

Marketing & Sponsorship Order Form

Stand out from your competition and turn attendees into YOUR customers

The opportunities are reserved on a first-come, first-served basis.

Please return form to: Ms Natalie Schröckmayr Messe München GmbH Phone: (+49) 89-949-20252 natalie.schroeckmayr@messe-muenchen.de	Company:
	Address:
	Tel: _____ Fax: _____
	Email:
	Legal representative or authorized representative signature:
	Date:
	Company stamp:

Applicants hereby confirm that they have carefully read attached Marketing and Sponsoring Opportunities (cont'd) and the Terms of Sponsorship (including the sponsor's undertakings and warrants, and organizer's disclaimer, etc. that have a significant relationship with the applicant's rights and interests). The applicant confirms all the contents of these terms and conditions and agrees to be bound by them.

No.	Sponsorship & Ad.	Price	Total Quantity	Total RMB	Deadline of order submission	Deadline of design submission
1.1	Integrated Package 1	RMB 188,000			9 Sep, 2024	25 Sep, 2024
1.2	Integrated Package 2	RMB 108,000				
2.1	Online Package 1	RMB 90,000				
2.2	Online Package 2	RMB 52,000				
2.3	Online Package 3	RMB 25,000				
3	Pre-registration package	RMB 80,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 150,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024
4.1	Wechat Promotion	RMB 12,000/time (headline banner)			1 Nov, 2024	10 Nov, 2024
		RMB 18,000/time (non-headline message)				
		RMB 28,000/time (message + banner)				
4.2	Wechat Recommended Exhibitors	RMB 15,000/ 1 month			1 Nov, 2024	10 Nov, 2024
4.3	Joint e-Poster on WeChat	RMB 38,000			1 Nov, 2024	10 Nov, 2024
4.4	Banner on Pre-Registration Page	RMB 25,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 40,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024
4.5	Banner on Registration Confirmation Letter	RMB 25,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 40,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024
4.6	Ad. on WeChat Registration Page	RMB 38,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 58,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024

4.7	Ad on Wechat E-badge	RMB 38,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 68,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024
4.8	Ad on Official Website (stage banner)	RMB 15,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 25,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024
	Ad on Official Website (banner on all web pages)	RMB 15,000/ Any 1 month from Sep to Oct			9 Sep, 2024	25 Sep, 2024
		RMB 25,000/ 1 month in Nov			10 Oct, 2024	25 Oct, 2024
5.1	Ad. On the Show Map	RMB 100,000/ three pages colour Ad			15 Oct, 2024	30 Oct, 2024
		RMB 40,000/ one page colour Ad				
		RMB 15,000/ LOGO display				
5.2	Visitor Lanyard	RMB 500,000 (production by MM-SH)			12 Sep, 2024	23 Sep, 2024
5.3	Show Badge	RMB 350,000 (production by MM-SH)				
5.4	Show Bag	RMB 150,000 (production by Sponsor)			9 Sep, 2024	15 Oct, 2024
5.5	Waterproof Windbreaker	RMB 100,000 (production by Sponsor)			9 Sep, 2024	15 Oct, 2024
5.6	Blind Box Pins	RMB 28,000 (production by Sponsor)				
5.7	Gift for pre-registrants	RMB 100,000 (production by Sponsor)			9 Sep, 2024	25 Oct, 2024
6.1	Movable Signpost	RMB 40,000/ 1 side/set			9 Sep, 2024	14 Oct, 2024
		RMB 100,000/ 3 sides/set				
6.2	Four sides Signpost	RMB 120,000/ 4 sides/set			9 Sep, 2024	14 Oct, 2024
6.3	Corridor Hanging Banners	RMB 100,000/set			9 Sep, 2024	14 Oct, 2024
6.4	Hanging banner in Entry Halls (#1&3)	RMB 35,000/piece (South Entrance)				
		RMB 138,000/ 4 pieces (South Entrance)				
		RMB 30,000/piece (East Entrance)				
6.5	AD above arch in #1 South Entrance Hall	RMB 60,000/piece				
		RMB 100,000/ 2 pieces				
6.6	Movable Ad in #2 North Entrance Hall	RMB 40,000/piece				
6.7	LED Screen Ad	RMB 150,000 (for release only)			9 Sep, 2024	14 Oct, 2024
6.8	Ad. on Glass Curtain Wall Facing Outdoor Area	RMB 60,000/piece (from E1 to South Entrance near South Entrance / N1 to North Entrance near N1)				
		RMB 80,000/piece (from E1 to South Entrance near Hall E1 / W5 to North Entrance near North Entrance)				
		RMB 158,000/piece (from E7 to East Entrance)				
		RMB 180,000/piece (from W1 to South Entrance)				
6.9	Ad. on Glass Wall outside the hall	RMB 200,000/piece Size: 28.4m * 5m				
		RMB 500,000/piece Size: 45m * 7.2m				
6.10	Corridor Billboard	RMB 30,000/piece (from entrance to halls)				

