

Annapoorna

[www.anufoodindia.com](http://www.anufoodindia.com)



**India's international exhibition on  
food & beverage trade and retail market**  
Bombay Exhibition Centre, 06.-08.09.2021



**YOUR APPLICATION FORMS**

## Application for main exhibitor

Please send in along with the completed  
list of products (Forms 1.30/1.31).

# 1.10

### 1 Main exhibitor

#### 1.1 Address:

Company/Name (English):

Street (English):

House Number:

Additional info (e.g.  
building, floor, room):

Postcode, town:

P.O. Box (if applies):

State, country:

Tel.:

Mobile Phone:

E-mail:

Website:

Owner/Managing Director:

☐ Mr ☐ Ms

Sort alphabetically  
under the letter:

Contact person (exhibitor) for the event is:

☐ Mr ☐ Ms

Position at  
the company:

Tel.:

Mobile Phone:

E-mail:

#### 1.2 We are a/an: (please tick only one box)

- |   |  |
|---|--|
| <input type="checkbox"/> Manufacturer       | <input type="checkbox"/> Wholesaler/distributor    |
| <input type="checkbox"/> Importer           | <input type="checkbox"/> Commercial representative |
| <input type="checkbox"/> Sales organisation | <input type="checkbox"/> Association/organisation  |
| <input type="checkbox"/> Service provider   | <input type="checkbox"/> Trade media               |
| <input type="checkbox"/> Others             |  |

#### 1.3 We are registered (if applies):

☐ In the commercial register

At the  
Magistrate Court in:

Commercial  
Register no.:

#### 1.4 VAT identification number:

(Required information for companies from EU countries)

### 2 Stand request

#### 2.1 According to the Conditions of Participation, we order the following space at a net price of:

- ☐ Space Only EUR 240 / sqm (+ 18 % GST)
- ☐ Standard Shell Scheme Package EUR 270 / sqm (+ 18 % GST)
- ☐ Premium International Pavilion EUR 300 / sqm (+ 18 % GST)

\_\_\_\_\_ Space in total m<sup>2</sup>:

Space Only booths: min. 18 sqm; Standard Shell Scheme booths:  
min. 9 sqm.

Please find an example of a Standard Shell Scheme booth on the  
following page!

Booth requests for location will be taken into account where  
possible but cannot be guaranteed.

### 3 Exhibits

Please fill in the list of products (Forms 1.30/1.31) and enclose  
it to your registration form.

Please tick your products/services on the enclosed list of products.  
Please note that only those products/services registered with the list  
of products may be exhibited at the fair.

#### PLEASE NOTE:

##### Payment terms & schedule:

50% of total participation fee (+ GST) due immediately upon date of  
the invoice issued.

Due date for the remaining balance of total participation fee (+ GST):  
1 month before the trade fair start.

##### Cancellation terms & schedule:

Refer to "Special conditions of participation at Annapoorna -  
ANUFOOD India 2021"

