

Essential information

Please also refer to our enclosed Conditions of Participation.



gamescom
Cologne, 20 - 24 August 2019

The application form includes

Essential information/checklist

Checklist

The forms:

- 1.10 Application for main exhibitor*
- 1.11 Enclosure to the application for main exhibitor
- 1.12 Application for group stands
- 1.20 Application for co-exhibitors*
- 1.21 Application for additionally represented companies*
- 1.30 List of Goods*
- 1.31 List of Goods – Merchandising
- S.12 entertainment area: Completely outfitted stand Octanorm
- S.13a business area: Meeting Rooms 12 - 20 sqm
- S.13b business area: Meeting Rooms 21 up to 50 sqm
- S. 16 entertainment area: gamescom campus
- Regulations: Own stand construction in the gamescom business area
- Conditions of Participation Special Section
- General Conditions of Participation
- Youth Protection Information for gamescom 2019
- Koelnmesse subsidiaries, representatives and foreign representations
- ***Must be returned**

1 Duration of event

From 20.08.2019 (Tuesday) to 24.08.2019 (Saturday)

2 Opening hours

For visitors

a) entertainment area:

- | | |
|----------------|-------------------------|
| 1. Tuesday* | 09:00 a.m. - 07:00 p.m. |
| 2. Wednesday** | 09:00 a.m. - 08:00 p.m. |
| 3. Thursday** | 09:00 a.m. - 08:00 p.m. |
| 4. Friday | 09:00 a.m. - 08:00 p.m. |
| 5. Saturday | 09:00 a.m. - 08:00 p.m. |

b) business area:

- | | |
|--------------|-------------------------|
| 1. Tuesday | 09:00 a.m. - 07:00 p.m. |
| 2. Wednesday | 09:00 a.m. - 08:00 p.m. |
| 3. Thursday | 09:00 a.m. - 08:00 p.m. |

* Trade Visitors and Media Day. The organiser can grant access to a limited number of private visitors on Tuesday.

**Admission for private visitors from 10:00 a.m.. The organiser can grant access to a limited number of private visitors on Wednesday and Thursday from 9:00 a.m..

On 23.08. and 24.08.2019 the gamescom business area will remain closed.

Note: exhibitors may enter halls at 7.00 a.m. and one hour after end of exhibition.

3 Application

Form 1.10 must be submitted by each main exhibitor. Please fill out the application form completely, stamp it with your company seal, and have a responsible person sign it. The application is only valid when accompanied by the list of goods on **Form 1.30/1.31**. Co-exhibitors* are required to register using **Form 1.20/1.21**. A separate list of goods – **Form 1.30/1.31** – must be filled in for each of these companies.

*see Item V of the General Conditions of Participation

Hall layout planning starts in: January 2019

4 Participation costs*

Rent of the stand area costs:

entertainment area

(on application up until 14.02.2019)

Stand rental fee	for Terrace stand (one side open)	for Corner stand (two sides open)
up to 150 sqm	137.00 Euro / sqm	143.00 Euro / sqm
up to 500 sqm	121.00 Euro / sqm	127.00 Euro / sqm

Stand rental fee	for Two corner stand (three sides open)	for Island stand (four sides open)
up to 150 sqm	148.00 Euro / sqm	155.00 Euro / sqm
up to 500 sqm	132.00 Euro / sqm	137.50 Euro / sqm
501–1.000 sqm	115.50 Euro / sqm	121.00 Euro / sqm
from 1.001 sqm	92.50 Euro / sqm	97.50 Euro / sqm

Late booking surcharge from 15.02.2019 15.00 Euro / sqm

Two-storey 48.00 Euro / sqm

Outdoor space up until 14.02.2019 66.00 Euro/ sqm
Outdoor space from 15.02.2019 71.00 Euro/ sqm

business area

(on application up until 14.02.2019)

Stand areas in the business area can only be booked by companies that also have a stand of their own in the entertainment area. This provision does not apply to companies that do not have products relevant to end users. The exact rules are specified in the "Conditions of Participation, Special Section", Item 3.

