

# Special Conditions for Participation in the trade fair it-sa 2021

As per July 2021

## 1. Venue, duration, opening hours

Venue: Exhibition Center Nuremberg  
Duration: Tue 12 – Thu 14 October 2021  
Opening hours: Tue 12 + Wed 13 October 2021 9:00 – 18:00 daily  
Thu 14 October 2021 9:00 – 17:00

## 2. Organizer

NürnbergMesse GmbH  
Messezentrum, 90471 Nürnberg, Germany  
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it-sa@nuernbergmesse.de  
www.it-sa.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. Contractual terms

The terms for participation in it-sa 2021 are the Special Conditions for Participation in the Trade Fair it-sa 2021, the General Conditions for Participation (including supplementary agreement) in Fairs and Exhibitions, 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 item 5 of the Service Handbook prevail.

## 4. 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.

## 5. 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 (see website) 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.

## 6. Rental in exhibition halls per m<sup>2</sup> stand space

up to 30 m<sup>2</sup>: EUR 349/m<sup>2</sup>  
each additional m<sup>2</sup>:

In-line stand	(1 side open)	EUR 204/m <sup>2</sup>
Corner stand	(2 sides open)	EUR 223/m <sup>2</sup>
Peninsula stand	(3 sides open)	EUR 252/m <sup>2</sup>
Island stand	(4 sides open)	EUR 272/m <sup>2</sup>

**Early bird discount for complete applications, which are submitted to the Organizer by November 27, 2020. The following reduced stand rents apply: Up to 30m<sup>2</sup> EUR 344, each additional m<sup>2</sup>: In-line stand EUR 199/m<sup>2</sup>, Corner stand EUR 215/m<sup>2</sup> Peninsula stand EUR 245/m<sup>2</sup>, Island stand EUR 265/m<sup>2</sup>.**

Minimum stand space is 6 m<sup>2</sup>.

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

Rental includes:

- Stand space
  - General guarding of the exhibition halls
  - Free exhibitor, assembly and dismantling passes (see item 12)
- An administrative fee of EUR 0.60 per m<sup>2</sup> 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/m<sup>2</sup> and is charged up to a maximum area of 500 m<sup>2</sup>. 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.

## 7. Complete rental stand it-sa

For details see page C of application form.

All charges per m<sup>2</sup> of stand space in addition to rental charge for stand space in exhibition halls (see item 6). All pictures are exemplary pictures.

Rental includes:

- Hire of complete stand: One of the three models of stand available can be selected on the enclosed order forms.

You will find further models at [www.standconfigurator.com](http://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.

## 8. 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.

## 9. Insurance

Exhibitors are obliged to make their own adequate insurance arrangements. Insurance for exhibitors (transport and duration of event) is advisable.

## 10. Assembly and dismantling, passes

Assembly:	Sat 9 – Sun 10 October 2021	7:00 – 22:00 daily
	Mon 11 October 2021	7:00 – 20:00

Exhibition stands to be assembled by the exhibitor himself for which assembly has not commenced by 15:00 on Monday, 11 October 2021, will be decorated by the organizer, if they cannot be otherwise disposed of. Costs incurred will be charged to the exhibitor.

Dismantling:	Thu 15 October 2021	17:00 – 24:00
	Fri 16 October 2020	0:00 – 19:00

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

## 11. Stand design

The exhibitor is responsible for the stand equipment and design of stands assembled by the exhibitor. **Transparency is the most important aspect of stand design.** All open sides of the stand must be freely accessible. This means that at least 50% of each gangway side must **not be obstructed by structures or fittings.**

**The minimum height is 2.50 m.**

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, clean, show no signs of damage, and not contain any text or graphics.

The organizer reserves the right to issue further instructions concerning stand design. Stand partition walls (fiber board) provided by the organizer may only be treated with water-soluble adhesives and only painted if they have first been wall-papered. Wallpaper or other wall claddings must be removed by the exhibitor after the event, otherwise the stand partition walls will be cleaned at the cost of the exhibitor. All other stand partition walls, floors, hall walls,

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(Continued)

pillars, installations, fire-fighting equipment and other permanent hall fixtures must not be pasted over, nailed, painted or damaged in any other way. The exhibitor is liable for damage caused and will be charged with the costs. Any pillars, installations and fire-fighting equipment within the stand area 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 (solvent-free adhesive tapes only: 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.**

## 12. Exhibitor passes

Each exhibitor will be given free passes according to stand size for his exhibition stand and operating personnel: 4 passes for up to 20 m<sup>2</sup> stand space, plus 1 pass for each further part of 10 m<sup>2</sup>. These tickets are valid during duration and also during assembling and dismantling time. Any additional exhibitor passes needed can be purchased for entitled persons at a price of EUR 25 each including VAT at the statutory rate.

## 13. Marketing-Services for exhibitors (= direct exhibitors)

The organizer provides each exhibitor with following Marketing-Services (you will only be able to benefit from all our promotional activities if you send us your presentation information by **24 August 2020**):

- Entry of exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors).
- Display of exhibitor's **press releases** in the press center
- Provision of **sample letter** for your visitor marketing
- **Advertising material package (upon request)**
  - 100 print vouchers (with imprint of company name and stand number of exhibitor)
  - 200 visitor brochures
  - 300 stickers
- **Voucher codes** for free 1-day ticket for your customers (unlimited)
- **Online banner** (with your stand number)
- **Voucher monitoring**

The exhibitor agrees to purchase the marketing services at a price of EUR 350. This will be charged together with the stand rental. No reduction in price can be granted if only parts of the package are used.

## 14. Company & Product package on the dialogue platform it-sa 365

The general terms and conditions and the service description for the dialogue platform of it-sa 365 apply.

The Company & Product package is mandatory for participation in the fair. Item 5 of the general terms and conditions for the it-sa 365 dialog platform does not apply here.

## 15. Co-exhibitors

Co-exhibitors are companies which 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. If the application of a co-exhibitor is cancelled the direct exhibitor agrees to pay a processing fee of EUR 200.

A fee of EUR 1,300 will be charged for each co-exhibitor. This fee includes the Company & Product Package, the Marketing-Services as well as the co-exhibitor participation fee, and 2 exhibitor passes (see item 14 and 16 of the Special Conditions for Participation).

## 16. Marketing-Services for co-exhibitors

The organizer provides Marketing-Services with the following services for each co-exhibitor who is properly registered and has paid the co-exhibitor's fee:

- 2 exhibitor passes
- Entry of co-exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors).
- Display of co-exhibitor's **press releases** in the press center
- Provision of **sample letter** for your visitor marketing
- **Advertising package (upon request):**
  - 100 print vouchers (with imprint of company name and stand number of exhibitor)
  - 200 visitor brochures
  - 300 stickers
- **Voucher codes** for free 1-day ticket for your customers (unlimited)
- **Online banner** (with your stand number)
- **Voucher monitoring**

The Marketing-Services are included in the co-exhibitor fee of EUR 1,300. No reduction in price can be granted if only parts of the services are used.

## 17. 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 Nuremberg. 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.