#### Data Protection Notice:

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

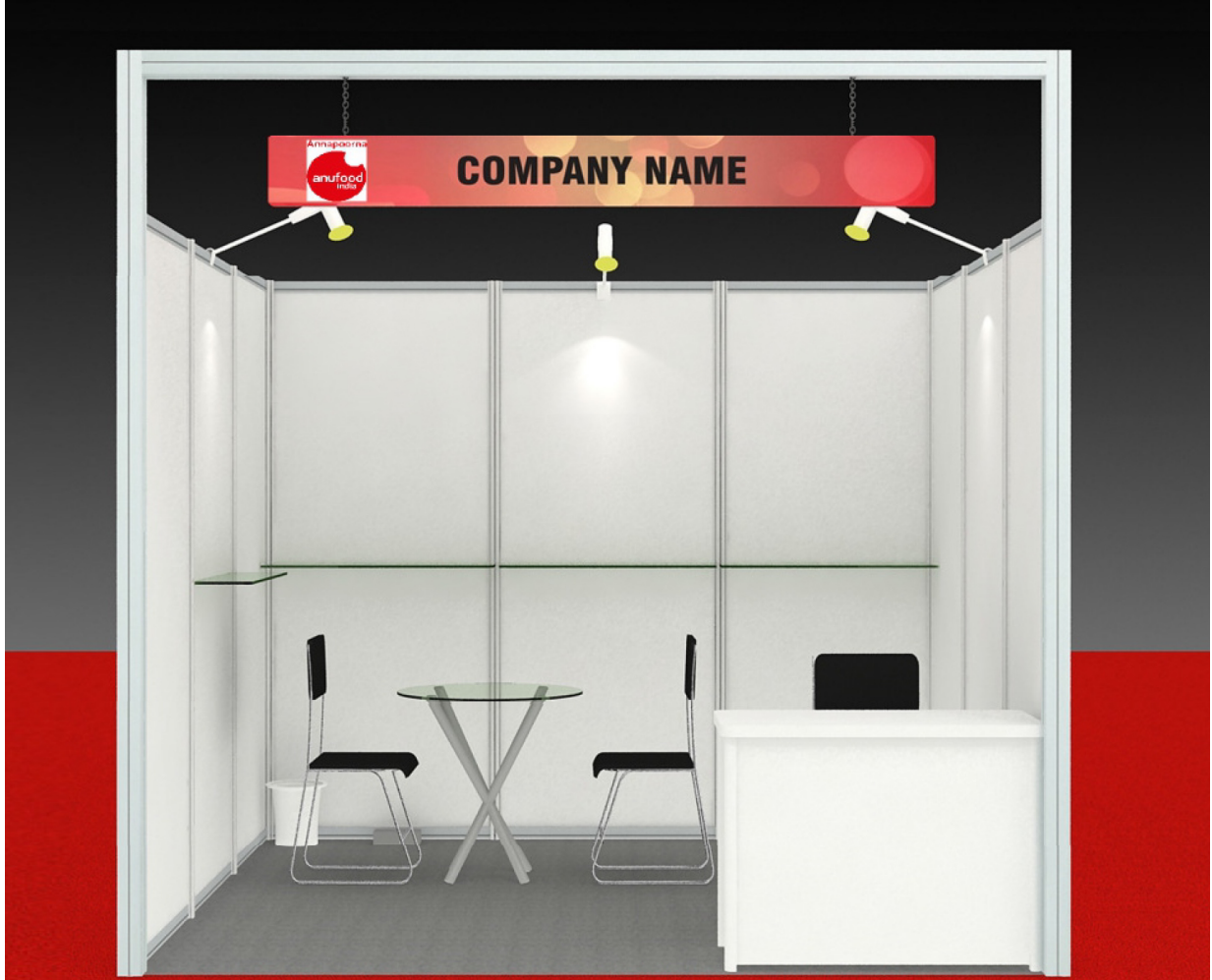
☐ I hereby permit and agree that Koelnmesse YA Tradefair Pvt. Ltd.,  
may pass on my personal data to its parent company Koelnmesse  
GmbH and its subsidiaries and commercial agents and may use the  
data entered on this form from the aforementioned persons for  
sending me information by e-mail about future similar trade fairs/  
events/platforms organized in India and abroad. A list of the  
subsidiaries and commercial agents of Koelnmesse GmbH, as well as  
further details about data protection, can be found in the complete  
document containing the participation documents. It can also be  
accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice). I can withdraw my consent at any time in the future (by  
sending an e-mail to [dataprivacy@koelnmesse.de](mailto:dataprivacy@koelnmesse.de))

By signing and returning the application form, we  
acknowledge that the Special Conditions of Participation as  
well as the stipulations of the Exhibitor Service Manual (in  
particular the technical regulations and the supplements  
contained in the order forms) are binding for our company.



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

## Standard Shell Scheme



Space	9 sqm	12 sqm	15 sqm	m 18 sqm
Carpet	on all closed sides			
System wall elements	on all closed sides			
Wooden fascia board with exhibitor name and booth number in English	on all open sides			
Counter	1	1	1	2
Glass round table	1	1	1	2
Chairs	3	3	5	6
Shelves	3	4	5	6
Spotlights	3	4	5	6
Power socket	1	1	1	2
Waste basket	1	1	1	2

### Note:

If exhibitors do not want any item(s) stated in the Standard Shell Scheme package, the cost of the package will not change and there will be no replacement with other item(s). Additional stand furniture and electrical items can be rented by completing the respective forms in the Exhibitor Service Manual and returning the completed forms by the stipulated deadlines.

The stand design provided herewith is for illustrative purpose and may be subject to change at the Organizer's discretion.

## Application for co-exhibitors\*

Please send in along with the completed list of products (form 1.30/1.31).

1.20

We hereby register companies represented by us on our stand according to the Conditions of Participation

If you wish to register more companies, please photocopy the blank form first.

