhibitor defines the text length and content of the registration text for the chosen product group(s). The minimum text length is one print line. If desired the complete basic entry from EL can be taken over. In this case, please select the option „Use my basic entry from the alphabetical list of exhibitors“ and you don't have to fill out the other fields. Please note the billing by each printed line.

2. Additional lines



Additional lines are displayed below the corresponding product category entry. If additional lines already been booked in the alphabetical exhibitor list (EL), they can be taken over by selecting the option „Use my additional line(s) from the alphabetical list of exhibitors“. Otherwise please write the desired additional line(s) new to the form.

3. Selection of the product group(s) with logo-option

Please enter the desired index numbers, **at least 3-digit**, from the product group index (page 18 et seq.) under which the previously defined registration text for your product group(s) should be published. To each product group the company logo can be added optionally.

4. Top of the list (PL)



In every upper category within the list of product groups a „Top of the list placement“ can be booked. These placed entries appear at the beginning of the list on **positions 1.-3.** before any further entries shown in this product group. The number of positions is limited to three for each upper category. In case of overbooking the date of the order shall decide on the allocation.

List of Product Groups

Form 2.1

Please fill in the form clearly legible!
PDF form at: www.ikz-select.de/shk
Max. 45 characters per line including spaces!

Sorting of the entry within the product group under letter:

1. Registration text for product group(s) € 53,- each line and product group

Use my basic entry from the alphabetical list of exhibitors (Form 1: Basis entry)

Company name	
Company name	
Street, country code, city	
Postal code, country code, city	
Fon	Fax
E-mail	
Website	

2. Additional lines € 53,- each line and product group

Use my additional line(s) from the alphabetical list of exhibitors (Form 1: Additional lines)

Additional line 1	
Additional line 2	
Additional line 3	For further additional lines please use an attachment!

continue to the selection of the product group(s) with logo-option on page 7

Order form only valid in connection with the signature on the cover sheet!

List of Product Groups



Form 2.2

Please fill in the form clearly legible!

PDF form at: www.ikz-select.de/shk



Please use the index of product groups starting on page 18!

3. Selection of the product group(s) with logo-option

Index of product group, at least 3-digit	Company logo € 90,- each logo 	Index of product group, at least 3-digit	Company logo € 90,- each logo 
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

For further product groups please use an attachment!

4. Top of the list (Upper categories) *

Name of the upper category	Top of the list € 698,- each category 	Name of the upper category	Top of the list € 698,- each category 
1 Sanitation technology	<input type="checkbox"/>	8. Pipes and components	<input type="checkbox"/>
2 Swimming-pool technology	<input type="checkbox"/>	9. Measuring and testing instruments, control devices/equipment, building automation	<input type="checkbox"/>
3. Water treatment	<input type="checkbox"/>	10. Electric energy technology	<input type="checkbox"/>
4. Heating technology	<input type="checkbox"/>	11. Tools and factory equipment	<input type="checkbox"/>
5. Renewable Energies	<input type="checkbox"/>	12. IT-Solutions	<input type="checkbox"/>
6. Air conditioning and ventilation	<input type="checkbox"/>	13. Services	<input type="checkbox"/>
7. Refrigeration	<input type="checkbox"/>		

* The number of positions is limited to three for each upper category. In case of overbooking the date of the order shall decide on the allocation.

Order form only valid in connection with the signature on the cover sheet!

Alphabetical List of Brands

Explanations and form 3

An entry in the alphabetical sorted brand directory is mainly recommend for companies operate with several brands in the market. Logo and the company name with postal address on the side display a clear reference between brand and company.

A

Alphabetisches Markenverzeichnis
Alphabetical list of trademarks



Halle 5, Stand 206
A&S Bäder
A&S Bäder GmbH & Co.
Max-Eyth-Str. 9
71735 Eberdingen-Hochdorf



Halle 4, Stand 213
AAT
AAT Alber Antriebstechnik GmbH
Ehestetter Weg 11
72458 Albstadt



Halle 6, Stand 209
ABS
ABS Deutschland GmbH
Pützchens Chaussee 202
53229 Bonn



Halle 6, Stand 428
ACO
ACO Passavant GmbH
Im Gewerbepark 11c
36457 Stadtlengsfeld



Halle 3, Stand 442
AEG Haustechnik
EHT Haustechnik GmbH Markenvertrieb AEG
Gutenstetter Straße 10
90449 Nürnberg



Halle 2, Stand 218
Allmess
Allmess GmbH
Am Voßberg 11
23758 Oldenburg

Fig.: Entries in the alphabetical list of brands, logo included

Trademark entry

The trademark entry in the alphabetical list of brands includes the brand logo as well as the postal address and the hall/stand number. An exhibitor can also register several brands.

Print

App

The **postal address** is automatically taken over from the alphabetical list of exhibitors.

This order form is only valid in connection with the signature on the cover sheet!

Please specify for each chosen trademark a **sorting letter!**

Alphabetical list of brands € 270,- each entry including logo

1. Trademark	Sorting letter
2. Trademark	Sorting letter
3. Trademark	Sorting letter
4. Trademark	Sorting letter
5. Trademark	Sorting letter
6. Trademark	Sorting letter

For further trademarks please use an attachment!

Logos and Trademarks in the Hall Plan

Explanations and form 4

The graphic hall plans are placed in the front part of the main catalogue, in the short catalogue and on the displays in the fair halls and in the hall crossings. They give the visitors an overview of the exhibitor stands within the fair halls.



Fig.: Logos and trademarks in the hall plan

Logos und trademarks in the hall plan

Print + Display

The special feature of this advertising is the **additional publication** of the booked logos and trademarks at the great displays within the fair halls.

The logos and trademarks appear:

- in the main catalogue (Print)
- in the short catalogue (Print)
- in the fair halls (Displays)

This order form is only valid in connection with the signature on the cover sheet!

The logos /trademarks will be shown full colored (4c) and in each case in the best possible size.

Logos and trademarks in the hall plan € 135,- each logo/trademark

1. Logo/trademark	File name of the logo	Stand number *
2. Logo/trademark	File name of the logo	Stand number *

* Enter stand number only if several booths have been booked. For further logos/trademarks please use an attachment!

Advertising in the Printed Catalogue

Explanations and completion help

The printed exhibition catalogue offers many possibilities for booking attractive advertisements. In addition, there are striking bookmarks and supplements in the offer. The archive function of the print catalogue also ensures a long-term advertising impact.



**JETZT.
PUMPEN-TECHNOLOGIE
DER ZUKUNFT.**

NEU
**WILO-STRATOS MAXO:
DIE ERSTE SMART-
PUMPE DER WELT*.**

Erleben Sie die Zukunft der
Pumpen-Technologie:
Halle 3, Stand 3D23

*Unter einer Smart-Pumpe verstehen wir eine neue Kategorie von Pumpen, die weit über unsere Hocheffizienzpumpen oder Pumpen mit Pumpen-Intelligenz hinausgeht. Die Kombination aus neuester Sensorik und innovativen Regelungsfunktionen (z.B. Dynamic Adapt plus und Multi-Flow Adaptation), der bi-direktionalen Konnektivität (z.B. Bluetooth, integrierte Analogeingänge, binäre Ein- und Ausgänge, Schnittstelle zum Wilo Net), Aktualisierung durch Software-Updates sowie einer exzellenten Benutzerfreundlichkeit (z.B. dank Setup Guide, Preview-Prinzip zur vorausschauenden Navigation und der bewährten grünen Knopf-Technologie) machen diese Pumpe zu einer Smart-Pumpe.

Pioneering for You **wilo**

Fig.: Full-page advertisement in the printed catalogue

1. General ad pages

Print

The general advertising pages include all advertisements in the general parts of the catalogue and in the list of exhibitors and in the list of product groups. In this area you can choose between quarterly-, half- and full-page advertisements. An ad placement nearby your own entry in the list of exhibitors is possible without additional charge.

2. Pre pages

Print

Pre pages are all sides before and after the editorial pages of the catalogue up to the hall plans, separation carton pages are excluded.

3. Separation carton pages

Print

Separation carton pages, e.g. between the search index and the list of product groups, not only divide the single chapter of the catalogue, but also offer a particularly attractive placement for full-page advertisements.

4. Cover pages

Print

Except of the front cover page and the placement for the fold-out fair ground plan all cover pages of the catalogue are available for best placed advertisements. Also multi-sided or fold-out ads are possible. Prices and availabilities on request.

5. Bookmarks

Print

Up to three bookmarks can be inserted in the main catalogue. The offered complete price includes both the printing and the processing of the bookmark. Each bookmark will be fixed in the catalogue by a read tape and a glue dot.

6. Supplements

Print

Supplements in the main catalogue are also possible. Please ask for an individual offer.

Advertising in the Printed Catalogue

Form 5

Please fill in the form clearly legible!

PDF form at: www.ikz-select.de/shk

Please note the technical information on page 27!

Advertisements

Format	Width x Height	1. General ad pages	2. Pre pages	3. Separation carton pages	4. Cover pages
1/1 page	99 x 196 mm or 125 x 215 mm	<input type="checkbox"/> € 2.030,-	<input type="checkbox"/> € 2.250,-	<input type="checkbox"/> € 2.370,-	on request
1/2 page	99 x 95 mm	<input type="checkbox"/> € 1.505,-	not available		
1/4 page	99 x 45 mm	<input type="checkbox"/> € 1.184,-			

Prices are valid for ads with up to 3 additional colors in the CMYK color model (4c). Spot colors on request.

Bookmarks

Format	Width x Height (folded)	5. Bookmark, printing and processing included	Placement
2 x 1/1 pages (Front- and backside)	Max. 90 x 180 mm	€ 3.750,-	Fixing by read tap and glue dot at indefinite position in the catalogue.

Price is valid for bookmarks with up to 3 additional colors in the CMYK color model (4c). Spot colors on request.

Supplement request

Please send me an offer for the following supplement inserted in the main exhibition catalogue:

Format (WxH) in mm, where applicable description of the supplement

Number of pages, where applicable type of stitching

Weight in g

Sample of the supplement I send by mail

For further information please use an attachment!

Order form only valid in connection with the signature on the cover sheet!

Advertising in the Trade Fair Folding Map

Explanations and completion help

Under the theme „Exhibitors invite“, the trade fair folding map will be published in February 2020 as an insert in IKZ-HAUSTECHNIK/IKZ-FACHPLANNER, one of the most professional journal in the HVAC-sector. Advertisements in the folding map have a timely effect **before and during** the trade fair event and reach the decision-makers.



Fig. 1: Trade fair folding map of SHK Essen 2018 (Front cover), closed format

1. Advertisement DIN A6 (postcard size)

On the front page of the (open) folding map there are seven ad slots in postcard size available. The advertisement placed on the backside of the (closed) folding map is a preferential position.

