

## Essential information

Please also refer to our enclosed Conditions of Participation.



gamescom

Cologne, 25 - 29 August 2020

## The application form includes

Essential information/checklist

Checklist

The forms:

- 1.10 Application for main exhibitor\*
- 1.11 Enclosure to the application for main exhibitor
- 1.12 Application for group stands
- 1.20 Application for co-exhibitors\*
- 1.21 Application for additionally represented companies\*
- 1.30 List of Goods\*
- 1.31 List of Goods – Merchandising
- S.13a business area: Meeting Rooms 12 - 20 sqm
- S.13b business area: Meeting Rooms 21 up to 50 sqm
- Important information for group organizers
- Regulations: Own stand construction in the gamescom business area
- Conditions of Participation Special Section
- General Conditions of Participation
- Youth Protection Information for gamescom 2020
- Data Protection Notice
- Koelnmesse subsidiaries, representatives and foreign representations
- **\*Must be returned**

## 1 Duration of event

From 25.08.2020 (Tuesday) to 29.08.2020 (Saturday)

## 2 Opening hours

For visitors

a) entertainment area:

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

b) business area:

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

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

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

**On 28.08. and 29.08.2020 the gamescom business area will remain closed.**

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

## 3 Application

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

Alternatively the "Online-Application" can be used on the gamescom webpage. The application forms must be completely filled in and sent to Koelnmesse by clicking the button "submit binding application".

\*see Item V of the General Conditions of Participation

**Hall layout planning starts in: January 2020**

## 4 Participation costs\*

Rent of the stand area costs:

**entertainment area**

(on application up until 13.02.2020)

Stand rental fee	for Terrace stand (one side open)	for Corner stand (two sides open)
up to 150 sqm	143.00 Euro / sqm	149.50 Euro / sqm
up to 500 sqm	126.50 Euro / sqm	132.50 Euro / sqm

Stand rental fee	for Two corner stand (three sides open)	for Island stand (four sides open)
up to 150 sqm	154.50 Euro / sqm	162.00 Euro / sqm
up to 500 sqm	138.00 Euro / sqm	143.50 Euro / sqm
501 – 1.000 sqm	120.50 Euro / sqm	126.50 Euro / sqm
from 1.001 sqm	97.00 Euro / sqm	102.00 Euro / sqm

**Late booking surcharge** from 14.02.2020 15.00 Euro / sqm

**Two-storey** 48.00 Euro / sqm

**Outdoor space** up until 13.02.2020 69.00 Euro / sqm  
**Outdoor space** from 14.02.2020 74.00 Euro / sqm

**business area**

(on application up until 13.02.2020)

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

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

Stand package:	12 sqm – 20 sqm	> 20 sqm
Participation fee:	210.00 Euro / sqm	202.00 Euro / sqm
Own stand construction: location fee	94.00 Euro / sqm	
<b>Late booking surcharge</b>	from 14.02.2020	15.00 Euro / sqm

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

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

Stand package:	12 sqm – 20 sqm	> 20 sqm
Participation fee:	260.00 Euro / sqm	251.00 Euro / sqm
Own stand construction: location fee	143.00 Euro / sqm	
<b>Late booking surcharge</b>	from 14.02.2020	15.00 Euro / sqm

**Additional costs**

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

We will also charge a flat-rate fee per square meter of 10.00 Euro for energy costs\* and an AUMA fee\* of 0.60 Euro. Koelnmesse shall be entitled to charge a reasonable down payment for the services used for the event in question - e. g. electrical and water connections, stand cleaning, etc. - The down payment for services shall be assessed on the basis of the services charged for the previous event. The down payment for exhibitors who have not participated in the previous event shall total 35.50 Euro per square metre - plus the costs for the obligatory marketing services (Marketing Package); see Item 8.2, Special Participation Conditions. The costs given are net prices, not including German VAT.

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

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

## 5 Special day: 25.08.2020 Media and Trade Visitor Day

(official press day)  
Tuesday, 25.08.2020, 09:00 a.m. – 07:00 p.m.

## 6 Build up period

**business area / halls 1.1, 2.1, 2.2, 3.1\*, 3.2, 4.1, 4.2**  
20.08.2020: 06:00 a.m. - 12:00 p.m./midnight  
21.08. - 23.08.2020: 00:00 a.m. - 12:00 p.m./midnight  
24.08.2020: 00:00 a.m. - 06:00 p.m.

