

# Graphics, production and PR for EINSTIEG customers

## Our services

The future range of services offered by EINSTIEG GmbH has now been expanded to include graphics, PR and production. As a customer, you now have the opportunity of letting our professional graphics department take care of the design and production of your marketing materials. We are also delighted to support you with our consulting service and experienced copywriters on questions of PR.

As such, we are now able to offer you a comprehensive service from a single source to ensure the perfect trade fair presentation. Tailored to your concept, let us take care of the design and production of marketing material for your exhibition presence. Upon request, we are also happy to deliver direct to your trade fair stand. Benefit from our long-standing expertise in high school and corporate marketing at fairs.



Our range of services include:

► **Printed materials**

(for example: flyers, folders, postcards, posters, brochures, advertisements or marketing tools, such as printed pens etc.)

► **Banners**

(for example: flash banners to advertise your institution on [www.einstieg.com](http://www.einstieg.com), or to advertise your trade fair presence on your own homepage or external sites)

► **Stand/stage branding**

(for example: displays, wallboards for your exhibition stand, printed banners, flags etc.)

**We would be happy to provide you with a range of services carefully tailored to your own individual wishes.**

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## Examples of our work

### Stage branding for kfw-Förderbank Flag, banner and platform front



### Advertisements for TU Chemnitz Advertisement

**TECHNISCHE UNIVERSITÄT  
CHEMNITZ**

**Mathe  
Märkte & Moneten**

Sie finden Mathematik interessant  
und Sie besitzen gesunden  
Menschenverstand.

Börsen, Banken und Versicherungen  
interessieren Sie.


Sie wollen schnell in die Praxis  
mit Aussichten auf einen guten Job.

Wie wäre es mit  
**Finanzmathematik**

An der Fakultät für Mathematik der  
TU Chemnitz werden Sie

**Bachelor für  
Finanzmathematik**

- ein moderner Hochschulabschluss
- Regelstudienzeit 6 Semester
- praxisorientierte Ausbildung in  
Mathematik,  
Wirtschaftswissenschaften  
und Informatik.
- individuelle Betreuung  
statt „Massenbetrieb“



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www.tu-chemnitz.de/mathematik/bachflmath

Foto: photostock.com

### Roll-up display for Aufsteiger magazine Roll-up



# Graphics, production and PR for EINSTIEG customers

## Prices

### ► Prices

We charge an hourly rate of €80/hour for our graduate designers, media designers, copywriters and marketing strategists.

Prior to ordering, we provide you with a flat-rate quotation for the services you wish to use based on this hourly rate and the anticipated work involved. Should you request that we also produce and send out your printed materials, this cost will additionally be included in the price.

The quoted price includes two proofing stages, during which you will have the opportunity to request changes or corrections to ensure that the finished result meets with your full satisfaction. Please appreciate, however, that any further proofing will be subject to charge.

Should the customer fail to use certain material or request that production be cancelled prior to completion, all services provided up to that point will be subject to charge.

Full rights of use for the respective materials produced are granted to our customers without charge. As a result of our waiver of the customary sliding-scale charges for rights of use, you are not charged any additional costs - irrespective of whether you wish to use the material locally, nationally or internationally and regardless of the size of print run.

Prices quoted are exclusive of statutory value added tax.

# Graphics, production and PR for EINSTIEG customers

## General terms and conditions

### 1. General

1.1 EINSTIEG GmbH (EINSTIEG) provides its business partners (customers) with professional support for the production of their marketing materials, including the graphic and contextual design of such materials and the mediation of third-party production services on behalf of the customer. The following terms and conditions regulate the contractual relationship between the contracting parties wheresoever EINSTIEG is commissioned with providing these services.

1.2 All customer terms and conditions in conflict with the terms and conditions of EINSTIEG are without legal effect.

1.3 EINSTIEG is entitled to arrange for orders to be wholly or partially executed by sub-contractors.

### 2. Offer and conclusion of contract

2.1 All offers effected by EINSTIEG are subject to change without notice until such time as the order is placed.

2.2 A contract is concluded by means of unconditional written acceptance of an EINSTIEG offer, or by way of written order acknowledgement on the part of EINSTIEG.

### 3. Prices

3.1 The agreed prices are stated in the requested offer or the order acknowledgement and, in all cases, are subject to statutory value added tax at the applicable rate.

