

# APPLICATION FORM ceramitec USA Pavilion 2025

Please complete in full and return: [ceramitecworldwide@messe-muenchen.de](mailto:ceramitecworldwide@messe-muenchen.de)  
Messe München GmbH, Am Messesee 2, 81829 München, Germany

## Exhibitor Details

COMPANY NAME \_\_\_\_\_

EXHIBITING AS (shown on directory, floorplan etc.): \_\_\_\_\_

STREET, P.O. BOX \_\_\_\_\_

COUNTRY _____	TOWN, POSTAL CODE _____
TELEPHONE _____	VAT ID Number (if not available, please enter N/A): _____
E-MAIL _____	WEBSITE: www. _____

**CONTACT PERSON FOR TRADE FAIR ORGANIZATION**

POSITION \_\_\_\_\_ MR MS \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE \_\_\_\_\_ MOBIL NUMBER \_\_\_\_\_

**CONTACT PERSON FOR E-BILLING / INVOICE**

POSITION \_\_\_\_\_ MR MS \_\_\_\_\_

E-MAIL \_\_\_\_\_

PHONE \_\_\_\_\_ MOBIL NUMBER \_\_\_\_\_

**BILLING ADDRESS (only if address differs from above)**

COMPANY NAME \_\_\_\_\_

STREET, P.O. BOX \_\_\_\_\_

COUNTRY \_\_\_\_\_ TOWN, POSTAL CODE \_\_\_\_\_

Exhibition Rates*		
Booth Size	Width x Depth	Price**
100 ft²	10 x 10	4,700.00 USD
150 ft²	10 x 15	7,050.00 USD
200 ft²	10 x 20	9,400.00 USD
400 ft²	20 x 20	18,800.00 USD
600 ft²	20 x 30	22,200.00 USD
800 ft²	20 x 40	29,600.00 USD
900 ft²	30 x 30	33,300.00 USD
1200 ft²	30 x 40	44,400.00 USD
1600 ft²	40 x 40	59,200.00 USD

\* Only raw space will be provided. Any additional items like shell scheme packages, power requirements, etc. need to be ordered at additional costs. Additional orders will be available at a later stage and shall be booked directly by MMG, MMG's or the Organizer's selected suppliers.  
\*\* The services are not subject to a German sales tax. An American sales tax, that could potentially arise at the fair location in Ohio, is not included in this invoice and will be charged later in case of tax liability.

Enter Your Booth Size:	Booth Number:	Value	Total

**Special Details:**

Please take note of the 2025 Show Regulations. The 2025 Show Regulations are recognized as legally binding in all parts. Each applicant acting on behalf of a third party shall be directly liable for meeting the demands of MMG in respect of the above fair.

Place and date \_\_\_\_\_ Print name \_\_\_\_\_ Company stamp and legally binding signature \_\_\_\_\_

**Product Index**

Company Name \_\_\_\_\_

We will be exhibiting products/services that belong to the following product group(s) at ceramitec USA 2025.  
If you specify more than one product group, please state below where your principal emphasis lies:

\_\_\_\_\_

1.	Raw material and additives, powders, production materials, ancillaries	
1.1.	Natural ceramic raw materials	
1.2.	Synthetic ceramic raw materials	
1.3.	Raw materials for powder metallurgy	
1.4.	Metallic powders	
1.5.	Ceramic bodies	
1.6.	Production materials	
1.7.	Ancillaries	
1.8.	Miscellaneous	

2.	Powder metallurgy	
2.1.	Powder metallurgy plants	
2.2.	Temperature treatments	
2.3.	Shaping, extruding, pressing	
2.4.	Miscellaneous	

3.	Technical ceramics, advanced ceramics	
3.1.	Plant construction	
3.2.	Bio ceramics	
3.3.	Conveying	
3.4.	Feeding, batching, weighing	
3.5.	Crushing, milling	
3.6.	Grading, separation	
3.7.	Mixing, blending	
3.8.	Shaping, extruding, pelletizing, pressing	
3.9.	Digital printing	
3.10.	Surface treatment	
3.11.	Dusting, filtering	
3.12.	Tools, spare parts, wear parts	
3.13.	Services	
3.14.	Miscellaneous	