**entertainment area / halls 5 - 10**  
15.08.2020: 06:00 a.m. - 12:00 p.m./midnight  
16.08. - 20.08.2020: 06:00 a.m. - 12:00 p.m./midnight.  
21.08. - 23.08.2020: 00:00 a.m. - 12:00 p.m./midnight  
24.08.2020: 00:00 a.m. - 06:00 p.m.

**\*Note:** The outdoor and logistic areas of hall 3.1 have to be fully vacated by 24.08.2020 at 07:00 a.m.. From this point on, it is no longer possible to make further deliveries with vehicles nor use the logistic areas of hall 3.1.

## 7 Dismantling period

**business area / halls 1 - 4**  
27.08.2020: 08:00 p.m. - 12:00 p.m./midnight  
28.08. - 29.08.2020: 00:00 a.m. - 12:00 p.m./midnight

**entertainment area / halls 5.2, 10.1:**  
29.08.2020: 08:00 p.m. - 12:00 p.m./midnight  
30.08.2020: 00:00 a.m. - 12:00 p.m./midnight

**entertainment area / halls 5.1, 6, 7, 8, 9, 10.2:**  
29.08.2020: 08:00 p.m. - 12:00 p.m./midnight  
30.08.-31.08.2020: 00:00 a.m. - 12:00 p.m./midnight

On 29 August 2020 dismantling personnel obtain admission from 08:00 p.m. Trucks will be permitted to enter from 10:00 p.m.

Please note that the dismantling deadlines are mandatory and must therefore be observed. Depending on the hall in question, all stands and exhibits must be completely dismantled by 12 midnight on 29, 30 or 31 August. Moreover, all of the stand construction materials and other objects must have been completely removed from the halls and the outdoor area by these deadlines. Koelnmesse will remove and destroy all materials and objects that remain in the halls or the outdoor area after these deadlines and do so at the respective exhibitor's risk and expense. Koelnmesse can store such objects in exceptional cases, provided the items left at the exhibition centre are obviously valuable. Koelnmesse's further claims remain unaffected. Claims of whatever kind against Koelnmesse, and in particular claims for damages, are excluded in such cases.

## 8 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand area **beginning** spring 2020. The participation contract takes effect when you receive your stand confirmation, together with scaled sketches of your stand area and layout plans, **in or after** spring 2020.

## 9 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from [www.koelnmesse-service-portal.de](http://www.koelnmesse-service-portal.de). You also have the option of requesting the Technical Guidelines in printed form and on CD-ROM. Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data together with your stand confirmation, beginning spring 2020.

**Please observe the submission deadlines for ordering additional services.**

## 10 Maximum stand height / special constructions

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

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

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

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

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

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

## 11 Scaled sketches of stands

Scaled sketches of stands will be available upon request from spring 2020.

## 12 Withdrawal / non-participation

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

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

## 13 Invoicing / Issuance of a new bill

You will receive the invoice for the stand rental fee along with your free exhibitor and stand construction passes **starting** in spring 2020. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

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

## 14 VAT identification number

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

## 15 Exhibitor passes

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

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

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

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

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

## 16 Stand construction passes

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

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

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

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

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

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

## 17 Marketing services (Marketing Package)

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

Euro 265.00 per main exhibitor, group organiser and group participant  
Euro 250.00 per co-exhibitor and other represented companies.

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

## Unofficial lists of exhibitors

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

## 18 Use of copyright and related rights

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

Applications and queries should be addressed to:

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

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

Applications and queries should be addressed to:

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

## 19 „Infoscout" information service for visitors

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

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

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

## 20 Give-aways and sampling

Handing out free give-aways and product samples (especially energy drinks) to people outside the stand is not permitted without prior written consent from Koelnmesse GmbH. Distributing product samples and give-aways is only permitted in the stand area indicated on the permission form. Distribution outside the stand area is not permitted. In addition, the distribution of (cardboard) stools is strictly prohibited for safety reasons.

