

Special Terms of Participation (B)

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:
 Monday, 5 to Wednesday, 7 October, 2026

Organizer and financing body:

Messe München GmbH
 Am Messesee 2
 81829 München
 Germany

Opening hours visitors:
 Monday to Tuesday 09:00–19:00
 Wednesday 09:00–16:00

Tel. +49 89 949-11608
exhibitor@exporeal.net
www.exporeal.net

Opening hours exhibitors:
 Monday to Tuesday 07:30–19:00
 Wednesday 07:30–16:00

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

B 1 Application

The application for Transform & Beyond by EXPO REAL is to be submitted online at exporeal.net/en/transform. Applications submitted in writing will not be accepted and cannot be processed.

Deadline for applications from main exhibitors is March Thursday 19, 2026.

B 2 Eligibility

Admissible as exhibitors are German and international business enterprises and entities whose objects of business conform to the index of products and services (= nomenclature) that are published on the Transform & Beyond by EXPO REAL website. As the trade fair organizer, Messe München GmbH has

the final decision on admission and allocation of desired stand size/location. The Transform & Beyond by EXPO REAL Startup Package is open to startups (sole proprietorships or companies) that were founded within the last seven years (from 2019) and who can demonstrate positive growth over that period.

B 3 Participation fee, advance payment for services (cf. A 7)

Available stand areas:

Exhibitors can book stands measuring **20 m²**, **40 m²**, **60 m²** or more m² at Transform & Beyond by EXPO REAL.

The minimum stand size is **20 m²**

Row stand	(1 side open)	EUR 605
Corner stand	(2 sides open)	EUR 645
End stand	(3 sides open)	EUR 720

bookable from **120 m²**

Note: If two or more exhibitors plan a joint design for adjacent stands, the stands will be charged according to the total area.

Transform & Beyond Startup Package

only bookable for companies founded in 2019 or later.

Price: **EUR 5,750** plus VAT.

- One workstation at a counter-style table incl. individual branding
- Power connection, WiFi and ancillary costs (stand cleaning and waste disposal)
- Individual branding of the graphic area
- 3-minute pitch on the Tech Talk Stage
- Company listing including logo in the Transform & Beyond exhibition directory
- Brief company profile in the printed EXPO REAL Guide and on site
- Three free exhibitor passes (worth **EUR 1,485**)
- Meeting options in the Transform & Beyond community areas (subject to availability)
- Optional: complimentary presentation opportunity as part of a Transform & Beyond guided tour

Transform & Beyond Premium Package

Price: **EUR 19,790** plus VAT.

- 12 m² stand space (3 x 4 m): counter with branding, 2 x meeting tables, 40 inch LED screen, 2 x graphic areas for individual branding
- High-quality and sustainable stand construction, incl. individual branding
- Power connection, LAN connection and ancillary costs (stand cleaning and waste disposal)
- 10-minute presentation slot on the Tech Talk Stage
- Company listing including logo in the Transform & Beyond exhibition directory
- Brief company profile in the printed EXPO REAL Guide and on site
- Four free exhibitor passes (worth **EUR 1,980**)
- Meeting options in the Transform & Beyond community areas (subject to availability)
- Optional: complimentary presentation opportunity as part of a Transform & Beyond guided tour

Important: By registration for the Start-up or Premium Stand Package, co-exhibitors are not permitted. The number of packages is limited and will be allocated on a "first come, first served" basis.

When booking a Stand Package as part of Transform & Beyond by EXPO REAL, no changes to the predefined equipment and design of the stand are allowed. This includes placing additional stand walls, adding or replacing furniture, or making any other modifications to the provided stand concept. The predetermined design of the Stand Packages ensures uniformity and contributes to the overall appearance of the event, and it is binding for all exhibitors.

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Cont. B 3 Participation fee, advance payment for services (cf. A 7)

Location of Stand Packages

The Transform & Beyond Startup Packages as well as the Transform & Beyond Premium Packages will be located in a specific area of Transform & Beyond by EXPO REAL.

Two-story stand construction

Two-story stand constructions are not possible at Transform & Beyond by EXPO REAL.

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, 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 ticket vouchers for visitors in accordance with clause B 11 "Vouchers," 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 circulation 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

A mandatory communication fee of **EUR 970** will be charged for each main exhibitor's stand and for each co-exhibitor. 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".

