

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:	211.00 Euro / sqm	202.00 Euro / sqm
Own stand construction: location fee	94.00 Euro / sqm	
Late booking surcharge	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	
Late booking surcharge	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. 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.

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

Applications and queries should be addressed to:

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

19 „Infoscout" information service for visitors

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

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

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

20 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

22 Other

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

23 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
Exhibitor Service	-2880, -3246, -3311	-3099
Press	-2528, -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 – Build up / dismantling staff	+49 221 28492-06 -2882	+49 221 8800066 +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 (signed)	<input type="radio"/>
Early-booking discount until 13.02.2020	optional	1.30/1.31	List of Goods	
		1.11	Different invoice/correspondence address (signed)	
Note: Space in the business area may only be booked in combination with booking a stand area in the entertainment area. Companies without 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 1.20 (signed by main exhibitor) and a separate List of Goods (form 1.30/1.31) 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 form 1.21 (signed by main exhibitor) and a separate List of Goods (form 1.30/1.31) 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 signed form for stand construction 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 least 8 weeks before build up period begins (Technical Guidelines, item 4.2.1).	<input type="radio"/>
Marketing services (Marketing Package)	obligatory		Obligatory 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 against payment here .	<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			Before the opening of the fair 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 test@usk.de or via mail.	<input type="radio"/>
Deadline August 10, 2020 (3 pm)			For more information please see USK regulations.	

Application for main exhibitor

Must be returned. Valid only in conjunction
with filled out list of goods (form 1.30/1.31)!

1.10

1 Main exhibitor

1.1 Address*(= service recipient on invoice):

Company/Name: (give legal status such as "Limited", "Corporation" etc.)

Street: _____

Postcode, town: _____

Postcode, P.O. Box: _____

Postcode, town: _____

State, country: _____

Phone: _____

e-mail: _____

Internet: _____

*These information will be published in all lists of exhibitors.

Owner/Managing Director:

☐ Mr ☐ Ms

Correspondence language:

☐ German ☐ English

Sort
alphabetically
under the letter:

Contact person for the event is:

☐ Mr ☐ Ms

Tel.: _____

Cell: _____

e-mail: _____

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 We belong to the following associations:

2 Stand construction

2.1 Stand construction by Koelnmesse requested?

☐ yes

☐ no

3 Advertising spaces

3.1 Are you interested in advertising spaces on the exhibition grounds?

☐ yes

☐ no

4 Further information

4.1 Is there a different invoice or correspondence recipient?

☐ yes (please submit form 1.11)

☐ no

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.

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.

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

We would like to pass your information on to the conceptual sponsor of gamescom, game - the German Games Industry Association e.V., so that they can also contact you with information on events.

Declaration of consent to the transfer of data to other companies and to their contacting you:

☐ I consent to the transfer of my data to the conceptual sponsor of gamescom, game - Association of the German Games Industry e.V. and its member organisations and to being contacted with advertising by these companies. I can withdraw my consent at any time in the future (by sending an e-mail to 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.

The details you have filled in on form 1.10 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. Please fill out the document 1.11 for a different invoice address.

Only valid in conjunction with filled out list of goods (form 1.30/1.31)!

X

Place, date, legally binding signature and company stamp of the main exhibitor

Name of main exhibitor:

Customer number:

0480

entertainment area / open: 25 - 29 August 2020

We order the following stand area at a price of (excluding VAT):

Stand rental (stand construction by exhibitor)

- ☐ Space entertainment area
☐ Space merchandise area

Area in sqm

Frontal width in metres min max

Depth in metres min max

Please choose the desired stand format!

Stand format		Application	
		until 13.02.2020	from 14.02.2020
<input type="checkbox"/> Terrace	up to 150 sqm	143.00 €	158.00 €
stand	up to 500 sqm	126.50 €	141.50 €
<input type="checkbox"/> Corner stand	up to 150 sqm	149.50 €	164.50 €
	up to 500 sqm	132.50 €	147.50 €
<input type="checkbox"/> Two-corner	up to 150 sqm	154.50 €	169.50 €
stand	151-500 sqm	138.00 €	153.00 €
	501-1.000 sqm	120.50 €	135.50 €
	from 1.001 sqm	97.00 €	112.00 €
<input type="checkbox"/> Island stand	up to 150 sqm	162.00 €	177.00 €
	151-500 sqm	143.50 €	158.50 €
	501-1.000 sqm	126.50 €	141.50 €
	from 1.001 sqm	102.00 €	117.00 €

☐ Space family & friends

For a space in the family & friends area you have the option to book a raw stand space (for prices see above-mentioned chart), therefore please note the desired amount of m²:

Area in sqm

Or you can book a complete terminal in the gaming lounge via form S.17.

☐ Outdoor space:

For booking an area at the outdoor space as an additional promotional space in addition to a stand in the entertainment area apply special conditions. The space booked in the outside area may not be bigger than the stand in the entertainment area.

Area in sqm

Application	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> Outdoor space	69.00 €	74.00 €

☐ Universities, technical colleges and educational institutions

Area in sqm

Frontal width in metres min max

Depth in metres min max

Please choose the desired stand format!

Stand format		Application	
		until 13.02.2020	from 14.02.2020
<input type="checkbox"/> Terrace stand		83.50 €	93.50 €
<input type="checkbox"/> Corner stand		91.00 €	101.00 €
<input type="checkbox"/> Two corner stand		96.00 €	106.00 €
<input type="checkbox"/> Island stand		103.00 €	113.00 €
<input type="checkbox"/> Or: participation in group stand campus requested. For further information see form S.16.			

Additional costs (valid for all exhibitors with own stand construction in the entertainment area):

Additional to the above-mentioned stand prices it will be charged:

- 0.60 Euro/sqm AUMA fee
- 10.00 Euro/sqm flat-rate energy fee
- down payment for services (see Item 3.4, Special Participation Conditions)
- obligatory marketing services 265.00 Euro (Marketing Package) (see Item 8.2, Special Participation Conditions) and
- VAT

Name of main exhibitor:

Customer number:

0 4 8 0

business area / open: 25 - 27 August 2020

Please note the Conditions of Participation Special Section for the business area!

Space in the business area may only be booked in combination with booking a stand area in the entertainment area. Companies without products relevant to end users are excepted from this regulation (see Terms of Participation, Special Section, Item 3) and have to pay a surcharge of 500,00 Euro.

We order the following stand area at a price of (excluding VAT):

Stand rental (stand construction by exhibitor)☐ Space business area

Area in sqm

Frontal width in metres min max

Depth in metres min max

Price applies to exhibitors...	Application	
	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> ... with stand in the entertainment area	94.00 €	109.00 €
<input type="checkbox"/> ... without stand in the entertainment area*	143.00 €	158.00 €

stand format: ☐ Terrace stand ☐ Corner stand
☐ Two corner stand ☐ Island stand

Please choose the desired stand format!

* Surcharge for companies without stand in the entertainment area: 500.00 Euro

Additional costs (valid for all exhibitors with own stand construction in the business area):

Additional to the above-mentioned stand prices it will be charged:

- 0.60 Euro/sqm AUMA fee
- 10.00 Euro/sqm flat-rate energy fee
- down payment for services (see Item 3.4, Special Participation Conditions)
- obligatory marketing services (Marketing Package) (see Item 8.2, Special Participation Conditions) and
- VAT

Stand rental incl. stand construction by Koelnmesse GmbH☐ Conference booth

Area in sqm

Frontal width in metres min max

Depth in metres min max

Price applies to exhibitors...	Application	
	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> ... with stand in the entertainment area		
Conference booth 12 - 20sqm S.13a	211.00 €	226.00 €
Conference booth > 20 sqm S.13b	202.00 €	217.00 €
<input type="checkbox"/> ... without stand in the entertainment area*		
Conference booth 12 - 20sqm S.13a	260.00 €	275.00 €
Conference booth > 20 sqm S.13b	251.00 €	266.00 €

stand format: ☐ Terrace stand ☐ Corner stand
☐ Two corner stand ☐ Island stand

Please choose the desired stand format and additionally submit form S.13a/S.13b.

* Surcharge for companies without stand in the entertainment area: 500.00 Euro

Included in the above-mentioned stand prices are: - 0.60 Euro/sqm AUMA fee - 10.00 Euro/sqm flat-rate energy fee Additional to the above-mentioned stand prices it will be charged: - down payment for services (see Item 3.4, Special Participation Conditions) - obligatory marketing services (Marketing Package) (see Item 8.2, Special Participation Conditions) and - VAT

Declaration according to Item 3 of the Conditions of Participation, Special Section

If a stand in the business area without the occupation of a stand in the entertainment area is requested, please confirm the following:

☐ We confirm that we do not possess any end-user relevant products for the entertainment area and hereby declare that we agree to pay the flat-rate surcharge in the amount of 500.00 Euro due in such a case to Koelnmesse GmbH.



25. - 29.08.2020

Customer number:

0 4 8 0

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Name of main exhibitor:

Enclosure to the application for main exhibitor

Invoice address /Address for
correspondence

1.11

1 Invoice address

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

Company/Name: (give legal status such as "Limited", "Corporation" etc.)

Street:

Postcode,
town:

Postcode,
P.O. Box:

Postcode,
town:

State,
country:

Phone:

e-mail:

Language of correspondence:

☐ German

☐ English

PO no.:

Please note:

The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment.

The invoice information you provide are bindingly and later changes will be charged with a fee of 100 Euro per modification. (See article 3.9 Conditions of Participation Special Section)

2 Address for correspondence

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

Company/Name: (give legal status such as "Limited", "Corporation" etc.)

Street:

Postcode,
town:

Postcode,
P.O. Box:

Postcode,
town:

State,
country:

Phone:

e-mail:

Language of correspondence:

☐ German

☐ English

Contact:

☐ Mr ☐ Ms

Function:

Tel.:

Fax:

email:

Please note:

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

X

Place, date, legally binding signature and company stamp of the main exhibitor

Application

for group organizers

Must be returned. Valid only in conjunction with filled out list of goods (form 1.30/1.31)!

1.12

1 Main exhibitor

1.1 Address*(= service recipient on invoice):

Company/Name:

Street:

Postcode,
town:

Postcode,
P.O. Box:

Postcode,
town:

State,
country:

Phone:

e-mail:

Internet:

*These information will be published in all lists of exhibitors.

Owner/Managing Director:

☐ Mr ☐ Ms

Correspondence language:

☐ German ☐ English

Sort
alphabetically
under the letter:

Contact person for the event is:

☐ Mr ☐ Ms

Tel.:

Cell:

e-mail:

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 We belong to the following associations:

2 Stand construction

2.1 Stand construction by Koelnmesse requested?

☐ yes

☐ no

3 Advertising spaces

3.1 Are you interested in advertising spaces on the exhibition grounds?

☐ yes

☐ no

4 Further information

4.1 Is there a different invoice or correspondence recipient?

☐ yes (please submit form 1.11)

☐ no

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.

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.

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

We would like to pass your information on to the conceptual sponsor of gamescom, game - the German Games Industry Association e.V., so that they can also contact you with information on events.

Declaration of consent to the transfer of data to other companies and to their contacting you:

☐ I consent to the transfer of my data to the conceptual sponsor of gamescom, game - Association of the German Games Industry e.V. and its member organisations and to being contacted with advertising by these companies. I can withdraw my consent at any time in the future (by sending an e-mail to 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.

The details you have filled in on form 1.10 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. Please fill out the document 1.11 for a different invoice address.

Only valid in conjunction with filled out list of goods (form 1.30/1.31)!

X

Place, date, legally binding signature and company stamp of the main exhibitor

Name of main exhibitor:

Customer number:

0 4 8 0

entertainment area / open: 25 - 29 August 2020

We order the following stand area at a price of (excluding VAT):

Stand rental (stand construction by exhibitor)

- ☐ Space entertainment area
- ☐ Space merchandise area

Area in sqm

Frontal width in metres min max

Depth in metres min max

Please choose the desired stand format!

Stand format	Application	
	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> Terrace stand	up to 150 sqm up to 500 sqm	143.00 € 126.50 €
<input type="checkbox"/> Corner stand	up to 150 sqm up to 500 sqm	149.50 € 132.50 €
<input type="checkbox"/> Two-corner stand	up to 150 sqm 151-500 sqm 501-1.000 sqm from 1.001 sqm	154.50 € 138.00 € 120.50 € 97.00 €
<input type="checkbox"/> Island stand	up to 150 sqm 151-500 sqm 501-1.000 sqm from 1.001 sqm	162.00 € 143.50 € 126.50 € 102.00 €
		158.00 € 141.50 € 164.50 € 147.50 € 169.50 € 153.00 € 135.50 € 112.00 € 177.00 € 158.50 € 141.50 € 117.00 €

☐ **Space family & friends**

For a space in the family & friends area you have the option to book a raw stand space (for prices see above-mentioned chart), therefore please note the desired amount of m²:

Area in sqm

Or you can book a complete terminal in the gaming lounge via form S.17.

☐ **Outdoor space:**

For booking an area at the outdoor space as an additional promotional space in addition to a stand in the entertainment area apply special conditions. The space booked in the outside area may not be bigger than the stand in the entertainment area.

Area in sqm

Application	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> Outdoor space	69.00 €	74.00 €

☐ **Universities, technical colleges and educational institutions**

Area in sqm

Frontal width in metres min max

Depth in metres min max

Please choose the desired stand format!

Stand format	Application	
	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> Terrace stand	83.50 €	93.50 €
<input type="checkbox"/> Corner stand	91.00 €	101.00 €
<input type="checkbox"/> Two corner stand	96.00 €	106.00 €
<input type="checkbox"/> Island stand	103.00 €	113.00 €
<input type="checkbox"/> Or: Participation in group stand campus requested. For further Information see form S.16.		

