



viscom 2020 - europes trade fair for visual communication
07 - 09 January 2020
Düsseldorf Exhibition Centre

Application Forms 2020

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viscom themes

1. printing/textile/materials
2. signmaking/textile/materials
3. digital marketing/digital to store/digital instore
4. display
5. packaging
6. interiors
7. Other
8. Special areas and events /
Special programme
9. Services and Agencies

Exhibits

1. printing/textile/materials

1.1 Machines, plants, processes

- 1.1.1 3D-printing
- 1.1.2 Digital printing machines
- 1.1.3 Digitiser
- 1.1.4 Printing upgrading
- 1.1.5 Preprinting systems
- 1.1.6 Transillumination tables
- 1.1.7 Flag printing
- 1.1.8 Colour output devices
- 1.1.9 Colour-mixing systems
- 1.1.10 Colour transfer and pasting systems
- 1.1.11 Flat-bed plotter
- 1.1.12 Flock printing systems
- 1.1.13 Flock transfer and pasting systems
- 1.1.14 Photo transfer systems
- 1.1.15 Large format printers
- 1.1.16 Hybrid plotters (printing + cutting)
- 1.1.17 Ink-Jet-Systems
- 1.1.18 Laminating machines
- 1.1.19 Lenticular technology
- 1.1.20 Lithography
- 1.1.21 Paper and foil presses
- 1.1.22 Proofer
- 1.1.23 Roller fed plotter
- 1.1.24 Scanner
- 1.1.25 Cutting plotters
- 1.1.26 Tensioning devices
- 1.1.27 Sublimation printers
- 1.1.28 Textile and transfer technology
- 1.1.29 Thermotransfer printers
- 1.1.30 Transfer presses
- 1.1.31 Hot air, IR- and UV-dryer
- 1.1.32 UV-dryer

1.2 Consumables

- 1.2.1 Acryl glass
- 1.2.2 Application films
- 1.2.3 Banner material
- 1.2.4 Paints, enamels
- 1.2.5 Colour films
- 1.2.6 Flexible face materials, awnings
- 1.2.7 Flock-Plotter foils
- 1.2.8 Foils for digital printing
- 1.2.9 Adhesive foils
- 1.2.10 Film rolls
- 1.2.11 Plastics
- 1.2.12 Laminating foils
- 1.2.13 Magnetic films
- 1.2.14 Masking films
- 1.2.15 Papers for digital printing
- 1.2.16 Tarpaulin material
- 1.2.17 Protective and special films
- 1.2.18 Textile printing media
- 1.2.19 Inks
- 1.2.20 UV-resistant colours
- 1.2.21 UV-resistant foils

1.3

- 1.3.1 Digital printing materials
- 1.3.2 Printing accessories
- 1.3.3 Film bags
- 1.3.4 Ink-Jet-Accessories
- 1.3.5 Lettering materials
- 1.3.6 Copying accessories
- 1.3.7 Transfer materials
- 1.3.8 Transfer papers and films

1.4 Printing Services

2. signmaking/textile/materials

2.1 Machines, plants, processes

- 2.1.1 3D-writing
- 2.1.2 Edging machines
- 2.1.3 Air-brush systems
- 2.1.4 Pulling and laminating machines
- 2.1.5 Emulsion coating machines
- 2.1.6 Coating machines and systems
- 2.1.7 CAD-CAM engraving and cutting systems
- 2.1.8 CNC-routing systems
- 2.1.9 Cropping devices
- 2.1.10 Transillumination tables
- 2.1.11 Flag printing
- 2.1.12 Colour output devices
- 2.1.13 Flat-bed plotter
- 2.1.14 Formating and pressing machines
- 2.1.15 Photo transfer systems
- 2.1.16 Engraving systems
- 2.1.17 Holograms
- 2.1.18 Laminating machines
- 2.1.19 Copy machines
- 2.1.20 Laser systems
- 2.1.21 Lenticular advertising technology
- 2.1.22 Metal-working machines
- 2.1.23 Paper and foil presses
- 2.1.24 Perforating and stamping machines
- 2.1.25 Embossing
- 2.1.26 Prism rotators
- 2.1.27 Doctor blade and grinding machines
- 2.1.28 Roller fed plotters
- 2.1.29 Scanner
- 2.1.30 Cutting plotters
- 2.1.31 Folding machines
- 2.1.32 Screen printing machines
- 2.1.33 Screen printing stencil plotters
- 2.1.34 Punch machines
- 2.1.35 Embroidery technology systems
- 2.1.36 Embroidery machines
- 2.1.37 Ped printing machines
- 2.1.38 Transfer presses
- 2.1.39 Transformers
- 2.1.40 Hot air, IR- and UV-dryer
- 2.1.41 Water-jet systems
- 2.1.42 Drafting plotters
- 2.1.43 Air humidifier
- 2.1.44 Diamond edge plisher
- 2.1.45 Heat Bender
- 2.1.46 Stamps
- 2.1.47 Advertising Applications-Etching
- 2.1.48 Advertising Applications-Inclusion
- 2.1.49 Advertising Applications-3D
- 2.1.50 Advertising Applications-Doming

2.2 Materials and accessories

- 2.2.1 Spacers and sleeves
- 2.2.2 Acryl glass
- 2.2.3 Aluminium-extrusions
- 2.2.4 Application films

- 2.2.5 Banner material
- 2.2.6 Fasteners
- 2.2.7 Flags
- 2.2.8 Paints, enamels
- 2.2.9 Colour films
- 2.2.10 Films, plotter films
- 2.2.11 Flexible face materials, awnings
- 2.2.12 Adhesive foils
- 2.2.13 Film rolls
- 2.2.14 Film bags
- 2.2.15 Milling gravers
- 2.2.16 Glass tubes
- 2.2.17 Lettering materials
- 2.2.18 Copy machines
- 2.2.19 Plastics
- 2.2.20 Laminating foils
- 2.2.21 LED-systems/-modules
- 2.2.22 Fluorescent tubes
- 2.2.23 Neon light systems
- 2.2.24 Magnetic films
- 2.2.25 Masking films
- 2.2.26 Neon-mounting accessories
- 2.2.27 Neon/Neon components
- 2.2.28 Fibre optics
- 2.2.29 Tarpaulin material
- 2.2.30 Plotter films
- 2.2.31 Plotter cutters
- 2.2.32 Stencil films
- 2.2.33 Caps
- 2.2.34 Protective and special films
- 2.2.35 Screen printing foils
- 2.2.36 Punch and nipple parts
- 2.2.37 Embroidery technology systems
- 2.2.38 Embroidery machines
- 2.2.40 Transfer papers and films
- 2.2.42 Composites boards

2.3 Advertising products

- 2.3.1 3D-images
- 2.3.2 Aluminium tensioning equipment
- 2.3.3 Animated images
- 2.3.4 Displays
- 2.3.5 Inflatable advertising systems
- 2.3.6 Panel systems
- 2.3.7 Illuminated lettering
- 2.3.8 Illuminated advertising signs
- 2.3.9 Display systems
- 2.3.10 Enamel signs
- 2.3.11 Folding Displays
- 2.3.12 Large screen technology
- 2.3.13 Large format outdoor advertising
- 2.3.14 Signposting and orientation systems
- 2.3.15 Lights for outdoor advertising
- 2.3.16 Light box systems
- 2.3.17 Light banners
- 2.3.18 Light streamers
- 2.3.19 Light advertising systems
- 2.3.20 Exhibition systems
- 2.3.21 Modular sign systems
- 2.3.22 Presentation systems
- 2.3.23 D-lettering
- 2.3.24 Catalogue stands
- 2.3.25 Pylons
- 2.3.26 Frames
- 2.3.27 Rolling advertising systems
- 2.3.28 Tensioning systems
- 2.3.29 Stand fitting and decoration
- 2.3.30 Moving display systems
- 2.3.31 Stand-up displays
- 2.3.32 Advertising signs
- 2.3.33 Advertising mirrors
- 2.3.34 Advertising systems
- 2.3.35 Wind-powered advertising systems