Print

2. Small advertisement

On the backside of the (open) folding map there are small advert slots which are placed around the trade fair floor plan. The selection includes four different advert formats.

Print

In addition to the distribution as a partial supplement (20,000 copies) in IKZ-HAUSTECHNIK another 6,000 copies of the folding map will be provided free of charge to the trade fair visitors.

Distribution as partial supplement in IKZ-HAUSTECHNIK/IKZ-FACHPLANNER (20,000 copies) + free of charge distribution to the trade fair visitors (6,000 copies)



Fig. 2: Trade fair folding map of SHK 2018 (left front-, right backside) with floor plan and advertisements, open format

Advertising in the Trade Fair Folding Map

Form 6

Please fill in the form clearly legible!

PDF form at: www.ikz-select.de/shk

Please note the technical information on page 27!

Advertisements in the trade fair folding map

Format	Width x Height	Price
Advertisement DIN A6, - Best possible placement	105 x 148 mm	<input type="checkbox"/> € 995,-
Advertisement DIN A6, - Backside of the (closed) folding map - 1 x available		<input type="checkbox"/> € 1.250,-
Small advertisement, - Best possible placement	50 x 30 mm	<input type="checkbox"/> € 395,-
Small advertisement, double size, - Best possible placement	50 x 67 mm or 110 x 30 mm	<input type="checkbox"/> € 695,-

Prices are valid for ads with up to 3 additional colors in the CMYK color model (4c). Spot colors on request.
In case of overbooking the date of the order shall decide on the allocation.

Order form only valid in connection with the signature on the cover sheet!



Distribution and Deadlines

The trade fair folding map will be published with the following issue of IKZ-HAUSTECHNIK:

IKZ-HAUSTECHNIK/IKZ-FACHPLANER

Trade magazine for building and energy technology

Issue No. 3/2020

Publishing date: 03 March 2020

Number of maps inserted: 20.000 copies

Deadline for booking and printing material:
10 January 2020

Further information under: www.ikz.de

Advertising on the Trade Fair Website

Explanations and completion help

The official fair website www.shk.essen.de offers current and comprehensive information for visitors, exhibitors and journalists as well as a complete exhibitor list. The banners described below will become advertising effective placed on the website a few weeks **before, during** and **after** the exhibition.

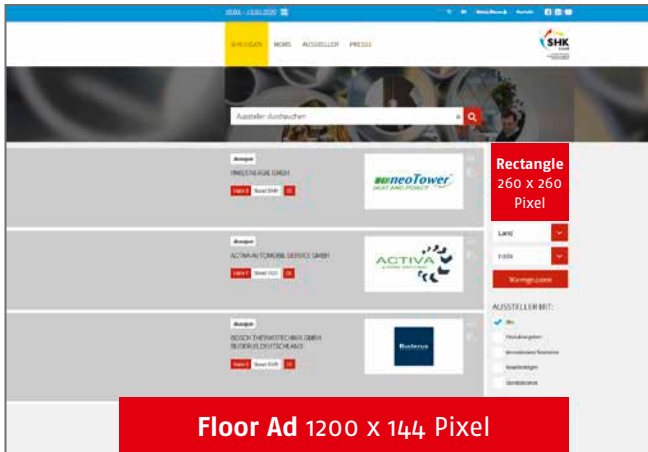


Fig.: Sample page/placement examples for 1. Rectangle and 2. Floor Ad

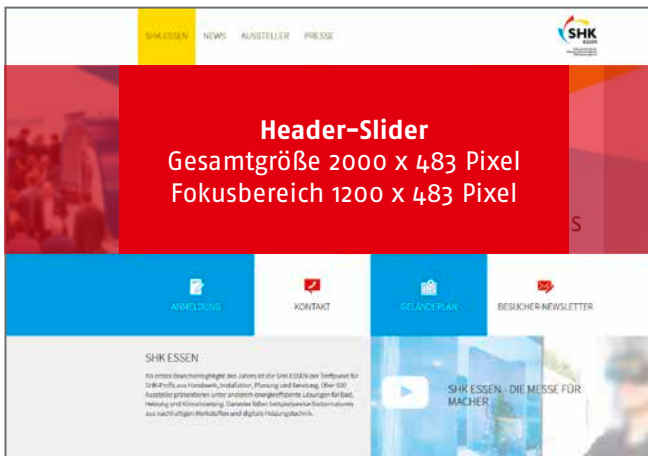


Fig.: Sample page/placement example for 3. Header-Slider



Fig.: Sample page/placement example for 4. Parallax

1. Rectangle

- Appears in the right column beside the exhibitor list
- Limited rotation possible

Web

2. Floor Ad

- Appears on all pages except the homepage and the detail pages of the exhibitors
- 10 min. capping/campaign/visit
- Close-button
- Limited rotation possible

Web

3. Header-Slider

- Integrated into the header-slider on the homepage (from second position)
- Slider element appears for each 5 seconds, then change to next slider element
- Limited number of slider elements

Web

4. Parallax

- Appears in the upper area of the exhibitor list
- Limited rotation possible

Web

5. Fullsize Banner

- Appears in the upper content area of the pages: framework programme, stand actions, press
- Limited rotation possible

Web

6. Native Advert (without fig.)

- Text teaser with picture, placed in the top area of the newlist
- Limited rotation possible

Web

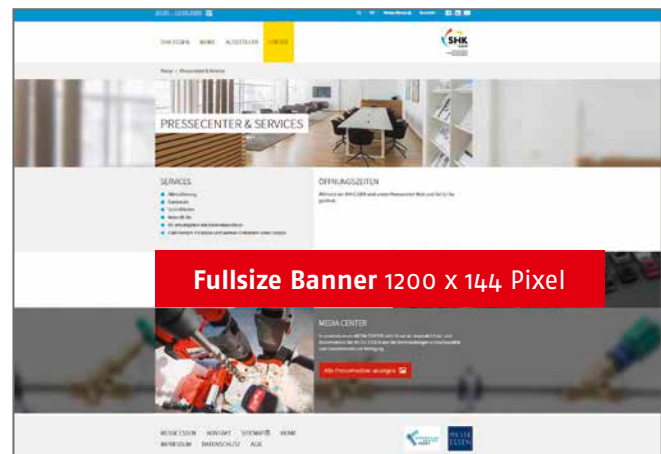


Fig.: Sample page/placement example for 5. Fullsize Banner

Advertising on the Trade Fair Website

Form 7

Please fill in the form clearly legible!

PDF form at: www.ikz-select.de/shk

Please note the technical information on page 27!

Banner (Website)

Advertising form	Width x Height	Placement	Price
1. Rectangle	260 x 260 px	In the right column beside the exhibitor list	<input type="checkbox"/> € 1.250,-
2. Floor Ad	1200 x 144 px	On all pages except the homepage and the detail pages of the exhibitors	<input type="checkbox"/> € 1.650,-
3. Header Slider	Total size: 2000 x 483 px Fokus area: 1200 x 483 px	Integrated into the header-slider on the homepage (from second position)	<input type="checkbox"/> € 1.800,-
4. Parallax	850 x 566 px	In the upper area of the exhibitor list	<input type="checkbox"/> € 1.550,-
5. Fullsize Banner	1200 x 144 px	In the upper content area of the pages: - framework programme - stand actions - press	<input type="checkbox"/> € 1.450,-

Note: Limited availability. In case of overbooking the date of the order shall decide on the allocation.

Native Advert in the newlist (Text teaser with picture and link)

Werbeform	Breite x Höhe	Platzierung	Preis
6. Native Advert	Text teaser (up to 500 characters) and picture (300 x 300 px)	Text teaser with picture, placed in the top area of the newlist, with ad mark, limited rotation possible	<input type="checkbox"/> € 1.250,-

Note: Limited availability. In case of overbooking the date of the order shall decide on the allocation.

Info!
Website traffic
SHK 2018

Visits
January 2018: 18.629
February 2018: 45.487
March 2018: 54.681

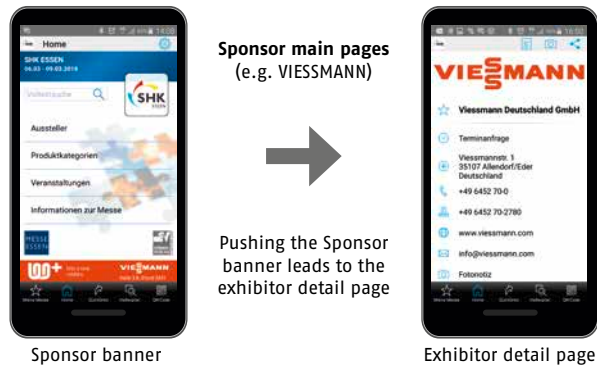
Page Impressions
January 2018: 74.528
February 2018: 178.326
March 2018: 211.966

Order form only valid in connection with the signature on the cover sheet!

Advertising in the Trade Fair App

Explanations and completion help

Because of the various functions the official trade fair app for smartphones and tablets offers the visitors best support when walking through the exhibition halls as well as during the trade fair preparation and follow-up.



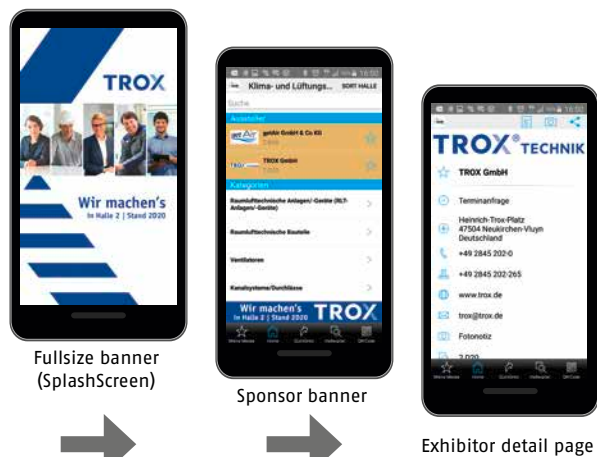
1. Sponsor main pages

- Sponsor banner appears on all **main pages**, for example on the start page, exhibitor list, favorites, hall plan
- Placement at the foot of the page
- Link to the exhibitor detail page
- Limited rotation possible



2. Sponsor product groups

- **Fullsize banner** is displayed as SplashScreen before the booked product group open (max. 5 seconds)
- Additionally **sponsor banner** at the foot of the pages within the booked product group
- Link to the exhibitor detail page
- Limited rotation possible



3. Sponsor for information and events

- Sponsor banner appears at all content pages in the area of **fair information and events**
- Link to the exhibitor detail page
- Placement at the foot of the page
- Limited rotation possible



4. Image advertisement

- Fullsize banner as SplashScreen before the exhibitor detail page is displayed (max. 5 seconds)



5. Quicklink

- Quick access logos with link to the exhibitor detail page
- Start through the button „Quicklinks“ within the app
- Limited rotation possible
- Changing order



Sponsor product groups (Bsp. TROX)

The fullsize banner (Splashscreen) will be displayed when entering the respective product group. It closes automatically after 5 seconds or immediately after pushing the banner. In both cases the banner leads to the start page of the product group. On the following pages of this product group the associated sponsor banner appears. The pushing of this sponsor banner leads to the exhibitor detail page.