Additional costs (valid for all exhibitors with own stand construction in the entertainment area):

Additional to the above-mentioned stand prices it will be charged:

- 0.60 Euro/sqm AUMA fee
- 10.00 Euro/sqm flat-rate energy fee
- down payment for services (see Item 3.4, Special Participation Conditions)
- obligatory marketing services (Marketing Package) (see Item 8.2, Special Participation Conditions) and
- VAT

Name of main exhibitor:

Customer number:

0 4 8 0

business area / open: 25 - 27 August 2020

Please note the Conditions of Participation Special Section for the business area!

Space in the business area may only be booked in combination with booking a stand area in the entertainment area. Companies without products relevant to end users are excepted from this regulation (see Terms of Participation, Special Section, Item 3) and have to pay a surcharge of 500,00 Euro.

We order the following stand area at a price of (excluding VAT):

Stand rental (stand construction by exhibitor)☐ Space business area

Area in sqm

Frontal width in metres min max

Depth in metres min max

Price applies to exhibitors...	Application	
	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> ... with stand in the entertainment area	94.00 €	109.00 €
<input type="checkbox"/> ... without stand in the entertainment area*	143.00 €	158.00 €

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

Please choose the desired stand format!

* Surcharge for companies without stand in the entertainment area: 500.00 Euro

Additional costs (valid for all exhibitors with own stand construction in the business area):

Additional to the above-mentioned stand prices it will be charged:

- 0.60 Euro/sqm AUMA fee
- 10.00 Euro/sqm flat-rate energy fee
- down payment for services (see Item 3.4, Special Participation Conditions)
- obligatory marketing services (Marketing Package) (see Item 8.2, Special Participation Conditions) and
- VAT

Stand rental incl. stand construction by Koelnmesse GmbH☐ Conference booth

Area in sqm

Frontal width in metres min max

Depth in metres min max

Price applies to exhibitors...	Application	
	until 13.02.2020	from 14.02.2020
<input type="checkbox"/> ... with stand in the entertainment area		
Conference booth 12 - 20sqm S.13a	211.00 €	226.00 €
Conference booth > 20 sqm S.13b	202.00 €	217.00 €
<input type="checkbox"/> ... without stand in the entertainment area*		
Conference booth 12 - 20sqm S.13a	260.00 €	275.00 €
Conference booth > 20 sqm S.13b	251.00 €	266.00 €

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

Please choose the desired stand format and additionally submit form S.13a/S.13b.

* Surcharge for companies without stand in the entertainment area: 500.00 Euro

Included in the above-mentioned stand prices are:

- 0.60 Euro/sqm AUMA fee
- 10.00 Euro/sqm flat-rate energy fee

Additional to the above-mentioned stand prices it will be charged:

- down payment for services (see Item 3.4, Special Participation Conditions)

- obligatory marketing services (Marketing Package) (see Item 8.2, Special Participation Conditions) and
- VAT

Declaration according to Item 3 of the Conditions of Participation, Special Section

If a stand in the business area without the occupation of a stand in the entertainment area is requested, please confirm the following:

- ☐ We confirm that we do not possess any end-user relevant products for the entertainment area and hereby declare that we agree to pay the flat-rate surcharge in the amount of 500.00 Euro due in such a case to Koelnmesse GmbH.

Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
gamescom@koelnmesse.de
www.gamescom.global



25. - 29.08.2020

Customer number:

0 4 8 0

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Name of main exhibitor:

Application for co-exhibitors*
Valid only in conjunction with filled out
list of goods (form 1.30/1.31)!

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 wish to register more than one company, please photocopy
the corresponding blank form first.

Company/Name: (give legal status such as "Limited", "Corporation" etc.)

--

Street:

Postcode,
town:

Postcode,
P.O. Box:

Postcode,
town:

State,
country:

Phone:

e-mail:

Internet:

*These information will be published in all lists of exhibitors.

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Managing Director/owner:

☐ Mr ☐ Ms

Contact person:

☐ Mr ☐ Ms

**The participation fee is 500.00 Euro (+ applicableVAT) for each
co-exhibitor and will be invoiced to the main exhibitor.**

**This fee does not include the entry in the Marketing Package, see
Item 8.2, Special Participation Conditions.
A fee about 250.00 Euro (+applicableVAT) will be charged to the
main exhibitor.**

Customer number:

0 4 8 0

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☐ entertainment area
☐ business area

**Sort under
the letter:**

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The company is represented with:

☐ its own products
☐ its own staff
☐ its own company sign

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.

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

We would like to pass your information on to the conceptual sponsor of
gamescom, game - the German Games Industry Association e.V., so that
they can also contact you with information on events.

**Declaration of consent to the transfer of data to other companies and
to their contacting you:**

☐ I consent to the transfer of my data to the conceptual sponsor of gamescom,
game - Association of the German Games Industry e.V. and its member
organisations and to being contacted with advertising by these companies. I can
withdraw my consent at any time in the future (by sending an e-mail to
datenschutz-km@koelnmesse.de).

**Please note that you must complete a separate List of Goods
(Form 1.30/1.31) for every company entered here.**

***Explanation "Co-exhibitors":**

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

X

Place, date, legally binding signature and company stamp of the main exhibitor

Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
gamescom@koelnmesse.de



25. - 29.08.2020

Customer No. of the main exhibitor:

0 4 8 0

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Name of main exhibitor:

Application for additionally represented companies*
Valid only in conjunction with filled out list of goods (form 1.30/1.31)!

1.21

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

If you wish to register more than one company, please photocopy the blank form first.

Company/Name*: (give legal status such as "Limited", "Corporation" etc.)

Contact person:

e-mail contact person:

Street:

Postcode,
town:

Postcode,
P.O. Box:

Postcode,
town:

State,
country:

general phone:

e-mail:

Internet:

*These information will be published in all lists of exhibitors.

The participation fee is 200.00 Euro (+ applicable VAT) for each additionally represented companies and will be invoiced to the main exhibitor.

The Marketing Package is obligatory for additionally represented companies, see Item 8.2, Special Participation Conditions. A fee about 250,00 Euro (+ applicable VAT) will be charged to the main exhibitor.

0 4 8 0

- ☐ entertainment area
☐ business area

Customer No.

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Sort under the letter:

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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.

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.

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

We would like to pass your information on to the conceptual sponsor of gamescom, game - the German Games Industry Association e.V., so that they can also contact you with information on events.

Declaration of consent to the transfer of data to other companies and to their contacting you:

☐ I consent to the transfer of my data to the conceptual sponsor of gamescom, game - Association of the German Games Industry e.V. and its member organisations and to being contacted with advertising by these companies. I can withdraw my consent at any time in the future (by sending an e-mail to datenschutz-km@koelnmesse.de).

Please note that you must complete a separate List of Goods (Form 1.30/1.31) for every company entered here.

*** Explanation "additionally represented companies":**
Additionally represented companies are companies who have products/company signs at the stand of the main exhibitor but none of their own staff.

X

Date, Place, Stamp, Legally binding signature of the main exhibitor

Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
gamescom@koelnmesse.de
www.gamescom.global



25. - 29.08.2020

Customer number:

0 4 8 0

Name of main exhibitor:

List of Goods

Must be returned by

– Main exhibitor

– Co-exhibitor

– Additionally represented companies

Please fill in and return with your application.

1.30

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

Please note:

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.

Global Opportunities

Please indicate your interest to exhibit at any of the following Koelnmesse portfolio events:

☐ gamescom asia, 15.-18. October 2020, Singapore

☒ Please tick the List of Goods and target/sales markets. (Please tick the appropriate products you intent to show at the exhibition)

Our target/sales markets are:

Africa

- ☐ South Africa
- ☐ West Africa
- ☐ East Africa
- ☐ North Africa

The Americas

- ☐ USA
- ☐ Canada
- ☐ Mexico
- ☐ Colombia
- ☐ Brazil
- ☐ Others Central America
- ☐ Others South America

Asia

- ☐ China
- ☐ Japan
- ☐ South East Asia
- ☐ India
- ☐ Middle East

Europe

- ☐ Western Europe
- ☐ Northern Europe
- ☐ Southern Europe
- ☐ Russia
- ☐ Turkey
- ☐ Others Eastern Europe

Oceania

- ☐ Australia
- ☐ New Zealand
- ☐ Others Oceania

Please note that direct sales of exhibits or samples from the booths are not permitted. This regulation does not apply to exhibitors who are exhibiting merchandise products in the merchandise area (see form 1.31).

Hardware

101/000	Platform/Technologies
<input type="checkbox"/> 101/010	PC
<input type="checkbox"/> 101/020	Consoles
<input type="checkbox"/> 101/030	Handhelds
<input type="checkbox"/> 101/040	Tablets
<input type="checkbox"/> 101/050	Mobile phones/smart phones
<input type="checkbox"/> 101/060	Netbooks/Notebooks
<input type="checkbox"/> 101/070	Augmented Reality
<input type="checkbox"/> 101/080	Mixed Reality
<input type="checkbox"/> 101/090	Virtual Reality (VR)
<input type="checkbox"/> 101/100	Mobile VR
102/000	Components/Accessories
<input type="checkbox"/> 102/010	Monitors
<input type="checkbox"/> 102/020	Projectors
<input type="checkbox"/> 102/030	Input peripherals (joysticks, mice, trackballs, microphones, gamepads, remote controls etc.)
<input type="checkbox"/> 102/040	Portable VR Technologies
<input type="checkbox"/> 102/050	Loudspeakers
<input type="checkbox"/> 102/060	Drives
<input type="checkbox"/> 102/070	Graphics cards
<input type="checkbox"/> 102/080	Sound cards
<input type="checkbox"/> 102/090	Controllers
<input type="checkbox"/> 102/100	Keyboards
<input type="checkbox"/> 102/110	Steering wheels/pedals
<input type="checkbox"/> 102/120	Displays
<input type="checkbox"/> 102/130	Memory Cards
<input type="checkbox"/> 102/140	Adapters
<input type="checkbox"/> 102/150	Networks/servers
<input type="checkbox"/> 102/160	eToys
<input type="checkbox"/> 102/170	Media duplicators/blank media
<input type="checkbox"/> 102/180	Bags
<input type="checkbox"/> 102/190	Headsets

<input type="checkbox"/> 102/200	Headphones
<input type="checkbox"/> 102/210	Other
103/000	Care, cleaning, repair
<input type="checkbox"/> 103/010	Care/cleaning
<input type="checkbox"/> 103/020	Repair/maintenance
<input type="checkbox"/> 103/030	Foil/special cloths

Software

201/000	Entertainment (Games)
<input type="checkbox"/> 201/010	Action/Adventure
<input type="checkbox"/> 201/020	Jump and Run
<input type="checkbox"/> 201/030	Racing games
<input type="checkbox"/> 201/040	Role-playing games
<input type="checkbox"/> 201/050	Dexterity
<input type="checkbox"/> 201/060	Management
<input type="checkbox"/> 201/070	Simulation
<input type="checkbox"/> 201/080	Sport
<input type="checkbox"/> 201/090	Strategy
<input type="checkbox"/> 201/100	Family Entertainment
202/000	Edutainment
<input type="checkbox"/> 202/010	Learning software
<input type="checkbox"/> 202/020	School software
<input type="checkbox"/> 202/030	Languages
<input type="checkbox"/> 202/040	Children's software
<input type="checkbox"/> 202/050	Online edutainment
203/000	Infotainment
<input type="checkbox"/> 203/010	Digital photography, image processing
<input type="checkbox"/> 203/020	Cartography/travel
<input type="checkbox"/> 203/030	Home use
<input type="checkbox"/> 203/040	Music
<input type="checkbox"/> 203/050	Desktop utilities
<input type="checkbox"/> 203/060	Film/TV processing
<input type="checkbox"/> 203/070	Online Infotainment/Home Business

Name of co-exhibitor / additionally represented company:

Customer number:

0 4 8 0

204/000 Development

<input type="checkbox"/>	204/010	Developer in general
<input type="checkbox"/>	204/020	Developer PC
<input type="checkbox"/>	204/030	Developer consoles
<input type="checkbox"/>	204/040	Developer handhelds
<input type="checkbox"/>	204/050	Middleware
<input type="checkbox"/>	204/060	Other services

205/000 Other software

<input type="checkbox"/>	205/010	Other software
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eSports

301/000 eSports

<input type="checkbox"/>	301/010	eSports
<input type="checkbox"/>	301/020	eSports organizer
<input type="checkbox"/>	301/030	eSports league
<input type="checkbox"/>	301/040	eSports association
<input type="checkbox"/>	301/050	eSports facility provider
<input type="checkbox"/>	301/060	Sports marketer

Training and further education

401/000 Training and further education

<input type="checkbox"/>	401/010	Training institutions
<input type="checkbox"/>	401/020	Educational institutions
<input type="checkbox"/>	401/030	Universities

Associations/public institutions

501/000 Associations/public institutions

<input type="checkbox"/>	501/010	Ministeries
<input type="checkbox"/>	501/020	Associations/clubs
<input type="checkbox"/>	501/030	Initiatives
<input type="checkbox"/>	501/040	Organisations

Service providers

601/000 Service providers

<input type="checkbox"/>	601/010	Agencies
<input type="checkbox"/>	601/020	Merchandising agencies
<input type="checkbox"/>	601/030	Merchandising licensees
<input type="checkbox"/>	601/040	Consulting/other services
<input type="checkbox"/>	601/050	Shopfitting
<input type="checkbox"/>	601/060	Media packaging
<input type="checkbox"/>	601/070	Pressing plants
<input type="checkbox"/>	601/080	Payment services
<input type="checkbox"/>	601/090	Chancellery

Media, telecommunications and internet

701/000 Telecommunications and internet

<input type="checkbox"/>	701/010	Telecomms content providers
<input type="checkbox"/>	701/020	Internet service providers
<input type="checkbox"/>	701/030	Internet content providers
<input type="checkbox"/>	701/040	App Stores/Downloadportals
<input type="checkbox"/>	701/050	Network operator
<input type="checkbox"/>	701/060	Telecomms provider

702/000 Media

<input type="checkbox"/>	702/010	Publishing houses
<input type="checkbox"/>	702/020	Print media
<input type="checkbox"/>	702/030	Media events
<input type="checkbox"/>	702/040	Videos
<input type="checkbox"/>	702/050	DVDs
<input type="checkbox"/>	702/060	Online media
<input type="checkbox"/>	702/070	Social network

Other

<input type="checkbox"/>	801/010	Food supplements for gamers
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Koelnmesse GmbH
Postfach 210760
50532 Köln
Germany
Tel +49 221 821 2868
Fax +49 221 821-3099
e-mail:
gamescom@koelnmesse.de
www.gamescom.global



25. - 29.08.2020

Customer number:

0 4 8 0

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Name of main exhibitor:

List of Goods – Merchandising

Must be returned by

- Main exhibitor
 - Co-exhibitor
 - Additionally represented companies
- Please fill in and return with your application.

