

DESIGN SCHAU!

OUR OFFER TO PROGRAM PARTNERS – PUBLIC SEGMENT

PLEASE APPLY BY OCTOBER 6, 2017

If you are interested in hosting an event during MCBW 2018, please apply by October 6, 2017 at www.mcbw.de to become a Program Partner. Please find below the details of our Partner Packages including the applicable fees and the services.

FEES AND SERVICES	PARTNER PACKAGE S	PARTNER PACKAGE M	PARTNER PACKAGE L
Fees for one project	150 €	400 €	1200 €
Fees for every additional project	+ 100 €	+ 300 €	+ 1000 €
* Fees for the Plus Package	+ 50 €	+ 50 €	+ 50 €
** Entry in DESIGN SCHAU! All Year	+ 75 €	+ 75 €	+ 75 €
Magazine (incl. events section)			
Editorial article	–	¼ page	1 page (on-site visit, photo)
Listing in the events section	✓	✓	✓
Title of the event	✓	✓	✓
Name of the organizer	✓	✓	✓
Event format	✓	✓	✓
Time	✓	✓	✓
Location	✓	✓	✓
Location marked on the city map	✓	✓	✓

* Plus Packages can be booked to complement any Program Package. Please ensure your (Plus) event meets at least one of the following criteria: It is part of an exhibition (e.g., a vernissage, finissage or tour) or identical events are held on more than one day (e.g., company or architectural tours).

**To strengthen your marketing efforts, your location, store or institution will be presented before and after MCBW on the MCBW website in the section DESIGN SCHAU! All Year, including a link to your homepage or events page.

SERVICES	PARTNER PACKAGE S	PARTNER PACKAGE M	PARTNER PACKAGE L
Website entry			
Content posted online by the partner	✓	✓	✓
English translation provided by bayern design	–	✓	✓
Editorial assistance provided by bayern design	–	✓	✓
Title of the event	✓	✓	✓
Name of the organizer	✓	✓	✓
Event format	✓	✓	✓
Time	✓	✓	✓
Location	✓	✓	✓
Location marked on the city map	✓	✓	✓
Description of the event	600 characters max.	600 characters max.	600 characters max.
Photo of the event	✓	✓	✓
Logo on the website	✓	✓	✓
Promotion materials			
Number of posters	2	2	2
Number of magazine issues (incl. program)	20	25	30
Delivery of promotion materials	by regular mail	by regular mail	by regular mail
Other services			
Lighted cube rental	–	✓	✓
Delivery of rented promotion materials	–	delivery and pick-up	delivery and pick-up
Entry in the News section and, on demand, interview	–	–	✓
Facebook posting on demand	–	–	✓
Use of the MCBW logo	✓	✓	✓



CREATE BUSINESS!

OUR OFFER TO PROGRAM PARTNERS – BUSINESS SEGMENT

PLEASE APPLY BY OCTOBER 6, 2017

If you are interested in hosting an event during MCBW 2018, please apply by October 6, 2017 at www.mcbw.de to become a Program Partner. Please find below the details of our Basic Package, the fees and all regular and additional services.

FEES AND SERVICES	BASIC PACKAGE	ADDITIONAL SERVICES
Fees for one event	450 €	
Fees for every additional event	+ 300 €	
* Fees for the Plus Package	+ 50 €	
Individualized promotion materials		
Company logo printed in the program booklet per event		+ 50 €
Advertisement in the program booklet, 1/2 page		+ 300 €
Advertisement in the program booklet, 1 page		+ 600 €
Advertisement in the program booklet, double page		+ 1000 €
MCBW website: entry in the MCBW News section, interview at request		based on individualized agreements

SERVICES	BASIC PACKAGE
Entry in the program booklet for CREATE BUSINESS!	Total circulation: 7500 Individualized shipment: 4000
Title of the event	✓
Name of the organizer	✓
Event format	✓
Time	✓
Location	✓
Description of the event	600 characters
Description of the organizer	200 characters
Photo of the event	✓

SERVICES

SERVICES	BASIC PACKAGE
Website entry	
Content posted online by the partner	✓
English translation provided by bayern design	✓
Editorial assistance provided by bayern design	✓
Title of the event	✓
Name of the organizer	✓
Event format	✓
Time	✓
Location	✓
Location marked on the city map	✓
Description of the event	600 characters maximum
Description of the organizer	200 characters maximum
Photo of the event	✓
Logo on the website	✓
Promotion materials	
Number of program booklets for CREATE BUSINESS!	5, more on request
Number of magazine issues (incl. DESIGN SCHAU! program booklet)	10
Delivery of promotion materials	by regular mail
Other services	
Lighted cube rental	✓
Delivery of promotion materials	delivery and pick-up
Use of the MCBW logo	✓

* Plus Packages can be booked to complement any Program Package. Please ensure your (Plus) event meets at least one of the following criteria: It is part of an exhibition (e.g., a vernissage, finissage or tour) or identical events are held on more than one day (e.g., company or architectural tours).