Image advertisement (without fig.)

If an exhibitor with a booked **image advertisement** is called, first appears the full size banner and after 5 seconds or directly by pushing the banner the exhibitor detail page is displayed.



On the **exhibitor detail page** you will find all information provided by the exhibitor from the **exhibitor list** and the **product list** including any booked additional lines and logos as well as information from the **exhibitor profile** of the closed exhibitor area of Messe Essen („My Trade Fair“) presented and best linked.

Advertising in the Trade Fair App

Form 8

Please fill in the form clearly legible!

PDF form at: www.ikz-select.de/shk

Please note the technical information on page 27!

Banner (Mobile app)

Advertising form	Width x Height	Placement	Price
1. Sponsor main pages	Sponsor banner (for 1. + 2. + 3.): 720 x 100 px 768 x 66 px 1024 x 66 px	Sponsor banner each at the foot of the main pages	<input type="checkbox"/> € 1.150,-
2. Sponsor product groups		- Fullsize banner (SplashScreen) before the booked product group - Sponsor banner at the foot of the pages within the booked product group	Price and selection of the product group(s) please see below!
3. Sponsor for information and events	Fullsize banner (for 2. + 4.): 480 x 800 px 640 x 960 px 720 x 1280 px 768 x 1024 px 1024 x 768 px	Sponsor banner each at the foot of the content pages in the area of fair information and events	<input type="checkbox"/> € 1050,-
4. Image advertisement		Fullsize banner (SplashScreen) before the own exhibitor detail pages is displayed	<input type="checkbox"/> € 550,-
5. Quicklink	Best presentation	In changing order at the „Quicklinks“ page within the app	<input type="checkbox"/> € 395,-

Note: Limited availability. In case of overbooking the date of the order shall decide on the allocation.

Selection of the product group(s) (just choose for offer „2. Sponsor product groups“)

Name of the upper category	Sponsor product group € 1.350,- each category	Name of the upper category	Sponsor product group € 1.350,- each category
1. Sanitation technology	<input type="checkbox"/>	8. Pipes and components	<input type="checkbox"/>
2. Swimming-pool technology	<input type="checkbox"/>	9. Measuring and testing instruments, control devices/equipment, building automation	<input type="checkbox"/>
3. Water treatment	<input type="checkbox"/>	10. Electric energy technology	<input type="checkbox"/>
4. Heating technology	<input type="checkbox"/>	11. Tools and factory equipment	<input type="checkbox"/>
5. Renewable Energies	<input type="checkbox"/>	12. IT-Solutions	<input type="checkbox"/>
6. Air conditioning and ventilation	<input type="checkbox"/>	13. Services	<input type="checkbox"/>
7. Refrigeration	<input type="checkbox"/>		

Order form only valid in connection with the signature on the cover sheet!

Index of Product Groups

1 - 1.5.13

1 Sanitation technology

1.1 Sanitary objects

- 1.1.1 Bath tubs
- 1.1.2 Shower trays, accessible
- 1.1.3 Shower trays
- 1.1.4 Shower trays and bath tubs with additional uses
- 1.1.5 Flush-to-floor showers
- 1.1.6 Shower booths and shower equipment
- 1.1.7 Steam showers
- 1.1.8 Hirlbaths
- 1.1.9 Bath tub holders
- 1.1.10 Bath tub inserts
- 1.1.11 Wash stands, wash basins
- 1.1.12 Wash stands, wash basin stands
- 1.1.13 Wash stands, wash basins, accessible
- 1.1.14 Utility sinks
- 1.1.15 Wash systems, individual and multiple, wash fountains
- 1.1.16 W.C. and urinals, urinal stands
- 1.1.17 Waterless urinals
- 1.1.18 Shower W.C.
- 1.1.19 Douches
- 1.1.20 Flush tanks and other flush units and systems (see also 1.2.5)
- 1.1.21 Equipment for medical purposes

1.2 Sanitary fittings

- 1.2.1 Mixer fittings
 - 1.2.1.1 One hand operation mixer taps
 - 1.2.1.2 Two-handle mixer taps
 - 1.2.1.3 Contactless operated mixer taps
 - 1.2.1.4 Thermostatically operated mixer taps
 - 1.2.1.5 Safety mixer taps
 - 1.2.1.6 Shower fitting combinations
 - 1.2.1.7 Shower panels (see also 1.2.4)
 - 1.2.1.8 Bath tub fitting combinations
 - 1.2.1.9 Mixer taps for open water heaters (low-pressure units)
 - 1.2.1.10 Mixer taps for pressure-resistant water heaters (pressure units)
 - 1.2.1.11 Fittings for wash troughs
 - 1.2.1.12 Fittings for hair salon equipment
 - 1.2.1.13 Fittings for medical equipment
- 1.2.2 Stop and outlet fittings
 - 1.2.2.1 Concealed stop valves and gate stop valves (with sanitary upper part)
 - 1.2.2.2 Corner valves in sanitary construction
 - 1.2.2.3 Outlet fittings
 - 1.2.2.4 Stop and outlet fittings for pressure resistant water heaters (Pressure Appliances)
 - 1.2.2.5 Stop and outlet fittings for open water heaters (low pressure appliances)
 - 1.2.2.6 Outlet valves
 - 1.2.2.7 Appliance stop valves
 - 1.2.2.8 Pipe break valves (also for appliances)
 - 1.2.2.9 Garden fittings
 - 1.2.2.10 Electronic fittings
- 1.2.3 Inlet, outlet and overflow sets
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 - 1.2.3.2 Outlet valves
 - 1.2.3.3 Outlet and overflow fittings including syphons
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 - 1.2.4.1 Hand showers
 - 1.2.4.2 Head showers

- 1.2.4.3 Side showers
- 1.2.4.4 Shower panels
- 1.2.4.5 Splash showers
- 1.2.5 Flushing fittings
 - 1.2.5.1 Flush valve, mechanical
 - 1.2.5.2 Flush valve, electronic
 - 1.2.5.3 Flushing box fittings
 - 1.2.5.4 Urinal flush valve, mechanical
 - 1.2.5.5 Urinal flush valve, electronic
- 1.2.6 Fittings for related fields
 - 1.2.6.1 Laboratory fittings
 - 1.2.6.2 Safety showers
 - 1.2.6.3 Fittings for related fields, more

1.3 Shower partitions

- 1.3.1 Shower enclosures made of plastic
- 1.3.2 Shower enclosures of ESG toughened safety glass

1.4 Furnishings for bathrooms, bathroom furniture, accessories

- 1.4.1 W.C. seats
- 1.4.2 Urinal lids
- 1.4.3 Sound proofing systems against radiator noise
- 1.4.4 Seats, footrests, stools for bathrooms and shower rooms
- 1.4.5 Wellness accessories and fitments
- 1.4.6 Wash stand, shower, bath tub, WC, bidet accessories
- 1.4.7 Soap and towel dispensers
- 1.4.8 Hand and hair dryers
- 1.4.9 Grates for floor drains and shower trays (see also 1.6)
- 1.4.10 Bathroom equipment for people with physical disabilities
- 1.4.11 Safety equipment for people with physical disabilities
- 1.4.12 Shelves
- 1.4.13 Bath tub, shower and wash stand hand-grips
- 1.4.14 Bath tub, shower and wash stand hand-grips for people with physical disabilities
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- 1.4.16 WC and bidet hand-grips for people with physical disabilities
- 1.4.17 Curtain rails
- 1.4.18 Bath furniture
- 1.4.19 Bathroom furniture for people with physical disabilities
- 1.4.20 Cupboards with mirrors
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- 1.4.22 Mirrors
- 1.4.23 Mirrors for people with physical disabilities
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1.5 Drinking water systems

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- 1.5.2 Indirectly heated drinking water storage heaters
- 1.5.3 Hot/drinking water storage (see also 4.4.1.4)
- 1.5.4 Drinking water heater (instantaneous), energy source gas
- 1.5.5 Drinking water heater (instantaneous), energy source electricity
- 1.5.6 Fresh water stations
- 1.5.7 Heat exchanger for drinking water (see also 4.2.1)
- 1.5.8 Drinking water supply systems (e.g. for agricultural operations)
- 1.5.9 Drinking water treatment systems (see also Group 3)
- 1.5.10 Distributors for cold water, hot water and circulation
- 1.5.11 Booster stations (see also 8.3.4.5)
- 1.5.12 Container for booster stations (see also 8.3.4.5)
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1.6 - 3.6.2

1.6 Drainage technology and systems

- 1.6.1 Floor drains (see also 1.4.9)
- 1.6.2 Soil-, bathroom- and swimming pool drainage systems (see also 1.4.9)
- 1.6.3 Balcony outlets
- 1.6.4 Roof outlets
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- 1.6.6 Courtyard outlets and caps
- 1.6.7 Inspection shafts
- 1.6.8 Ground irrigation systems
- 1.6.9 Gasoline separators
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- 1.6.11 Coalescence separators
- 1.6.12 Starch separators
- 1.6.13 W.C. ventilating installations
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- 1.6.15 Sewage pumps and waste water raising systems (see also 1.9)

1.7 Process water and rainwater use

- 1.7.1 Rainwater utilisation systems
- 1.7.2 Greywater utilisation systems
- 1.7.3 Rainwater seepage and retention
- 1.7.4 Water conservation systems
- 1.7.5 Rainwater storage tanks
- 1.7.6 Filters for process water and rainwater use
- 1.7.7 Pumps for process water and rainwater use (see also 1.9)
- 1.7.8 Components for control and refilling for process water and rainwater use
- 1.7.9 Process water and rainwater use, Accessories

1.8 Preliminary-wall installation

- 1.8.1 Installation frames, -walls and -blocks
- 1.8.2 Mural Installation, Appliances and systems for wall-mounted plumbing installations
- 1.8.3 Supporting structures for sanitary Objects
- 1.8.4 Distribution cabinets for preliminary-wall installation
- 1.8.5 Prefabricated wash, bath and shower installations
- 1.8.6 Prefabricated sanitary modules
- 1.8.7 Preliminary-wall installation, Accessories for prefabricated installations