## 21 Koelnmesse representatives abroad

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

## 22 Other

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

## 23 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
Exhibitor Service	-2880, -3246, -3311	-3099
Press	-2528, -3990	-3544, -3977
Protocol	-3014	-3402
Accounts department	-2378	-3174
exhibitor passes, catalogue, admission ticket vouchers	-2994	-3437
Congresses, special events, conference rooms	-2223	-3430
Security office north	-2551, -2552	-3780
Security office east	-2550, -2549	-3450
Stand construction services	-3998	-3999
Technical services	-3998	-3992
Marketing services (Outdoor/hall advertising)	-2925	-3501
Marketing Package	-2824	
Event Technology Department	-3879	-3970
Car parking	-2978	-3209
Traffic controlling (truck parking)	-2978	-3209
Forwarding businesses (customs clearance/storage/transport) Schenker	+49 221 981310	+49 221 318890
Insurance	+49 221 77155824	+49 180
Security	-2456, -2818	-3435
Arranging staff – Hostesses / service staff	+49 221 28492-06	+49 221 8800066
– Build up / dismantling staff	-2882	+49 221 45559636
Food service/stand catering		
Aramark Restaurations GmbH	+49 221 284-8584	+49 221 284-8599
Hotel accommodation	-2370	-3739

## Checklist for preparing your participation at gamescom 2020



gamescom  
Cologne, 25 - 29 August 2020

	optional/ obligatory	Form	Deadlines / Advice	Done?
Application for main exhibitors	obligatory	1.10	Main application ( <b>signed</b> )	<input type="radio"/>
Early-booking discount until 13.02.2020	optional	1.30/1.31	List of Goods	
		1.11	Different invoice/correspondence address ( <b>signed</b> )	
<b>Note:</b> Space in the business area may <b>only</b> be booked in combination with booking a stand area in the entertainment area. Companies <b>without</b> products relevant to end users area excepted from this regulations (See Conditions of Participation, Special Section, item 3).				
Application for co-exhibitors (500.00 Euro + applicable VAT each)	optional	1.20 1.30/1.31	Register your co-exhibitors by using form <b>1.20 (signed by main exhibitor)</b> and a separate <b>List of Goods (form 1.30/1.31)</b> for each co-exhibitor.	<input type="radio"/>
Application for additionally represented companies (200.00 Euro + applicable VAT each)	optional	1.21 1.30/1.31	Register your additionally represented companies by using <b>form 1.21 (signed by main exhibitor)</b> and a <b>separate List of Goods (form 1.30/1.31)</b> for each additionally represented company.	<input type="radio"/>
Application for stand construction by Koelnmesse GmbH (Early booking-discount until 13.02.2020)	optional	S.13a S.13b	Please send your <b>signed form for stand construction</b> together with your application for main exhibitor. Please also note the possible options of additional equipment on the back of the form.	<input type="radio"/>
Submission of stand planning	obligatory		Should you be planning a special construction (e.g. two-storey, cinema or audience space, outdoor space or other special constructions) you must submit two copies of the construction plans to Koelnmesse's event technology department at <b>least 8 weeks before build up period begins</b> (Technical Guidelines, item 4.2.1).	<input type="radio"/>
Marketing services (Marketing Package)	obligatory		<b>Obligatory</b> for main exhibitors, group organiser, group participant, co-exhibitors and additionally represented companies. Our official contractual partner, Neureuter Fair Media, provides you with all order information and documents for the offered marketing services.	<input type="radio"/>
Additional exhibitor passes	optional		Additional exhibitor passes can be ordered <b>against payment</b> <a href="#">here</a> .	<input type="radio"/>
Order of other services related to your trade fair presentation Tel. +49 (0)221 821 3666 e-mail: koelnmesse-service-portal@koelnmesse.de	optional		Please take note of the deadlines found at the Koelnmesse-Service-Portal. You will receive your log-in data per e-mail after receiving your stand area confirmation.	<input type="radio"/>
Register musical renditions at GEMA – KundenCenter 11506 Berlin, Germany Telephone: +49 30 588 58 999, Fax: +49 30 212 92 795 www.gema.de			<b>Before the opening of the fair</b> Please take special note of our technical guideline (see Koelnmesse-Service-Portal), item 5.13 "Musical Renditions".	<input type="radio"/>
Submission of examination form to USK	obligatory		Content must be sent with the submission form attached to <a href="mailto:test@usk.de">test@usk.de</a> or via mail.	<input type="radio"/>
<b>Deadline August 10, 2020 (3 pm)</b>			For more information please see USK regulations.	