

# 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>Duration:</b> Wednesday, 19 to Sunday, February 23, 2025	<b>Organizer and financing body:</b> Messe München GmbH Am Messesee 2 81829 München Germany
<b>Opening hours visitors:</b> Wednesday to Sunday 10:00 – 18:00	Tel. +49 89 949-20214 info@free-muenchen.de www.free-muenchen.de
<b>Opening hours exhibitors:</b> Wednesday to Saturday 08:00 – 19:00 Sunday 08:00 – end of dismantling	

All prices indicated below are net per m<sup>2</sup> (pure floor area) and subject to applicable value-added tax.

## B 1 Application

Applications should be filed online at [www.free-muenchen.de](http://www.free-muenchen.de).

Start of stand allocation is Monday, July 8, 2024.

## B 2 Eligibility

Admissible as exhibitors are all domestic and international manufacturers or their German subsidiaries, master distributors, licensed dealers or service companies and companies authorized by the manufacturer to exhibit his products. Master distributors and authorized dealers may only exhibit products from manufacturers if these are not represented at the fair as exhibitors themselves. All exhibits and services must conform to the index of products and services of this trade fair, and be indicated precisely by name and type in the application. Objects other than those registered and admitted, or used and leased machinery, may not be exhibited. Messe München GmbH as the fair organizer has the final decision. Organizers of joint stands are not exhibitors as defined by the "Special Terms of Participation (B)."

### Travel Sector

Admitted will be all domestic and foreign manufacturers or organizations whose exhibits correspond to the index of products and services of this trade fair.

### Caravanning & Camping, Water Sports Sector

As a matter of principle, the same make in the caravan, motor home and boat section should not be represented several times at the exhibition. In the case of motor homes, it is not the make of the basic vehicle but the body and furnishing firm that is decisive. Should two applications be made for the same product(s), Messe München GmbH reserves the right to decide which application is accepted. All products must be new, current models. Second-hand caravans, motor homes and boats are not permitted at the fair. Messe München GmbH reserves the right to decide on exceptions. As a matter of principle, exhibitors that sell products from manufacturers or dealers or provide information on these firms must also display those products. If the products exhibited are boats or vehicles, it suffices if the exhibitor exhibits just one boat or vehicle of each manufacturer or dealer he represents, or about whose boats or vehicles he provides information at his booth.

### Outdoor & Fitness, Bicycles Sector

No second-hand or used goods may be exhibited or sold at the fair. At least 60% of the goods exhibited must belong to the exhibitor's current or future collection. Messe München GmbH reserves the right to decide on exceptions.

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

Exhibitors whose registrations are received by Messe München GmbH up to and including Friday, March 8, 2024 will be charged the stated early-booking price (EB). After that, the regular participation prices for f.re.e 2025 apply.

The minimum stand size is **9 m<sup>2</sup>**.

On two-story constructions, the upper floor space is charged at **50%** of the respective ground floor rate.

The net **participation fees** per m<sup>2</sup> space are:

<b>Row stand</b>	(1 side open)	<b>EUR 129</b> (EB EUR 124)
<b>Corner stand</b>	(2 sides open)	<b>EUR 139</b> (EB EUR 134)
<b>End stand</b>	(3 sides open)	<b>EUR 147</b> (EB EUR 142)
<b>Island stand</b>	(4 sides open)	<b>EUR 154</b> (EB EUR 149)
<b>Island stand as of 150 m<sup>2</sup></b>	(4 sides open)	<b>EUR 147</b> (EB EUR 142)

The net **participation fees** per m<sup>2</sup> space are for main exhibitors with large exhibits:

<b>as of 30 m<sup>2</sup></b>	<b>EUR 96</b> (EB EUR 93)
<b>as of 100 m<sup>2</sup></b>	<b>EUR 84</b> (EB EUR 81)
<b>as of 250 m<sup>2</sup></b>	<b>EUR 72</b> (EB EUR 69)
<b>as of 500 m<sup>2</sup></b>	<b>EUR 63</b> (EB EUR 60)
<b>as of 750 m<sup>2</sup></b>	<b>EUR 57</b> (EB EUR 54)

The graduated prices for large exhibits apply to main exhibitors who fill at least **50%** of the coherently booked stand area with large exhibits (e.g. motorhome, caravan, tent (erected), bicycle, boat, canoe, surfboard). Large exhibits used as stand construction are excluded.

