



**APPLICATION FORMS**  
**SECURE YOUR STAND NOW**

**COLOGNE, 02.02.-05.02.2020**

**THE FUTURE & HEART  
OF SWEETS & SNACKS**

The world's largest trade fair  
for sweets and snacks

[www.ism-cologne.com](http://www.ism-cologne.com)





## Checklist for preparing your participation at ISM 2020



ISM 2020  
The world's largest trade fair for sweets and snacks  
02.–05.02.2020

Obligatory		done?
Application main exhibitor with Form 1.10, 1.29 and 1.30	Until hall planning begins on 06.05.2019 <b>(Early bird discount by 30.04.2019)</b>	<input type="radio"/>
Application co-exhibitors/additionally represented companies using Form 1.20/1.21 and Form 1.29 and 1.30 <b>respectively</b>	by 03.12.2019 <b>NEW</b>	<input type="radio"/>
Editorial and advertising deadline Marketing Package	<b>by 03.12.2019 NEW</b>	<input type="radio"/>
As requested		
Application for All-inclusive-stand package with Form S.12	Deadline for submission: 8 weeks before stand construction period starts Stand construction: Tel. +49 221 821-3998 standbau-services@koelnmesse.de	<input type="radio"/>
Order additional exhibitor passes with Form Z.01	Exhibitor Support Tel. +49 221 821-2994 Fax +49 221 821-3437 tickets@koelnmesse.de	<input type="radio"/>
Order free advertising materials for your customer acquisition	Until 2 weeks before the start of the fair	<input type="radio"/>
Order other services related to you trade fair presentation (e. g. cleaning power and water supply, hostesses etc.)	Submission deadline according to order deadlines at Koelnmesse-Service-Portal  Order via Koelnmesse-Service-Portal (www.koelnmesse-service-portal.com)  After receiving the stand space confirmation, you will receive the log-in data for Koelnmesse-Service-Portal (probably available online starting from October 2019)	<input type="radio"/>
Order parking space for containers/refrigerated trucks	Before the start of the fair (subject to availability)  Order via Koelnmesse-Service-Portal (www.koelnmesse-service-portal.com).  After receiving the stand space confirmation, you will receive the log-in data for Koelnmesse-Service-Portal (probably available online starting from October 2019)	<input type="radio"/>
Application stand parties	Until 6 weeks before the start of the fair Security: m.popodi@koelnmesse.de	<input type="radio"/>
Application musical renditions	Before the start of the fair  GEMA Bezirksdirektion Stuttgart Herdweg 63, 70174 Stuttgart, Germany Tel. +49 711 2252 794 www.gema.de/messen, messe@gema.de	<input type="radio"/>
Reserve office and/or conference rooms	Before the start of the fair (subject to availability) KölnKongress: p.steinleger@koelnkongress.de	<input type="radio"/>
Use the "Infoscout" – information service for visitors with Form Z.03 and Form Z.04	Until 2 weeks before the start of the fair	<input type="radio"/>

## Essential information

Please also refer to our enclosed Conditions of Participation.



ISM 2020

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## The application form includes

Essential information

The forms:

- 1.10 Application for main exhibitor\*
- 1.11 Enclosure to the application for main exhibitor
- 1.20 Application for co-exhibitors
- 1.21 Application for additionally represented companies
- 1.29 List of Products: Trend topics/target and sales markets
- 1.30 List of Products\*
- S.12 Koelnmesse GmbH All-inclusive-stand package
- Z.01 Exhibitor passes against payment
- Z.03 Infoscout - Trade agents sought
- Z.04 Infoscout - Visitor Information System

**\*Must be returned**

Conditions of Participation General Section

Conditions of Participation Special Section

Koelnmesse GmbH subsidiaries, representatives and information centres

## 1 Opening hours

For exhibitors:

Sunday - Tuesday from 8:00 a.m. to 7:00 p.m.

Wednesday from 8:00 a.m. to 5:00 p.m.

For visitors:

Sunday - Tuesday from 9:00 a.m. to 6:00 p.m.

Wednesday from 9:00 a.m. - 4:00 p.m.

## 2 Application

**Form 1.10** must be submitted by each main exhibitor. Please fill out the application form completely and have a responsible person sign it. The application is only valid when accompanied by the list of products on **Form 1.30**. Co-exhibiting\* or additionally represented companies need to be registered using **Form 1.20** or **Form 1.21** respectively. A separate list of products (**Form 1.30**) has to be filled out for each of these companies. \*see Item V of the General Section of the Conditions of Participation

**Start of hall planning: 06.05.2019.**

## 3 Participation costs

The minimum stand size is 12 m<sup>2</sup>.

The participation fee (plus VAT) is:

for applications until 30 April 2019	<b>EUR 177.00 per m<sup>2</sup></b>
for applications as of 1 May 2019	<b>EUR 221.50 per m<sup>2</sup></b>

– Application forms received by Koelnmesse GmbH –

For applications until 30 April 2019 and occupation of a stand area of over 199 m<sup>2</sup>, the participation fee per m<sup>2</sup> from the 200th m<sup>2</sup> amounts to Euro 166.00, insofar as you have previously taken part in the ISM 2017, 2018 and 2019 events as a main exhibitor and the participation fee has been paid in full for each; this does not apply to organisers of group stands.

In addition, a flat rate energy fee\* of Euro 9.50 per m<sup>2</sup> will be imposed. The down payment for exhibitors who have not participated in the previous event shall total Euro 19.50 per m<sup>2</sup> - plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Participation Conditions.

All prices are net prices plus 19 % 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

## 4 All-inclusive-stand package ISM 2020/ turn key-stands

We are offering you a complete stand package for ISM 2020, which can be ordered using form S.12. In addition, further turn key-stands are available in various executions. Information on the complete stand package and further turn key-stands is available by phone on **+49 221 821-3998**.  
[www.koelnmesse.com/en/leistungenundservices/standbau/index.php](http://www.koelnmesse.com/en/leistungenundservices/standbau/index.php)

## 5 Build up period

**Start of build up period: Thursday, 30 January 2020, 8:00 a.m.**

**End of build up period: Saturday, 1 February 2020 8:00 p.m.**

Build up should be completed by **8:00 p.m. on February, 1st 2020.**

## 6 Dismantling period

**Start of dismantling period: 4:00 p.m. on Wednesday, 05. February 2020**

**05.02.2020: from 4:00 p.m. consistently to**

**06.02..2020: till midnight**

**07.02.2020: 7:00 a.m. – 6:00 p.m.**

**From 06.02.2020, midnight till 07.02.2020, 7:00 a.m. dismantling is not possible!**

Dismantling may not begin earlier than **4:00 p.m.** on 5 February 2020.

**A contractual penalty of up to Euro 5,000.00 may be imposed for violating this agreement. See Item 1.3 of the Special Section of the Conditions of Participation.**

## 7 Stand area confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand **starting** in July 2018.

## 8 Technical guidelines/services

Our entire range of services, with technical assembly guidelines, can be found online at the Koelnmesse-Service-Portal ([www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com)). You will shortly receive your log-in data after the receipt of your stand confirmation area.

**Please note the order deadlines.**

## 9 Height regulation

The permitted stand height (incl. signage, transparencies and any other advertising/promotional structures) has been set at **4.50 metres**. Koelnmesse GmbH is prepared to authorise a greater height on application provided the hall structural or technical installations do not prevent this. Structures on the boundaries of the space allocated adjoining neighbouring exhibitors may not have advertising/promotional material above 2.50 meters (the technical guidelines can be downloaded via the exhibition homepage or via [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com)).

**Two-storey constructions are not allowed.**

## 10 Scaled sketches of stands

Sketches of stands can be provided on a scale of 1:200 upon request by the **exhibiting companies.**

## 11 Cancellation/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. If the space cannot be re-rented, the full participation fee must be paid. Please see Item II of the "General Conditions of Participation".

## 12 Invoice

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

## 13 Reimbursement of VAT

As a rule, Koelnmesse GmbH 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 GmbH will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. If, in exceptional cases, services are not provided as uniform offerings in the sense described above and statutory VAT is charged, foreign exhibitors (proprietors) may receive a refund of the invoiced VAT provided they fulfil the legal requirements.

Further details are available on the Internet at: [www.bzst.bund.de](http://www.bzst.bund.de).

## 14 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which build up begins to the final day of dismantling:

- three passes for a stand of up to 20 m<sup>2</sup>
- one pass for each further unit or part unit of 10 m<sup>2</sup> up to a stand area of 100 m<sup>2</sup>
- one pass for each further unit or part unit of 20 m<sup>2</sup> above this area

## 15 Work passes

You will receive free work passes that allow your **company's** personnel access to the fair grounds during the build up and dismantling periods.

## 16 Marketing services (Marketing Package)

The marketing services offered by Koelnmesse GmbH are the comprehensive and attention-grabbing solution for all stages of your trade fair communication. Use of the marketing services listed under Item 7.1 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

**Euro 990.00 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 marketing services offered. 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 03.12.2019. NEW**

**A note on unofficial exhibitors' directories**

So-called registration offers for seemingly official exhibitor's directories lead to confusion and enquiries from numerous exhibitors. Without having been asked, the providers of these exhibitor's 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 publisher 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.

## 17 Koelnmesse GmbH foreign representations

Koelnmesse GmbH has representative offices in over 100 countries. They will gladly assist you at any time. A list of these offices is available on the Internet at [www.koelnmesse.com](http://www.koelnmesse.com)

## 18 Advertising

If you hand out any bags, their dimensions may not exceed 40 x 30 x 10 cm; empty bags should not be handed out. The distribution of advertising material or tasting samples outside the stand area is not permitted.

## Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-	e-mail
<b>ISM Project Team</b>			
Director: Sabine Schommer			
Project Assistant: Francesco Voncken	-3061	-3340	f.voncken@koelnmesse.de
Sales Manager: Claudia Majchrowicz	-3899	-3340	c.majchrowicz@koelnmesse.de
Sales Manager: Jan Philipp Hartmann	-2712	-3340	j.hartmann@koelnmesse.de
Sales Manager: Michaela Weiden (Cologne Coffee Forum)	-3270	-3340	m.weiden@koelnmesse.de
<b>Exhibitor Support</b>			
Business Tickets	-2994	-3437	tickets@koelnmesse.de
Additional exhibitor passes	-2994	-3437	tickets@koelnmesse.de
Technical Services (electricity, water, cleaning etc.)	-3998	-3993	services@exhibitor.koelnmesse.de
<b>Event programme/Special events</b>	-2058	-2866	n.rau@koelnmesse.de
<b>Visitor service</b> - Trade visitor registration, tickets	+49 1806002200	-991220	ism@visitor@koelnmesse.de
<b>Press</b> - Accreditation, Press boxes, photographers	-2076, -2366	-3544	p.krause@koelnmesse.de
<b>Protocol</b>	-2502	-3402	c.martini@koelnmesse.de
<b>Financial accounting</b> - Payments, cost items, accounts	-2378	-3174	c.riegermann@koelnmesse.de
<b>Congresses, special events, conference rooms</b>	-2223	-3430	p.steinleger@koelnkongress.de
<b>Security office east</b>	-2550, 2549	-3450	mewaost@koelnmesse.de
<b>Koelnmesse-Service-Portal</b> (Online orders, services, access data, support)	-3666	-3999	koelnmesse-service-portal@koelnmesse.de
<b>Stand construction service</b>	-3998	-3999	standbau-services@koelnmesse.de
<b>Marketing services</b> (advertising space)	-3998	-3999	marketing-Services@koelnmesse.de
<b>Advertising</b>	-2473		b.remmel@koelnmesse.de
<b>Marketing Package, advertising material</b>	+49 20136547-254		ism@neureuter.de
<b>Exhibition facilities</b> - Technical issues	-3666	-3999	approval@koelnmesse.de
<b>Car parking</b>	+49 221 989459323	-3999	parkticket-kws@wis-sicherheit.de
<b>Truck parking</b>	-2978	-3209	t.krohm@koelnmesse.de
<b>Forwarding agents</b> (customs clearance/storage/transport) - Schenker	+49 221 98131-0	+49221 98131-8890	fairs.koeln@dbschenker.com
<b>Insurance</b>	-3998	-3999	services@exhibitor.koelnmesse.de
<b>Security</b>	-2818	-3435	m.popodi@koelnmesse.de
<b>Arranging personnel</b> - Hostesses/service staff as well as build up/dismantling personnel	+49 211 26009010 +49 173 7016180		j.aderhold@staff.direct
<b>Restaurants/Stand catering</b>	+49 221 2848584	+49 221 2848599	aramark@catering-koelnmesse.com
<b>Hotel accommodation/Travel services</b>	-2479	-3999	hotel-services@koelnmesse.de



## Wichtiger Hinweis: Kein vorzeitiger Standabbau!

Vor dem offiziellen Abbaubeginn, Mittwoch, 05.02.2020, 16:00 Uhr darf der Stand weder ganz noch teilweise geräumt werden. Koelnmesse GmbH **ist berechtigt, gegen den Aussteller für jeden Fall** der Zuwiderhandlung eine nach Schwere des Falles zu bemessene Konventionalstrafe **in Höhe von bis zu Euro 5.000,00 zu verhängen, und/oder die Zulassung des Ausstellers zu folgenden Veranstaltungen abzulehnen.** Auf die Regelung unter Ziffer 1.3 der Besonderen Teilnahmebedingungen wird verwiesen.

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## Important: Stands may not be dismantled early!

Stands may not be partially or completely cleared before the official dismantling period begins at 4:00 p.m. on Wednesday, 05.02.2020. Koelnmesse GmbH **has the right to impose a fine of up to Euro 5,000.00 for each time that an exhibitor** violates this regulation. The size of the fine will depend on the seriousness of the violation. Koelnmesse GmbH may **in addition/as an alternative bar the exhibitor in question from participating** in the following event. Please note the regulation in Item 1.3 of the Special Section of the Conditions of Participation.

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Please send to:

Koelnmesse GmbH  
 Messeplatz 1  
 50679 Köln  
 Germany  
 Fax +49 221 821-3340  
 ism@koelnmesse.de



02.-05.02.2020

Client number:

0	0	2	0
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Main exhibitor:

**Application for main exhibitor**  
 Must be returned. List of Products (Form 1.30) must be filled in for application to be valid.  
 Start of hall planning: 06.05.2019

**1.10**

**1 Main exhibitor**

**1.1 Address:**

Company name: (give particulars of legal status such as "Limited, Corporation" etc.)

