

**CDO**  
**Aachen**  
**2024**

Convention on  
Digital  
Opportunities  
November 20, 2024

Digital Event

# Information for Partners

**fir**   
an der  
RWTH Aachen



**INDUSTRIE 4.0**  
**MATURITY CENTER**

> 6,100 Follower on LinkedIn

> 1,500 Newsletter subscribers

## Advertising Packages for Partners

CDO Aachen takes place online as a virtual event. Participants follow the talks and presentations via livestream. We have put together three attractive partner packages for you, offering tailored opportunities to present your company and your services. You can decide how to leverage CDO Aachen for your company according to your needs and objectives.

From "BASIC" to "EXCLUSIVE", you decide how to showcase your company in the best possible light. All packages offer excellent visibility of your company as an event partner with your logo being displayed in the run-up to and during the event.

You want to present your company in person and benefit from direct contact with our attendees? With the "PREMIUM" package, you have the opportunity to present your offerings in a company pitch and get in touch with your target group.

With our "EXCLUSIVE" package, you can showcase your company and your services. Achieve maximum presence and brand visibility before, during and after the event through communications in different media.

The services offered are subject to deadlines. Please note the respective registration deadline date to receive the benefit.

Registration deadline:

<sup>1</sup> 06/27/2024 | <sup>2</sup> 09/24/2024 | <sup>3</sup> 10/02/2024 | <sup>4</sup> 10/29/2024

### Benefits

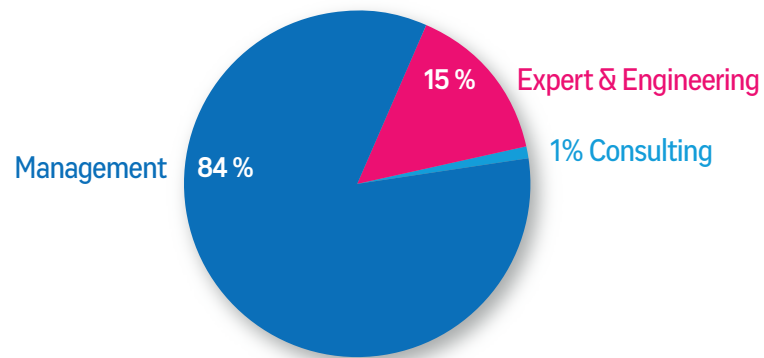
|  | BASIC           | PREMIUM           | EXCLUSIVE         |
|--|-----------------|-------------------|-------------------|
| Logo display in the video frame during the complete event <sup>4</sup>   | ✓               | ✓                 | ✓                 |
| Logo display on the event website, in the participant/program brochure before and during the event <sup>4</sup>  | ✓               | ✓                 | ✓                 |
| Logo display in invitation mailing [Save-the-Date: 07/04/2024 <sup>1</sup> , Invitation: 10/01/2024 <sup>2</sup> , Reminder: 11/05/2024 <sup>4</sup> ]                                       | ✓               | ✓                 | ✓                 |
| Logo display in the live stream before the start of the event <sup>4</sup>   | ✓               | ✓                 | ✓                 |
| Logo display in the live stream during event credits <sup>4</sup>  | ✓               | ✓                 | ✓                 |
| Logo display in the live stream during the event break <sup>4</sup>  |                 | ✓                 | ✓                 |
| Publication of the company profile on the event website (max. 600 text characters) <sup>4</sup>  |                 | ✓                 | ✓                 |
| Publication of the company profile in the program brochure (max. 600 text characters) <sup>4</sup>   |                 | ✓                 | ✓                 |
| Company pitch 20 minutes (Presentation of the company) <sup>4</sup>  |                 |                   | ✓                 |
| Presentation 5 minutes during the break <sup>4</sup>   |                 | ✓                 |                   |
| Professional presentation kit: microphone and digital screen background <sup>4</sup><br><small>(The hardware is provided in advance and is subsequently the property of the partner)</small> |                 | ✓                 | ✓                 |
| Naming and linking in the social media channels, -postings <sup>4</sup>  |                 | ✓                 | ✓                 |
| Link to an online demo version of your solution, image film of your company or other video on event website, if applicable on event streaming platform (not in video frame) <sup>4</sup>     |                 |                   | ✓                 |
| 1 Exclusive Social-Mediapost <sup>4</sup> (> 6,100 follower)   |                 |                   | ✓                 |
| Mention in FIR Newsletter "FIR-Flash" (> 1,500 subscribers) [Dispatch 10/08/2024] <sup>2</sup>   |                 |                   | ✓                 |
| Mention in the press release before event <sup>3</sup>   |                 |                   | ✓                 |
| Logo on the print ad for CDO Aachen <sup>2</sup>   |                 |                   | ✓                 |
| Advertisement in the program brochure of the event (Dimensions: 336 x 361 mm) <sup>4</sup>   |                 |                   | ✓                 |
| Publication UdZ: Article, 2 pages DIN A4 OR advertisement, 1/1 page DIN A4<br>[Release date: 10/31/2024] <sup>2</sup><br><small>udz-mediadaten.fir.de</small>                                |                 |                   | ✓                 |
| <b>Base price in EURO (add VAT)</b>  | <b>500.00 €</b> | <b>3,000.00 €</b> | <b>5,000.00 €</b> |