### 1 Co-exhibitor

#### 1.1 Address:

Company Name (English):

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Street (English):

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House Number:

Additional info (e.g. building, floor, room):

Postcode, town:

P.O. Box (if applies):

State, country:

Tel.:

Mobile Phone:

E-mail:

Website:

Owner / Managing Director:

☐ Mr ☐ Ms

Contact person (exhibitor) for the event is:

☐ Mr ☐ Ms

Position at the company:

Tel.:

Mobile Phone:

E-mail:

#### 1.2 VAT identification number:

(Required Information for companies from EU countries)

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#### 1.3 The Company is a/an:

- |   |   |
|---|---|
| <input type="checkbox"/> Manufacturer       | <input type="checkbox"/> Wholesaler / distributor   |
| <input type="checkbox"/> Importer           | <input type="checkbox"/> Commercial representative  |
| <input type="checkbox"/> Sales organisation | <input type="checkbox"/> Association / Organisation |
| <input type="checkbox"/> Service provider   | <input type="checkbox"/> Trade media                |
| <input type="checkbox"/> Others             |   |

#### 1.4 The represented brand(s) is/are as follow:

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#### Please note:

The application for a co-exhibitor is FREE-OF-CHARGE, including a basic entry in our marketing materials, wherever relevant, according to the Special Conditions of Participation. The co-exhibitor is not permitted to re-locate, exchange, share or in any other way make the stand space allocated to him completely or partially accessible to third parties, without the prior consent of the organiser. The acceptance of this application for co-exhibitor is subjected to the sole discretion of the organiser.

#### Data Protection Notice:

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

☐ I hereby permit and agree that Koelnmesse YA Tradefair Pvt. Ltd., may pass on my personal data to its parent company Koelnmesse GmbH and its subsidiaries and commercial agents and may use the data entered on this form from the aforementioned persons for sending me information by e-mail about future similar trade fairs/events/platforms organized in India and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice). I can withdraw my consent at any time in the future (by sending an e-mail to [dataprivacy@koelnmesse.de](mailto:dataprivacy@koelnmesse.de))

By signing and returning the application form, we acknowledge that the Special Conditions of Participation as well as the stipulations of the Exhibitor Service Manual (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.

X

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

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Name of main exhibitor:

Koelnmesse YA Tradefair Pvt. Ltd.  
203, Inizio,  
Cardinal Gracious Road,  
Opp. P&G Plaza,  
Chakala, Andheri (East),  
Mumbai - 400099, India  
Tel: +91-22-62044800  
a.salve@koelnmesse-india.com  
www.anufoodindia.com



06.-08.09.2021

## List of products:

Must be returned by

– Main exhibitor

– Co-exhibitor

– Additionally represented companies

Please complete and return with application

1.30

### Name of main exhibitor:

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

### Name of co-exhibitor / additionally represented company:

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

(Please check the appropriate box, multiple responses possible)

#### We're offering:

- ☐ Products (Manufacturer's brand) for the food wholesale and retail trade
- ☐ Provided products (private label) for the food wholesale and retail trade
- ☐ Products for food service and catering
- ☐ Products for the food processing industry

#### Trend topics

The following trend topics will provide additional guidance to your relevant visitor target groups:

- ☐ Organic products
- ☐ Kosher products
- ☐ Halal food
- ☐ Vegetarian products
- ☐ Products based on fair trade
- ☐ Vegan products
- ☐ Functional & free from products
- ☐ Products with protected designation of origin
- ☐ Non-GMO products
- ☐ Ready-to-eat products
- ☐ Superfoods

#### 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

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

##### Oceania

- ☐ Australia
- ☐ New Zealand
- ☐ Others Oceania

#### Global Opportunities

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

##### Cologne

- ☐ Anuga  
Cologne, Germany
- ☐ ISM  
Cologne, Germany
- ☐ euwend & coffeena  
Cologne, Germany

##### Global

- ☐ Alimentec  
Bogotá, Colombia
- ☐ ANUFOOD Brazil  
São Paulo, Brazil
- ☐ ANUFOOD China  
Shenzhen, China
- ☐ THAIFEX – Anuga Asia  
Bangkok, Thailand

- ☐ Wine & Gourmet Japan  
Tokyo, Japan
- ☐ ISM Japan  
Tokyo, Japan
- ☐ yummex Middle East  
Dubai, UAE
- ☐ Not interested in further trade fairs

## List of products

Must be returned by

– Main exhibitor

– Co-exhibitor

Please complete and return with application

# 1.31

Name of main exhibitor: (Please also fill in if co-exhibitor is indicated)