For the release of the obligatory communication fee and the related basic listing of your company in the printed directories it is necessary that your online registration as a main or co-exhibitor is received by June 25, 2026 (23:59). Only then is it possible to approve your company's basic listing by July 16, 2026. Company listings for exhibitors whose online applications are received on or after June 26, 2026 can only be released and listed in the online and mobile directories. These exhibitors will therefore only receive their access data to the Exhibitor Shop—where the listing can be approved—from August 3, 2026 onwards. In the context of this approval process, you will also be asked for the company name you wish to be printed in the Transform & Beyond by EXPO REAL exhibition directories.

The mandatory communication fee amounts to **EUR 970** per exhibitor and stand space/participation, irrespective of the date of receipt of your registration. It will be invoiced for main exhibitors as part of the invoice for the participation fee in May 2026, for co-exhibitors as part of the final invoice in November 2026. The communication fee for co-exhibitors will generally be invoiced to the main exhibitor. Exhibitors can book other entries in the respective advertising media for extra charges. Prices for the additional listing and advertising opportunities, provided by the contracted media services partner, can be accessed through the Exhibitor Shop.

Advance payment of exhibitor services

up to 39 m² stand space	EUR 120/m²
up to 79 m² stand space	EUR 150/m²
up to 139 m² stand space	EUR 200/m²
as from 140 m² stand space	EUR 310/m²

In the final invoice, the advance payment will be offset against the services actually ordered by the exhibitor.

Notwithstanding the above, Messe München GmbH reserves the right to charge an advance payment equivalent to the amount that is likely to be incurred for services at Transform & Beyond by EXPO REAL 2026, whereby the amount incurred as service charges for Transform & Beyond by EXPO REAL 2025 will be one of the factors used to determine the amount of the advance payment.

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.

Fixed waste-disposal fee

The mandatory, flat-rate waste disposal fee in the amount of **EUR 10/m²** 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. The disposal of production waste, entire stand elements and complete exhibition stands is not covered by this fee. For two-story stand constructions, the mandatory waste disposal charge of **EUR 10/m²** will also be charged for the covered upper floor area and will be invoiced with the final invoice.

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B 4 Co-exhibitors/additionally represented companies (so-called logo partners)

The participation of companies as co-exhibitors/additionally represented companies (cf. A 4) is in principle possible. Participation is, however, subject to Messe München GmbH's prior authorization.

All companies, including subsidiaries or companies otherwise affiliated with the exhibitor, represented on the exhibitor's stand with their own logo and personnel must be registered as co-exhibitors. Companies represented on the exhibitor's stand with a logo but without personnel ("additionally represented companies" or "ARCs") must also be registered. All co-exhibitors must register via the co-exhibitor URL. The main exhibitor will receive this link by e-mail after registering as a main exhibitor.

Exhibitors wishing to display company logos of reference clients on their stands must clearly designate them as such ("references") to make sure they cannot be confused with co-exhibitors.

Admission can only be granted if the co-exhibitor would also be eligible for admission as a main exhibitor.

Only such companies may be admitted as exhibitors or co-exhibitors to Transform & Beyond by EXPO REAL that are classifiable under at least one of the exhibition sectors listed in the product index and whose product or service range corresponds to at least one of the categories listed in these exhibition sectors (see definition of exhibition sectors). The presentation of companies eligible as Transform & Beyond by EXPO REAL exhibitors, their products or services or their logos on exhibition stands is only permitted if these companies have been registered and admitted to Transform & Beyond by EXPO REAL as exhibitors or co-exhibitors.

A co-exhibitor fee will be charged for each co-exhibitor and will be invoiced to the main exhibitor with the final invoice.

If the application of the respective co-exhibitor is received by Messe München GmbH until May 12, 2026 the mandatory co-exhibitor registration fee amounts to **EUR 795** per co-exhibitor. For co-exhibitor registrations received by Messe München GmbH from May 13 up until June 25, 2026, the mandatory co-exhibitor registration fee amounts to **EUR 980** per co-exhibitor. All co-exhibitor registrations received by Messe München GmbH from June 26 up until August 27, 2026 will be charged at a rate of **EUR 1,530** per co-exhibitor. Registrations received on or after August 28, 2026 cannot be accepted. The mandatory communication fee in the amount of **EUR 970** will also be charged for all co-exhibitors. Co-exhibitors who register from June 26, 2026 will only be listed in the online directories. The mandatory communication fee for each co-exhibitor includes the same services as for the main exhibitor (cf. B 3). The mandatory communication fee and the co-exhibitor registration fee will always be invoiced to the main exhibitor, even if the option to invoice the co-exhibitor for all other fees incurred is exercised.