\_\_\_\_\_

\_\_\_\_\_

Street: \_\_\_\_\_

Postcode/town: \_\_\_\_\_

P.O.Box: \_\_\_\_\_

Country: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Internet: \_\_\_\_\_

President/owner:  
 (Please enter first and last name)

Mr  Ms

Correspondance language:  
 German  English

Register  
 first letter of  
 company name: \_\_\_\_\_

Contact person for the exhibition is:

Mr  Ms

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

**1.2 We are:**

- Manufacturers  Association/organisation  
 Importers  Specialist media  
 Marketing company

**1.3 We are registered with the:**

Commercial register

At the Magistrate  
 Court in: \_\_\_\_\_

Commercial  
 Register no.: \_\_\_\_\_

**1.4 Turnover tax ID number (VAT):**

(Required information for companies from EU countries)

\_\_\_\_\_

**1.5 Subsidiary/branch of parent company/group:**

Company: \_\_\_\_\_

Street: \_\_\_\_\_

Postcode/town: \_\_\_\_\_

Country: \_\_\_\_\_

**1.6 We are members of the following associations:**

\_\_\_\_\_

**2 Stand requests:** (subject to availability)

**2.1 According to the Conditions of Participation we order the following stand area at a price (plus VAT) of:**

for applications until 30 April 2019 **EUR 177.00 per m<sup>2</sup>**  
 for applications as of 1 May 2019 **EUR 221.50 per m<sup>2</sup>**

**plus EUR 990.00 Marketing Package**

plus EUR 9.50 per m<sup>2</sup> flat-rate energy fee  
 The down payment for exhibitors who have not participated in the previous event shall total Euro 19.50 per m<sup>2</sup> - plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Participation Conditions.

Area in m<sup>2</sup>

Frontal width in meters	min	max
-------------------------	-----	-----

Depth in meters	min	max
-----------------	-----	-----

Type of stand:  Terrace stand  Corner stand  
 Two corner stand  Island stand

**Deviations from the requested type of stand do not provide grounds for an objection to be made under item II, para. 2 of the General Section of the Conditions of Participation.**

**2.2  We are interested in stand construction from Koelnmesse GmbH and would like to receive further information.**

To order an all-inclusive-stand package directly, please fill in the form S.12. There you will find further information on construction, equipment and furnishings.

**3 Products or services to be exhibited**

**The application is only valid with the attached List of Products (form 1.30)!**

Please indicate your products/services on the enclosed list of products (form 1.30). Only goods listed here are permitted at ISM.

**Data Protection Notice:**

You can read our Data Protection Notice in the complete participation documents and at any time under [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice).

We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice).

I can withdraw my consent at any time in the future (by sending an e-mail to [datenschutz-km@koelnmesse.de](mailto:datenschutz-km@koelnmesse.de))

**By signing and returning the application form, we acknowledge that the General and the Special Sections of Koelnmesse GmbH's Conditions of Participation as well as the stipulations of the Koelnmesse-Service-Portal (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.**

**X**

Date, place, legally binding signature of the main exhibitor

Please send to:

Koelnmesse GmbH  
 Messeplatz 1  
 50679 Köln  
 Germany  
 Fax +49 221 821-3340  
 ism@koelnmesse.de



02.-05.02.2020

Client number

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Name of main exhibitor:

**Enclosure to the application  
 for main exhibitor**  
 Invoice address/  
 address for correspondence

**1.11**

**1 Alternative invoice address**

If the **invoice** should be sent to an address other than the one given in Form 1.10, please enter it below:

Company/name:

\_\_\_\_\_

\_\_\_\_\_

Street:

\_\_\_\_\_

P.O. Box:

\_\_\_\_\_

Postcode/town:

\_\_\_\_\_

State/  
country:

\_\_\_\_\_

Tel.:

\_\_\_\_\_

Fax:

\_\_\_\_\_

e-mail:

\_\_\_\_\_

Language of correspondence:

German  English

**Note:**

If the invoice recipient does not make payment, the registered company is liable for payment!

**2 Alternative correspondence address**

If **correspondence** should be sent to an address other than the one given in Form 1.10, please enter it below:

Company/name:

\_\_\_\_\_

\_\_\_\_\_

Street:

\_\_\_\_\_

P.O. Box:

\_\_\_\_\_

Postcode/town:

\_\_\_\_\_

State/  
country:

\_\_\_\_\_

Tel.:

\_\_\_\_\_

Fax:

\_\_\_\_\_

e-mail:

\_\_\_\_\_

Language of correspondence:

German  English

**Turnover tax ID number (VAT):**

(Required information for companies from EU countries)

\_\_\_\_\_

Contact person (exhibitor) for the event is:

Mr  Ms

\_\_\_\_\_

Tel.:

\_\_\_\_\_

Fax:

\_\_\_\_\_

e-mail:

Position at  
the company:

\_\_\_\_\_

**Data Protection Notice:**

You can read our Data Protection Notice in the complete participation documents and at any time under [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice).

We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice). I can withdraw my consent at any time in the future (by sending an e-mail to [datenschutz-km@koelnmesse.de](mailto:datenschutz-km@koelnmesse.de))

**X**

Place, date, legally binding signature of the main exhibitor



Please send to:

Koelnmesse GmbH  
 Messeplatz 1  
 50679 Köln  
 Germany  
 Fax +49 221 821-3340  
 ism@koelnmesse.de



02.-05.02.2020

Client number:

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Main exhibitor:

## Application for co-exhibitors\*

List of products (Form 1.30) must be filled in for application to be valid

# 1.20

In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following co-exhibitors at our stand:

If you need to register more than two co-exhibitors, please photocopy the blank form first.

Company name: (give particulars of legal status such as "Limited, Corporation" etc.)

\_\_\_\_\_

Street:

\_\_\_\_\_

Postcode/town

\_\_\_\_\_

P.O. Box

\_\_\_\_\_

Country:

\_\_\_\_\_

Tel.:

\_\_\_\_\_

Fax:

\_\_\_\_\_

e-mail:

\_\_\_\_\_

Internet:

\_\_\_\_\_

Contact person: (please give first and family name)

Mr.  Ms.

\_\_\_\_\_

e-mail:\*

\_\_\_\_\_

Tel.:\*

\_\_\_\_\_

Fax:\*

\_\_\_\_\_

\* this box is mandatory

Company name: (give particulars of legal status such as "Limited, Corporation" etc.)

\_\_\_\_\_

Street:

\_\_\_\_\_

Postcode/town

\_\_\_\_\_

P.O.Box:

\_\_\_\_\_

Country:

\_\_\_\_\_

Tel.:

\_\_\_\_\_

Fax:

\_\_\_\_\_

e-mail:

\_\_\_\_\_

Internet:

\_\_\_\_\_

Contact person: (please give first- and family name)

Mr.  Ms.

\_\_\_\_\_

e-Mail:

\_\_\_\_\_

Tel.:

\_\_\_\_\_

Fax:

\_\_\_\_\_

Please provide a separate list of products (Form 1.30) for each co-exhibitor that you register.

X

Date, place, legally binding signature of the main exhibitor

Client number:

0	0	2	0
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Register first letter of company name:

\_\_\_\_\_

The company is:  Manufacturer

Importers

Marketing company

Association/organisation

Specialist media

The company is represented with:

own products

own staff

own company sign

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

The participation fee per co-exhibitor is to Euro 300.00 (plus VAT) and will be charged to the main exhibitors' account. This fee does not include the entry in the Marketing Package, see Item 7.2 Special Participation Conditions.

Client number:

0	0	2	0
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Register first letter of company name:

\_\_\_\_\_

The company is:  Manufacturer

Importers

Marketing company

Association/organisation

Specialist media

The company is represented with:

own products

own staff

own company sign

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

The participation fee per co-exhibitor is to Euro 300.00 (plus VAT) and will be charged to the main exhibitors' account. This fee does not include the entry in the Marketing Package, see Item 7.2 Special Participation Conditions.

### \* Explanation "Co-exhibitors":

Co-exhibitors are companies with their own products and their own staff that use the stand area of a main exhibitor. Consolidated companies and subsidiaries count as co-exhibitors.

### Data Protection Notice:

You can read our Data Protection Notice in the complete participation documents and at any time under [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice). We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice).

I can withdraw my consent at any time in the future (by sending an e-mail to [datenschutz-km@koelnmesse.de](mailto:datenschutz-km@koelnmesse.de))

Please send to:

Koelnmesse GmbH  
 Messeplatz 1  
 50679 Köln  
 Germany  
 Fax +49 221 821-3340  
 ism@koelnmesse.de



02.-05.02.2020

Client number:

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Main exhibitor:

**Application for additionally represented companies\***  
 List of products (Form 1.30) must be filled in for application to be valid

1.21

**In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following additionally represented companies at our stand:**

If you need to register more than two additional companies, please photocopy the blank form first.

Company name: (give particulars of legal status such as "Limited, Corporation" etc.)

---

Street:

Postcode/town

P.O.Box:

Country:

Tel.:

Fax:

e-mail:

Internet:

Contact person:

Mr  Ms

e-mail contact person:

Client number:

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Register first letter of company name:

---

The company is:  Manufacturer  Association/organisation  
 Importers  Specialist media  
 Marketing company

The company is represented with:  own products  
 own company sign

Turnover tax ID number (VAT):  
 (Required information for companies from EU countries)

**The Marketing Package is obligatory for additional represented companies, see Item 7.2 Special Participation Conditions.**

Company name: (give particulars of legal status such as "Limited, Corporation" etc.)

---

Street:

Postcode/town

P.O.Box:

Country:

Tel.:

Fax:

e-mail:

Internet:

Contact person:

Mr  Ms

e-mail contact person:

Client number:

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Register first letter of company name:

---

The company is:  Manufacturer  Association/organisation  
 Importers  Specialist media  
 Marketing company

The company is represented with:  own products  
 own company graphics

Turnover tax ID number (VAT):  
 (Required information for companies from EU countries)

**The Marketing Package is obligatory for additional represented companies, see Item 7.2 Special Participation Conditions.**

**Please provide a separate list of products (Form 1.30) for each additional represented company that you register.**

\* **Explanation "Additionally represented companies":**  
 Additionally represented companies are companies with their own product, but without their own staff, that use the stand area of a main exhibitor.

**Data Protection Notice:**

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X

Date, place, legally binding signature of the main exhibitor

Main exhibitor:

Please send to:

Koelnmesse GmbH  
 Messeplatz 1  
 50679 Köln  
 Germany  
 Fax +49 221 821-3340  
 ism@koelnmesse.de



02.-05.02.2020

List of products: Trend topics/  
 target and sales markets  
 Multiple responses possible  
 (additional classification characteristics)

1.29

Name of main exhibitor:

(Please also fill in if co-exhibitor/additionally represented company is indicated)

Name of co-exhibitor/additionally represented company:

(Please fill in a separate List of Goods for each co-exhibitor/additionally represented company)

(Please check the appropriate box, multiple responses possible)

**Trend topics**

The following trend topics will be communicated separately at ISM. They will provide additional guidance to your relevant Visitor target groups.

- |  |   |
|--|---|
| <input type="checkbox"/> Halal                 | <input type="checkbox"/> Functional                   |
| <input type="checkbox"/> Kosher                | <input type="checkbox"/> Handcrafted products/Artisan |
| <input type="checkbox"/> Organic               | <input type="checkbox"/> Private label                |
| <input type="checkbox"/> Fair trade            | <input type="checkbox"/> Limited edition              |
| <input type="checkbox"/> Sugar free            | <input type="checkbox"/> Impulse packages             |
| <input type="checkbox"/> Allergy friendly      | <input type="checkbox"/> Vegetarian                   |
| <input type="checkbox"/> Reformulated products | <input type="checkbox"/> Vegan                        |

**Our target/sales markets are:**

- |                                       |   |  |  |   |
|---------------------------------------|---|--|--|---|
| <b>Africa</b>                         | <b>The Americas</b>                             | <b>Asia</b>                              | <b>Europe</b>                                  | <b>Oceania</b>                          |
| <input type="checkbox"/> South Africa | <input type="checkbox"/> USA                    | <input type="checkbox"/> China           | <input type="checkbox"/> Western Europe        | <input type="checkbox"/> Australia      |
| <input type="checkbox"/> West Africa  | <input type="checkbox"/> Canada                 | <input type="checkbox"/> Japan           | <input type="checkbox"/> Northern Europe       | <input type="checkbox"/> New Zealand    |
| <input type="checkbox"/> East Africa  | <input type="checkbox"/> Mexico                 | <input type="checkbox"/> South East Asia | <input type="checkbox"/> Southern Europe       | <input type="checkbox"/> Others Oceania |
| <input type="checkbox"/> North Africa | <input type="checkbox"/> Colombia               | <input type="checkbox"/> India           | <input type="checkbox"/> Russia                |   |
|                                       | <input type="checkbox"/> Brazil                 | <input type="checkbox"/> Middle East     | <input type="checkbox"/> Turkey                |   |
|                                       | <input type="checkbox"/> Others Central America |  | <input type="checkbox"/> Others Eastern Europe |   |
|                                       | <input type="checkbox"/> Others South America   |  |  |   |

**Global Opportunities**

We are interested in the following Koelnmesse events around the world. Please send us further information.

- |   |  |   |
|---|--|---|
| <b>Cologne</b>  | <b>Global</b>  |   |
| <input type="checkbox"/> Eu'Vend & coffeena<br>Cologne, Germany | <input type="checkbox"/> Thaifex – World of food Asia<br>Bangkok, Thailand | <input type="checkbox"/> ANUFOOD China<br>Beijing, China      |
| <input type="checkbox"/> Veganfach<br>Cologne, Germany          | <input type="checkbox"/> Alimentec<br>Bogota, Columbia                     | <input type="checkbox"/> ANUFOOD Brazil<br>São Paulo, Brazil  |
|   | <input type="checkbox"/> Annapoorna – World of food India<br>Mumbai, India | <input type="checkbox"/> Wine & Gourmet Japan<br>Tokyo, Japan |
|   | <input type="checkbox"/> Yummex Middle East<br>Dubai, UAE                  |   |

Please send to:

Koelnmesse GmbH  
 Messeplatz 1  
 50679 Köln  
 Germany  
 Fax +49 221 821-3340  
 ism@koelnmesse.de



02.-05.02.2020

Client number:

0 0 2 0

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Main exhibitor:

**List of Products**

This directory of products shall not be considered the basis for automatic entry in the directory of products in the official fair media. Our official contractual partners will provide you with all order information and documents for the marketing services offered.