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- 1.9.1 Waste water pumps
- 1.9.2 Coarse sludge and sewage pumps
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- 1.9.5 Garden pumps
- 1.9.6 Domestic water supply pumps
- 1.9.7 Waste water rising systems
- 1.9.8 Circulation pumps
- 1.9.9 Process water pumps
- 1.9.10 Cellar draining pumps
- 1.9.11 Fountain pumps
- 1.9.12 Waste water pumps
- 1.9.13 Circulating pumps
- 1.9.14 Borehole pumps
- 1.9.15 Drainage pumps
- 1.9.16 Shaft pump stations
- 1.9.17 Pumping systems (also with tank)
- 1.9.18 Pumps with cutting system
- 1.9.19 Centrifugal pumps, incl. selfpriming

- 1.9.20 Pumps for sprinkler systems (see also 8.3.5)
- 1.9.21 Pump control

2 Swimming-pool technology

2.1 Swimming pool equipment

- 2.1.1 Swimming pool components (e.g. jets, water inlets and outlets)
- 2.1.2 Whirlpools
- 2.1.3 Sauna rooms and buildings
- 2.1.4 Sauna stoves
- 2.1.5 Sauna accessories
- 2.1.6 Steam baths
- 2.1.7 Swimming pool dehumidifiers (units, components) (see also 6.1.3 and 6.2)

2.2 Water treatment and filter technology

- 2.2.1 Swimming pool water filters
- 2.2.2 Swimming pool water preparation, physical
- 2.2.3 Swimming pool water disinfecting plants
- 2.2.4 Swimming pool water disinfectants
- 2.2.5 Swimming pool water PH regulation

2.3 Heating systems and accessories

- 2.3.1 Swimming pool heating systems
- 2.3.2 Swimming pool water heat exchangers
- 2.3.3 Swimming pool pumps (see also 1.9)

3 Water treatment

3.1 Filters

- 3.1.1 Backwashable filters for service and drinking water
- 3.1.2 Bag filter for service and drinking water
- 3.1.3 Filter systems for for service and drinking water
- 3.1.4 Household water stations with filter (see also 8.3.3.2)
- 3.1.5 Filters and filter accessories, others for service/drinking water

3.2 Softening/Dosing

- 3.2.1 Water softeners
- 3.2.2 Anti-scale devices
- 3.2.3 Metering systems
- 3.2.4 Chemical reagents for water treatment
- 3.2.5 Containers for water treatment (Softening/Dosing)

3.3 Membrane technology

- 3.3.1 Membrane systems
- 3.3.2 Accessories for membrane systems

3.4 Disinfection

- 3.4.1 Water sterilizing appliances
- 3.4.2 Chemical reagents for disinfection
- 3.4.3 Containers for water treatment (disinfection)

3.5 Water vitalization

- 3.5.1 Water vitalisers (see also 1.5.13)
- 3.5.2 Electrostatic water treatment

3.6 Pumps

- 3.6.1 Pumps for water conditioning/treatment
- 3.6.2 Proportioning pumps

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4 - 4.4.1.4

4 Heating technology

4.1 Heat generation

- 4.1.1 Oil/gas-fired heating boilers for blower burners with and without drinking water heater feature
 - 4.1.1.1 Cast iron or steel heating boilers
 - 4.1.1.2 Heating boilers of other materials
 - 4.1.1.3 Boiler/burner unit for oil/gas-blower burners
 - 4.1.2 Oil/gas calorific value boilers/equipment with and without water treatment
 - 4.1.2.1 Calorific value boilers for gas
 - 4.1.2.2 Calorific value boilers for oil
 - 4.1.2.3 Boiler/burner (unit) with oil or gas calorific value
 - 4.1.3 Special gas-fired heating boilers/Gas-fired circulating water heaters/gas-fired combination water heaters
 - 4.1.3.1 Special gas-fired heating boilers with and without drinking water heater feature
 - 4.1.3.2 Wall-mounted gas-fired heating devices/wall-mounted combined heating devices
 - 4.1.4 Combined heating/power plants for large buildings, power-heat-coupling systems (see also 5.2)
 - 4.1.4.1 Heating/power plant modules
 - 4.1.4.2 Power/heat/refrigeration coupling systems
 - 4.1.5 Boilers for special purposes
 - 4.1.5.1 High-pressure heating boilers
 - 4.1.5.2 Low-pressure steam boilers
 - 4.1.5.3 Hot water boilers
 - 4.1.5.4 Dual-fuel burners - gas/oil
 - 4.1.5.5 Changeover-type variable-burn boilers/two-chamber boilers
 - 4.1.5.6 Mobile central heating installations/Central container heating installations
 - 4.1.6 Boiler accessories
 - 4.1.6.1 Safety equipment/fittings for boilers
 - 4.1.6.2 Boiler cleaning, materials, appliances for boiler cleaning
 - 4.1.6.3 Condensate equipment (see also 4.5.4.2)
 - 4.1.6.4 Other boiler accessories
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 - 4.1.7.3 Oil burner pumps (see also 8.6)
 - 4.1.7.4 Oil pumps (see also 8.6)
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 - 4.1.8 Gas burners and accessories
 - 4.1.8.1 Gas burners
 - 4.1.8.2 Gas burners with blower
 - 4.1.8.3 Gas burners without blower (atmospheric)
 - 4.1.8.4 Dual-fuel burners - gas/oil
 - 4.1.8.5 Gas-infrared plaque luminous heater (see also 4.2.2.21)
 - 4.1.8.6 Gas-infrared radiant tube heater (see also 4.2.2.22)
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 - 4.1.9 Water treatment installations for heating system (see also group 3)
 - 4.1.9.1 Heating water treatment systems
 - 4.1.9.2 Chemical reagents for water treatment
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4.2 Heat emission

- 4.2.1 Heat exchangers
 - 4.2.1.1 Heat exchangers for steam
 - 4.2.1.2 Heat exchangers for warm and hot water
 - 4.2.1.3 Waste gas heat exchanger (see also 4.3.1.10)
- 4.2.2 Heating elements, surface heating and accessories

- 4.2.2.1 Radiators
- 4.2.2.2 Convector and skirting-type radiators
- 4.2.2.3 Underfloor convectors
- 4.2.2.4 Plate radiators, plain radiators
- 4.2.2.5 Radiation plates, towel dryers
- 4.2.2.6 Accessories for plate radiators, plain radiators
- 4.2.2.7 Finned pipe heaters
- 4.2.2.8 Tubular radiators
- 4.2.2.9 Bathroom radiator(s)
- 4.2.2.10 Radiator fittings
- 4.2.2.11 Radiator grills
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- 4.2.2.14 Radiator connection systems
- 4.2.2.15 Ceiling heating systems
- 4.2.2.16 Underfloor heating systems
- 4.2.2.17 Wall heating systems
- 4.2.2.18 Heating mats and heating loops, also electric (see also 10.1)
- 4.2.2.19 Distribution cabinets for heating installation
- 4.2.2.20 Electric radiators and electric heaters (see also 10.1)
- 4.2.2.21 Gas-infrared plaque luminous heater (see also 4.1.8.5)
- 4.2.2.22 Gas-infrared radiant tube heater (see also 4.1.8.6)
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4.3 Exhaust systems, Chimney-technology

- 4.3.1 Flue gas lines and accessories
 - 4.3.1.1 Flue gas lines made of plastic
 - 4.3.1.2 Flue gas lines made of stainless steel
 - 4.3.1.3 Flue gas lines out aluminium
 - 4.3.1.4 Flue gas lines out ceramic
 - 4.3.1.5 Flue gas lines made of other materials
 - 4.3.1.6 Gas-exhaust flaps
 - 4.3.1.7 Draught limiter, secondary air devices
 - 4.3.1.8 Exhaust gas fans
 - 4.3.1.9 Exhaust gas silencers
 - 4.3.1.10 Waste gas heat exchanger (see also 4.2.1.3)
- 4.3.2 Air/exhaust gas systems
 - 4.3.2.1 Air/exhaust gas systems made of plastic
 - 4.3.2.2 Air/exhaust gas systems made of stainless steel
 - 4.3.2.3 Air/exhaust gas systems made of aluminium
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- 4.3.3 Flue pipes flue tubes and accessories
 - 4.3.3.1 Flue pipes/flue tubes
 - 4.3.3.2 Flue gas fans
- 4.3.4 Chimneys and accessories
 - 4.3.4.1 Chimneys
 - 4.3.4.2 Chimney cowls
 - 4.3.4.3 Chimney linings
 - 4.3.4.4 Special steel chimneys
 - 4.3.4.5 Chimneys, accessories
- 4.3.5 Fireplaces and accessories
 - 4.3.5.1 Fireplaces, building components
 - 4.3.5.2 Prefabricated fireplaces and fireplace systems
 - 4.3.5.3 Chimney boxes, Fireplace inserts
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4.4 Storage