If a co-exhibitor application received by Messe München GmbH is subsequently canceled, Messe München GmbH reserves the right to charge a cancellation fee of **EUR 100**. Likewise, if a successful co-exhibitor registration is canceled, the full catalog entry will still have to be paid, regardless of the time of cancellation.

For each co-exhibitor without Messe München GmbH's admission and every single additionally represented company without Messe München GmbH's admission, Messe München GmbH is entitled to demand a penalty charge of **EUR 7.500** from the exhibitor. Furthermore, Messe München GmbH may demand that co-exhibitors and additionally represented companies not admitted by Messe München GmbH vacate the stand. Should the exhibitor fail to comply with the request to vacate the premises without delay, Messe München GmbH has the right of extraordinary cancellation in respect of the contractual relationship between Messe München GmbH and the exhibitor.

Important: By registering for the Startup or Premium Stand Package, co-exhibitors are not permitted.

B 5 Terms of payment (cf. A 7)

The amounts invoiced in all invoices issued by Messe München GmbH in connection with the event are to be transferred in euros, without deductions and free of all charges to one of the accounts specified in the respective invoice, indicating the customer number. The times of payment specified in the invoices are binding and are to be complied with.

Prior payment of the invoiced amounts is a condition for receiving access to the Exhibitor Shop, the exhibition area, the basic entry in the exhibition directories and the provision of exhibitor passes. Messe München GmbH is entitled to withdraw from the contract if the exhibitor fails to meet its financial obligations arising from this contract, Messe München GmbH extends the deadline by 5 days and this deadline for payment is not met either. (cf. A 5)

If the exhibitor wishes the invoice to be issued or rewritten for an invoice recipient other than the exhibitor, the provisions set out in Clause A 7 of the General Terms of Participation apply. Should the exhibitor wish to have an invoice re-issued because the name, legal form or address of the invoice recipient has changed, the exhibitor is, in deviation from the provision made in A 7, bound to pay Messe München GmbH a fee of **EUR 200** for each invoice amendment, unless the data included in the original invoice in

respect of the name, legal form or address of the exhibitor was incorrect and Messe München GmbH was responsible for the incorrect data.

The invoices for all additional costs (e.g. lettering, technical services, electricity) will be sent to the exhibitor after the end of the event; they are to be paid by him immediately upon receipt. Please note that the final invoice can only be made out to the billing address that was used for the invoice for the participation fee. Otherwise, any advance payment made cannot be offset against the payment due for the services actually provided. It is not possible to split costs over several invoices.

If an exhibitor's internal order number or other details requested by the exhibitor are to be included in the invoice for the participation fee or in any other invoice issued by Messe München GmbH, the exhibitor must notify Messe München GmbH of this information in text form by May 8, 2026 at the latest if it is to be included in the invoice subject to verification by Messe München GmbH. Otherwise, the invoice will be issued without this information. Subsequent inclusion of this information will result in a change to the invoice, for which the exhibitor will be required to pay an amount of **EUR 200**.

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B 6 Dates of setting up and dismantling, stand operation (cf. A 15)

Setup periods

September 30 to October 3, 2026: daily from 07:00 to 23:00
October 4, 2026: 07:00 to 18:00

Dismantling periods

October 7, 2026: 16:00 to 24:00
October 8, 2026: 00:00 to 23:00
October 9, 2026: 07:00 to 23:00
October 10, 2026: 07:00 to 18:00

No advance setup is possible in the Transform & Beyond by EXPO REAL area.

Set-up and dismantling passes

Please note that a set-up and dismantling pass is required for each person for access to the exhibition grounds during the set-up and dismantling periods. Exhibitors will receive the registration link to pass on to their stand construction company via the EXPO REAL project management. The set-up and dismantling passes are free of charge and must be carried together with a photo ID at all times during the entire stay on the exhibition grounds. Messe München security personnel will carry out checks on site. Persons without a valid set-up and dismantling pass or exhibitor pass will be removed from the exhibition grounds.

Note: Exhibitor passes also entitle the holder to access during set-up and dismantling times. In this case, no additional set-up and dismantling pass is required.

Event-specific traffic guide

All event-specific drive-in regulations will be summarized in the event's traffic guide. This will be made available for download on the event homepage well in advance of the start of setup.

Right of transportation and forwarding

The operation of exhibitor-owned forklift trucks, cranes, high-lift pallet trucks and low-lift trucks with operator platforms is not permitted on the Messe München exhibition grounds. Messe München GmbH's accredited forwarding agents exercise the sole right of forwarding on the exhibition grounds, in particular with regard to the transportation of exhibits or the loading and unloading of trucks.

