

# Marketing Preview 2013



Dear Sir or Madam,

This preview provides you with information about the various marketing opportunities we offer and gives you ample time to plan your budget accordingly. The various choices available in international marketing may be of particular interest.

The 'tcworld magazine' 2013 has four issues a year and its publication dates are synchronised with most important events in the field of Technical Communication. This enables you to place targeted advertisements in specific editions.

The tcworld events in India and Japan are the first two nodes in an international network that we are gradually establishing. Don't miss out on the opportunities in the new markets! We look forward to your feedback.

Yours sincerely,

Dr. Michael Fritz  
 Managing director

## Advertisements in the magazines 'tcworld' and 'technische kommunikation'

We currently have two magazines, which are the ideal medium for two distinct target groups. The 'tcworld magazine' (print and online) is offered internationally and there is also the tekomp member magazine 'technische kommunikation' which has been popular in German speaking countries for years.

The bi-monthly German magazine, of which more than 10,000 copies are circulated, is targeted at highly qualified technical writers, translators, illustrators, graphic designers and multimedia specialists in German speaking regions. The 'tcworld magazine' is released quarterly and has over 17,000 online subscribers and over 13,500 copies are distributed annually.

For more information, please contact [sales@tekomp.de](mailto:sales@tekomp.de)



## Banner advertisement on tekomp.de and tcworld.info



Our magazines are also supported online, where we have opportunities for online advertising.

The tekomp portal [www.tekomp.de](http://www.tekomp.de) provides information on current issues in the field of Technical Communication. Technical articles from the field of Technical Communication and many other publications are provided free of cost. In addition, there is a job market and an overview of service providers.

The online magazine [www.tcworld.info](http://www.tcworld.info) provides details on information management to its readers in English and focuses on an international audience in the field of Technical Communication.

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## TCTrainNet

Online training for international Technical Communication



TCTrainNet is an international training program for Technical Communicators. It offers a wide range of e-Learning modules in the field of Technical Communication. After having successfully finished every module, trainees may apply for the tekomp first level certification.

TCTrainNet provides a well-structured content in the form of interactive e-learning modules that cover the key methodological areas of Technical Communication, introduce users to international standards such as ISO and IEC and give updates on recent developments in the TC field. After having successfully completed each module, trainees may apply for the First Level tekomp Certification. The online course curriculum corresponds with the 18 qualification modules, which were developed by experts for the German tekomp certification program.



For more information visit: [www.tc-train.net](http://www.tc-train.net)

## tcworld India

Feb 21<sup>st</sup> – 22<sup>nd</sup>, 2013, Bangalore



The third annual, tcworld India conference will be organized in co-operation with our Indian partner TWIN (Technical Writers of India). Many international and established Indian companies have large development centers in Bangalore. Leading industrial companies are currently setting up production sites in Bangalore and other metropolitan cities like Mumbai, Pune and Chennai.

### TARGET AUDIENCE

The conference participants are mainly technical writers and decision makers who work in international and Indian companies. Their focus is mainly on international Technical Documentation. Topics like translation management, localization, terminology, content management, standardization, international legal requirements and standards are new and in demand.

### PARTICIPATION

tcworld India is well suited for exhibitors and sponsors who are keen to understand the Indian market, establish initial contacts and grow brand awareness in India.

#### You can participate through\*:

- A sponsor presentation
- Exhibition booths
- Tool presentations
- A networking event

### FACTS & FIGURES

- Expected participants: 350
- Expected sponsors: 20

## tekomp spring conference

April 11<sup>th</sup> – 12<sup>th</sup>, 2013, Münster



The tekomp spring conference is an event which focuses on German speaking regions of Europe. It is organized at different locations in Germany to meet the demands of those tekomp members and service providers.

### TARGET AUDIENCE

The conference participants are tekomp members and interested parties from German speaking regions. The focus of the visitors and exhibitors depends on the respective region in which the conference is organized. The topics offered cover the most important aspects of Technical Communication. Additionally, annual hot-topics are addressed in depth.

### PARTICIPATION

The tekomp spring conference particularly caters to those exhibitors who want to keep in touch with their customers. Many exhibitors also use the rather familiar atmosphere of the conference to initiate or renew partnerships.

#### You can participate through\*:

- Sponsorship
- Exhibition booths

### FACTS & FIGURES

- Expected participants: 450
- Expected exhibitors: 35

## tcworld Japan

Aug 26<sup>th</sup> – 28<sup>th</sup>, 2013, Tokyo



This will be the third year tcworld is organizing a group of presentations as part of the TC-Symposium of our Japanese partner JTCA (Japan Technical Communicators Association). The conference venue has now changed to Japan's capital Tokyo, the largest metropolitan economy in the world.

### TARGET AUDIENCE

The conference will be attended by technical writers from across Japan. Almost all well-known Japanese manufacturers of home appliances, consumer electronics, optical systems, medical equipment, office equipment, machinery and vehicles are represented. The most important topic at present is the development of Technical Communication for international markets.

### PARTICIPATION

To simplify the participation for overseas service providers and software manufacturers, and to give them easy access to the participants, we are offering sponsor packages\* including the following:

- A presentation with interpreters
- Networking events

### FACTS & FIGURES

- Expected participants: 600
- Expected sponsors: 15

## tcworld conference and tekomp fair

Nov 6<sup>th</sup> – 8<sup>th</sup>, 2013, Wiesbaden



The tcworld conference and the tekomp fair is the largest global event and market place for Technical Communication.

### TARGET AUDIENCE

Conference attendees are employees from industrial, software and service companies with their (current) focus on Germany, Austria and Switzerland. An ever growing number of visitors from other European countries and overseas give to the flair of the event. The event is enriched by a large number of students from different countries who make first contact with their future profession. A great plus is that, in addition to the time for attending presentations, adequate time for networking and exhibition visits is available. The entire array of subject topics is offered, providing opportunities for experts in all fields to reach their audience.

### PARTICIPATION

The tcworld conference and tekomp fair is an absolute must for all companies that provide services and software pertaining to Technical Communication.

#### You can participate through\*:

- Sponsorship
- Exhibition booths
- Presentations within the exhibition (Tool presentations, technology podiums and industrial presentations)

### FACTS & FIGURES

- Expected participants: 3,500
- Expected exhibitors: 200