# Application Form Special Show Live Lab

**Deadline for applications: January 31, 2020**

**Please complete in full and return**

**projektleitung@analytica.de,** Tel. +49 89 949-20381, Fax +49 89 949-20389
Messe München GmbH, Messegelände, 81823 München, Germany

## **Company address** (billing address)

Company

Department

Street / P. O. Box

Postal code Town

Country

VAT ID No. (required by VAT legislation)

Official company representative / Title First name Last name
○ Ms
○ Mr

Homepage

## Contact person trade fair organization

Title First name Last name
○ Ms
○ Mr

Job function

Area code Phone Fax

E-mail (personalized)

**Response required. Please check:**

○ Invoice recipients who are domiciled in **Germany** or in the **European Union**. The invoice recipient is a **company** which, independently, carries out any economic activity for the purpose of earning a sustainable income (Art. 9 MwStSystRL—Directive on value-added tax) or a **legal entity** which does not or does not exclusively carry out any economic activity. The invoice recipient hereby declares that he/she obtains the services of Messe München GmbH for his/her company, or that he/she is a legal entity for which a VAT ID has been issued. The invoice recipient's **VAT ID** is

○ Invoice recipients who are domiciled in a country **outside the European Union**. The invoice recipient is a **company** which, independently, carries out any economic activity for the purpose of earning a sustainable income (Art. 9 MwStSystRL). The invoice recipient hereby declares that he/she obtains the services of Messe München GmbH for his/her company.

○ Invoice recipients who are **foreign government authorities/agencies** (ministries, embassies, consulates, regional corporations, public administration) and who carry out any sovereign and economic activity (Art. 9 MwStSystRL). The invoice recipient hereby declares that he/she is a **legal entity under public law** or one of his/her (legally dependent) organizational units and that the services of Messe München GmbH are not exclusively intended for the private requirements of the staff or a partner.

○ **None** of the above declarations applies. In this case Messe München GmbH will invoice its services plus German value-added tax at the statutory rate, even if the invoice recipient is domiciled abroad.

## **Address for correspondence** (differing address only—not different invoice recipient)

Company

Street / P. O. Box

Postal code Town

Country

Title First name Last name
○ Ms
○ Mr

Job function

Area code Phone Fax

E-mail (personalized)

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ufi Approved International Event

analytica

**27th World's Leading Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica conference**

March 31–April 3, 2020
Messe München

**www.analytica.de**

**Messe München**

# Application Form Special Show Live Lab

**Deadline for applications: January 31, 2020**

## Company address (please repeat)

Company | Postal code | Town

## Company press contact

Title (○ Ms ○ Mr) | First name | Last name | E-mail (personalized)

Area code | Phone | Fax

## Head of Sales

Title (○ Ms ○ Mr) | First name | Last name | E-mail (personalized)

Area code | Phone | Fax

## Head of Marketing

Title (○ Ms ○ Mr) | First name | Last name | E-mail (personalized)

Area code | Phone | Fax

## Presentation point in special show Live Lab (see Terms of Participation)

| | Total price plus VAT | | | | |
|---|---|---|---|---|---|
| ☐ **Presentation point for exhibitors having their own stand space** | EUR 2,700 | ○ Equipment | | ○ Consumables | |
| ☐ **Presentation point for exhibitors do not having their own stand space** | EUR 4,500 | ○ Equipment | | ○ Consumables | |

Maximum load-bearing capacity of platforms: 90 kg

**Please indicate in which one of the two Live Lab special shows you wish to participate:**

○ Live Lab Material analysis (Hall A1)
○ Live Lab Food analysis (Hall A3)

**Differing billing address:**
Due to value-added tax legislation requirements, invoices for services that Messe München GmbH has or will render to the exhibitor as its contracting party, cannot be issued or readdressed to an invoice recipient other than the exhibitor. Messe München GmbH can issue invoices only to its contractual partners. Should it be necessary for invoices to be issued to a different invoice recipient and not to you, kindly contact us so that an acceptable solution in compliance with tax legislation can be found.

**Response required. Please check:**

○ **The Participation Terms A and B as well as the Technical Guidelines 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 Messe München GmbH in respect of the above fair.**

Place and date

Company stamp and legally binding signature. Please repeat name in print.

save | Terms of Participation B ❯ | back ❮

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# 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.**

**Duration:**
Tuesday, March 31 to Friday, April 3, 2020

**Opening hours visitors:**

| | |
|---|---|
| Tuesday to Thursday | 09:00 – 18:00 |
| Friday | 09:00 – 16:00 |

**Opening hours exhibitors:**

| | |
|---|---|
| Tuesday to Friday | 07:30 – 18:00 |

**Organizer and financing body:**
Messe München GmbH
Messegelände
81823 München
Germany

Tel. +49 89 949-20381
Fax +49 89 949-20389
projektleitung@analytica.de
www.analytica.de

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

## B 1 Application (cf. A 1)

Applications are to be made on the enclosed form, duly completed and signed with a legally binding signature, and submitted to Messe München GmbH without delay.

Deadline for applications is Friday, January 31, 2020.

## B 2 Eligibility (cf. A 2)

Eligible as exhibitors are all domestic manufacturers, all foreign manufacturers or their German branches, general importers, authorized specialist dealers, or service companies as well as those companies licensed by a manufacturing company to exhibit its products. General importers and authorized dealers may only display exhibits from manufacturers that are not themselves represented with a booth at this trade fair/special show.

