

Special Conditions for Participation in the trade fair embedded world 2020

1. Venue, duration, opening hours

Venue: Exhibition Center Nuremberg
Duration: Tue 25 – Thu 27 February 2020
Opening hours: Tue 25 – Wed 26 February 2020 9:00–18:00 daily
Thu 27 February 2020 9:00–17:00

2. Organizer

NürnbergMesse GmbH
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www.embedded-world.de
www.nuernbergmesse.de
CEOs: Dr. Roland Fleck, Peter Ottmann
Registration Number HRB 761 Nürnberg
Chairman of the Supervisory Board: Albert Füracker, MdL
Bavarian State Minister of Finance and Regional Identity

3. Not applicable

4. Contractual terms

The terms for participation in the trade fair embedded world 2020 are the Special and General Conditions for Participation in Fairs and Exhibitions (including supplementary agreement), the NürnbergMesse site regulations, the organizational (e.g. exhibitor information), technical (e.g. Online ExhibitorShop) and other conditions notified to the exhibitor before the exhibition begins. If NürnbergMesse provides additional exhibition services through a ServicePartner in response to a separate order, the general terms and conditions of business of the respective ServicePartner shall prevail over these Special Conditions for Participation in case of discrepancies.

5. Admission/Stand space confirmation

See item 2 of the General Conditions for Participation in Fairs and Exhibitions. Cancellation after receipt of the stand space confirmation is governed by item 7 of the General Conditions for Participation in Fairs and Exhibitions.

6. Exhibitors and approved exhibition goods

Admissible as exhibitors are: manufacturers, importers, wholesalers, representatives and publishers, domestic and foreign, offering only those products and services that can be assigned to the product groups provided. All exhibition goods must be described in detail in the application. Products (copies, counterfeits, etc.) that violate the regulations for the protection of industrial property rights in Germany are not admitted.

7. Rental in exhibition halls

per m² (or part thereof) stand space

EUR 288	In-line stand	(1 side open)
EUR 327	Corner stand	(2 sides open)
EUR 345	Peninsula stand	(3 sides open)
EUR 360	Island stand	(4 sides open)

Early booking discount of EUR 18/m² for complete applications received by the organizer by 30 June 2019.

Minimum stand space is 9 m².

The type of stand allocated depends on planning; an entitlement to a certain type of stand does not exist.

Rental includes:

- Hire of the stand space during assembly, exhibition and dismantling.
- General guarding of the exhibition halls. General lighting of the exhibition halls. General cleaning of the passageways.

An administrative fee of EUR 0.60 per m² of stand space in exhibition halls will be charged and remitted to the AUMA (Association of the German Trade Fair Industry).

The waste disposal service includes the professional removal and recycling of any waste generated at the stand during assembly and dismantling as well as for the entire duration of the trade fair. The flat fee for this is EUR 3.50/m² and is charged up to a maximum area of 500 m². The disposal of production waste accumulated during the event, entire stand elements or complete exhibition stands must be ordered separately. It is strictly forbidden to bring any waste with you, any violation will be charged to the exhibitor. We reserve the right to take further measures. Waste is disposed of in accordance with the Technical Regulations.

8. Complete rental stand

All charges per m² of stand space (rounded up to nearest full m²), in addition to rental charge for stand space in exhibition halls (see item 7). All pictures are exemplary pictures.

Rental includes:

- Hire of complete stand: One of the nine models of stand available can be selected on the enclosed order form "Complete rental stands".

You will find further models at www.standconfigurator.com.

The organizer is responsible for assembling and dismantling the complete rental stand.

The complete rental stand and its fittings must not be pasted over, nailed, painted or damaged in any way. The exhibitor is liable for damage done during the rental period and will be charged with the costs.

The basic type of complete rental stand can be fitted out additionally in the same system at extra cost.

Respective orders can be carried out in the Online ExhibitorShop.

9. Payment conditions

Exhibitors may be charged an advance payment of 25% of the expected stand space rental on **confirmation of the application**.

The full stand space rental less the advance payment will be charged to exhibitors on **confirmation of the stand space**. The advance payment will be reimbursed in case of non-confirmation of the stand.

