

# Exhibitor Checklist EXPO REAL 2021

Dear Exhibitor,

a successful trade fair appearance begins with careful planning. In order to ensure that the most important points are always in view, we are happy to provide you with our exhibitor checklist for EXPO REAL 2021:



To do:

Completed on:



Review the General Terms of Participation A and  
Special Terms of Participation B



Check the exhibition sectors



Submit your application



Provide the correct billing address\*



Register co-exhibitors



Confirm placement proposal



Release mandatory communication fee



Order exhibitor passes



Personalize exhibitor passes



Order stand construction\*\*



Book marketing, PR and media services



Submit technical orders



Submit stand design plans\*\*\*



Reserve conference rooms



Register day and evening events\*\*\*\*



Submit the list of co-exhibitors to whom you are giving exhibitor passes



Download the EXPO REAL app

\* Please note that all invoices will be sent to the address specified in the registration form. It is not possible to send invoices to a different billing address.  
In the event that an invoice does need to be modified, an administration fee of EUR 150 will be charged per invoice.

\*\* Please note the Special Terms of Participation B (B 7) for EXPO REAL 2021.

\*\*\* When planning a two-story stand construction that has been approved by Messe München GmbH, EXPO REAL Project Management, and/or a stand larger than 100 m², you will need to submit dimensioned stand plans with floor plans and elevations on a scale of 1:100 in duplicate for approval by Messe München GmbH, Technical Exhibition Services Division, no later than September 1, 2021.

\*\*\*\* Please note the Special Terms of Participation B (B 17) for EXPO REAL 2021.

# Important Information for Planning Your Participation in the Trade Fair

To make it easier for you to plan and organize your trade fair presentation, the following pages will give you an overview of all the important topics to bear in mind. You can find all rules and regulations for EXPO REAL in the **Special Terms of Participation (B), General**

**Terms of Participation (A)** and the Technical Guidelines. We have the condensed version of the most important dates and deadlines for you on our website at [www.exporeal.net/deadlines](http://www.exporeal.net/deadlines).

## 1 EXPO REAL exhibition sectors (nomenclature)

Admission as a main exhibitor or a co-exhibitor is only possible, if the company in question fits into the exhibition sectors (nomenclature) of EXPO REAL. The Exhibition Management team will check each application to see if the company fits into the exhibition sectors.

Companies which cannot be allocated to one of the exhibition sectors will not be admitted as exhibitors. Please check, if your company fits into the exhibition sectors, before sending the online application.

Only exhibitors who can be assigned to at least one of the exhibition sectors listed in the nomenclature and whose offerings correspond to at least one of the nomenclature items listed for these exhibition sectors are eligible for EXPO REAL. Some nomenclature items are specified in more detail below.

Companies focusing on e.g. energy services (energy supply, contracting, consulting) or on infrastructural and technical building management (e.g. building equipment, cleaning, security services, catering, etc.) are not eligible

for EXPO REAL, unless they fall under nomenclature item 04.04. Apart from that, specialized planners are not eligible, even if they offer planning services for individual or even all trades associated with the creation of the property, such as building services like electrical and sanitary installations, energy infrastructure, supply and disposal, engineering planning, structural planning, building, structural and civil engineering. In addition to this e.g. companies from the areas of interior design, shop fitting, open space and landscape planning are not eligible as exhibitors at EXPO REAL.

Should there be any questions regarding the classification in the exhibition sectors please contact the Exhibition Management team of EXPO REAL. Especially with regard to the registration of co-exhibitors the Exhibition Management team gladly helps with a preliminary check of the eligibility to the exhibition sectors.

You will find the current exhibition sectors of EXPO REAL at:  
[www.exporeal.net/exhibitionsectors](http://www.exporeal.net/exhibitionsectors)

## 2 Application process

1. The online application for main exhibitors and co-exhibitors at EXPO REAL 2021 will be available for you online from March 2021 at [www.exporeal.net/application](http://www.exporeal.net/application).
2. The closing date for main exhibitors and startups (Tech Alley special exhibition space) is Friday, April 23, 2021. The layout for the halls will be planned on the basis of the applications received by this date.
3. The application for EXPO REAL 2021 is not legally binding, i.e. the application can be revoked free of charge until the placement proposal is confirmed.