1.31

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

Please note:

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.

Attention: Important rules on selling!

The sale of gaming merchandise is permitted exclusively in the merchandise area.

The sale of software, hardware, accessories or other products in the standard gamescom List of Goods (see form 1.30) is forbidden.

List of Products  (Please tick the appropriate products you intent to show at the exhibition)

Our target/sales markets are:

Africa

- ☐ South Africa
- ☐ West Africa
- ☐ East Africa
- ☐ North Africa

The Americas

- ☐ USA
- ☐ Canada
- ☐ Mexico
- ☐ Colombia
- ☐ Brazil
- ☐ Others Central America
- ☐ Others South America

Asia

- ☐ China
- ☐ Japan
- ☐ South East Asia
- ☐ India
- ☐ Middle East

Europe

- ☐ Western Europe
- ☐ Northern Europe
- ☐ Southern Europe
- ☐ Russia
- ☐ Turkey
- ☐ Others Eastern Europe

Oceania

- ☐ Australia
- ☐ New Zealand
- ☐ Others Oceania

Merchandising-Products

<input type="checkbox"/>	901/010	Plush & puppet
<input type="checkbox"/>	901/020	Figure & statue
<input type="checkbox"/>	901/030	Textiles & pockets
<input type="checkbox"/>	901/040	Wallets
<input type="checkbox"/>	901/050	Dishes
<input type="checkbox"/>	901/060	Jewellery & pins
<input type="checkbox"/>	901/070	Key jobs
<input type="checkbox"/>	901/080	Watches & alarm-clocks
<input type="checkbox"/>	901/090	Saving boxes
<input type="checkbox"/>	901/100	Poster, imagery & artbooks

<input type="checkbox"/>	901/110	Calendar & pocketbooks
<input type="checkbox"/>	901/120	Pens & pencil cases
<input type="checkbox"/>	901/130	Magnets & sticker
<input type="checkbox"/>	901/140	Lighter
<input type="checkbox"/>	901/150	Board- & card games
<input type="checkbox"/>	901/160	Mousepads
<input type="checkbox"/>	901/170	Drawings/Illustrations
<input type="checkbox"/>	901/180	Other (Please fill in):

Take note of the security measures: Sales ban on weapons, imitation weapons and weapon-like items.

Weapons, imitation weapons and weapon-like items - regardless of what material they are made of - are not allowed to be presented, offered for sale or sold at gamescom. Should any doubt exist as to whether an article falls under the ban on offering or selling a product, please contact the organiser.

Furthermore, the legal stipulations of the Federal Republic of Germany must be observed for the presentation and sale of products; Koelnmesse will carry out controls and in the case of breaches against these regulations will take the necessary measures, in particular it will demand the removal of weapons, imitation weapons and weapon-like items and other products, which do not correspond with the product directory, the presentation of which do not meet with the stipulations of the Federal Republic or which as a result of their appearance could cause a considerable disruption to the operation of the trade fair or endanger the safety of exhibitors and visitors, Clause 6 of the General Conditions of Participation for gamescom, Special Section, Clause III of the General Conditions of Participation for gamescom, General Section.

Please note: Only licensed products may be sold in the merchandise area at gamescom.

Koelnmesse is entitled to carry out inspections during the event and to close the exhibitor's stand when, despite a corresponding warning, it is being used for the presentation of items for which the necessary licences cannot be proven.

Regarding the sale of Lucky Bags, where the contents are not known or visible to the buyer beforehand, we ask for prior notification of the products to be sold. The sale of Lucky Bags is only permitted after prior approval by Koelnmesse.

I hereby confirm that I am an official licence holder and will only offer licenced products for sale. I also confirm that my products are inspected on site with regard to the licence and that if unlicensed products are found I will remove them from my stand. I also confirm that I have taken note that Koelnmesse can close the trade fair stand should I fail to remove the named products.

X

Place, date, legally binding signature and company stamp of the Main exhibitor



pic 1



pic 2 *Applications received after this date will be dealt with according to availability.

Order:

We hereby order the build up and dismantling of a meeting room
(stand area incl. stand construction 12 up to 20 sqm)
_____ sqm for the stand rental price of:

For companies **with** a stand within the entertainment area:

- **211.00 Euro/sqm** on application until 13 February 2020
- **226.00 Euro/sqm** on application from 14 February 2020

For companies **without** a stand within the entertainment area:

- **260.00 Euro/sqm** on application until 13 February 2020
- **275.00 Euro/sqm** on application from 14 February 2020

Please note that the basic order for stand area must be made using form 1.10 in your possession even if the stand area costs are already included in the rental prices.

- ☐ We choose the construction method with reception counter (pic 1)
- ☐ We choose the construction method without reception counter (pic 2)

Text for lettering:

One company name with max. of 20 letters, in Helvetica.

- ☐ black (standard) ☐ red
- ☐ blue ☐ green

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All prices given are net prices and already include the proportional flat-rate energy fee and AUMA fee. In cases where value added tax applies, it will be added to the price. 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.

Basic equipment

- Octanorm system (250 cm high), white for 12, 16, or 20 sqm stands
- White rear and side walls, overall height: approx. 250 cm, 16 mm strong
- Fascia: fascia panel 200 cm x 30 cm, incl. lettering, maximum of 20 letters
- Carpeting Rips, dark grey
- 1 wooden door, lockable
- 1 table 110 x 70 cm, white
- 2 upholstered chairs, black
- Lighting: 1 spotlight (50W, NV) per 4 sqm
- 1 standard triple socket
- 1 waste-paper basket

Important information from Koelnmesse:

- Make use of the possibility to order additional furniture on the reverse of this order form.
- Changes to the order or the additional accessories ordered must be made in writing. A processing fee of 50.00 Euro will be charged for each additional change made starting with the third change to the order, irrespective of the value of the order amendment.
- Stands will be handed over 24 hours prior to the start of the fair. Exceptions are subject to written arrangements.
- Please do not forget to send us both pages of this form!
- Please read the conditions on the reverse of this order form. Your signature indicates that you accept these conditions.

Company

Responsible

Full address

Telephone

Telefax

e-mail



Date, signature and company stamp

Name of exhibitor:

Customer No.

0 4 8 0

In addition to the basic equipment, we hereby order the following items (for an additional fee):

Quantity		Order no.	Price per unit EUR
Floor and wall construction			
r.m.	Octanorm wall element e.g. to construct a cubicle	ssba930	91.40
unit(s)	Folding door, lockable	ssba230	126.50
unit(s)	Wooden door, lockable, white	ssba240	126.50
unit(s)	Curtain, black	ssba810	54.20
Fixtures			
unit(s)	Decorative panel, white, approx. 95 x 95 cm	ssba180	44.00
unit(s)	Shelving, straight, 100 x 30 cm	ssba130	29.60
unit(s)	Shelving, straight, 100 x 40 cm	ssba135	38.40
unit(s)	Shelving, slanting, 100 x 30 cm	ssba131	35.50
unit(s)	Shelving, slanting, 100 x 40 cm	ssba136	49.00
Furniture			
unit(s)	Sideboard, lockable, approx. 80 x 42 + 72 cm	ssba570	76.80
unit(s)	Table, white top, approx. 70 x 70 cm	ssba770	39.30
unit(s)	Table, white top, approx. 110x 70 cm	ssba760	39.30
unit(s)	Table, white top, round approx 70 cm	ssba775	39.30
unit(s)	Standing table, white top, approx. 110 cm high	ssba790	73.90
unit(s)	Standard upholstered chair, black	ssba480	30.10
unit(s)	Standard bar stool, black	ssba110	28.60
unit(s)	Refrigerator, approx. 145 l, incl. power socket	ssba380	94.40
unit(s)	Plexi + steel brochure stand	ssba510	78.20
unit(s)	Clothes rail	ssba260	23.30

Quantity		Order no.	Price per unit EUR
Graphics			
unit(s)	additional letters unit(s)	ssba283	4.20
sqm	Digital print for fascia or wall elements from printable file	ssba520	115.30
Lighting / electric			
unit(s)	Rail spotlight, 50W l.v.	ssba690	43.60
unit(s)	Spotlight with side arm, 50W l.v.	ssba710	43.60
unit(s)	Standard power socket, 230V	ssba670	26.90

→ Important information

All prices given are net prices. The VAT applicable to each item will be charged at the valid rate.

Koelnmesse offers a wide range of other fittings and equipment. The employees of Koelnmesse will be happy to provide you with assistance.

Tel. +49 221 821-3998

We hereby declare that we have taken note of the terms of the exhibition and acknowledge them as binding. These terms govern our own staff and independent third-party contractors, insofar as they are hired to work on our stand. We are aware that as an exhibitor we are responsible for compliance with the stipulations and are liable for those persons commissioned by us. We accept as binding the stand plan and inventory of equipment which will be sent to us as a result of submission of this order.

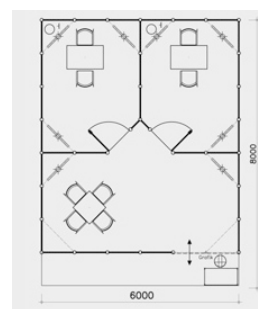
Koelnmesse GmbH is entitled to contract a partner company to carry out the service ordered. This company will operate in the name and on behalf of Koelnmesse GmbH.

The place of performance and jurisdiction is Cologne.
The applicability of German right is agreed.

By signing this form, we hereby declare that we accept as binding the General Terms and Conditions of Koelnmesse GmbH and — subordinate and supplemental to them — those of the respective service partner. These terms and conditions can be requested from Koelnmesse GmbH by calling +49 221 821-3998.
The General Terms and Conditions of Koelnmesse GmbH can also be downloaded from www.koelnmesse-service.de.



*Applications received after this date will be dealt with according to availability.



Order:

We hereby order the build up and dismantling of a meeting room (stand area incl. stand construction, minimum size 21 sqm, maximum size 50 sqm) _____ sqm for the stand rental price of:

For companies **with** a stand within the entertainment area:

- **202.00 Euro/sqm** on application until 13 February 2020
- **217.00 Euro/sqm** on application from 14 February 2020

For companies **without** a stand within the entertainment area:

- **251.00 Euro/sqm** on application until 13 February 2020
- **266.00 Euro/sqm** on application from 14 February 2020

Please note that the basic order for stand area must be made using form 1.10 in your possession even if the stand area costs are already included in the rental prices.

Text for lettering:

One company name, max. of 20 letters, in Helvetica.

☐ black (standard)

☐ red

☐ blue

☐ green

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Basic equipment

- Octanorm system (250 cm high)
- White rear and side walls, overall height: approx. 250 cm, 16 mm strong
- Fascia: fascia panel 200 cm x 30 cm, incl. lettering, maximum of 20 letters
- Carpeting Rips, dark grey
- 1 Info Counter Octanorm 100 x 50 cm x 104 cm, white
- meeting rooms with 1 table and 2 upholstered chairs each (quantity and size subject to overall stand size)
- Lighting: 1 spotlight (50W, NV) per 4 sqm
- 1 Anteroom with 1 table, white and 4 upholstered chairs, black
- 1 standard triple socket
- 1 waste-paper basket

Important information from Koelnmesse:

- Make use of the possibility to order additional furniture on the reverse of this order form.
- Changes to the order or the additional accessories ordered must be made in writing. A processing fee of 50.00 Euro will be charged for each additional change made starting with the third change to the order, irrespective of the value of the order amendment.
- Stands will be handed over 24 hours prior to the start of the fair. Exceptions are subject to written arrangements.
- Please do not forget to send us both pages of this form!
- Please read the conditions on the reverse of this order form. Your signature indicates that you accept these conditions.

All prices given are net prices and already include the proportional flat-rate energy fee and AUMA fee. In cases where value added tax applies, it will be added to the price. 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.

Company

Responsible

Full address

Telephone

Telefax

e-mail



Date, signature and company stamp

Name of exhibitor:

Customer No.