2.4 Out of Home Media

- 2.4.1 OOH
- 2.4.2 DOOH
- 2.4.3 Ambient Media
- 2.4.4 City furnishing/City marketing
- 2.5 Working materials, Workplace equipment & Services**
- 2.5.1 Agencies
- 2.5.2 Workplace equipment
- 2.5.3 Image archiving
- 2.5.4 Image manipulation software
- 2.5.5 Image management-systems(IMS)
- 2.5.6 Colour-management-systems(CMS)
- 2.5.7 Design stations
- 2.5.8 Digital printing software
- 2.5.9 Digital printing services
- 2.5.10 Transillumination tables
- 2.5.11 Disposal containers
- 2.5.12 Milling software
- 2.5.13 Graphics software
- 2.5.14 Engraving relief lettering
- 2.5.15 Engraving software
- 2.5.16 Industrial design
- 2.5.17 Calculation software
- 2.5.18 Adhesives
- 2.5.19 Logo archiving
- 2.5.20 Solvent and de-coating material
- 2.5.21 Measuring instruments
- 2.5.22 Installation
- 2.5.23 Saws
- 2.5.24 Plottable vector graphics
- 2.5.25 Cleaning supplies
- 2.5.26 RIP-software
- 2.5.27 Cutting materials
- 2.5.28 Cutting software
- 2.5.29 Service and maintenance
- 2.5.30 Other services
- 2.5.31 Transformer
- 2.5.32 Transport
- 2.5.33 Tools
- 2.5.34 Workflow management systems
- 2.5.35 Drawing equipment

3. digital marketing/digital to store/ digital instore

- 3.1 Advertising Management
- 3.2 Hardware (audiovisual display, terminal, touchpad, player etc.)
- 3.3 Hardware interactive (touchscreen, terminal, touchpad etc.)
- 3.4 Broadcasting Management und Content
- 3.5 Digital Signage Solutions
- 3.6 Digital signposting and orientation systems
- 3.7 Installer
- 3.8 LCD-Info-Systems
- 3.9 LED information boards
- 3.10 Mobile Devices
- 3.11 Maintenance
- 3.12 Panel
- 3.13 Software
- 3.14 Value-added reseller
- 3.15 Augmented reality, 3D screens, virtual reality

4. display

- 4.1 Acrylic and Plastic Displays
- 4.2 Audio visual
- 4.3 Digital Displays
- 4.4 Display systems
- 4.5 Folding Displays
- 4.6 Individual Displays

- 4.7 Board
- 4.8 Long-term Displays
- 4.9 Light Displays
- 4.10 Mobile Devices
- 4.11 Metal/Aluminium Displays
- 4.12 Cardboard, Corrugated Board Displays
- 4.13 Presentation systems
- 4.14 Projectors
- 4.15 Catalogue stands
- 4.16 Seasonal, Industry and Theme Decorations
- 4.17 Showcases
- 4.18 Temporary Displays
- 4.19 Theme Displays
- 4.20 Advertising Products
- 4.21 Promotional items, shoppings bags individual and premium

5. packaging

- 5.1 Supplier of**
- 5.1.1 Folding Boxes and Containers for...
- 5.1.1.1 Confectionery
- 5.1.1.2 Cosmetics
- 5.1.1.3 Gourmet Food
- 5.1.1.4 Jewellery
- 5.1.1.5 Perfumes
- 5.1.1.6 Tobacco
- 5.1.2 Luxury Packaging
- 5.1.3 Presentation Packaging
- 5.1.4 Custom formats
- 5.1.5 Other packaging containers
- 5.1.6 Other packaging material
- 5.1.7 Packaging printing and finishing machines
- 5.2 Provider of package printing and refinement services including**
- 5.2.1 Paints, enamels, fibres
- 5.2.2 Bronzing, metallic paints
- 5.2.3 Cold- and hot foil stamping
- 5.2.4 Spot colors
- 5.2.5 Laminating, coating, gluing
- 5.2.6 Embossing, stamping, lasing, folding
- 5.2.7 Marking, labelling
- 5.2.8 Others

5.3 Suppliers of Safety- and marking technology

- 5.3.1 RFID
- 5.3.2 Tesa Hologspot®
- 5.3.3 DNA labelling
- 5.3.4 Secutag®
- 5.3.5 Guilloche
- 5.3.6 O-PUR
- 5.3.7 Holograms
- 5.3.8 Iris printing
- 5.3.9 Security paper
- 5.3.10 Watermark printing
- 5.3.11 Shipment tracking, encoding, retail security systems and identification
- 5.3.12 Labels
- 5.3.13 Others

5.4 Providers of packaging services

- 5.4.1 Packaging design and construction
- 5.4.1.1 Packaging construction
- 5.4.1.2 Packaging design
- 5.4.1.3 Design modelling/dummies
- 5.4.1.4 Packaging consultancy and planning
- 5.4.1.5 Packaging consultancy
- 5.4.1.6 Packaging testing

- 5.4.1.7 Pre-printing
- 5.4.1.8 Full service provider
- 5.4.1.9 Contract packaging / Co-packing
- 5.4.1.10 Disposal and recycling
- 5.4.2 Marketing and communication
- 5.4.2.1 Brand development, -communication, -management
- 5.4.2.2 Graphic services
- 5.4.2.3 Others

6. interiors

- 6.1 Industrial machinery and plant construction for processing and refining
- 6.2 Substrate and print materials
- 6.3 Printing Services
- 6.3.1 Ceiling
- 6.3.2 Wall
- 6.3.3 Ground
- 6.3.4 Furniture
- 6.4 POS fitting and furnishing
- 6.4.1 Creation and design
- 6.4.2 Multisensory technology (sensory POS and olfactory materials etc.)
- 6.4.3 Dangers
- 6.4.4 Graphic decoration elements
- 6.4.5 Textile decoration elements
- 6.4.6 Seasonal decorations, industry and theme related decorations
- 6.4.6 Poster and large format printing
- 6.4.7 Shop in shop systems

7. Other

- 7.1 Consultancy / Information
- 7.2 Specialists books
- 7.3 Trade publications
- 7.4 Research
- 7.5 Associations
- 7.6 Education
- 7.7 Other

8. Special areas and events / Special programme

9. Services and Agencies

- 9.1 Print Services
- 9.2 Refinement Services
- 9.3 Dialogue Marketing / Direct Marketing
- 9.4 Agencies
- 9.4.1 Fullservice-Agencies
- 9.4.2 Creative Agency / Conception
- 9.4.3 Content-Agency
- 9.4.4 Multimedia-Agency
- 9.5 Digital and Mobile Marketing
- 9.6 Mailing Services
- 9.7 Web-to-Print
- 9.8 Finance and Insurance

07 - 09 January 2020

Application Form for Co-Exhibitors A/3



Reed Exhibitions Deutschland GmbH
Project viscom Düsseldorf 2020
 Völklinger Straße 4
 40219 Düsseldorf
 GERMANY

Your **viscom-Team** for all questions:
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 E-mail: exhibit@viscom-messe.com
 Website: www.viscom-messe.com



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-316/-311 | Fax +49 211 90191-149
 Amtsgericht Düsseldorf HRB 28688 | Geschäftsführer: Hans-Joachim Erbel, Michael Freter, André Weijde | www.viscom-messe.com

Please copy this form for more co-exhibitors.

Company name of the main exhibitor

Main exhibitor:

Hall and boothnumber:

The main stand-holder shall use the stand space together with the co-exhibitor named below in accordance with item 9. of the General Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH, enclosed. The fee for each co-exhibitor including exhibitor insurance is 975.00 EUR plus legal VAT, plus the Marketing package Basic 785.00 EUR (catalogue entries online and print, advertising package and leadtracking tool for visitor lead tracking) that is compulsory for every exhibitor and co-exhibitor.

Co-Exhibitor

Company

Street

Post Code City

Country

Website

E-mail Company

Contact person

Salutation
 Ms Mr

E-mail Contact person

Phone

Fax

VAT number

Billing Address (if different)

Company

Street

Post Code City

Country

Contact person Salutation Ms Mr

VAT number

Exhibition programme

The material and productgroups to which the exhibited goods or services of the exhibitor belong have to be registered according to the enclosed nomenclature at www.viscom-messe.com/servicecenter.

The goods or services being exhibited by the co-exhibitor belong to the following goods or product groups in accordance with the General Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH, enclosed:

viscom themes:

exhibits:

The company is represented with:

- own products own company logo
 own staff

We would like advice on advertising opportunities

All price plus legal VAT

*Marketing package Basic is hereby agreed as marketing package for the exhibition contract at price of 785.00 EUR, unless the exhibitor selects another marketing package in writing here.

