

PLAN YOUR MARKETING
ACTIVITIES NOW!

MARKETING PROGRAM 2025

Fairs, workshops, conferences and much more!

PI - STANDARDS FOR INTEROPERABILITY

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Marketing Program 2025

The PROFIBUS Nutzerorganisation e.V. (PNO) is again offering a series of marketing activities in 2025 to help you expand your network and increase visibility.

Our main focus is on the technologies **PROFINET, PROFIBUS, IO-Link, omlox, MTP, SRCI**, and **NOA**, as well as the profiles **PROFIdrive, PROFIsafe, PROFIdprocess**, and **PROFIenergy**.

Participate in various fairs and workshops or place your banner and display ads.

Every two years, the PNO also hosts its PI Conference. Take this opportunity to showcase your company to the PI community!

We look forward to your registration!

Your Marketing Team at PNO

PI-Konferenz 2025

On June 4th and 5th, 2025, the PROFIBUS Nutzerorganisation e.V. (PNO) will host its ninth PI Conference, aiming to present its technologies and the latest developments in the fields of Security, Safety, Energy, and Analytics. The event is planned as an in-person event at the House of Logistics and Mobility (HOLM) in Frankfurt/Main, and you have the opportunity to actively participate as a cooperation partner!



Under the main theme of „Integration and Interoperability for the digital factory,“ the PI Conference 2025 will immerse you in the world of digital automation. Of course, we will also showcase the latest developments in the well-known PI technologies PROFINET,



IO-Link, and omlox. New topics of the conference will include Robotics (SRCI - Standard Robot Command Interface), PROFINET over APL, Single Pair Ethernet (SPE), Module Type Package (MTP), and NAMUR Open Architecture (NOA).

We will explain what interoperability means and how we ensure that all systems work together seamlessly. Learn more about cross-cutting technologies for functional safety in the areas of Security and Safety, both for personnel and asset protection as well as for IT security. We will show you how continuous digitalization from the field level to the cloud works.

This year, the trusted Cooperation Partner Program will again be available. You can expand and customize the basic package with two additional offerings!

Detailed information about the program can be found at:

<https://www.pi-konferenz.de>



Basis-Advertising-Package

7.500 €*

- Includes, among other things, logo placements in the invitation flyer, on social media, the conference website pi-konferenz.de, in newsletters, and during the conference itself.
- Joint advertisement for the PI Conference, including company logos in the PI Magazine.

Exhibition Space on-site with Company Kiosk

4.000 €

- Individual presentation with booth personnel as part of the Microfair

Room-Sponsorship

2.000 €

- Naming rights and design of a lecture room

* The booking of the basic advertising package is mandatory for cooperation partnership.

Please note: This event will be held in German

Fairs and Events

The PI joint booth offers end users, device manufacturers, OEMs, engineering companies, plant builders, semiconductor manufacturers, consulting firms, and universities a well-established networking and presentation platform that has been successful for many years. Surrounded by technology experts, interested trade show visitors, and the international PI community, the PI joint booth provides the ideal setting for an exclusive presentation of your products and services related to PI technologies!

Our collective and cross-manufacturer trade show appearances clearly highlight our core objective: **Moving forward together with PI technologies!**

PNO offers a cost-effective and attractive trade show participation option. You will receive comprehensive support, from preparatory trade show organization and press work to on-site services.

Overview of your benefits:

Efforts and lower personnel requirements	Synergy effects
<ul style="list-style-type: none">• Professional support and coordination before, during, and after the fair• Layout planning, stand design, and construction• Providing the entire infrastructure such as catering, information desk, storage, power, internet, cleaning, booth security etc	<ul style="list-style-type: none">• Benefit from the strong community of the world leader in industrial communication• Accompanying advertising measures and PR• Use our technology brochures and system descriptions to get visitors up to speed on each technology• Booth the effect of own booth
High level of attention	Emphasized visibility
<ul style="list-style-type: none">• Central location in sector "Industrial Communication"• Innovative environments by presenting new technologies and developments• Visitor magnet through new demo models on current topics of Industrie 4.0• Modern, current booth design with a high recognition value	<ul style="list-style-type: none">• Due to bookable company kiosk own area for self presentation• Individual design and presentation options• Company logo is placed numerous at PI-joint booth• Catering for your customers• Contact support on PI-informationdesk

Participation in our technology presentations

The aim of our technology presentations is to demonstrate both the functionalities of PI technologies and the variety of manufacturers and products. The devices are either integrated into a live application or exhibited without function in the form of a gallery.