0 4 8 0

In addition to the basic equipment, we hereby order the following items (for an additional fee):

Quantity		Order no.	Price per unit EUR
Floor and wall construction			
r.m.	Octanorm wall element e.g. to construct a cubicle	ssba930	91.40
unit(s)	Folding door, lockable	ssba230	126.50
unit(s)	Wooden door, lockable, white	ssba240	126.50
unit(s)	Curtain, black	ssba810	54.20
sqm	Platform, approx. 20 mm high	ssba020	19.40
sqm	Platform, approx. 50 mm high	ssba050	27.20
sqm	Platform, approx. 100 mm high	ssba010	36.30
r.m.	Backlit edge of the platform, approx. 100 mm high	ssba015	63.00
sqm	Laminate floor, beech design (only available in connection with a platform, additional)	ssba500	58.50
Fixtures			
unit(s)	Decorative panel, white, approx. 95 x 95 cm	ssba180	44.00
unit(s)	Shelving, straight, 100 x 30 cm	ssba130	29.60
unit(s)	Shelving, straight, 100 x 40 cm	ssba135	38.40
unit(s)	Shelving, slanting, 100 x 30 cm	ssba131	35.50
unit(s)	Shelving, slanting, 100 x 40 cm	ssba136	49.00
Platforms, display windows, counters			
unit(s)	Octanorm platform 70 x 70 + 50 cm	ssbo195	89.80
unit(s)	Table display window with glass top Octanorm 100 x 50 + 104 cm and one glass lock	ssbo750	140.40
unit(s)	Octanorm display window, glazed, 70 x 70 + 205 cm, lockable	ssba880	295.00
unit(s)	Octanorm info counter 100 x 50 + 104 cm, open at rear	ssba320	141.00
unit(s)	Sliding door fittings for info counter	ssba132	41.90
r.m.	Bar and info counter, type 05, (Stripes), white corpus, beech top	ssba200	284.80

Quantity		Order no.	Price per unit EUR
Furniture			
unit(s)	Sideboard, lockable, approx. 80 x 42 + 72 cm	ssba570	76.80
unit(s)	Table, white top, approx. 70 x 70 cm	ssba770	39.30
unit(s)	Table, white top, approx. 110 x 70 cm	ssba760	39.90
unit(s)	Table, white top, round, approx. 70 cm	ssba775	39.90
unit(s)	Standing table, white top, approx. 110 cm high	ssba790	73.90
unit(s)	Standard upholstered chair, black	ssba480	30.10
unit(s)	Standard bar stool, black	ssba110	28.60
unit(s)	Refrigerator, approx. 145 l, incl. power socket	ssba380	94.40
unit(s)	Sink with boiler and power socket	ssba620	152.10
unit(s)	Plexi + steel brochure stand	ssba510	78.20
unit(s)	Cloths rail	ssba260	23.30
Graphics			
unit(s)	additional letters	ssba283	4.20
sqm	Digital print for fascia or wall elements from printable file	ssba520	115.30
Lighting / electric			
unit(s)	Rail spotlight, 50W l.v.	ssba690	43.60
unit(s)	Spotlight with side arm, 50W l.v.	ssba710	43.60
unit(s)	Standard power socket, 230V	ssba670	26.90

→ Important information

All prices given are net prices. The VAT applicable to each item will be charged at the valid rate.

Koelnmesse offers a wide range of other fittings and equipment. The employees of Koelnmesse will be happy to provide you with assistance.

Tel. +49 221 821-3998

We hereby declare that we have taken note of the terms of the exhibition and acknowledge them as binding. These terms govern our own staff and independent third-party contractors, insofar as they are hired to work on our stand. We are aware that as an exhibitor we are responsible for compliance with the stipulations and are liable for those persons commissioned by us. We accept as binding the stand plan and inventory of equipment which will be sent to us as a result of submission of this order.

Koelnmesse GmbH is entitled to contract a partner company to carry out the service ordered. This company will operate in the name and on behalf of Koelnmesse GmbH.

The place of performance and jurisdiction is Cologne.
The applicability of German right is agreed.

By signing this form, we hereby declare that we accept as binding the General Terms and Conditions of Koelnmesse GmbH and — subordinate and supplemental to them — those of the respective service partner. These terms and conditions can be requested from Koelnmesse GmbH by calling +49 221 821-3998. The General Terms and Conditions of Koelnmesse GmbH can also be downloaded from www.koelnmesse-service.de.

Important Information for Organizers of Group Stands

1. Please let us know definitively the amount of space you will need for your group stand at the trade fair. The area you need is the sum of the individual spaces occupied by exhibitors, service areas and “internal” aisles. We require that a **registration form 1.12** which has been filled in by you and bears your legally binding signature as the group organizer be returned to us by **14 February**, to benefit from our early booking discount.
2. If you return the registration forms bearing your signature by the deadline, we expect to be able to send you the space confirmation with the hall layout plan **around Spring 2020**. In accordance with Item II of the General Section of the Conditions of Participation, the contract between you and Koelnmesse GmbH takes effect upon receipt of this space confirmation. Contractual relationships exist exclusively between Koelnmesse and you as the group organizer, in accordance with Item V of the General Section of the Conditions of Participation. The same applies to entries in the Marketing Package. Subsequent reductions of the stand area (such as when companies cancel their participation at a group stand after you received the space confirmation) are treated in the same way as a cancellation of the contractual relationship. Item II.8 of the Conditions of Participation General Section applies: 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.
3. **Group participants** (companies that will participate in gamescom 2019 at the group stand that you have organized, under their own name and with their own personnel and products) can be registered electronically by submitting an **Excel table**. The additional registration of co-exhibitors with group participants is not possible. This means that separate registration forms are not needed from the group participants when registering electronically! The information is used as the basis for the entry in the Marketing Package, among other uses. It is therefore important that you list the participants in the alphabetically structured Excel table according to the first letters of the company names.

The corresponding tables must be received by Koelnmesse **by 1 June 2020**. Participants will not be entered the Marketing Package unless you have submitted the Excel table by the deadline. As the group organizer, you are responsible for the proper entry of your group participants in the Marketing Package.

4. Each participant must fulfil the requirements for taking part in gamescom 2020. In this regard, please note in particular Item 2 of Special Section of the Conditions of Participation. Koelnmesse is entitled to reject companies that do not fulfil the requirements for taking part in gamescom 2020.

5. The **distribution of individual areas** is your responsibility as the organizer of the joint stand. This information will be used as the basis for the allocation of the individual stand numbers and thus for the entry of the stand numbers in the Marketing Package. Koelnmesse will allocate the stand numbers. Koelnmesse must be notified as to how the individual areas have been distributed **by 1 June 2020**. Otherwise the group stand won't be divided into separate spaces and all group participants will be mentioned with the same booth number in the exhibitor list.
6. We expect to be able to send you the **space invoice** for all of the areas occupied by you and your group participants around **June 2020**. Invoices for the participation fee and all additional costs, in particular the costs for the Marketing Package per group participant and other services, will be issued to you as the group organizer. This does not apply if a group participant has ordered additional services from Koelnmesse GmbH. Together with the invoice we will also send you the exhibitor passes and work passes for the companies exhibiting at your joint stands. The amount listed in the invoice must be paid on time (the invoiced amount is due immediately upon receipt of the invoice) in order for the group participants to occupy the stand area.
7. **265 EUR for the Marketing Package** need to be paid by the group organiser as well as each group participant. The components of these media for group organiser and group participant are as follows:
 - Entry in the alphabetical list of exhibitors in all available fair media
 - Display of the logo in the gamescom app
 - Unlimited number of product entries in the app and the online exhibitor search
 - Inclusion and activation for gamescom Matchmaking365
 - Activation for the gamescom Schedule Organiser Online
8. Koelnmesse GmbH will invoice you for a down payment for additional costs for the services you use during gamescom 2020. The amount of the down payment is based on the services invoiced at the previous event. For group participations that did not take part in the previous event, the down payment amounts to **35.50 EUR per m² plus the costs for the obligatory marketing services (Marketing Package)**; see Item 7.2, Special Participation Conditions. The amount listed in the invoice must be paid on time (the invoiced amount is due immediately upon receipt of the invoice) in order for the group participants to occupy the space area.
9. As a group organiser you will receive 3 exhibitor passes free of charge (valid for the period from the first construction day to the last dismantling day), as well as 3 free passes per group participant. We will send you the passes along with the invoice for the participation fee. Additionally required exhibitor passes for stand personnel can be ordered [online](#) for a fee.

Regulations concerning own stand construction in the gamescom business area



gamescom
Cologne, 25 - 29 August 2020

- The stand construction must be closed with the exception of the reception area.
- A max. of 20 % but not more than a total of 20 sqm is allowed to use in the form of an open reception area. The rest of the stand must be visually separated from the reception area. In particular, product presentations, live demonstrations, entertainment content, etc. are not allowed to be visible.
- A coloured design of the meeting room as well as the reception area is permitted, it is also permitted to attach logos and graphics.
- The presentation of moving image on the exterior walls of the booth is forbidden.
- It is forbidden to install shelves and perforated plates for product placement on the exterior walls of the booth.
- It is forbidden to arrange seats around the meeting room and at the reception area - waiting areas must be arranged inside the stand.
- It is admitted to hang items above the exhibitor's own meeting rooms.
- Advertising superstructures are admitted (max. set up height 3.5 m).
- On the neutral areas in the gamescom business area advertisements (A-frames, banners etc.) are not permitted.
- The stand construction must be arranged in a one-storey manner.
- Due to the enclosed design of the business area, an emergency-exit and rescue-route plan must always be submitted and approved by Koelnmesse GmbH. The plan must indicate the locations of emergency-exit signage (in accordance with BGV A8) and fire extinguishers. Escape and rescue routes must be marked by no later than 9:00 a.m. on the last day of build up.

Exceptions regarding the closed construction method remain valid for pavilions that are financially supported by official institutions, after approval by Koelnmesse.

We must ask you to comply with these regulations.

Your gamescom team

Your contact for further information:

Christian Herfurth
Sales Manager Exhibitor
Telephone +49 221 821-2880
E-mail c.herfurth@koelnmesse.de

Conditions of Participation Special Section



gamescom
Cologne, 25 - 29 August 2020

1 Organiser, event, venue and dates, visitor admission

1.1 Title

gamescom is being organised by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, Germany. The conceptual sponsor is game - the German Games Industry Association e.V.
The marks 30 2017 028 979.0, wordmark: GAMESCOM and 30 2017 028 980.4 word/design mark (in the following referred to as "gamescom brands") are registered for the benefit of game.

The event will be held at the Cologne Exhibition Centre from Tuesday, 25 August to Saturday, 29 August 2020.

1.2 Opening hours

entertainment area:

Tuesday, 25 August 2020*	09:00 a.m. – 07:00 p.m.
Wednesday, 26 August 2020**	09:00 a.m. – 08:00 p.m.
Thursday, 27 August 2020**	09:00 a.m. – 08:00 p.m.
Friday, 28 August 2020	09:00 a.m. – 08:00 p.m.
Saturday, 29 August 2020	09:00 a.m. – 08:00 p.m.

business area:

25 August 2020	09:00 a.m. – 07:00 p.m.
26 – 27 August 2020	09:00 a.m. – 08:00 p.m.
28 – 29 August 2020	will remain closed

* 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 09:00 a.m..

1.3 Stand build up and dismantling

entertainment area: Stand build up may begin in the entertainment area at 06:00 a.m. on Saturday, 15 August 2020. Build up must be completed by no later than 06:00 p.m. on Monday, 24 August 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 08:00 p.m. on Saturday, 29 August 2020. Admission for dismantling personnel from 08:00 p.m.. Trucks will be permitted to enter from 10:00 p.m.. Dismantling of all stands and exhibits in halls 5.2 and 10.1 must be finished by 12:00 p.m./midnight on Sunday, 30 August 2020. Dismantling of all stands and exhibits in halls 5.1, 6, 7, 8, 9 and 10.2 must be finished by 12:00 p.m./midnight on Monday, 31 August 2020.

Please note the following hall opening times in the entertainment area during the build up and dismantling period of gamescom:

Build up 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.

Dismantling 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

Dismantling 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 p.m. - 12:00 p.m./midnight

Dismantling outdoor spaces

29.08.2020:	05:00 p.m. - 08:00 p.m.
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business area: In the business area you can start stand build up at 06:00 a.m. on Thursday, 20 August 2020 and have to be finished on Monday, 24 August 2020 at 06:00 p.m.. The aisles must be completely cleared by this time.

Note: All construction activities in the outdoor and logistic areas of hall 3.1 have to be completed one day before (23.08.2020 at 08:00 p.m.) the other construction activities area completed. 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. Dismantling in the business area is possible from Thursday, 27 August 2020, 08:00 p.m. and has to be finished on Saturday, 29 August 2020 at 12:00 p.m./midnight.

Please note the following hall opening times in the business area during the build up and dismantling period of gamescom:

Build up business area / halls 1 - 4

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.

Dismantling 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

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.

1.4 Visitor admission

The exhibition is open to the general public. The business area is only open to trade visitors and media representatives. Children are allowed to visit gamescom without somebody's company as from 12 years.

2 Eligibility to participate

2.1 Exhibitors

Only manufacturers that are entered in the Commercial Register or in the Handicrafts Register are permitted to participate at gamescom. Such producers must exhibit products that correspond to the focus of the event (see the list of products). 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 Commercial 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 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. 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 1.30/1.31. 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 gamescom is possible. A special application and an acceptance by the organiser are required for the use of the stand area by a co-exhibitor (see Item V of the General Conditions of Participation).

2.3 Violation of the rights of third parties

(a) The exhibitor shall ensure that the production, distribution, sale, possession or advertising of its products or services does not violate the rights of third parties. This pertains to every category of rights, and in particular to patent rights, utility model rights, copyrights, trademark rights and/or design rights. You can find additional information in the "No Copy!" brochure at <http://www.gamescom.global/participation-and-planning/for-exhibitors/protection-against-product-piracy/protection-against-product-piracy-4.php>

(b) In particular, Koelnmesse reserves the right not to admit an exhibitor to Koelnmesse events if there is tangible evidence that the exhibitor's products or services that are sold or advertised at the event violate one of the third party rights mentioned under (a), that the exhibitor has participated in or been an accessory to such a violation, or that the exhibitor is responsible for the violation of third-party rights due to other legal reasons. In such cases, Koelnmesse refute the evidence unless a public authority or a court has already determined that a right has been violated. Koelnmesse's further rights and claims remain unaffected.

