



Special Terms of Participation (B) Start-Up Area

The General Terms and Conditions of Participation A and the Technical Guidelines of Messe München GmbH shall apply, insofar as the present Special Terms of Participation do not contain any provisions in derogation thereof.

Duration:

Tuesday, 24 to Friday, March 27, 2026

Opening hours visitors:

Tuesday to Thursday 09:00 – 17:00
Friday 09:00 – 16:00

Opening hours exhibitors:

Tuesday to Thursday 07:30 – 17:00
Friday 07:30 – 16:00

Organizer and financing body:

Messe München GmbH
Am Messesee 2
81829 München
Germany

Tel. +49 89 949-20380
projektleitung@analytica.de
analytica.de

All prices indicated below are net and subject to applicable value-added tax.

B 1 Application

The application is to be submitted online at analytica.de.

B 2 Eligibility

Eligible as exhibitors are companies meeting the following criteria:

- Companies whose exhibits correspond to product classification of analytica 2026 (see product directory within the online registration form).
- Companies with fewer than 150 employees and an annual turnover or balance sheet total of no more than EUR 20 million.
- Companies that are less than 10 years old.
- Newcomers offering innovative products, services and/or business models.

All exhibits must correspond to the product index of the respective trade fair / exhibition and be designated by name and exact type in the application. Objects other than those announced and admitted as well as used and leased devices must not be exhibited. The Messe München GmbH exhibition organizer has the final decision on admission.

B 3 Services and participation fee (cf. A 7)

The net **participation fee** per m² space is: **EUR 622.50**

Start-Up workstation 4 m² **EUR 2.490**
incl. EUR 1,270 mandatory communication fee

Start-Up Area

This complete stand package includes:

- stand space workstation 4 m²
- stand construction incl. setting up and dismantling
- furniture: 1 counter cabinet, 2 bar stools
- signboard with lettering (incl. 30 letters)
- lighting, power supply incl. 1 electrical outlet and power consumption
- Use of common areas
- general stand guarding service
- stand cleaning, waste disposal and energy allowance
- AUMA charge (this contribution is charged by Messe München GmbH and paid directly to the Association of the German Trade Fair Industry.)

The participation fee covers the stand space rental and moreover comprises extensive services provided by Messe München GmbH, which include in particular: advice on stand planning, advice on the technical conditions and requirements on site regarding stand design, advice on setting up and dismantling the stand, concept and public relations work for the fair, visitor marketing and visitor acquisition for the fair, preparation and organization of trade-fair related opening events, press conferences, presentations and exhibitor evenings, insofar as these are organized by Messe München GmbH, the preparation and implementation of forums and special shows, insofar as these are organized by Messe München GmbH or third parties on behalf of Messe

München GmbH, the provision of exhibitor passes for authorized persons in accordance with clause B 10 "Exhibitor passes," the provision of advertising media, the lighting, heating and air-conditioning of all the exhibition spaces, basic guard service for the event site, regular cleaning of general areas, the provision of loudspeaker systems used for informing visitors to the fair, and other visitor information systems including signage, the provision of visitor lounges, meeting rooms and catering facilities for exhibitors, visitors and the press within the exhibition premises, the deployment of first-aid operatives as well as traffic routing to and within the event site.

Mandatory communication fee

Exhibitors will be charged a mandatory communication amounting to **EUR 1,270**. This mandatory communication fee includes the basic entry in the trade show media and other communication services as set out in provision B 9 "Media services". Exhibitors can book other entries in the respective advertising media for extra charges. The additional listing and advertising options as well as the prices can be found on the relevant order forms, which will be sent to exhibitors by the Media Services Partner commissioned by Messe München GmbH.

AUMA charge

The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a charge of **EUR 0.60/m²** of rented exhibition space. This amount is charged by Messe München GmbH and transferred directly to AUMA. The contribution is included in the participation fee.



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Cont. B 3 Services and participation fee (cf. A 7)

Fixed waste-disposal fee

The mandatory, flat-rate waste disposal fee in the amount of **EUR 5.50/m²** of stand space plus statutory VAT is to cover the disposal of all waste generated at the exhibitor's booth during setup and dismantling and throughout the duration of the trade fair. Waste disposal must be carried out in accordance

with the provisions set out under No. 6.1 Technical Guidelines. The fixed disposal fee is included in the participation fee. The disposal of production waste, entire stand elements and complete exhibition stands is not covered by this fee.