Depending on the trade fair, we offer various technology presentations to choose from. You can take part in the following presentations at **short notice**:

Factory-Automation Wall



IO-Link Wall



MTP



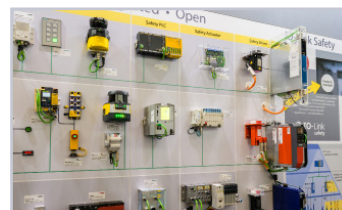
PROFINET devices for factory automation, PROFIenergy, PROFIdrives & Encoders and PROFIsafe will be shown together on our Factory-Automation wall. With your device, you can be part of the impressive picture of this variety of devices and technologies or register your IO-Link devices on the technology-specific IO-Link wall! The new flexible concept of the MTP demo also makes it possible to demonstrate the interoperability of PEAs (Process Equipment Assemblies) and POLs (Process Orchestration Layers), which reflect a modular production line.

There are also **long-term** demonstrations for which you can register after consultation with the working groups. This concerns the following technology walls:

Process-Automation Live-Demo



PROFIsafe Live-Demo



PROFIdrive Live-Demo



omlox Wall**



PROFIBUS and PROFINET devices used in the process industry are shown in the Process Automation Live-Demo. Here you will also find topics such as 'PROFINET over APL' and 'PROFIsafe goes APL'. PROFIsafe devices are shown in the PROFIsafe live demo. The diversity of the PROFIdrive application profile in the respective application classes is presented by the PROFIdrive device wall.

Price per device:

between 800 € and 1050 €*

****Placement of company logo:**

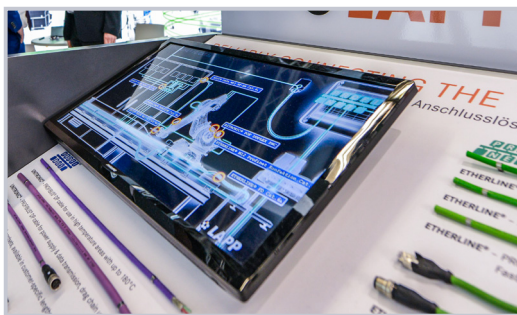
750 €*

* Price depending on technology presentation and trade fair (may vary)

Participation opportunity - Company Kiosk

By participating with a Company Kiosk, your company has its own space for individual presentation. This increases the visibility of your exhibition equipment and information. Before the trade fair, you receive a white board with the dimensions 75 x 120 cm (height x width). You can design your board individually- for example with graphics, devices, etc. The board is mounted on a platform at an angle. Your company logo is placed above it, among other things on a backlit strip with the corresponding long-distance effect. In addition, the small, pull-out shelf in front of your board offers you space for smaller flyers or a small laptop, netbook or tablet PC. A large storage space is available below your individual presentation. You can position brochures in A4 portrait format in brochure holders on the sides.

Price per Company Kiosk (depending on trade fair): From 3.200 € to 5.900 €



Rental Monitors for Company Kiosk *(can be optionally booked for each Company Kiosk):*

The rental monitors are mounted on your board at the trade fair. With the 19" and 24" TFT monitors, you can also design the board according to your wishes. In this case, you only have to leave the corresponding area for the monitor free. The 42" TFT monitors are mounted over the full surface of the board. You only have to bring along your PC or laptop with the corresponding software/presentation. The monitors are insured and will be delivered, mounted, and replaced immediately in case of failure.

Price per 19" TFT monitor: 390 €

Price per 24" TFT monitor: 490 €

Price per 42" TFT monitor: 590 €

Graphic printing / Laminating / Transport *(can be optionally booked for each Company Kiosk):*

You don't need complicated installation of devices in advance? Save transport costs. We take over printing, laminating, and shipping of your panel. If you use the offer, we need a print file in advance. The corresponding information will be sent to you in a timely manner.

Price per Graphic printing / Laminating / Transport: 165 €

Marketing fee

Can be booked only in connection with a Technology Presentation or Company Kiosk)

If you would like to be registered as a co-exhibitor within the scope of your participation at the PI community stand, a so-called marketing contribution will be charged. The contribution will be paid directly to the organizer by us and usually includes an entry in the print and/or online edition of the trade fair catalog, free exhibitor passes as well as visitor tickets and separate access to the online booking system of the respective trade fair.

In some cases, this contribution is mandatory - further information can be found in the respective positions in the order form.

