

# DMEA 2019 | Trade Fair Highlights | conditions of participation

**DMEA** Berlin  
9.–11. April 2019  
Connecting Digital Health

## 1. General information

The Trade Fair Highlights compilation is published by Messe Berlin GmbH at DMEA 2019 as a free service for designated Partners. In the case of exhibitors and co-exhibitors charges shall apply.

The audiences targeted by the Trade Fair Highlights are specialist publications, freelance journalists specialising in the relevant topics, members of the public, as well as anyone who is interested in the subject.

The purpose of the Trade Fair Highlights is to present innovative software and hardware as well as products and services offered by designated Partners, exhibitors and co-exhibitors. They are not intended to advertise a product or company. Advertising material (texts, images or advertisements) will not be published.

The Trade Fair Highlights will be published online in German and English on the [DMEA website](#) and will be issued in print at the fair.

Only designated Partners, exhibitors and co-exhibitors at DMEA may contribute to the Trade Fair Highlights.

## 2. Texts and images: requirements

Any designated Partner of DMEA may submit an illustrated editorial copy for publication in the Trade Fair Highlights. The following parameters must be observed (applies to German texts):

- **Gold Partners:** a maximum of 1,500 characters (including spaces) plus 2 images (resolution of approx. 300 dpi and measuring 13 x18 cm),
- **Silver Partners:** a maximum of 1,000 characters (including spaces) plus 1 image (300 dpi, 13 x 18 cm),
- **Bronze Partners:** a maximum of 700 characters (including spaces) plus 1 image (300 dpi, 13 x 18 cm).

Exhibitors who are not designated Partners may submit a text of no more than 700 characters in length (including spaces) and 1 image (300 dpi, 13x18 cm) for publication. This applies to the German text. A charge of 500 euros plus VAT shall apply.

Partners, exhibitors and co-exhibitors must submit their texts in English and German. If no English text is submitted then the aforementioned shall be obliged to accept the translation provided by DMEA.

Prior to publication the manuscripts will be edited by an editorial department to ensure a uniform layout.

Prior to publication the Partners, exhibitors and co-exhibitors will receive the texts and draft layout in German and English for approval. The text and layout may be corrected only once. In order for submissions to be included in the DMEA Trade Fair Highlights the editorial deadlines and deadlines for approval of the texts and layout must be observed.

It is recommended that each submission be accompanied by an image, e.g. a photo, graphic image or screenshot. Logos will not be published.

### 3. Presentation

The contributions to the DMEA Trade Fair Highlights will be structured and presented in a uniform manner, listed alphabetically by exhibitor name, and will be published in a standard DMEA format. The Partners, exhibitors and co-exhibitors shall accept the layout parameters specified by conhIT.

The texts shall be presented in a neutral manner without any advertising, use of exclamation marks or similar highlighting. The reader will not be addressed directly and no quotations will be published.

A press contact will be provided under each text listing the following details: first and second name, function, mobile phone (or landline number) email address and company website.

### 4. Publication

The contributions will be published online on the DMEA website under '[Exhibition Highlights](#)' in the Exhibition Topics. A print issue will also appear as a press release at the fair.

By submitting texts and images the companies in question agree that the media may use these for journalistic purposes, free of charge, and they agree to their publication by Messe Berlin GmbH. The designated Partner, exhibitor or co-exhibitor guarantees that they are the sole owner of all rights, in particular of the copyright pertaining to the image(s) supplied by them, and that the subject matter and/or persons contained in the image(s) do not violate the rights, and in particular the personal rights, of third parties, and that these are free to be included in the Trade Fair Highlights. In the event that third parties assert their rights the Partner, exhibitor or co-exhibitor shall exempt Messe Berlin GmbH from any associated costs and claims.

Exhibitors or co-exhibitors who submit texts for the Trade Fair Highlights must be the legal owner or be authorised to exploit the appropriate rights, including patents, copyright, intellectual property rights and/or registered trademarks and/or brand names.

All statements to be found in the Trade Fair Highlights are based on the information supplied by the Partners, exhibitors or co-exhibitors participating in DMEA. Messe Berlin assumes no responsibility for the accuracy of said information.

As per: 8. January 2019. Subject to alterations.