B 4 Terms of payment (cf. A 7)

The deadlines for payment given in the notice of admission/invoice must be observed. Prior payment of the invoiced amounts is a condition for access to the exhibition area, the basic entry in all trade fair media (print, online and/or mobile) and the provision of exhibitor passes. All invoiced amounts in all Messe München GmbH invoices relating to the event, must be transferred in EUR,

without deductions and free of all charges to one of the accounts specified in the respective invoice, indicating the customer number.

The final invoice for all additional costs (e.g. lettering, technical services, electricity, etc.) will be sent to the exhibitor after the end of the event; it is payable immediately upon receipt.

B 5 Dates of setting up and dismantling (cf. A 15)

Setup periods

The stands in the Start-Up Area can be occupied on Monday, March 23, 2026, from 09:00 onwards, and setup must be completed by 18:00. Decorative setup on your own stand area is possible until 22:00.

Dismantling periods

as of March 27, 2026, 17:00 to 23:00

An extension of the dismantling time is permissible only in exceptional cases and with the prior written consent of Messe München GmbH, Technical Exhibition Services Division.

B 6 Stand design and equipment

Standbuilding in the Joint Pavilions will be carried out by Messe München GmbH. If you have technical questions regarding standbuilding, please contact the Technical Exhibition Services Division: +49 89 949-21130.

B 7 Technical installations

Applications for electric installation, water and telephone connections can be considered only if submitted in, the Exhibitor Shop. Messe München GmbH will announce the exact delivery conditions and connection fees there. For further information on deadlines, please refer to the Exhibitor Shop. The technical services designated accordingly in the Technical Guidelines such as the provision of installations to supply the stand with electricity and water can be ordered only from Messe München GmbH.

Wired telecommunications equipment may only be provided by Messe München GmbH; Deutsche Telekom AG and other network operators are not authorized at the exhibition center. To connect his own stand area, the exhibitor may operate his own wireless LAN network at his stand after prior written approval from Messe München GmbH; the specifications of Messe München GmbH are to be complied with.

B 8 Sales regulations

Open selling or other provision of goods and services from the stand is not permissible. Exhibited articles may be delivered to purchasers only after the end of the fair. Public display of the sales price is not permitted. Under No.

64 GewO (German trade regulation act), it is permissible to sell only to commercial resellers, commercial consumers and bulk purchasers.



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B 9 Media Services

The basic entry in the trade fair media includes the following services:

Alphabetical exhibitor directory

- Company name, street, zip code, city, country, telephone, e-mail, website, hall/stand
- Social media links
- Teaser text (80 characters incl. spaces per d/e) (list of exhibitors)
- Company text (800 characters incl. spaces per d/e) (List of exhibitors)
- Digital contact form (list of exhibitors)

Product and services directory

- 5 entries with company name, zip code, city, country, hall/stand

Application directory

- 2 entries with company name, zip code, city, country, hall/stand

Hall plan (only exhibitors with their own stand)

- Company name, hall/booth

Phone, mobile phone and e-mail address require the explicit final approval and consent by the exhibitor, as it may potentially be personal data; otherwise this information may not be published. Exhibitors can book additional listings, e.g. in the product directory and other presentation opportunities in these communication media in a separate order process. The booking option will be made available to applicants in good time by the media service partner commissioned, who handles these extra listings with the applicant in his own name and on his own account. Messe München GmbH assumes no responsibility for the accuracy and completeness of the trade show media (online and mobile).

The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of entries placed in the trade show media (online and/or mobile) of Messe München GmbH at the instigation of the exhibitor. Should third parties assert claims against Messe München GmbH on account of the impermissibility of the entries under law in general or the law on competition, the placer of the entries shall hold Messe München GmbH fully safeguarded against all claims asserted including all costs of any necessary legal defense on the part of Messe München GmbH. The same applies to entries from exhibitors, co-exhibitors and exhibitors on joint stands that the respective exhibitor has arranged in the Messe München GmbH trade show media (online and/or mobile).