4.	3d printing, additive manufacturing	
4.1.	Additive manufacturing	
4.2.	3D printers and accessories	
4.3.	3D printing materials	
4.4.	Software and simulation	
4.5.	Miscellaneous	

5.	Advanced materials	
5.1.	Alloys	
5.2.	Polymers	
5.3.	Porous materials	
5.4.	Fibres	
5.5.	Nanomaterials	
5.6.	Miscellaneous	

6.	Composites	
6.1.	Carbon	
6.2.	Glass	
6.3.	Metals	
6.4.	Concrete	
6.5.	Paper	
6.6.	Miscellaneous	

**2025 Exhibitor Agreement Rules**

ceramitec USA 2025 (the "Pavilion"), organized by Messe München GmbH ("MMG"), is located at the "Advanced Material Show USA" (the "Show"), organized by Event Partners (Material) Ltd. (the "Organizer"), and to be held at the Greater Columbus Convention Center, Columbus, Ohio, USA ("Exhibit Facility") on 30<sup>th</sup> September – 1<sup>st</sup> October 2025.

The services are not subject to a German sales tax. An American sales tax, that could potentially arise at the trade fair location in Columbus, Ohio, is not included in this invoice and will be charged later in case of tax liability.

**1. Eligible Exhibits.** MMG reserves the right to determine eligibility of any company or product to participate in the Pavilion. MMG may, in its sole discretion, refuse rental of exhibit space to any company whose display of goods or services is not, in the sole discretion of MMG, compatible with the objectives of the Pavilion. MMG's right to refuse eligibility or participation in the Pavilion extends through the final day of Pavilion. MMG's determination of ineligibility or non-participation in the Pavilion shall be deemed a "cancellation by Exhibitor" for purposes of Section 6. The Exhibitor shall operate their exhibit space so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors or attendees. MMG may, in their sole discretion, prohibit any action resulting in complaints from other exhibitors, sponsors or attendees and which interferes with the rights of others or exposes them to annoyance or danger. The Exhibitor's unreasonable interference with or inconvenience to the Show, the Pavilion, exhibitors, sponsors or attendees shall be deemed a breach of the Exhibitor Agreement. The Organiser reserves the right to reject exhibition material should it be likely to offend.

**2. Exhibitor Agreement.** For purpose hereof, an "Exhibitor" shall refer to the applicant that has submitted the Registration Form and has been accepted for participation in the Pavilion by MMG. Acceptance of the Exhibitor shall be via e-mail. By the issuance of the e-mail by MMG, in response to the submitted Registration Form, this Exhibitor Agreement shall be effective (2025 Show Regulations together with the Registration Form submitted with respect hereto, the "Exhibitor Agreement").

**3. Exhibit Space Rental Charge.** The exhibit space rental charge is **4,700.00 USD for a booth with 100 ft<sup>2</sup>, 7,050.00 USD for a booth with 150 ft<sup>2</sup>, 9,400.00 USD for a booth with 200 ft<sup>2</sup>, 18,800.00 USD for a booth with 400 ft<sup>2</sup>, 22,200.00 USD for a booth with 600 ft<sup>2</sup>, 29,600.00 USD for a booth with 800 ft<sup>2</sup>, 33,300.00 USD for a booth with 900 ft<sup>2</sup>, 44,400.00 USD for a booth with 1200 ft<sup>2</sup>, 59,200.00 USD for a booth with 1600 ft<sup>2</sup>.** Only raw space will be provided. All prices are exclusive of Ohio state sales tax.

**Additional Services.** If the Exhibitor desires to procure services other than those expressly set forth in this Exhibitor Agreement, the Exhibitor shall request such services in writing. If such additional services are requested by the Organizer's selected suppliers, such services, shall be ordered and invoiced separately by the Organizer's selected suppliers. If such additional services are requested by MMG, such services, shall be ordered and invoiced by MMG or MMG's selected suppliers. Exhibitors are responsible for ensuring their Exhibit Space has walls and carpet, either by ordering a Shell Scheme Stand Package by MMG's or the Organizer's selected suppliers, or by appointing their own contractor to install a Custom-Build Stand.

