Essential Information in Brief
Please also see the enclosed Conditions of Participation

The registration documents include

1 Opening times

For exhibitors: Tue, Sept 7 from 7:30 until 19:30
Wed, Sept 8 from 7:30 until 18:30
For visitors: Tue, Sept 7 from 9:00 until 18:30
Wed, Sept 8 from 9:00 until 17:30

2 Registration

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. A digital signature is also possible. 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".

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.

3 Participation fees

The minimum stand size for own stand construction is 20 sqm. Depending on the date of registration, the stand area rental fee (plus VAT) is:

<table>
<thead>
<tr>
<th>Stand Type</th>
<th>Early Bird</th>
<th>Regular price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own stand construction</td>
<td>until Mar 31, 2021* 289.00 €/sqm</td>
<td>from Apr 1, 2021* 303.00 €/sqm</td>
</tr>
</tbody>
</table>

Per sqm of stand space you will also be charged for a possibly accruing stand form surcharge, €150.00 for the Marketing Package, €11.50 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 Plug&Play packages

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Early Bird</th>
<th>Regular price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start-up Package (4m²)</td>
<td>until Mar 31, 2021* €2,000.00 €</td>
<td>from Apr 1, 2021* €2,000.00 €</td>
</tr>
<tr>
<td>Agency Space (16m²)</td>
<td>€11,734.00 €</td>
<td>€12,000.00 €</td>
</tr>
<tr>
<td>Plug&amp;Play Rookie (16m²)</td>
<td>€12,250.00 €</td>
<td>€12,500.00 €</td>
</tr>
<tr>
<td>Plug&amp;Play Challenger (32m²)</td>
<td>€22,000.00 €</td>
<td>€22,500.00 €</td>
</tr>
<tr>
<td>Plug&amp;Play Master (64m²)</td>
<td>€43,600.00 €</td>
<td>€44,500.00 €</td>
</tr>
</tbody>
</table>

*Receipt at Koelnmesse

5 Construction Times

Construction period begins: Saturday, September 4, 2021, 6:00.

Construction period ends: Monday, September 6, 2021, 20:00.

Work that produces large amounts of dust must cease by 18:00 on Monday, September 6, 2021. All of the aisles must be completely clear by 18:00 on Monday, September 21, 2021. Upon request, Koelnmesse can permit stand construction to begin earlier. Early stand construction costs the following amounts per stand area:

- from Thursday, September 2, 2021: 1,600 €
- from Friday, September 3, 2021: 800 €

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 September 6, 2021.

6 Dismantling Period

Dismantling Period begins: Wednesday, Sept 8, 2021 at 10:30

Dismantling Period ends: Thursday, Sept 9, 2021 at midnight

Upon request, Koelnmesse can permit the dismantling period to be extended until midnight on Friday, September 10, 2021. 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 8, 2021.

7 Stand area confirmation

Once your company has been accepted for participation, you will receive the stand confirmation in May 2021 at the earliest.

8 Technical Guidelines and Services

The Technical Guidelines and our services can be found in the Koelnmesse Service Shop.

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. The maximum permissible height includes all construction elements, advertising, lighting systems, traverses etc. Please refer to the the Technical Guidelines of Koelnmesse GmbH.
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. No more than 30% of the open sides of the stand may contain 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 Extended cancellation possibility due to the Covid 19 pandemic

With immediate effect - and different than stated in the conditions of participation - all exhibitors have the possibility to cancel their participation in DMEXCO 2021 free of charge without giving reasons up to 3 months before the start of the event, which is June 6, 2021, at the latest. Timely receipt of the cancellation in text form is sufficient for cancellation.

Within the last three months before the start of the DMEXCO 2021, exhibitors can also cancel free of charge, provided that within this period a ban on entry to Germany applies to the exhibitor based on his registration address or his region of origin has been qualified as a Covid 19 risk area. Cancellation is also possible free of charge if, due to a travel warning from the exhibitor’s country of origin for travel to the region of the trade fair, a return journey is unreasonable due to official regulations of his country of origin (e.g. quarantine regulations of more than 5 days) and the exhibitor is also unable to realize his participation in the trade fair by employees from another country while avoiding the above mentioned restrictions. The reasons for the cancellation within the last three months must still be present at the time of cancellation and must not been announced more than 14 days before the cancellation.

12 Invoice

You will receive the invoice for the stand rental fee in July 2021 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 therefore not allowed to be used. Please note Section 12 of the Special Conditions of Participation.

19 Stand parties

As of Feb 2021 stand parties are not permitted.

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.