- 4.4.1 Heat accumulators
 - 4.4.1.1 Storage tank
 - 4.4.1.2 Stratification cylinders
 - 4.4.1.3 Heat reservoir (general)
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 - 4.4.2.1 Cylindrical storage tanks, above- and underground for oil
 - 4.4.2.2 Battery and spherical tanks for oil
 - 4.4.2.3 Basement-welded tanks for oil
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 - 4.4.2.5 Leak indicators and warning appliance, leakage protective equipment for oil
 - 4.4.2.6 Tank level indicators for oil
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- 4.4.3 Tank cleaning (see also 13.6.3)
 - 4.4.3.1 Tank cleaning agents
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 - 4.4.4.1 Liquid gas bottles
 - 4.4.4.2 Liquid gas bottle cabinets
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 - 4.4.4.4 Liquid gas evaporating equipment
 - 4.4.4.5 Liquefied petroleum gas supply
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 - 4.4.5.1 Cathode corrosion protection
 - 4.4.5.2 Chemical protection against corrosion
- 4.4.6 Solid fuel storage and conveyor systems
 - 4.4.6.1 Pellet storage systems
 - 4.4.6.2 Pellet conveyor systems
 - 4.4.6.3 Wood chips storage systems
 - 4.4.6.4 Wood chips conveyor systems
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 - 4.4.6.6 Cord wood conveyor systems
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 - 4.5.1 Heating circuit distributors
 - 4.5.1.1 Distributors for underfloor heating, single-pipe and dual-pipe systems
 - 4.5.1.2 Boiler distributors
 - 4.5.1.3 Hydraulic points
 - 4.5.2 District heat transfer stations
 - 4.5.2.1 District heat domestic stations
 - 4.5.3 Expansion tanks and pressure tanks
 - 4.5.3.1 Expansion tanks
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 - 4.5.4 Pumps for heating systems
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 - 5.1.3 Air/water-heat pumps
 - 5.1.4 Water/water-heat pumps
 - 5.1.5 Brine/water-heat pumps
 - 5.1.6 Heat pumps for drinking-water heating
 - 5.1.7 Heat exchanger (condensor/evaporator)
 - 5.1.8 Refrigerating condensers/compressors
 - 5.1.9 Refrigerants
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 - 5.2 Combined Heat and Power (see also 4.1.4)**
 - 5.2.1 Heating/power plant modules
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 - 5.2.3 Power/heat/refrigeration coupling systems
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 - 5.3.1 Solar heating
 - 5.3.1.1 Thermal solar heating systems
 - 5.3.1.2 Solar collectors
 - 5.3.1.3 Solar absorbers
 - 5.3.1.4 Solar accumulators
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 - 5.3.1.6 Thermal solar roofs
 - 5.3.1.7 Thermal solar heating systems, accessoires
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 - 5.5.1 Stoves
 - 5.5.1.1 Solid fuel stoves for pellets
 - 5.5.1.2 Solid fuel stoves for cut chips
 - 5.5.1.3 Solid fuel stoves for billet wood
 - 5.5.2 Boilers
 - 5.5.2.1 Solid fuel boilers for pellets
 - 5.5.2.2 Solid fuel boilers for cut chips
 - 5.5.2.3 Solid fuel boilers for billet wood
 - 5.5.2.4 Solid fuel boilers for biomass (e.g. straw)
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 - 5.5.4.1 Biomass firing systems
 - 5.5.4.2 Biogas systems
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 - 6.1 Ventilation and air-conditioning systems/equipment (RLT systems/equipment)**
 - 6.1.1 Systems and equipment for home ventilation (see also 6.4.1.5)
 - 6.1.1.1 Systems
 - 6.1.1.2 Centralized systems
 - 6.1.1.3 Fresh air and waste air systems (decentralised)
 - 6.1.1.4 Ventilation systems for small rooms (kitchen, bathroom, toilet)
 - 6.1.2 Room air conditioners
 - 6.1.2.1 Room air conditioners (mobile)
 - 6.1.2.2 Compact devices
 - 6.1.2.3 Split/multi-split devices
 - 6.1.2.4 VRF systems
 - 6.1.2.5 Air conditioning cabinets
 - 6.1.2.6 Fancoils
 - 6.1.3 Equipment and systems for rooms and buildings
 - 6.1.3.1 Centralised ventilation equipment with heat recovery
 - 6.1.3.2 Centralised ventilation equipment without heat recovery
 - 6.1.3.3 Decentralised ventilation equipment with heat recovery
 - 6.1.3.4 Decentralised ventilation equipment without heat recovery
 - 6.1.3.5 Warm air heaters

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- 6.1.3.6 Centralised ventilation and air-conditioning systems
- 6.1.3.7 Centralised air-conditioning systems (with heat and/or cold generation and humidification/dehumidification)
- 6.1.3.8 Air disinfection equipment and systems (hygienic equipment)
- 6.1.3.9 Air humidifying and dehumidifying equipment
- 6.1.3.10 Air heating equipment
- 6.1.3.11 Air coolers
- 6.1.3.12 Hot air curtains
- 6.1.3.13 Heat pumps systems for ventilation and air conditioning
- 6.1.3.14 Recoolers
- 6.1.3.15 Extractor systems/-Workplace
- 6.1.3.16 Digestors
- 6.1.3.17 Other air treatment equipment
- 6.1.4 Total systems for particular applications/industries
- 6.1.4.1 Fire protection and/or smoke extraction systems for RLT equipment
- 6.1.4.2 RLT equipment, complete systems for clean rooms
- 6.1.4.3 RLT equipment, complete systems for offices, hotels, restaurants
- 6.1.4.4 RLT equipment, complete systems for meeting places, museums
- 6.1.4.5 RLT equipment, complete systems for garages
- 6.1.4.6 RLT equipment, complete systems for kitchens
- 6.1.4.7 RLT equipment, complete systems for hospitals
- 6.1.4.8 RLT equipment, complete systems for indoor swimming pools, sports facilities
- 6.1.4.9 Complete systems for other applications/industries
- 6.2 Ventilation and air-conditioning system components**
- 6.2.1 Damper actuators
- 6.2.2 Flow control systems
- 6.2.3 Fire dampers and valves (see also 6.4.7)
- 6.2.4 Smoke dampers and valves
- 6.2.5 Sound dampers for ventilation and air conditioning
- 6.2.6 Induction devices
- 6.2.7 Actuators/actuator elements for ventilation and air conditioning
- 6.2.8 Air heaters
- 6.2.9 Air coolers
- 6.2.10 Air humidifiers
- 6.2.11 Air dehumidifiers
- 6.2.12 Air filters
- 6.2.13 Heat recovery systems for ventilation and air conditioning
- 6.3 Fans**
- 6.3.1 Axial fans
- 6.3.2 Radial fans
- 6.3.3 Cross-flow fans
- 6.3.4 Roof fans
- 6.3.5 Wall fans
- 6.3.6 Fire gas fans/smoke removal fans
- 6.3.7 Explosion-proof fans
- 6.3.8 Other fans
- 6.4 Duct systems/passages**
- 6.4.1 Air ducts, channels and fittings
- 6.4.1.1 Round pipe for air
- 6.4.1.2 Oval pipe for air
- 6.4.1.3 Air ducts
- 6.4.1.4 Flexible air ducts
- 6.4.1.5 Air duct systems for home ventilation equipment (see also 6.1.1)

- 6.4.1.6 Ground heat exchangers
- 6.4.2 Exhaust air and supply air shafts/towers
- 6.4.3 Mixer boxes, pressure release boxes
- 6.4.4 Air vents
- 6.4.5 Mufflers
- 6.4.6 Cold, heat, noise and vibration insulation
- 6.4.7 Fire protection for air ducts and channels (see also 6.2.3)
- Fastening systems and materials for air ducts and channels (see also 11.1.2)

6.5 Free ventilation systems

- 6.5.1 Climate facades
- 6.5.2 Façade ventilation
- 6.5.3 Window technology

7 Refrigeration

7.1 Refrigerating plants and machines

- 7.1.1 Refrigerating machines and refrigerating systems
- 7.1.1.1 Refrigerating machines
- 7.1.1.2 Condensing units
- 7.1.1.3 Water chillers
- 7.1.1.4 Ice bank systems
- 7.1.1.5 Heat pump modules for refrigeration
- 7.1.2 Refrigerating plants and machines, Total systems for particular applications/industries
- 7.1.2.1 Refrigerating plants and machines, Total systems for Industrial application
- 7.1.2.2 Refrigerating plants and machines, Total systems for Commercial application
- 7.1.2.3 Refrigerating plants and machines, Total systems for Convenience application
- 7.1.2.4 Refrigerating plants and machines, Total systems for Process cooling
- 7.1.2.5 Refrigerating plants and machines, complete systems for other applications
- 7.1.3 Components for refrigerating systems
- 7.1.3.1 Heat/cold exchangers
- 7.1.3.2 Evaporators
- 7.1.3.3 Condensers
- 7.1.3.4 Compressors
- 7.1.3.5 Refrigerants
- 7.1.3.6 Other components for refrigerating machines and refrigerating systems

7.2 Building components for surface cooling

- 7.2.1 Hydronic radiant cooling
- 7.2.2 Underfloor cooling systems
- 7.2.3 Wall cooling systems
- 7.2.4 Component heating and cooling systems
- 7.2.5 Chilled beams, cooling baffle
- 7.2.6 Cooling fins
- 7.2.7 Other building components for surface cooling

8 Pipes and components

8.1 Pipes, pipe connectors, insulation and fire protection

- 8.1.1 Tubes for water and gas/longdistance pipes
- 8.1.1.1 Plastic pipes
- 8.1.1.2 Copper pipes, preinsulated pipes included
- 8.1.1.3 Aluminium pipes, preinsulated pipes included