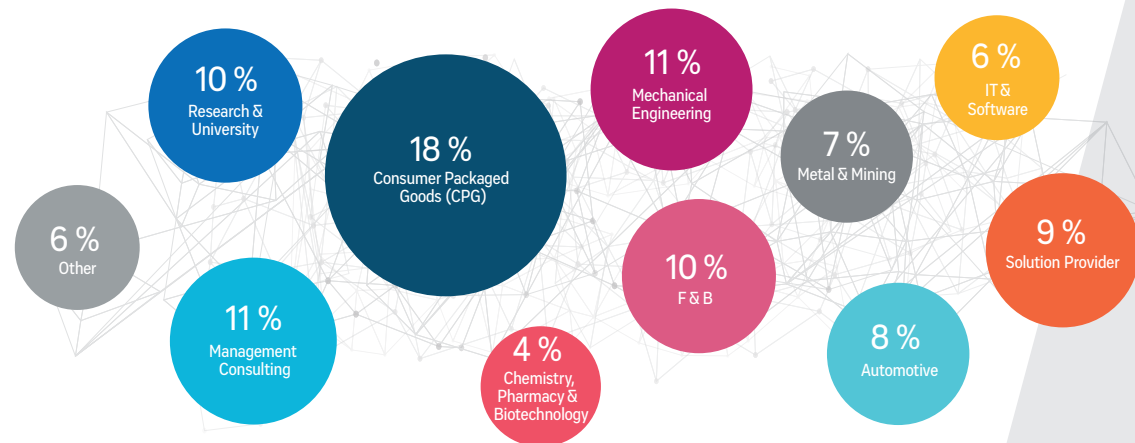


## Event at a Glance

Distribution of Participants from the Previous Year



Key Facts of the 2023 Event



Speakers 2023 by

- acatech
- BMW
- Center Connected Industry
- Covestro Deutschland
- FIR at RWTH Aachen University
- Henkel
- Industrie 4.0 Maturity Center
- Lanxess Deutschland
- Mann + Hummel
- Omnivorce Recycling
- Onward Partners
- Siemens



## Contact

If you have any questions, please contact us personally or via the following e-mail address: [cdo-aachen@fir.rwth-aachen.de](mailto:cdo-aachen@fir.rwth-aachen.de)



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Follow us:

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#CDOAachen  
#CDO2024

## Conditions of Participation (please read carefully)

The following terms and conditions of participation of CDO Aachen are accepted by the partner with legally binding effect by registering for the event.

### 1. Registration Requirements

The online registration must be completed in full and sent to the organizer, acknowledging acceptance of these conditions of participation. The registration becomes binding only upon receipt of a confirmation of participation by e-mail.

FIR at RWTH Aachen University is responsible for the contents of CDO Aachen. FIR Aachen GmbH is the organizer of the event and is responsible for billing and invoicing. If you have any questions, please contact:

FIR Aachen GmbH  
Campus-Boulevard 55 | D-52074 Aachen  
E-Mail: [info@fir-aachen.gmbh](mailto:info@fir-aachen.gmbh)

### 2. Registration for Partners

Since experience has shown that demand exceeds the supply of available advertising packages and advertising space is limited, we recommend early registration. In order to be able to deliver the services booked with your package, timely registration and provision of all necessary materials is required. If the advertising space is fully booked, further registrations can be placed on the waiting list.

### 3. Event Times

The online meeting rooms will be virtually accessible to all attendees during the event on November

20, 2024. We will inform you of the necessary requirements, access data, and times and dates for the package you have booked in due course.

### 4. Payment Conditions

The total amount for the advertising package is due on the date specified on the invoice. If payment is not made on time, the organizer reserves the right to withdraw from the contract and to allocate the advertising space to someone else. Participation in the conference is excluded in case of non-payment of the invoice.

### 5. Cancellation

Cancellation of the advertising package must be made in writing to the organizer no later than October 19, 2024. The cancellation fee in this case is 50 percent of the package price. If the cancellation is received after October 19, 2024, the full price will be charged.

### 6. Use and Processing of Data and Photographs

Data of event participants will be stored and processed electronically. This data will not be passed on to third parties. The participants of the event can object to the storage and use of their personal data at any time without providing any justification by sending an email to [datenschutz@fir.rwth-aachen.de](mailto:datenschutz@fir.rwth-aachen.de). An objection prior to the event may result in FIR no longer being able to fulfill its contractual duties. Liability of FIR or the assertion of claims for damages is excluded in this case. The participants of the event also expressly agree that photographs of the event

in which they appear may be used in print media, on the FIR websites, on data carriers, on TV, and for advertising purposes.

### 7. Exclusion of Liability

The organizer does not accept liability for any damages, losses, or disturbances occurring during or in connection with the event.

### 8. Changes

The organizer reserves the right to make minor changes to the content of the event, to appoint substitute speakers, and to change the date and location of the event.

### 9. Severability Clause

Should individual provisions of the present agreement be or become invalid after conclusion of the agreement, this shall not affect the validity of the other provisions of the agreement. The invalid or unenforceable provision shall be replaced by an amended and enforceable provision which is valid and comes closest to the meaning and economic purpose of the replaced provision.

10. Place of Performance and Jurisdiction  
German law shall apply without exception. Place of performance and jurisdiction is Aachen.



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# Certificate Course Digital Transformation Expert

In our certificate course “Digital Transformation Expert” at RWTH Aachen Campus, you will learn how to strategically develop and purposefully implement the digital transformation of your company. Speakers from the business world share their experiences and make you fit for the upcoming challenges.

Further information on the contents, course programme and speakers can be found on the internet and in our brochure.

[dte.i40mc.com](http://dte.i40mc.com)

