

**Please return to**

NürnbergMesse GmbH  
Exhibition Team Beviale Mexico  
Messezentrum  
90471 Nürnberg, Germany

**bevialefamily@nuernbergmesse.de**

Please send us the application documents **once only!**

Company name of exhibitor	Person to contact
Proprietor/Manager	Tel.
Street	Email (Note: Log-in data will be sent to above e-mail)
Postcode, Town, Country	Correspondence address*
Tel. (Company)	
E-Mail (Company)	Invoice address/Authorized recipient* incl. e-mail
Internet	* only if different
VAT Reg No	Entry in the list of exhibitors under name

**Application as exhibitor** (please complete in detail or mark as applicable)  
and acceptance of the **Conditions of Participation in Beviale Mexico eSpecial 2021 for Exhibitors and Visitors**

**1. We want to be part of Beviale Mexico eSpecial 2021 and we herefor order the participation package.**

( ) Beviale Mexico eSpecial Participation package 2.950 €

**2. The package includes:**

- Company profile including company description (max. 10,000 characters) and logo
  - Contact information, website link and social media links
  - Integration of one video
  - Integration of five documents for download (e.g. company brochures, press releases)
  - Integration of five images
  - Integration of five products / services including description (max. 10,000 characters), one video and one image each
  - Assignment of staff as contact persons
  - Direct video call function in the profile
  - Integrated direct messaging function
- Participation in virtual matchmaking and unlimited 1:1 video meetings, contact and chat function with all participants
- Company name and logo on the **Beviale Mexico eSpecial** website (incl. link)
- Access to all your digital leads after the event

**BevialeMexico2021<sup>®</sup>**  
**eSpecial** 16, 23, 30, March

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**Services included**

(continued)

- Presentation in the **Beviale Mexico eSpecial** Live-Actions with link to your profile. The presentation will be accessible to all registered participants later.
- Virtual round table for your own web session (e.g. product presentations, talks or discussions)
- Post in the news area (visible for all visitors) - maximum one post per day
- Invitation codes for your customers and contacts for complimentary participation in the **Beviale Mexico eSpecial**
- Advertising material (logo, banners, images, social media teaser)

**3. Main product group:**

(Please enter on of the product groups 1-10 from form B!)

( )

4. We agree to fully complete form B in addition to this form A to provide the information used for [www.beviale-mexico.com](http://www.beviale-mexico.com).

Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Germany. We have taken note of the attached Conditions of Participation in Beviale Mexico eSpecial 2021 incl. the information on data protection and the admission criteria and we accept them on all points. **The stated company data and exhibits can already be recorded and published.** We can object to the promotional use of our data by NürnbergMesse GmbH at any time by letter (NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg) or e-mail ([data@nuernbergmesse.de](mailto:data@nuernbergmesse.de)).

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Place and date

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Authorized signature of exhibitor

## List of Products of Meviale Mexico eSpecial 2021

**Please list our products under the following groups:**

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(Please tick as appropriate)

Product Categories Beviale Mexico eSpecial 2021

### 1. Raw materials for beverage production and Beverage refinement

- 1.1. For Beer
- 1.2. For Wine and sparkling Wine
- 1.3. For Spirits
- 1.4. For non-alcoholic beverages

### 2. Machinery and Installations for Beverage Production

- 2.1. Processing of malt and raw fruit
- 2.2. Beer Production
- 2.3. Wine and sparkling wine production
- 2.4. Spirits production
- 2.5. Non-alcoholic and liquid dairy production
- 2.6. Water treatment
- 2.7. Filtration and separation technology
- 2.8. Heat exchangers and heat treatment system

### 3. Machinery and Installations for Filling and Packaging Beverages

- 3.1. Filling, cleaning and packaging systems for bottles, cans and other beverage containers
- 3.2. Racking and cleaning systems for kegs and barrels
- 3.3. For the production of beverage containers

### 4. Automation and IT

- 4.1. Process automation, control and control systems
- 4.2. IT solutions

### 5. Packaging materials, closure systems, supplies and ancillaries

- 5.1. Packaging materials and supplies
- 5.2. Closure systems
- 5.3. Labelling
- 5.4. Packaging ancillaries and shipping Packaging

### 6. Operating and laboratory equipment, process and auxiliary materials

- 6.1. Analytical equipment
- 6.2. Cleaning equipment
- 6.3. Process and auxiliary materials

### 7. Installations for energy, industrial safety, environmental protection, compressed air and gases

- 7.1. Energy management
- 7.2. Industrial safety and environmental protection
- 7.3. Installations for compressed air and gases