Marketing packages* – Please select:

Marketing package Basic (mandatory) 785.00 EUR
 Catalogue entry print and online, advertising package and leadtracking tool for visitor lead tracking

Marketing package Advanced plus 444.00 EUR
 services Marketing package Basic + following services:
 Logo in the abc-part of the show catalogue, logo in the online exhibitor list and in the interactive floor plan

Marketing package Superior plus 954.00 EUR
 services Marketing package Basic and Advanced + following services:
 Invitation function online, a medium retangle on one of the category pages of the viscom website

Data protection information

The responsible party is Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, Tel. 0211 - 90191-0 Fax 0211 - 90191-123 www.reedexpo.de. The company's Data Protection Officer can be reached via the above contact addresses and at datenschutz@reedexpo.de. The information provided by the Exhibitor is entered and stored in the database of Reed Exhibitions Deutschland GmbH. This data is processed in accordance with Art. 6 para. 1 sentence 1 lit. b) GDPR for execution of the contract. Your name, address, date of birth and e-mail address will be processed, as will the details of the co-exhibitor. The data is stored for the duration of the contractual relationship, for fulfilment of commercial and tax retention periods, and as evidence under the statute of limitations. The recipient of the data are Messe Düsseldorf GmbH (Messeplatz, Stockumer Kirchstraße 61, 40474 Düsseldorf, Germany), Sector Marketing Limited (Avalon House, Lower Strode Road, Clevedon, Bristol, BS21 6UU, UK), System Standbau GmbH (Am Messezentrum 7, 5020 Salzburg, Austria), dMAS GmbH (Eisenhowerstraße 27, 4600 Wels, Austria). The data protection information on www.reedexpo.de also applies.

The contact details provided by the Exhibitor, especially the e-mail address, will be used to inform the Exhibitor by post or e-mail about subsequent Reed Exhibitions Deutschland GmbH events. The Exhibitor is entitled to refuse permission for his/her data to be used for promotional purposes. The Exhibitor should contact datenschutz@reedexpo.de to refuse such permission. This incurs no additional charges, apart from those of transmitting the email itself.

Due date, inclusion of General and Special Trade Fair and Exhibition Terms and Conditions, signature

The payment of the stand rent and for secondary services are due, in the amount of 100% of the invoice amount, at the latest 30 days from the date of invoice. If, as an exception, the bill is sent after 15 October 2019 the entire invoice amount becomes payable in one sum immediately; payment must be effected before the beginning of the exhibition. The signatory expressly declares that he is authorised to make this legally binding application.

The Exhibitor recognises the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH by signing below.

X

Stamp and authorised signature of the main exhibitor

X

Stamp and authorised signature of the co-exhibitor

Main exhibitor: Name of the signing person in capital letters

Position in capital letters

Place

Date

Co-Exhibitor: Name of the signing person in capital letters

Position in capital letters

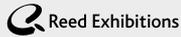
Place

Date



Reed Exhibitions Deutschland GmbH
Project viscom Düsseldorf 2020
 Völklinger Straße 4
 40219 Düsseldorf
 GERMANY

Your **viscom-Team** for all questions:
 Phone: +49 211 90191-316/-311
 Fax: +49 211 90191-149
 E-mail: exhibit@viscom-messe.com
 Website: www.viscom-messe.com



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-316/-311 | Fax +49 211 90191-149
 Amtsgericht Düsseldorf HRB 28688 | Geschäftsführer: Hans-Joachim Erbel, Michael Freter, André Weijde | www.viscom-messe.com

Stand space

Row stand (1 side open) – min. 12 sqm	per sqm	217.00 EUR
Corner stand (2 sides open) – min. 18 sqm	per sqm	256.00 EUR
End of block (3 sides open) – min. 36 sqm	per sqm	272.00 EUR
Island site (4 sides open) – min. 54 sqm	per sqm	287.00 EUR

The stand construction is not included in the stand space fee.

Additional costs

The exhibitor takes part in the insurance effected with an insurance company, which covers the risks, named finally in the exhibit to these conditions headed with “insurance cover for exhibitors” naming further conditions – obligatory.
 Precondition for the participation in this insurance is the payment by the exhibitor within the deadline named in the application form

per company 330.00 EUR

AUMA-contribution – obligatory

per sqm 0.60 EUR

Technical inspection fee (TÜV) – obligatory

per stand 33.00 EUR

Marketing packages

Marketing package Basic - obligatory

785.00 EUR

Catalogue entry: listing in 4 product groups and in the alphabetical exhibitor directory
 Listing in 4 product groups and in the alphabetical exhibitor directory
 Promotional package: admission vouchers and brochures for visitors
 Leadtracking tool for visitor lead tracking

Marketing package Advanced

plus 444.00 EUR

Services of Marketing package Basic and:

(Total: 1.229.00 EUR)

Logo in the online exhibitor list as well as in the interactive floor plan
 Logo in the alphabetical section of the print show catalogue

Marketing package Superior

plus 954.00 EUR

Services of Marketing package Basic and Advanced and:

(Total: 1,739.00 EUR)

Invitation function: the company will be given a separate symbol in the online list of exhibitors, and visitors of the website www.viscom-messe.com can be invited to the trade fair directly by the exhibitor after providing their contact details
 A medium retangle on one of the category pages of the viscom website

*Marketing package Basic is hereby agreed as marketing package for the exhibition contract at price of 785.00 EUR, unless the exhibitor selects another marketing package in writing here.

Co-Exhibitor

Co-exhibitor fee per co-exhibitor 975.00 EUR

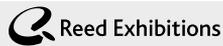
It is obligatory for the co-exhibitor to choose a marketing package.

VAT

All prices notified in the price list are net and do not include sales tax payable.

General Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH

C



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-316/-311 | Fax +49 211 90191-149
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1. General

- 1.1 The Organiser of viscom Düsseldorf 2020 (also referred to as "Event") is Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf, Germany (also referred to as "Organiser"), Phone: +49 211 90191-316/-311, Telefax: +49 211 90191-149
- 1.2 The Organiser utilises the event venue on the basis of a hire contract with the local exhibition centre.
- 1.3 Up to three weeks before the start of the event, or immediately after conclusion of contract if the application is received later than this, each exhibitor shall receive online access to the Online Service Center (OSC) for exhibitors. This yields the technical procedures and the technical guidelines of the exhibition centre operator; the Exhibitor must comply with these and also the statutory regulations and official requirements. Furthermore the following General and Special Exhibition Terms and Conditions of the Organiser shall apply for the event.

2. Application

- 2.1 Exhibitors shall apply to participate in the event as an exhibitor using the Organiser's special application form for the event.
- 2.2 The application form should be completed in full by the Exhibitor and made legally binding by the addition of his signature. No conditions or reservations added to the application form by the Exhibitor shall be considered.
- 2.3 The Exhibitor shall be bound by his application for a period of twelve weeks from its being received by the Organiser.

3. Conditions for approval

- 3.1 In order to participate in the event as an Exhibitor, the goods or services being exhibited by the Exhibitor must be included in the goods and product groups listed in the nomenclature appended to the Organiser's application form. The Exhibitor undertakes to provide the required information on his company and the goods and services being exhibited.
- 3.2 The Organiser shall make the decision to approve the Exhibitor for the event based on due judgement, taking space capacity and the purpose and structure of the event into consideration. The Organiser is not obliged to justify any rejections of exhibition contracts. No reference to an Exhibitor's participation in previous events will be accepted in support of a claim.
- 3.3 The Organiser shall decide at his own discretion whether to grant approval to exhibitors whose application to take part in the event has been received by the Organiser following expiry of the closing date for applications specified in the Organiser's Special Exhibition Terms and Conditions.
- 3.4 The Organiser will not agree to any requests to exclude exhibitors' rivals from the event.

