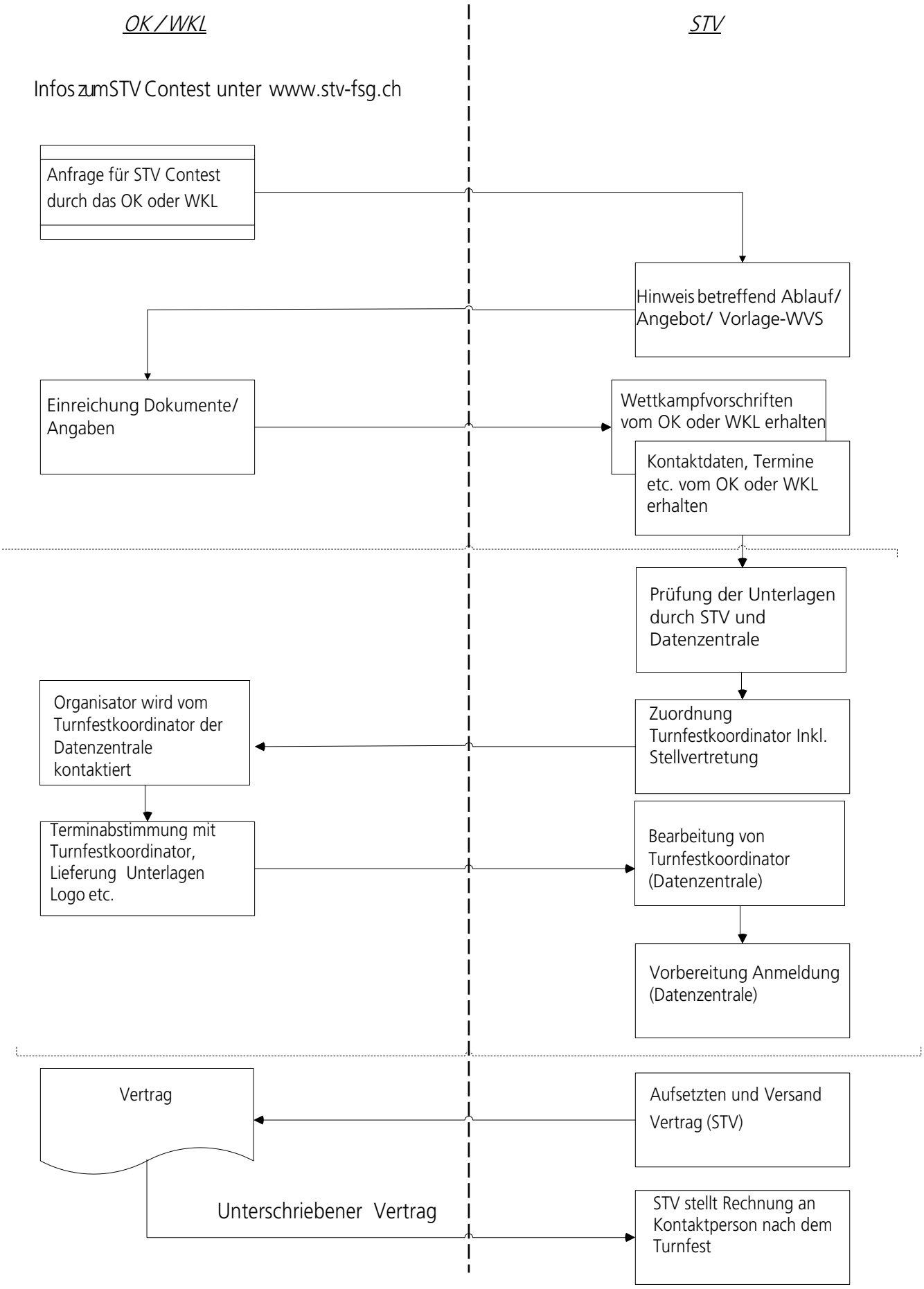Ablauf STV Contest, Anfrage bis Vertragsabschluss