### 8. Logistics

- 8.1. Industrial trucks and vehicles
- 8.2. Loading equipment, load security
- 8.3. Transport equipment
- 8.4. Material flow and storage systems

### 9. Marketing and catering equipment

- 9.1 Dispensing systems
- 9.1. Refrigeration equipment and vending machines
- 9.2. Catering equipment and accessories
- 9.3. Marquees, furniture and accessories
- 9.4. Advertising material

### 10. Services

- 10.1. Consulting
- 10.2. Institutes, training institutions and media

We accept all items of the enclosed Conditions of Participation in Beviale Mexico eSpecial 2021. **The stated company data and exhibits can already be recorded and published**

Place and date

Authorized signature of exhibitor

# Conditions of Participation in Beviale Mexico eSpecial 2021 for Exhibitors and Visitors



As of November 2020

- 1. Event duration, opening hours**

Duration: 16, 23 & 30 March 2021  
Virtual opening hours: Mon 8 March - Fri 9 April 2021
- 2. Organizer**

NürnbergMesse GmbH,  
Messezentrum 1, 90471 Nürnberg  
bevialefamily@nuernbergmesse.de  
www.beviale-mexico.com
- 3. Registration**
  - 3.1** Exhibitors order the services described in Section 4 by submitting the completely filled-out electronic registration form.
  - 3.2** The Conditions of Participation in the Beviale Mexico eSpecial 2021 for Exhibitors and Visitors of NürnbergMesse GmbH (referred to hereinafter as the organizer) shall be acknowledged with binding effect by the participant with the online registration. The registration is binding for the participants. The contract between the participant and NürnbergMesse GmbH is formed with the confirmation of the registration by NürnbergMesse GmbH. In addition to the Conditions of Participation in the Beviale Mexico eSpecial 2021 for Exhibitors and Visitors, the License and Use Conditions for talque of Real Life Interaction GmbH also apply. In case of contradictions between the License and Use Conditions for talque of Real Life Interactions GmbH and the Conditions of Participation in the Beviale Mexico eSpecial 2021, the latter shall take precedence.
- 4. Services of the Organizer**

After formation of the contract and complete payment of the participation fee, the exhibitor shall be given access to its company profile. In addition, the exhibitor shall receive the following services from the organizer:

  - Company profile including company description (max. 10,000 characters) and logo
    - Contact information, website link and social media links
    - Integration of one video
    - Integration of five documents for download (e.g. company brochures, press releases)
    - Integration of five images
    - Integration of five products / services including description (max. 10,000 characters), one video and one image each
    - Assignment of staff as contact persons
    - Direct video call function in the profile
    - Integrated direct messaging function
  - Participation in the virtual matchmaking unlimited 1:1 video meetings, contact and chat function with all participants
  - Company name and logo on the Beviale Mexico eSpecial website (including link)
  - Access to all digital leads after the event
  - Presentation in the Beviale Mexico eSpecial live-Actions with link to profile. The presentation will be accessible to all registered participants later
  - Virtual round table for web session (e.g. product presentations, talks or discussions)
  - Post in the news are (visible for all visitors) – maximum one post per day
  - Invitation codes for customers and contacts for complimentary participation in the Beviale Mexico eSpecial
  - Advertising material (logo, banners, images, social media teaser)
- 5. Obligations of the exhibitor**
  - 5.1** It is up to the exhibitor to meet the technical conditions for participation in the virtual event.
  - 5.2** The exhibitor is solely responsible for its own virtual presentation. It must ensure that it holds rights of use for all contents of the virtual presence (e.g. texts, graphs) and that no copyrights of third parties are infringed. The exhibitor shall indemnify the organizer against third-party claims for copyright infringements and trademark infringements.
  - 5.3** For the purpose of advertising the event, the exhibitor shall permit the organizer to use its logo/company name even if it is trademark-protected.
- 6. Costs of participation in the event as exhibitor and visitor, payment terms**

For its participation in the event, the exhibitor shall incur costs of EUR 2,950 (plus VAT) for the package. These costs cover all services of the organizer listed in Section 4. The invoice amount shall be due and payable 10 days after receipt of the invoice. Visitors will be charged EUR 29 (plus VAT) as a registration fee for participation in Beviale Mexico eSpecial 2021.
- 7. Withdrawal from registration, partial cancellation of stand space**