**4. Exhibitor passes.** For the duration of the Show, each exhibitor shall receive **exhibitor passes without additional charge.** The exhibitor passes should be ordered via the online system.

**5. Payment.** The full amounts of all invoices issued by MMG in connection with the Pavilion are to be transferred without deductions and free of all charges by the Exhibitor to one of the accounts specified in the respective invoice, indicating the customer number. Time is of the essence with respect to timing of payment specified in the invoices. Advanced payment in full of the invoiced amount according to the dates specified in the invoice (all amounts due under this Exhibitor Agreement must be paid prior to build up of the Pavilion) is a precondition for access of the Exhibitor to the exhibition area and for obtaining its exhibit space of the Pavilion.

In the event that the Exhibitor wish to have an invoice re-issued because the name, legal form or address of the invoice recipient has changed, the Exhibitor shall be required to pay MMG a fee of **50 USD** for each invoice amendment, unless the data included in the original invoice in respect of the name, legal form or address of the invoice recipient was incorrect and MMG was responsible for the incorrect data.

**6. Cancellation of Exhibitor.** If the Exhibitor cancels its participation in the Pavilion or defaults on fulfilment of the Exhibitor Agreement, such Exhibitor agrees to forfeit payments already made and agrees to pay the remaining balance due of the exhibit space rental charge unless waived by MMG in writing. Any cancellation by Exhibitor must be in writing to: Messe Muenchen GmbH, Am Messesee 2, 81829 Muenchen, Germany, [ceramitecworldwide@messe-muenchen.de](mailto:ceramitecworldwide@messe-muenchen.de). In the event that the Exhibitor cancels its participation in the Pavilion or defaults on fulfilment of the Exhibitor Agreement, Exhibitor agrees that MMG shall have the right to take possession of the given exhibit space for any purpose, including without limitation the re-letting of such space without any rebate or refund to Exhibitor, and Exhibitor shall have no further right to use the given exhibit space. The foregoing shall not preclude MMG from claims as to any further damages in this event.

**7. Liability and Indemnification of Exhibitor.** Exhibitor shall assume liability and indemnify, hold harmless and defend MMG, the Organizer, the Exhibit Facility and each of their respective agents, contractors, directors, and employees from any and all losses, claims, liability, damage, action, judgment recovered from or asserted against them, or other expense (including, without limitation, attorneys' fees and expenses) arising out of or relating to 1) the Exhibitor's and its agents, contractors, employees, or invitees (collectively, the "Exhibitor Parties") use and occupancy of the Exhibit Facility or presence at the Organizer's Show and/ or the Pavilion; 2) the conduct of the Exhibitor Parties' business or from any activity, work, or things that may be permitted or suffered by the Exhibitor Parties in or about the Show, the Pavilion and the Exhibit Facility; 3) any breach or default in the performance of any obligation on the Exhibitor's (or, as applicable, the Exhibitor Parties') part to be performed under any provision of the Exhibitor Agreement or the 2025 Show Regulations; 4) Any Exhibitor Parties' failure to comply with any applicable law or regulation 5) any personal injury or damages to or any party, (including any other exhibitor or the Exhibit Facility) arising from the actions of any Exhibitor Party, 6) any breach (or claimed breach) by any Exhibitor Party of the intellectual property rights of any third party, whether knowingly or unknowingly, and whether intentionally or unintentionally, 7) any actions taken by MMG at the request of any Exhibitor Party, and 8) any claims brought by a third party hired by or engaged by Exhibitor. The terms of this provision shall survive the termination or expiration of the Exhibitor Agreement.

**8. Insurance.** The Exhibitor shall maintain at its sole cost and expense and throughout the duration of the Show and the Pavilion Commercial General Liability (the "CGL") insurance, on an occurrence form, in the amount of 1,000,000.00 per occurrence for bodily injury, death, property damage and personal injury, with extraterritorial coverage. The CGL must include coverage for premises operations, blanket contractual liability (to cover indemnification section), products, completed operations and independent contractors. Such CGL insurance shall name as additional insureds MMG, Organizer, Event facility and AGS Expo, and their officers, agents and employees are included as additional insured and any additional party MMG may reasonably request.