## Name of co-exhibitor:

(Please fill in a separate list of products for each co-exhibitor)

List of products (Please tick the corresponding items)

### 010000 Agrifoods

- ☐ 010010 Fresh and natural products  
☐ 010020 Raw materials (unprocessed, e.g. fresh meat)

### 020000 Meat and Poultry

- ☐ 020010 Meat products  
☐ 020020 Preserves containing meat  
☐ 020030 Meat-based convenience products  
☐ 020040 Poultry products

### 030000 Halal

- ☐ 030010 Halal food

### 040000 Dairy

- ☐ 040010 Milk and dairy products  
☐ 040020 Cream and cream products  
☐ 040030 Cheese  
☐ 040040 Butter  
☐ 040050 Desserts  
☐ 040060 Dried milk products  
☐ 040070 Frozen dairy products  
☐ 040080 Lactose-free milk & dairy products

### 050000 Drinks & Hot beverages

- ☐ 050010 Health-promoting drinks  
☐ 050020 Energy drinks  
☐ 050030 Soft drinks  
☐ 050040 Juices  
☐ 050050 Coffee & tea  
☐ 050060 Beer and mixed beer drinks  
☐ 050070 Wine and sparkling wine  
☐ 050080 Spirits

### 060000 Fine Food

- ☐ 060010 General provisions and staple food  
☐ 060020 Nutrients  
☐ 060030 Canned food  
☐ 060040 Ready-meals and soup products  
☐ 060050 Delicatessen sauces & seasonings  
☐ 060060 Dried fruit and vegetables  
☐ 060070 Oils and fats

### 070000 Organic

- ☐ 070010 Organic food in general  
☐ 070020 Natural  
☐ 070030 Minimally processed

### 080000 Bread and Bakery

- ☐ 080010 Bread  
☐ 080020 Baked goods  
☐ 080030 Cakes and pastry  
☐ 080040 Small baked rolls  
☐ 080050 Long-life baked goods  
☐ 080060 Spreads

### 090000 Sweets & Snacks

- ☐ 090010 Chocolate  
☐ 090020 Confectionery  
☐ 090030 Biscuits and Snacks

### 100000 Food Service

- ☐ 100010 Cooking  
☐ 100020 Technology  
☐ 100030 Equipment & services  
☐ 100040 Catering & hotel areas

### 110000 Associations, Organisations, Press

- ☐ 110010 Associations and Organisations  
☐ 110020 Trade Press  
☐ 110030 Services, IT



## SPECIAL CONDITIONS OF PARTICIPATION AT Annapoorna - ANUFOOD India 2021

### Special Conditions of Participation

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

##### 1.1 Annapoorna - ANUFOOD India

Annapoorna - ANUFOOD India 2021 is being organised by

Koelnmesse YA Tradefair Pvt. Ltd.  
#203, Inizio, Cardinal Gracious Road, Opp. P&G Plaza,  
Chakala, Andheri (East), Mumbai - 400099, India  
Phone :+91-22-62044800  
info@koelnmesse-india.com  
www.koelnmesse-india.com

and

##### Federation of Indian Chamber of Commerce and Industry (FICCI)

The exhibition is being held from 06-08 September 2021 (Monday - Wednesday) at Bombay Exhibition and Convention Centre, Mumbai, India.

##### 1.2 Opening hours

The exhibition is open on 06-07 September 2021 from 10:00 a.m. to 6:00 p.m. and on 08 September 2021 from 10:00 a.m. to 4:00 p.m.

##### 1.3 Build up / Dismantling period

Build up period begins: Saturday, 04 September 2021, 10:00 a.m.  
Dismantling period end: Wednesday, 08 September 2021, 12:00 a.m.

After build up all aisles must be cleared of all structures and the stand constructions must be finished.

##### Note for the build up period:

Build up begins: Saturday, 04 September 2021, 10:00 a.m.  
Build up ends: Sunday, 05 September 2021, 08:00 p.m.  
Hall open at all times

##### Note for the dismantling period:

Dismantling begins: Wednesday, 08 September 2021, 04:00 p.m.  
Dismantling ends: Wednesday, 08 September 2021, 12:00 a.m.  
Hall open at all times

The dismantling of the exhibition stand and the presentation of goods may not begin before the end of the event on September 8th, 04:00 p.m. Kolenmesse YA Tradefair Pvt. Ltd. reserves the right to impose a **contractual penalty up to INR 1,00,000** and/or refuse the exhibitor permission to participate in the next event.