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

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 in accordance with clause B 11 "Exhibitor passes," the provision of advertising media, the lighting, heating and air-conditioning of all the exhibition spaces, basic guard service for the event site, regular cleaning of general areas, the provision of loudspeaker systems used for informing visitors to the fair, and other visitor information systems including signage, the provision of visitor lounges, meeting rooms and catering facilities for exhibitors, visitors and the press within the exhibition premises, the deployment of first-aid operatives as well as traffic routing to and within the event site.

### Marketing service

Each exhibitor will receive a free starter package per stand with 30 online voucher codes for a visitor day ticket for f.re.e 2025.

### Mandatory communication fee

Exhibitors will be charged a mandatory communication fee per participation amounting to **EUR 230**. The mandatory communication fee includes the basic entry in the exhibitor directory (online), cf. B 10 Media services, one copy of the Besuchsplaner (hand-out on site at the show) as well as other communication services as set out in provision B 10 "Media services." Exhibitors can book

other entries in the respective advertising media for extra charges. Prices for the additional listing and promotion opportunities, given by the media services partner contracted by Messe München GmbH, are stated in the Exhibitor Shop and bookable with a separate ordering system.

### Advance payment

The advance payment on services ("Advance payment for services," cf. A 7) amounts to **EUR 15/m<sup>2</sup>** (Travel) or **EUR 7/m<sup>2</sup>** (Caravanning & Camping, Bicycle, Water Sports, Outdoor & Fitness) of rented exhibition space. After the show, the advance payment will be set off against the services actually ordered, subject to the provisions set out under A 7, with the final invoice.

### AUMA charge

The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a charge of **EUR 0.60/m<sup>2</sup>** 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 3/m<sup>2</sup>** 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. In the Caravanning & Camping sector, the flat-rate fee will be charged up to maximum 250 m<sup>2</sup> of rented space. The disposal of production waste, entire stand elements and complete exhibition stands is not covered by this fee.

### Container spaces

Spaces for containers are restricted. Exhibitors who require such a space must apply to Messe München GmbH in writing in good time before the fair begins. Each container space costs **EUR 500**.

## B 4 Co-exhibitors

The participation of companies as co-exhibitors (cf. A 4) is on principle possible. Participation is, however, subject to Messe München GmbH's prior authorization. Permission to participate may be granted only if the co-exhibitor would also be eligible to participate as an exhibitor. For each co-exhibitor, a mandatory communication fee in the amount of **EUR 230** will be levied. The mandatory communication fee for each co-exhibitor includes the same services as for the main exhibitor (cf. B 3, B 10).

Co-exhibitors must be registered online at [www.free-muenchen.de](http://www.free-muenchen.de) by the main exhibitor. They will be contacted directly by Messe München GmbH and jl.medien GmbH (cf. B 10).

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

For each co-exhibitor without Messe München GmbH admission, Messe München GmbH is entitled to demand a penalty charge of **EUR 240** from the exhibitor. Furthermore, Messe München GmbH may demand that co-exhibitors without Messe München GmbH admission vacate the stand. Should the exhibitor fail to comply with Messe München GmbH's vacation demand without delay, Messe München GmbH has the right of extraordinary cancellation in respect of the contractual relationship between Messe München GmbH and the exhibitor.

## 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.

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## B 6 Dates of setting up and dismantling (cf. A 15)

### Setup

as of February 14, 2025, 08:00 through February 18, 2025, 18:00

On the last day of setup, February 18, 2025, all delivery and stand-construction vehicles must be removed from the halls and the outdoor exhibition area by 18:00 at the latest. Vehicles which are still in the halls or the outdoor exhibition area 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 until 20:00.

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

### Dismantling

as of February 23, 2025, 18:00 through February 25, 2025, 18:00

Access to the fairgrounds for stand construction firms and delivery vehicles on February 23, 2025 no earlier than 19:00. Should exhibits be removed or the stand dismantled before the fair closes, Messe München GmbH can demand that the exhibitor pay a contractual penalty of **EUR 500**.

An extension of the dismantling time is unfortunately not possible.

## B 7 Stand design and equipment

### Halls and general

One-story construction

The maximum construction height is **7.50 m**. The maximum advertising height (upper edge) is **7.50 m**.