Last setup day

On the last day of setup, **October 4, 2026**, the time available for stand construction is 07:00 to 18:00.

All delivery and stand-construction vehicles must be removed from the halls, the loading yards around the halls, and the outdoor exhibition area by 18:00. Vehicles which are still in the said areas after this time will be removed by Messe München GmbH at the risk and expense of the respective exhibitor.

Furbishing work and decoration in the exhibitor's own stand space is possible from 18:00 until 20:00. An extension of setup time after 20:00 is only permitted in exceptional cases and subject to a fee. A night work permit must be obtained on site from the security service.

Stand operation

The approved exhibitor is obliged to participate in the event. Throughout the duration of the fair and the prescribed opening hours, all stands must be properly equipped and staffed with competent personnel. In particular, care must be taken to ensure that the stand is fully occupied at the time the trade fair opens each day. The removal of exhibition goods and the dismantling of stands before the end of the trade fair is not permitted; in the event of a breach of this regulation, Messe München GmbH reserves the right to charge a contractual penalty of **EUR 2,500** from the exhibitor. In all other respects, the regulations set out in A 15 of the General Terms of Participation apply.

Start of dismantling

Vehicles of stand construction companies and suppliers shall not be admitted before 18:00 on October 7, 2026. If exhibition goods are removed or the stand dismantled before the end of the fair, Messe München GmbH may demand payment of a contractual penalty of **EUR 2,500** from the exhibitor.

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B 7 Stand design and equipment

All stand designs require prior authorization. Dimensioned drawings including floor plans and elevations on a scale of 1:100 must be submitted digitally in PDF format (not protected) to Messe München GmbH, Technical Exhibition Services Division for approval no later than 6 weeks before setup begins.

Halls, general

Single-story construction

The maximum construction height is **5 m**. The maximum advertising height (upper edge) is **5 m**.

In addition, the maximum construction height (clearance) alongside the hall walls must be observed (see description of halls and outdoor exhibition grounds).

To maintain Transform & Beyond by EXPO REAL's character as a communications platform and work exhibition, exhibitors must make sure that their stands have an open and attractive design. Messe München GmbH is entitled to prescribe changes in stand design in this context. Stand designs can only be approved if the open sides of the stand have a uniformly open design. Erecting closed walls is permitted, provided they do not take up more than **70%** of the stand side in question, and completely closed walls may be no more than **6 m** in length. A closed length of wall measuring **6 m** must be followed by an opening at least **2 m** wide. This ruling does not apply if the wall concerned is set back from the stand perimeter by at least **2 m**. Messe München GmbH reserves the right to permit exceptions to these guidelines in individual, well-founded cases. The rear side of the walls of your stand above a height of **2.50 m** must be of a neutral design, **black**, smooth and clean. Only such materials as are opaque and impervious to light and suitable for trade fair stand construction are permitted for this purpose (no textiles). Advertising hoardings that extend above the walls of the stand must be at least **2 m** away from the immediately adjacent stand. Advertising may not feature flashing or alternating lights. It is not permitted to extend the stand design over the aisles. Messe München GmbH reserves the right to allow exceptions to this ruling in individual, well-founded cases, whereby the only permissible exception is the laying of different colored carpeting. Platforms are not permitted under any circumstances.

When booking an individual stand space as part of Transform & Beyond by EXPO REAL, the exhibitor is required to independently organize and implement the stand construction, including the erection of walls.

In the Transform & Beyond by EXPO REAL area, the hall lighting will be switched off to create a special atmosphere. Therefore, each exhibitor with an individual stand space is responsible for independently organizing and ensuring the lighting of their own exhibition stand.

Note

Messe München GmbH alone decides on the use and covering of open spaces outside the stand areas rented to the exhibitor.

Stand construction approval

As a matter of principle, every planner/designer of an exhibition stand is responsible for compliance with public statutory regulations, insofar as applicable to exhibition stands, and compliance with Messe München GmbH's Technical Guidelines as well as the General Terms of Participation. For every stand space at the Transform & Beyond by EXPO REAL, plan approval by Messe München GmbH is required.