#### 2 Space & Facilities

##### 2.1 Bare Space (minimum booking 18 sqm)

2.1.1 General facilities for bare space include general security, general decoration in and around exhibition halls, signage, general illumination inside and outside halls, cleaning of aisles and exterior, general publicity for visitor promotion, entry in the trade fair directory, with one complimentary copy.

2.1.2 Participation charges are indicated in the first page of this application form.

##### 2.2 Built up stalls / Shell scheme stands (minimum booking 9 sqm)

2.2.1 Package of facilities for built up stalls / shell scheme stands includes  
Space 9 sqm 12 sqm 15 sqm 18 sqm  
Carpet As per stand space  
System wall elements on all closed sides

Wooden fascia board with exhibitor name and booth number in English	on all open sides			
Counter	1	1	1	2
Glass round table	1	1	1	2
Chairs	3	3	5	6
Shelves	3	4	5	6
Spotlights	3	4	5	6
Power socket	1	1	1	2
Waste basket	1	1	1	2

Apart from above facilities, the package also includes electricity consumption for lighting, general security in the exhibition halls, general decoration in and around halls, general publicity for visitor promotion, entry in the trade fair directory with one complimentary copy.

##### 2.3 Space allotment

Allotment of space will be on "first come, first served" basis as soon as the exhibitor signs the space booking form accompanied by initial payment. Possession of the stall / space will be handed over on receipt of the full dues. Stall / area will be allotted with confirmed booking & initial payment.

##### 2.4 Power Load

Charges for power for bare space booking, additional electricity for built up stalls / shell scheme stands and 3 phase connection for product demonstration purposes will be mentioned in the technical manual.

##### 2.5 Overall Height of Display

Normal height of stands shall be 2.40 m. If any exhibitor is planning the structures of height more than 2.40 m, a written permission of the organisers may be obtained after submitting appropriate plans. Height of stall structures in the central areas of the exhibition hall / island locations may be restricted to 4 m.

#### 3 Trade Fair Directory

The organisers will publish a trade fair directory / catalogue and all exhibitors are entitled to a free entry in the directory covering name and address of exhibitor, telephone, fax, e-mail & website.

#### 4 Terms of Payment, Withdrawals or Non-Participation

##### 4.1 Terms of payment

50% of total participation fee (+ GST) due immediately upon date of the invoice issued.

Due date for the remaining balance of total participation fee (+ GST): 1 month before the trade fair start.

##### 4.2 Withdrawals or Non-Participation

The exhibitor is not entitled to cancel their participation after sending fully filled in space application form. No refund of participation fees will be paid to the exhibitor if the exhibitor decides not to participate in the said fair after sending the fully filled in space application form and is entitled to pay 100% payment as per the exhibition space booked.

#### 5 Co-Exhibitors and Subletting

Subletting of stalls is prohibited. Exhibitors may however share stalls with co-exhibitors only after obtaining written permission from the organisers. National sector exhibitors are not allowed to share their stall with their overseas principals / collaborators and not register overseas exhibitors as their co-exhibitors. They can join their overseas principals as co-exhibitors.



## 6 Technical guidelines

Exhibitors with bare space are to submit design of the stall to organisers and obtain approval for the plans in writing. 4 copies of the plans with front / side elevation special features of the display & electrical plan etc. have to be submitted 2 months before the date of "Annapoorna - ANUFOOD India 2021" and one copy will be returned to the exhibitor bearing plan approved by the organisers, failing which possession of the space will not be given. Exhibitors are required to comply with instructions issued by organisers regarding schedule for setting up and dismantling stall.

## 7 General

### 7.1 General info

The Exhibitors are liable to pay compensation for bodily harm to persons (staff, agents, organisers and other exhibitors and visitors) and damage to property of venue / organisers and other exhibitors caused by himself or his agents during transportation, installation, fair duration and dismantling periods.

### 7.2 Rights of organisers

- To reject any application for space without assigning any reason
- To amend the terms and conditions of participation and issue additional rules and regulations for the exhibitors from time to time, which shall be binding on the exhibitors
- To recover from the exhibitor any amount remaining unpaid.
- To recover from the exhibitors, compensation for losses/damages caused to the property of reasonable penalty for any will full contravention of these conditions of participation
- To postpone, curtail, extend or abandon the exhibition or change the venue of exhibition or change the allotment of space/stall or close some or all sections of it temporarily or permanently if unforeseen circumstances so require, In such circumstances, the exhibitors shall not be entitled to withdraw from the contract or to claim any compensation or damage
- To take photographs or video film of the interior of any stall and to use the same for promotional work
- To refuse permission to any exhibitor to clear his stall, if he has not discharged all dues to the organisers or to retain exhibits or other goods as collateral security till dues are paid. The organisers will not be responsible for any damage for the same.

