

# REGISTER NOW! FAX TO +41 61 686 21 85

## CONTENT SUMMIT 01

7-9 November, 2001 - Stadthof 11, Messe Zurich - Zurich, Switzerland

### CONTENT SUMMIT CONFERENCE

Powered by Interactive Publishing, 8th Edition

Please select on which day(s) you wish to attend the Conference:

- DAY 1: The changing face of content** Wednesday, 7 November 2001  
 **DAY 2: Integrated storytelling, applications and services** Thursday, 8 November 2001  
 **DAY 3: Doors to Content: Interfaces and Obstacles** Friday, 9 November 2001

Regular fees:

- 3 days' full conference pass CHF 2800.-  
 2 days' full conference pass CHF 1900.-  
 1 day's full conference pass CHF 1100.-

Special fee, (I am a member of one of the supporting associations):

- 3 days' full conference pass CHF 2380.-  
 2 days' full conference pass CHF 1615.-  
 1 day's full conference pass CHF 935.-

Please name your

association membership: \_\_\_\_\_

(For details consult: [www.contentsummit.com/matchmaking/sup\\_assoc.php](http://www.contentsummit.com/matchmaking/sup_assoc.php))

- **Included:** Attendance to all sessions in the conference programme, free entry to the show on all days, welcome coffee, lunches and coffee breaks as well as IP Top Awards 2001 Ceremony on Wednesday evening and Content Party Night on Thursday evening.  
→ **In addition:** Conference pack with attendees' list and CONTENT SUMMIT INprint Catalogue.

### CONTENT SUMMIT WORKSHOPS

Please select your workshop(s):

- A: THE MASTER SERIES Fee: CHF 330.-  
 **Writing for Multimedia** (MS1) Wednesday, 7 November 2001, 10.00 - 12.00  
 **Accidental Publishers Doing It Right** (MS2) Thursday, 8 November 2001, 10.00 - 12.00  
 **The Subscription Riddle** (MS3) Friday, 9 November 2001, 10.00 - 12.00

- **Included:** Attendance to workshop, free entry to the show, coffee break. In addition: CONTENT SUMMIT INprint Catalogue.

B: GET-IT-DONE Fee: CHF 250.-

- Content Management Systems - The Open Source Way** (WS1) Wednesday, 7 November, 2001, 14.00 - 15.30  
 **Digital Assets: Assessment and Management** (WS2) Wednesday, 7 November, 2001, 16.00 - 17.30  
 **The Music Business As A Working Model - Digital asset management** (WS3) Thursday, 8 November 2001, 14.00 - 15.30  
 **Content Pricing** (WS4) Thursday, 8 November, 2001, 16.00 - 17.30  
 **Print On Demand** (WS5) Friday, 9 November, 2001, 14.00 - 15.30

- **Included:** Attendance to workshop, free entry to the show, coffee break. In addition: CONTENT SUMMIT INprint Catalogue.

### CONTENT SUMMIT SHOW

Please select on which day(s) you want to visit the show:

- Regular fee (per day): CHF 30.-  
 Wednesday, 7 November, 10.00-18.00  
 Thursday, 8 November, 10.00-18.00  
 Friday, 9 November, 10.00-16.00

Conference attendees do not have to register for CONTENT SUMMIT Show separately.

### YOUR PERSONAL DATA

Mr.  Ms

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Company \_\_\_\_\_ Position \_\_\_\_\_

Address \_\_\_\_\_

Zip \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_

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

E-mail \_\_\_\_\_

URL: Company \_\_\_\_\_ URL: Private \_\_\_\_\_

Choose your preferred language for your personal INprint Catalogue:

English  German  French  Italian

### MODE OF PAYMENT

Please choose how you want to pay the fee

Credit Card  Cheque  Invoice Company

American Express

EuroCard

Visa

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Holder Name: \_\_\_\_\_

Invoice Address: \_\_\_\_\_

### ROOM RESERVATION

CONTENT SUMMIT is happy to book a room for you in different hotels close by the venue. Please make your reservation by using this form.

Reservation fee CHF 15.-

Room rates (CHF) Single bedroom Double bedroom

Hotel \*\*/\*\* 140.- / 220.- 150.- / 290.-

Hotel \*\*\*\* 280.- / 355.- 315.- / 355.-

Hotel \*\*\*\*\* 395.- / 395.-

(excluding breakfast, including VAT)

Please book a

Single bedroom  Double bedroom

Hotel \*\*/\*\*  Hotel \*\*\*\*  Hotel \*\*\*\*\*

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_ Number of Nights \_\_\_\_\_

Special requirement \_\_\_\_\_

**PLEASE FAX THIS REGISTRATION FORM TO  
+41 61 686 21 85**

**BEFORE SEPTEMBER 15, 2001  
TO GET 10% EARLY BIRD REDUCTION**

or use the secure registration form on our website:

