

Special Terms of Participation (B) Joint Pavilion—Startups

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, 4 to Thursday, May 7, 2026

Opening hours visitors:

Monday to Thursday 09:00 – 18:00

Opening hours exhibitors:

Monday to Wednesday 07:30 – 19:00
Thursday 07:30 – 18:00

Organizer and financing body:

Messe München GmbH
Am Messesee 2
81829 München
Germany

Tel. +49 89 949-20285
application@ifat.de
ifat.de

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

B 1 Application

Applications for the Joint Pavilion startups must be submitted via the application form, which will be available online from summer 2025. The startup stands will be allocated on the basis of eligibility for admission by the IFAT Munich project management. After a successful admission review by the IFAT Munich project management, the startups will receive a placement proposal.

Deadline for applications for startup exhibitors is Friday, February 27, 2026.

B 2 Eligibility

Eligible as exhibitors are all companies that have existed for less than ten years and have successfully passed the seed and foundation stages. It must be an independent/majority independent company. 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 must 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 exhibition organizer has the final decision on admission. Participation of companies as additionally represented companies (cf. A 4) is not possible.

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

We offer two price models for our startups all-in-one package:

- Early-Bird-Ticket for **EUR 4,700** (until September 30, 2025)
- Standard-Ticket for **EUR 4,850** (from October 1, 2025)

Included in the all-in-one package are:

- Approx. 8 m² exhibition space on the Joint Pavilion startups
- Registration fee
- Stand construction and equipment including graphic printing, 1 table, 2 seating units, 1 lockable counter, stand lighting, TV mount
- Mandatory communication fee: this fee includes the basic entry in the IFAT Munich trade fair directories in the visitor planner as well as mobile and online database. Additional logo graphic and startup labelling in trade fair directories
- Preparatory online workshop for startup exhibitors
- Water and coffee flat rate during the trade fair
- Exclusive networking event on the first evening of the trade fair
- AUMA charge
- 3 free exhibitor passes for IFAT Munich 2026
- Power supply (max. 1 kW), WLAN access point, booth cleaning, waste disposal fee, stand security

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, 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 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.

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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)

(Decorative) set-up times

Sunday, May 3, 2026 from 14:00 to 20:00

Dismantling times

Thursday, May 7, 2026 end of trade fair to 24:00

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.

Driving motor vehicles on the exhibition grounds

Driving on the grounds with motor vehicles or vehicle combinations of any kind (hereinafter referred to as "vehicles") is at your own risk. The provisions of the German Road Traffic Regulations (StVO) apply accordingly throughout the exhibition grounds and in the parking lots. The maximum speed permitted on the exhibition grounds is 20 km/h.

There is an absolute ban on stopping outside the areas designated for stopping and parking. The marked driveways, fire department movement areas and escape routes (outer gates, hall gates, emergency exits, etc.) must be kept clear at all times.

Vehicles may only be parked on the exhibition grounds in the designated areas and only temporarily for the purpose of unloading or loading materials. On completion of loading/unloading, the vehicle must leave the exhibition center immediately; no parking beyond this activity is permitted.

Messe München GmbH reserves the right to remove vehicles, trailers, containers, bins, empties or full loads of any kind parked illegally or in no-stopping zones without prior notification at the expense and risk of the party responsible. Guarding and safekeeping are excluded.

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.

Deposit collection

A deposit of **EUR 100** in cash must be paid for each vehicle when entering the exhibition grounds at the times specified in the traffic guide. The deposit will be returned on exit and is subject to compliance with the specified deposit period. If the deposit period is exceeded, the deposit will be forfeited. The deposit period is dependent on the respective vehicle class and can be found in the traffic guide.

Start of dismantling

Exhibitors that are admitted to the fair are also obligated to participate in the fair. During the entire trade fair and the stipulated opening hours, all stands must be properly equipped.

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 manned from the time of the opening of the event until the official end of the event. The removal of exhibition goods and the dismantling of stands before the end of the fair is not permitted. In the event of a breach of the aforementioned regulations, Messe München GmbH is entitled to demand a contractual penalty of **EUR 3,000** from the exhibitor.

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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 included in the startups all-in-one package (cf. B 3 Mandatory communication fee) and includes following listings:

Digital media & Visitor Guide (print)

- Company name or company name (short), street, postcode, place, country code, telephone/fax number, hall/stand no. in the detailed exhibitor listing
- Linking to common social media channels
- Interactive e-mail address and website as hyperlink
- 1 entry under "Product Categories"
- 1 entry under "Who is Who"
- 3 entries under "Industry/Sector Solutions"
- 3 entries under "Solutions"
- 1 entry under Products/Services
- Logo graphic in all trade fair directories
- Startup labelling in all trade fair directories

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 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. Booking additional media services with the media services partner has no influence on the exhibitor's obligation to pay the mandatory communication fee to Messe München GmbH. This communication fee is included in

the startups all-in-one package. Messe München GmbH assumes no responsibility for the accuracy and completeness of the trade fair media (digital and printed).

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:

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

B 9 Exhibitor passes

For the duration of the fair, each exhibitor receives 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 and can be ordered via the Exhibitor Shop.

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

B 10 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 (set-up, running time, dismantling).

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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 (designation: A, B or C as well as the number of the hall (1–6)) or the outdoor exhibition area (designation: FM or FS and the block number (3–13))
- 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 13 Alterations

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