## 8 Over the counter sales & temporary importation of exhibits

### 8.1 Over the counter sales

Over the counter sales are not permitted at the exhibition. However, exhibitors can dispose their exhibits after the exhibition is over. In case of sales of Indian manufactures / exhibits the payment of sales tax or other applicable taxes as per orders / rules will be direct responsibility of the exhibitors. 8.2.

Facility for temporary Importation of Exhibits: Facility for temporary importation of exhibits are not allowed for Indian exhibitors.

## 9 Insurance

Organisers shall not be responsible for any loss what so ever incurred by exhibitors and they should obtain insurance coverage for their exhibits against all risks and for the periods covering preparation, setting up, currency and dismantling and return transit.

## 10 Force Majeure

Under the conditions of the force majeure which also include strike, lock out, closure, riots, the organisers reserve the right of alter the opening dates and

duration or even cancel the entire exhibition. In case of change in dates and duration of "Annapoorna - ANUFOOD India 2021" the contractual obligation between the exhibitors and the organisers remain unaffected. In case of cancellation of the exhibition the stall charges will be refunded to the exhibitors after deducting the proportionate costs already incurred by the organisers, without any interest.

## 11 Arbitration & Jurisdiction

### 11.1 Arbitration

All disputes arising in connection with this agreement shall be finally settled by a sole arbitrator, to be appointed by the organisers, under the provision of Indian Arbitration and Conciliation Act, 1996. The place of arbitration shall be Mumbai, India.

### 11.2 Jurisdiction

Only the courts in Mumbai alone shall have jurisdiction.

*Last updated: 01 / 2021*



## 1 Controller/Contact

The Controller as defined under the data protection laws is

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne, Germany

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

For trade fairs outside Germany, our Data Protection Officer can be contacted as follows:  
[dataprivacy@koelnmesse.de](mailto:dataprivacy@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) sentence 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

a) If you conclude a contract with us, 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. This also includes the creation of user accounts on the platforms offered by us, unless a separate data protection notice on the handling of your data is provided there. 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) sentence 1 lit. b) GDPR, if this handling concerns the contractual exchange of services with you.

b) 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) sentence 1 lit. f) GDPR.

c) We process your data in order to provide you with the accreditation for this event. If you have given your consent during accreditation, your data will be

used to send you press information. To do so, your data will be stored in our database even after the event is over.

The legal basis for the handling of your data is Art. 6 (1) sentence 1 lit. b) GDPR, if this handling concerns the contractual exchange of services with you. Insofar as you have given your consent to the sending of press information, Art. 6 (1) sentence 1 lit. a) GDPR is the legal basis for the handling of your data. You can revoke such consent at any time with effect for the future.

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

- provide you with product information concerning relevant products and 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) sentence 1 lit. f) GDPR, § 7 (3) UWG as well as Art. 6 (1) sentence 1 lit. a) GDPR, provided you have issued consent. You can revoke any such consent at any time with effect for the future.

e) As far as your data are collected exclusively for the purpose of traceability of new infections with the Coronavirus SARS-CoV-2, the legal basis for the handling of your data is § 2a CoronaSchVO NRW.

## 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 addition, we pass on your data to third parties if and insofar as this is necessary to fulfil the contract concluded with you and order processing is out of the question.

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. If you have a user account, your user data will be stored until this user account is deleted.

If we have collected your data solely on the basis of the CoronaSchVO NRW, these data will be stored or deleted in accordance with the periods resulting from this regulation.

If you have given us your consent (e. g. to receive information on products and services or press releases), we will store your data until you revoke your consent.

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.

## 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 or as exhibitor, is necessary for conclusion of the contract. Without the data we cannot conclude a contract with you or provide invocable services. This also applies if you wish to create and use a user account or to be accredited as a media representative.

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.

If you have a user account on one of our platforms and are logged in there, we evaluate your interests on the basis of the actions you have taken in order to send you information on products and services tailored to your interests. An automated decision making process does not take place.

(last amended 15 September 2020)

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### Stand: 28.01.2021