Any payments are due by the date shown on the respective invoice. Invoices are payable in full. All payments are to be made in EURO without charges, quoting invoice number.

If the exhibitor enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the exhibitor from his obligation to pay.

For subsequent changes to the invoice for which the exhibitor is responsible, NürnbergMesse may charge a **processing fee of EUR 50**.

An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The exhibitor is to provide proof of payment.

The exhibitor agrees to transmission of invoices by the organizer via e-mail (electronic billing). If the exhibitor does not wish to use electronic billing, he or she can object in writing or in text form.

10. Insurance

Exhibitors are obliged to make their own adequate insurance arrangements. Insurance for exhibitors (transport and duration of event) is advisable and can be arranged through a collective insurance contract taken out by the organizer.

11. Modification

The organizer reserves the right to cancel, postpone or relocate the exhibition, to shorten or lengthen the exhibition, or for technical, official or other in the opinion of the organizer compelling reasons to assign to the exhibitor another space or to modify and reduce the size of the space. A withdrawal from the contract resulting from these actions will not be accepted.

12. Assembly and dismantling, passes

Assembly:	Fri 21 – Sun 23 February 2020	7:00–24:00 daily
	Mon 24 February 2020	7:00–20:00

Exhibition stands for which assembly has not commenced by 15:00 on Monday, 24 February 2020, will be decorated by the organizer, if they cannot be otherwise disposed of. Costs incurred will be charged to the exhibitor.

Dismantling:	Thu 27 February 2020	17:00–24:00
	Fr 28 February 2020	00:00–24:00

Access to the halls during assembly and dismantling times is only permitted on display of special passes, which are not valid during the exhibition.

12.1 No dismantling of exhibition stands

The exhibition ends at **17:00** on the last day. Until this time, every exhibitor agrees

- to man his stand space with his stand personnel
- not to start dismantling the exhibition stand

The organizer will impose a contract penalty on the exhibitor for each case of contravention. **The contract penalty amounts to 20% of the net stand rental, subject to a minimum of EUR 2,000.** The organizer also reserves the right to exclude the exhibitor from exhibiting at future embedded world exhibitions.

13. Stand design

The exhibitor is responsible for stand equipment and decoration.

The overriding principle for the design of all exhibition stands is transparency. All open sides of the stand must be freely accessible. This means that at least **50%** of the respective gangway side must **not** be obstructed by **structures** or fittings.

The minimum height is 2.50 m.

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(Continued)

The backs of stand partition walls, advertising carriers or other design elements facing neighboring stands and exceeding a height of 2.50 m must be white, in a clean and tidy condition and must not contain any text or graphics.

The maximum stand height is 5.80 m.

Two-storey stands are not permitted.

If the rental exhibition stand is not used, a fascia (0.30 m high) must be fitted on all open sides of the exhibition stand. The fascia is not required, if the necessary stand appearance is provided in some other way.

The exhibition organizer reserves the right to give further instructions concerning the design of stands.

Only water-soluble adhesive may be used on the fiber board stand partition walls and these may not be painted unless they have first been covered with wallpaper. After the exhibition, wallpaper or other finishing material must be removed by the exhibitors, otherwise exhibitors will be charged with the costs.

All other stand partition walls, floors, hall walls, pillars, installations, fire-fighting equipment and other permanent hall fixtures must not be pasted over, nailed, painted or damaged in any way.

The exhibitor is liable for damage done and will be charged with the costs.

Pillars, installations and fire-fighting equipment within the stand are part of the allotted stand space and must be accessible at all times.

Floor coverings in the stands are only to be fixed with double-sided adhesive tape (following tapes are to be used: tesafix no. 4964).

The exhibitor agrees to comply with these conditions. Non-compliance may result in claims for damages by the organizer or the neighboring exhibitors affected.

14. Exhibitor passes

Each exhibitor will be given free passes according to stand size for his exhibition stand and operating personnel. 3 passes will be issued for up to 10 m² stand space, plus 2 passes for each further full 10 m². Any additional exhibitor passes needed can be purchased for entitled persons at a price of EUR 11,90 each including VAT at the statutory rate.

15. Marketing services for exhibitors (= direct exhibitors)

The organizer provides each exhibitor with marketing services containing the following services:

● Display of exhibitor's **press information** in the press center.