3.2 In the absence of alternative agreement, all additional or belated services not included within the original order, or which deviate therefrom, will be charged according to the respective time incurred for the provision of such.

### 4. Terms of payment

4.1 The amount stated in the final invoice is payable in full immediately upon receipt of the invoice and due date.

4.2 Payment in cash is hereby agreed. Cheques or bills of exchange will only be accepted as conditional payment subject to prior agreement. Any costs associated with cheque or bill of exchange transactions are borne by the customer. Performance of payment shall only be effected upon irrevocable receipt of the credit entry for the cheque or bill of exchange amount.

4.3 Should the customer default on its payment obligations arising from this contract, interest on overdue accounts of not less than 9 percent above the European Central Bank base interest

rate will be charged. The customer reserves the right to furnish evidence that no loss or impairment of value has been incurred, or that any such loss or impairment of value is less than that of the flat-rate interest charged.

4.4 The customer shall only be entitled to declare an offset against counterclaims where such offsetting relates to uncontested or judicially non-appealable receivables.

### 5. Copyrights and rights of use

5.1 Graphic works and works provided by copywriters are creative works and are protected by copyright. Upon settlement of the final invoice, EINSTIEG transfers to the customer all assignable copyrights and rights of use necessary to allow utilisation of the said works within the scope of EINSTIEG trade fairs and within EINSTIEG media. Furthermore, EINSTIEG hereby grants the customer permission to edit or change the works, provided any such changes or editing serve the purposes of utilisation at EINSTIEG fairs or within EINSTIEG media. Resale of the works to third parties is not permitted.

5.2 In addition to the provisions stated in 5.1 above, EINSTIEG hereby grants the customer a regionally and materially unrestricted right to use the results of its performance in all media; whereby this extended right shall also include the right to effect changes or editing. Resale of the works to third parties is not permitted.

5.3 Graphic works and the works of copywriters are created on a global basis. Without costly prior research, EINSTIEG cannot guarantee that works of the same or a similar nature have not already been created. Consequently, in the absence of alternative agreement, this mandate does not impose any obligation to check for registerability or permissibility in accordance with the law pertaining to competition, brands and trademarks regarding graphic works or services performed by the copywriter. All such obligations are incumbent upon the customer.

### 6. Acceptance

6.1 The copywriter is afforded freedom of discretion in relation to graphic works and services. Completion of all such works and services shall replace acceptance.

6.2 In the event that EINSTIEG undertakes production work on behalf of the customer, the customer is required to accept such work upon request. Acceptance may not be refused on the basis of insignificant defects.

## 7. Production

7.1 The customer is aware of the fact that EINSTIEG does not produce printed materials in-house, and that its business operations do not include such a facility. EINSTIEG is entitled to task sub-contractors with the production of printed materials. Upon request, the customer is to approve drafts produced by EINSTIEG prior to the placement of printing orders.

7.2 The customer will provide EINSTIEG with 10 sample copies of printed materials, which EINSTIEG may use for the purposes of its own advertising.

## 8. Claims for defects

8.1 Should performance by EINSTIEG prove defective, EINSTIEG is entitled to eliminate the defect by means of subsequent performance or renewed production. In the event that an initial attempt to effect subsequent performance fails, the customer will grant EINSTIEG a second opportunity for subsequent performance. Should subsequent performance fail a second time, the customer will be entitled to require a reduction of the purchase price or may withdraw from the contract. The customer shall only be entitled to assert a claim for compensation in place of performance where the customer cannot be reasonably expected to accept subsequent performance.

8.2 All claims for defects against EINSTIEG are barred by limitation upon expiry of a period of one year.

## 9. Liability

9.1 EINSTIEG will be liable in all cases where it is responsible for injury to life, body or health. Irrespective of infringement of law or legally protected rights, the same shall apply in the event that EINSTIEG has acted with gross negligence.

9.2 Ordinary negligent conduct on the part of EINSTIEG will only give rise to compensation for material or economic loss in the event of a breach of substantial contractual obligations. Substantial contractual obligations are solely those obligations for which observance is deemed indispensable to achieve the purpose of the contract. In all such cases, liability is limited to losses foreseeable upon conclusion of the contract or at the time of the breach of obligation.