All stand concepts are to be submitted digitally, in PDF format for approval to Messe München GmbH's Technical Exhibition Services Division, containing to-scale stand design plans (ground plan, elevations and sectional drawings) no later than 6 weeks prior to official setup date. If items are to be suspended from the hall ceiling, the work involved must be carried out by Messe München GmbH's contractors. The placing of motor vehicles of any kind on the stand area for exhibition or decorative purposes is prohibited and is permissible only in exceptional cases on the prior written consent of the Exhibition Management. Please consult the "Building Regulations" set out under "Notices—Applications" in the Exhibitor Shop for further information. **Please note under all circumstances the requirements set out in the Technical Guidelines and the information included in the individual notices.** For further processing, the exhibitor service media for ordering additional stand services will be made available to you online via our Exhibitor Shop in due time, or sent to you per e-mail.

B 8 Technical installations

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.

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B 9 Media services

The basic entry includes the company name, place, hall and stand number, company website, brief profile as well as listing in the exhibition directories of Transform & Beyond by EXPO REAL and is invoiced by Messe München GmbH (cf. B 3 Mandatory communication fee). 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. Additional listing and presentation options in these media will be offered to exhibitors in the Exhibitor Shop of the official media services partner and will be made available in good time. The media services partner 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 ordering media (online and mobile).

Exhibitors and co-exhibitors will be listed in the exhibition directories under the company name and invoicing address given in the application form. If exhibitors or co-exhibitors would like to be listed in the trade exhibition directories under a company name other than that given in the application form, this will need to be approved in advance by EXPO REAL Exhibition Management. In any case, the new company name must belong to the same branch of industry (= exhibition sectors) as the one that was provided in the application form.

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/additionally represented companies 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 666166-54
info@exporeal-mediaservices.de

B 10 Exhibitor passes

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

for stands of up to 20 m² (floor space)	4 exhibitor passes
for every further 10 m² (floor space) or part thereof	1 exhibitor pass
above 100 m² for every further 10 m² (floor space) or part thereof	2 exhibitor passes

Additional exhibitor passes can be ordered via the Exhibitor Shop at a charge of **EUR 495** per pass prior to the trade fair. Exhibitor passes cannot be obtained on site. Exhibitors will only be charged for those exhibitor passes which have actually been scanned at the turnstiles.

The exhibitor passes are intended for stand staff only or for service personnel hired for the duration of the show, who are not employees of a Messe München service partner. In case of abuse, Messe München GmbH reserves the right to withdraw the exhibitor passes as well as to charge the exhibitor the difference between the cost of the exhibitor pass and the regular sales price of a visitor ticket. The company name—valid and binding for all tickets—can be entered in the ordering system once only, before placing the first order for a ticket. A subsequent change to the company name can only be made if the official name of the exhibitor has changed, and then it also applies to all tickets. Please note that spot checks will be made in the Transform & Beyond by EXPO REAL admission area. An exhibitor pass is valid only in conjunction with a photo ID. If exhibitor representatives accidentally purchase a visitor ticket instead of an exhibitor pass, these may be cancelled on payment of an administrative fee of **EUR 150** per ticket. The exhibitor can then order exhibitor passes via the Exhibitor Shop. Exhibitor passes, online vouchers and all visitor tickets available in the ticket shop include free use of public transport in Munich for the duration of the trade fair. We offer all joint pavilions the option of redistributing the free ticket allotment to the co-exhibitors represented on their stand. For this purpose, the EXPO REAL project management must be informed in writing of the corresponding redistribution by October 15, 2026 at the latest. Redistributions received by the project management after the final invoice has been issued can no longer be considered.

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B 11 Vouchers

Exhibitors and co-exhibitors have access to 40 online vouchers for visitor tickets in the Exhibitor Shop. Additional online vouchers cannot be ordered. The vouchers can be sent via the Exhibitor Shop to people whom the exhibitor would like to invite to visit EXPO REAL and Transform & Beyond by EXPO REAL.

Only those online vouchers that are actually redeemed will be invoiced to the exhibitor/co-exhibitor—at the special discount price of **EUR 495**. It is prohibited to either sell or pass on free of charge online-ticket numbers and/or visitor

tickets thus acquired by beneficiaries authorized by the exhibitor. A person authorized by the exhibitor is only who has explicitly been provided online voucher numbers by the exhibitor. If the exhibitor or co-exhibitor sells online ticket vouchers, Messe München GmbH is entitled to cancel the order without notice and refuse to issue online vouchers already ordered, or to revoke visitor tickets obtained with the respective online voucher numbers. For visitor tickets purchased with online voucher numbers, the conditions for exhibitor passes listed under B 10 also apply analogously.

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).