● **Basic advertising material package**

– 100 printed admission vouchers

(with imprint of company name and stand number of exhibitor)

– Electronic admission voucher code, usable as often as required

Admission vouchers exchanged by visitors for entrance tickets are **not** charged.

– 500 printed stickers with imprint of stand number of exhibitor

(can be ordered in the Online ExhibitorShop free of charge)

– 100 visitor brochures

(can be ordered in the Online ExhibitorShop free of charge)

● Entry of exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors).

● Provision of **sample letter** for visitor acquisition on the website.

The organizer provides an **Internet entry** on the exhibition website for each exhibitor. This entry is activated **for approximately one year** – including after the exhibition – and includes the following services:

● Entry of **company name, address, hidden e-mail address and logo.**

● Presentation of **5 products or services** with one photo, one film and one text of maximum 4,000 characters per product or service.

● Possibility of continuously marking 5 products or services as **new products.**

● **Company profile** (maximum 4,000 characters).

● Unrestricted assignment to the **list of products.**

● **Link** from the exhibition website to the exhibitor's website. The exhibitor connects a **return link.**

● Entry of company name and stand number in the **online floor plans.**

● Possibility of continuously **updating** the Internet entry.

● All-year-round **support** by the Internet editing team.

● **Voucher monitoring**

The exhibitor also receives the following online advertising aids:

● **Online banner** with exhibitor's stand number.

The exhibitor agrees to purchase the marketing services at a price of EUR 680.

This will be charged together with the stand rental. No reduction in price can be granted if only parts of the package are used.

16. Co-exhibitors

Co-exhibitors are companies who appear on the exhibitor's (= direct exhibitor's) stand and present their own products with their own personnel. Their independence must also be recognizable without physical separation.

Co-exhibitors are only admissible if they fulfill the conditions for participation in the event and the information requested on the application form for co-exhibitors has been entered in full.

Co-exhibitors are subject to the same conditions as the exhibitor.

17. Basic marketing services for co-exhibitors

The organizer provides each co-exhibitor with basic marketing services containing the following services:

● Entries in the alphabetical list of exhibitors and list of products in the **online exhibition catalog.**

● **Link** from the company name in the organizer's online exhibition catalog to the co-exhibitor's Internet address and e-mail address. The co-exhibitor places a **return link** to the organizer's homepage.

● Display of co-exhibitor's **press information** in the press center.

● Entry of co-exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors).

● **Online banner** with co-exhibitor's stand number.

● Provision of ready-to-use **mailings** for visitor acquisition on the website.

The exhibitor agrees to pay a fixed participation fee and to purchase the basic marketing services for each co-exhibitor (1st – 3rd) at a price of EUR 235 (EUR 90 for **each further** co-exhibitor) for each co-exhibitor registered by him. This will be charged together with the stand rental or at a later date. No reduction in price can be granted if only parts of the package are used.

The basic advertising material package (see item 15, marketing services for direct exhibitors) can also be sent to co-exhibitors on request.

In addition the internet entry (see item 15, marketing services for direct exhibitors) can also be used by co-exhibitors on request.

18. Exhibition priority

An application for exhibition priority for this event has been submitted to the Federal Ministry of Justice. The priority certificate protects certain patent rights until submission of an application to a patent office in Germany or abroad.

19. Consent to the use of data

Item 24 of the General Conditions for Participation in Fairs and Exhibitions is supplemented as follows: The exhibitor consents to the storage, processing and use of his data transferred with the application form (company name, address, telephone/fax number and e-mail address) by the organizer, WEKA FACHMEDIEN GmbH and, if applicable, by service partners for events and information purposes (advertising). This consent may be cancelled by notifying the organizer at any time without incurring additional costs other than the usual transmission costs at the basic rates.

20. Exhibitor claims, written form, place of fulfillment, jurisdiction

All exhibitor claims against the organizer must be made in writing. The statutory period of limitation begins on the last day of the exhibition. Agreements that deviate from these or supplementary terms must be in writing.

German law and the German text shall prevail.

Place of fulfillment and jurisdiction is Nürnberg. However, the organizer reserves the right to bring his claims before the court of the place at which the exhibitor has his place of business.