		RMB 25,000/piece (W1-W5 / E1-E7 / N1-N5 halls except N2-N3)				
6.11	Corridor Post	RMB 5,000/piece (MOQ: 4 pcs)				
6.12	Visitor Guide board (incl. release + production)	RMB 150,000 Hall W1			9 Sep, 2024	14 Oct, 2024
		RMB 100,000 East Entrance/Hall W5				
6.13	Floor Mark	RMB 8,000/piece			9 Sep, 2024	14 Oct, 2024
6.14	Substation fences Ad board	RMB 40,000/piece Size: 10.4m * 3.8m			9 Sep, 2024	14 Oct, 2024
6.15	Wifi Area	RMB 50,000/area			9 Sep, 2024	14 Oct, 2024
6.16	Toilets Ad	RMB 50,000/room (North Entrance)			9 Sep, 2024	14 Oct, 2024
		RMB 50,000/room (South Entrance)				
		RMB 38,000/room (Halls W1-W5)				
6.17	Ad. On hall map guide	RMB 10,000/2 piece/set				
6.18	Fence Ad. in the Entrance	RMB 100,000/5 piece/set				
6.19	Ad. on Entrance Turnstile	TBD				
7.1	Ad on Curtain Wall of SNIEC bridge (North Square)	RMB 500,000 (Exclusive)			9 Sep, 2024	14 Oct, 2024
7.2	Entrance Square Billboard	RMB 60,000/piece (South Square)				
		RMB 60,000/piece (North Square)				
		RMB 35,000/piece (East Square)				
7.3	Outdoor Ad Flag Post	RMB 10,000/piece (South Entrance)			9 Sep, 2024	14 Oct, 2024
7.4	Ad. on Glass facade of exhibition halls	RMB 500,000/piece (Outer area of Hall W5)			9 Sep, 2024	14 Oct, 2024
		RMB 350,000/piece (Outer area of Halls W1-W4, E1-E7, N1-N5)				
7.5	Ad on VIP Parking lot (South Square)	RMB 100,000/piece Size: 12m * 7.2m				
		RMB 250,000/piece Size: 36m * 7.2m				
7.6	Ad in Entrance Guidance	RMB 100,000				
7.7	AD in front of the gate in #1 South Entrance	RMB 35,000/pillar				
		RMB 180,000/ 6 pillars				
Total Quantity						
Total Sponsorship Fees (RMB)						

Marketing and Sponsoring Opportunities (cont'd)

Terms and Conditions

- Sponsors shall ensure that the information (including company introduction, etc.) provided to the organizer are authentic and valid, and in accordance with relevant laws and regulations (including without limitation Advertising Law, Anti-Unfair Competition Law, etc.). For example:
 - (1) Advertisements shall not contain false, deceptive or misleading contents;
 - (2) The following contents shall not be involved in the advertisements:
 - National flag, national emblem or national anthem of the people's Republic of China;
 - State organs and functionaries of state organs;
 - Wording such as 'at the national level', 'five-star', 'optimal' and so on;
 - Contents interfering with the social stability and/or damaging the public interest;
 - Contents violating good social custom;
 - Contents relating to ethnic, religious or sexualgender discrimination;
 - (3) Traditional Chinese shall not be used in the advertisements.
- Sponsors shall ensure that all the advertising materials (including designs, text, logo, photos, videos, etc.) submitted to the organizer do not in any way whatsoever violate or infringe any third party's intellectual property rights or other legal rights, including without limitation trademarks, copyrights, patents and portraiture right, etc. Such advertising materials could be forwarded to third parties in order to fulfil the purpose of provision of relevant sponsor services as well as being processed and used for fulfilling the business purposes of the organizer.
- The organizer has the right to review the advertising materials submitted by sponsors. If the advertising materials provided by sponsors are suspected of violating laws and regulations or there are inappropriate situations considered by the organizer, the organizer has the right to refuse to publish it.
- In case of any breach of this Terms and Conditions by sponsors, the organizer reserves the right to modify and delete the relevant content or stop providing services to such sponsors. In that case, sponsors shall bear full responsibility and compensate the organizer for all the losses arising from the sponsors' breach of this Terms of Conditions (including without limitation any compensation to third parties and fines, etc.).