(c) Commercial agents, sales companies and importers can exhibit on behalf of the companies they represent insofar as the goods exhibited are not offered by any other company at the trade fair and that they possess the necessary rights to present them. The issue of a licence by the manufacturer is necessary for the presentation of products that were not manufactured by the actual exhibitor. The licence must be proven in an appropriate form on request by Koelnmesse. The presentation and offering of unlicensed products is not permitted and represents a severe infringement of the Conditions of Participation pursuant to Item 9.2 of these conditions. Koelnmesse is entitled to carry out inspections during the event and to close the exhibitor's stand when, despite a corresponding warning, it is being used for the presentation of items for which the necessary licences cannot be proven. Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

3 Participation fees and other costs

3.1 Participation fee

As an exhibitor you can expect the following costs:

entertainment area

a) On application by 13 February 2020:

Stand rental fee	Terrace stand (1 side open)	Corner stand (2 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	Two corner stand (3 sides open)	Island stand (4 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

These prices are valid by application until 13 February 2020.
We charge an addition of 15.00 Euro/sqm by booking from 14 February 2020.

Two-storey 48.00 Euro / sqm

Outdoor space	by 13.02.2020	69.00 Euro / sqm
Outdoor space	from 14.02.2020	74.00 Euro / sqm

b) Universities, technical colleges and educational institutions:

Stand rental	Terrace stand	Corner stand
	83.50 Euro / sqm	91.00 Euro / sqm
	Two-corner stand	Island stand
	96.00 Euro / sqm	103.00 Euro / sqm

These prices are valid on application submitted by 13 February 2020.
For submissions made from 14 February 2020, a late fee of 10.00 Euro/sqm will be charged.

c) The participation fee does not include the provision of stand partition walls or other special construction elements.

The participation fee covers the rental of exhibition space for the entire duration of the fair, including the stipulated build up and dismantling periods; a specific number of exhibitor and stand construction passes – see Item 5.1; the use of all technical and service facilities in the exhibition halls; advice by Koelnmesse experts on organization, advertising and public relations work for your participation; complimentary materials for visitor advertising; rooms for press conferences; and press contact services.

For two-storey exhibition stands, the actual allotted area in the upper storey following the technical inspection is calculated at. 48.00 Euro/sqm.

The participation fee will be calculated according to the dimensions of the stand area allocated. Hall pillars and other fixed construction elements present in the rented stand area do not provide grounds for a reduction in the participation fee.

d) Prices do not include VAT, flat-rate energy fee (in the amount of 10.00 Euro/sqm) and AUMA fee (in the amount of 0.60 Euro/sqm; s. item 3.2 and 3.3) plus the obligatory marketing services (Marketing Package); see Item 8.2, Special Participation Conditions.

business area:

Only companies being located with an own stand area in the entertainment area can allocate a stand area as main- or co-exhibitor in the business area. Co-exhibitors represented in the entertainment area not entitled to book space in the business area. Companies without end user related products are exempt from this regulation.

This application form includes a written declaration that enables companies not carrying end user related products (companies which do not produce/ manufacture Products sold to end user under an own label/name, such as developers, distributors, service enterprises, etc.) and not renting space in the entertainment area to book space in the business area. In order to do so, the written declaration must be submitted and a flat-rate surcharge of 500.00 Euro must be paid. Co-exhibitors who are only located in the business area are also obliged to pay this surcharge. Exceptions to this rule can only be permitted if specifically applied for. In case you show end user related products on your stand in the business area without booking a stand in the entertainment area we reserve the right to exclude the products from your stand.

As an exhibitor in the business area you can expect the following costs depending on your level of participation:

a) Conference room – stand construction by Koelnmesse GmbH

Stand construction booths in the business area for exhibitors featuring end user related products

On application by 13 February 2020:

12 sqm – 20 sqm:	211.00 Euro/sqm
> 20 sqm:	202.00 Euro/sqm

On application from 14 February 2020:

12 sqm – 20 sqm:	226.00 Euro/sqm
> 20 sqm:	217.00 Euro/sqm

Stand package in the business area for exhibitors **not featuring** end user related products

On application by **13 February 2020**:

12 sqm – 20 sqm: 260.00 Euro/sqm

> 20 sqm: 251.00 Euro/sqm

On application from **14 February 2020**:

12 sqm – 20 sqm: 275.00 Euro/sqm

> 20 sqm: 266.00 Euro/sqm

b) Conference room – own stand construction

Exhibitors may construct their own stands in the business area. Please note the regulations (see item 4.7 Conditions of Participation, special section).

The following costs are valid for exhibitors **with consumer relevant products** and their own space in the entertainment area:

On application by **13 February 2020**: 94.00 Euro/sqm

For registration from **14 February 2020**: 109.00 Euro/sqm

The following costs are valid for exhibitors **without consumer relevant products** and no space in the entertainment area:

On application by **13 February 2020**: 143.00 Euro/sqm

On application from **14 February 2020**: 158.00 Euro/sqm

c) Surcharge for companies without end user related products: 500.00 Euro

d) Prices do not include VAT, flat-rate energy fee (in the amount of 10.00 Euro/sqm) and AUMA fee (in the amount of 0.60 Euro/sqm; s. item 3.2 and 3.3) plus the obligatory marketing services (Marketing Package); see Item 8.2, Special Participation Conditions.

Supplement:

The stand area or space rented by an exhibitor in the business area may only measure up to 1.5 times the size of the exhibitor's rented stand area in the entertainment area. This does not apply to stand areas of 12 – 20 sqm; in such a case, the area in the business area may be up to a maximum of double the area rented in the entertainment area.

If a stand in the business area is desired, companies with consumer-related products have to book a space in the entertainment area as well. This excludes companies that offer exclusively pure merchandising products.

outdoor space:

For booking an area at the outdoor space as an additional promotional space in addition to a stand in the entertainment area apply the following special conditions. The space booked in the outside area may not be bigger than the stand in the entertainment area.

Outdoor area:

On application by **13 February 2020**: 69.00 Euro/sqm

On application from **14 February 2020**: 74.00 Euro/sqm

Prices do not include VAT, flat-rate energy fee (in the amount of 10.00 Euro/sqm) and AUMA fee (in the amount of 0.60 Euro/sqm; s. item 3.2 and 3.3) plus the obligatory marketing services (Marketing Package); see Item 8.2, Special Participation Conditions.

3.2 AUMA fee

The Association of the German Trade Fair Industry (Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e. V. – AUMA) charges you a fee of 0.60 Euro per sqm of exhibition space for representing your interests. Koelnmesse will calculate and collect the fees in the name of, and on the account of, AUMA.

More detailed information is available at www.auma-messen.de.

3.3 Energy costs

Exhibitors will be charged a proportional flat-rate energy fee of 10.00 Euro per sqm of occupied stand area.

3.4 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 35.50 per square metre - plus the costs for the obligatory marketing services (Marketing Package) see Item 8.2, 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 amount 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.

3.5 Co-exhibitor fee

Insofar as the inclusion of other companies is permitted at your stand (see Item V of the General Conditions of Participation/Item 2.2 of these conditions), a co-exhibitor fee of 500.00 Euro per company will be charged. The price of inclusion in the marketing package is not included in this fee (see Item 8.2). The co-exhibitor fee remains payable should the co-exhibitor not participate in the event.

3.6 Media services

Use of the marketing services described in Item 8.1 shall be obligatory and is subject to a charge (see Item 8.2, Special Participation Conditions).

3.7 VAT

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

3.7.1 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.

3.7.2 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 details are available on the Internet at: www.bzst.bund.de.

3.8 Costs in the event of non-participation

3.8.1 Prior to receipt of acceptance/stand area confirmation

If you withdraw your application to participate before you receive the acceptance/stand area confirmation, you will have to pay a fee of 1,000.00 Euro.

3.8.2 After receipt of acceptance/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 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 subject, however, to the minimum fee specified in Item 3.8.1.

3.8.2.1 Stand build up by Koelnmesse

If you have also ordered stand build up services from Koelnmesse, you may cancel the stand build up order only if you do so no later than six weeks before the stand build up period officially begins. The date on which Koelnmesse receives the exhibitor's declaration is the criterion for determining if the deadline has been met. For cancellations received after the deadline, Koelnmesse is entitled to charge a flat-rate fee for the costs incurred. 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.

3.8.2.2 Stand construction by exhibitor/stand constructor

In a case where the stand construction has been ordered independently of the application of a stand area, the provisions of Koelnmesse's General Terms and Conditions for services apply. You can download Koelnmesse's General Terms and Conditions for services from the event's website or from www.koelnmesse-service-portal.de.

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

3.9 Change of invoice The invoice information you provide by form 1.10/1.11 concerning the invoice 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.

4 Stand sizes and build up

4.1 Stand size

The minimum stand size is 12 sqm.

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 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.

This fee does not include stand construction.

Koelnmesse will erect partition walls only if this is necessary for safety reasons due to the installation of water pipes or electrical systems.

4.2 Responsibility

The build up, design and operation of the stand must adhere to all regulations that are valid in Germany (including the regulations of the Sonderbauverordnung, the Arbeitsschutzgesetz (industrial safety law), the industrial safety regulations, the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the professional associations in the currently valid versions). All these provisions apply to both the company's own as well as to independent stand designers, decorators, and signwriters and to all persons, in as far as they perform activities as commissioned by the exhibitor or on the exhibitor's behalf in connection with the build up, dismantling, design and operation 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 their behalf to ensure that they adhere to the regulations. The stipulations of the General Conditions of Participation and the Technical Guidelines are not affected.

4.3 Maximum stand height

The maximum permissible stand height is set at 3,50m (hall 1.1, 2.1, 2.2, 3.2, 4.1, 4.2), 8,00m (hall 6, 7, 8, 9) and 5,00m (hall 5.1, 5.2, 10.1, 10.2). The exact stand height will be provided with our stand confirmation. As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for one-storey 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 in good time before the work is carried out, and at least 8 weeks before the event commences.

These documents, which can be scrutinized, consist of general outlines, views and design cross sections with all measurements.

4.4 Notice of approval

Stand build up may not commence until the exhibitor has received a copy bearing Koelnmesse's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse has no objections in the context of stand design/ arrangement. If requested to do so by Koelnmesse, the exhibitor is obliged to submit any additionally required information relating to the stand immediately. There is no obligation on the part of Koelnmesse to ensure the observance of other provisions. Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse 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 concerning the stand must be responded to immediately. In case of imminent danger, Koelnmesse is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

4.5 Form of stand

The following terms are used for the stand forms:

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 shape 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 form of the stand confirmed. 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. 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. Banners and company signs are not permitted to encroach into the aisles. Koelnmesse also offers a completely outfitted turn key-stand system. Orders can be placed at www.koelnmesse-service-portal.de (KSP).

Beams crossing aisles and on which current-carrying cables have been installed must be equipped with a cable tray.

4.7 Stand construction in the business area

In addition to one's own stand construction in the gamescom business area, the following guidelines are to be observed. The stand construction must be closed with the exception of the reception area. A max. of 20 % but not more than a total of 20 sqm is allowed to use in the form of an open reception area. The rest of the stand must be visually separated from the reception area. In particular, product presentations, live demonstrations, entertainment content, etc. are not allowed to be visible. A coloured design of the meeting room as well as the reception area is permitted, it is also permitted to attach logos and graphics. The presentation of moving image on the exterior walls of the booth is forbidden. It is forbidden to install shelves and perforated plates for product placement on the exterior walls of the booth. It is forbidden to arrange seats around the meeting room and at the reception area - waiting areas must be arranged inside the stand. It is admitted to hang items above the exhibitor's own meeting rooms. Advertising superstructures are admitted (max. set up height 3.5 m). On the neutral areas in the gamescom business area advertisements (A-frames, banners etc.) are not permitted. The stand construction must be arranged in a one-storey manner. Due to the enclosed design of the business area, an emergency-exit and rescue-route plan must always be submitted and approved by Koelnmesse GmbH. The plan must indicate the locations of emergency-exit signage (in accordance with BGV A8) and fire extinguishers. Escape and rescue routes must be marked by no later than 9:00 a.m. on the last day of build up. Exceptions regarding the closed construction method remain valid for pavilions that are financially supported by official institutions, after approval by Koelnmesse.

4.8 Stages

When setting up stages, a gap of 3 m must be maintained to the walkways in order to prevent the audience from congregating in the walkways. The positioning of the stage in the entertainment area must be agreed with the Event Technology department. Stages and event areas must be marked clearly as such in the planning documentation and approved by Koelnmesse (see item 4.4). In particular the special construction regulations must be taken into account during the planning process. In the case of stages, care must be exercised to ensure that no hard objects are thrown into the crowd.

4.9 Platforms – seating platforms – stairways

Publicly accessible areas more than 0.20 m in height must be surrounded with railings (minimum 1.10 m high) and constructed according to DIN 18065. The riser depth of a stair may not exceed 0.19 m; the tread with (depth) must be at least 0.26 m. Spiral stairways are not permitted (Technical Guidelines items 4.6 and 4.9.4).

5 Exhibitor and stand construction passes

5.1 Receipt of the 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 the build up period 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 the Koelnmesse for a fee.

5.2 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:

- 3 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.

5.3 Exchange and return of passes

All passes are for specific individuals and are non-transferable. If stand personnel change during the event, you can exchange a used exhibitor pass (i.e. one bearing a name) one time and free of charge for a new pass. The passes are issued by the Exhibitor Services Centre. Exhibitor and stand construction passes that were paid for but not used can be returned to Koelnmesse 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, in accordance with Item VI of the General Conditions of Participation.

6 Rules on selling

In view of the specialist nature of the event, direct sales of exhibits or samples from the booths are not permitted. Furthermore, exhibits may not carry a price tag. This regulation does not apply to exhibitors who are exhibiting merchandise products in the merchandise area (see form 1.31).