4. Conclusion of contract, prohibition of assignment

- 4.1 The Exhibitor shall be notified whether his application has been approved within the commitment period in accordance with 2.3 of these General Exhibition Terms and Conditions. If the Exhibitor is approved for the event, he shall be sent written confirmation by the Organiser. Receipt of this confirmation brings the exhibition contract between the Organiser and the Exhibitor into force.
- 4.2 If the Organiser grants the Exhibitor the right, outside these terms and conditions, especially in the form of a written notice by the Organiser on the application form, to withdraw from the exhibition contract, the Exhibitor shall be entitled to withdraw from the exhibition contract within 14 days of receiving the written confirmation of application from the Organiser, by sending written notification to the Organiser. However, even in this case the Exhibitor is excluded from withdrawing from the contract after this time outside the legal provisions and the following regulations. If, in such a case, the Organiser receives notification of withdrawal after expiry of the above deadline, paragraph 4.3 of this contract shall apply.

- 4.3 With the exception of the circumstances set out in paragraph 4.2 of these General Exhibition Terms and Conditions, the Exhibitor has no right to withdraw from or terminate the exhibition contract. If, regardless, the Exhibitor does not take part in the event, the Exhibitor shall pay the Organiser the full contractually agreed stand rent and any ancillary costs incurred by the Organiser up to this juncture. This does not affect the Organiser's right to press further claims against the Exhibitor on the basis of these General Exhibition Terms and Conditions and the relevant laws.

- 4.4 The Exhibitor is not entitled to assign his claims from the contract with the Organiser to third parties.

5. Withdrawal of Organiser

- 5.1 The Organiser is entitled to withdraw from the exhibition contract with the Exhibitor and to claim damages from the Exhibitor if, despite being issued a request by the Organiser, and the expiry of an appropriate deadline set by the Organiser, the Exhibitor
 - displays unregistered, unapproved goods or services or used goods; the latter may only be deployed for demonstration purposes
 - is in arrears with payments to the Organiser
 - sublets stand space, or permits a third party to use it, without the consent of the Organiser
 - does not correctly register a co-exhibitor as stipulated under section 9 of these General Exhibition Terms and Conditions
 - undertakes the stand build-up and break-down outside the times specified by the Organiser in the Special Exhibition Terms and Conditions for this event
 - does not adhere to the provisions contained in 12.1, 12.5 or 15.1 to 15.6 of these General Exhibition Terms and Conditions regarding the design and equipment of the stand
 - becomes insolvent following conclusion of the exhibition contract, or his solvency is at risk, or if the Organiser becomes aware that the Exhibitor's solvency is poor or at risk after concluding the exhibition contract, unless the Exhibitor effects payment to the Organiser within the additional deadline to be set by the Organiser, or offers security.
- 5.2 If the Organiser withdraws from the contract, the Organiser is entitled to claim damages from the Exhibitor to the full value of the contractually agreed stand rent and for payment of any ancillary costs already incurred. The Organiser retains the right to press further damage claims against the Exhibitor. The Exhibitor has the right to prove that no damage was incurred, or was lower than the total amount claimed.
- 5.3 Instead of withdrawing from the contract and claiming damages, the Organiser may opt: for removal of the goods in question in the case of goods being exhibited which are not registered, not approved or have already been used; for the third party in question to be removed from the stand in the case of the stand being sublet or entrusted to a third party without the consent of the Organiser; for obliging the Exhibitor to adapt the design or remove the stand in the case of the specifications regarding stand design and equipment not being adhered to. In the case of late payment, late stand build-up and the risk of insolvency, the Organiser may allot the Exhibitor a different stand and adjust the payable rental fee accordingly.

6. Force majeure

- 6.1 The Organiser is entitled to withdraw from the contract if the event is prevented from being held, or from being held as planned, either in full or in part, by unforeseen circumstances over which the Organiser has no control, especially as the result of terrorist attacks, natural disasters, epidemics, officially decreed clearance or closure, structural changes to the venue made by the landlord, water damage or similar cases of force majeure.
- 6.2 In the case of force majeure as defined in 6.1 of these General Exhibition Terms and Conditions, the Organiser is obliged to inform the Exhibitor immediately of the full or partial impossibility of holding the Event, and, in the case of it being entirely impossible to hold the Event, to refund any payments already made, or in the case of it only being possible to hold the event to a limited extent, to refund the corresponding proportion of the payments. The Exhibitor's right to press further damage claims against the Organiser is excluded in this case.

7. Stand rent and other fees, terms of payment

- 7.1 The stand rent and any other fees to be paid by the Exhibitor to the Organiser are contained in the Organiser's application form for the event, these General Exhibition Terms and Conditions and the Special Exhibition Terms and Conditions of the Organiser for the event.
- 7.2 The stand rent and the other fees are net and do not include sales tax to be paid by the Exhibitor at the rate applying at the time of the event.
- 7.3 The due dates of the stand rent and any other fees to be paid by the Exhibitor to the Organiser are contained in the Organiser's application form for the event and the Special Exhibition Terms and Conditions of the Organiser for the event.
- 7.4 The Exhibitor fails to meet the payment deadlines specified in the Special Exhibition Terms and Conditions; no reminder is issued. In this case, besides the payments already owing, the Exhibitor shall pay interest on the sum due at the rate of the current legal default interest rate of 5 percentage points above the base interest rate; or 8 percentage points above the base interest rate if the Exhibitor is not a consumer, but at least 8% p.a. on the sum due, to the Organiser. This does not affect the Organiser's right to press further delayed payment damage claims against the Exhibitor.

8. Services provided by Organiser

- 8.1 The stand rent covers the following services:
- Provision of stand space for duration of hire
 - Cleaning of hall gangways
 - Provision of security staff to ensure general security at the Event
 - Heating and ventilation of the exhibition halls
 - General illumination of exhibition halls
- 8.2 The Exhibitor should order all further chargeable services such as electricity, water and telephones, including appropriate connections, stand construction and other trade fair services via the Organiser's online service tool for the event. The Organiser's „General Terms and Conditions for Exhibitor Services provided at the Event“ also apply for these services.

9. Co-exhibitors, community stands, exclusion of subletting

- 9.1 A number of exhibitors can rent a stand jointly. Such groups of exhibitors should nominate a common representative in the application. This person is the joint representative of these exhibitors in dealings with the Organiser.
- 9.2 The Exhibitor concludes a direct exhibition contract with the Organiser; each further exhibitor using the stand space counts as a co-exhibitor. Under the above definition, exhibitors also count as co-exhibitors if there are close business or organisational ties to the Exhibitor. Company representatives will not be approved as co-exhibitors. Manufacturers of products and goods, and providers of services which are required to demonstrate the Exhibitor's exhibited goods and services, do not count as co-exhibitors.
- 9.3 Co-exhibitors and exhibitors are liable to the Organiser as co-debtors.
- 9.4 The Exhibitor must register co-exhibitors to the Organiser in writing, based on the Organiser's General and Special Exhibition Terms and Conditions. The co-exhibitor shall sign his application on the Organiser's application form. The Organiser shall decide at his own discretion whether to grant approval to a co-exhibitor.
- 9.5 The Exhibitor must pay a co-exhibitor fee to the Organiser for each co-exhibitor. The level of the co-exhibitor fee is specified in the Special Exhibition Terms and Conditions for the event.
- 9.6 The Exhibitor may not sublet stand space, either in part or in full, to a third party without the Organiser's consent. Nor may he swap stand space or make it available in any other form, or accept orders regarding the stand space on behalf of third parties.

10. Exhibition goods, operation obligation, penalty clause

- 10.1 The Exhibitor may only exhibit or offer goods and services which belong to the groups of goods and products listed in the nomenclature appended to the Organiser's application form for the event and entered in the Exhibitor's application to participate in the event. In addition, the Exhibitor may only display brand-new goods, with the exception of used goods deployed for demonstration purposes. Goods and services that go against the law or are an offence against good taste are not permitted.

10.2 The Exhibitor may not advertise goods, services or companies at the event which are not listed in the approval.

10.3 The Organiser is entitled to confiscate exhibited or offered goods and services which do not conform to paragraphs 10.1 or 10.2 of these General Exhibition Terms and Conditions for the duration of the event and at the Exhibitor's expense. This does not affect the Organiser's right to press further claims against the Exhibitor.