The exhibitor shall be entitled to cancel the contract between it and the organizer free of charge up to 14 days after receipt of the registration confirmation. If participation is cancelled up to 90 days before the beginning of the event, a cancellation fee of 50% of the package-price plus value-added tax must be paid to the organizer. Cancellation up to 30 days before the start of the event will incur a cancellation fee of 80% of the package price. If participation is cancelled less than 29 days before the beginning of the event, the complete participation fees shall be due and payable.
- 8. Cancellation, change of dates, interruption, closure of the event**

After formation of the contract, the organizer may cancel the event in full or in part, change the dates of the event, shorten it, discontinue it, interrupt it or close it if it fully or partially impossible to hold the event at the event location and/or at the event times (in accordance with Section 275 (1-3) German Civil Code) or if the organizer has a valid reason to do so and the organizer or its vicarious agents are not responsible for the valid reason.
- 9. Advertising**

Advertising of all kinds within the virtual platform rented by the exhibitor is allowed for the exhibitor's own company and only for the products and/or services produced and distributed by it, to the extent that they are registered and approved.
- 10. Liability, insurance, accident insurance**

The organizer shall only be liable without limitation in cases of wrongful intent or gross negligence and in cases of harm to life, limb or health. In all other cases, the organizer shall only be liable for

  - Breaches of cardinal obligations. Cardinal obligations are obligations that must be fulfilled in order to properly perform the contract in the first place and that the exhibitor can regularly rely upon;
  - Insofar as the organizer is legally obligated to carry third-party liability insurance or this is customary;
  - Insofar as the organizer has claimed a special degree of trust or holds a qualified position of trust.

In these cases, however, the organizer shall only be liable for contractually typical, foreseeable damage (thus normally excluding consequential damages) and then only for a maximum amount of EUR 100,000 per case of damage. The limitation of liability only applies in relation to businessmen, legal entities governed by public law, and special trusts under public law. Moreover, liability for ordinary or medium negligence is excluded. This limitation of liability also applies for the behaviour of the organizer's vicarious agents.
- 11. Place of performance, place of jurisdiction**

The place of performance is Nuremberg. This also applies to the place of jurisdiction if the lessee is a businessman or legal entity governed by public law or does not have a general place of jurisdiction within the country. The organizer is also entitled to sue the exhibitor at its general place of jurisdiction.
- 12. Data protection statement**

Personal data are processed by the organizer as the controller within the meaning of data protection law and where applicable by its Service Partners, in compliance with the relevant data protection regulations for the purpose of supporting and providing information to customers and prospective customers and providing the offered services (legal basis: Art. 6 para. 1 letter b EU GDPR). Personal data are also transferred to the service provider Real Life Interaction GmbH charged with providing technical support for the event insofar as necessary to hold the event.

# Conditions of Participation in Beviale Mexico eSpecial 2021 for Exhibitors and Visitors



(Continued)

In accordance with the principle of data economy and reduction, only such data are processed that are absolutely required for the purposes indicated above. Naturally, personal data will be treated as confidential and protected by appropriate safeguards in the best possible way.

Only authorised persons providing technical, commercial and customer management support have access to your data.

Naturally, appropriate job processing agreements have been entered into to the extent legally required.

Personal data are retained until the contractual relationship with the organizer ends and the data are no longer needed for other legal reasons (e.g. legal retention periods).

Every exhibitor has the right to lodge a complaint regarding this data processing to the competent data protection supervisory authority and may request, subject to the legal conditions, information, rectification, erasure or restricted processing of its data, object to the processing, or assert its right to data portability.

NürnbergMesse GmbH, Messezentrum, 90471 Nürnberg /  
data@nuernbergmesse.de will be glad to answer your questions.

## 13. Use of data for advertising purposes

The organizer is interested in cultivating business relationships with its exhibitors and sending them information and offers of its own similar events and services. Therefore, the data provided in the submitted registration (company name, address, telephone/fax number and e-mail address) will be processed by the organizer and where applicable, by its Service Partners in order to send event- related information and offers per e-mail in accordance with Art. 6 para. 1 letter f EU GDPR.

**The exhibitor may object to the use of its data by the organizer for the purpose of direct advertising at any time;** the same applies to profiling to the extent that it is related to direct advertising. If such an objection is lodged, the data will no longer be processed for this purpose. The objection may be lodged without requirements of form and without indication of reasons without incurring any separate costs besides the standard transmittal costs on the basis of basic rates. It should be sent to NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg or data@nuernbergmesse.de

## 14. Severability clause

If the Conditions of Participation are partially legally invalid or incomplete, this shall not affect the validity of the other provisions and the contract. In this case, the parties undertake to replace the invalid provision or fill the gap with a provision by which the economic purpose intended by the parties can best be achieved.