This regulation does not apply to printed matter such as trade publications and specialist journals.

Koelnmesse has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse 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 Give-Aways and sampling **NEW**

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.

8 Marketing services (Marketing Package)

8.1 Scope of obligatory marketing services

Koelnmesse 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
 - Display of the logo in the gamescom app
 - Unlimited number of product groups in the app and the online exhibitor search
 - Activation for business networking Matchmaking365 incl. scheduling tool
- The components of these media for co-exhibitor and other represented companies are as follows:

- Entry in the alphabetical list of exhibitors in all available fair media
- Display of the logo in the gamescom app
- Unlimited number of product groups in the app and the online exhibitor search

8.2 Costs for obligatory marketing services (Marketing Package)

Use of the marketing services listed under Item 8.1 is mandatory for all represented companies, co-exhibitors and other companies represented companies and costs:

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

Our official contractual partners will provide you with all order information and documents for the marketing services. Please note that your company's participation requires Koelnmesse's approval. Therefore this approval is also a prerequisite for any offers or order confirmations.

If an exhibitor still has not submitted an order to the official contract 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 Registration Form 1.10, 1.20, 1.21 or 1.12. Where possible, registrations and orders received later will also be included in the official fair media. If Koelnmesse receives orders and registrations later than the official editorial and advertising deadline, Koelnmesse 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.

8.3 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.

8.4 Sub-license gamescom brands

Koelnmesse hereby grants the exhibitor (sub-licensee), for the duration of the contract until the end of the event in accordance with section 1.1, a simple (non-exclusive) sub-license that is not transferable or sub-licensable to affiliated companies (§§ 15 AktG) or co-exhibitors, to use the gamescom trademarks in accordance with this clause 8.3 in any media (especially online, TV, print - but, for clarification, not the registration of own domains using the gamescom brands) to indicate their own participation in the event and their own exhibition stand. Any other use, in particular for marking, distribution, advertising or other reference to specific products, websites, platforms, online shops or services of the exhibitor or the registration of domains using the gamescom trademarks is not covered by this sublicense and requires one separate written license agreement with the brand owner game. Every time the gamescom brands are used, the Style Guide must be followed in the current version at the time of use. Violations of the above provisions (including provisions of the applicable Style Guide) entitle Koelnmesse to terminate this sublicense without notice. Other rights and claims of Koelnmesse and its licensor game remain unaffected.

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

9.1

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
- Advertising of an ideological or political nature

The exhibitor bears responsibility for the legality of competitions, raffles etc. The sale of raffle tickets is explicitly prohibited.

9.2

Severe infringements of the Conditions of Participation give Koelnmesse the right to immediately shut down and clear the exhibitor's stand without having to request a court order. Claims of whatever kind, and in particular claims for damages, are excluded in such cases.

10 „Infoscout" — Information service for visitors

Your contact information as provided on form 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 Koelnmesse's electronic information system Infoscout you can publish vacancies for Commercial representations.

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 Volume

The surrounding stands may not be disadvantaged by shows and events. Loudspeakers must be aimed towards the interior of the stand. In contrast to the specifications in the Technical Guidelines of Koelnmesse, a maximum noise level of 95 db(A) will be permitted in the entertainment area and in the event level at gamescom. This value may not be exceeded in any location that is accessible to the public.

As well as the aforementioned levels to be complied with, which serve to protect the audience, Koelnmesse GmbH retains the right to demand the following binding control of the bass output. The settings of the public address system may not exceed the following difference in the vicinity of the trade fair stands (stand border): $LCF_{eq} - LCF_{eq} = 20 \text{ dB}$. In the case that this threshold value is exceeded, the bass output must be reduced.

The exhibitors must ensure that their stages/event areas are checked by trained staff with respect to volume; any costs arising from these activities are to be met by the exhibitor. Checks to ensure conformity with the regulations regarding volume will be carried out at regular intervals during the trade fair. In the event of failure to comply with these volume regulations, Koelnmesse may take action ranging from issuing a formal warning to completely turning off the power supply.

During the event, the exhibitor is responsible for ensuring that the staff members employed at its stand adhere to all of the industrial safety laws and regulations. It is recommended that ear protection be used.

12 Audio power connections in the entertainment area

Please connect the sound systems in a separate circuit (audio-only circuit) and connect this circuit to the audio power supply. Please use the separate from to order the audio power supply.

13 Youth Protection Act

These regulations regarding youth protection are valid for the gamescom entertainment area. Upon admission, in accordance with the age on their photo ID/health insurance card with photo, the organizer (Koelnmesse) will provide visitors with three types of non-removable wristbands in colours corresponding to the colours of the respective USK stickers for ages 12 / 16 / 18 which support booth personnel in terms of age verification. Please note that the wristbands will also be handed out on Tuesday and that age checks must also be carried out on Tuesday!

Gamescom has an area open to the general public (about 90%) where booths are accessible to the whole family regardless of age. At gamescom, content up to and including USK 12 can be presented openly. There are some rules, however, that must be respected:

All game stations must be clearly labelled (recommendation: minimum 3.5 by 3.5 cm) with the appropriate USK symbol. USK has appropriate templates available for download at www.usk.de/en/publisher. Areas with games for 16- and 18-year-olds must also be clearly labelled as such near the entrance of the booth.

The USK does not provide any stickers!

IARC ratings are **not** valid for public events like gamescom.

Content that is rated **USK 18** or **not rated by the USK** may be presented only in areas accessible to persons aged 18 years and above. The exhibitor must guarantee that access checks will be conducted by booth personnel. Screens/ displays must be positioned in such a way as to prevent younger audiences from watching.

Content classified **USK 16** can be placed within an open booth but in a manner that ensures that the monitors/displays can be seen only by the active player or players, thus preventing younger audiences from 'watching'.

In the case of displays featuring **USK 12**-rated content, exhibitors must also ensure that younger visitors cannot actively play the games by themselves, although they are allowed to watch.

Content labelled **USK 0** and **USK 6** can be made accessible to all audiences without restrictions.

Compliance with all youth protection regulations can be achieved through the use of privacy screens. Access control is, of course, still necessary.

The competent authorities (the City of Cologne) will thoroughly monitor compliance with the German Children and Young Persons Protection Act (JuSchG) at the fair and take the appropriate legal actions in the event of violations of the law. Any violations will be punished by closing the trade fair booth of the responsible company and can result in substantial fines.

14 Lighting

The hall lighting in halls 6 –10.1 will be completely switched off during gamescom. The exhibitors themselves are responsible for the lighting of their stands. The stand's lighting must be aimed at the exhibitor's own stand and may not affect the aisles or neighbouring stands. Necessary corridor and safety lighting is excluded.

The use of a laser must be registered with the Event Technology and Implementation Department at least six weeks before the start of build up. Please observe item 5.10.3 of the Koelnmesse Technical Guidelines.

15 Fog, smoke machines, CO², laser and liquid nitrogen

Special activities such as the use of fog, smoke machines, CO², laser and liquid nitrogen must be notified to Koelnmesse (Event Technology and Implementation) six weeks before the start of build up in order to agree on any additional requirements. This type of special activity is not permitted in the business area.

16 General Conditions of Participation, Technical Guidelines

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

17 Requirement for a written document

All explanations must be specified in writing.

18 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.

General Section of the Conditions of Participation

I Registration

1. The registration can be carried out by post or, insofar as has been provided, by electronic means.

1.1. Postal registration process

1.1.1 To indicate your intention to take part in the event, you must return to us a completely filled in and signed registration form (Registration). Alternatively you can scan the completed and signed registration documents and send them to us via e-mail to the e-mail-address given in the registration form.

1.1.2. By signing and returning the registration form, you bindingly acknowledge that the General and the Special Sections of the Conditions of Participation and the Technical Guidelines are an integral part of the contract.

1.2 Electronic registration process

1.2.1. By completely filling in the registration forms and clicking on the button "Anmeldung verbindlich versenden" or "Submit binding application" on the website (Registration) you declare your intention to participate in the event.

1.2.2. Immediately after the binding dispatch of your registration you receive an automatic confirmation of receipt at the e-mail address you have supplied. This confirmation of receipt simply documents the fact that your registration has been received by the organizer and does not give rise to a contract between you and the organizer.

1.2.3. By dispatching the registration, you bindingly acknowledge that the General and the Special Sections of the Conditions of Participation and the Technical Guidelines are an integral part of the contract.

1.3 You may download the Technical Guidelines from the event website or from www.koelnmesse-service-portal.de. You also have the option of requesting the Technical Guidelines in printed form at any time.

1.4 The registration is binding on you regardless of whether your company is admitted to the event. It cannot be subject to provisos or reservations; in particular requests for specific stand locations do not constitute a condition 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 pre-scribed period of time.

2. The contract comes into effect at the latest upon receipt of the acceptance/stand area confirmation (by post, fax or other electronic means of transmission), which is valid without a signature. Should the content of the acceptance/stand area confirmation differ substantially from that of your application, then the contract shall be concluded under the terms of acceptance/stand area confirmation 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 acceptance/stand area confirmation.

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 Marketing Package, the specified price has to be paid in the event that you withdraw from the contract and the 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.

The occupation of the stand area that is no longer reserved by another participant who has already been admitted to the event and assigned a stand area is not considered to be a rental to a third party against payment, as two areas were merely exchanged.

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 Koeln-messe-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. The registered and authorized products must be on display at the stands for the entire duration of the event. Stand personnel must also be in attendance throughout this entire time. 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 within 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 in-voiced 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. The exhibitor agrees to an electronic invoicing process. The dispatch of the invoice is carried out electronically via e-mail to the e-mail address supplied by the exhibitor or by post as a paper invoice at the discretion of the organizer. The exhibitor must immediately notify the organizer of any changes to its e-mail address.
12. 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.

13. 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.

14. 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.

15. 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.

16. 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.

17. 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. A special application must be approved by the organizer before another company (co-exhibitor) can exhibit its own products at the stand area with its own staff. 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 additionally 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 currently 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 the specific stand and the items located at the stand. The organizer recommends that the exhibitor insure its participation risk against the normal insurable risks such as fire, burglary, simple theft, damage, water damage etc. including the risks of transport to and from the event itself and at its own expense and that it ensure adequate insurance cover for the construction, trade fair, and dismantling periods including the periods of transport to and from the event. The exhibitor can obtain insurance cover against its participation risk at its own expense via the organizer's insurer. Further information can be obtained from KBI-TR-Duesseldorf@ergo.de.

All cases of theft and damage must be immediately reported to the police, the organizer and the insurance company at Messegelände Ost (Security Office East at Entrance East) and thereafter registered in writing.

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.

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, insofar as such an action is required due to compelling reasons for which it is not responsible or unforeseen events such as force majeure, 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 it is not also prevented from doing so by force majeure. In such cases, the exhibitor has no claim to recompense for the resulting damages.

3. In case the event is cancelled as a result of one of the cases mentioned in Clause 2, 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.

Status: July 2019

USK regulations for gamescom 2020



gamescom
Cologne, 25 - 29 August 2020

Information for gamescom exhibitors

For all questions regarding tickets, reservations and journey please contact: gamescom@visitor.koelnmesse.de

Koelnmesse has officially assigned USK (Entertainment Software Self-Regulation Body) as youth-protection authority at gamescom. This task encompasses the age rating of any kind of content that is intended to be exhibited, (all platforms including mobile apps, browser games, game portals as well as trailers, stage presentations and other contents). Additionally, USK serves as the primary contact for all gamescom exhibitors with regard to any youth-protection-related issues, whether prior to or during the fair itself.

As an exhibitor you are entirely responsible for ensuring that your booth and presentation conform to German youth-protection requirements under the provisions of the German Children and Young Persons Protection Act ("JuSchG"). Compliance is validated by the regulatory authorities during the fair. For the purpose of consistent and uniform implementation, Koelnmesse and USK have jointly adopted the regulations described below. These regulations apply for ALL exhibitors at gamescom, entertainment area. Upon admission, in accordance with the age on their photo ID/health insurance card with photo, the organizer (Koelnmesse) will provide visitors with three types of non-removable wristbands in colors corresponding to the colors of the respective USK stickers for ages 12/16/18 which support booth personnel in terms of age verification. There are no exceptions. Parental accompaniment or consent forms do not replace proof of age.

All presentations of games, trailer and game-based presentations need to be rated by the USK to show them in the public. Unrated content can only be presented to adults in separate areas. Trailer and software without games related content like company trailers, recruiting videos or hardware trailers do not need a rating.

Deadline for submission is August, the 10th, 3pm.

Content must be sent with the **submission form** attached to test@usk.de or via mail. Games and trailers can be sent as disc, USB-stick, key, voucher, link or FTP.

The rating fees are based on the current **cost structure**.

Titles and trailers in the business area will NOT need to be reviewed by the USK in 2020.

Group stands, universities, national/international pavilions

This includes various contents of different degrees of completion. You will receive a complete stand rating that will include all submitted content. Content that cannot be subsumed up to and including "USK from age 12" must be tested separately or can be presented to adults in separate areas.

Streamers / Presentations / HandsOff-Demos

All presentations are subject to the same rules as playing stations, so 16 / 18 rated or unchecked content may not be presented publicly. If the selected clippings or the commentary and the non-interactivity change the games' impression and in your view allow a lower release, submit a 10-minute "fake-livestream", which includes the usual game elements and the live commentary. The release is then granted for this content and the commenting style, and applies to a broadly identical content presentation of that game.

At the Trade Fair

All gaming stations must be labeled with the correct rating so visitors can easily get the age rating information.

The sticker size must be at least 3,5 x 3,5 cm. If the same game is shown on multiple units in a row or in one area labeling all units is not necessary. The entrance or the back wall behind the units can be labeled instead, we recommend using at least 20x20cm stickers then.

Please find the sticker templates [here](#).