Please note that the reservation of particular stand spaces is not possible. You are, however, welcome to specify your wishes in the application. Once we start planning the layout of the trade fair, we will attempt to accommodate your wishes.

**Important:** The contact in your company who is responsible for organizing the trade fair must first register for or log into the application system (create a Messe München account). If you already have a Messe München account (e.g. for the Online application or the Exhibitor Shop) please login with your e-mail

address and your chosen password. If you do not already have an account, please register now. You will have the possibility to log in with your Messe München account at any time later as well. Under registration/login you find an overview of the applications you sent per stand space.

### Co-exhibitor's application:

All co-exhibitors must be registered by a main exhibitor. The main exhibitor will be sent a link - a co-exhibitor URL - when the main exhibitor registration process is complete. The main exhibitor can use the co-exhibitor URL to send an online application to the co-exhibitor they want to share their stand with.

### Electronic billing/electronic invoicing (e-billing):

All exhibitors have the possibility to enter an e-billing e-mail address for electronic invoicing in the application.

You will also find all the important information in our Exhibitors' Online Application Guide, which is available on our website at [www.exporeal.net/application](http://www.exporeal.net/application).

# Important Information for Planning Your Participation in the Trade Fair

## 3 Identical billing and company addresses

The billing and company addresses entered on the application form (page 1 of the application form—under “Company”) will be used for your admission invoice as well as for your final invoice. These details will only be used for internal purposes and will not be passed on to any third parties. So please **ensure** that on your **application form** you **enter your full and exact billing and company address**, including the legal form of your company (e.g. “GmbH,” “Ltd.,” “AG”).

**Important:** Please note that under value-added tax legislation Messe München GmbH cannot issue or re-address invoices for services that Messe München GmbH has supplied or will supply to the exhibitor as its contracting partner to any recipient other than the exhibitor. For this reason **it is not possible to specify a different billing address** on the application form.

If your billing and company addresses are different from the desired external communication in the EXPO REAL exhibition directories (e.g. print, online and mobile), you can adjust these details when you authorize your mandatory communication entry in the EXPO REAL Media Services Shop with the consent of the Exhibition Management of EXPO REAL. See B 10 of the Special Terms of Participation B.

### Example:

A company called “NürnbergMesse GmbH” organizes the trade-fair appearance of the “Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur.” Because all invoices for the presentation at EXPO REAL should go to “NürnbergMesse GmbH,” the billing and company addresses entered for the main exhibitor on the application form is that of “NürnbergMesse GmbH.”

However, since the trade fair appearance itself will be called “Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur,” the organizer will change the original details (in this case: “NürnbergMesse GmbH”) to “Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur” in the process of authorizing the mandatory communication entry in the “EXPO REAL Media Services Shop” for the external presentation in the exhibition directories (print, online and mobile).

Thus, “NürnbergMesse GmbH” acts as the legally binding contracting partner and, therefore, the recipient of the invoices from Messe München GmbH, while the presentation itself is publicized under the desired name of “Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur.”

## 4 Placement process

1. The placement proposal will be sent from mid May 2020—presumably from May 17, 2021.
2. The application becomes legally binding once the placement proposal is confirmed and returned to Messe München GmbH. As soon as your application is legally binding, a cancellation fee will apply should you cancel your trade fair participation.

The placement proposal will be sent by e-mail to the e-mail address of the contact (trade fair organizer) in charge of the trade fair organization as entered in the application form. The placement proposal contains a link to the hall plan and to an overview of the most important dates and deadlines. The placement

### Important note:

If your trade-fair participation is organized via an agency or a management company which should also be the recipient of the invoices, please take note of the following:

If, at the time at which you submit your application to exhibit, you cannot name the agency or management company, the admission invoice will be issued to the company whose billing and company addresses are entered on the application form. It is then for the exhibitor to arrange for payment of the invoice, and, if applicable, bill the costs on internally to the agency or management company.