**1.30**

Please fill in and return with your application

**Name of exhibitor/co-exhibitor/additionally represented company:**\* Please use one list of products per company

**Main exhibits: (max. 2 entries)**  
 (Please complete absolutely)

No:

No:

**For co-exhibitors/additionally represented company:**  
 Name of main exhibitor:

**Products in packets ready to sell in shops**

(Please check the appropriate box, multiple responses possible)

- 1 Chocolate, chocolate products
- 2 Sugar confectionery
- 3 Biscuits
- 4 Snack foods
- 5 Trend Snacks
- 6 Natural Sweets
- 7 Breakfast Snacks
- 8 Ice cream, deep-frozen confectionery
- 9 Other

**1 CHOCOLATE, CHOCOLATE PRODUCTS**

- 1.10 Alpine milk chocolate/Alpine cream chocolate/Alpine full-milk chocolate
- 1.11 Dark chocolate/Dark cream chocolate
- 1.12 Flaked cracknel chocolate
- 1.13 Block chocolate
- 1.14 Capuccino chocolate
- 1.15 Cola chocolate
- 1.16 Chocolate with fructose and/or sweeteners/Diet chocolate
- 1.17 Superior dark chocolate/Superior full-milk chocolate
- 1.18 Peanut chocolate
- 1.19 Nut chocolate in transparent packing
- 1.20 Fruit chocolate (orange/lemon)
- 1.21 Fruit chocolate with cream
- 1.22 Household chocolate/Household milk chocolate
- 1.23 Ginger chocolate
- 1.24 Yoghurt chocolate (filled and solid)
- 1.25 Cocoa powder, retail pack
- 1.26 Instant cacao powder, retail packs
- 1.27 Chocolate crisp
- 1.28 Coconut chocolate
- 1.29 Creme chocolate
- 1.30 Cracknel chocolate
- 1.31 Chocolate coating, retail packs
- 1.32 Aero chocolate
- 1.33 Almond chip chocolate
- 1.34 Almond cracknel chocolate
- 1.35 Almond praline/Hazelnut praline chocolate
- 1.36 Almond-hazelnut chocolate
- 1.37 Marzipan chocolate
- 1.38 Milk chocolate
- 1.39 Hazelnut milk chocolate
- 1.40 Mocha chocolate, Mocha-cream chocolate,solid/filled
- 1.42 Nougat (Hazelnut praliné) chocolate/Nougat cracknel chocolate

- 1.43 Nut-brittle chocolate, Nut-nougat chocolate
- 1.44 Peppermint chocolate, solid/filled
- 1.45 Small bars of peppermint chocolate, solid/filled
- 1.48 Tablet of filled chocolate squares
- 1.49 Puffed-rice chocolate
- 1.50 Cream chocolate
- 1.51 Rum and almond chocolate
- 1.52 Rum and raisin chocolate
- 1.53 Rum, hazelnut and raisin chocolate
- 1.54 Cream chocolate/cream cracknel chocolate
- 1.55 Alcohol-filled chocolate
- 1.56 Small bar of chocolate
- 1.57 Chocolate covering (see coating)
- 1.58 Truffle chocolate
- 1.59 Full-milk chocolate
- 1.60 Full-milk cracknel
- 1.61 Full-milk almond chocolate
- 1.62 Full-milk mocha chocolate
- 1.63 Full-milk hazelnut chocolate
- 1.64 Full-milk nut chocolate
- 1.65 Full-milk chocolate with whole almond or nuts
- 1.66 White chocolate
- 1.67 Flavoured white chocolate
- 1.68 Dark (semi-sweet) chocolate
- 1.69 Dark (semi-sweet) chocolate with whole nuts

**Chocolates**

- 1.70 Alcohol-filled chocolates
- 1.71 Dessert chocolates
- 1.72 Pralines with fructose and/or sweeteners/Diet pralines
- 1.73 Peanut chips/peanut lumps/peanut pyramids
- 1.74 Chocolate sticks with flavoured, liquid centres
- 1.75 Fondant chocolates
- 1.76 Fruit chocolates (pineapple, apple, strawberry, raspberry, cherry, orange)
- 1.78 Coated jellies
- 1.79 Yoghurt chocolates
- 1.80 Creme chocolates
- 1.81 Chocolates coated coffee beans and coffee chocolates, solid/filled
- 1.83 Advocat chocolates
- 1.84 Cracknel chocolates
- 1.85 Liqueur chocolates
- 1.86 Almond chocolates/almond splitz/almond lumps/almond pyramids
- 1.87 Marzipan chocolates/marzipan and walnut chocolates
- 1.88 Mocha beans and mocha chocolates, solid/filled
- 1.90 Mozartkugeln
- 1.91 Nougat (hazelnut nougat) chocolates



Main exhibitor/co-exhibitor/additionally represented company:

Client number:

0 0 2 0

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<input type="checkbox"/>	1.92	Creme praline chocolates
<input type="checkbox"/>	1.93	Hazelnut lumps/hazelnut pyramids/hazelnut chips
<input type="checkbox"/>	1.94	Hazelnut chocolates
<input type="checkbox"/>	1.95	Peppermint chocolates
<input type="checkbox"/>	1.96	Chocolate eggs
<input type="checkbox"/>	1.97	Rum-filled chocolates beans/rum-filled chocolate eggs/rum balls (Jamaica rum)
<input type="checkbox"/>	1.98	Walnut chocolates
<input type="checkbox"/>	1.99	Brandy (cognac) chocolates beans
<input type="checkbox"/>	1.100	Brandy (cognac) chocolates eggs
<input type="checkbox"/>	1.101	Brandy (cognac) chocolates with cherries/Brandy chocolates
<input type="checkbox"/>	1.102	Cognac chocolates
<input type="checkbox"/>	1.103	Truffle chocolates
<b>Other chocolate products</b>		
<input type="checkbox"/>	1.104	Advent calendar
<input type="checkbox"/>	1.105	Christmas tree chocolates
<input type="checkbox"/>	1.106	Flaked cracknel
<input type="checkbox"/>	1.107	Chocolates flake for sprinkling
<input type="checkbox"/>	1.108	Chocolate cornflake crisp (milk/plain)
<input type="checkbox"/>	1.109	Hollow chocolate figures (also filled chocolate figures)
<input type="checkbox"/>	1.110	Langues de chat (also filled)
<input type="checkbox"/>	1.111	Toys (also chocolates with toy gifts)
<input type="checkbox"/>	1.112	Chocolate items for the toy-shop
<input type="checkbox"/>	1.113	Advocat-filled chocolate items
<input type="checkbox"/>	1.114	Neapolitains
<input type="checkbox"/>	1.115	Santa sacks
<input type="checkbox"/>	1.116	Santa chocolate canes
<input type="checkbox"/>	1.117	Santa chocolate boots
<input type="checkbox"/>	1.118	Two nuts in a shell
<input type="checkbox"/>	1.119	Easter chocolate products
<input type="checkbox"/>	1.120	Layered chocolates/layered chocolate eggs
<input type="checkbox"/>	1.121	Filled chocolate Biedermeier bouquets
<input type="checkbox"/>	1.122	Gift-eggs
<input type="checkbox"/>	1.123	Puffed-rice pieces, bars
<input type="checkbox"/>	1.124	Grating chocolate
<input type="checkbox"/>	1.125	Chocolate with imprinted designs
<input type="checkbox"/>	1.126	Chocolate bars, filled/solid
<input type="checkbox"/>	1.127	Chocolate cups, chocolate bowls, chocolate pots
<input type="checkbox"/>	1.128	Chocolate leaves, chocolate tiles, chocolate buttons
<input type="checkbox"/>	1.129	Chocolate eggs, solid
<input type="checkbox"/>	1.130	Chocolate barrels/chocolate bottles (filled with liqueurs/ brandy/whisky)
<input type="checkbox"/>	1.131	Chocolate flakes/milk chocolate flakes
<input type="checkbox"/>	1.132	Chocolate-shaped hearts/chocolate-shaped hearts on strings
<input type="checkbox"/>	1.133	Chocolate witch's house
<input type="checkbox"/>	1.134	Chocolate horseshoe
<input type="checkbox"/>	1.135	Chocolate wreath, solid/filled
<input type="checkbox"/>	1.136	Chocolate balls, solid/filled
<input type="checkbox"/>	1.137	Chocolate beetles/lucky chocolate beetles/chocolate lady-birds
<input type="checkbox"/>	1.138	Chocolate coins/chocolate squares/chocolate doubloons
<input type="checkbox"/>	1.139	Chocolate biscuits
<input type="checkbox"/>	1.140	Chocolate butterflies
<input type="checkbox"/>	1.141	Chocolate slices and slithers
<input type="checkbox"/>	1.142	Plain chocolate vermicelli/milk chocolate vermicelli/ white chocolate vermicelli
<input type="checkbox"/>	1.143	Chocolate vermicelli
<input type="checkbox"/>	1.144	Chocolate cigars/chocolate cigarettes
<input type="checkbox"/>	1.145	Choc-chips
<input type="checkbox"/>	1.146	Chocolate sticks, solid/filled
<input type="checkbox"/>	1.148	Chocolate balls coated in vermicelli
<input type="checkbox"/>	1.149	Chocolate goods for Christmas
<input type="checkbox"/>	1.150	Chilled chocolate snacks
<input type="checkbox"/>	1.151	Vegan chocolate

NEW

<input type="checkbox"/>	2.10	Sweets filled with alcohol
<input type="checkbox"/>	2.11	Aniseed sticks
<input type="checkbox"/>	2.12	Bavarian malt, in bar or as individual sweets
<input type="checkbox"/>	2.13	Sweets in presentation tin or glass
<input type="checkbox"/>	2.14	Sweets with a fruit centre in tray presentation pack (Vienna Sweets)
<input type="checkbox"/>	2.15	Necklace of sweets
<input type="checkbox"/>	2.16	Fizzy sweets
<input type="checkbox"/>	2.17	Cachous
<input type="checkbox"/>	2.18	Cola drops
<input type="checkbox"/>	2.19	Candies with fructose and/or sweeteners/diet candies
<input type="checkbox"/>	2.20	Drops
<input type="checkbox"/>	2.21	Boiled sweets with soft centres
<input type="checkbox"/>	2.22	Eucalyptus sweets/eucalyptus and menthol sweets
<input type="checkbox"/>	2.23	Fruit flavoured boiled sweets
<input type="checkbox"/>	2.24	Hazelnut sweets/nut sweets/hazelnut praline sweets
<input type="checkbox"/>	2.25	Honey sweets
<input type="checkbox"/>	2.26	Cough drops
<input type="checkbox"/>	2.27	Yoghurt sweets
<input type="checkbox"/>	2.28	Coffee sweets
<input type="checkbox"/>	2.29	Caramel sweets
<input type="checkbox"/>	2.30	Chews
<input type="checkbox"/>	2.31	Coin crisps
<input type="checkbox"/>	2.32	Herbal sweets
<input type="checkbox"/>	2.33	Cracknel sweets
<input type="checkbox"/>	2.34	Licorice sweets
<input type="checkbox"/>	2.35	Licorice toffees
<input type="checkbox"/>	2.36	Lollipops (cherries on sticks/shaped lollies/also filled lollies)
<input type="checkbox"/>	2.37	Milk/full-milk caramels/milk praline sweets
<input type="checkbox"/>	2.38	Mocha sweets
<input type="checkbox"/>	2.39	Peppermint sweets/balls
<input type="checkbox"/>	2.40	Cream sweets
<input type="checkbox"/>	2.41	Hard caramel dummy
<input type="checkbox"/>	2.42	Chocolate sweets/chocolate mint sweets
<input type="checkbox"/>	2.43	Satin sweets
<input type="checkbox"/>	2.44	Toffees/butter toffees/Fudge
<input type="checkbox"/>	2.45	Vitamin sweets
<input type="checkbox"/>	2.46	Sweets made with non-sugar sweeteners
<b>Coated sweets</b>		
<input type="checkbox"/>	2.47	Butter buttons
<input type="checkbox"/>	2.48	Coated eggs/coated egg arrangements
<input type="checkbox"/>	2.49	Viennese chocolate-coated almonds
<input type="checkbox"/>	2.50	Chocolate beans
<input type="checkbox"/>	2.51	Chocolate-coated kernels, raisins etc.
<input type="checkbox"/>	2.52	Silver beads/vermicelli/hundreds and thousands
<input type="checkbox"/>	2.53	Bumt almonds
<b>Tablets</b>		
<input type="checkbox"/>	2.54	Sorbitol fruit tables
<input type="checkbox"/>	2.55	Peppermint tables (rolls/sticks/rounds and squares)
<input type="checkbox"/>	2.56	Sorbitol peppermint tablets
<input type="checkbox"/>	2.57	Glucose tablets
<input type="checkbox"/>	2.58	Vitamin tablets
<input type="checkbox"/>	2.59	Tablets made with non-sugar sweeteners
<b>Other sweet products</b>		
<input type="checkbox"/>	2.60	Effervescent powder/tablets
<input type="checkbox"/>	2.61	Confections with fructose and/or sweeteners/Diet confections
<input type="checkbox"/>	2.62	Ice-cream confectionery
<input type="checkbox"/>	2.63	Fondant products
<input type="checkbox"/>	2.64	Fondant
<input type="checkbox"/>	2.65	Fruit gums/yoghurt fruit gums
<input type="checkbox"/>	2.66	Layered fruit and nut pastes (nut/hazelnut slices/ chocolate-almond slices)
<input type="checkbox"/>	2.67	Caramelised peanuts/hazelnuts/almonds
<input type="checkbox"/>	2.68	Sugared jellies
<input type="checkbox"/>	2.69	Sweet gums/jelly bears
<input type="checkbox"/>	2.70	Gums and jelly confectionery
<input type="checkbox"/>	2.71	Ginger products

**2 SUGAR CONFECTIONERY****Hard and Soft Caramels**

Main exhibitor/co-exhibitor/ additionally represented company

Client number:

0 0 2 0

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<input type="checkbox"/>	2.72	Cocoa confectionery	
<input type="checkbox"/>	2.73	Cocoa creme/cocoa creme confectionery/cocoa creme products	
<input type="checkbox"/>	2.74	Candied fruits, candied blossomings	
<input type="checkbox"/>	2.75	Chewing gum (bubble gum/with liquid filling/soft gum)	
<input type="checkbox"/>	2.76	Chewing gum with non-sugar sweeteners	
<input type="checkbox"/>	2.77	Toys (sweet products combined with toys)	
<input type="checkbox"/>	2.78	Toy-house sized sweets	
<input type="checkbox"/>	2.79	Fairground products	
<input type="checkbox"/>	2.80	Coconut balls/coconut eggs	
<input type="checkbox"/>	2.81	Coconut flakes, coloured/chocolate coated	
<input type="checkbox"/>	2.82	Coconut lumps/balls/sticks/cubes	
<input type="checkbox"/>	2.83	Cream-filled figures/cigars/hats	
<input type="checkbox"/>	2.84	Cracknel (hazelnut/coconut/almond/almond and nut)	
<input type="checkbox"/>	2.85	Cracknel eggs/almond cracknel eggs	
<input type="checkbox"/>	2.86	Licorice/licorice products	
<input type="checkbox"/>	2.87	Marshmallows	
<input type="checkbox"/>	2.88	Marzipan products	
<input type="checkbox"/>	2.89	Marshmallow treats/Marshmallow cones	
<input type="checkbox"/>	2.90	Nougat products	
<input type="checkbox"/>	2.91	Orange rounds/orange sticks	
<input type="checkbox"/>	2.92	Coated popcorn/coated puffed-rice	
<input type="checkbox"/>	2.93	Peppermint slabs/peppermint sticks	
<input type="checkbox"/>	2.94	Peppermint rings/peppermint cubes	
<input type="checkbox"/>	2.95	Peppermint tablets/peppermint rounds	
<input type="checkbox"/>	2.96	Mallow products/mallow eggs	
<input type="checkbox"/>	2.97	Dusting and springkling products	
<input type="checkbox"/>	2.98	White nougat	
<input type="checkbox"/>	2.99	Wine gums	
<input type="checkbox"/>	2.100	Lemon rounds	
<input type="checkbox"/>	2.101	Sugar figures	
<input type="checkbox"/>	2.102	Lokum	
<input type="checkbox"/>	2.103	Halva	
<input type="checkbox"/>	2.104	Pastila (fruit confectionery)	NEW
<b>Spreads and Jams</b>			
<input type="checkbox"/>	2.105	Sweet spreads containing cocoa, nut and dairy cream	
<input type="checkbox"/>	2.106	Jams	
<input type="checkbox"/>	2.107	Honey & syrup	
<input type="checkbox"/>	2.108	Other sweet spreads	
<b>3 BISCUITS</b>			
<input type="checkbox"/>	3.10	Aniseed biscuits	
<input type="checkbox"/>	3.11	Sugar paper for baking	
<input type="checkbox"/>	3.12	Log cake	
<input type="checkbox"/>	3.13	Bear's paws (butter biscuits on a chocolate base)	
<input type="checkbox"/>	3.14	Meringues	
<input type="checkbox"/>	3.15	Sponge fingers	
<input type="checkbox"/>	3.16	Flake pastries	
<input type="checkbox"/>	3.17	Butter pretzels/butter pastries/butter biscuits	
<input type="checkbox"/>	3.18	Christmas Stollen	
<input type="checkbox"/>	3.19	Pastry with fructose and/or sweeteners/Diet pastry	
<input type="checkbox"/>	3.20	Dominoes	
<input type="checkbox"/>	3.21	Sandwich biscuits with cream filling	
<input type="checkbox"/>	3.22	Decorative butter biscuits	
<input type="checkbox"/>	3.23	Biscuits made with fresh eggs	
<input type="checkbox"/>	3.24	Ice-cream cornets and wafers	
<input type="checkbox"/>	3.25	Sugar paper rounds and squares	
<input type="checkbox"/>	3.26	Triangle wafers/Flat wafers	
<input type="checkbox"/>	3.27	Florentine biscuits	
<input type="checkbox"/>	3.28	Boxed/tinned biscuits/biscuits assortments/chocolate coated biscuits	
<input type="checkbox"/>	3.29	Stick-shaped biscuits	
<input type="checkbox"/>	3.30	Large shortbread coins (fruits biscuits/almond biscuits/hazelnut biscuits)	
<input type="checkbox"/>	3.31	Spiced biscuits	
<input type="checkbox"/>	3.32	Crunch snaps	
<input type="checkbox"/>	3.33	Honey spice cake/honey biscuits	
<input type="checkbox"/>	3.34	Karlsbad thins	

<input type="checkbox"/>	3.35	Kipferl (Vanilla Kipferl)	
<input type="checkbox"/>	3.36	Crisp bread	
<input type="checkbox"/>	3.37	Coconut cakes/coconut biscuits	
<input type="checkbox"/>	3.38	Cake	
<input type="checkbox"/>	3.39	Bar-shaped cakes/small cakes	
<input type="checkbox"/>	3.40	Brown gingerbread	
<input type="checkbox"/>	3.41	Gingerbread hearts	
<input type="checkbox"/>	3.42	Gingerbread hearts on strings	
<input type="checkbox"/>	3.43	Sugar covered gingerbread	
<input type="checkbox"/>	3.44	Gingerbread on wafer base (Elisen gingerbread)	
<input type="checkbox"/>	3.45	Traditional bread/alpine bread	
<input type="checkbox"/>	3.46	Macarons (hazelnut/coconut/almond/marzipan/persipan-marzipan made from apricot kernels)	
<input type="checkbox"/>	3.47	Almond pastries/almondbiscuits	
<input type="checkbox"/>	3.48	Marbled biscuits	
<input type="checkbox"/>	3.49	Marzipan pastries	
<input type="checkbox"/>	3.50	Light shortbread/light shortbread biscuits	
<input type="checkbox"/>	3.51	Cereal cookies	
<input type="checkbox"/>	3.52	Cereal bars	
<input type="checkbox"/>	3.53	Hazelnut pretzels/hazelnut biscuits/hazelnut stars	
<input type="checkbox"/>	3.54	Orange biscuits	
<input type="checkbox"/>	3.55	Gingerbread shapes/gingerbread balls	
<input type="checkbox"/>	3.56	Printen (hard gingerbread)	
<input type="checkbox"/>	3.57	Bars with biscuits and wafer centre	
<input type="checkbox"/>	3.58	Russian bread	
<input type="checkbox"/>	3.59	Butter cakes	
<input type="checkbox"/>	3.60	Sesame cakes	
<input type="checkbox"/>	3.61	Marshmallow wafers/marshmallow wafer crescents	
<input type="checkbox"/>	3.62	Layer cakes	
<input type="checkbox"/>	3.63	Speculatus biscuits	
<input type="checkbox"/>	3.64	Springerle (special Christmas biscuits flavoured with aniseed)	
<input type="checkbox"/>	3.65	Spiced cakes/spiced biscuits	
<input type="checkbox"/>	3.66	Butter cakes	
<input type="checkbox"/>	3.67	Tartlets/flan bases	
<input type="checkbox"/>	3.68	Wafers, filled/without filling/plain wafers coated in chocolate	
<input type="checkbox"/>	3.69	Wafer eggs/wafer nuts	
<input type="checkbox"/>	3.70	Wafer assortment/wafer rolls/wafer fingers	
<input type="checkbox"/>	3.71	Cinnamon stars	
<input type="checkbox"/>	3.72	Lemon biscuits	
<input type="checkbox"/>	3.73	Wholemeal biscuits	
<input type="checkbox"/>	3.74	Wholemeal butter biscuits	
<input type="checkbox"/>	3.75	Rusk	
<input type="checkbox"/>	3.76	Madeleines	
<input type="checkbox"/>	3.77	Panettone	
<input type="checkbox"/>	3.78	Brioche	
<input type="checkbox"/>	3.79	Viennoiseries	
<input type="checkbox"/>	3.80	Chilled cake bars/tarts	
<input type="checkbox"/>	3.81	Baklava	
<input type="checkbox"/>	3.82	Macarons (french almond-based meringue confection)	
<input type="checkbox"/>	3.83	Muffins	NEW
<input type="checkbox"/>	3.83	Milk- and chocolate rolls/-croissants	
<b>4 SNACK FOODS</b>			
<input type="checkbox"/>	4.10	Pretzels/salted cocktail snacks/salted sticks	
<input type="checkbox"/>	4.11	Cashew nuts, salted and/or roasted	
<input type="checkbox"/>	4.12	Cocktail biscuits	
<input type="checkbox"/>	4.13	Peanuts, salted and/or roasted	
<input type="checkbox"/>	4.14	Peanut puffs	
<input type="checkbox"/>	4.15	Pork scratchings	
<input type="checkbox"/>	4.16	Crackers (water biscuits)	
<input type="checkbox"/>	4.17	Hazelnuts, salted and roasted	
<input type="checkbox"/>	4.18	Cheese biscuits/assorted cheese snacks/cheese wafers/cheese rolls	
<input type="checkbox"/>	4.19	Potato crisps/potato sticks/other potato snacks	
<input type="checkbox"/>	4.20	Cocktail biscuits/mini-pizza biscuits	
<input type="checkbox"/>	4.21	Salted pretzels and rolls	

Main exhibitor/co-exhibitor/additionally represented company

Client number:

0 0 2 0

--	--	--	--	--	--	--	--

<input type="checkbox"/>	4.22	Macadamia nuts, salted and/or roasted
<input type="checkbox"/>	4.23	Macadamia nuts dry-roasted
<input type="checkbox"/>	4.24	Corn snacks
<input type="checkbox"/>	4.25	Almonds, salted and roasted
<input type="checkbox"/>	4.26	Almonds, dry-roasted
<input type="checkbox"/>	4.27	Assorted nuts/assorted nuts and raisins
<input type="checkbox"/>	4.28	Assorted nuts/tropical fruit and nuts
<input type="checkbox"/>	4.29	Assorted nuts, salted and/or roasted
<input type="checkbox"/>	4.30	Assorted nuts, dry-roasted
<input type="checkbox"/>	4.31	Pecan nuts salted and/or roasted
<input type="checkbox"/>	4.32	Pine kernels, salted and/or roasted
<input type="checkbox"/>	4.33	Pistachio nuts, salted and/or roasted
<input type="checkbox"/>	4.34	Popcorn/Puffed-corn/Puffed-rice
<input type="checkbox"/>	4.35	Rice-snacks
<input type="checkbox"/>	4.36	Salted snacks (pretzels/assortments/sticks)
<input type="checkbox"/>	4.37	Salted snacks – water biscuits
<input type="checkbox"/>	4.38	Soya kernels, salted and/or roasted
<input type="checkbox"/>	4.39	Biscuit snacks
<input type="checkbox"/>	4.40	Walnut kernels, salted and roasted
<input type="checkbox"/>	4.41	Wheat snacks
<input type="checkbox"/>	4.42	Onion rings/onion rolls
<input type="checkbox"/>	4.43	Sunflower seeds, salted and/or roasted

**5 Trend Snacks**

<input type="checkbox"/>	5.10	Meat snacks
<input type="checkbox"/>	5.11	Fish snacks
<input type="checkbox"/>	5.12	Other savoury snacks
<input type="checkbox"/>	5.13	Vegan trend snacks <b>NEW</b>
<input type="checkbox"/>	5.14	Dried fruit and vegetables
<input type="checkbox"/>	5.15	Fruit-, vegetable and nut bars
<input type="checkbox"/>	5.16	Fruit purée, vegetable purée
<input type="checkbox"/>	5.17	Fruit crisps, vegetable crisps/crackers
<input type="checkbox"/>	5.18	Chocolate-coated dried fruit (pineapple, apple rings, apricots, dates, figs, plums)
<input type="checkbox"/>	5.19	Smoothies
<input type="checkbox"/>	5.20	Energy and sports bars
<input type="checkbox"/>	5.21	Energy snacks

**6 NATURAL SWEETS**

<input type="checkbox"/>	6.12	Chocolate from bean to bar <b>NEW</b>
<input type="checkbox"/>	6.13	Products without additives <b>NEW</b>
<input type="checkbox"/>	6.14	Raw Products <b>NEW</b>
<input type="checkbox"/>	6.15	Coffee specialities
<input type="checkbox"/>	6.16	Tea specialities
<input type="checkbox"/>	6.17	Cocoa specialities / drinking chocolate

**7 BREAKFAST SNACKS**

<input type="checkbox"/>	7.01	Cereals / Porridge
<input type="checkbox"/>	7.02	Yogurt drinks
<input type="checkbox"/>	7.03	Probiotic drinks

**8 ICE CREAM, DEEP-FROZEN CONFECTIONERY**

<input type="checkbox"/>	8.10	Plain ice-cream
<input type="checkbox"/>	8.11	Ice-cream bombes and cakes
<input type="checkbox"/>	8.12	Ice-cream containing vegetable fat
<input type="checkbox"/>	8.13	Ice-cream
<input type="checkbox"/>	8.14	Fruit ice
<input type="checkbox"/>	8.15	Ice-cream with non-milk fat
<input type="checkbox"/>	8.16	Real dairy ice-cream with milk
<input type="checkbox"/>	8.17	Real dairy ice-cream with cream
<input type="checkbox"/>	8.18	Ice-cream in wholesale quantities
<input type="checkbox"/>	8.19	Ice-cream in tubs
<input type="checkbox"/>	8.20	Pre-portioned packs
<input type="checkbox"/>	8.21	Other ice-cream products for gastronomic purposes purposes
<input type="checkbox"/>	8.22	Ice-cream in family packs
<input type="checkbox"/>	8.23	Ice-cream in multi-packs
<input type="checkbox"/>	8.24	Packs of ice-cream with individually wrapped portions
<input type="checkbox"/>	8.25	Ice-cream in individual tubs
<input type="checkbox"/>	8.26	Ice-cream bars
<input type="checkbox"/>	8.27	Ice-cream sandwiches
<input type="checkbox"/>	8.28	Cornets
<input type="checkbox"/>	8.43	Sorbet
<input type="checkbox"/>	8.44	Frozen Yoghurt
<input type="checkbox"/>	8.45	Deep-frozen cake
<input type="checkbox"/>	8.46	Deep-frozen pastry

**Raw pastes**

<input type="checkbox"/>	8.29	Peanut paste
<input type="checkbox"/>	8.30	Marzipan (also in retail packs)
<input type="checkbox"/>	8.31	Praline
<input type="checkbox"/>	8.32	Almond praline
<input type="checkbox"/>	8.33	Hazelnut praline
<input type="checkbox"/>	8.34	Nut paste
<input type="checkbox"/>	8.35	Persipan-marzipan made with aprico kernels (also in retail packs)
<input type="checkbox"/>	8.36	Chopped and grated products (also in retail packs)
<input type="checkbox"/>	8.37	Semi-manufactured products (also in retail packs)
<input type="checkbox"/>	8.38	Macaroon paste
<input type="checkbox"/>	8.39	Nut macaroon paste
<input type="checkbox"/>	8.40	Persipan (marzipan made with apricot kernels) macaroon paste
<input type="checkbox"/>	8.41	Oliseed paste
<input type="checkbox"/>	8.42	Synthetic honey, retail packs
<input type="checkbox"/>	8.47	Cocoa paste

**9 OTHER**

<input type="checkbox"/>	9.10	Trade associations/institutions
<input type="checkbox"/>	9.11	Specialist publishing house/trade periodicals
<input type="checkbox"/>	9.12	Information/specialist media





**"Infoscout" – Visitor Information System**

Your contact information as provided on Forms 1.10 as well as your registered product groups, will be made available to interested visitors at the information stands in the halls during the trade fair. In addition, you may use the "Infoscout" electronic information system of Koelnmesse GmbH to publish **vacancies for trade representatives**.

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

**"Infoscout" can provide visitors with the following information:**

- **Which exhibitors are showing products XY?**  
"Infoscout" takes this information from your application form 1.10 and your registered product groups.
- **Where do I find company XY?**  
Here again "Infoscout" uses the information provided on your application form 1.10. Please check whether all companies exhibiting with you or represented by you have been registered.