10.4 The Exhibitor accepts the obligation to run a stand on the area allocated to him/her during the opening hours of the event as set by the Organiser, to equip it appropriately and fully with exhibition products and to staff the stand with at least one competent person throughout the event. Due to this obligation, the Exhibitor is in particular forbidden to pack away, stow away for transportation and/or remove the exhibited articles, or to start dismantling the stand, prior to the end of the event as set by the Organiser. In the event of a breach of this obligation, pursuant to Section 10.4 of these General Trade Fair and Exhibition Terms and Conditions, the Exhibitor shall be obliged to pay the Organiser a contractual penalty of 20% of the amount agreed between the Exhibitor and the Organiser for the net stand rental. This does not affect the Organiser's entitlement to press further rights and claims against the Exhibitor.

11. Allocation of stand space, relocation of stand space, entrances, exits and gangways

11.1 Stand space shall be allocated by the Organiser. The decision is based on the nature and the occupancy of the Event, on design elements, on the structural design, and otherwise at the Organiser's discretion. Where possible, special requests made by the Exhibitor may be taken into consideration. This does not, however, signify that the Exhibitor has any claims against the Organiser as a result. The date on which the application is received is not decisive. The Organiser shall inform the Exhibitor of the stand space allocation, citing the hall and stand number.

11.2 Structural pillars and supports are factored into the stand space. The Exhibitor is not entitled to claim a reduction as a result. The stand rent is based on the rented area: no stand partition walls or other installations or structures are included in the rent.

11.3 The Organiser reserves the right to make minor deductions from the allocated stand space for technical reasons. The width and depth of such deductions should not exceed 20 cm and they do not entitle the Exhibitor to a reduction in the stand rent. Excluded from this are stands which are explicitly registered as complete stands or shell schemes.

11.4 The Organiser is entitled to allocate the Exhibitor a different stand space or to relocate the stand space, or to change the dimensions of the stand space which deviates from the contractually agreed type and size of stand in cases where this is necessary for planning reasons, especially the design of the overall event, the available capacity or the given structural circumstances. Entitlement to withdraw from the contract or claims to damages or other claims from the Exhibitor are excluded in this case unless the stand space offered is more than 15 % greater or less than the agreed stand space. In this case the Exhibitor may withdraw from the contract by issuing written notification to the Organiser. Otherwise the stand rent shall be adjusted accordingly.

11.5 The Organiser reserves the right to determine and relocate the entrances and exits of the venue and to define and relocate the gangways and paths through the venue without the Exhibitor being able to claim damages as a consequence.

12. Stand construction, stand design

12.1 In order to ensure a uniform overall look, the Organiser issues guidelines for the construction and design of stands in the Online Service Center (OSC) for Exhibitors in accordance with paragraph 1.3 of these General Exhibition Terms and Conditions. These guidelines contain binding requirements for the Exhibitor. Before planning a stand construction, the Exhibitor undertakes to obtain information in good time from the Organiser on the structural circumstances of the stand spaces he has booked, e.g. pillars, fire protection facilities, utility supply channels etc.

12.2 If the Exhibitor has not constructed and occupied the stand on the space allocated by the Organiser one day before the start of the event, the Organiser is entitled to reallocate the stand space, make alternative use of it or remove any decorations from it. In this case the Exhibitor shall pay the costs incurred by the Organiser for decorating or filling the unoccupied stand space in addition to the stand rent and any ancillary costs already incurred.

12.3 Refreshment stands require written consent from the Organiser; the Exhibitor is billed separately for these.

12.4 The stand must be designed and constructed in such a way that no neighbouring stands are negatively affected in any way by exhibits, advertising surfaces, display objects etc.

12.5 The stand boundaries specified to the Exhibitor should not be exceeded. It is only permissible to exceed the prescribed structural height of 2.50 m with the express approval of the Organiser who can issue the permit at its own discretion and also subject to the express approval of the bordering exhibitors.

12.6 The stand should be manned by sufficient numbers of staff members and be accessible to visitors continuously during the opening hours of the event. The name and address of the Exhibitor must be clearly displayed for the duration of the event; the Exhibitor is responsible for creating such a sign.

12.7 The Exhibitor undertakes to lay a covering on the floor of the stand, to attach a worded trim on the sides facing the gangways and to provide rear and side walls with an appropriate appearance; the Exhibitor carries responsibility for providing these.

13. Stand break-down

13.1 Stands may not be taken down before the end of the event, the time of which is determined by the Organiser. The obligation to run the stand as stipulated in Section 10.4 of these General Exhibition Terms and Conditions applies.

13.2 The Exhibitor is also liable for any damage to the floor, the walls and any loaned or rented materials. Stands or exhibition goods which have not been taken down or removed by the deadline set for completion of the break-down can be removed by the Organiser at the expense of the Exhibitor and put into storage by a carrier company at the expense of the Exhibitor, with no liability for loss or damage being carried by the Organiser. This does not affect the Organiser's right to press further claims against the Exhibitor.

14. Organiser's liability

14.1 The Organiser shall not accept any duty of care for exhibition goods, stand facilities or other objects brought to the event, and excludes any liability for damage or loss.

14.2 The Organiser is liable for any wilful actions or gross negligence on his part. In the event of a breach of duty due to ordinary negligence on the part of the Organiser or his subcontractors, liability shall be limited to typical contract and foreseeable damages. In the event of breaches of minor contractual obligations due to slight negligence, all liability is excluded towards contractors. The above liability limitations do not apply to bodily injury, damage to health or loss of life in cases where the Organiser carries responsibility.

15. Multilevel stand structures

15.1 Multilevel stand structures require the written consent of the Organiser who can grant this, at his own discretion, subject to obtaining the written approval of the adjacent exhibitors, and in particular subject to the applicant's compliance with the provisions of items 15.2 to 15.7 of these General Trade Fair and Exhibition Terms and Conditions.

15.2 Multilevel structures are only permitted on stands with a floor space of at least 100 square metre.

15.3 No more than 50 % of the stand space may have a built-up structure.

15.4 All multilevel stands need to have two separate exits on each level.

15.5 Duplicate copies of design drafts for multilevel stands including floor plans, sections and views showing the precise measurements should be submitted to the Organiser for written authorisation at least 10 weeks before the start of the event.

15.6 The built-up structure of multilevel stands also requires approval from the municipal building inspection department. Duplicate copies of such a building application, including the necessary documentation such as site map, ground plan, sectional and view drawings, structural description and analysis should be submitted to the planning authorities responsible for the venue at least 10 weeks before the start of the event. Visitors may not be allowed to access multilevel stands at the event which are erected without planning permission.

15.7 The prices for multilevel stands are listed in the Special Exhibition Terms and Conditions issued by the Organiser for the Event.

16. Use of gangways

16.1 With the exception of the circumstances set out in paragraph 16.2 of these General Exhibition Terms and Conditions, erection of constructions on, or occupancy of, gangways with stand elements, goods or other objects is not permitted.

16.2 In cases in which the Organiser lets stand spaces which are separated from each other by gangways and, as an exception, provides written authorisation at his own discretion for the use of the gangway area, any provisions of the Organiser's Special Exhibition Terms and Conditions for the event shall apply in addition to any requirements set out in the Organiser's authorisation.

16.3 In cases in which the gangways have clearly been occupied by an Exhibitor in contravention of paragraphs 16.1 and 16.2 of these General Exhibition Terms and Conditions, the Organiser reserves the right to exclude said Exhibitor from the current and future events. In this case the Exhibitor must pay the full stand rent and any other event fees to the Organiser. This does not affect the Organiser's right to press further claims against the Exhibitor.

17. House regulations, occupier's rights, photography

17.1 The Organiser holds occupier's rights across the entire event area during the build-up period, the event itself and the break-down phase. In exercising his occupier's rights the Organiser is entitled to issue directions to the Exhibitor.

17.2 The Exhibitor shall recognise house regulations issued by the Organiser and notified to the Exhibitor and house regulations issued by the local exhibition centre as binding upon himself and his subcontractors and any other persons employed by the Exhibitor at the event.

17.3 The Exhibitor and his subcontractors and any other persons employed by him may not enter the exhibition site until one hour before the start of the event and must leave it one hour after closing time at the latest. It is not permitted to overnight at the exhibition centre.

17.4 It is prohibited to bring animals into the exhibition site.

17.5 Commercial photography, drawings, video, sound and any other types of recordings are prohibited on the exhibition site without written authorisation from the Organiser.