In trailers the rating does not need to be indicated either in the opening credits or on the presentation area.

The USK will **not** bring stickers to the gamescom. Please print them yourselves or order sticker rolls.

USK All Ages / 6 / 12

Content with this rating can be shown openly to anybody, though the staff must make sure that 12+-content must not be actively played by under agers.

USK 16 / 18 / not rated

Content with this rating can only be shown to visitors to the correct age group. Separate rooms, turned monitors and privacy screens are the choice to make sure no under ager can see that content. Access control to these areas must be conducted by the booth personnel.

Additional Information

- Companies who are in contact with the USK for the first time automatically fall under the rule of pre-payment. Please plan sufficient time for the clearance of all payments
- If your company aims to show a segment from a full version at gamescom please tick "gamescom-Demo" on the submission form and inform us about the content to be playable
- Games or Demos that already feature an earlier USK rating and have not changed in terms of youth protection issues must show that very rating
- IARC ratings are only valid within the participating storefronts and are not valid at gamescom
- Every displayed platform version must carry its own rating

Please note that the wristbands will also be handed out on Tuesday and that age checks must also be carried out on Tuesday.

The competent authorities (the City of Cologne) will thoroughly monitor compliance with the German Children and Young Persons Protection Act (JuSchG) at the fair and take the appropriate legal actions in the event of violations of the law. Any violations will be punished by closing the trade fair booth of the responsible company and can result in substantial fines. To prevent the latter, USK is available to help you resolve any questions, problems and ambiguities regarding youth protection.

Marek Brunner
Head of Test Department
Unterhaltungssoftware Selbstkontrolle (USK)
Torstraße 6 | 10119 Berlin - Germany
Phone: +49-30-2408866-15
Mobile: +49-1723069633
E-Mail: gamescom@usk.de
<https://usk.de/en/>

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.

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 invoiceable 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)

Koelnmesse Tochtergesellschaften, Repräsentanten und Auslandsvertretungen

Koelnmesse subsidiaries, representatives and foreign representations

Ägypten · Egypt

German-Arab Chamber of Commerce, 21, Soliman Abaza St., Mohandessin - Giza, P.O. Box 385, 11511 - Ataba - Cairo, Tel. +202 333368183, Fax +202 333368026, E-Mail: fairs@ahk-mena.com

Antigua/Barbuda · Antigua and Barbuda

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Albanien · Albania

Delegation der Deutschen Wirtschaft in Nordmazedonien, Blvd. VMRO 1, MK-1000 Skopje, Republik Nordmazedonien, Tel. +389 2 322 8824, Fax +389 2 3296790,

E-Mail: koelnmesse@nordmazedonien.ahk.de

Amer. Jungferninseln · Virgin Islands, U.S.

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Andorra · Andorra

SGM Ferias & Servicios S.L., Núñez de Balboa 94 - 1° C, 28006 Madrid,

Tel. +34 91 3598141, Fax +34 91 3500476,

E-Mail: info@koelnmesse.es

Anguilla · Anguilla

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Argentinien · Argentina

Cámara de Industria y Comercio Argentino-Alemana, Av. Corrientes 327, piso 23, C. 1043 AAD Buenos Aires,

Tel. +54 11 5219-4000, Fax +54 11 5219-4001,

E-Mail: ahkargentina@ahkargentina.com.ar

Armenien · Armenia

Fujian Rahbaran Nami Ltd., Beheshti Ave., Sarafraz Ave., Padideh Complex, No. 47, 1st Floor, Unit 118, Tehran 1587696411, Iran,

Tel. +98 (021) 88171261-3, Fax +98 (021) 88171261,

E-Mail: narineh.azalbar@frn-co.com

Aruba · Aruba

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Australien · Australia

Messe Reps. Pty. Ltd., Robert Laing,

Tel. +61 427 353536, E-Mail: robert@messereps.com

Bahamas · Bahamas

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Bahrain · Bahrain

IFP Emirates LLC, P.O. Box: 117772, Dubai - UAE,

Tel. +971 4 2822543, Fax +971 4 2824573,

E-Mail: shahid.bhatti@ifpemirates.com

Barbados · Barbados

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Belgien · Belgium

JL FAIRS BVBA, Zilverlingen 1 bus 001, BE-3020 Herent,

Tel. +32 16 90 57 80, Fax +32 16 90 57 89,

E-Mail: belux@koelnmesse.be

Belize · Belize

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Bermuda · Bermuda

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Bolivien · Bolivia

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Bonaire · Bonaire

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Bosnien-Herzegowina · Bosnia-Herzegovina

Delegation der Deutschen Wirtschaft in Bosnien und Herzegowina

Fra Andela Zvizdovića 1 / B3, BiH - 71000 Sarajevo,

Tel. +387 33 295 913 Fax +387 33 29 59 20,

E-Mail: sanjin.purgic@ahk.ba

Brasilien · Brasil

Koelnmesse Organização de Feiras Ltda., Av. Francisco Matarazzo, 1752, cj 1.704, CEP 05001-200 - São Paulo/SP,

Tel. +55 (11) 3874-0030, E-Mail: c.facc@koelnmesse.com.br

Brit.Jungfern. · Virgin Islands, British

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Bulgarien · Bulgaria

Deutsch-Bulgarische Industrie- und Handelskammer, F. J. Curie 25 A, 1113 Sofia,

Tel. +359 2 81630-32, Fax +359 2 81630-19,

E-Mail: ilia.todorov@ahk.bg

Chile · Chile

AHK Business Center S.A., Av. El Bosque Norte 0440, Of. 601, Las Condes, Santiago de Chile, Chile,

Tel. +56 2 2035320-40, Fax +56 2 2035325,

E-Mail: jsternberg@camchal.cl

China, Guangzhou · China, Guangzhou

Koelnmesse Guangzhou Representative Office, Room 3311, Metro Plaza, 183 Tianhe Road (North), Tianhe District, Guangzhou

510620.

Tel. +86 20 87552467, Fax +86 20 87552970,

E-Mail: k.lee@koelnmesse.cn

China, Peking · China, Beijing

Koelnmesse Co. Ltd., Unit 0906, Landmark Tower II, No. 8 Dong San Huan North Road, Beijing 100004,

Tel. +86 10 65907766/65907878, Fax +86 10 65906139,

E-Mail: fhassan@koelnmesse.cn

China, Shanghai · China, Shanghai

Unit 3013, Wheelock Square, No.1717 West Nanjing Road, Shanghai, 200040, P.R.China

Tel. +86 21 63906161, Fax +86 21 63906858,

E-Mail: m.miao@koelnmesse.cn

Costa Rica · Costa Rica

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Curaçao · Curaçao

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Dänemark · Denmark

(for Greenland, Iceland, Faroe-Islands) Interress ApS, Radhusvej 2, 2920 Charlottenlund,

Tel. +45 45 50 56 55, Fax +45 45 50 50 27,

E-Mail: messe@intermess.dk

Dominica · Dominica

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Dominikanische Republik · Dominican Republic

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Ecuador · Ecuador

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

El Salvador · El Salvador

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Estland · Estonia

Consultatio Baltica, UAB, Ateities Str. 56, Bendoriai, Lt-14180 Vilnius, r. Litauen,

Tel. +370 5 215 7115, E-Mail: info@koelnmesse-baltic.com

Finnland · Finland

Edelte Oy, Ms. Päivi Ahvenainen, Sahakyläntie 5, FIN-04770 Sahakylä,

Tel. +358 10 6168400, Fax +358 10 6168402,

E-Mail: koelnmesse@kolumbus.fi

Frankreich · France

Chambre Franco-Allemande de Commerce et d'Industrie, 12, rue Chernoviz, 75782 Paris Cedex 16,

Tel. +33 1 45258211 + 42244711, Télécopie +33 1 45256396, E-Mail: r.wodetzki@koelnmesse.fr

Franz. Guyana · French Guiana

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Grenada · Grenada

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Griechenland · Greece

Deutsch-Griechische Industrie- und Handelskammer, Dorilaou Str. 10-12, 11521 Athen,

Tel. +30 210 6419028, Fax +30 210 6445175,

E-Mail: koelnmesse@ahk.com.gr Voulgari 50, 54249 Thessaloniki,

Tel. +30 231 327733, Fax +30 231 327737,

E-Mail: koelnmesse@ahk.com.gr

Großbritannien · Great Britain

International Business Media Services, 42 Christchurch Road,

Ringwood BH24 1DN, United Kingdom,

Tel. +44 1425 48 68 30, Fax +44 1425 48 68 31,

E-Mail: info@koelnmesse.co.uk

Guadeloupe · Guadeloupe

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Guatemala · Guatemala

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Guyana · Guyana

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Haiti · Haiti

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Honduras · Honduras

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Hongkong · Hong Kong (SAR)

Koelnmesse Ltd., Unit 1112, Exchange Tower, 33 Wang Chiu Road, Kowloon Bay, Kowloon, Hong Kong, Hong Kong (SAR)

Indien · India

(for Bangladesh, Buthan, Myanmar, Nepal, Sri Lanka) Koelnmesse YA Tradefair Pvt. Ltd., Office # 1102, 11th Floor, DLH Park, Opp. MTNL office, S.V. Road, Goregaon West, Mumbai 400062, Indien,

Tel. +91 22 28715200, Fax +91 22 28715222,

E-Mail: info@koelnmesse-india.com

Indonesien · Indonesia

Perkumpulan Ekonomi Indonesia-Jerman, EKONID, Jl. H A Salim 115, Jakarta 10310, Indonesia,

Tel. +62 21 3155644, Fax +62 21 3155276,

E-Mail: prieta.pertantri@ekonid.or.id

Irak · Iraq

IFP SAL, IFP bldg., 56th Str., Hazmieh, P.O. Box: 55576 Beirut, Lebanon,

Tel. +961 5 959111, Fax +961 5 959888,

E-Mail: ghassan.nawfal@ifpexpo.com

Iran · Iran

Fujian Rahbaran Nami Ltd., Beheshti Ave., Sarafraz Ave., Padideh Complex, No. 47, 1st Floor, Unit 118, Tehran 1587696411 IRAN,

Tel. +98 21 88171261-3, Fax +98 21 88171261

E-Mail: narineh.azalbar@frn-co.com

Irland · Ireland

International Business Media Services Ltd., 4th Floor, 205/207 City Road, London EC1V 1JN, Großbritannien,

Tel. +44 1992 510950, Fax +44 1992 510951,

E-Mail: n.fielder@koelnmesse.co.uk

Israel · Israel

Itex International Exhibitions Services Ltd., 3 Nirim St. (Entrance B) 6706040 Tel-Aviv,

Tel. +972 3 6882929, Fax +972 3 6883031,

E-Mail: itex@itex.co.il

Italien · Italy

Koelnmesse S.r.l., Viale Sarca 336/F, Edificio 16, 20126 Milano (MI), Italien,

Tel. +39 02 8696131, Fax +39 02 89095134,

E-Mail: info@koelnmesse.it

Jamaika · Jamaica

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Japan · Japan

Koelnmesse Co., Ltd., Ebisu IS Bldg. 5F, 1-13-6 Ebisu, Shibuya-ku, Tokyo, 150-0013, Japan,

Tel. +81 3 5793 7770, Fax +81 3 5793 7771,

E-Mail: kmjpn@koelnmesse.jp

Jordanien · Jordan

IFP SAL, IFP bldg., 56th Str., Hazmieh, P.O. Box: 55576 Beirut, Lebanon,

Tel. +961 5 959111, Fax +961 5 959888,

E-Mail: ghassan.nawfal@ifpexpo.com

Kaimaninseln · Cayman Islands

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Kambodscha · Cambodia

Singapur: Koelnmesse Pte. Ltd., 152 Beach Road, #25-05 Gateway East, Singapore 189721, Singapur,

Tel. +65 (6500) 6701, Fax +65 (6294) 8403,

E-Mail: m.kuepper@koelnmesse.com.sg

Kanada · Canada

Koelnmesse Inc., 8700 West Bryn Mawr Avenue, Suite 640 North, Chicago, Illinois, 60631,

Tel. +1 773 326 9920, Fax +1 773 714 0063,

E-Mail: info@koelnmesse-nafta.com

Kolumbien · Colombia

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Korea · Korea

Rheinmesse Co., Ltd., 801, Seongsu Hyundai Terrace Tower W Dong, 7, Yeonmujang 5ga-gil, Seongdong-gu, Seoul 04782, Korea,

Tel. +82 2 7984101, Fax +82 2 7984383,

E-Mail: info@messe.co.kr

Kosovo · Kosovo

Delegation der Deutschen Wirtschaft in Nordmazedonien, Blvd. VMRO 1, MK-1000 Skopje, Republik Nordmazedonien,

Tel. +389 2 322 8824, Fax +389 2 3296790,

E-Mail: koelnmesse@nordmazedonien.ahk.de

Kroatien · Croatia

Deutsch-Kroatische Industrie- und Handelskammer, Strojarska cesta 22/11, HR-10000 Zagreb,

Tel. +385 1 6311 613, Fax +385 1 6311 630

E-Mail: boris.maric@ahk.hr

Kuba · Cuba

Koelnmesse

Koelnmesse Tochtergesellschaften, Repräsentanten und Auslandsvertretungen

Koelnmesse subsidiaries, representatives and foreign representations

Luxemburg · *Luxembourg*

Koelnmesse Belgium/Luxembourg, Zilverlingen 1 bus 1, BE-3020 Herent,
Tel. +32 16 90 57 80, Fax +32 16 90 57 89,
E-Mail: belux@koelnmesse.be

Macau · *Macao*

Koelnmesse Pte. Ltd., 152 Beach Road, #25-05 Gateway East, Singapore 189721,
Tel. +65 65006700, Fax +65 62948403,
E-Mail: info@koelnmesse.com.sg

