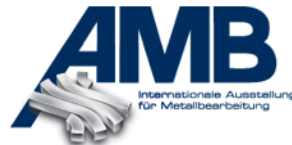


From Metals to Medals

AMB 2024



A joint project by:



International competition „From Metals to Medals“

Top performance on the podium! Bronze, silver or gold?

The year 2024 is all about sport. In addition to the Olympic Games in Paris, we can look forward to another sporting highlight, the European Men's Football Championships, in Germany. As with sport, metalworking is all about top performance, precision, efficiency, stamina and passion. Are you ready for a new competition? Then show us what's possible in the world of metalworking and get creative.

Because the starting signal for our "From Metals to Medals" competition has been given! As part of our "Art meets technology" campaign in 2024, we are once again calling on all AMB exhibitors and especially their trainees to leave their familiar territory and push the boundaries of metalworking with creative solutions. Show us and the international trade audience at AMB how to set new standards with state-of-the-art technology.

Limits? We don't know any! We are therefore curious to see what your sporting spirit can come up with and what you and your team dare to implement. We welcome all exhibits on the subject of "sport". We are not just thinking of various game items or sports equipment. Which components can be transferred from Olympic disciplines and all other sports to metalworking? Perhaps you prefer the digital solution. Whether in steel and iron or programmed on the computer - anything is possible!

Whether milled, eroded, turned, programmed or additively generated. Take part and give yourself and your team the chance to win our gold medal!

Conditions of participation

So, sports fans! Have you put on your sports kit and laced up your shoes? Then you're ready to go...

Eligibility to participate:

The competition is aimed at all AMB 2024 exhibitors

Application deadline:

Written registration by e-mail by March, 31st 2024 to annkathrin.thieme@konradin.de

Acceptance deadline:

All exhibits registered and delivered to Messe Stuttgart by September, 9th 2024 will be judged. Please note that the artwork may weigh a maximum of 750 kg.

Participation fee:

990 Euro plus VAT

Evaluation criteria & prices

Our judges decide on victory or defeat

The expert jury distinguishes between two **evaluation categories**:

Evaluation category: digital

Evaluation category: analog

The following evaluation criteria apply to both evaluation categories:

Complexity / quality of execution / design and appearance / material

Please let us know by **September, 1st 2024** at the latest which category your exhibit falls under.

If the main part of the exhibit is digital/programmed, it will be judged in the "digital" category. If the majority of the components of your exhibit are manufactured and assembled, it will be judged in the "analog" category.

Three medals (gold, silver, bronze) and winners' certificates will be awarded in each category. In addition, the winners can look forward to an editorial portrait in the mav 06/2024 issue.

The award ceremony will take place on September, 14th 2024 in the Atrium of Messe Stuttgart (East Entrance), to which we cordially invite all participants.

Scope of services and organization

Being there is everything!

Once you have successfully registered your participation, we will keep you and your team regularly informed of all important deadlines and details about the process. Konradin-Verlag is responsible for the organization of the campaign. A contact person will be happy to answer your questions at any time.

Being there is everything!

Thanks to the extensive coverage in the run-up to the trade fair in Konradin Industrie's specialist media, every participant will achieve a high level of visibility and reach. The following content is covered as part of participation in the competition:

- Extensive coverage of the campaign in Konradin Industrie's trade media.
- Integration of the company logo (incl. link to the company website) on the landing page incl. voting function for the campaign (high traffic guaranteed).
- Integration of the company logo in the "Art meets technology" video spot. Playout several times a day on the monitors in front of the halls and the video cube in the East Entrance of Messe Stuttgart.
- High-profile placement of the exhibit at mav's "Art meets technology" stand in the East Entrance with high visitor frequency every day.

If you would like us to include you in our media coverage, please provide us with print-quality photos, company logo and texts about the exhibit and the people involved.

Art meets technology

A valued and established part of AMB in Stuttgart for years

2022: AMB – We are back in the Game



2020: AMB – Setting the tone in the industry



2018: AMB – Landmark of the industry



2016: AMB on fire – Barbecue competition ... 2014, 2012, 2010



Performance improvement

Even more visibility with legal doping

For even more reach and visibility in the industry, we have the following offer:

Your crossmedia participation opportunity		
What we offer	What we need	Pice
1 Site Advertorial (print) + Online Advertorial + Announcement in newsletter	Topic: AMB reference/Your highlight at the AMB (Text 2,400 characters + 1 photo + your company logo)	4,500 Euro plus VAT

Booking closing date: June, 20th 2024

Exclusive advantages with crossmedia booking:	
Publication of your advertorial in mav 04/2024 (publication date: July, 24 th 2024)	✓
Publication of your advertorial under the heading "Highlights of AMB" on our online platform	✓
Active promotion of your advertorial via a special newsletter "Highlights of AMB". Mailing date on August, 22 nd 2024	✓

Konradin distribution with guarantee	
Contact opportunities Magazin:	29.579/ issue
Contact opportunities Newsletter:	22.558/ month
Contact opportunities Website:	53.883/ month (page impressions)

The information on the chance of contact is based on the [mav Mediadaten 2024](#).

Schedule and action plan

- By 2024/03/31: Register your participation in the campaign
- April - August 2024: Submission of photos, texts and information material on the campaign for cross-media publication in the Konradin Industrie media
- 2024/05/01: Send in company logo for video spot and integration into the landing page
- 2024/06/20: Booking deadline for cross-media advertorial
- 2024/09/01: Notification of the category in which the exhibit is to be evaluated
- 2024/09/08-09: Delivery of the exhibit (organization is the responsibility of the participant)
- 2024/09/10-14: (AMB Stuttgart trade fair period) Presentation of the exhibit in the East Entrance
- 2024/09/14: Dismantling, after the trade fair closes on September, 14th 2024

Good to know!

Legal information!

With the submission of photos and texts as well as the delivery of the exhibits, the participant accepts the competition conditions. The organizer excludes any liability for exhibits submitted. These can be collected from the Art booth after the end of the fair. A stand guard will not be provided for assembly and dismantling. The participant is also responsible for the delivery and removal of the exhibits and any costs incurred as a result.

Contact person

We are happy to answer your questions or provide advice:



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