18. Landlord's lien

18.1 The Organiser is entitled to a landlord's lien on the goods displayed by the Exhibitor and other objects belonging to the Exhibitor on the exhibition site for his justified claims against the Exhibitor. The Organiser shall assert his landlord's lien by notifying the Exhibitor himself or his representatives present on the stand.

18.2 Goods displayed by the Exhibitor, or other objects belonging to the Exhibitor on the exhibition site, may not be removed unless the Organiser decides to waive his landlord's lien.

18.3 It is assumed, for the security of the Organiser, that all objects brought to the exhibition by the Exhibitor are his unrestricted property, or that he has unrestricted right of disposal over such objects.

18.4 After exercising such a landlord's lien, the Organiser shall not be liable for any damage or loss to the objects caused by factors outside his control.

18.5 After written notification has been issued, the pledged property can be disposed of by the Organiser on the open market.

19. Advertising, music, light shows, competitions, stand receptions

19.1 The Exhibitor is only entitled to engage in advertising activities, including distributing brochures and samples and speaking to visitors, on the stand space allocated to him. Posters, stickers or other printed advertising matter displayed without written consent shall be removed by the Organiser during the event and the costs billed to the Exhibitor. The Organiser does not need to provide proof of the party responsible for displaying such objects.

19.2 Written consent from the Organiser is required for the deployment of promotion teams outside the Exhibitor's stand. Exhibitors who deploy promotion teams without the written consent of the Organiser shall pay a penalty of 5,200.00 EUR to the Organiser for each case of contravention. This does not affect the Organiser's right to press further claims against the Exhibitor.

19.3 Music performances, light shows of any kind and the operation of PA equipment require the written consent of the Organiser and GEMA (German society for musical performing and mechanical reproduction rights). They must be registered in advance and are subject to a charge. Regardless of whether consent is granted by GEMA, the Organiser may restrict or forbid music performances or light shows, the presentation of machines, acoustic devices, projection equipment or fashions at any time in the interests of ensuring orderly running of the event.

19.4 Raffles, competitions, quizzes, prize games etc. require the written consent of the Organiser.

19.5 Receptions and other events held on the stand after the normal opening hours of the event as given in the Organiser's Special Exhibition Terms and Conditions for the event require the written consent of the Organiser, must be applied for in advance and are subject to a charge. The fees for stand receptions are listed in the Special Exhibition Terms and Conditions issued by the Organiser for the event.

20. Security

20.1 The Organiser provides general security for the event areas yet does not accept liability for loss or damage to objects.

20.2 The Exhibitor carries responsibility for guarding and supervising the stand space and the stand itself. This also applies during the build-up and break-down times and before and after the event.

20.3 The Organiser recommends hiring stand security staff exclusively from the security firm responsible for the event to provide security for the Exhibitor's stand space and the stand itself during the night-time. The intention to order special security staff should be agreed in writing with the Organiser before the start of the event.

21. Commercial legal insurance

21.1 The Exhibitor must protect his goods and services from violation of property rights, in particular from photography, video and sound recordings etc.

21.2 The Exhibitor should refrain from violating or infringing the commercial property rights of other exhibitors.

21.3 In cases in which an Exhibitor has been proven to violate property rights, the Organiser reserves the right to exclude said Exhibitor from the current and future events. In this case the Exhibitor must pay the full stand rent and any other event fees to the Organiser. This does not affect the Organiser's right to press further claims against the Exhibitor.

21.4 The Exhibitor is not entitled to press claims against the Organiser on account of the Exhibitor's commercial property rights being infringed by a third party.

22. Exclusion clause, Period of limitation

22.1 The Exhibitor should submit any claims against the Organiser in writing to the Organiser within three months of the conclusion of the event. If the Exhibitor does not press claims against the Organiser within the stipulated time, the Exhibitor is excluded from pressing these claims.

22.2 Any claims the Exhibitor wishes to press against the Organiser shall lapse within six months from the end of the month in which the final day of the event falls. Excluded are claims where the Organiser is liable due to wilful action on his part.

23. Final provisions

23.1 The General Terms and Conditions of the Exhibitor do not apply.

23.2 Verbal sub-agreements to the exhibition contract made between the Organiser and the Exhibitor, to these General Exhibition Terms and Conditions or to the Special Exhibition Terms and Conditions of the Organiser shall not apply for the event. Any changes and supplements to the exhibition contract between the Organiser and the Exhibitor, to these General Exhibition Terms and Conditions or to the Special Exhibition Terms and Conditions of the Organiser for the event shall be invalid unless made in writing. This also applies for any change or supplement to this clause requiring the written form itself.

23.3 The law of the Federal Republic of Germany applies exclusively to the exhibition contract between the Organiser and the Exhibitor and to its handling, to these General Exhibition Terms and Conditions and to the Organiser's Special Exhibition Terms and Conditions for the event; the UN CISG is excluded.

23.4 The exclusive court of jurisdiction for all disputes arising from and in relation to the exhibition contract between the Organiser and the Exhibitor and its execution, these General Exhibition Terms and Conditions or the Special Exhibition Terms and Conditions of the Organiser is Düsseldorf in the Federal Republic of Germany.

23.5 Should individual provisions of this exhibition contract between the Organiser and the Exhibitor, of these General Exhibition Terms and Conditions or the Special Exhibition Terms and Conditions of the Organiser for the event prove invalid, in full or in part, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to replace the provision which is invalid, in full or in part, with a valid provision which most closely reflects its commercial intention and purpose.

23.6 Only the German versions of the exhibition contract between the Organiser and the Exhibitor, of these General Exhibition Terms and Conditions and of the Organiser's Special Exhibition Terms and Conditions for the event shall be authoritative.

Special Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH

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Amtsgericht Düsseldorf HRB 28688 | Geschäftsführer: Hans-Joachim Erbel, Michael Freter, André Weijde | www.viscom-messe.com

1. General

- 1.1 The name of the event is "viscom düsseldorf 2020 – europe's trade fair for visual communication".
- 1.2 The event shall be held at the Düsseldorf Exhibition Centre.
- 1.3 The opening hours of the event are Tuesday 07 January, Wednesday 08 January and Thursday 09 January 2020, 9 a.m. – 6 p.m.
- 1.4 The event is open exclusively to trade visitors.

2. Closing date for applications

Closing date for applications to the event is 1 July 2019

3. Stand rent and other fees, due dates, sales tax

- 3.1 The stand rent and any other fees to be paid by the Exhibitor to the Organiser are contained in the Organiser's application form as specified in paragraph 2.1 of the General Exhibition Terms and Conditions of the Organiser for the event and these Special Exhibition Terms and Conditions.

- 3.2 Besides the stand rent the Exhibitor must pay the following fees to the Organiser:

- a) Co-exhibitor fee
The Exhibitor shall pay for every registered co-exhibitor the co-exhibitor fee of 975.00 EUR including exhibitor insurance to the Organiser in accordance with paragraph 9 of the General Exhibition Terms and Conditions of the Organiser for the event. Furthermore, the choice of a marketing package is obligatory.
- b) AUMA fee
The Exhibitor shall pay the AUMA (Association of the German Trade Fair Industry) fee of 0.60 EUR per square metre of exhibition space to the Organiser. AUMA safeguards the wide range of national and international business interests in the field of exhibitions and trade fairs.
- c) Marketing packages
The exhibitor is required to pay the organiser the corresponding package price for the services as per point 8 of these special terms and conditions of trade fairs and exhibitions. The selection of a marketing package is obligatory for both exhibitors and co-exhibitors.
- d) Exhibitor passes
The Exhibitor shall pay 57.00 EUR for each exhibitor pass that is not offered free of charge as defined in paragraph 8a of these Special Exhibitions Terms and Conditions to the Organiser.

Each Exhibitor shall receive the following amount of passes free of charge:

- 4 passes for stands up to 20 sqm
- 6 passes for stands between 21 and 59 sqm
- 10 passes for stands between 60 and 119 sqm
- 20 passes for stands between 120 and 199 sqm
- 40 passes for stands between 200 and 399 sqm
- 80 passes for stands between 400 and 999 sqm
- 100 passes for stands bigger than 1000 sqm

These passes have to be downloaded by the exhibitor in the Online-Service-Center following the complete stand payment prior to the show.

