

1. For which period of time is a permission required?

Permission for photography, filming and video recording of the exhibitor's own stand is only required during the night closing times of Messe München.

The night closing times include the period outside the officially communicated times during setup and dismantling. The night closing times include the period outside the exhibitor opening hours during the trade fair.

During **closing times at night** an accompanying guard is required. This can be booked **via the exhibitor shop/using form 9.1**. The minimum time to be booked is 4.5 hours. We recommend to order at least 48 hours prior to the start of deployment. The applicant (exhibitor or photographer) must bear the costs. An exhibitor badge, visitor voucher, etc. is not required in this case.

2. What is the validity of the permit?

The permit includes the permission to do photography/film work. The validity period is noted accordingly on the permit. Only the exhibitor's own stand and exhibits may be filmed or photographed, or the booth and exhibits of the contracting exhibitor in the case of contract work. Other booths may not be entered or photographed/filmed. If a photographer/film crew has been contracted by several exhibitors for photography/film work, the permit is valid for those for whom a written order of the contracting exhibitor was submitted in the Main Security Office. With this permit you will also receive, if required, an entry permit for your vehicle.

3. How can permission be obtained?

Exhibitors or photographers/film crews commissioned by them can obtain permission in the **Main Security Office** of Messe München GmbH (open 24 hours). This is located in the area of Gate 1 and is accessible from inside and outside the exhibition grounds.

In order to obtain permission, the exhibitor must be able to identify himself as such (please have your exhibitor badge and ID on hand), photographers and film crews must have a written order from the contracting exhibitor(s) (please have your ID on hand). A flat fee of **EUR 100 incl. VAT** per exhibitor or per order must be paid in cash or by card.

Permits can only be applied for in person on site.

4. No photography or filming permission is required:

- During the officially communicated **setup and dismantling times**, filming and photography work of the exhibitor are permitted. Extending work to aisle areas is only possible if it does not obstruct anyone else. The exhibitor is responsible for obtaining setup and dismantling badges for access to the trade fair grounds for any photographers/film crews contracted by him.
- During the **exhibitor opening hours of the trade fair**, filming and photography work are only permitted on the exhibitor's own booth area. Extending work to aisle areas and consequently hindering the flow of visitors is not permitted. The exhibitor is responsible for obtaining exhibitor badges for access to the trade fair grounds for any photographers/film crews contracted by him. During visitor opening times, day tickets or visitor vouchers can be used alternatively.

5. Use of drones

The operation of drones on the premises of Messe München—both in the exhibition halls or in the outdoor exhibition area—is strictly **prohibited** at all times (setup, running time, dismantling).

6. Data Protection

As the data controller within the meaning of Article 4(7) of the GDPR, the exhibitor is responsible for ensuring that all photography, film, and video activities at their booth are conducted in compliance with the law. In particular, the exhibitor must observe the following requirements:

- Legal basis and consent:** To the extent that personal data (in particular images of identifiable persons) is processed, this requires a legal basis in accordance with Article 6(1) of the GDPR. If the exhibitor relies on the consent of the data subject (Article 6(1)(a) GDPR), such consent must be freely given, specific to the case in question, informed, and unambiguous, compliant with Article 4(11) and Article 7 GDPR. Consent must be obtained in a documentable manner (Article 7(1) GDPR). Coupling consent to other services or purposes is not permitted (Art. 7(4) GDPR).
- Information obligations:** Prior to the start of any photography or filming, the data subjects must be informed, in accordance with Art. 13 GDPR, of the identity of the person in charge (data controller), the purpose and legal basis of the processing, the intended use of recordings, the storage period, as well as their right to withdraw consent (Art. 7(3) GDPR) and other data subject rights (Art. 15–21 GDPR). Withdrawing consent must be as easy as giving it.

- Prohibition of photographing and filming Messe München employees:** Photographing and filming employees of Messe München GmbH—including security, cleaning, and service staff—is expressly prohibited. Any photographs or videos already taken in which Messe München employees are recognizable must be deleted immediately. In the event of violations, Messe München reserves the right to revoke the granted photography and filming permit and to expel the exhibitor or the contracted photography/filming team from the premises.

- Indemnification:** Upon first request, the exhibitor shall indemnify Messe München GmbH against all claims by third parties, fines, and other costs resulting from a violation of data protection regulations by the exhibitor or third parties commissioned by the exhibitor.

7. Use of Webcams

The use of webcams is permitted exclusively within the exhibitor's own booth area. The webcam's field of view must be technically and organizationally restricted so that neither other exhibition booths nor aisle areas are being captured. Messe München employees may not be filmed (see Section 6c).

Furthermore, the following data protection requirements apply to the use of webcams:

- Signage and information:** The exhibitor must indicate the use of webcams at the booth by means of clearly visible signs. The signs must contain at least the name of the data controller, purpose of the recordings, legal basis, and a reference to further data protection information (e.g., via QR code or URL).
- Legal basis and purpose limitation:** The exhibitor must ensure that there is a valid legal basis (legitimate interest) for the operation of the webcam in accordance with Art. 6(1) GDPR. The purpose of the recordings must be determined in advance. The use of recordings for any purpose other than the specified one is permitted only if there is a separate legal basis.
- Storage limitation:** Recordings must be deleted immediately after the purpose has been fulfilled, provided that no statutory retention requirement precludes this. Continuous or indiscriminate storage is not permitted.
- Data Protection Impact Assessment:** If the use of the webcam is likely to pose a high risk to the rights and freedoms of natural persons (e.g., in the case of live streaming or systematic monitoring of publicly accessible areas), the exhibitor must conduct a data protection impact assessment in accordance with Article 35 of the GDPR and submit it to Messe München upon request.
- Installation and Removal:** The webcam must be mounted to the exhibitor's own stand structure/materials. Other stands may not be accessed for any mounting work required. If the exhibitor violates the above requirements, Messe München is entitled to demand the immediate removal of the webcam.

8. Service Partner of Messe München für Photography, Social Media and Live-streaming

Benefit from the advantages of Messe München's service partners:

FOTOSTUDIO HEUSER – Photography services

Head office: Phone +49 89 61440262 | Mobile +49 172-8301209
info@fotostudio-heuser.de | fotostudio-heuser.de

FOTOSTUDIO LOSKE – Photography and photo print services

Head office: Phone +49 89 3244121 | Mobile +49 171-5730239
mail@studioloske.de | studioloske.de

DIE MARKETINGARCHITEKTEN – Social Media Services

Head office: Phone +49 8106 9292326
social@diemarketingarchitekten.de | diemarketingarchitekten.de

STREAM1 – Social Media & Live Streaming Services

Head office: Phone +49 89 414145310
hello@stream1.eu | stream1.eu

Should you have any questions, please contact the Security, Logistics and Traffic department at security@messe-muenchen.de