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- 8.1.1.4 Steel pipes, preinsulated pipes included
- 8.1.1.5 Special steel pipes
- 8.1.1.6 Pipes made of composite materials
- 8.1.1.7 Flexible pipes
- 8.1.1.8 Folded-joint pipes
- 8.1.1.9 District heating pipes
- 8.1.1.10 Remote-supply domestic hot water lines
- 8.1.1.11 Accessories for long-distance pipes
- 8.1.1.12 Conduit lines
- 8.1.1.13 Drinking water pipe systems (pipes and connectors)
- 8.1.1.14 Heating pipe systems (pipes and connectors)
- 8.1.1.15 Gas pipe systems of metal (pipes and connectors)
- 8.1.1.16 Gas pipe systems, non-metallic (pipes and connectors)
- 8.1.1.17 Pipe relining, components and systems
- 8.1.2 Fittings, pipe connectors and plugs
- 8.1.2.1 Fittings, pipe connectors and plugs made of plastic material
- 8.1.2.2 Fittings, pipe connectors and plugs in brass/red bronze
- 8.1.2.3 Fittings, pipe connectors and plugs in steel
- 8.1.2.4 Fittings, pipe connectors and plugs in steel
- 8.1.2.5 Fittings, pipe connectors and plugs in special steel
- 8.1.2.6 Fittings, pipe connectors and plugs of cast steel
- 8.1.2.7 Fittings, pipe connectors and plugs in malleable cast iron
- 8.1.2.8 Connection techniques to stick for pipes
- 8.1.2.9 Connection techniques to clamp for pipes
- 8.1.2.10 Connection techniques to solder for pipes
- 8.1.2.11 Connection techniques to weld for pipes
- 8.1.2.12 Connection techniques to plug for pipes
- 8.1.2.13 Connection techniques to press for pipes
- 8.1.2.14 Bellows
- 8.1.2.15 Pipe connectors
- 8.1.3 Outlet pipes and fittings for building, land and road drainage
- 8.1.3.1 Outlet pipes and fittings, fibroid cement
- 8.1.3.2 Drainage pipes and shaped pieces of glass
- 8.1.3.3 Outlet pipes and fittings of cast iron
- 8.1.3.4 Outlet pipes and fittings, plastic, also soundproof
- 8.1.3.5 Outlet pipes and fittings, steel
- 8.1.3.6 Drainage pipes and shaped pieces of stoneware
- 8.1.3.7 Outlet pipes and fittings, inox
- 8.1.4 Packing and sealing materials for pipes
- 8.1.4.1 Joint rings for pipes
- 8.1.4.2 Gasket rings and washers for pipes
- 8.1.4.3 Sealing compounds for pipes
- 8.1.5 Wall bushing
- 8.1.5.1 Leading tubes
- 8.1.5.2 Multi-section house installations
- 8.1.6 Heat, cold and sound insulation, corrosion and fire protection
- 8.1.6.1 Bands of protection against corrosion and insulating bands
- 8.1.6.2 Insulating materials for pipes and tanks
- 8.1.6.3 Insulating caps for fittings
- 8.1.6.4 Protective coatings for pipes and tanks
- 8.1.6.5 Vibration dampening and spring elements
- 8.1.6.6 Fire protection for pipes (water/waste water)
- 8.1.6.7 Sound protection for pipes (water/waste water)
- 8.2 Gas piping network components**
- 8.2.1 Gas fittings
- 8.2.1.1 Gas shut-off and control valves
- 8.2.1.2 Gas safety fittings
- 8.2.1.3 Gas testing and monitoring fittings
- 8.2.1.4 Gas fittings, other components
- 8.2.2 Fittings for liquefied gas
- 8.2.2.1 Liquefied gas shut-off and control valves
- 8.2.2.2 Liquefied gas safety fittings
- 8.2.2.3 Liquefied gas testing and monitoring fittings
- 8.2.2.4 Liquefied gas fittings, other components
- 8.3 Drinking and service water piping network components**
- 8.3.1 Pipe fittings for water supply in buildings
- 8.3.1.1 Stop and outlet fittings for water
- 8.3.1.2 Stop valves as screw-down or oblique pattern globe valves for water
- 8.3.1.3 Stop valves as corner valves for water
- 8.3.1.4 Private stop valves and stop cocks for water
- 8.3.1.5 Gate stop valves for water
- 8.3.1.6 Stop cocks for water
- 8.3.1.7 Drinking-water mixers
- 8.3.1.8 Shut-off valves, electronic, for the water supply
- 8.3.2 Safety fittings for drinking and d service water
- 8.3.2.1 Return-flow preventers
- 8.3.2.2 Tube separators, aerators for forced pipelines and antivacuum devices
- 8.3.2.3 System separators
- 8.3.3 Pressure reducing valves for drinking, service water
- 8.3.3.1 Reducing valves for house water
- 8.3.3.2 Combination of reducing valves for house installation (see also 3.1.4)
- 8.3.4 Safety fittings and pressure vessels for drinking and service water
- 8.3.4.1 Monitoring equipment, also electronic, for drinking and service water
- 8.3.4.2 Safety valves for drinking and service water
- 8.3.4.3 Temperature control regulators for drinking and service water
- 8.3.4.4 Safety fittings for drinking and service water, others
- 8.3.4.5 Pressure vessels (also diaphragm expansion vessels) for drinking and service water (see also 1.5.12)
- 8.3.5 Fire extinguishing and analog fittings
- 8.3.5.1 Fittings for the equipment of fire departments or brigades and fire hydrants
- 8.3.5.2 Fittings for small extinguishers and sprinkler plants
- 8.3.5.3 Sprinkler equipment, systems
- 8.3.5.4 Pumps for sprinkler systems (see also 1.9)
- 8.4 Sewage piping network components**
- 8.4.1 Backflow prevention devices, mechanical
- 8.4.2 Backflow prevention devices, mechanical/electronic
- 8.4.3 Backflow prevention devices, with option to connect to building control technology
- 8.4.4 Odour seals for sewer pipes
- 8.4.5 Inspection shafts for waste water pipes
- 8.4.6 Sewage piping network components, others
- 8.5 Heating system piping network components**
- 8.5.1 Shut-off equipment for heating systems
- 8.5.1.1 Sliding gate valves for heating systems
- 8.5.1.2 Butterfly valves for heating systems
- 8.5.1.3 Stopcocks for heating systems
- 8.5.1.4 Shut-off valves for heating systems
- 8.5.1.5 Shut-off equipment, electronic, for heating systems
- 8.5.2 Return flow preventer
- 8.5.2.1 Check valves
- 8.5.2.2 Clack valves

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- 8.5.2.3 Gravity brakes
- 8.5.3 Arresters, separators, outflow fittings, testing equipment
- 8.5.3.1 Boiler filling and outflow cocks
- 8.5.3.2 Quick venting devices, air separators
- 8.5.3.3 Steam traps
- 8.5.3.4 Separators for solid, fluid and gaseous substances
- 8.5.4 Monitoring equipment, for heating systems
- 8.5.4.1 Acoustic/electronic monitoring equipment for heating systems
- 8.5.4.2 Flow monitors for heating systems
- 8.5.5 Regulation fittings
- 8.5.5.1 Pressure regulators
- 8.5.5.2 Temperature regulators
- 8.5.5.3 Level regulators
- 8.5.5.4 Membrane or piston controlled regulation fittings
- 8.5.6 Mixing fittings for heating systems
- 8.5.6.1 Heating mixers
- 8.5.6.2 Two-way, three-way valves for heating systems
- 8.5.7 Fittings for the pressure regulation of heating plants
- 8.5.7.1 Differential pressure devices
- 8.5.7.2 Pass regulating valves
- 8.5.7.3 Overflow valves
- 8.5.8 Safety valves for heating systems
- 8.5.8.1 Safety valves for central heating plants
- 8.5.8.2 Lever or spring safety valves
- 8.5.8.3 Overflow safety devices
- 8.5.8.4 Safety valves/fittings for heating systems, others
- Expansion tanks and pressure tanks (see also 4.5.3)
- 8.5.9 Radiator controlling fittings
- 8.5.9.1 Radiator-thermostat valves, manual
- 8.5.9.2 Radiator-thermostat valves, electronic
- 8.5.9.3 Servocontrols for radiator thermostats
- 8.5.9.4 Zone valves
- 8.5.9.5 Specially designed valves, e.g. for one pipe heating systems
- 8.5.10 Other heating fittings
- 8.5.10.1 Radiator screw joints
- 8.5.10.2 Radiator vents

8.6 Heating oil piping network components

- 8.6.1 Oil shut-off and distribution fittings
- 8.6.2 Oil burner pumps (see also 4.1.7)
- 8.6.3 Oil pumps (see also 4.1.7)
- 8.6.4 Heating oil filters
- 8.6.5 Oil distributors
- 8.6.6 Heating oil piping network components, others

8.7 Cooling piping network components

- 8.7.1 Cooling shut-off and control fittings
- 8.7.2 Cooling safety fittings
- 8.7.3 Cooling test and monitoring fittings
- 8.7.4 Cooling fittings, other components

9 Measuring and testing instruments, control devices/equipment, building automation

9.1 Measuring instruments and measuring equipment

- 9.1.1 Measuring instruments and equipment for volume, level, flow of liquid and gaseous media
- 9.1.2 Measuring instruments and equipment for pressure
- 9.1.3 Measuring instruments and equipment for temperature

- 9.1.4 Measuring instruments and equipment for thermal capacity
- 9.1.5 Electronic heat meters
- 9.1.6 Consumption data recording with radio transmission
- 9.1.7 Devices for allotting heating costs
- 9.1.8 Measuring instruments and equipment for humidity
- 9.1.9 Measuring instruments and equipment for air conditioning
- 9.1.10 Measuring instruments and equipment for soot index
- 9.1.11 Measuring instruments and equipment for flue gas, CO
- 9.1.12 Measuring instruments and equipment for flue gas, CO₂
- 9.1.13 Measuring instruments and equipment for sonometer
- 9.1.14 Measuring instruments and equipment for aerometer
- 9.1.15 Measuring instruments and equipment for flue gas analysis oxygen/air gas analysis
- 9.1.16 Measuring instruments and equipment for kW-rating
- 9.1.17 Measuring instruments for thermography
- 9.1.18 Instruments and equipment for blower door
- 9.1.19 Water meters for hot and cold water

9.2 Testing devices and testing apparatus

- 9.2.1 Testing devices and apparatus for calorific value, flame point
- 9.2.2 Testing devices for leak detection and leak repair
- 9.2.3 Testing devices for leak tracing
- 9.2.4 Testing devices and apparatus for gas leakage detectors
- 9.2.5 Testing devices and apparatus for tank testing
- 9.2.6 Testing devices and apparatus for condensate test
- 9.2.7 Other testing devices and equipment

9.3 Measurement, control and regulating technology/equipment (MCR technology/equipment)

- 9.3.1 MCR technology/equipment (elec.), including systems
- 9.3.1.1 MCR technology/equipment (elec.) for heating control
- 9.3.1.2 MCR technology/equipment (elec.) for ventilation, air-conditioning and/or refrigeration control
- 9.3.2 MCR technology/equipment (elec.) components
- 9.3.2.1 Room and zonal thermostats
- 9.3.2.2 Room and zonal thermostats with communications interface
- 9.3.2.3 Actuators, mixers, valves, butterfly valves
- 9.3.2.4 MCR technology/equipment (elec.) components, other
- 9.3.2.5 Control cabinets for MCR technology

9.4 Building automation

- 9.4.1 Automation equipment (control units)
- 9.4.2 Field devices (such as sensors and actuators)
- 9.4.2.1 Field devices for drinking water and service water supply
- 9.4.2.2 Field devices for heater heat control
- 9.4.2.3 Field devices for boiler control
- 9.4.2.4 Field devices for ventilation/air-conditioning
- 9.4.2.5 Field devices, others
- 9.4.3 Bus systems and cable systems
- 9.4.4 Room automation systems
- 9.4.5 Servers and gateways
- 9.4.6 Management and control equipment
- 9.4.7 Control cabinets for building automation
- 9.4.8 Smart home systems
- 9.4.9 Energy management and -monitoring
- 9.4.10 Smart Meter
- 9.4.11 Smart Grid

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10 Electric energy technology

10.1 Electric heating systems

- 10.1.1 Electric heating appliances
- 10.1.1.1 Electric radiators
- 10.1.1.2 Electric convectors
- 10.1.1.3 Electric radiating systems and electric infrared radiating systems
- 10.1.1.4 Electric regenerative heating appliances
- 10.1.2 Electric heating elements
- 10.1.2.1 Heating mats
- 10.1.2.2 Heating wires
- 10.1.2.3 Heating bars, heating elements
- 10.1.2.4 Pipe trace heating
- 10.1.2.5 Control system and accessories for heat tracing system

10.2 Electric energy generation

- 10.2.1 Photo-voltaic systems
- 10.2.2 Photovoltaic modules
- 10.2.3 Wind energy systems
- CHP systems (see 5.2)
- Fuel cell systems (see 5.4)

10.3 Connection/distribution systems and components

- 10.3.1 Photovoltaic inverters
- 10.3.2 Accessoires for Photo-voltaic systems
- 10.3.3 Accessories and components for wind power systems