**Invoices cannot be corrected or re-addressed to any third parties retrospectively.**

According to the Special Terms of Participation B (see Section B 5), invoices can only be changed for a fee of **EUR 150**, if the name, legal form or address of the recipient have changed since the application was submitted.

proposal will be produced in HTML format, which may not be displayed properly on your screen due to default settings in your e-mail program. If your e-mail provider does not display incoming e-mails in HTML format by default, click on the link at the beginning of your placement proposal to see it in full HTML format.

If you have any questions regarding your placement proposal, please contact the EXPO REAL Exhibition Management team.

Please respond to your placement offer within the specified deadline by clicking the appropriate button to confirm or reject it.

# Important Information for Planning Your Participation in the Trade Fair

## 5 Value-added tax identification number (VAT ID)

To ensure that we can issue invoices correctly (i.e. with or without German value-added tax), exhibitors from the European Union must quote a valid VAT ID number in their applications. If you do not know your VAT ID, please ask your finance department. If your company does not have a valid VAT ID

number registered for trade within the EU, please tick the respective box on the application form. Even if you do not quote a VAT ID number, you still have to fill in the boxes "Entry in the commercial register" and "Country" for the application to be processed properly.

Response required. Please select your corporate status: \*

Select

Applicants who are domiciled in **Germany** or in the **European Union**.

The applicant is a **company** which, independently, carries out any economic activity for the purpose of earning a sustainable income (Art. 9 MwStSystRL - Directive on value-added tax) or a **legal entity** which does not or does not exclusively carry out any economic activity. The applicant hereby declares that he/she obtains the services of Messe München GmbH for his/her company, or that he/she is a legal entity for which a VAT ID has been issued.

Select

Applicants who are domiciled in a country **outside the European Union**.

The applicant is a **company** which, independently, carries out any economic activity for the purpose of earning a sustainable income (Art. 9 MwStSystRL). The applicant hereby declares that he/she obtains the services of Messe München GmbH for his/her company.

Select

Applicants who are **foreign government authorities/agencies** (ministries, embassies, consulates, regional corporations, public administration) and who carry out any sovereign and economic activity (Art. 9 MwStSystRL). The applicant hereby declares that he/she is a **legal entity** under public law or one of his/her (legally dependent) organizational units and that the services of Messe München GmbH are not exclusively intended for the private requirements of the staff or a partner.

Select

**None** of the above declarations applies. In this case Messe München GmbH will invoice its services plus German value-added tax at the statutory rate, even if the applicant is domiciled abroad.

Example: Main exhibitor application 2021

## 6 Charging of value-added tax to co-exhibitors (partner companies)

Please note that services provided by Messe München GmbH to co-exhibitors can in some cases be subject to German value-added tax—regardless of whether the co-exhibitor has quoted a valid VAT identification number in the co-exhibitor application or not. This is due to the fact that co-exhibitors, unlike main exhibitors, do not book a "services package" from Messe München GmbH (see below for definition and Section B 4 of the Special Terms of Participation).

### Definition of a services package:

If, in addition to stand space, a number of other services (at least three) are provided by Messe München GmbH for an exhibitor, this is regarded as an "integral service." This determines the place of performance under German law on value-added tax (Section 3a para. 2 UStG). This Section states that if both contractual partners (in this case Messe München GmbH and the exhibitor) are entrepreneurs, the place of performance of the services rendered is the place from which the recipient of the services (= exhibitor) operates his company. This means that in the case of companies based outside Germany that fulfill the above-mentioned condition, the services are not subject to German value-added tax.

If the exhibitor comes from the European Union, but not Germany, Messe München GmbH needs a valid VAT ID for the exhibitor prior to billing in order to be able to issue the invoice without German value-added tax.