- e) Technical Inspection fee (TÜV)
The Exhibitor shall pay a fee of 33.00 EUR to the Organiser for technical inspection services.
- f) Exhibitor insurance
The Exhibitor shall pay 330.00 EUR to the Organiser for exhibitor insurance as defined in paragraph 9 of these Special Exhibition Terms and Conditions.

- g) Stand receptions

The Exhibitor shall pay the following amounts to the Organiser for receptions and other events held on the stand as defined in paragraph 19.5 of the General Exhibition Terms and Conditions of the Organiser:

- up to 99 sqm: 679.00 EUR
- 100 to 249 sqm: 1,025.00 EUR
- 250 to 499 sqm: 1,313.00 EUR
- larger than 500 sqm: 1,684.00 EUR

- 3.3 On conclusion of the exhibition contract, the Exhibitor shall receive an invoice from the Organiser covering the full stand rent, the AUMA fee, the marketing package, the insurance premium, including sales tax. The invoice of 100% falls due for payment within 30 days after the dates of invoice. If in an exceptional case, an invoice is presented after 15 October 2019, the whole amount is payable immediately, in any case however prior to the beginning of the exhibition. Other invoices issued by the Organiser to the Exhibitor for additional requested services are also due for immediate payment by the Exhibitor to the Organiser.

- 3.4 The stand rent and the other fees plus all other prices notified by the Organiser in the exhibition contract, the General Exhibition Terms and Conditions of the Organiser for the event and in these Special Exhibition Terms and Conditions are net and do not include sales tax payable at the rate applying at the time of the event by the Exhibitor.

4. Multilevel stand structures, occupancy of stand space

- 4.1 Deviating from paragraph 12.5 of the General Exhibition Terms and Conditions the prescribed construction height is from a height of 3,20 m only up to of a maximum height of 6,00 m subject to the written consent of the Organizer who might grant such consent furthermore at its own discretion and subject to the also written consent of the adjoining exhibitors. The stand boundaries must not be exceeded further.
- 4.2 If Exhibitors use multilevel structures on their stands, the stand rent payable by the Exhibitor to the Organiser increases by 50 % for the multilevel areas.
- 4.3 If an exhibitor has rented exhibition space which is separated by gangways, the exhibitor may – with the organiser's discretionary written permission – lay out such space with carpeting in order to present the exhibiting company uniformly. The organiser's discretionary written permission is also required before any superstructures are constructed over such gangways. In addition, any technical stipulations which apply and which are notified to the exhibitor by the organiser when permission is granted must also be complied with. The exhibitor shall pay the organiser 30% of the contractually agreed stand rental for gangway space which is laid out with carpet or covered by a superstructure.

5. Stand build-up

- 5.1 Stand build-up starts Saturday 04 January 2020. The stand build-up must be completely finished by Monday 06 January 2020.
- 5.2 In cases where the Organiser provides written consent to the Exhibitor for advance build-up, the Exhibitor shall pay an additional sum of 585.00 EUR plus sales tax for each day of advance build-up.

6. Stand break-down

- 6.1 Stand break-down starts Thursday 09 January 2020. The stand break-down must be completely finished by Friday 10 January 2020, 10 p.m.
- 6.2 In cases where the Organiser provides written consent to the Exhibitor for downstream break-down, the Exhibitor shall pay an additional sum of 585.00 EUR plus sales tax for each day of downstream break-down.
- 6.3 The Organiser recommends that exhibitors remove goods and other objects immediately after the end of the event from the stands.

7. Over-the-counter sales

Over-the-counter selling at the event is not allowed.

8. Marketing packages

The selection of a marketing package is obligatory for both exhibitors and co-exhibitor companies. Marketing package Basic is hereby agreed as marketing package for the exhibition contract at a price of 785.00 EUR, unless the exhibitor selects another marketing package in writing here.

8.1 Marketing package Basic for 785.00 EUR plus value added tax at the respective statutory rate includes the following services in detail:

- a) Every exhibitor gets an entry in the print show catalogue. This includes an entry in four product groups, a listing in the alphabetical section as well as 165 characters for a company profile.
- b) Every exhibitor is listed in four product groups in the online exhibitor list as well as in the alphabetical section. The company profile includes 3,000 characters.
- c) Advertising media fee: voucher codes for customers as well as visitor brochures.
- d) 1 licence for the lead tracking tool for visitor lead tracking.

8.2 Marketing package Advanced for 1,229.00 EUR, plus value added tax at the respective statutory rate includes the following services in detail:

- a) The services of Marketing package Basic (see 8.1 Marketing package Basic)
- b) A logo in the alphabetical section of the print show catalogue.
- c) A logo in the online exhibitor list as well as in the interactive floor plan.

8.3 Marketing package Superior for 1,739.00 EUR, plus value added tax at the respective statutory rate includes the following services in detail:

- a) The services of Marketing package Basic (see 8.1 Marketing package Basic) and Marketing package Advanced (see 8.2 Marketing package Advanced)
- b) Invitation function: the company will be given a separate symbol in the online list of exhibitors, and visitors of the website www.viscom-messe.com can be invited to the trade fair directly by the exhibitor after providing their contact details.
- c) A medium rectangle on one of the category pages of the viscom website.

9. Exhibitor insurance

The main and co-exhibitor are covered by the insurance policy concluded by the Organiser with an insurance company covering the risks listed in the "Exhibitor insurance cover" appendix to these Special Exhibition Terms and Conditions together with further conditions. To receive this insurance cover the Exhibitor shall pay a fee of 330.00 EUR plus VAT and the co-exhibitor fee before the deadline given in the Organiser's application form for the event.

Exhibitor Insurance Police No. 151834 und 151835

The comprehensive contents of the insurance contract and the terms and conditions of insurance can be made available upon request. This is merely a summary of the main contents as set forth in the policy. This summary can not be interpreted as policy itself.

The contract is divided up into 3 sections:

SECTION 1

**Insurance cover during exhibitions and transportation connected thereto
25,000.00 EUR for the exhibitor or 10,000.00 EUR for the co-exhibitor
on first loss for each event of loss**

The entire scope of exhibition materials connected to the exhibition booth (including furnishings and fittings, even if such furnishings and fittings are rented) for the duration of the exhibition, including round trip transportation. In this regard losses and damages on account of an insured risk are covered (e.g. theft, fire and other damages).

Smaller valuables have to be locked away in glass display cases or display cabinets (e.g. precious metals, jewellery, objects d'art or other collectors' pieces). Valuable articles are insured up to a maximum of 10% of the first loss sum, 2,500.00 EUR. If higher insurance cover is desired, this has to be agreed with the insurance broker, OSKAR SCHUNCK GmbH & Co. KG. The same applies to furs.

Irrespective of specifically agreed protection, insurance cover against the risks of breaking and entering, theft and other loss shall only exist if the exhibited items are permanently overseen by the insured and/or its employees during setting up and dismantling of the exhibition booth as well as throughout visiting hours until closing of halls and if the exhibition halls are guarded during the night-time. This precaution analogously also applies to insured exhibition materials positioned on open-air grounds.

Important Exclusions (amongst others):

- Cash - money and other personal articles of value
- Loss or damage to exhibition materials located outdoors through theft and weather conditions
- Embezzlement by employees
- Goods designated for consumption, e.g. promotional handouts, catalogues, foodstuffs, beverages and tobacco products
- Inherent vice and natural characteristics of exhibition materials
- polish cracks, adhesive solutions, rust and oxidation
- Tube and filament fracture, shrinkage, adoption of odour, vermin
- Lack or defects in packaging proving to have unsuitable stress levels;
- Damages caused by processing, assembly, disassembly, utilisation or demonstration itself
- War, civil war and warlike events, terrorism and political acts of violence, seizure, divestment and other interventions of higher authority, radioactive contamination due to utilisation of chemical, biochemical substances or electromagnetic waves as weapons constituting a public danger and this in fact without taking into account any other contributing causes, nuclear energy and other radiation

Disclaimer

The insurer provides insurance coverage without a permission for the business of insurances on a non-admitted basis in those countries, in which it is not forbidden in accordance with the local (supervisory) law or with other legal requirements.

SECTION 2

**Insurance Covering Financial and Freight Haulage Consequential Damages
25,000.00 EUR for the exhibitor or 10,000.00 EUR for the co-exhibitor**

Pure financial damages are deemed to be insured, provided that it relates to error based on late arrival or cash on delivery. Prerequisite is that one of the carriers involved in such transport bears liability within the framework of a customary transportation contract on the merits of German law.