11 Tools and factory equipment

11.1 Fastening technology

- 11.1.1 Fastening systems and materials for water and gas pipelines
- 11.1.1.1 Mounting rails for water and gas pipelines
- 11.1.1.2 Fastening components for water and gas pipelines
- 11.1.1.3 Fastening systems for water and gas pipelines
- 11.1.2 Fastening systems and materials for air ducts and channels
- 11.1.2.1 Mounting rails for air ducts and channels
- 11.1.2.2 Fastening components for air ducts and channels
- 11.1.2.3 Fastening systems for air ducts and channels
- 11.1.3 Fastening technology for devices, systems and components
- 11.1.4 Mounting and fastening systems for thermal solar systems
- 11.1.5 Mounting and fastening systems for photovoltaic systems

11.2 Cleaning equipment and installations

- 11.2.1 Centralised vacuum cleaning systems
- 11.2.1.1 Central vacuum cleaners, suction nozzles, cleaning sets
- 11.2.1.2 Pipework systems for central vacuum cleaning equipment
- 11.2.1.3 Inlet valves and accessories
- 11.2.2 Cleaning appliances and systems
- 11.2.2.1 Vacuum dry cleaners
- 11.2.2.2 Vacuum wet cleaners
- 11.2.2.3 Steam cleaners
- 11.2.2.4 Cleaning components for pipelines
- 11.2.2.5 Cleaning components for air ducts and channels
- 11.2.2.6 Cleaning equipment for pipelines
- 11.2.2.7 Cleaning equipment for air ducts and channels
- 11.2.2.8 Cleaning equipment and components, others
- Dust protection equipment and devices (see 11.4.9 to 11.4.11)

11.3 Tools

- 11.3.1 Pipe laying tools and machines
- 11.3.1.1 Pipefitter's tools
- 11.3.1.2 Diestocks and screwing dies
- 11.3.1.3 Tapping and threading machines
- 11.3.1.4 Agents for tapping and screwing
- 11.3.1.5 Plastic piping welding machines
- 11.3.1.6 Pipeline testers
- 11.3.1.7 Pipe cutters
- 11.3.1.8 Pipe bending machines
- 11.3.1.9 Cleansing appliances and agents for tubes
- 11.3.1.10 Mechanical pipe saws
- 11.3.1.11 Pipe cutting machines
- 11.3.1.12 Pipe spanners and wrenches
- 11.3.1.13 Pipe laying tools and machines
- 11.3.1.14 Pipe milling cutter
- 11.3.1.15 Press equipment and press jaws
- 11.3.1.16 Other pipework tools
- 11.3.2 Tools and machines, others
- 11.3.2.1 Fastening tools and fasteners
- 11.3.2.2 Percussion drills
- 11.3.2.3 Drilling machines
- 11.3.2.4 Bolt setting tools
- 11.3.2.5 Air tools
- 11.3.2.6 Separating tools
- 11.3.2.7 Electric hand plate shears
- 11.3.2.8 Plastic processing tools
- 11.3.2.9 Soldering equipment and accessories
- 11.3.2.10 Masonry milling cutters
- 11.3.2.11 Measuring equipment
- 11.3.2.12 Assembly and erection equipment
- 11.3.2.13 Repair sets (ceramic, enamels a.s.o.)
- 11.3.2.14 Pipe freezing equipment
- 11.3.2.15 Defrosting equipment
- 11.3.2.16 Impact tools
- 11.3.2.17 Cutting tools
- 11.3.2.18 Welding and cutting equipment
- 11.3.2.19 Washing apparatus (washing of drinking water pipes)
- 11.3.2.20 Tool-boxes (see also 11.4.4)
- 11.3.2.21 Plumber machines
- 11.3.2.22 Plumber tools
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- 11.3.2.24 Other tools

11.4 Workshop equipment

- 11.4.1 Shelves
- 11.4.2 Cabinets
- 11.4.3 Work-benches
- 11.4.4 Boxes and box systems
- 11.4.5 Ladders
- 11.4.6 Scaffolding
- 11.4.7 Lifting equipment/platforms
- 11.4.8 Transport aids (for boilers, water heaters, etc.)
- 11.4.9 Dust protection devices
- 11.4.10 Dust protection equipment, (flexible mounting systems, doors, etc.)
- 11.4.11 Work clothes/Protective clothing
- 11.4.12 Installation prefabrication
- 11.4.13 Welding extraction device
- 11.4.14 Fire extinguishers
- 11.4.15 Other workshop equipment
- 11.4.16 Furnishings for showrooms
- 11.4.17 Furnishings for offices

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- 11.5.1 Company cars
- 11.5.2 Company vehicles, general
- 11.5.3 Transporters
- 11.5.4 Van equipment
- 11.5.5 Mobile workshop fitments
- 11.5.6 Vehicle attachments and extensions
- 11.5.7 Trailers for handymen and traders
- 11.5.8 Vehicle lettering

12 IT-Solutions

12.1 Commercial software

- 12.1.1 Software for customer data/project management
- 12.1.2 Software for order management
- 12.1.3 Scheduling software
- 12.1.4 Software for warehouse management
- 12.1.5 Software for accounting
- 12.1.6 Software for customer service
- 12.1.7 Software for timekeeping
- 12.1.8 Software, commercial, industry solutions
- 12.1.9 Software, commercial/organization, others

12.2 Technical software

- 12.2.1 Software for technical calculations
 - 12.2.1.1 Software for heat load calculation
 - 12.2.1.2 Software for cooling load calculation
 - 12.2.1.3 Software for heating surface/radiator calculation
 - 12.2.1.4 Software for cooling surfaces/cooling elements calculation
 - 12.2.1.5 Software for plumbing and/or heating piping network calculation
 - 12.2.1.6 Software for air duct calculation
 - 12.2.1.7 Software for pump design
 - 12.2.1.8 Software for sound emission calculation
 - 12.2.1.9 Software for technical calculations, industry solutions
 - 12.2.1.10 Software for technical calculations, others
- 12.2.2 Software for technical planning
 - 12.2.2.1 Software for simulation planning
 - 12.2.2.2 Software for energy consulting/energy certification
 - 12.2.2.3 Software for CAD
 - 12.2.2.4 Software for CAE
 - 12.2.2.5 Software for building management system
 - 12.2.2.6 Software for technical planning, industry solutions
 - 12.2.2.7 Software for technical planning, others
- 12.2.3 Software for building services planning, calculations and Building Information Modeling (BIM)
- 12.2.3.1 Software for building services planning and calculations, plumbing

- 12.2.3.2 Software for building services planning and calculations, heating
- 12.2.3.3 Software for building services planning and calculations, ventilation/air-conditioning
- 12.2.3.4 Software for building services planning and calculations, others
- 12.2.3.5 Software for building services planning and calculations, BIM
- 12.2.4 Software for energy management/facility management
 - 12.2.4.1 Software for facility management
 - 12.2.4.2 Software for energy management
 - 12.2.4.3 Software for facility management and energy management

12.3 Hardware

- 12.3.1 EDP hardware, stationary solutions
- 12.3.2 EDP hardware, mobile solutions
- 12.3.3 EDP hardware, stationary and mobile solutions
- 12.3.4 EDP hardware, others

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13.1 Training and education

- 13.1.1 Training and education for drinking water/air hygiene
- 13.1.2 Training and education for fire/noise protection
- 13.1.3 Training and education for customer service
- 13.1.4 Training and education for EDP applications, commercial
- 13.1.5 Training and education for EDP applications, building services planning/calculations
- 13.1.6 Training and education, other
- 13.2 Energy delivery and consulting
 - 13.2.1 Service provider for energy delivery and consulting
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 - 13.3.1 Technical books
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- 13.4 Facility Management, Contracting
 - 13.4.1 Service provider for facility management
 - 13.4.2 Service provider for contracting
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 - 13.5.1 Associations, Organisations
- 13.6 Other services
 - 13.6.1 Internet services
 - 13.6.2 Services for heating cost billing
 - 13.6.3 Service provider for tank drainage/tank cleaning (see also 4.4.3)
 - 13.6.4 Waste disposal services
 - 13.6.5 Other services for the sanitary installation, heating and air conditioning industry

Technical Information

Media formats – File formats – Deadlines

Print

Media formats

Main catalogue and Short catalogue

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Print process: 4c offset printing

Advertisements

1/1–page: 99 x 196 mm (WxH) or
full page bleed 125 x 215 mm (WxH), add
3 mm bleed trim on all trimmed edges
1/2–page: 99 x 95 mm (WxH)
1/4–page: 99 x 45 mm (WxH)

Bookmarks

Front side: max. 90 x 180 mm (WxH)
Back side: max. 90 x 180 mm (WxH)
Special geometric forms: on request

Logos (Lists, Hall plans)

max. 30 mm (W)
max. 15 mm (H)

Trade Fair Folding Map

Format (closed): 105 x 148 mm (WxH)
Format (open): min. 297 x 420 mm (WxH)
Print run: 26,000 copies
Print process: 4c offset printing

Advertisements

Advertisement DIN A6: 105 x 148 mm (WxH)
Small advertisement: 50 x 30 mm (WxH)
Small advertisement, double size:
50 x 67 mm or 110 x 30 mm (WxH)

File formats

Advertisements, Bookmarks

PDF (PDF/X-3), TIFF, JPG

Logos (Lists, Hall plans)

TIFF, JPG, EPS

All adverts, logos and bookmarks must be created in **4c-color space (CMYK)** for the offset printing process with at least 300 dpi.

Web

Media formats

Website

Internet address: www.shkessen.de

Banner

Rectangle: 260 x 260 px (WxH)
Floor Ad: 1200 x 144 px (WxH)
Header Slider:
Total size: 2000 x 483 px (WxH)
Fokus area: 1200 x 483 px (WxH)
Parallax: 850 x 566 px (BxH)
Fullsize Banner: 1200 x 144 px (BxH)

Logos (Web catalogue)

Please deliver logos in **300 px width**. The logos are displayed in the best possible scaled size.

File formats

Banner

Static banner: JPG oder PNG
Animated banner: GIF
Flash banner: on request

Logos (Web catalogue)

JPG, PNG

All banner and logos must be created in **RGB-color space** for screen display with at least 72 dpi.

App

Media formats

Mobile App (iOS + Android)

Free download:
– Apple App Store (iOS)
– Google Play Store (Android)

Banner

For an optimal presentation on the different mobile devices are all following banner formats required.

Sponsor banner:

720 x 100 px (WxH) and
768 x 66 px (WxH) and
1024 x 66 px (WxH)

Fullsize banner (SplashScreen):

480 x 800 px (WxH) and
640 x 960 px (WxH) and
720 x 1280 px (WxH) and
768 x 1024 px (WxH) and
1024 x 768 px (WxH)

Logos (App catalogue, Quicklinks)

Please deliver logos in **300 px width**. The logos are displayed in the best possible scaled size.