Exhibitors **with** a stand area in the gamescom entertainment area:

Stand package:	12 sqm – 20 sqm	> 20 sqm
Participation fee:	200.00 Euro / sqm	190.00 Euro / sqm
Own stand construction: location fee	90.00 Euro / sqm	
Late booking surcharge	from 15.02.2019	15.00 Euro / sqm

Exhibitors **without** a stand area in the gamescom entertainment area:

(Surcharge for companies without products relevant to end users: 500.00 Euro)

Stand package:	12 sqm – 20 sqm	> 20 sqm
Participation fee:	248.00 Euro / sqm	237.00 Euro / sqm
Own stand construction: location fee	137.00 Euro / sqm	
Late booking surcharge	from 15.02.2019	15.00 Euro / sqm

Additional costs

(Valid for exhibitors with a stand in the entertainment area and/or in the business area)

We will also charge a flat-rate fee per square meter of 9.50 Euro for energy costs* and an AUMA fee* of 0.60 Euro. Koelnmesse shall be entitled to charge a reasonable down payment for the services used for the event in question - e. g. electrical and water connections, stand cleaning, etc. - The down payment for services shall be assessed on the basis of the services charged for the previous event. The down payment for exhibitors who have not participated in the previous event shall total 35.50 Euro per square metre - plus the costs for the obligatory marketing services (Marketing Package); see Item 8.2, Special Participation Conditions. The costs given are net prices, not including German VAT.

The rental fee for stand area does not include the cost for any constructions.

*see Item 3 of the Special Section of the Conditions of Participation

5 Special day: 20.08.2019 Media and Trade Visitor Day

(official press day)
Tuesday, 20.08.2019, 09:00 a.m. – 07:00 p.m.

6 Build up period

business area / halls 1.1, 2.1, 2.2, 3.1*, 3.2, 4.1, 4.2
15.08.2019: 06:00 a.m. - 12:00 p.m./midnight
16.08. - 18.08.2019: 00:00 a.m. - 12:00 p.m./midnight
19.08.2019: 00:00 a.m. - 06:00 p.m.

entertainment area / halls 5 - 10
10.08.2019: 06:00 a.m. - 12:00 p.m./midnight
11.08. - 15.08.2019: 06:00 a.m. - 12:00 p.m./midnight
16.08. - 18.08.2019: 00:00 a.m. - 12:00 p.m./midnight
19.08.2019: 00:00 a.m. - 06:00 p.m.

***Note:** All construction activities in the outdoor and logistic areas of hall 3.1 have to be completed one day before (18.08.2019 at 8:00 p.m.) the other construction activities are completed. Delivery of all material and products for stand construction in hall 3.1 must be completed by this time. The outdoor and logistic areas of hall 3.1 have to be fully vacated by 19.08.2019 at 07:00 a.m.. From this point on, it is no longer possible to make further deliveries with vehicles nor use the logistic areas of hall 3.1. Construction activities inside hall 3.1 can continue until 19.08.2019 at 6:00 p.m..

7 Dismantling period

business area / halls 1 - 4
22.08.2019: 08:00 p.m. - 12:00 p.m./midnight
23.08. - 24.08.2019: 00:00 a.m. - 12:00 p.m./midnight

entertainment area / halls 5.2, 10.1:
24.08.2019: 08:00 p.m. - 12:00 p.m./midnight
25.08.2019: 00:00 a.m. - 12:00 p.m./midnight

entertainment area / halls 5.1, 6, 7, 8, 9, 10.2:
24.08.2019: 08:00 p.m. - 12:00 p.m./midnight
25.08.-26.08.2019: 00:00 a.m. - 12:00 p.m./midnight

On 24 August 2019 dismantling personnel obtain admission from 08:00 p.m. Trucks will be permitted to enter from 10:00 p.m.

Please note that the dismantling deadlines are mandatory and must therefore be observed. Depending on the hall in question, all stands and exhibits must be completely dismantled by 12 midnight on 24, 25 or 26 August. Moreover, all of the stand construction materials and other objects must have been completely removed from the halls and the outdoor area by these deadlines. Koelnmesse will remove and destroy all materials and objects that remain in the halls or the outdoor area after these deadlines and do so at the respective exhibitor's risk and expense. Koelnmesse can store such objects in exceptional cases, provided the items left at the exhibition centre are obviously valuable. Koelnmesse's further claims remain unaffected. Claims of whatever kind against Koelnmesse, and in particular claims for damages, are excluded in such cases.

8 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand area **beginning** spring 2019. The participation contract takes effect when you receive your stand confirmation, together with scaled sketches of your stand area and layout plans, **in or after** spring 2019.