**If you wish to publish vacancies for trade representatives we require the following information:**

- Where does a trade agent find firms who are still looking for representatives in several regions?  
You can provide this information in German, English or French. For a specific product, as defined in the list of products, you can enter the desired national code/postcode and a freely variable text. The recording capacity here is limited to a maximum of 14 national codes, max. 10 postcodes, max. 14 product numbers and max. 407 letters in freely variable text.  
Possibly the CDH – Central Federation of German Trade Agents and Merchant Brokers Associations – will write to you separately about this question.

Should the available number of entries be insufficient for your requirements, please request separate additional forms. Please take into account the above-mentioned capacities.

**Supplementary to this information in "Infoscout", the system can provide answers to the following questions:**

- Service facilities on the fair grounds including the open restaurants
- Cologne restaurants and pubs
- Wanted persons announcements
- Lost/Found
- Supporting events
- Congresses
- Seminars
- Company events

**Please do not forget to include your client number on every form. You will find it on your stand confirmation note.**

## Countries

Germany	004	Djibouti	338	Lesotho	395	Rwanda	324
Afghanistan	660	Dominican Republic	456	Liberia	268	San Marino	047
Albania	070	Ecuador	500	Libya	216	Sao Tome and Principe	311
Algeria	208	Egypt	220	Liechtenstein	037	Saudi-Arabia	632
American Oceania	457	El Salvador	428	Lithuania	055	Senegal	248
Andorra	043	Equatorial Guinea	310	Luxembourg	018	Seychelles	355
Angola	330	Eritrea	336	Macau	743	Sierra Leone	264
Antigua and Barbuda	459	Estonia	053	Macedonia	096	Singapore	706
Argentina	528	Ethiopia	334	Madagascar	370	Slovakia	063
Armenia	077	Faroe Islands	041	Malawi	386	Slovenia	091
Aruba (Netherl. Antilles)	474	Fiji	815	Malaysia	701	Somalia	342
Australia	800	Finland	032	Maldives	667	South Afrika	388
Austria	038	France	001	Mali	232	South Sudan	912
Azerbaijan	078	French Polynesia (Tahiti)	822	Malta	046	Spain	011
Bahamas	453	Gabon	314	Martinique	462	Sri Lanka	669
Bahrain	640	Gambia	252	Mauretania	228	St. Helena	329
Bangladesh	666	Georgia	076	Mauritius	373	St. Lucia	465
Barbados	469	Ghana	276	Mexico	412	St. Pierre and Miquelon	408
Belarus	073	Gibraltar	044	Moldova	074	St. Vincent and the Grenadines	467
Belgium	017	Great Britain	006	Monaco	001	Sudan	224
Belize	421	Greece	009	Mongolia	716	Surinam	492
Benin	284	Greenland (Denmark)	406	Montserrat	470	Swaziland	393
Bermuda	413	Grenada	473	Morocco	204	Sweden	030
Bhutan	675	Guadeloupe	458	Mozambique	366	Switzerland	039
Bolivia	516	Guatemala	416	Myanmar	676	Syria	608
Bosnia-Herzegovina	093	Guinea-Bissau	257	Namibia	389	Taiwan	736
Botswana	391	Guyana	488	Nauru	803	Tajikistan	082
Brasil	508	Haiti	452	Nepal	672	Tanzania	352
British Oceania	468	Honduras	424	Netherlands Antilles	478	Thailand	680
Brunei	703	Hong Kong	740	New Caledonia	809	The Netherlands	003
Bulgaria	068	Hungary	064	New Zealand	804	The Philippines	708
Burkina Faso	236	Iceland	024	Nicaragua	432	Togo	280
Burundi	328	India	664	Niger	240	Trinidad and Tobago	472
Cambodia	696	Indonesia	700	Nigeria	288	Tunisia	212
Cameroon	302	Iran	616	Norway	028	Turkey	052
Canada	404	Iraq	612	Oman	649	Turkmenistan	080
Cap Verde	247	Israel	624	Pakistan	662	Uganda	350
Central African Republic	306	Italy	005	Panama	442	Ukraine	072
Chad	244	Ivory Coast (Côte d'Ivoire)	272	Papua New Guinea	801	United Arab Emirates	647
Chile	512	Jamaica	464	Paraguay	520	United States	400
China	720	Japan	732	Peru	504	Uruguay	524
Colombia	480	Jordan	628	Poland	060	Uzbekistan	081
Comoros	375	Kazakhstan	079	Portugal	010	Vatican City	045
Congo	318	Kenya	346	Puerto Rico	400	Venezuela	484
Costa Rica	436	Korea	728	Qatar	644	Vietnam	690
Croatia	092	Kuwait	636	Republic of Guinea	260	Western Samoa	819
Cuba	448	Kyrgyzstan	083	Republic of Ireland	007	Yemen	653
Cyprus	600	Laos	684	Réunion	372	Zambia	378
Czech Republic	061	Latvia	054	Romania	066	Zimbabwe	382
Denmark	008	Lebanon	604	Russia	075		

Example of completion of form Z.03 "Infoscout"

**Stand location**

1 | 0 | 1 | A | 0 | 0 | 2 | / | B | 0 | 0 | 3 |  
Hall      Aisle      Stand no.      Aisle      Stand no.

**Stand tel. no.**

\_\_\_\_\_

**Our company still has vacant commercial agencies for the countries/regions listed.**

**Country/countries** (Please use the codes from the list on page Z.03 / 3)

1. 0 0 4    2. 4 0 0    3.    4.    5.    6.    7.    8.    9.    10.    11.    12.    13.    14.

**Postcodes (Germany only)**

1. 5 0 6 7 9    2.    3.    4.    5.    6.    7.    8.    9.    10.

**Product numbers according to the list of products** (Form 1.30)

1. 1 1 3 0    2. 1 1 3 5    3. 1 2 5 0    4.    5.    6.    7.    8.    9.    10.    11.    12.    13.    14.

**Your free variable text** (Sample on page Z.03 /4)

C O M M E R C I A L   A G E N T   W A N T E D   F O R   S A L E   O F  
N E W   P R O D U C T S  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please send to:

Koelnmesse GmbH  
Exhibitor Support  
Messeplatz 1  
50679 Köln  
Germany  
Fax + 49 221 821 -3437  
services@exhibitor.koelnmesse.de



Hall/Aisle/Stand no. \_\_\_\_\_

**Infoscout**  
Visitor Information System

Brand names

**Z.04**

\_\_\_\_\_  
Company Department/contact

\_\_\_\_\_  
Street, postcode, town, country

\_\_\_\_\_  
Tel. Fax e-mail

We register the following brand names:

**Brand names**

1. |\_\_\_\_\_
2. |\_\_\_\_\_
3. |\_\_\_\_\_
4. |\_\_\_\_\_
5. |\_\_\_\_\_
6. |\_\_\_\_\_
7. |\_\_\_\_\_
8. |\_\_\_\_\_
9. |\_\_\_\_\_
10. |\_\_\_\_\_



# Conditions of Participation

## Special Section



ISM 2020  
The world's largest trade fair for sweets  
and snacks  
02.–05.02.2020

### 1 Organiser, event, venue and dates, visitor admission

#### 1.1 Title

ISM is organised by Koelnmesse GmbH, Messeplatz 1, 50679 Köln, Germany. The conceptual sponsor is the International Sweets and Biscuits Fair Working Group (AISM). The event will be held at the Koelnmesse GmbH fair grounds from Sunday, 2 February 2020, to Wednesday, 5 February 2020

#### 1.2 Opening hours

For exhibitors, Sunday - Tuesday from 8:00 a.m. to 7:00 p.m.  
Wednesday from 8:00 a.m. to 5:00 p.m.

For visitors, Sunday - Tuesday from 9:00 a.m. to 6:00 p.m.  
Wednesday from 9:00 a.m. to 4:00 p.m.

#### 1.3 Stand build up and dismantling

Build up may begin at 8:00 a.m. on Thursday, 30 January 2020. Build up must be completed by no later than 8:00 p.m. on Saturday, 01 February 2020. The aisles must be completely cleared by this time.

Dismantling of the exhibition stand and the goods presentation may not begin before the end of the event at 4:00 p.m. on Wednesday, 05 February 2020. Admission for dismantling personnel: starts at 4:00 p.m. Trucks will be permitted to enter starting at 6:00 p.m.

#### Dismantling period

05.02.2020: from 4:00 p.m. consistently to  
06.02.2020: midnight  
07.02.2020: 7:00 a.m.– 6:00 p.m.

**From 06.02.2020, midnight till 07.02.2020, 7:00 a.m. dismantling is not possible!**

Dismantling of all stands and exhibits must be finished by 6:00 p.m. on Friday, 07 February 2020.

For the entire duration of the fair, the registered and authorised exhibits must be on display at the stand, and stand personnel must be in attendance (General Section of the Conditions of Participation, III, Paragraph 3). Stand dismantling may not begin before 4:00 p.m. on 5 February 2020. This means that the stand may not be partially or completely cleared, and exhibits may not be packed away, before this time.

**Koelnmesse GmbH has the right to impose a fine of up to Euro 5,000.00 for each time that an exhibitor violates this regulation. The size of the fine will depend on the seriousness of the violation. Koelnmesse GmbH may in addition/as an alternative bar the exhibitor in question from participating in the next ISM.**

#### 1.4 Visitor admission

The ISM is open to trade visitors only. Buyers from the following areas of the retail and wholesale trades are permitted to attend the fair: food and beverage wholesale & importer; food and beverage purchasing associations; grocery wholesale; wholesale food remnants; retail confectionery trade; supplier for foodservice; cafes, confectioners, bakery operations, confectionery; confectionery specialist outlets; trade chains and their regional branches; hypermarkets; shopping centers; cash & carry operations; discount outlets; drugstore chains; health food wholesalers; department stores - central/local administration; online-food retailers; vending machine operator; convenience stores; filling stations - central/local administration; nutrition scientist; food chemist and producers of sweets and snacks according to the list of products.

### 2 Eligibility to participate

#### 2.1 Exhibitors

At the ISM only products contained in the list of products that are suitable for distribution to consumers can be presented and which are wrapped inside packaging that is suitable for the retail trade. Packaging/packaging materials as well as raw materials/ingredients that serve for the production of end products ready-to-sell in shops, are not allowed to be exhibited. Exclusively manufacturers that are registered in the trade register or in the register of skilled craftsman are allowed to participate. You may only participate as an exhibitor if the exhibited products are manufactured or developed by your company itself or developed or produced on its behalf and exclusively marketed or, in the case of services, exclusively provided by your company.

You can exhibit for the companies you represent as a trade representative, sales company, association and importer insofar as the goods exhibited are not offered by any other company at the trade fair and you possess the necessary rights to present the exhibits.

Koelnmesse GmbH also requires that proof of the nature of the manufacturer's business or of the activities as the manufacturer's sales company or importer be submitted in appropriate form on demand. Decisions on company admissions, eligible products and the location of exhibitor stands will be made by Koelnmesse GmbH. In the event of a rejection, you will receive a separate letter.

All exhibited products and services must correspond to the focus of the event. See the accompanying list of products, Form 1.30. The products must be new ex-works. Products and services that do not correspond to the list of products and used products may not be exhibited or offered.

#### 2.2 Co-exhibitors

The participation of co-exhibitors and/or additionally represented companies at the ISM is possible. **Co-exhibitors are not allowed with group participants.** A special application and the acceptance by the organiser are required for the use of the stand area by a co-exhibitor (see Item V of the General Section of the Conditions of Participation).

### 3 Participation fee and other costs

#### 3.1 Participation fee: Euro 221.50 per m<sup>2</sup> of floor space

The participation fee does not include the provision of stand partition walls or other special construction elements. The participation fee is calculated according to the dimensions of the allocated stand area. Hall pillars and other structural elements found within the hired stand area do not entitle the exhibitor to a reduction in the participation fee. The participation fee (plus VAT) is:

for applications until 30 April 2019	<b>EUR 177.00 per m<sup>2</sup></b>
for applications as of 1 May 2019	<b>EUR 221.50 per m<sup>2</sup></b>

– Application forms received by Koelnmesse GmbH –

#### 3.2 Energy costs

Exhibitors will be charged a proportional flat-rate energy fee of Euro 9.50 per m<sup>2</sup> of occupied stand area.

#### 3.3 Down payment for services

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 Euro 19.50 per m<sup>2</sup> - plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2., Special Participation Conditions.

Once the event has ended, a separate final invoice for services will be issued; the down payment will be applied towards this amount. The invoice shall fall due for payment immediately following receipt. If the amount of the down payment should exceed the fees actually incurred for services, the amounts by which the down payment exceeds actual charges shall be refunded to the exhibitor. The exhibitor shall have no claim to payment of interest on the

down payment.

### 3.4 Co-exhibitor fee

Insofar as the inclusion of other companies is permitted at your stand (see Item V of the General Section of the Conditions of Participation/Item 2.2 of these conditions), a co-exhibitor fee of Euro 300.00 per company will be charged. The price of inclusion in the Marketing Package is not included in this fee (see Item 7.2). The co-exhibitor fee remains payable should the co-exhibitor not participate in the event.

### 3.5 Marketing services

Use of the marketing services described in Item 7.1 shall be obligatory and is subject to a charge (see Item 7.2, Special Participation Conditions).

### 3.6 VAT

All prices given are net prices. The statutory VAT will be charged separately where applicable.

#### 3.6.1 Value added tax registration number

As a rule, Koelnmesse GmbH provides exhibitors (proprietors) with a uniform service – 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 GmbH 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 forms in order to be considered entrepreneurs. Exhibitors must immediately notify Koelnmesse GmbH in writing of any changes to their VAT identification numbers.

#### 3.6.2 Reimbursement of VAT

If, in exceptional cases, services are not provided as uniform offerings in the sense described above and statutory VAT is charged, foreign exhibitors (proprietors) may receive a refund of the invoiced VAT provided they fulfil the legal requirements. Further information is available at [www.bzst.bund.de](http://www.bzst.bund.de).

### 3.7 Costs in the event of non-participation

#### 3.7.1 After receipt of admission/stand area confirmation

You cannot normally withdraw from the contract after you have received the admission/stand area confirmation. The regulations contained in Item II of the General Section of the Conditions of Participation apply. In the event of non-participation, companies that have registered for a trade fair must pay compensation. Provided the reserved stand area can be rented to a third party, this compensation amounts to 25 % of the participation fee.

##### 3.7.1.1 Stand construction by Koelnmesse GmbH – complete stands

If you have booked a complete stand package – comprising the stand area and the stand construction – at Koelnmesse GmbH, it is only possible to cancel the stand construction order up until six weeks before the official build up begins. The date on which Koelnmesse GmbH receives the exhibitor's declaration is the criterion for determining if the deadline has been met. For cancellations received after the deadline, Koelnmesse GmbH is entitled to charge a flat-rate fee for the costs incurred, without providing evidence. These costs amount to 30 % of the agreed fee in the event of a cancellation within 4–6 weeks prior to the start of build up, 50 % of the agreed fee in the event of a cancellation within 2–4 weeks prior to the start of build up, and 100 % of the agreed fee in the event of a cancellation at a later time or during the build up of the stand. The agreed fee has to be paid in full for individually crafted or purchased components and graphics.