Price for the marketing fee (depending on fair): from 300 € to 1.600 €

Trade Fairs with PI joint booth

embedded world

March 11 to 13, 2025

in Nuremberg

Hall 1 - Booth 1-301



The world of embedded systems is extremely diverse and encompasses hardware, software, services and tools. embedded world offers a unique overview of the current state of this multifaceted industry and presents the latest developments and trends. Take the chance and register for our PI pavilion to generate leads, meet experts, exchange knowledge and help shape the future of embedded systems.

The exhibition serves as a central platform for networking, inspiration and building valuable business relationships.

We look forward to welcoming you to our stand!



Hannover Messe

March 31 to April 04, 2025

in Hanover

Halle 9 - Booth D68



HANNOVER MESSE is the most important international platform for all technologies related to industrial transformation - with outstanding innovations. Under the motto 'Shaping the Future with Technology', the pioneers of digital transformation will present themselves at the world's leading trade fair for industry.

Visitors can look forward to various presentations of the proven technologies PROFINET, PROFIBUS and IO-Link, as well as the PROFI-safe and PROFIdrive profiles. The omlox localisation technology as well as MTP and PA DIM will also be part of the PI joint stand at the Hannover Messe.



Meorga MSR-Spezialmessen

April 09. 2025, Leverkusen

June 18, 2025, Hamburg

September 10, 2025, Ludwigshafen

October 15, 2025, Landshut



MEORGA is a technology-orientated trade fair with accompanying specialist presentations on products for measurement technology, control technology, process control systems and automation technology in process and factory automation. Exhibitors and visitors are brought together here with pinpoint accuracy. At the trade fair, visitors will be informed about the latest trends and have the opportunity to attend interesting workshops on current topics. PNO will be on site at the MEORGA trade fairs with a 10m² stand. We look forward to welcoming you as a co-exhibitor.



SPS - Smart Production Solutions*

November 25 to 27, 2025

in Nuremberg

Hall 5 - Booth 210

sps

smart production solutions

As an international trade fair, the SPS offers a unique opportunity to find out about the latest developments in the world of automation and to gain valuable insights into future trends. It occupies an outstanding position when it comes to covering the entire spectrum of smart and digital automation.

Its unique concept focusses on practical solutions that are specifically tailored to the needs of different areas of work. This makes SPS a must-attend event for professionals working at the forefront of the automation industry.

The SPS is a reflection of Industry 4.0 and at the PI joint stand, visitors will have the opportunity to find out about and experience proven PI technologies.

Join us on a journey into the digital future. We look forward to your participation!



Get Together for Robotics 2025

October/November 2025

in Frankfurt



Networking, trends and visions

Who will be there, who is invited? Robotics users and customers, robot manufacturers, PLC manufacturers, PLC users, organisations, start-ups, universities...

Discussions, keynotes, the Robotics Executive Roundtable and the Robotics Expert Roundtable. Immerse yourself in two captivating days of knowledge exchange. Industry leaders will share insights, trends and breakthroughs in robotics in our roundtable discussions and numerous presentations.

For more information on the free conference, visit:
www.profibus.com/get-together-for-robotics



* If you are not yet able to make a statement about your participation in SPS 2024 at this time, it is also possible to register in summer 2025 is also possible!

Trade fairs and events with an omlox joint stand

Logimat Tracking & Tracing Theater at the Logimat

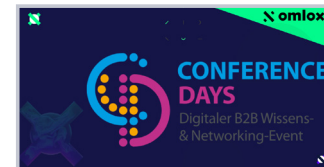
March 11 to 13, 2025, in Stuttgart



LogiMAT is a leading trade fair that will once again take place in Stuttgart. From 11 to 13 March 2025, AIM members and partner companies will present state-of-the-art AutoID technologies and process designs in the Tracking & Tracing Theater (T&TT), which shows how material flows in production and logistics can be efficiently designed and automated. It provides a platform for discovering innovative solutions and concepts such as IoT, IIoT and digital twins that will enable the smart factory of the future.

Conference Days

March 2025 - Digital Event



CONFERENCE DAYS is a five-day digital B2B event for the logistics & intralogistics, truck & bus and automotive & taxi sectors. The focus is on knowledge transfer on current topics and networking. Previous events have reached around 6,000 participants and 20,000 session registrations. The event is organised by HUSS-VERLAG, which offers decades of expertise in the relevant sectors through trade journals and digital formats.

Logistics Summit

October 09 to 10, 2025, in Düsseldorf



The Logistics Summit is a well-known trade fair and conference for digitalisation and innovation in logistics. The event offers two days of presentations by high-calibre speakers, discussion panels with leading experts, practice-oriented workshops and a large number of innovative providers in the exhibition area. The focus is on digital innovations in intralogistics and transport logistics.