9.3 Without prejudice to 9.1 above, EINSTIEG accepts no liability for damages resulting from force majeure, lawful industrial disputes or unlawful strikes.

## 10. Termination

10.1 The customer has an unrestricted right of termination. All services performed prior to the point of termination will be invoiced in accordance with the contract. The remuneration entitlement for services that EINSTIEG is no longer able to provide as a result of the unrestricted termination shall be charged at a flat rate of 10% of the agreed price in question (exclusive of value added tax). The customer reserves the right to furnish evidence of a lower entitlement to remuneration as a result of increased savings on costs and/or alternative or non-effected acquisitions. EINSTIEG reserves the right to furnish evidence of an entitlement to remuneration above the stated flat rate in individual cases.

## 11. Concluding provisions

11.1 EINSTIEG is entitled to process personal data obtained within the scope of the business relationship in accordance with the German Data Protection Act (Datenschutzgesetz).

11.2 Place of performance and legal venue for all disputes is Cologne, Germany.

11.3 Relations between the customer and EINSTIEG are subject to the law of the Federal Republic of Germany; however, to the exclusion of the conflict of laws and the United Nations Convention on Contracts for the International Sale of Goods.

11.4 Should any individual provisions of these general terms and conditions be or become inoperative, this shall not prejudice the legal validity of all remaining provisions. In any such event, the inoperative provision will be replaced by a legally effective provision most closely meeting the intended economic purpose of the inoperative provision.

# Graphics, production and PR for EINSTIEG customers

## Process for provision of services

### ► Offer and placement of order

In accordance with your wishes and concepts, we would be delighted to have the opportunity of providing you with a quotation for graphic and/or PR services. Upon request, we would also be happy to include the price of production, handling and delivery in our offer.

Together with the offer, you will also receive our general terms and conditions. To place your order simply sign and return the offer to us, which is also possible by fax. Upon request, we will send you an order acknowledgement.

### ► Briefing discussions

Once you have placed your order, we will clarify your wishes and concepts in relation to the final result. Your precise, written description of the order (briefing) serves as the specifications to be met by our draft.

Should you wish us take care of production on your behalf, you will need to grant us a power of attorney to issue the relevant orders. A schedule of work will also be drawn up within the scope of the briefing exchange.

### ► Presentation

Drafts relating to your presentation will be sent to you online in the form of a PDF file. Upon request, folders, files and similar items of a three-dimensional nature can also be sent to you as samples by post. You retain these documents to allow you to make decisions at your leisure, carry out proofing and discuss the materials within your own company.

### ► Proofing phase

Our quotation includes two proofing stages during which any changes desired on your part should be notified to us. In the event that additional correctional processes are necessary during the proofing phase, the cost of such will be invoiced additionally. Naturally, you will be advised of any additional expenses.

### ► Approval/production

The final stage of the correction phase is approval of the draft for production, for which we will send you a proofed copy incorporating any corrections. Please check the proofed copy carefully before submitting your approval as by doing so you assume responsibility for accuracy and correctness. Production cannot be commenced without your approval.

### ► Conclusion of order

We will send you an invoice upon completion of the order. Following completion, we request that you provide us with 5-10 sample copies of the items produced.

## GRAPHIC- AND OUTPUTS

REGISTRATION DEADLINE: AS SOON AS POSSIBLE

Please send per post or fax to  
+49 (0)221.39 809-60 oder -55

For a professional marketing performance you need suitable conceived, configured and produced advertising material. If displays for the fair participation, posters or flyers for advertisement activities or banner for the internet performance – EINSTIEG offers professional service from one hand.

Please send this form back to us if you are interested in our graphic and/or outputs. We will contact you then and make an individual offer to you.

### We are interested in:

#### - Graphic services

- advertisement
- flyers
- posters
- banners
- others: \_\_\_\_\_



(Examples)

#### - Outputs

- flyers
- posters
- brochures
- others: \_\_\_\_\_
- delivery to our stand \_\_\_\_\_ (standno.) in hall \_\_\_\_\_.



#### Editorial services

### Contact Address for Further Enquiries:

\_\_\_\_\_  
Name of the Institution

\_\_\_\_\_  
Contact person

\_\_\_\_\_  
Phone Fax Email