Consequential damage to freight is also insured. Consequential damage to goods arises if such damage has arisen based on a direct consequence of recoverable freight damage.

SECTION 3

Third Party Liability Insurance

**3,200,000.00 EUR on damages caused to human beings or material damage
50,000.00 EUR on financial damage (for each event of loss)**

Total performances on all insured events during any one year amount to double this insured amount

The risk run by an exhibitor to be held liable by third parties for compensation of damages due to behaviour in connection with an exhibit based on statutory liability as set forth under private law is covered. Defence of unjustified claims is also covered by this insurance.

Important Exclusions (amongst others):

- The general terms and conditions of insurance apply to the third party liability insurance ("AHB"), which amongst others contain the following exclusions: Gradual loss (based on the influence of temperature fluctuation, gasses, vapour or humidity)
- Waste water damage
- Damages to outside property, which the exhibitor has rented, leased, hired, borrowed, etc. or objects which are subject matter of a specific custody contract
- Processing damages
- Third party claims based on damages resulting from environmental influences.

GENERAL

Co-insurance due by the insured party

An excess amounting to 160.00 EUR per event of damage has been concluded.

Penalty Clause

Notwithstanding other provisions of the insurance contract, cover shall be granted only insofar as and as long as not in contradiction to economic, trade or financial sanctions or embargoes enacted by the European Union or the Federal Republic of Germany that are directly applicable to the contracting parties.

This shall also apply to economic, trade or financial sanctions or embargoes enacted by the United States of America with regard to the Islamic Republic of Iran, insofar as those are not in contradiction to European or German legislative provisions.

Miscellaneous

Underwriter is the AXA Versicherung AG, Rolandstr. 44, 40476 Düsseldorf with whom the organiser concludes insurance contracts. This cover shall be secondary to any other possibly existing policies. The contract is being managed by OSKAR SCHUNCK GmbH & Co. KG, Werdener Str. 6, 40227 Düsseldorf. Please contact OSKAR SCHUNCK GmbH & Co. KG with regard to all contractual matters and in all cases of damage. Your contact person there is:

Mr. Daniel Miebach

Tel.: +49 211 13993-177

Fax: +49 211 13993-199

In the event of urgent events of damage outside OSKAR SCHUNCK GmbH & Co. KG's normal business hours, please contact the expert surveyor's office, C. Gielisch (for cases of damage from 1,500.00 EUR).

C. Gielisch GmbH

Zollhof 1

40221 Düsseldorf

Tel.: +49 211 13806-01

Fax: +49 211 3236830

- 24 hour hotline +49 180 5443547 -

of Reed Exhibitions Deutschland GmbH for System Stand Construction



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-316/-311 | Fax +49 211 90191-149
Amtsgericht Düsseldorf HRB 28688 | Geschäftsführer: Hans-Joachim Erbel, Michael Freter, André Weijde | www.viscom-messe.com

1. General

1.1 The Terms and Conditions regulate the legal relationship between Reed Exhibitions Deutschland GmbH (the Organiser) and the Exhibitor on conclusion of a stand construction contract between the Organiser and the Exhibitor.

1.2 Reed Exhibitions Deutschland GmbH's General and Special Trade Fair and Exhibition Terms also apply.

2. Conditions for authorisation

2.1 An order form supplied by the Organiser should be used to order the stand. The order should be completed in full by the Exhibitor, feature a legally binding signature and be received by the Organiser by the final submission date stated on the order form and in the Special Trade Fair and Exhibition Terms.

2.2 The Exhibitor shall be bound by his order for a period of twelve weeks.

2.3 No conditions or reservations added to the order shall be considered.

2.4 The details given shall be saved and may be forwarded to third parties for the purpose of automatic processing of the order.

3. Conclusion of contract

3.1 The stand Contract shall come into force on receipt of the registration confirmation/authorisation or a special declaration from the Organiser to the Exhibitor.

3.2 In the event of the Exhibitor withdrawing from, or terminating, the stand construction Contract, the Exhibitor is liable to pay the full fee agreed for the stand construction.

4. Regulation stand

4.1 The Organiser shall make the stand available to the Exhibitor exclusively for its agreed purpose as an exhibition stand for the duration of the event.

4.2 a) The Organiser is entitled to arrange to have the services he has contractually agreed to perform carried out by a subcontractor.

b) In this case as well as in the case of orders for additional services the terms and conditions of the subcontractor apply.

4.3 The Exhibitor may not make any unauthorised structural changes to the stand. Any decorative elements which the Exhibitor wishes to mount must first be cleared by obtaining the express prior consent of the Organiser.

4.4 Any items included in the basic specifications of the stand which are not required by the Exhibitor cannot be refunded or exchanged.

4.5 Where possible from a technical and staffing viewpoint, any changes desired by the Exhibitor to the stand shall be accommodated by the Organiser, without such agreed changes becoming part of the Contract. Non-fulfilment shall not justify any claims on the Exhibitor's part against the Organiser. The Exhibitor shall pay the Organiser for any additional costs incurred as the result of making such desired changes.

5. Organiser's liability

5.1 The Organiser shall not accept any duty of care for exhibition goods and other items belonging to the Exhibitor, and excludes any liability for damage or loss.

5.2 The Organiser is liable for wilful actions or gross negligence on his part. In the event of a breach of duty due to ordinary negligence on the Organiser's part, or that of his subcontractor, liability shall be limited to typical contract and foreseeable damages. In the event of breach of minor contractual obligations due to slight negligence, all liability is excluded towards exhibiting companies. The above liability limitations do not apply to bodily injury, damage to health or loss of life in cases where the Organiser carries responsibility.

6. Exhibitor liability

6.1 The Exhibitor carries full liability for all damage and losses caused to the stand, including that caused by third parties.

6.2 The Exhibitor's liability starts on taking possession of the stand, but by 18:00 at the latest on the day before the start of the event, and ends on return of the stand to the lessor.

6.3 Any damage to the stand will be invoiced to the Exhibitor. Damaged walls are billed at 50.00 EUR per unit. Other damaged or non-returned rented goods shall be billed at replacement cost.

6.4 The Organiser recommends that the exhibitor take out appropriate insurance for the stand.

7. Time limit / Period of limitation

7.1 Exhibitors should make any claims in writing against the Organiser within 24 hours of accepting the stand and noticing the defect. Any claims submitted after this time shall be excluded.

7.2 All claims made by the Exhibitor against the Organiser shall lapse within six months from the end of the month in which the final day of the event falls; excluded here are claims in which the Organiser is liable due to wilful action on his part.

8. Payment terms

8.1 Invoices for stand construction should be paid immediately, with no deductions, to the amount shown on the invoice.

8.2 The precondition for the Organiser's providing the services ordered by the Exhibitor is prompt and full payment of all invoice sums.

8.3 In the event of late payment, the Organiser is not obliged to provide the stand and/or any other services. This does not affect the Organiser's right to press damage claims against the Exhibitor.

9. Final provisions

9.1 The General Terms and Conditions of the Exhibitor do not apply.

9.2 No verbal sub-agreements to the shell-system construction agreement between the Organiser and the Exhibitor, or to these General Exhibition and Conditions, shall apply. Any changes and supplements to the shell-system construction agreement between the Organiser and Exhibitor, or to these General and Conditions, shall not be valid unless made in writing. This also applies for any change or supplement to this clause requiring the written form itself.

9.3 The law of the Federal Republic of Germany applies exclusively to the shell-system construction agreement and its execution between the Organiser and the Exhibitor and to these Terms and Conditions; the UN CISG is excluded.

9.4 The exclusive court of jurisdiction for all disputes arising from and in relation to the shell-system construction agreement between the Organiser and the Exhibitor and its execution, or these Terms and Conditions, is Düsseldorf in the Federal Republic of Germany.

9.5 Should individual provisions of this shell-system construction agreement between the Organiser and the Exhibitor, or of these Terms and Conditions prove invalid, in full or in part, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to replace the provision which is invalid, in full or in part, with a valid provision which most closely reflects its commercial intention and purpose.

9.6 Only the German version of the shell-system construction agreement between the Organiser and the Exhibitor, and of these Terms and Conditions shall be authoritative.