BVL-Supply Chain CX

Oktober 23 to 25, 2025, in Berlin



After 40 years, the German Logistics Congress has become BVL Supply Chain CX, a well-known trade fair and conference that combines tradition with the future. The event offers in-depth content, high-calibre speakers, community building and networking for around 5,000 participants. Seven key topics will be discussed in more than 50 sessions: Sustainable Logistics, Resilience and Agility, Future of Organisations & People, Transformation of Logistics Service Providers, Digitalisation of Supply Chains, Artificial Intelligence and Machine Learning and Innovation Strategies in Logistics Technology.

Workshops & Webinars

Depending on the target group, our workshop programme is divided into two thematic focuses. On the one hand, we offer user workshops and, on the other, technology workshops. Participants can gain a broad overview in practice-orientated presentations and come into direct contact with experts from a wide range of product areas. The user workshops are aimed at users, planners and system integrators, i.e. decision-makers and specialised personnel in production and technology at manufacturing companies.

The content focuses on the advantages of the technologies as well as the possible applications and handling in practice. The aim is to make it easier for interested specialists to get started with the technologies and to convey the most important basics as a basis for a more in-depth introduction. In the technology workshops, we go into more detail, so these workshops are aimed at developers and product managers with basic technical knowledge.

Participation opportunities

As a PNO member, you have the opportunity to actively participate in these workshops. Each workshop is accompanied by a trade exhibition or microfair where you can present your product portfolio and make personal contact with the workshop participants. If you participate, your company logo will be placed in our workshop-specific print materials such as invitation flyers, agenda, etc. Participation also offers you the opportunity to contribute your own practical presentation or practical training. You can also participate in online events with an image video that is integrated into the webinar. Your company logo will also be placed on the workshop-specific web pages and, as a sponsor, you will receive your own sub-page containing detailed company information of your choice.

New webinar format: omlox in focus

We cordially invite you to participate in a new webinar format designed to further establish the omlox standard and give you the opportunity to present yourself within our community. omlox is already an integral part of the intralogistics landscape. This new webinar offers you the unique opportunity to present your innovative solutions and services to other omlox members and further promote the standard. This will position your company as a leading player in the industry.

Participation fee per workshop:
680 € or 1.000 €*

Participation fee per online workshop:
230€*



** Please note: Special arrangements can be made for individual workshops.*

Planned workshops and webinars

PROFINET Technology:

February 25, 2025 (Onlin & International)
Sept/Oct 2025 (Location to be announced)
November 04, 2025 (Onlin & International)



PROFINET Certification:

June 24, 2025 (Onlin & International)
November 18, 2025 (Onlin & International))



PI-Technologies for Factory Automation - User Workshop:

Sept/Oct 2025 (Location to be announced)



PROFINET in process automation:

Sept/Oct 2025 (Location to be announced)



PROFIdrive & Encoder Technology:

February 18, 2025 (Onlin & International)
Sept/Oct 2025 (Location to be announced)

PROFIsafe User:

March 26, 2025 (Location to be announced)
Sept/Oct 2025 (Location to be announced)



IO-Link Forum:

May 27, 2025 (Friedrichshafen)
Fall 2025 (Location to be announced)

MTP (Module Type Package):

Fall 2025 (In planning)



omlox in focus:

Online event (Flexible date)



PI-Magazin

PI Magazine is published twice a year for all interested readers in the automation industry. For many years now, our magazine has established itself as an essential medium for the exchange of information and experience. It provides readers with first-hand information on progress and innovations in the development and use of PROFINET, PROFIBUS, Drives & Encoders, PROFIsafe, PROFIenergy, IO-Link, MTP, SRCLand, of course, our omx localisation technology. The positioning of PI technologies in relation to Industry 4.0 as well as PI's strategy and direction of travel are of particular importance in our magazine.

The PNO pays particular attention to the balanced selection of topics and the high quality of the editorial content. With a circulation of around 100,000 copies, the magazine is inserted in leading automation titles, so that you as an advertiser can achieve a high level of market coverage with just one placement. In addition, the PI magazine is also distributed online with over 90,000 digital touchpoints, e.g. by sending e-mails with a reference to the digital PI magazine, integration in the digital editions of the publishers plus references with a link to the digital PI magazine. We link your adverts directly to a desired landing page. This significantly increases the advertising impact.