Malaysia · *Malaysia*

Promo Era Sdn Bhd, Lot 8.12, 8th Floor, Wisma Cosway, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia,
Tel. +603 2031 6686, Fax +603 2031 9686,
E-Mail: Koelnmesse@gmail.com

Malta · *Malta*

Koelnmesse S.r.l., Viale Sarca 336/F, Edificio 16, 20126 Milano (MI), Italien,
Tel. +39 02 8696131, Fax +39 02 89095134,
E-Mail: info@koelnmesse.it

Marokko · *Morocco*

Chambre Allemande de Commerce et d'Industrie, Lot. El Manar, Villa 18, rue Ahmed Ben Taher El Menjra, Quartier El Hank, 20160 Casablanca,
Tel. +212 522 429420, Fax +212 522 948172,
E-Mail: khadija.mahmoudi@dihkcas.org

Martinique · *Martinique*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia
Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Republik Nordmazedonien · *Republic of Northern Macedonia*

Delegation der Deutschen Wirtschaft in Nordmazedonien, Blvd. VMRO 1, MK-1000 Skopje, Republik Nordmazedonien,
Tel. +389 2 322 8824, Fax +389 2 32967910,
E-Mail: koelnmesse@nordmazedonien.ahk.de

Mexiko · *Mexico*

Deinternacional de México, S.A. de C.V., Av. Santa Fé 170, oficina 1-4-12, Lomas de Santa Fé, 01210 México, D.F., Mexico,
Tel. +52 55 15005900, Fax +52 55 15005910,
E-Mail: gabriela.gonzalez@deinternacional.com.mx

Moldawien · *Moldova*

Intermesse Concept SRL, Str. Ion Baiesu nr. 6, 077135 Mogosoaia, Ilfov, Rumänien (RO),
Tel. +40 722 238214, Fax +40 31 4094176,
E-Mail: info@koelnmesse.ro

Montenegro · *Montenegro*

Deutsch-Serbische Wirtschaftskammer (AHK Serbien), Toplicin venac 19-21, 11000 Belgrad, Serbien,
Tel. +381 11 2028010, Fax +381 11 3034780,
E-Mail: koelnmesse@ahk.rs

Montserrat · *Montserrat*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Neuseeland · *New Zealand*

MesseReps & Travel, P.O.Box 26522, Epsom, Auckland 1344, New Zealand,
Tel. +64 9 5219200, E-Mail: robert@messereps.co.nz

Nicaragua · *Nicaragua*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Niederlande · *Netherlands*

RS Vision Expo BV, Excl. Vertegenwoordiging van Koelnmesse in Nederland Panoven 13, 3401 RA IJSSELSTEIN,
Tel. +31 (0) 30 - 3036450 Fax +31 (0) 30 - 3036456,
E-Mail: info@koelnmesse.nl

Norwegen · *Norway*

Deutsch-Norwegische Handelskammer Service AS, Drammensveien 111B, 0273 Oslo, Postboks 603 Skoyen, 0213 Oslo,
Tel. +47 22 128213, Fax +47 22 128222,
E-Mail: wiese-hansen@handelskammer.no

Oman · *Oman*

IFP Emirates LLC, P.O. Box: 117772, Dubai -UAE,
Tel. +971 4 2822543, Fax +971 4 2824573,
E-Mail: shahid.bhatti@ifpemirates.com

Österreich · *Austria*

Gesell GmbH & Co. KG, Sieveringer Str. 153, 1190 Wien,
Tel. +43 1 3205037, Fax +43 1 3206344,
E-Mail: office@gesell.com

Pakistan · *Pakistan*

Liaison Office for Koelnmesse: Gardee Trust Building, Napier Road, Lahore 54000,
Tel. +92 42 37238484, +92 42 37321947, Fax +92 42 37220175,
E-Mail: messe@messe-liaison.com

Panama · *Panama*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Paraguay · *Paraguay*

Cámara de Comercio e Industria Paraguayo-Alemana, Avda. República Argentina 1616 c/ Alfredo Seiferheld, 1887 Asuncion,
Tel. +595 21 615 848, Fax +595 21 615 844,
E-Mail: gerencia@ahkasu.com.py

Peru · *Peru*

Cámara de Comercio e Industria Peruano-Alemana, Camino Real 348, Torre el Pilar, P. 15, Lima 27-San Isidro, Casilla 27-0069, Lima 27-San Isidro,
Tel. +51 1 4418616, Fax +51 1 4426014,
E-Mail: ferias@camara-alemana.org.pe

Philippinen · *Philippines*

fairs@more Inc., c/o ECCP, 19/F Phil. AXA Life Centre, Sen. Gil Puyat Avenue cor. Tindalo Street, C.P.O. Box 1302, 1200 Makati City, M.Mla.,
Tel. +63 2845 1324, Fax +63 27596690
E-Mail: noli.nicanor@eccp.com

Polen · *Poland*

Przedstawicielstwo Targów Koelnmesse w Polsce Grenke Jakubaszek Sp.J., ul. Bagatela 11 lok. 7, 00-585 Warszawa, Polen,
Tel. +48 22 848 80 00, Fax +48 22 848 90 11,
E-Mail: info@koelnmesse.pl

Portugal · *Portugal*

SGM Ferias & Servicios S.L., Núñez de Balboa 94 - 1°C, 28006 Madrid,
Tel. +34 91 3598141, Fax +34 91 3500476,
E-Mail: info@koelnmesse.es

Puerto Rico · *Puerto Rico*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Quatar · *Qatar*

IFP Qatar LTD, Al Mountazah Area, IBN Seena Street, IFP Bldg, 2nd floor, Doha,
Tel. +974 44329900, Fax +974 44432891,
E-Mail: george.ayache@ifpqqatar.com

Republik Belarus · *Republic Belarus*

Informationszentrum der Deutschen Wirtschaft GmbH, Prospekt Gasyet Prawda, 11 A, 2. Etage, 220116 Minsk, Republik Belarus (BY),
Tel. +375 17 270 5141, Fax +375 17 270 5141,
E-Mail: info@deinternational.by

Rumänien · *Romania*

Intermesse Concept SRL, Str. Ion Baiesu nr. 6, 077135 Mogosoaia, Ilfov,
Tel. +40 31 4094176, Fax: +40 31 4013696,
E-Mail: info@koelnmesse.ro

Russland · *Russia*

ООО „Informationszentrum der Deutschen Wirtschaft“, Beregovoy Proezd 5A K1, Business-Center "Fili Grad", Etage 17, 121087 Moskau, Russland

Tel. +7 495 7301347, Fax +7 495 7303432,
E-Mail: a.sheikova@koelnmesse.ru

Saint-Martin (frz.) · *Saint-Martin (fr.)*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Saudi Arabien · *Saudi Arabia*

IFP SAL, IFP bldg., 56th Str., Hazmieh, P.O. Box: 55576 Beirut, Lebanon,
Tel. +961 5 959111, Fax +961 5 959888,
E-Mail: ghassan.nawfal@ifpexpo.com

Schweden · *Sweden*

BraMässor Sverige AB, P.O. Box 22 307, SE-104 22 Stockholm, Sweden
Tel. +46 (0) 76 714 50 33, E-Mail: marie.hemdal@bramassor.se,
www.bminternational.se

Schweiz, Liechtenstein · *Switzerland, Liechtenstein*

Handelskammer Deutschland-Schweiz, Tödistrasse 60, 8002 Zürich,
Tel. +41 44 2836111, Fax +41 44 2836121,
E-Mail: k.walser@koelnmesse.ch

Serbien · *Serbia*

Deutsch-Serbische Wirtschaftskammer (AHK Serbien), Toplicin venac 19-21, 11000 Belgrad, Serbien,
Tel. +381 11 2028010, Fax +381 11 3034780,
E-Mail: koelnmesse@ahk.rs

Singapur · *Singapore*

Koelnmesse Pte. Ltd., 152 Beach Road, #25-05 Gateway East, Singapore 189721,
Tel. +65 65006700, Fax +65 62948403,
E-Mail: info@koelnmesse.com.sg

Sint Maarten (NL) · *Sint Maarten (NL)*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Slowakische Republik · *Slovak Republic*

Ing. Jan Besperát, výhradní zástupce Koelnmesse pro ČR a SR, Sokratova 2043/6, 143 00 Praha 4,
Tel./Fax +420 261910173,
E-Mail: besperat@koelnmesse.cz

Slowenien · *Slovenija*

DESLO - AHK poslovne storitve d.o.o., Poljanski nasip 6, 1000 Ljubljana, Slowenien,
Tel. +386 1 252 88 54, Fax +386 1 252 88 69,
E-Mail: danijel.gostencnik@ahkslo.si

Spanien · *Spain*

SGM Ferias & Servicios S.L., Núñez de Balboa 94 - 1°C, 28006 Madrid,
Tel. +34 91 3598141, Fax +34 91 3500476,
E-Mail: info@koelnmesse.es

St. Barthélemy · *St. Barthélemy*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

St. Kitts Nevis · *Saint Kitts and Nevis*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

St. Lucia · *Saint Lucia*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

St. Vincent · *Saint Vincent and the Grenadines*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Südafrika · *South Africa*

Southern African-German Chamber of Commerce and Industry, No. 47, Oxford Road, Forest Town 2193, P.O. Box 87078, Houghton 2041,
Tel. +27 11 486 2775, Fax +27 86 683 2907,
E-Mail: faletter@germanchamber.co.za

Suriname · *Suriname*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Syrien · *Syria*

IFP SAL, IFP bldg., 56th Str., Hazmieh, P.O. Box: 55576 Beirut, Lebanon,
Tel. +961 5 959111, Fax +961 5 959888,
E-Mail: ghassan.nawfal@ifpexpo.com

Taiwan · *Taiwan*

Koelnmesse Representative Office Taiwan, 18/F A2-1, No. 333, Sec.2, Dunhua South Road, Taipei 10669, Taiwan,
Tel. +886 2 7711 2200, Fax +886 2 7711 7700,
E-Mail: info@koelnmesse-taiwan.com.tw

Thailand · *Thailand*

Expolink Global Network Ltd., B.B. Building, 10th Floor, # 1007, 54 Sukhumvit 21 (Asoke Rd.), Klong Toey Nua, Wattana, Bangkok 10110, Thailand,
Tel. +66 2 6408013, Fax +66 2 6642076,
E-Mail: Koelnmesse@expolink.net

Trinidad, Tobago · *Trinidad and Tobago*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Tschechische Republik · *Czech Republic*

Ing. Jan Besperát, výhradní zástupce Koelnmesse pro ČR a SR, Sokratova 2043/6, 143 00 Praha 4,
Tel./Fax +420 261910173,
E-Mail: besperat@koelnmesse.cz

Tunesien · *Tunisia*

Chambre Tuniso-Allemande de l'Industrie et du Commerce DEinternational, Immeuble le Dome, Rue du Lac Leman, 1053 Les Berges du Lac,
Tel. +216 71 965280, Fax +216 71 964553,
E-Mail: info@ahktunis.org

Türkei · *Turkey*

Tezulas Fuar Dan. Hizm. Ltd. Şti. Bağdat Cad. 181/6, 34730 Çiğfethavuzlar - Kadıköy, İstanbul, Türkiye
Tel. +90 216 3856633, Fax +90 216 3857400,
E-Mail: info@tezulas-fuar.com

Turks and Caicos Islands · *Turks and Caicos Islands*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Ungarn · *Hungary*

MON-ART Reklámiroda Kft, Vízafogó sétány 2/B II/7, H-1138 Budapest,
Tel. +36 1 2400810, Fax +36 1 2400810,
E-Mail: office@koelnmesse-monart.hu

Uruguay · *Uruguay*

Cámara de Comercio Uruguayo-Alemana, Plaza Independencia 831 p.2, 11100 Montevideo,
Tel. +598 2901 1803, Fax +598 2908 5666,
E-Mail: zaballa@ahkurug.com.uy

Venezuela · *Venezuela*

Koelnmesse SAS, Calle 36 # 25 - 15, Barrio La Soledad, Bogotá - Colombia

Tel. +57 (1) 210 9979, E-Mail: c.guarin@koelnmesse.co

Vereinigte Arabische Emirate · *United Arab Emirates*

IFP Emirates LLC, P.O. Box: 117772, Dubai -UAE,
Tel. +971 4 2822543 Fax +971 4 2824573,
E-Mail: shahid.bhatti@ifpemirates.com

Vereinigte Staaten v. Amerika (USA) · *United States of America (USA)*

Koelnmesse Inc., 8600 West Bryn Mawr Avenue, Suite 410 North, Chicago, Illinois, 60631,
Tel. +1 773 326 9922, Fax +1 773 714 0063,
E-Mail: info@koelnmessenafte.com

Vietnam · *Vietnam*

The North Ltd., Foreign Trade, Research & Development, IDC Building, 9 floor, 163 Hai Ba Trung Street, District 3, Ho Chi Minh City, Vietnam,
Tel. +84 28 3822 7655, Fax +84 28 3822 4775,
E-Mail: koelnmesse@export2global.com

Zentralamerika · *Central America*

Deutsch-Regionale Industrie- und Handelskammer für Zentralamerika und die Karibik, 6a Avenida 20-25, zona 10, Edificio Plaza Maritima, Oficina 3-3, 01010 Guatemala City, Guatemala C.A.,
Tel. +502 2367 5552, Fax +502 2333 7044,
E-Mail: ahkregion@ahkzakk.com, Postanschrift: Section 2969, P.O. Box 02-5339, Miami, FL 33102-5339

Zypern · *Cyprus*

SURICOM CONSULTANTS LTD, 339 Ayiou Andreou str., Andreas Chamber, 2nd floor, Off. 204, Cyprus,
Tel. +357 25 589418, Fax +357 25 589296,
E-Mail: demetra@suricom.com.cy

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