B 13 Noise, sound effects

Demonstrations of video, short films, etc. during the event (see opening hours) require the prior approval of the EXPO REAL project group, who must be notified no later than August 19, 2026. These presentations are to be conducted in such a way that neither visitors nor other exhibitors are disturbed or adversely affected. Please note that no musical entertainment, e.g. by a band, background music, DJ or similar, is permitted during the fair. Accordingly, loudspeakers and other acoustic amplifiers/sound systems must be focused on the exhibition

stand and may not rebound on neighboring stands or aisles. Until 19:00, the maximum permitted noise level for performances is **60 dB (A)** at the stand perimeter (in deviation from the Technical Guidelines 5.11). Messe München GmbH reserves the right to limit or prohibit demonstrations of any kind—irrespective of previous authorization—causing noise, optical disturbances or representing a hazard or impairment to the event and especially to event participants for any other reason. The relevant statutory provisions must be observed.

B 14 Stand parties

Events at the exhibition grounds are subject to authorization and must be notified no later than September 15, 2026 via the Exhibitor Shop. No additional registration is required for events held in conference rooms. The booking of a conference room includes the registration of any events. Events are generally not published in the trade fair media.

For evening events registered on or after September 16, 2026 or which have not been registered in advance of the event, a fee of **EUR 2,350** will be charged. Please note that in the event of late registration after September 16, 2026 we cannot guarantee that your event will be approved.

Daytime events

Daytime events may be held from 09:00 to 19:00 and should be purely work events. Day events include formats such as networking events, meetings, workshops, lectures, panel discussions, presentations, or similar gatherings. Please note that no background music, e.g. live bands, background music, DJs or similar, is permitted during the fair and that the volume must not exceed **60 dB (A)**.

In order to obtain approval for evening events at Transform & Beyond by EXPO REAL, an implementation concept must be completed and submitted for each evening event using a questionnaire. The questionnaire asks for information on the number of people, guest transportation, catering arrangements, etc. Approval to hold the evening event is only possible if the questionnaire has been completed in full and submitted on time. The exhibitor will receive the questionnaire after registering an evening event. It must be submitted between June 23, 2026, and September 15, 2026, at the latest. If Messe München GmbH requests adjustments prior to approval, these must be taken into account. Only after the evening event has been successfully approved is the exhibitor permitted to invite guests to the evening event.

Evening events

On October 5 and 6, 2026, evening events may not start before 19:00 and must end by 22:00 at the latest. Until 22:30, the necessary clearing-up work may be undertaken within the stand area. By 23:00 at the latest, all persons must have left the exhibition center.

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 maximum number of persons per stand event must be observed at all times. A guideline of 1.5 persons per m² of stand area applies.

Evening events are subject to a fee and will be invoiced with the final invoice: The costs per evening event are:
for events registered by August 6, 2026 EUR 1,650
for events registered between August 7 EUR 1,950
and September 15, 2026

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

Special Terms of Participation (B)

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.

B 14 Stand parties

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 85 dB (A).

When planning an event at the exhibition stand, please ensure to read the information sheet "Regulations and important notes on evening events." It can be found in the Exhibitor Shop or is available on request from the EXPO REAL project management. In the event of violations of the rules set out in the information sheet, the EXPO REAL project management reserves the right to take appropriate countermeasures on site during the event.

B 15 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 (1–3))
- 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 16 Catering deliveries

If you hire an external caterer for catering and delivery of goods that is not a service partner of Messe München GmbH, please note that the external caterer will also need an entry permit and exhibitor pass to gain access to the

site. Catering entry permits can be requested at:
security@messe-muenchen.de

B 17 Complaints and theft (cf. A 8)

As theft unfortunately occurs every now and then during set-up and dismantling, but also during the trade fair, we recommend that you have your stand and valuables guarded by video or by security personnel. Both services can be booked via the Exhibitor Shop.

Please forward any complaints regarding surveillance and security directly to the Security department at security@messe-muenchen.de. Please report any thefts directly to the Security Control Center on the exhibition grounds. Thefts that are only reported after the trade fair can no longer be fully investigated and assessed.

B 18 Processing fee

Any requests on the part of the exhibitor that Messe München GmbH—in addition to the contract which comes into effect by admission to the event or to the regular orders for other services with respect to the event—Messe München GmbH conclude further contracts, side agreements or issue special

confirmations, a processing fee of **EUR 200** plus VAT will be charged for each extra contract, side agreement or confirmation.

Please note that this processing fee also applies to invoice changes (cf. B 5).

B 19 Alterations

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