The Exhibitor shall maintain at its sole cost and expense and throughout the duration of the Show Automobile liability insurance, on an occurrence form, in the amount of \$1,000,000.00 per occurrence for bodily injury, death, property damage and personal injury, with extraterritorial coverage, to provide coverage for any owned and non-owned vehicles used by the Exhibitor on venue premises including loading and unloading hazards. Such insurance shall name as additional insureds MMG, Organizer, Event facility and AGS Expo and any additional party MMG may reasonably request.

The Exhibitor shall also maintain at its sole cost and expense Workers Compensation insurance, on an occurrence form, in an amount compliant with at least the statutory minimum, for employees participating in the Pavilion, as required by law. The Exhibitor's failure to comply with the insurance requirements in this section shall not relieve the Exhibitor of its indemnification obligations herein. The Exhibitor understands that neither MMG, the Organizer nor the Exhibit Facility or AGS Expo maintains insurance covering the Exhibitor, and it is the sole responsibility of the Exhibitor to obtain such insurance. The Exhibitor must maintain property insurance covering the Exhibitor's property on an "all risk" basis at all times, including, without limitation, when (as applicable) property is stored in vaults on the Event Facility floor. Certificates of Insurance must be available onsite during the Pavilion and must be furnished to MMG, the Organizer the Event Facility or AGS Expo by the Exhibitor upon request by MMG, the Organizer, the Event Facility or AGS Expo.

