

## Essential Information in Brief

Please also see the enclosed Conditions of Participation

### The registration documents include

Essential Information in Brief

The forms:

- 1.10 Registration for Main exhibitors\*
- 1.11 Enclosure to the registration for Main exhibitors
- 1.20 Registration for Co-exhibitors
- 1.30 List of products\*
- S.12 All-inclusive-stand packages
- Conditions of Participation, Special Section
- General Conditions of Participation
- \*obligatory transmittal**

### 1 Opening times

For exhibitors	Wed, Sept 23 from 7:30 until 19:30 Thu, Sept 24 from 7:30 until 18:30
For visitors	Wed, Sept 23 from 9:00 until 18:30 Thu, Sept 24 from 9:00 until 17:30

### 2 Registration

#### Registration Deadline for Main Exhibitors : May 31, 2020\*

Form 1.10 must be submitted by each main exhibitor. Please fill out this form completely, stamp it with your company seal and sign it with a legally binding signature. The registration is only valid when accompanied by the List of products on **Form 1.30**. If you wish to list brand names, please enter them on **Form 1.30** as well.

Alternatively the Online-Application can be used on DMEXCO webpage. The application forms must be completely filled in and to be sent to Koelnmesse by clicking on the button "Submit binding application".

\*see Item V of the General Conditions of Participation

#### Registration Deadline for Co-Exhibitors: June 30, 2020\*

Co-exhibitors are registered by the main exhibitor using form 1.20. A separate List of Products – **Form 1.30** – must be filled in for each of these companies.

\*Receipt at Koelnmesse

### 3 Participation fees

The minimum stand size is 16 sqm. Depending on the date of registration, the stand area rental fee (plus VAT) is:

	Own stand construction	Modular concept stand
Early Bird* until Feb 14, 2020	282.00 €/sqm	437.00 €/sqm
Regulärer Preis* from Feb 15, 2019	296.00 €/sqm	451.00 €/sqm

\*Receipt at Koelnmesse

Per sqm of stand space, you will also be charged €110.00 for the Marketing Package, €11.00 for the flatrate energy fee and €0.60 for the AUMA fee. In addition, you will have to pay an exhibitor down payment for services. All prices are net prices and do not include legal VAT. In the case of own stand construction, the rental fee for stand areas does not include the cost of any structures.

Koelnmesse is entitled to collect an adequate down payment for the services provided at an event — e.g., electricity and water supplies, media services etc.

### 4 Modular Concept Stand

Be sure to take advantage of our offer and book a turnkey stand. Further information can be found in our modular concept stand booklet.

### 5 Construction Times

#### Construction period begins:

Sunday, September 20, 2020, 6:00.

#### Construction period ends:

Tuesday, September 22, 2020, 20:00.

Work that produces large amounts of dust must cease by 18:00 on Tuesday, September 22, 2020. All of the aisles must be completely clear by 18:00 on Tuesday, September 22, 2020. Upon request, Koelnmesse can permit stand construction to begin earlier. Early stand construction costs the following amounts per stand area:

From Wednesday Sept 16, 2020 €800.00/Day

The storage of material is also considered to be construction. The halls will be open around the clock during the construction period. For each violation the Koelnmesse is entitled to impose a penalty for breach of contract of up to €5,000.00. In general, vehicles will be granted access to the grounds until 17:00 on the last day of construction

### 6 Dismantling Period

#### Dismantling Period begins:

Thursday, Sept 24, 2020 at 17:30

#### Dismantling Period ends:

Friday, Sept 25, 2020 at midnight

Upon request, Koelnmesse can permit the dismantling period to be extended until midnight on Saturday, September 26, 2020. This extension costs €800.00 per stand area. The storage of material is also considered to be dismantling.

The halls will be open around the clock during the dismantling period. Dismantling may not begin before 17:30 on September 24, 2020.

### 7 Stand area confirmation

Once your company has been accepted for participation, you will receive the stand confirmation in **May 2020** at the earliest.

### 8 Technical Guidelines and Services

You will receive the technical guidelines together with the confirmation for your registration. Our entire range of services can be found at the Koelnmesse-Service Portal. You will receive your login data as part of your stand confirmation.

### 9 Maximum Stand Height and Special Structures

The maximum permissible stand height is 3.0 m. Stands and structures that are higher than 3.0 m must be approved. Under no circumstances may they be more than 7.0 m high. The maximum permissible height includes all construction elements, advertising, lighting systems, traverses etc.

For a stand structure to be approved, the plans have to be sent via E-Mail to the DMEXCO Team (exhibitor@dmexco.com) at least 8 weeks before the event begins. Lighting equipment may be suspended from the hall ceiling. Please note that for any objects hanging from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand structure. If the stand structure is more than 3.0 m high, the exhibitor must either obtain his neighbors permission in writing or leave an open space at least 2.0 m wide

along the closed stand boundaries to adjacent stand areas. Stand structures should be as transparent as possible. A maximum of only 30% of each open stand perimeters are allowed to be covered with closed wall elements. The ceiling lights in the halls will be turned off and the skylights in the halls blacked out during the event.

## 10 Scale Drawings of Stands

Dimensioned stand sketches will be sent to you together with your stand confirmation.

## 11 Withdrawal/Non-Participation

After the exhibitor has bindingly registered and been accepted for the event, it is no longer possible to release the company in question from the contractual relationship. However, the organizer can assent to a request for release from the contract by way of exception. In this event, the organizer shall be entitled to charge 25% of the full participation fee as compensation. At the very least, the organizer can charge the amount listed in section 3.3.1 of the Special Conditions of Participation without providing any evidence. This shall also apply to any desired reductions of the stand area.

## 12 Invoice

You will receive the invoice for the stand rental fee **in June 2020** at the earliest. Please see the terms and conditions of payment listed in Section IV of the General Conditions of Participation.

## 13 Marketing Package

The Marketing Package is obligatory and includes a number of different services. Please see Section 3.1.2 of the Special Conditions of Participation.

## 14 Exhibitor Categories

The Marketing Package includes two exhibitor categories. You can order additional entries for €50.00 each.

## 15 Entry of Brand Name

In addition to publishing their company names online, exhibitors can also enter brand names there, which will be linked to the exhibitors profile. A fee of €800.00 is charged for every brand name entered. Brands are registered using form 1.30.

## 16 Drawing up a new Invoice

The billing address entered in form 1.10/1.11 is definitive. You will be charged a fee if the invoice has to be drawn up again for reasons beyond Koelnmesse's control. A fee of €300.00 is charged for every new invoice.

## 17 Advertising

Outside the rented stand areas, exhibitors may only use the advertising possibilities offered by DMEXCO. No advertising materials and brochures of any kind may be distributed. In addition, exhibitors may not advertise in any way (including walking acts and promotional teams) outside their stand areas. Body painting, entertainers and scantily clad hostesses are not permitted.

## 18 Operation of WiFi

In order to avoid interferences with the operation of your own WiFi and the WiFi of other exhibitors, it is necessary to coordinate the WiFi networks centrally. This is only possible with homogenized infrastructure. Dedicated

exhibitor WiFi networks and routers are therefor not allowed to be used. Please note Section 12 of the Special Conditions of Participation.

## 19 Stand Parties

Stand parties must be registered with Koelnmesse in advance. Events may not begin before DMEXCO ends (18:30) and must be over by 20:30. At that time the stand must be cleared as well. Please note Section 13 of the Special Conditions of Participation.

## 20 Stands may not be cleared early

The exposition stand has to be staffed until the official end of the event, violations hereof represent a serious breach of the Conditions of Participation and can be punished.