Documents for outdoor advertising

- According to <Shanghai Outdoor Advertising Facilities Management Regulation> and other relevant laws and regulations of outdoor advertising requirements and the requirements of the organizer, the sponsors are required to provide the following documents before the specified deadline for approval and issuing of outdoor advertisements:
 - (1) The business license or other documents which have the same legal valid and prove the sponsor's legality (For the photocopied document, it should be signed and stamped by the provider and remark with 'checked'. So do the followings);
 - (2) Documents to show the legality of brands, trademarks or portraits involved in advertising;
 - (3) Related documents to prove the truth and legality of the contents of advertisements (please provide complete documents to prove the truth and legality of patent or technology if it is involved);
 - (4) The dates shown on the advertisements should accord with the show license;
 - (5) Read-only disc of design (attached color draft with signature and stamp, video with stamp on the sheet of contents of advertising);
 - (6) Advertising layout with signature and stamp.

Notes

- Please contact the organizer for the detailed information.
- The bookings for advertising and sponsoring opportunities will be assigned by first-come-first-served basis. In case of any dispute, the organizer reserves the right to make the final decision.
- **For advertising opportunities, please submit us your layout ready for print with a high resolution digital file (jpg-, tif- or AI- format, please convert text to curves for AI file;**

Resolution: 36dpi-72dpi on the scale of 1:1; 5cm bleed each edge)

- Production cost incurred as a result of advertising material being supplied in an incorrect format will be charged to the sponsor.
- After the deadline of design submission, late orders may not be accommodated. If accepted and available, a surcharge of 50 % after the deadline and 50% 2 weeks before build-up must be levied.
- **The payment shall be fully made before the deadline given in the invoice or debit note. All orders will only be processed upon receipt of full payment.**
- Cancelled orders are not refundable.
- The sponsors should take over the bank charges when transferring the payment.
- **For safety reason, the hall owner and the organizer have the right to cancel the release of advertisements in case of force majeure or other circumstances beyond its control (e.g. strong wind, heavy snow, heavy rain, other bad weather, etc.). The expenses incurred will not be refunded.**

Terms of Sponsorship

1. Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – by affixing with company seal or contract seal by PRC sponsors, or with a legally binding signature by overseas sponsors – the application form (“Application Form”) and submitting it to Messe Muenchen Shanghai Co., Ltd. (“MM-SH”) (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application.

By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor (“Sponsor”).

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract (“Sponsorship Contract”) shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and sponsorship package made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

2. Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form.

The sponsorship fees include extensive services provided by MM-SH, such as sponsorship package preparation and technical assistance, etc.

The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

3. Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (**i.e. bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor**), by credit transfer to the account specified in the invoices. The beneficiary's bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.
Bank: ICBC Shanghai Branch, No.2 Business Department
Account No.: 1001190709016219311
Swift code: ICBKCNBJSHI

4. Withdrawal from Contract

Apart from the statutory rights to withdraw from contracts, the Sponsor has no right to withdraw from the Contract. **If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for cost**

occurred in relation to the matters of sponsorship (i.e. Sponsorship Fee) and compensation for all direct losses incurred by MM-SH for such withdrawal.

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose "in time" means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the Sponsor 100% of the sponsorship fees as compensation. MM-SH's right to claim further losses and damages remains unaffected.

5. Force Majeure

If MM-SH is compelled, as a result of force majeure (natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics and other acts or events recognized by applicable laws as force majeure or otherwise commonly recognized as a force majeure event by international commercial practice) or other circumstances beyond its control (e.g. failure of the power supply), to vacate one or more exhibition areas, temporarily or for longer periods resulting in postponement or curtailment of the trade fair, the sponsors do not thereby acquire the right to withdraw or cancel, nor do they have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels the event because it cannot hold the event as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to hold the event, MM-SH is not liable for damages and disadvantages to sponsors arising from the cancellation of the event.

6. Sponsor's Undertakings and Warranties

- 6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.
- 6.2 If the sponsorship services involve any link to the Sponsor's website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.
- 6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.
- 6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the "Published Contents") shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc.). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the "Infringement Proceedings"), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:
 - 1) MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
 - 2) The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.
 - 3) MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.
- 6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.
- 6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).
7. **Disclaimer**
 - 7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.
 - 7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.
 - 7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.
 - 7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.
 - 7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.
 - 7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies and rules, or that the Published Contents

may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as
inconformity, MM-SH is entitled to refuse to publish such contents without any liability.

8. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

9. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

10. Place of Performance, Applicable Law

Shanghai shall be the place of performance. The law of the People's Republic of China shall apply.

11. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

12. Data Protection

The Sponsor hereby acknowledges and consents that the person-related data of the Sponsor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to fully perform all the above terms relevant to the Sponsorship Contract; the Sponsor further consents that its personal data can be used by third parties for marketing purposes of related trade fairs by affiliated companies of MM-SH, provided that such use of personal data will be in compliance with data protection legislation. The Sponsor confirms and acknowledges that all the Personal Data provided by the Sponsor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

13. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.

As of July 2023
Messe Muenchen Shanghai Co., Ltd.