File formats

Banner

Static banner: JPG oder PNG
Animated banner: GIF

Logos (App catalogue, Quicklinks)

JPG, PNG

All banner and logos must be created in **RGB-color space** for screen display with at least 72 dpi.

Deadlines

Logos: **13 December 2019**

Banner, advertisements, bookmarks: **10 January 2020**

Data transmission

By email: shk@strobeldmediagroup.de

Allgemeine Geschäftsbedingungen für Anzeigen, Fremdbeilagen und Eintragungen in Katalogen

§ 1 Allgemeines

1. Die nachfolgenden Geschäftsbedingungen gelten für alle gegenwärtigen und zukünftigen Geschäftsbeziehungen.
2. Abweichende, entgegenstehende oder ergänzende allgemeine Geschäftsbedingungen werden, selbst bei Kenntnis, nicht Vertragsbestandteil, es sei denn, ihrer Geltung wird ausdrücklich schriftlich zugestimmt.
3. Die Geschäftsbedingungen gelten nur gegenüber Unternehmern im Sinne des § 3101 BGB.

§ 2 Vertragsschluss

1. Unsere Angebote sind freibleibend. Der Verlag behält sich vor, Aufträge wegen des Inhalts, der Herkunft oder der technischen Form nach einheitlichen Grundsätzen des Verlages abzulehnen. Aufträge für die Aufnahme von Anzeigen, Beilagen usw., die mündlich/telefonisch erteilt werden, gelten erst nach schriftlicher Bestätigung durch den Verlag als verbindlich angenommen.
2. Aufträge für Eintragungen in den Verzeichnissen werden vom Verlag nicht bestätigt, soweit die Aufträge Leistungen beinhalten, die der Verlag in seinen Angebots-/Vertragsunterlagen angeboten hat. Soweit hiervon abweichende oder in der Zusammensetzung abweichende Leistungen beauftragt werden, bedarf dies der ausdrücklichen Bestätigung des Verlages.

§ 3 Zahlungsbedingungen

1. Der Verlag weist gem. § 26 BDSG darauf hin, dass die Daten des Auftraggebers mittels EDV verarbeitet werden. Bei allen in den Auftragsformularen vom Verlag aufgeführten Preisen handelt es sich um Nettopreise exklusive der gesetzlichen Umsatzsteuer.
2. Anzeigen
Zahlt der Auftraggeber vor Erledigung des Auftrages durch den Verlag die vereinbarte Vergütung, so erhält er ein Skonto in Höhe von 3%. Zahlt der Auftraggeber 10 Tage nach Rechnungsdatum, so ermäßigt sich der Preis um 2% Skonto. 30 Tage nach Rechnungsdatum ist der vereinbarte Preis netto (ohne Skonto) zahlbar.
3. Eintragungen
Die vereinbarte Vergütung für Eintragungen in Verzeichnisse sind rein netto ohne jeden Abzug nach Erhalt der Rechnung fällig.

§ 4 Auftragsdurchführung

1. Der Verlag ist berechtigt, bei Anzeigen und sonstigen Werbeeinschaltungen, die aufgrund ihrer redaktionellen Gestaltung nicht als Anzeigen bzw. Firmenwerbung erkennbar sind, diese als solche deutlich zu machen.
2. Der Auftraggeber ist allein für die rechtzeitige Lieferung des Eintragungs- und Anzeigentextes und einwandfreier Druckunterlagen bzw. Datenträger oder der Beilagen, Beihefter etc. verantwortlich. Bei der Anlieferung von digitalen Druckvorlagen ist der Auftraggeber verpflichtet, ordnungsgemäße, insbesondere dem Format oder den technischen Vorgaben des Verlages entsprechende Vorlagen für Anzeigen rechtzeitig vor Schaltungsbeginn anzuliefern.
3. Für den Inhalt und die rechtliche Zulässigkeit der für die Insertion zur Verfügung gestellten Text- und Bildunterlagen sowie sonstiger Materialien ist ausschließlich der Auftraggeber verantwortlich. Der Auftraggeber stellt den Verlag im Rahmen der Beauftragung von allen Ansprüchen Dritter frei, die wegen der Verletzung gesetzlicher Bestimmung entstehen können. Ferner wird der Verlag von den Kosten zur notwendigen Rechtsverteidigung freigestellt. Der Auftraggeber ist verpflichtet, den Verlag nach Treu und Glauben mit Informationen und Unterlagen bei der Rechtsverteidigung gegenüber Dritten zu unterstützen.
4. Korrekturabzüge von Anzeigen werden nur auf besondere Anforderung des Auftraggebers an diesen gesandt. Wird dem Auftraggeber hinsichtlich der Rückübersendung des ihm übersandten Korrekturabzuges eine Frist gesetzt und übersendet der Auftraggeber den Korrekturabzug nicht innerhalb dieser Frist zurück an den Verlag, so gilt dies als Genehmigung des Auftraggebers zum Druck der Anzeige. Bei fristgemäß zurückgesandten Korrekturabzügen trägt der Auftraggeber die ausschließliche Verantwortung für die Richtigkeit der zurückübersandten Anzeigen-Korrekturabzüge.
5. Korrekturabzüge von Eintragungen in Verzeichnisse werden nur auf besondere Anforderung des Auftraggebers an diesen gesandt. Wenn der Auftraggeber seinen Text für die Eintragung in ein Ausstellerverzeichnis nicht rechtzeitig an den Verlag eingesandt hat, erfolgt die Aufnahme der Ausstellerfirma nach den Unterlagen der Messegesellschaft.
6. Eintragungen in Warengruppenverzeichnissen von Katalogen sind nur unter den Kennziffern (mit zugehörigen Stichworten) möglich, die im Warengruppen-

verzeichnis des offiziellen Messekataloges aufgeführt sind. Eintragungen unter den Hauptwarengruppen des Warengruppenverzeichnisses sind nicht möglich.

7. Voraussetzung für eine Beteiligung des Auftraggebers im offiziellen Messekatalog ist, dass die Teilnahme des Auftraggebers als Aussteller von der Messegesellschaft bestätigt wird. Der Auftraggeber ist verpflichtet, sich in das alphabetische Ausstellerverzeichnis, welches für jeden Aussteller gilt, einzutragen. Inhaltliche Änderungen dieser Eintragungen sind dem Verlag unverzüglich mitzuteilen. Eintragungen, die nach Redaktions- bzw. Anzeigenschluss des Verlages bei diesem eingehen, können für den Hauptkatalog nicht mehr berücksichtigt werden.
8. Die Pflicht des Verlages zur Aufbewahrung von Druckunterlagen endet 3 Monate nach der erstmaligen Verbreitung der Anzeige.

§ 5 Gewährleistung

1. Ist die vom Verlag zu erbringende Leistung nicht mangelfrei erbracht (Nichtveröffentlichung einer Anzeige oder Eintragung, teilweise oder ganz unleserlicher/unvollständiger Abdruck, falsche Platzierung oder Angabe unrichtiger Hallen- oder Standnummern etc) sind die Ansprüche des Auftraggebers gegen den Verlag auf das Recht auf Nacherfüllung beschränkt. Schlägt die vom Verlag zu erbringende Nacherfüllung fehl, ist die Nacherfüllung objektiv unmöglich oder wird diese vom Verlag abgelehnt, so ist dem Auftraggeber das Recht vorbehalten, den vereinbarten Preis zu mindern oder nach seiner Wahl vom Vertrag zurückzutreten.
2. Insbesondere hat der Verlag das Recht, eine Ersatzanzeige oder Ersatzeintragung zu verweigern, wenn
 - diese einen Aufwand forderten, der unter Beachtung des Inhalts des Schuldverhältnisses und der Gebote von Treu und Glauben in einem groben Missverhältnis zu dem Leistungsinteresse des Auftraggebers steht oder
 - diese für den Verlag nur mit unverhältnismäßigen Kosten möglich wäre.
3. Der Auftraggeber hat dem Verlag nicht offensichtliche Mängel innerhalb einer Ausschlussfrist von vier Wochen anzuzeigen. Die Frist beginnt mit Beginn des gesetzlichen Verjährungsbeginns.

§ 6 Schadensersatz

1. Die Haftung des Verlages auf Schadensersatz ist mit Ausnahme von Verletzungen von Leben, Körper oder Gesundheit auf grobe Fahrlässigkeit des Verlages sowie auf Vorsatz oder grobe Fahrlässigkeit eines gesetzlichen Vertreters oder Erfüllungsgehilfen des Verlages beschränkt.
2. Für Fälle leicht fahrlässiger Pflichtverletzung unwesentlicher Vertragspflichten haftet der Verlag überhaupt nicht.
3. Alle gegen den Verlag gerichteten Ansprüche aus vertraglicher Pflichtregelung verjähren innerhalb von einem Jahr ab dem gesetzlichen Verjährungsbeginn, soweit dem Verlag nicht Vorsatz vorwerfbar ist.

§ 7 Änderungen / Stornierungen

1. Soweit der Auftraggeber Änderungswünsche gegenüber der ursprünglich vereinbarten Ausführung oder für die Lieferung bestimmter Druckunterlagen, Zeichnungen oder Vordrucke hat, hat er die sich aus dem Änderungsbegehren ergebenden Mehrkosten allein zu zahlen.
2. Storniert der Auftraggeber einen Auftrag zu einem Zeitpunkt, zu dem die Stornierung aus vom Verlag nicht zu vertretenden Umständen nicht mehr ausgeführt werden kann, hat der Auftraggeber die sich hieraus ergebenden Kosten zu übernehmen.

§ 8 Schlussbestimmungen

1. Es gilt ausschließlich das Recht der Bundesrepublik Deutschland.
2. Ist der Kunde Kaufmann, juristische Person des öffentlichen Rechts oder öffentlich rechtliches Sondervermögen, ist ausschließlicher Gerichtsstand für alle Streitigkeiten aus diesem Vertrag der Geschäftssitz des Verlages in Arnberg. Dasselbe gilt, wenn der Kunde keinen allgemeinen Gerichtsstand in Deutschland hat oder Wohnsitz oder gewöhnlicher Aufenthalt im Zeitpunkt der Klageerhebung nicht bekannt sind. Sofern sich aus der Auftragsbestätigung nichts anderes ergibt, ist der Geschäftssitz des Verlages in Arnberg Erfüllungsort.
3. Sollten einzelne Bestimmungen dieses Vertrages einschließlich dieser allgemeinen Geschäftsbedingungen ganz oder teilweise unwirksam sein oder werden, so wird hierdurch die Gültigkeit der übrigen Bestimmungen nicht berührt. Die ganz oder teilweise unwirksame Regelung soll durch eine Regelung ersetzt werden, deren wirtschaftlicher Erfolg dem der Unwirksamen möglichst nahe kommt.