Advertising format*	Price per advertisement *
1/1 Page - 2, 3, and 4 Cover page (inside front, inside back, back cover)	11.000 €
A5 junior page (118 x 173.5 mm)	7.820 €
1/2 page portrait format (87.5 x 260 mm)	6.290 €
1/2 page landscape format (180 x 127 mm)	6.290 €
1/3 page portrait format (57 x 260 mm)	4.600 €
1/3 page landscape format (180 x 85 mm)	4.600 €
1/4 page portrait format (87.5 x 127 mm)	3.560 €
1/4 page landscape format (180 x 63.5 mm)	3.560 €
1/8 page (8,5 x 63.5 mm)	2.050 €

** All standard ad formats can be booked. No agency commission is paid. For ad bookings in two issues, a special discount of 10 % on the stated advertising rates is granted*

Banner advertising

Banner placement on the PI websites (www.profibus.com and www.profibus.de) offers you the opportunity to address your target group and increase the visibility of your brand.

The banners are placed prominently and rotate to attract the attention of visitors. Thanks to the standardised banner placement, the presentation remains consistent and effective.

Price

Local Website (www.profibus.de):

210 € / month*

International Website (www.profibus.com):

300 € / month*

Technical data:

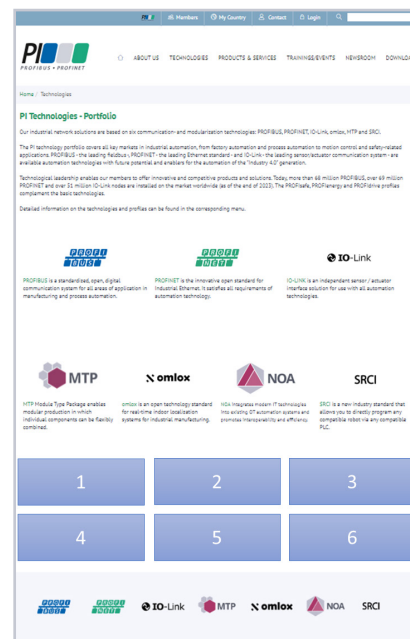
Format: jpg, png

Banner size: 346px x 120px (b x h)

Our attractive offers:

In addition to the regular banner prices, we also offer you some attractive discount campaigns. If you decide to place your banner on the German or international website for 6 months, we will only charge you for 5 months (6 = 5). If you book 12 months, we will waive two months (12 = 10).

* It can always be started at the turn of the month!



PROFINET Technology Provider - Company Profile

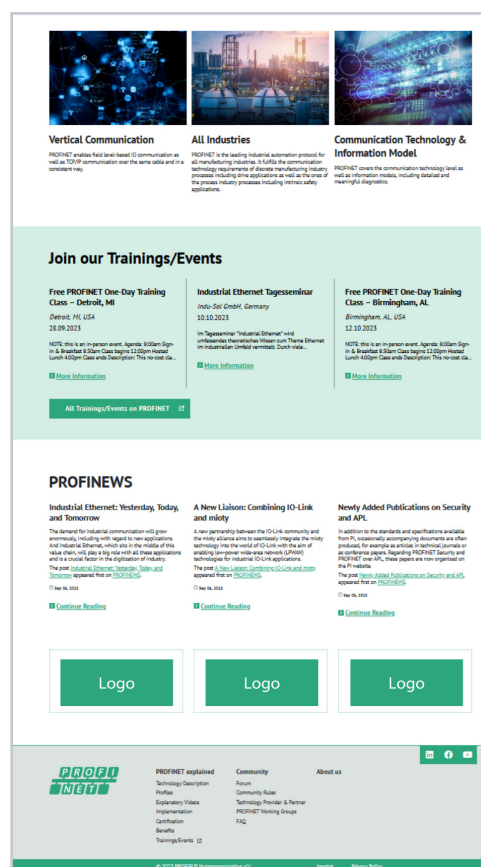
As a PROFINET Technology Provider, you have the opportunity to present yourself advantageously on our new PROFINET website at www.profinet.com! Upon booking, in addition to the existing logo on the overview page (www.profinet.com/community/technology-provider), a Company Profile will be created. This profile includes a brief description, your logo, contact information, your technology portfolio, and optionally, images, videos, and/or documents.

Furthermore, a banner will be placed on the homepage for you. We offer you the „Company Profile + Homepage Banner“ package at a special price of €315 per month plus VAT, with a minimum contract duration of 12 months.

Included free evaluations of the monthly visits to the Company Profile as well as the number of banner clicks and much more!

Company Profile + Banner on the homepage (www.profinet.com):

315 € / month*



* 12 months minimum contract duration