9. **Sublease.** The Exhibitor may not assign or sublet all or any portion of its rights hereunder without prior written approval from MMG.
10. **Positioning Equipment within Exhibit Space.** Machinery may be displayed in its normal, commercial form anywhere in the booth, provided it does not obstruct sight lines of other exhibitors.
11. **Alteration of Location of Exhibit Space.** MMG reserves the right to alter the location of exhibit spaces, at its sole discretion, in the best interest of the Pavilion.
12. **Equipment Demonstrations and/or Entertainment.** The Exhibitor is solely liable for the operation of all displays and agrees to indemnify, defend and hold MMG, the Organizer, its officers, directors, volunteers, employees, guests, invitees, and agents harmless from any and all claims of liability arising out of Exhibitor's exhibit, demonstrations and the like.
13. **Cameras and Filming.** Registration and attendance at or participation in the Pavilion or MMG meetings and other activities during the Pavilion constitutes an agreement by the Exhibitor and on behalf of its employees, agents and contractors to MMG's use and distribution (both now and in the future) of the image or voice of Exhibitor, its employees, agents and contractors in photographs, videotapes, electronic reproductions, or audiotapes of such events and activities. The only videotaping or electronic recording of any exhibit or equipment in the Exhibit Facility which may take place by the Exhibitor is recording his/her own exhibit or equipment upon approval of MMG. Any exhibitor taking photographs or videotape of another's exhibit or product is strictly prohibited, and the Exhibitor must relinquish or destroy the film or digital media upon request by MMG.
14. **Dismantling.** Exhibitors may not begin dismantling their booths in preparation for removal prior to the official closing time announced 2025 Show Regulations. All exhibits must be dismantled by the time specified by Organizer in the timetable provided by the Organizer. Any exhibit with displays or materials left within the exhibit space without instructions will be packed and shipped or disposed at the sole discretion of the Organizer, and all charges will be paid by the Exhibitor plus applicable administrative fees within no less than 7 days of receipt of the Exhibitor of the relevant invoice.
15. **Force Majeure / Cancellation of Show.** Exhibitor agrees not to assert any claim for damages whatsoever against MMG, the Organizer or the Exhibit Facility, if the Show and/or the Pavilion is canceled, postponed, curtailed or abandoned due to an event of force majeure event (a "Force Majeure Event"), including without limitation war, threat of war, radioactive contamination, government retaliation against foreign enemies, federal, state or local government regulation or advisory, disasters, fire, earthquakes, hurricanes, epidemics, pandemics, accidents or other casualty, strikes or threat of strikes, acts of attendees, civil disorder, terrorist acts and/or threats of terrorism, acts of foreign enemies, failure of power supply, or an any other intervening cause beyond the control of either party making it illegal, impossible or commercially impracticable to hold the Show and/or the Pavilion in the Organizer's and/or MMG's sole discretion. Exhibitor does not thereby acquire the right to withdraw, cancel or reduce payment, nor do they have any other claims against MMG, the Organizer or the Exhibit Facility, in particular claims for damages.  
If MMG or the Organizer is compelled, as a result of a Force Majeure Event to vacate one or more exhibition areas temporarily or for longer periods, or to postpone, curtail or cancel the Show and/or the Pavilion, Exhibitor does not thereby acquire the right to withdraw, cancel or reduce payment, nor shall they have any other claims against MMG, the Organizer or the Exhibit Facility, including without limitation claims for damages. Should the Show and/or the Pavilion need to be cancelled or postponed for any reason, the Organizer and/or MMG reserve the right to offer alternative dates.
- Similarly, the Exhibitor cannot participate in the event due to a Force Majeure Event and if the Exhibitor is prevented from participating in the Pavilion for a reason for which it is personally responsible the Exhibitor does not thereby acquire the right to withdraw, cancel or reduce payment, nor shall they have any other claims against MMG, the Organizer or the Exhibit Facility, including without limitation, claims for damages.
16. **Exhibitor Agreement Rules/Show Regulations.** MMG reserves the right to make changes, amendments and additions to the 2025 Show Regulations at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor. MMG shall have the final determination, interpretation, and enforcement of all rules, regulations, and conditions governing Exhibitor in connection with the Exhibitor Agreement, provided that the Organizer shall be responsible for the application, interpretation and revisions to the rules of the Show applicable to Exhibitor, and Exhibit Facility shall be responsible for the application, interpretation and revisions to the rules of the Exhibit Facility applicable to Exhibitor, with respect to which Exhibitor also agrees to comply with. Exhibitor shall also comply with any requirements of the City of Columbus or the State of Ohio. Upon any violation of the 2025 Exhibitor Agreement Rules, 2025 Show Regulations or any other binding rules by the Exhibitor, its agents, employees or contractors, MMG is entitled to exercise all rights available to it herein, including the right to remove the Exhibitor from the Pavilion and/or the Show for its duration should a violation occur prior to or during the Pavilion and/or Show. All matters and questions not specifically covered by the foregoing are subject to the discretion of MMG and/ or the Organizer and such determinations will be final.
17. **Security.** Exhibitor is responsible for the security of its exhibit. Exhibitor is encouraged to budget and make security arrangements for valuable or sensitive items. None of MMG or the Exhibit Facility shall be liable for any loss or damage to Exhibitor's property whatsoever.
18. **Damage to Property.** Exhibitor is liable for any damage caused by Exhibitor or its agents, employees or contractors to building floors, walls or columns, or to standard booth equipment, or to another exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, stickers or other coating to building columns and floors or to standard booth equipment.

**19. Booth Accessibility.** Exhibitor shall be responsible for compliance with the Americans with Disabilities Act of 1992 ("ADA") with regards to their exhibit space, including, but not limited to wheelchair access and alternate formats of collateral materials. Further information regarding ADA compliance is available at: <https://www.ada.gov/topics/intro-to-ada/> or <https://www.ada.gov/>

**20. Limitation of Liability of MMG.** MMG shall have no liability to any Exhibitor Party hereunder for personal injury (damage arising from injury to life, body or health) or other damages except to the extent such injury or damage is caused by intentional or gross negligence of MMG, its legal representatives or agents. Notwithstanding the foregoing, MMG's maximum liability hereunder to the Exhibitor Parties shall be an amount equal up to 5 times the net exhibit space unit price, but no more than \$ 100,000 (USD) per claim. In no event shall MMG and its legal representatives or agents be liable to the Exhibitor Parties or any third party hired by or otherwise engaged by any of the Exhibitor Parties for any lost profits or any other indirect, special, punitive, exemplary, incidental or consequential damages, including attorneys' fees and costs, arising out of the Exhibitor Agreement or connected in any way with the use of or inability to use the services outlined in the Exhibitor Agreement or for any claim by Exhibitor, even if MMG has been advised, are on notice of, and/or should have been aware of the possibility of such damages. Exhibitor shall be solely responsible for and bear any attorney's fees and costs associated with any claim hereunder.