Other goods than those which have been registered and admitted may not be displayed at the presentation point in special show Live Lab. There is no legal claim to admission.

## B 3 Participation fee (cf. A 7)

**Presentation point in special show Live Lab**

| | |
|---|---|
| – Exhibitors with stand space at analytica 2020 | **EUR 2,700** |
| – Exhibitors without stand space at analytica 2020 | **EUR 4,500** |

The participation fee includes the rental fee for presentation point (presentation platform, sign with graphics/lettering, display with brief description, lighting, power supply incl. 1 electrical socket and power consumption), AUMA charge (**EUR 0.60/m²**) and fixed waste-disposal fee (**EUR 3.20/m²**) as well as an extensive range of services provided by Messe München GmbH including consultation, conceptual and PR work for the fair, organization and technical services.

The marketing package for exhibitors at Live Lab Area includes the following services: Company name mentioned in all official media for analytica 2020, as well as listing of the exhibitor name on the highlight navigation page at www.analytica.de.

**Mandatory communication fee**
Exhibitors without stand space will be charged a mandatory communication fee amounting to **EUR 970**. This is a one-time fee. This fee includes:
The basic entry in the catalog (print, online and, if applicable, mobile, cf. B 10 Media services) plus one copy of the trade fair catalog (hand-out on site at the fair, while stocks last). It also covers other communication services as set out in provision B 10 "Media services (Catalog—Internet—Mobile)."

Exhibitors can book other entries in the respective advertising media for extra charges. Prices for the additional listing and promotion opportunities are given on the respective order forms, which will be sent to exhibitors by the media services partner contracted by Messe München GmbH.
Exhibitors having additional stand space at analytica 2020 do not have to pay this fee.

## B 4 Terms of payment (cf. A 7)

The deadlines for payment given in the notice of admission/invoice must be observed. Prior payment of the invoiced amounts is a condition for access to the exhibition area, the basic entry in all trade fair media (print, online and/or mobile) and the provision of exhibitor passes. All invoiced amounts in all Messe München GmbH invoices relating to the event, must be transferred in EUR, without deductions and free of all charges to one of the accounts specified in the respective invoice, indicating the reference number. The final invoice for all additional costs (e.g. lettering, technical services, electricity, etc.) will be sent to the exhibitor after the end of the event (approximately 6 weeks after the trade fair); it is payable immediately upon receipt.

## B 5 Dates of setting up and dismantling (cf. A 15)

**Setup**
as of March 30, 2020, 09:00 through 18:00

**Dismantling**
as of April 3, 2020, 17:00 through April 4, 2020, 12:00

# 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 6 Technical installations

Applications for electric installation, water, drainage, and telephone connections can be considered only if submitted in due time on the order forms available from Messe München GmbH.
The precise terms of delivery and connection fees are stated on these forms.

## B 7 Maximum load capacity of platforms

The maximum load capacity of platforms provided by Messe München GmbH is **90 kg**. Exhibits that exceed this weight must be registered separately and are subject to an additional fee.

## B 8 Use of equipment

Only cranes, fork-lift trucks and working platforms may be used that have been provided by the Messe München GmbH service partners responsible. In special cases, permission must be obtained from Messe München GmbH's Technical Exhibition Services Division.

## B 9 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. Under No. 64 GewO (German trade regulation act), it is permissible to sell only to commercial resellers, commercial consumers and bulk purchasers.

## B 10 Media services (catalog, internet, mobile)

An official trade fair catalog will be published for the show and an internet database established. The listing in these media is mandatory for all exhibitors, co-exhibitors and additionally represented companies.
The basic entry for main exhibitors, co-exhibitors and exhibitors in the joint pavilion includes the company name, address, phone/fax number, e-mail, hall and stand number, two listings in the application directory as well as three product listings in the index of products and services, teaser text (approx. 150 characters) in all exhibitor lists, plus 800 characters company portrait (NEW in 2020), social media links, and entry in the visitor guide. It will be invoiced by Messe München GmbH as per the terms of clause B 3 (mandatory communication fee). The basic entry for additionally represented companies includes the company name with address, hall and stand number in the alphabetical list of exhibitors. Exhibitors can book additional listings, e.g. in the product directory and other presentation opportunities in these communication media on a separate order form. Order forms will be sent to applicants in good time by the commissioned media service partner, who handles these extra listings with the applicant in his own name and his own account. Messe München GmbH assumes no responsibility for the accuracy and completeness of the exhibitor catalog (print, online and/or mobile).

The official media services partner for this trade fair is:

jl.medien e.K.
Inselkammerstraße 5
82008 Unterhaching
Germany

## B 11 Exhibitor passes (cf. A 14)

For the duration of the fair, each exhibitor at the special show Live Lab receives 2 exhibitor passes free of charge. Additional exhibitor passes can be ordered online in the Exhibitor Shop at **EUR 42** each. Exhibitor passes are intended solely for stand personnel, and must not be passed on to third parties. Any misuse on the part of the exhibitor entitles Messe München GmbH to demand the return of or confiscate the given exhibitor pass.

## B 12 Circular letters

Once the stands have been allocated, exhibitors will be informed by circular letter of further details concerning preparation and organization of the trade fair.

## B 13 Alterations

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

Status: November 2019