##### 3.7.1.2 Stand construction by Koelnmesse GmbH – individual stands and turn key-modular-stands

In the event that the stand construction has been ordered separately to the application of an exhibition stand, the cancellation of this order is governed by the general terms of participation of the Koelnmesse Group for services as well as by the special terms of business of the Koelnmesse Groups for services/stand construction. The terms of business of the Koelnmesse Group are available as a download on the event homepage at [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com).

**3.7.2** You shall be entitled to prove that no damages were incurred or that the costs were significantly less extensive than the fee charged.

## 4 Stand sizes and build up

### 4.1 Stand size

The minimum stand size is 12 m<sup>2</sup>.

Please note that hall pillars and other fixed construction elements may be present in the rented stand area.

Minor deviations from the requested stand size do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

Trade fair partition walls for separating the stand area are not automatically provided. If needed as stand construction elements, however, they can be ordered for a fee with the order form S.10.

This fee does not include stand construction.

Koelnmesse GmbH will erect partition walls only if this is necessary for safety reasons due to electrical or water.

### 4.2 Responsibility

Stand build up, design and operation must comply with all the regulations that are valid in Germany (including the special construction regulation, the industrial safety law and regulations, the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the employers' liability insurance associations in their currently valid versions). All of these provisions apply to the company's own as well as to independent stand designers, decorators, and signwriters and to all persons insofar as they perform activities commissioned by the exhibitor or on the exhibitor's behalf in connection with the build up, design, operation and dismantling of the stand. The exhibitor is responsible for ensuring that all regulations are complied with. The exhibitor must supervise build up personnel and other persons working on his behalf to ensure that they adhere to the regulations. The stipulations of the General Section of the Conditions of Participation and the Technical Guidelines are not affected.

### 4.3 Maximum stand height

The maximum permissible stand height is set at 4.50 m (incl. signage, transparencies and any other advertising promotional structures), insofar as this is permitted by the hall ceiling and any fixed structures that may be present. As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for stands that do not exceed the permitted height. All other stands and designs must be approved, particularly if the stand features special structures or meeting areas, or static calculations are required.

Plans must be submitted in duplicate for approval by Koelnmesse GmbH in good time before the work is carried out, and at least 6 weeks before the event commences. These documents, which can be scrutinized, consist of general outlines, views and design cross sections with all measurements and - if necessary - a statistical calculation. Structures on the boundaries of the space allocated adjoining neighbouring exhibitors may be designed in a neutral way and not have advertising promotional material above 2.50 metres. The technical guidelines can be downloaded via the exhibition homepage or via [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com)

**Two-storey constructions are not allowed.**

### 4.4 Notice of approval

Build up may not commence until the exhibitor has received a copy bearing a notice of approval from Koelnmesse GmbH. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse GmbH has no objections in the context of stand design/arrangement. If requested to do so by Koelnmesse GmbH, the exhibitor is obliged to submit any additionally required information relating to the stand immediately.

There is no obligation on the part of Koelnmesse GmbH to ensure the observance of other provisions.

Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse GmbH can, for this reason, also refuse to issue the notice of approval. You have been informed of the fact that in exceptional cases – at your request and on your account – the stand construction documents must be submitted to the responsible authorities for scrutiny. Irrespective of official approvals of the stand, any objections made by

Koelnmesse GmbH concerning the stand must be immediately responded to. In case of imminent danger, Koelnmesse GmbH is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

#### 4.5 Stand format

The following terms are used for the stand formats:

Terrace stand:	one side open
Corner stand:	two sides open
Two corner stand:	three sides open
Island stand:	four sides open.

Deviations from the requested stand format do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

#### 4.6 Build up and design of the stands

The stand must be constructed to comply with the confirmed stand format. The arrangement of the stand is left to the exhibitor but should be appropriate for the event in question.

The exhibitor has to obtain information on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand area. Banners and company signs are not permitted to encroach into the aisles. Koelnmesse GmbH also offers a completely outfitted turn key stand system. Orders can be placed at [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com) (KSP).

## 5 Exhibitor and work passes

#### 5.1 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which build up begins to the final day of dismantling:

- Three passes for a stand up to 20 m<sup>2</sup>
- One pass for each additional 10 m<sup>2</sup> or part thereof up to a stand size of 100 m<sup>2</sup>
- One pass for each additional 20 m<sup>2</sup> or part thereof

The passes are sent together with the invoice for the participation fee. If more exhibitor passes are needed for stand personnel, they can be ordered via the form Z.01 for a fee.

#### 5.2 Work passes

You will also receive free passes that allow people commissioned by you or who work on your behalf to access the fair grounds in order to build up or dismantle your stand. These passes are only valid up to the start and after the end of the event. They do not entitle the holders to enter the fair grounds during the event. The passes are also sent together with the invoice for the participation fee. Additional work passes can be ordered via the project team.

#### 5.3 Exchange and return of passes

All passes are for specific individuals and are non-transferable. If stand personnel changes during the event, you can exchange used exhibitor passes (i.e. passes bearing a name) one time and free of charge for a new pass. The passes are issued by the Exhibitor Service Centre. Exhibitor and work passes that were paid for but not used can be returned to Koelnmesse GmbH until the last day of the trade fair for a refund of the fee. Transferring a pass to a third party – whether sold or given free of charge – is not permitted and represents a severe violation of the Conditions of Participation, as stipulated by Item VI of the General Section of the Conditions of Participation.

## 6 Rules on selling

In view of the trade nature of the event, direct sales of exhibits or samples at the stands are not permitted. Furthermore, exhibits may not carry a price tag. This regulation does not apply to printed matter such as trade publications and specialist journals.

Koelnmesse GmbH has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse GmbH also has the right to immediately close the stands of any exhibitors who commit such violations.

Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

## 7 Marketing services (Marketing Package)

#### 7.1 Scope of obligatory marketing services

Koelnmesse GmbH issues official trade fair media to accompany the events it hosts.

**The components of these media for main exhibitor, group organiser and group participant are as follows:**

- Entry in the alphabetical list of exhibitors in all available fair media
- Ten product group entries in the fair catalogue
- Unlimited number of product groups in the app and the online exhibitor search
- Set-up and provision of an online press compartment incl. a company profile, a company logo, six press releases, ten pictures and five documents
- App for recording visitors at fair stand and use of the lead tracking service with Koelnmesse registration data - number of usage licences based on the size of the stand space
- Presentation of one Product Highlight in the app and the online exhibitor search incl. product photo and product description
- Inclusion and activation for Matchmaking365
- Activation for Schedule Organiser Online

**The components of these media for co-exhibitors and other represented companies are as follows:**

- Entry in the alphabetical list of exhibitors in all available fair media
- Ten product group entries in the fair catalogue
- Unlimited number of product groups in the app and the online exhibitor search

#### 7.2 Costs for the obligatory marketing services (Marketing Package)

Use of the marketing services listed under Item 7.1 is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

**Euro 990.00 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 marketing services offered. Please note that your company's participation requires Koelnmesse's approval. Therefore, this approval is also a prerequisite for any offers or order confirmations.

If an exhibitor still has not submitted an order to the official contractual partners by the editorial and advertising deadline, the exhibitor's particulars shall be added to the official fair media, subject to charge, on the basis of the information provided on the respective application form 1.10, 1.20, 1.21 or 1.12, 1.13. Where possible, applications and orders received later will also be included in the official fair media. If Koelnmesse GmbH receives orders and applications later than the editorial and advertising deadline, Koelnmesse GmbH shall accept no guarantee for provision of any marketing services. In such cases, there shall be no claims recognised, regardless of their nature, but particularly claims for reductions in cost for inclusion in the official media, or claims for damages.

#### 7.3 Special data protection provisions for lead tracking

Trade fair visitors can voluntarily register. Other terms may apply, particularly when visitors can only purchase certain types of tickets by registering. Koelnmesse GmbH forwards the personal data from registered visitors to third parties only if the visitors first agree to have their data used in this way.

Neither the exhibitor, nor Koelnmesse GmbH nor any other third party can require visitors to take part in lead tracking by scanning their admission tickets and so to pass on their personal data. The exhibitor is obliged to delete the personal data that this has received as a result of lead tracking in individual cases if it is requested to do so by Koelnmesse GmbH of the visitor in question. Koelnmesse GmbH is not liable for the accuracy and completeness of the visitor registration data.

The exhibitor may only forward the personal data received as a result of lead tracking to third parties if and to the extent that the exhibitor has received

express consent from the respective visitor. The exhibitor undertakes to use the personal data received as a result of lead tracking only in accordance with the legal regulations, especially those relating to data protection, and only for the exhibitor's own purposes. In this respect, the exhibitor shall exempt Koelnmesse GmbH from all claims by third parties.

### 7.4 Responsibility/release of Koelnmesse from liability

Official fair media are published by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, Germany, which in turn shall be entitled to commission another company with concrete execution and with advertisements.

The advertiser shall be responsible for the content of advertisements and entries, and for any damages resulting therefrom. Koelnmesse does not accept responsibility for printing errors, incorrect placement, errors and omissions or faulty printing.

Koelnmesse GmbH is not liable for damage to property and persons caused by the use of the FairMate LeadTracking App for the lead tracking service unless it can be proved that Koelnmesse GmbH acted deliberately or with gross negligence. Liability is limited to foreseeable damages. Participants use the FairMate LeadTracking App for the lead tracking services at their own risk. Although Koelnmesse strives to provide correct information, it does not guarantee the currentness, accuracy and completeness of the supplied information nor is it liable for such. Koelnmesse does not bear any responsibility for the service's technological availability. Warranty or damage claims of all kinds are excluded if the technology breaks down or malfunctions in some other way. Maintenance, security and capacity-related issues as well as events over which Koelnmesse has no control (e.g. disturbances of the public communication networks, power outages, etc.) can lead to brief disruptions or a temporary suspension of the services. Koelnmesse does not guarantee that the web pages will be accessible at all times and that participants can call them up flawlessly and without encountering incorrect content or technical difficulties. Koelnmesse is not liable for incorrect information that is produced or disseminated by participants and/or third parties (including cooperation partners) and that is related to the ordering of admission tickets and catalogues for trade fairs and exhibitions of the Koelnmesse Group on the Internet. Koelnmesse is especially not liable for e-mails or data entries that the system fails to accept and/or receive because they do not conform to the stipulations of these Conditions of Participation or to the website's technical requirements.

Koelnmesse is not liable for the offers made by third parties, especially not if they related to the use of the lead tracking service.

Koelnmesse does not guarantee that all links and references to external content that are found during the use of the lead tracking service are correct or complete.

## 8 Commercial property rights

**8.1** Koelnmesse GmbH does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense. If a final court decision has determined res judicata that an exhibitor in connection with one of the events of Koelnmesse GmbH has violated laws of the kind mentioned in paragraph 1, Koelnmesse GmbH is entitled to bar that exhibitor from the next event of this kind after the res judicata court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws regarding the protection of intellectual property or commercial property rights.

**8.2** You will find more detailed information in the No Copy! brochure.

## 9 Non-permissible advertising/ violations of the Conditions of Participation

In order to ensure that the overall character of the event is safeguarded and the exhibitors and visitors are protected from irritating or illegal activities, in particular the following advertising measures are forbidden:

- Exceeding the binding specified booth height
- Advertising activities outside the rented stand area without the prior written permission of Koelnmesse GmbH
- Advertising of an ideological or political nature. The exhibitor bears responsibility for the legality of competitions, raffles etc.

In the event of severe violations of the Conditions of Participation, Koelnmesse GmbH may immediately close your stand and clear it without resorting to legal assistance. Claims of all kinds – especially claims for damages – are excluded in these cases.

## 10 "Infoscout" – Information service for visitors

Your contact information as provided on Forms 1.10 as well as your registered product groups, will be made available at the information stands in the halls for interested visitors during the event. Furthermore, with the electronic information system "Infoscout" of Koelnmesse GmbH you can publish vacancies for trade representatives. You can use Form Z.03 to specify this offer according to products, countries or regions. Exhibitors and visitors can use "Infoscout" free of charge.

## 11 Requirement for a written document

All declarations must be specified in writing.

## 12 Severability clause

Should individual or several provisions of these conditions be or become invalid in whole or in part, the validity of the remaining provisions and of the contract shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions. Should the invalidity of a provision have arisen from a specific figure given therein with regard to performance or time (deadline or date), the nearest legally permissible figure shall replace the invalid one in the provision.

## 13 General Section of the Conditions of Participation, Technical Guidelines

The stipulations of the General Section of the Conditions of Participation and the Technical Guidelines are not affected.



## General Section of the Conditions of Participation

### I Application

1. To indicate your intention to take part in the event, you must return to us a completely filled in form with your legally binding signature (Registration).
2. By signing and returning the form, you acknowledge that the General and the Special Sections of the Conditions of Participation and the Technical Guidelines are binding for your company as part of the contract. You can download the Technical Guidelines from the event's website or from [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com). You also always have the option of requesting the Technical Guidelines in printed form or on CD-ROM. Within the framework of the fulfilment of contractual duties, the event organizer will process and use the information provided in this form via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account.
3. The registration shall be regarded as legally binding on your part, irrespective of admission; no conditions or reservations may be appended to the aforesaid registration. Requests for stands at specific locations, in particular, do not represent conditions for participation.

### II Acceptance/Transfer of stand space

1. The organizer shall accept your application in accordance with the conditions which apply to all participants (acceptance/stand area confirmation). There is no legal claim to acceptance. If the number of registration forms complying with the requirement profile and received by the organizer prior to the expiration of the registration period exceeds the number of available exhibition spaces, the organizer shall have the right to make a discretionary decision regarding the admission of registrants to the exhibition. Your company may be disqualified from admission to the exhibition if you failed to fulfil your financial obligations to the organizer at any time, or if you failed to fulfil such financial obligations within the prescribed period of time.
2. The contract comes into effect at the latest upon receipt of the admission (by post, fax or other electronic means of transmission), which is valid without a signature. Should the content of the confirmation of acceptance differ substantially from that of your application, then the contract shall be concluded under the terms of acceptance if you do not lodge a written objection within 2 weeks of receipt of confirmation of acceptance. The same shall apply, if it is necessary to postpone the event or to transfer the event to another location, and the change is deemed to be reasonable with respect to yourself; in this case, the corresponding notification of change from the organizer shall supersede the admission. The acceptance only applies to the respective event, the company applying and referred to in the acceptance letter, and its registered products and services. Products and services which do not conform to the list of products may not be exhibited or offered at the trade fair.
3. The organizer allocates stand space on the basis of which exhibition theme at the event your registered products belong to.

There is no right to claim the allocation of stand space in a certain form, in a certain size, in a certain hall or in a certain hall area. Deviations from the requested form or placement of the stand do not provide grounds for an objection to be made under Item II, Paragraph 2 of the General Section of the Conditions of Participation.