The official media services partner for this trade fair is:

jl.medien GmbH
Inselkammerstraße 11
82008 Unterhaching
Germany
Tel. +49 89 666166-21
info@analytica-media.de

B 10 Exhibitor passes

For the duration of the fair, each exhibitor receives a specific number of free exhibitor passes for his stand:

4 m² stand size

1 exhibitor pass

Additional exhibitor passes are available at **EUR 51/each**. Exhibitor passes are intended solely for stand personnel and may be ordered via the Exhibitor Shop.

The exhibitor pass does NOT entitle the holder to free use of local public transport (MVV—Munich Transport and Tariff Association).

B 11 Circular letters

Once the stands have been allocated, exhibitors will be informed by circular letter of further details concerning preparation and organization of the trade fair.

B 12 Photo, film and video shooting (cf. A 10)

By derogation from A 10 of the Conditions of Participation A, permission is no longer required for photography, film and video recordings of the exhibitor's own stand during the official setup and dismantling times and during exhibitor opening hours.

Written permission is only required outside these times (i.e. during night closing times). Booking of an accompanying security guard is mandatory during night closing time. All relevant information will be published in the Exhibitor Shop in the respective information sheet (Notice Photography and Filming). The use of drones is expressly prohibited at all times (setup, running time, dismantling).



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B 13 Stand parties

Stand parties on the exhibition stand require authorization by Messe München GmbH and must be notified by March 16, 2026 at the latest. Events on March 24, 25 and 26, 2026 may start no earlier than 17:00 and must end no later than 22:00. Until 22:30, the necessary clearing-up work may be undertaken on the stand area. By 23:00 at the latest, all persons must have left the fairgrounds. The exhibitor is responsible for ensuring that the attendees of his stand party do not access other trade fair booths or touch any exhibits located there. The exhibitor is to ensure that the attendees of his stand party follow the instructions of the safety and security service employed by Messe München GmbH. The minimum scope of the safety and security services necessary is determined by Messe München GmbH. The exhibitor indemnifies and holds Messe München GmbH harmless in connection with the stand party.

The services provided by Messe München GmbH in connection with each stand party are charged to the exhibitor in the final invoice.

To ensure a smooth, uninterrupted event, we recommend that you consult with your booth neighbors of the planned party in advance. Please note that the volume of musical renditions on the stand may not exceed **70 dB (A)**.

B 14 Deliveries

Consignments, letters and other mail to be delivered to the exhibitor's stand must carry the following details:

- Name of the event
- Hall (designation: A, B or C as well as the number of the hall)
- Stand number of the exhibition stand
- Name of the exhibitor
- Am Messesee 2, 81829 Munich, Germany

Messe München GmbH does not take delivery of consignments, letters and other mail intended for exhibitors or third parties. Exhibitors are advised not to deposit shipments or other objects unsecured in the hall or the outdoor exhibition area during setup and dismantling times.

Services with regard to the receipt and dispatch of consignments are offered by the authorized freight forwarders at the exhibition center.

B 15 Noise, sound effects, GEMA

Demonstrations of machines, video, music, stage shows etc. during the event (see opening hours) require the prior authorization of Messe München GmbH and must be conducted in such a way that no other exhibitors are disturbed or adversely affected. Accordingly, loudspeakers and other acoustic amplifiers/sound systems must be turned towards the exhibition stand and may not sound off on neighboring stands or aisles. The sound level may not exceed **70 dB (A)** at the stand perimeter (see also Technical Guidelines 4.7.7, 5.8.1 and 5.15). Messe München GmbH reserves the right to limit or prohibit demonstrations of any kind—irrespective of previous authorization—causing noise, optical disturbances or for other reasons constituting a hazard or impairment to the event and especially to event participants. The relevant statutory provisions must be observed.

Under the terms of the Copyright Act, the permission of GEMA – Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte (Musical Performance and Mechanical Reproduction Copyright Watchdog) is required for musical renditions of any kind. Further information is available in the analytica Exhibitor Shop, or contact GEMA directly as follows:

GEMA, 11506 Berlin, kontakt@gema.de, www.gema.de

Unnotified reproductions of music may result in damage compensation claims by GEMA (§ 97, copyright law).

B 16 Alterations

Messe München GmbH reserves the right to make alterations and additions in matters affecting technical arrangements and safety.