Two-story construction

The maximum construction height is **7.50 m**. The maximum advertising height (upper edge) is **7.50 m**.

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

The partition walls facing the neighboring stand must be kept white, neutral, free of installations and clean above a height of **2.50 m**. In the case of advertising structures directly facing adjoining stands, there must be a minimum distance of **2 m** to the stand perimeters. Flashing or alternating lights must not be used for advertising purposes. The stand design concept must be adapted to the rented stand type (island, end, corner, row stand) by means of visual partitioning (e.g. partition wall systems). Deviating stand designs should be coordinated with the exhibition management in good time. Partition walls will only be installed at the request and expense of the exhibitor. Partition walls can be ordered using the Exhibitor Shop. The exhibition stand should also meet the character of the respective trade fair to preserve the visual identity of the event. Messe München GmbH is entitled to demand changes in stand design on this account.

### 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.

No approval of plans from Messe München GmbH is necessary given compliance with the following requirements:

- stand and/or advertising structures no higher than **3 m**
- stand area no larger than **100 m<sup>2</sup>**
- stand is without covering/canopy.

Any stand concepts in non-compliance with the aforementioned requirements are to be submitted in duplicate 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. Moreover, multi-story stands and special constructions (such as bridges, stairs, cantilever roofs, galleries, etc.) are as a general rule subject to separate approval. Please consult the "Building Regulations" set out under "Leaflets—applications" in the Exhibitor Shop. If items are to be suspended from the hall ceiling, the work involved must be carried out by Messe München GmbH's contractors.

### Vehicles and containers

The use of vehicles and containers as exhibits in the halls requires approval (see Items 4.2.2., 4.4.1.2. and 4.4.2. of the technical guidelines, for vehicles in the outdoor exhibition area see Item 4.8.4.). For damage to road surfaces and hall floors by vehicles and containers, the exhibitor is liable in full. Motorized/mobile exhibition stands (**show trucks, buses, trailers, etc.**) must be fitted with a **sprinkler system** if they constitute a single, uninterrupted area measuring more than **30 m<sup>2</sup>**. The space between two mobile exhibition stands is considered to be part of a single, uninterrupted area, **unless the distance between the two mobile exhibition stands** is large enough to ensure that the effect of the sprinklers installed in the hall is not compromised. The admission of **show trucks** as exhibition stands requires the model approval (directive on temporary structures) or a structural certification for the entire structure by a test engineer commissioned by Messe München GmbH.

**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 forms 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.

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## 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.

## B 9 Sales regulations

Direct sales are permitted within the provisions of section 65 of the German trade regulations act (GewO). Exhibited goods may not be delivered to purchasers until after the trade show has closed. Furthermore, the provisions of the price labeling regulations have to be observed.

### Catering of food/beverages on the stand

Catering at the stand is permitted only to a limited extent, provided the statutory and official regulations in force are observed.

Permission by the Exhibition Management is subject to the following:

- The catering area (including sales and preparation area) must not exceed **25%** of the entire stand space and must not impair the general appearance of the stand. If, during the fair, the Exhibition Management finds that this share has been exceeded, the exhibitor must pay a surplus participation fee (3 times the participation fee per m<sup>2</sup> of the catering area).
- An appropriate plan of the stand, including the range of catering offered, must be submitted of the exhibitor's own accord to the Exhibition Management for approval by Wednesday, December 18, 2024.

- The preparation of hot dishes is generally not permitted in the trade fair halls. Messe München GmbH will decide on exceptions in individual cases on request.
- The exhibitor shall ensure that third parties, particularly visitors and other exhibitors, are not impeded by the production and offering of food and drink and that the flow of people in the aisles is not disrupted in any way. The exhibitor is solely responsible for waste disposal arising in conjunction with catering activities. Exhibitors are required to provide evidence that they are taking care of the waste disposal. If they fail to do so, the Exhibition Management has the right to charge a general fee for waste disposal.
- In case of alcoholic beverages being provided, exhibitors must adhere to the regulations of the Children and Young Persons Act (Section 9). In particular, distilled spirits and drinks containing distilled spirits may not be provided to children or young people under the age of 18, and alcoholic beverages may not be provided to children or young people under the age of 16.