When the services rendered are not an "integral service" (stand space plus at least three other services), each service is considered to be a separate service and has to be seen individually for the purposes of VAT (e.g. the provision of parking spaces at the exhibition center and the provision of exhibitor passes are always subject to German VAT). This concerns the co-exhibitors at EXPO REAL.

We point out that certain individual services are not subject to taxation in Germany. This only applies, if the recipient of the service is an entrepreneur and Messe München GmbH has a valid VAT ID number for that recipient at the time of billing, if the recipient of the services is based in the EU.

# Important Information for Planning Your Participation in the Trade Fair

## 7 Registering co-exhibitors (partner companies)

### Important information:

The main exhibitor can select in the application form whether the final invoices of the co-exhibiting companies should be sent to the company and billing addresses of the main exhibitor or directly to the co-exhibitor.

#### – Coexhibitor

Even if you do not want to submit an application for any co-exhibitors for your booth now, you need to specify the correspondence and invoicing recipient in case you want to do so at a later date.

How many Co-exhibitors (with staff) will be present?

\*

Please choose the recipient of the final invoice for co-exhibiting companies (binding information for final invoice):

Select

The final invoices for co-exhibiting companies should be sent to the billing address of the main exhibitor. (Services for co-exhibiting companies will be ordered in the name of the main exhibitor.)

Select

Final invoices for the co-exhibiting companies go to the billing addresses of the co-exhibiting companies. The billing address for co-exhibitors is entered as part of the application process for co-exhibitors. (Service orders for co-exhibiting companies will be placed in their own name.)

(Important: All co-exhibitor charges as well as the mandatory communication fee for co-exhibitors will always be invoiced to the main exhibitor with the final invoice, independent of the choice of billing address above.)

Example: Main exhibitor application 2021

**Please note, that the following fees for co-exhibitors will always be invoiced within the final invoice of the main exhibitor with the final invoice:**

- the mandatory communication fee
- the co-exhibitor fee—(see graded fee scale for co-exhibitors)

## 8 Exhibitor Shop

All EXPO REAL 2021 exhibitors will receive their login details for the Exhibitor Shop from June 22, 2021. Further information and the Exhibitor Shop User Guide can be downloaded at [www.exporeal.net/exhibitorsshop](http://www.exporeal.net/exhibitorsshop).

## 9 Ordering and personalizing exhibitor passes

Exhibitor passes can be ordered starting from end of June. Login to the Exhibitor Shop and select the category “Passes and tickets” to access the order system using the link shown there. Any exhibitor passes you order can only be used once they have been personalized. EXPO REAL participants want personalized passes that feature their company name. Therefore, all of the passes exhibitors order (including stand personnel and co-exhibitors) can only be used after they have been successfully personalized. The personal data required for personalization is collected from the passholder, who is sent a direct link to per-

sonalize their pass. By collecting this data directly from the data subject, Messe München GmbH is complying in particular with the principles of transparency and accuracy in accordance with Article 5 of the General Data Protection Regulation. Contact details (especially e-mail address) will only be published if the data subject has given their voluntary and revocable consent during the registration process. You can access Messe München GmbH's privacy policy at [messe-muenchen.de/en/privacy-policy](http://messe-muenchen.de/en/privacy-policy).

## 10 Distribution of free exhibitor passes (tickets) allocated to the main exhibitor

Main exhibitors have the option of assigning their free exhibitor passes to their co-exhibitors. The number of these passes is related to the size of space rented. Details of your free exhibitor pass allocation will be sent to you with the placement proposal.

A list of how you are going to distribute the passes, and to whom, can be sent to the Exhibition Management e-mail address ([exhibitor@exporeal.net](mailto:exhibitor@exporeal.net)) of EXPO REAL until Wednesday, October 6, 2021.

Information received by the Exhibition Management of EXPO REAL after Wednesday, October 7, 2021 will be processed for an alteration fee of **EUR 150**. The distributed passes for exhibitors will be taken into account and invoiced accordingly in the final invoice. The distribution of free exhibitor passes for your co-exhibitors isn't possible after the final invoice in November 2021.

Status: March 2021