9 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from www.koelnmesse-service-portal.de. You also have the option of requesting the Technical Guidelines in printed form and on CD-ROM. Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data together with your stand confirmation, beginning spring 2019.

Please observe the submission deadlines for ordering additional services.

10 Maximum stand height / special constructions

In addition to the technical guidelines, the following maximum height applies for stands and advertising:

Maximum stand height:
3,50m (hall 1.1, 2.1, 2.2, 3.2, 4.1 and 4.2), 8,00m (hall 6, 7, 8 and 9), 5,00m (hall 5.1, 5.2, 10.1 and 10.2). The exact stand height will be provided with our stand confirmation.

Maximum advertising height:
3,50m (hall 1.1, 2.1, 2.2, 3.2, 4.1 and 4.2), 8,00m (hall 6, 7, 8 and 9), 5,00m (hall 5.1, 5.2, 10.1 and 10.2). The advertising height applies to all advertising materials such as signs, banners, balloons.

On request, Koelnmesse can approve a higher stand height insofar as technical and construction-related requirements are met. Rear walls must be neutral in design.

Should you be planning a special construction (e.g. two-storey, cinema or audience space, outdoor space or other special constructions) you must submit two copies of the construction plans to Koelnmesse's Event Technology department at least eight weeks before the build up period begins (Technical Guidelines item 4.2.1).

For security reasons, sufficiently large zones for possible waiting lines inside the stands must be taken into account during stand planning. Taking waiting zones into account outside of one's own stand area is impermissible.

11 Scaled sketches of stands

Scaled sketches of stands will be available upon request from spring 2019.

12 Withdrawal / non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organiser can agree to the request for release from the contract only in exceptional cases if the stand area not required can be rented to another exhibitor. In this instance the organiser is entitled to demand a general reimbursement of the costs incurred corresponding to 25 % of the participation fee at least however the amount of 1,000.00 Euro. If the space cannot be re-rented, the full participation fee must be paid.

Please see "General Conditions of Participation", Item II.

13 Invoicing / Issuance of a new bill

You will receive the invoice for the stand rental fee along with your free exhibitor and stand construction passes **starting** in spring 2019. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

The details you have filled in on form 1.10 and 1.11 concerning the billing address are binding. There will be a fee for a new bill if it is issued for reasons for which Koelnmesse is not responsible. A flat-rate fee of 100.00 Euro will be charged for each new bill.

14 VAT identification number

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service – a so-called event service – in accordance with Art. 3a.4., Par. (2) of the German ordinance on the application of the VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. Exhibitors from the European Union need to enter their valid VAT identification number in the application form in order to be considered entrepreneurs. Exhibitors must immediately notify Koelnmesse of any changes to their VAT identification numbers.

15 Exhibitor passes

As an exhibitor, group organiser with an own stand space or as an exhibitor in a group stand you receive free of charge and valid for the period from the first day on which build up begins to the final day of dismantling:

- 3 exhibitor passes for a stand of up to 20 sqm
- 1 exhibitor pass for each further unit of 10 sqm up to a stand area of 100 sqm
- 1 exhibitor pass for each further unit of 20 sqm above 100 sqm

As a group organiser without an own stand space you receive 3 exhibitor passes free of charge.

Co-exhibitors and additionally represented companies do not receive free passes.

The passes will be sent together with the invoice for your stand rental fee. If more exhibitor passes are needed for stand personnel, they can be requested from Koelnmesse for a fee.

16 Stand construction passes

Stand construction passes allow your build up and dismantling personnel access to the fairgrounds during the build up and dismantling periods. The stand construction passes are only valid during the build up and dismantling periods.

As an exhibitor, group organiser with an own stand space or as an exhibitor in a group stand you receive free of charge:

- 4 construction passes for a stand of up to 20 sqm
- 1 construction pass for each further unit of 10 sqm up to a stand area of 100 sqm
- 1 construction pass for each further unit of 20 sqm above 100 sqm

As a group organiser without an own stand space you receive 3 stand construction passes free of charge.

Co-exhibitors and additionally represented companies do not receive free passes.

The passes will be sent together with the invoice for your stand rental fee. If more stand construction passes are needed, they can be requested from Koelnmesse.