**[www.contentsummit.com](http://www.contentsummit.com)**

# GENERAL INFO AND ADMISSION FEES

## DATE

CONTENT SUMMIT will take place 7-9 November, 2001, in Zurich, Switzerland

## LOCATION

CONTENT SUMMIT  
Stadhof 11, Messe Zurich  
Zurich, Switzerland

## DURATION

3 days (Wednesday – Friday)

OPENING HOURS	(WEDNESDAY/THURSDAY)	(FRIDAY)
CONTENT SUMMIT Show	10.00 – 18.00	10.00 – 16.00
CONTENT SUMMIT Conference	09.00 – 17.15	09.00 – 16.00
CONTENT SUMMIT Workshops	10.00 – 17.30	10.00 – 16.00
IP Top Bar	10.00 – 18.00	10.00 – 16.00

## LANGUAGE

The working language of the summit is English. This is not intended to exclude non-English speakers, but to guarantee that all those attending are fully included and can talk with one another outside the formal sessions.

## NETWORKING EVENTS

Join us for the famous CONTENT SUMMIT networking events. An informal get together that gives you the chance to make new friends and renew old friendships.

Wednesday: IP Top Awards 2001 – The Winners' Night

Thursday: CONTENT SUMMIT Party Night

## CONTENT SUMMIT INPRINT

CONTENT SUMMIT INprint is the first exhibition catalogue, attendees' book and newsletter that is created as a working model of full content value chain, from web to print to web.

## ATTENDANCE FEES

### CONTENT SUMMIT CONFERENCE

POWERED BY INTERACTIVE PUBLISHING, 8TH EDITION

#### Regular Fees

3 days' full conference pass	CHF 2800.– (approx Euro 1850.–)
2 days' full conference pass	CHF 1900.–
1 day's full conference pass	CHF 1100.–

REGISTER NOW AND GET 10% EARLY BIRD REDUCTION (THROUGH 15 SEPTEMBER, 2001. AFTER 15 SEPTEMBER, 2001, REGULAR RATES APPLY)

#### Special Fee for members of supporting associations

3 days' full conference pass	CHF 2380.–
2 days' full conference pass	CHF 1615.–
1 day's full conference pass	CHF 935.–

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→ **Included:** Attendance to all sessions in the conference programme, free entry to the show on all days, welcome coffee, lunches and coffee breaks as well as IP Top Awards 2001 Ceremony on Wednesday evening and Content Party Night on Thursday evening. In addition, conference pack with attendees' list and CONTENT SUMMIT INprint Catalogue.

## CONTENT WORKSHOPS

Master Series, 2 hours	CHF 330.–
Get-It-Done, 90 min.	CHF 250.–

→ **Included:** Attendance to workshop, free entry to the show, coffee break. In addition, CONTENT SUMMIT INprint Catalogue.

## CONTENT SHOW

Day visitor's ticket CHF 30.–  
→ **Included:** Product presentation panels, CONTENT SUMMIT INprint Catalogue and coffee breaks.

## MODE OF PAYMENT

Payment of fees will be accepted in Swiss Francs only, in the form of certified cheque, by credit card or company invoice or cash at the onsite registration desk.

## CANCELLATION POLICY

Should you have to cancel your registration for any reason, we kindly ask you to inform us immediately. For cancellations received after October 19, 2001, we will have to charge 50% of the fee. No refunds will be made for cancellations received after November 2, 2001. Substitutes are permitted, but we would like to be advised of any changes before the conference or the workshop begins.

## REGISTRATION INFO

Go to our secure registration form and fill in all the information. If paying by credit card, enter card number, expiry date, and cardholder name. A receipt will be mailed to you.

You can register by fax by using the registration form overleaf.

**Fax direct: +41 61 686 21 85**

## HOTEL ACCOMMODATION

CONTENT SUMMIT is happy to book a room for you in different hotels close by the venue. Please make your reservation before October 19, 2001 by using the registration form overleaf.

## TRIP TO ZURICH

The venue is located close to the train station "Zurich Oerlikon", about 10 minutes from Zurich airport by taxi. Downtown Zurich is a maximum of 10 minutes from Stadhof 11/Messe Zurich and has its own tram station „Messe/Hallenstadion“ (tram 11). The intercontinental airport of Zurich-Kloten directly connects the "Messe Zurich" with 72 countries and 149 cities on all continents.

## CONTENT SUMMIT 2001 SECRETARIAT

### MESSE BASEL

CH-4021 BASEL, SWITZERLAND

TEL: +41 61 686 22 23 or 24

FAX: +41 61 686 21 93

INFO@CONTENTSUMMIT.COM

WWW.CONTENTSUMMIT.COM

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