4. In special cases for important reasons, the organizer is entitled to subsequently allocate you stand space other than stated in the confirmation of acceptance, to change the size and dimensions of your stand space, to relocate or close entrances or exits and to undertake structural changes in the exhibition halls without claims arising on your part. In the event of a reduction in stand space size, you will be credited with the difference arising from the correspondingly lower participation fee.

You will be notified without undue delay if the stand space becomes unavailable due to reasons which are beyond the organizer's control. In this case, you will be entitled to a reimbursement of the participation fee. Any further claims for damages, which will exceed the aforementioned reimbursement, shall be excluded in these cases.

5. Any complaints on your part must be submitted in writing immediately or at the latest while the event is in progress; complaints submitted at a later date cannot be considered.
6. The organizer is entitled to revoke the acceptance if it was granted on the basis of incorrect statements or if the company fails to meet the conditions of participation after the acceptance was granted. The organizer shall have the right to rescind the contract, if there is a substantial reason or good cause. Such substantial reason exists, in particular, if an application for opening insolvency proceedings against your assets has been made, such an application has been dismissed due to lack of funds, or insolvency proceedings have commenced. You must inform the organizer of this immediately.
7. Prior to receipt of acceptance/stand area confirmation, revocation of registration shall only be possible if permitted by the Special Section of the Conditions of Participation. In this event, a fee specified in the Special Section of the Conditions of Participation shall be paid.

8. Following receipt of acceptance/stand area confirmation, in general, revocation is no longer possible. The organizer can agree to the request for release from the contract in exceptional cases if the stand space no longer required can be assigned to another exhibitor against payment. In this instance, the organizer is entitled to demand general reimbursement of the costs incurred corresponding to 25 % of the participation fee without providing proof, unless otherwise specified in the Special Section of the Conditions of Participation. If the stand area cannot be assigned to a third party against payment, the contract remains in force and the participation fee must be paid in full.

If the Special Section of the Conditions of Participation stipulate that you must purchase a Visitor Promotion Package, the specified price has to be paid in the event that you withdraw from the contract and admission ticket vouchers have been provided. Liability for catalogue costs, stand construction costs and other costs, which in particular, have been incurred as a result of a claim by a third party or of services rendered, is not affected.

You shall have the right to provide proof that a damage or loss has not been incurred or that the extent of the damage or loss incurred is considerably less.

Occupation of a space which becomes available in the form of an exchange of stand areas by a participant who has already been approved and allotted a space for the event does not represent an alternate assignment of the stand area against payment.

The co-exhibitor fee must be paid in full in the event a company that has been accepted as a co-exhibitor does not participate.

9. The following cases will fall solely within your scope of risk as exhibitor:
  - a) if the products which you have stipulated for the presentation cannot be introduced at the venue of the event due to the legal requirements prevailing there or due to other reasons, or
  - b) if such products do not arrive in due time, do not arrive undamaged or do not arrive at the venue of the event at all – e.g. as a result of any loss, delay in transport or customs, etc. – or
  - c) if your journey, the journey of your employees or your stand or installation personnel should be delayed or should become impossible – e.g. because a visa is not granted.

You will remain under obligation to pay all the charges agreed upon.

10. Event-related regulations are detailed in the Special Section of the Conditions of Participation.

### III Construction, arrangement and operation of stands

1. As an exhibitor, you are responsible for ensuring that your trade fair participation, and especially the construction and design of your stand, comply with all the statutory provisions of the Federal Republic of Germany as well as the regulations of this General Section and the Special Section of the Conditions of Participation and the Technical Guidelines. This also applies to the persons working on behalf of the exhibitor, who must be supervised to ensure that they adhere to the regulations.
2. Additional regulations, especially those of an event-related nature, can be found in the Special Section of the Conditions of Participation and in the Technical Guidelines.
3. Any additional technical services that may be required, particularly the installation of electricity, water and safety devices, the recruitment of local auxiliary personnel, etc., can be ordered via the Koelnmesse-Service-Portal (KSP) by means of special order forms against a separate charge. Orders placed by third parties (in particular by stand construction companies) in connection with the construction and design of stand areas are considered to have been commissioned by the exhibitor and at the exhibitor's expense.
4. For the duration of the event the stands must be staffed by personnel and display the products specified in the application and confirmation of acceptance. Vacating the stand prior to the end of the event represents a serious breach of these Conditions of Participation and shall entitle the organizer to assert damage claims and exclude your company from future participation in Koelnmesse Group events.
5. Products and services may only be presented in the stand area listed in the acceptance/stand confirmation. You may not distribute products, flyers and other advertising materials in other areas of the exhibition centre without first receiving the organizer's written permission.
6. The legal stipulations of the Federal Republic of Germany must be complied with during the presentation and sale of products and services. Products that are not intended or approved for sale worldwide must bear a corresponding note or country-specific label.
7. The organizer is entitled to demand that you remove products from your stand that do not correspond to the List of Goods, the presentation of which does not conform with the legal stipulations of the Federal Republic of Germany, or, which through their odour, noises, other emissions or appearance, could constitute a considerable disruption to the operation of the event or put the safety of exhibitors and visitors at risk.

### IV Participation fee and other costs/Terms of payment/Scope of the standardised event services

1. The participation fee for the standardised event services covers the rental of the stand area for the entire duration of the event and the construction and dismantling periods stipulated in the Special Section of the Conditions of Participation, a specific number of exhibitor and work passes, the use of technical and service facilities at the exhibition centre, general hall security, cleaning of the generally accessible hall areas, general hall lighting, and advice on organization, advertising and public relations work for your participation. In addition, the participation fee includes services provided by the organizer as part of the general visitor marketing activities. At the organizer's discretion, these activities especially include a selection of the following services: placing

of advertisements, provision of advertising materials for the exhibitors' own communications measures, direct marketing measures (e.g. publication and dispatch of newsletters and other information to potential visitors by mail, fax, or other means of electronic transmission), provision of an online ticket shop, and event-related Internet domains. The standardised event services also include the provision and supply of energy covered by the flat-rate energy fee; in this respect, please note the corresponding regulations of the Special Section of the Conditions of Participation.

The event services also encompass the inclusion in the list of exhibitors. This is obligatory for each exhibitor, co-exhibitor, group participant and additionally represented company. Please note the corresponding regulations of the Special Section of the Conditions of Participation. The organizer has the right to request additional payment for certain listed services.

2. The participation fee does not include the provision of stand partition walls or other special construction elements.
3. The amount of the participation fee and other costs will be calculated on the basis of the dimensions of the allocated stand space and according to the rates specified in the Special Section of the Conditions of Participation. The size of the allocated floor area is calculated without taking projections, pillars, installation connections and other fixed objects into account.
4. For two-storey exhibition stands, the participation fee for the upper storey is calculated in accordance with the regulations of the Special Section of the Conditions of Participation after the upper storey has been approved following a technical inspection.
5. After your admission, you will receive an invoice for the participation fee and the other costs; the invoiced amount is due immediately upon receipt of the invoice. This also applies to all amounts that must be paid within the framework of the contractual relationship, and, in particular, to invoices, as stipulated by Item II, Paragraph 7 and Paragraph 8 of these Conditions of Participation.
6. All prices are net fixed rates plus any accruing value-added tax as well as any comparable taxes which may be imposed at the venue of the event. Please note the regulations for VAT refunds listed in the Special Section of the Conditions of Participation.
7. In the event of an increase in the organizer's own operating costs, the organizer shall have the right to increase the various prices by the amount that will cover the increase. The increase in its own operating costs may result from rising costs for manufacturing, procurement and labour or from increases in energy costs, fees, taxes and other public duties at the event location. The greatest amount that each individual price can rise is limited to 5% if more than 9 months have passed between the time the contract is concluded and the date the event is held, 7.5% if more than 18 months have passed and 10% if more than 24 months have passed.
8. The settlement of all liabilities within the prescribed period shall be a prerequisite for the occupation of the stand space.

9. Failure to execute payment on time will result in interest being charged of 9% above the base rate according to Art. 288 of the German Civil Code. If the damage incurred by the organizer is greater, he shall be entitled to lodge a claim for these damages. The compensation shall become invalid or be reduced, if you can provide evidence that the organizer has incurred little or no damage as a result of the payment default.

Should settlement of the invoice not be effected by the deadline or in full, the organizer is, in addition, entitled to dissolve the contract with you and to otherwise dispose of the stand area reserved for your company.

10. Resulting from the organizer's claim in regard to the assignment of the stand space, your exhibits are subject to a contractual lien in the organizer's favour.

11. Any services that have been provided by the organizer will be invoiced in euros. You are obliged to pay the amount shown on the invoice in the currency shown on the invoice („billing currency“). If the organizer should be prepared, as a courtesy, to accept settlement of the invoice in a currency other than the billing currency in individual cases, without being under any obligation to do so, such payment must be based with regard to the conversion on the official buying rate of the billing currency on the date the payment is received. Any exchange rate losses in relation to the billing currency after the invoice becomes due for payment are, therefore, at your expense.

12. Any complaints relating to the invoice are to be submitted in writing, immediately, at the latest 2 weeks after receipt; complaints made at a later date cannot be considered.

13. Any projecting parts, pillars, installation connections and permanent internal fittings in the assigned stand space do not entitle you to any reduction in the participation fee or other costs.

14. The organizer shall also be entitled to the payment of the full amounts, if you fail to fulfil any of your obligations arising from the contractual relationship. This does not affect claims to damages. In the event of the contract not being fulfilled at all by the organizer, or being fulfilled only in part, you have claims to a proportional reimbursement of any payments you have already made. Claims above and beyond this are ruled out in accordance with the regulations in Items VII and VIII of these Conditions of Participation. The regulations in Item XI of these Conditions of Participation shall remain unaffected.

15. In the event of counter claims being made against those claims arising from the contract, you can only set off or assert your right of retention in as far as your claims have been found to be uncontested or legally valid.

16. In the event that an invoice is sent to a third party at the request of the exhibitor, this does not constitute any waiver of the right to claim the account receivable from the exhibitor. The latter remains obliged to pay until such time as the account receivable has been settled in full.

## **V Co-exhibitors, additionally represented companies, group participations**

1. In principle, stand spaces shall be hired out only as a whole unit and only to one contracting party. As an exhibitor, you are not permitted to relocate, exchange, share, or in any other way make the stand space allocated to you completely or partially accessible to third parties, without the prior consent of the organizer.

2. A stand area may only be used by several companies at once if the stipulations of the Special Section of the Conditions of Participation allow the participation of co-exhibitors and/or additionally represented companies.

3. Use of the stand area by another company with its own products and own staff (co-exhibitor) requires a special application for permission and approval by the organizer. This also applies to companies who have their own products at the stand but none of their own staff (additionally represented companies). Companies which are members of a group as well as subsidiaries are considered to be co-exhibitors.

The organizer reserves the right to demand a special participation fee and other costs for approving co-exhibitors for participation. Such charges and costs will be invoiced to you as the exhibitor. The organizer has the right to limit the number of approved co-exhibitors per exhibitor. If co-exhibitors and additio-

nally represented companies are to be accepted, the preconditions laid out in Item II of these Conditions of Participation apply; these companies are subject to the General and Special Sections of the Conditions of Participation and the Technical Guidelines.

Should you accommodate a co-exhibitor or a company which is additionally represented, without the express permission of the organizer, this shall be grounds for dissolving the contract with you without notice and to have the stand space vacated at your risk and expense. No claims of any kind can be made against the organizer in this case, especially no claims for damages.

Even after confirmation of acceptance has been received, the contract exists exclusively between the organizer and the exhibitor, who is liable for the negligence on the part of his co-exhibitors/additionally represented companies as well as for his own negligence.

4. If several companies wish to participate at the event together on one stand – a group participation – then the existing General and Special Sections of the Conditions of Participation and the Technical Guidelines are binding for each individual company. The registration is accomplished by the group organizer, who is responsible for the group participants' adherence to the Conditions of Participation. Subsequent to acceptance and stand area confirmation, a contractual relationship exists exclusively between the group organizer and the event organizer. Exceptions exist in the case of group participants' individual orders for services in their own name and at their own expense; such individual orders are permitted only on site during the period from the first stand construction day to the last official day of the event.

5. If a stand area is jointly assigned to two or more companies, they are jointly and severally liable to the organizer.

## **VI Domiciliary rights**

1. The organizer exercises domiciliary rights throughout the exhibition grounds.

2. He is entitled to have exhibits removed from a stand if their display contravenes statute law, offends good morals or is not in keeping with the event programme. Promotion of political and ideological ends is prohibited. In the event of serious offences against the Conditions of Participation, the Technical Guidelines or legal regulations, the organizer is entitled to close your stand or have it vacated.

3. The house regulations for the Cologne exhibition centre apply in their current-ly valid version.

## **VII Warranty**

The warranty period for deliveries of new articles is 1 year. For used articles, all liability based on warranty is excluded. No warranty claims are available if the damage is due to normal wear and tear, force majeure, faulty or negligent handling, excessive loads or failure to comply with statutory provisions or operating instructions.

## VIII Liability/Insurance

1. The organizer's liability, independent of fault, for damages because of initial defects in the assigned object of the contract is excluded.

2. In the event of claims for damages (i) for loss of life, bodily injury or impaired health as well as (ii) for violations of Germany's Product Liability Act caused intentionally or by gross negligence the organizer shall be liable in accordance with the statutory obligations.

Furthermore, the organizer shall be liable for every culpable infringement of an essential contractual obligation. Essential contractual obligations shall pertain only to those contractual obligations which must be complied with during the execution of the contract. This applies to all claims which could arise in connection with this contract.

The organizer is not otherwise liable for simple negligence. Other contractual and/or legal damage claims of any type, including damage claims for consequential damages, shall be excluded, unless the damage was caused by the intentional or grossly negligent action of the organizer.

If the organizer is liable for damages, this liability is limited to damages that the organizer should have foreseen at the time of the contract's conclusion as the possible consequence of a breach of contract or that should have been foreseen had the usual care been exercised. Moreover, indirect and consequential damages are only eligible for compensation if such damage can typically be expected to occur.

The foregoing limitations of liability shall apply, to the full extent, to the executive organs, employees, legal representatives, persons employed in performing an obligation and vicarious agents, whose services are used by the organizer for the performance of the contract. (This also applies to personal liability in each case.)

If the organizer is compelled to temporarily vacate or permanently close the exhibition area or parts thereof, to postpone the event, shorten or extend it due to force majeure, or for other reasons beyond its control, then the exhibitor is not entitled to any rights, in particular, to claims for damages against the organizer.

The responsibility of the event organizer is limited to fault in all cases without prejudice to any limitations of liability under these Conditions of Participation.

Within the scope of liability, the statutory burden of evidence regulations shall continue to apply; they will not be affected by this clause.

