

Special Terms of Participation (B) Joint Pavilion—Start-ups

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, 13 to Friday, May 17, 2024		Organizer and financing body: Messe München GmbH Am Messesee 2 81829 München Germany	
Opening hours visitors:		Tel. +49 89 949-20285 application@ifat.de ifat.de	
Monday to Thursday	09:00 – 18:00		
Friday	09:00 – 16:00		
Opening hours exhibitors:			
Monday to Thursday	07:30 – 19:00		
Friday	07:30 – 16:00		

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

B 1 Application

Applications must be filed using the application form for Start-ups, which will be available online from June 2023. The allocation of workspaces to Start-ups is based on their eligibility for admission by IFAT Project Management. Once an application has been approved, IFAT Project Management will dispatch an official placement offer (expected January 2024).

Deadline for applications is Thursday, November 30, 2023.

B 2 Eligibility

Admissible as exhibitors are all German manufacturers; all manufacturers from abroad or their German branch establishments; main importers; specialist dealers or service companies authorized by manufacturers; and those firms that are authorized by a manufacturer's works to exhibit its products. Main importers and authorized specialist dealers may only exhibit exhibits from manufacturers which are not represented at this trade fair/exhibition themselves.

Eligible as exhibitors are all companies that have existed for less than ten years and have successfully passed the seed and foundation stages. All exhibits must correspond to the index of products and services of this trade show

and be designated by name and exact type in the application. Items other than those registered and admitted may not be exhibited. Moreover, the products and services should feature innovative details or ideas. Minimum requirement is an available prototype or a product/service that is already commercialized. The Messe München GmbH trade fair organizer has the final decision on admission.

The participation of companies as additionally represented companies (cf. A 4) is not possible.

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

The net participation fee is: **EUR 3,500**

Included in the complete package are:

- exhibition space (approx. 8 m²) on the joint pavilion area Start-ups
- registration fee
- stand construction and equipment incl. graphic printing (1 table, 2 seating units, 1 lockable counter, lighting, multiple socket outlet (3 outlets), rear wall for modular expansion (e.g. additional chargeable graphic printing))
- mandatory communication fee: This fee includes the basic entry in the trade fair media and other communication services (digital and printed)
- AUMA charge
- 3 free exhibitor passes
- power supply (max. 1 kW), WLAN access point, booth cleaning, waste disposal, stand guard

Note: Additional services can be booked individually.

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 9 "Exhibitor passes," 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.

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B 4 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 in full is a condition for access to the rented exhibition space, listings in the trade show media (digital and printed) and the provision of exhibitor passes.

The final invoice for all additional costs (e.g. technical services, electricity, parking permits, ticket vouchers, etc.) will be sent to the exhibitor after the end of the event (approx. 6 weeks). It is payable immediately upon receipt.

Due to value-added tax legislation requirements, Messe München GmbH can only issue or re-address invoices to an invoice recipient other than the exhibitor,

if the recipient is Messe München GmbH's contractual partner concerning the services to be charged. If the exhibitor wants to designate the invoice recipient as the contractual partner of Messe München GmbH instead of himself, he can request the appropriate form at the e-mail address provided in the application. The form should be completed and signed with legally binding effect and returned to Messe München GmbH. Messe München GmbH is under no obligation to accept the different invoice recipient named by the exhibitor as its contracting party. Insofar as Messe München GmbH has already rendered services to the exhibitor at the time of receipt of this form, Messe München will have to bill these services to the exhibitor (cf. A 7).

Should the exhibitor wish to have an invoice re-issued, the exhibitor is bound to pay Messe München GmbH a fee of **EUR 50** for each invoice amendment, unless the data included in the original invoice was incorrect and Messe München GmbH was responsible for the incorrect data.

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

Further information on the dates for assembly and dismantling will be provided in a separate information letter approx. 8 weeks before the start of the trade fair.

B 6 Official regulations and permits

In the erection, operation and dismantling of their structures at the exhibition center, exhibitors are to comply with all statutory and official regulations as well as the relevant requirements of Messe München GmbH and especially those from the Terms of Participation and the Technical Guidelines. In addition to the

Technical Guidelines, the relevant safety regulations of the TÜV (German organizations for technical inspection and control) also apply to all exhibits and other equipment and facilities; recognized codes of practice are to be complied with.

B 7 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. It is not permitted to show the selling price openly. Under

No. 64 GewO (German trade regulation act), it is permissible to sell only to commercial resellers, commercial consumers and bulk purchasers.

B 8 Media services

The basic entry is invoiced by Messe München GmbH (cf. B 3 Mandatory communication fee) and includes following listings:

Visit Guide (print)

- Company name on the stand of the Visit Guide
- Company name, hall/stand number in the exhibitor legend of the Visit Guide

Exhibitor Directory (online)

- Company name, street, postal code, city, country code, telephone and fax number, e-mail and internet address, hall/stand in the exhibitor detail entry
- 1 entry under "Product groups"
- Company name in the info box in the interactive hall plan

Mobile

- Company name, street, postal code, city, country code, telephone and fax number, e-mail and internet address, hall/stand in the exhibitor detail entry
- 1 entry under "Product groups"

Exhibitors can book additional listings and other presentation opportunities in these communication media on a separate order form, respectively in the online catalog shop of the official media services partner. The media services partner will contact exhibitors directly and in time, handling 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 fair media (digital and printed).

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Cont. B 8 Media services

The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of entries placed in the trade fair media (digital and printed) 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 fair media (digital and printed).

The official media services partner for this trade fair is:

NEUREUTER FAIR MEDIA GmbH
Büro Essen
Westendstraße 1
45143 Essen
Germany
Tel. +49 201 36547-410
Fax +49 201 36547-325
ifat@neureuter.de

B 9 Exhibitor passes

Exhibitors of the joint pavilion obtain 3 exhibitor passes valid for the duration of the event.

Additional exhibitor passes can be ordered via the Exhibitor Shop at the price of **EUR 45** each. Exhibitor passes are intended for stand staff only.

The exhibitor pass includes free use of public transportation (MVG—Munich Transport and Tariff Association).

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

In deviation from A 10 of the Conditions of Participation A, approval for photography, filming and video recording of the exhibitor's own stand is no longer required during the official set-up and dismantling times, or during exhibitor opening hours.

Written permission is now only required outside these times (i.e. during night closing times) and is compulsorily linked to the booking of an accompanying security guard. All information on this will be published in the Exhibitor Shop in the relevant leaflet.

The use of drones is expressly prohibited at all times (set-up, running time, dismantling).

B 11 Noise, sound effects, GEMA

Demonstrations, videos, music, show performances, etc. during the trade fair (see opening hours) require the prior consent of Messe München GmbH and may not disturb exhibitors at neighboring stands. Consequently, loudspeakers and other acoustic amplifiers or public address systems at stands must be positioned at the exhibition stand so that they cannot be heard at neighboring stands or in the aisles. The loudness level may not exceed **70 db (A)** at stand borders (see Technical Guidelines 4.7.7, 5.8.1, 5.15). Despite previous granted permission, Messe München GmbH is authorized to restrict or prohibit any presentations that cause noise or are visually annoying or result in a substantial danger to or negatively affect the event or event participants for any other reasons.

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 IFAT 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 12 Deliveries

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

- Name of the event
- Hall and 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 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 13 Alterations

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

Status: August 2023