17 Marketing services (Marketing Package)

The media services offered by Koelnmesse are the comprehensive and attention-grabbing solution for all stages of your trade-fair communication. Use of the marketing services listed under item 8.1 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs

Euro 260.00 per main exhibitor, group organiser and group participant
Euro 250.00 per co-exhibitor and other represented companies.

Our official contractual partners will provide you with all order information and documents for the offered marketing services. Please note that your company's participation requires Koelnmesse's approval.

Therefore this approval is also a prerequisite for any offers or order confirmations.

Please note: The editorial and advertising deadline is 28.06.2019.

Unofficial lists of exhibitors

So-called registration offers for seemingly official exhibitors' directories lead to confusion and enquiries from numerous exhibitors. Without having been asked, the providers of these exhibitors' directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. In fact, however, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH. The official media are exclusively issued by Koelnmesse GmbH, in cooperation with the media publishing house commissioned by Koelnmesse GmbH. Entries in the official fair media can only be ordered through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

18 Use of copyright and related rights

Musical renditions of all kinds require the approval of the German Author's Rights Society (GEMA) in accordance with Copyright Law. Musical renditions which are not registered may result in compensation claims brought by the GEMA (§ 97 Copyright Law).

Applications and queries should be addressed to:

GEMA – KundenCenter
11506 Berlin, Germany
Telephone: +49 30 588 58 999
Fax: +49 30 212 92 795 or at
www.gema.de.

For the use of copyright and related rights of the private broadcasting industry in Germany and of several broadcasters from other countries, VG Media has drawn up tariffs and published these in the Bundesanzeiger and at www.vgmedia.de. In return for payment of an appropriate amount, Verwertungsgesellschaft Media permits its license holders the use of the rights.

Applications and queries should be addressed to:

Verwertungsgesellschaft Media
Gesellschaft zur Verwertung der Urheber- und
Leistungsschutzrechte von Sendeunternehmen und Presseverlegern mbH
Lennestraße 5
10785 Berlin, Germany
e-mail: info@vgmedia.de
Telephone: +49 30 20 62 00-0
Fax: +49 30 20 62 00-33

19 „Infoscout" information service for visitors

The information about your company that you submitted on Forms 1.10 to 1.30 will be made available at the information stands in the halls for interested visitors during the event. Furthermore, you can find out about **trade representative vacancies** with Koelnmesse's electronic information system "Infoscout".

You can use the enclosed form Z.03 to specify this offer according to products, countries or regions.

Exhibitors and visitors can use "Infoscout" free of charge.

20 Sampling

Handing out free product samples (especially energy drinks) to people outside the stand is not permitted without prior written consent from Koelnmesse GmbH. Distributing product samples is only permitted in the stand area indicated on the permission form. Distribution outside the stand area is not permitted.

21 Koelnmesse representatives abroad

Koelnmesse has representative offices in over 80 countries, as well as in Berlin. If you have any questions, they will gladly assist you at any time. A list of these offices is available on the Internet at www.koelnmesse.de

22 Other

Information on advertising and press services is available in the Koelnmesse-Service-Portal under www.koelnmesse-service-portal.de. The distribution of advertising material outside the stand area is not permitted.

23 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
Exhibitor Service	-2880, -3246, -3311	-3099
Press	-2528, -2333	-3544, -3977
Protocol	-3014	-3402
Accounts department	-2378	-3174
exhibitor passes, catalogue, admission ticket vouchers	-2994	-3437
Congresses, special events, conference rooms	-2223	-3430
Security office north	-2551, -2552	-3780
Security office east	-2550, -2549	-3450
Stand construction services	-3998	-3999
Technical services	-3998	-3992
Marketing services (Outdoor/hall advertising)	-2925	-3501
Marketing Package	-2824	
Event Technology Department	-3879	-3970
Car parking	-2978	-3209
Traffic controlling (truck parking)	-2978	-3209
Forwarding businesses (customs clearance/storage/transport) Schenker	+49 221 981310	+49 221 318890
Insurance	+49 221 77155824	+49 180
Security	-2456, -2818	-3435
Arranging staff – Hostesses / service staff	+49 221 28492-06	+49 221 8800066
– Build up / dismantling staff	-2882	+49 221 45559636
Food service/stand catering		
Aramark Restorations GmbH	+49 221 284-8584	+49 221 284-8599
Hotel accommodation	-2370	-3739