3. The organizer does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are the property of the stand personnel.

The organizer transfers the general surveillance of the trade fair halls and the outdoor areas, the supervision of the exterior grounds, and the security checks at the entrances to security agencies and their uniformed guards and non-uniformed personnel.

Every visitor and exhibitor in the exhibition hall must have a valid admission ticket or exhibitor pass and show it to the aforementioned security staff upon request. This general surveillance does not include the guarding and securing of individual stands or stand components.

4. In the event of contracts that provide for the procurement of certain items, then, unless otherwise expressly agreed in individual cases, the organizer does not assume the risk of procurement.

5. The organizer does not conclude insurance policies for specific stands. The organizer has concluded a framework agreement for exhibition insurance against the usual insurable dangers such as fires, burglary, theft, damage, water damage, etc., including the risks associated with the delivery and removal of the exhibits.

The exhibitor can cover his participation risks at its own expense in accordance with this framework agreement (order form accessible through the online service tool). All cases of theft and damage must be immediately reported to the police, the organizer and the insurance company at Messewache Ost (Security Office East at Entrance East) and thereafter registered in writing.

Exhibitors are strongly recommended to insure exhibits and take out sufficient exhibition insurance for the duration of the trade fair and the construction and dismantling periods. Stand security personnel may only be provided by the security agencies that have been commissioned for this purpose by the organizer.

6. As an exhibitor, you will be liable to the organizer and to third parties for any damage inflicted on the organizer or on third parties, provided that such damage is attributable to your culpable action or the culpable action of your personnel, your employees or any third party which you have appointed or any other third parties, whose services you are using for the purpose of fulfilling your obligations. In this regard, you must exempt the event organizer from all claims by third parties. It is necessary to observe strict compliance with the Technical Guidelines which will be handed over to you by the organizer, as well as with the information from the organizer's circular letters pertaining to questions on the preparation and implementation of the event.

7. The exhibitor shall irrevocably indemnify the organizer from all claims by third parties insofar as these are based on the exhibitor's presentation, the design of the exhibitor's stand, the products presented at the exhibitor's stand, or the intellectual content of these products violating the rights of third parties (in particular, but without being limited to, copyrights, the rights to names and images, trademark rights, competition rights and publicity rights) or other statutory provisions. This indemnity obligation encompasses all of the associated costs and expenses (in particular, but without being limited to, warning and legal costs as well as court fees).

## IX Assertion of claims/period of limitation

1. The exhibitor's claims against the organizer — of whatever type — must be submitted to the organizer in writing immediately or, at the very least, during the course of the event. The date on which the organizer receives the claim will be the sole criterion for determining if it has been received by the deadline. Claims which are received at a later date cannot be considered.

2. Their claims against the organizer arising from the contractual relationship as well as all other claims relating thereto, shall become statute-barred after 6 months. The limitation period shall commence at the end of the month, in which the closing date of the event falls. This does not apply to damage claims resulting from (i) loss of life, bodily injury or impaired health, (ii) Germany's Product Liability Act, (iii) essential contractual obligations and (iv) damages caused by the organizer's intentional or grossly negligent actions. The statutory periods of limitation apply in such cases.

This does not apply to damage claims resulting from (i) loss of life, bodily injury or impaired health, (ii) Germany's Product Liability Act, (iii) essential contractual obligations and (iv) damages caused by the organizer's intentional or grossly negligent actions. The statutory periods of limitation apply in such cases.

## **X Place of fulfilment/place of jurisdiction/applicable law**

1. The place of fulfilment shall be the principal place of business of the organizer. The place of jurisdiction, also in a process involving documents, bills of exchange and cheques is, in so far as you are a businessman, legal entity of public law or a separate asset under public law, Cologne. The organizer shall also be entitled, at his option, to lodge his claims at the court of the place where you have your place of business or your branch.

2. All legal relationships between you and the organizer are subject to Federal German Law as well as to the German text.

## **XI Reservations / force majeure, cancellation of the event**

1. As an exhibitor, you will be solely responsible for compliance with all the laws, guidelines, and other regulations which are in force in the host country, even if the content of the organizer's Conditions of Participation deviate from such regulations. You must obtain information promptly and comprehensively of the relevant regulations prevailing at the venue of the event, and obtain the required knowledge.

The organizer will not be liable for damages and other losses which could be incurred on your part as an exhibitor.

2. The organizer shall have the right to reschedule, shorten, extend or cancel the event, as well as to terminate the event temporarily or definitely, in part or in whole, if such an action is required due to reasons for which he is not responsible or unforeseen events such as force majeure, e.g. natural disasters, wars, strikes, terrorist attacks or the breakdown or obstruction of traffic, supply and/or communication links. The organizer shall immediately notify the exhibitor of such circumstances, provided he is not also prevented from doing so by force majeure. In such cases, the exhibitor has no claim to have the resulting damages recompensed.

3. In case the event is cancelled as a result of one of the cases mentioned in Clause 21, you, as an exhibitor, are obligated to cover an appropriate share of the costs incurred to prepare the event if the organizer requests you to do so. This share shall amount to no more than 50% of the agreed-upon user fee. The specific amount that each exhibitor has to bear is determined on the basis of the sum of all the costs that the organizer has already incurred, divided by the number of exhibitors and taking into account the size of the exhibition space that each exhibitor has booked.

4. If cases of force majeure prevent the organizer or its service partners from fulfilling some or all of their obligations, the organizer is released from its obligations until the force majeure ceases. The organizer shall immediately notify the exhibitor of such actions, provided the organizer is not prevented from doing so by force majeure as well. Strikes, lockouts, regulatory intervention and the impossibility of providing auxiliary materials such as electricity are considered to be the equivalent of force majeure, unless they are of short duration or caused by the organizer.

5. You shall have the right to rescind the contract, if you lose your interest in participating in the event because of one of the cases mentioned in Clause 2, and if you waive the reservation for the stand space allotted to you. Upon obtaining knowledge of the change, the rescission of the contract must be declared in a written statement and without undue delay. In case of the cancellation of an event, the organizer shall not be liable for damages and/or other losses which may be incurred on your part.

## **XII Final provisions**

1. By signing the application form you recognize the organizer's Conditions of Participation (the General and Special Sections, the Technical Guidelines and all other regulations relating to the contractual relationship) as binding. The contractual relationship is subject solely to these stipulations. Divergent or supplementary terms from the exhibitor do not become part of the contract even if the organizer does not specifically object to them. This applies especially to diverging conditions of payment.

2. Should these provisions be partially legally invalid or contain gaps, this shall not effect the validity of the remaining provisions or the contract. In this event, the parties shall undertake to replace the invalid provision with such a provision or to fill the gap with such a provision, which comes closest to enabling the commercial purpose pursued by the parties to be fulfilled.

3. All alterations to the contract must be made in writing. The same shall also apply to any amendment or cancellation of the written-form clause itself.



# Data Protection Notice

## 1 Controller/Contact

The Controller as defined under the data protection laws is

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne, Germany

Our Data Protection Officer can be contacted as follows:  
[datenschutz-km@koelnmesse.de](mailto:datenschutz-km@koelnmesse.de).

## 2 Your rights as data subject

If your personal data are processed, you are a data subject as defined in the GDPR and you have the following rights with respect to the Controller:

### Right of objection

**You have the right to file an objection at any time against processing of your personal data, carried out on the basis of Art. 6 (1) lit. e or f GDPR, for reasons resulting from your particular situation. This also applies to any Profiling based on these provisions.**

**The Controller will then no longer process your personal data, unless he/she can demonstrate compelling reasons for the processing warranting protection, and these prevail over your interests, rights and liberties, or if the processing is for the purpose of asserting, exercising or defence of legal entitlements.**

**If your personal data are processed in order to carry out direct advertising, you have a right to file an objection at any time against the processing of your personal data for the purpose of such advertising. This also applies to Profiling insofar as it is connected with such direct advertising.**

**If you object to processing for the purpose of direct advertising, your personal data will no longer be processed for these purposes.**

**In connection with the use of services of the information society and notwithstanding Directive 2002/58/EC, you have the possibility of exercising your right of objection via automated procedures that use technical specifications.**

You can demand **information** on whether we process personal data concerning you. If such processing is carried out, you can demand further information on this processing, in particular the purposes, categories of personal data, recipients or the categories of recipients, planned storage duration etc.

You have a right to **correction** and/or completion of your data

You can demand the **restriction of the processing** of your personal data under certain circumstances: If the processing of your personal data has been restricted, these data — with the exception of their storage — can only be processed with your consent, or for the assertion, exercise or defence of legal entitlements, or to protect the rights of another natural or legal person, or for reasons of an important public interest on the part of the EU or a member state.

Under certain circumstances, you can demand the **erasure** of the personal data concerning you. If the Controller has made your personal data public and is obliged to erase them, he/she shall, with consideration for the available technology and implementation costs, take appropriate measures, including of a technical nature, to inform Controllers, responsible for the data processing and processing the personal data, that you, as data subject, have demanded that they delete all links to these personal data, or have demanded the deletion of copies or replications of these personal data.

If you have asserted the right of rectification, erasure or restriction of processing with respect to the Controller, the latter is obliged to inform all recipients, to whom your personal data have been disclosed, of this

rectification or erasure of the data or of the restriction of processing, unless this proves to be impossible or involves disproportionate expense. You have a right with respect to the Controller to be **informed** of these recipients.

You have a right to **receive** your personal **data**, provided by you, in a structured, commonly-used and machine-readable format. You also have a right to insist that these data be transferred directly to another controller, insofar as this is technically possible. Liberties and rights of other persons must not be impaired as a result.

You have the right to **revoke** your data protection **declaration of consent** at any time. Revocation of the consent shall not affect the legality of the processing, carried out on the basis of the consent, up until the revocation. Within certain limits, you have the right not to be subjected to a decision, based exclusively on automated processing — including Profiling — that is legally effective against you or that significantly impairs you in a similar manner.

## 3 Right to complain to a supervisory body

Notwithstanding any other administrative-law or judicial remedy, you have a right to complain to a supervisory authority, in particular in the member state of your residence, your place of work or the place of the suspected violation, if you are of the opinion that the processing of your personal data violates the GDPR.

The supervisory body with which the complaint has been filed, will inform the complainant of the status and the results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

## 4 Information in the event of data collection via third parties

If we collect your personal data via third parties, this can involve the following categories of personal data: name, contact data as well as further information, for example concerning your responsibilities. If we do not receive these contact data directly from you, we receive them from the company for which you work and/or with which we are in contact. This can involve in particular an exhibitor or another cooperation partner with which we exchange services.

The possibility also exists of us receiving your contact data from commercial agents working for us.

## 5 Purposes and legal basis of the processing

We process your data for contract initiation, execution and settlement. This concerns the purchase of tickets as well as the contractual relationship as exhibitor, if you are acting as a natural person, for example businessman, in this respect. The data processing can also be for the purpose of administering your participation in an event or competition.

The legal basis for the handling of your data is Art. 6 (1) lit. b) GDPR, if this handling concerns the contractual exchange of services with you.

We may possibly also process data on you even if you yourself are not a customer, but rather a contact person of a business or cooperation partner.

In this respect, the legal basis for the handling of your data is Art. 6 (1) lit. f) GDPR.

We also process data for other purposes that are in our interests, specifically in order to:

- provide you with product information concerning relevant services.
- carry out measures aimed at improving and developing services and products, so as to be able to approach you individually with customised offers and products.
- carry out market and opinion research, or have this carried out by market and opinion research institutes. This enables us to obtain an overview of the



transparency and quality of our products, services and communication, and to align or design these in the interests of our customers.

The legal basis for this handling of your data is Art. 6 (1) lit. f) GDPR as well as Art. 6 (1) lit. a) GDPR, provided you have issued consent. You can revoke any such consent at any time with effect for the future.

## 6 Justified interest

If we use data within the framework of the above weighing-up of interests, our justified interest lies in enabling direct advertising (see Recital 47 GDPR), provided your privacy-law interests do not outweigh our advertising interests in each individual case.

If we use data in the context of contract initiation or fulfilment with a business or cooperation partner, our interest when handling your data lies in enabling and maintaining a dialogue with the respective business or cooperation partner, typically within the framework of a contractual or other relationship. If you act as contact person in this respect — typically in your function as employee of these companies — you typically have no opposing interest if this interaction with us is part of your work duties.

## 7 Recipients of your data

If and insofar as you have issued us with corresponding consent, we shall forward your data within the limits of this consent.

We shall also forward your data to service providers who are bound by instructions and whose work supports the provision of our services for you, on our behalf and in accordance with our instructions. These can be IT service providers, print service providers, call centres if you call in, and similar service providers.

In individual cases we also forward your data to third parties who use the data on their own responsibility: finance and tax authorities, police and investigation authorities (given the existence of a legal basis), official registration bodies (if forwarding is prescribed by law), insurance companies, banks and lending institutions (payment processing), market partners, commercial agents, auditors, lawyers, accountants or similar third parties.

## 8 Transfer of data to a third country

The transfer of data to third countries is planned if this is necessary for fulfilment of a contract, or if you issue us with express consent to forward the data to third parties.

If we transfer your data to service providers or group companies outside the European Economic Area (EEA), the transfer will only be made if the third country has been certified by the EU Commission as having an adequate level of data protection (Art. 45 (1) GDPR), or given the existence of other adequate data protection guarantees as defined in Art. 47 GDPR.

## 9 Duration of the storage of your data

If we have received your data for the processing of the contractual relationship with you as ticket purchaser or as natural person, as exhibitor, or for the purpose of an advertising approach or for the processing of your participation in an event or competition, we shall store your data and shall erase these after the event or when the contractual relationship with you has ended, when all reciprocal claims have been fulfilled and if no other statutory retention obligations or statutory justifying reasons for the storage exist.

Retention obligations exist in particular under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with you has ended.

If we use your data in the context of the contract initiation or fulfilment with a

business or cooperation partner, we shall store your data and shall erase them as soon as these are no longer required, for example if our relationship with the business or cooperation partner ends, if you yourself no longer act as contact person or similar.

Retention obligations exist under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with the business or cooperation partner has ended.

## 10 Necessity of providing your data

The provision of the data by you and the collection of the data by us for the processing of the contractual relationship with you as ticket purchaser or as natural person as exhibitor, is necessary for conclusion of the contract. Without the data we cannot conclude a contract with you or provide invoicable services.

The same applies in cases in which you wish to be approached by us for advertising purposes, or wish to participate in events or competitions.

If we collect your data in the context of contract initiation or fulfilment with a business or cooperation partner, the provision of the data is typically necessary for the contractual relationship with the company for which you work; we would be typically unable to provide services without the data.

## 11 Automated decisions in individual cases or Profiling measures

No automated decision making or profiling takes place, neither for the creation and execution of the contractual relationship with you, nor for advertising approaches, nor for the processing of your participation in events or competitions.

(last amended 12 July 2018)