## B 10 Media services

The mandatory communication fee is invoiced from Messe München GmbH (see B 3—Mandatory communication fee) and includes the following services:

### Online

- Basic entry in the exhibitor directory (online) at the f.re.e website with the company name, street, postal code, city, country, website with link, hall, stand number
- After your explicit approval, also entry of your communication details such as phone number, fax, e-mail
- Entry in the online plan of the hall (without logo)
- Three entries (without logo) in the product index groups
- Three destinations (without logo) if you are exhibiting in the tourism area
- Three entries (without logo) in the list of brands
- Teaser text in the online catalog (approx. 80 digits)
- Social media links

### Print:

- Entry with stand number and stand name (without logo) in the hall plan in the Besuchsplaner
- Entry with stand number and stand name (without logo) in XXL hall display plans
- One copy of the Besuchsplaner (hand-out on site at the show)

The address details for the entries are taken from the application form. To make changes to the address data, to approve the communication details, to indicate the further included content, and book further payable presentation possibilities in these media, exhibitors will be sent a separate order form by the commissioned media services partner. The forms will be sent to applicants in good time. The media services partner will process these further entries with the applicant in their own name and on their own account.

Messe München GmbH assumes no responsibility for the correctness and completeness of the entry in the exhibitor directory (online). The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of entries placed in the exhibitor directory (online) 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 exhibitor directory (online).

The official media services partner for this trade fair is:

jl.medien GmbH  
Inselkammerstraße 11  
82008 Unterhaching  
Germany  
Tel. +49 89 666166-51  
info@free-mediaservices.de

In the context of a continuous digital development of our media services to improve the visibility of trade-fair presentations, Messe München GmbH reserves the right to modify or otherwise provide the aforementioned print and digital media services as necessary.

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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 11 Exhibitor passes

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

up to <b>20 m<sup>2</sup></b> of stand size	3 exhibitor passes
as from <b>21 m<sup>2</sup></b> for every further <b>10 m<sup>2</sup></b> or part thereof	1 exhibitor pass (in addition)
as from <b>101 m<sup>2</sup></b> for every further <b>20 m<sup>2</sup></b> or part thereof	1 exhibitor pass (in addition)

Additional exhibitor passes are fee-based and can only be ordered in advance of the show through the Exhibitor Shop. Exhibitor passes cannot be purchased on site. Exhibitor passes are intended for stand staff only and may not be

passed on to third parties. In case of abuse, Messe München GmbH is entitled to withdraw the exhibitor pass. Exhibitors will only be charged for those exhibitor passes which have actually been used and logged at the turnstiles.

The number of exhibitor passes does not increase through the taking in of co-exhibitors.

The exhibitor pass does NOT entitle the holder to free use of local public transport (MVV—Munich Transport and Tariff Association). Tickets for the MVV public transport can later be ordered through the Messe München Exhibitor Shop. Please note that a minimum order is required.

## B 12 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 13 Stand parties

Stand parties on the exhibition stand require authorization by Messe München GmbH and must be notified by February 7, 2025 at the latest. Events on February 19, 20, 21 and 22, 2025 may start no earlier than 18:00 and must end no later than 22:00. Until 22:30, the necessary clearing-up work may be undertaken on the stand area. By 23:00 at the latest, all persons must have left the fairgrounds. The exhibitor is responsible for ensuring that the attendees of his stand party do not access other trade fair booths or touch any exhibits located there. The exhibitor is to ensure that the attendees of his stand party follow the instructions of the safety and security service employed by Messe München

GmbH. The minimum scope of the safety and security services necessary is determined by Messe München GmbH. The exhibitor indemnifies and holds Messe München GmbH harmless in connection with the stand party.

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

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

## B 14 Deliveries

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

f.re.e 2025  
NAME OF EXHIBITOR RECEIVING DELIVERY  
HALL AND STAND NUMBER OF THE EXHIBITION STAND  
Messegelände / Willy-Brandt-Allee  
81829 München, 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.



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## B 15 Exhibitor information mails, f.re.e journal

Following registration, exhibitors and co-exhibitors will be informed by circular e-mail of further details concerning preparation and implementation of the trade show on a regular basis.

Messe München is also entitled to send the exhibitor data to the media partner Münchener Zeitungs-Verlag GmbH & Co. KG (Paul-Heyse-Str. 2–4, 80336 Munich) for the editorial and advertising design of the f.re.e journal (special supplement of the Münchner Merkur/tz). The media partners will not use the data for any other purpose or pass it on to third parties.

## B 16 Alterations

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