**21. Entire Agreement.** This Exhibitor Agreement including the 2025 Show Regulations constitutes the entire agreement between MMG and Exhibitor.

**22. Governing Law.** The entire provisions of this Agreement shall be governed by and construed in accordance with the laws of the Federal Republic Germany; the provisions of the UN-Convention for International Sale of Goods shall not apply.

**23. Dispute resolution.** In the event of any dispute arising from or in connection with the Exhibitor Agreement, MMG and the Exhibitor shall first attempt to negotiate a resolution in good faith for a period of no less than 60 days. If such dispute cannot be resolved through such negotiations within 60 days as of the occurrence of such dispute, including any question regarding existence, validity or termination of this Exhibitor Agreement, shall be submitted to final and binding arbitration to be conducted in the City of Munich, Germany by a single arbitrator in accordance with and subject to the Arbitration Rules of the German Institution of Arbitration e.V. (DIS) then in effect without recourse to the ordinary courts of law. Language of arbitration shall be English. Notwithstanding the foregoing, MMG and the Exhibitor agree that the other party shall be entitled to seek and obtain injunctive relief against the breach or threatened breach of the provisions hereof, without posting a bond, in addition to any other legal or equitable remedies that may be available. MMG and the Exhibitor may seek and obtain injunctive relief in any court of competent jurisdiction in the Federal Republic of Germany.

**24. Data Protection.** Personal data which is collected on or transmitted by the Exhibitor may be used for the fulfillment of the business purposes of MMG in compliance with the applicable law regarding the data protection. MMG and its affiliated companies, as well as its foreign representatives stated on the website of <https://ceramitec.com/de/usa/> and [www.messe-muenchen.de](http://www.messe-muenchen.de) are also entitled to use such personal data in order to inform exhibitors on a regular basis about the services provided by Messe München GmbH and its affiliated companies and foreign representatives by letter, e-mail, phone or fax. An overview of affiliated companies and foreign representatives can be retrieved from our website [www.messe-muenchen.de](http://www.messe-muenchen.de) and <https://ceramitec.com/de/usa/>. An overview of service partners for the Pavilion and the Show can be retrieved from the event website <https://ceramitec.com/de/usa/> and the Show Regulations. Upon request MMG will provide the Exhibitor with an overview of MMG's or the Organizer's participating service providers. The Exhibitor shall establish the preconditions required under data protection law to enable the above uses by means of appropriate measures (e.g. obtaining consent of his employees). The exhibitor shall be liable to MMG for damages and expenses resulting from the infringement of this obligation and shall hold MMG harmless from any third-party claims upon demand.

**25. Disclaimer of Warranties.** Except as may be otherwise expressly set forth in this Exhibitor Agreement, MMG does not make any warranty, express or implied, regarding the services to be provided by it, the Organizer or the Exhibit Facility, and MMG hereby expressly disclaims any and all implied warranties of merchantability and fitness for a particular purpose.

**26. Reservation of Rights.** Management reserves the right to take any action that is reasonably necessary in the sole judgment of Management for the protection of the Pavilion and/or the Show and/or any Pavilion/Show participants, including, but not limited to, exhibitors, sponsor and attendees.

**27. Entire Agreement; Non-Reliance.** This Exhibitor Agreement contains the entire agreement between MMG and the Exhibitor. Exhibitor acknowledges that in entering into this Exhibitor Agreement it has not relied on and shall have no right or remedy in respect of, any statement, representation, assurance or warranty (whether made negligently or innocently) other than as expressly set out herein or therein.