

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.

Conference and Exhibition:

Wednesday, 14 to Thursday, October 15, 2020

Opening hours visitors:

Wednesday 09:00 – 19:00
Thursday 09:00 – 18:00

Opening hours exhibition partners:

Wednesday 08:00 – 19:00
Thursday 08:00 – 18:00

Organizer and financing body:

Messe München GmbH
Messegelände
81823 München
Germany

Tel. +49 89 949-11608
exhibitor@exporeal.net
www.exporeal.net

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

B 1 Application

Applications to the EXPO REAL Hybrid Summit must be filled out online at www.exporeal.net. No written applications will be accepted. They cannot be processed.

Deadline for applications is Monday, July 31, 2020.

B 2 Eligibility

Admissible as exhibition partners are German and international business enterprises and entities whose objects of business conform to the index of products and services defined below. Messe München GmbH reserves the

right to expand the range of eligible exhibitors. Messe München GmbH trade fair organizer has the final decision on admission and allocation of desired stand size/location.

B 3 Stand package prices (cf. A 7)

The net package prices for exhibition spaces are:

Smart Space S	EUR 17,900
Smart Space M	EUR 35,600
Smart Space L	EUR 53,700
Smart Space Joint booth	EUR 96,300
Logo partner	EUR 595

The stand package price includes both the rental of the stand space and stand construction, as well as a comprehensive range of services provided by Messe München GmbH, in particular advice on Smart Spaces, advice on the on-site technical facilities and requirements to be observed, advice on occupying the stand, concept and public relations work for the fair, visitor marketing and visitor acquisition for the event. Presentations, 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 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 the event's participants and other participant information systems including signage, the provision of visitor lounges, meeting rooms and catering facilities for exhibition partners, 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.

Mandatory communication fee

Exhibition partners will be charged a mandatory communication fee amounting to **EUR 395**. This fee includes the basic entry in the exhibition directories (print, online and mobile) as outlined in clause B 10 Media Services (Exhibition directories: print, online and mobile). Your online application as exhibition partner

must be submitted and received by us no later than July 31, 2020 (23:59). This is a condition for the release of the mandatory communication fee and related listing of your company basic entry in the printed directories, e.g. EXPO REAL Summit Guide. Only then is it possible to approve the company basic entry by August 31, 2020. Company basic entries for exhibition partners, whose online applications are received on or after August 1, 2020 can only be released and listed online and in the mobile exhibitor directories. These exhibition partners will therefore only receive their access data to the Exhibitor Shop—which is also the EXPO REAL Media Services catalog shop and required for the release of entries—starting August 13, 2020. In the context of this release process, you will also be asked for the company name you wish to be printed on the EXPO REAL Hybrid Summit exhibition directories.

The mandatory communication fee amounts to **EUR 395** per exhibition partner and stand package, irrespective of the date of receipt of your registration. It will be invoiced for exhibition partners as part of the admission invoice in August 2020, for logo partners as part of the final invoice in November 2020. The communication fee for logo partners will generally be invoiced to the exhibition partner. The communication fee includes the listing of the basic details of the registered exhibition partner representatives in all trade show directories. Exhibitors can book other entries in the respective advertising media for extra charges. Prices for the additional listing and advertising opportunities, provided by the contracted media services partner, can be accessed through the Exhibitor Shop.

After having received the application form, Messe München GmbH is entitled to demand the remittance of a down payment amounting to **100%** of the invoice amount that Messe München would be entitled to demand if the exhibition partner were admitted to the EXPO REAL Hybrid Summit with the requested stand space. Messe München GmbH issues an invoice for the down payment amount. Messe München GmbH is entitled to refrain from processing the application until such time as the down payment has been received.

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Cont. B 3 Stand package prices (cf. A 7)

AUMA charge

The German Council of Trade Fairs and Exhibitions (AUMA) levies a charge of **EUR 0.60/m²** 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 8/m²** is to cover the disposal of all waste generated at the exhibition partner's smart space throughout the duration of the event.

B 4 Logo partners

All additionally companies represented on the exhibition partner's stand with their own staff and/or logo must be registered as logo partners. Participation is, however, subject to Messe München GmbH's prior authorization. Permission to participate may be granted only if the logo partner would also be eligible to participate as an exhibition partner.

Only such companies may be admitted as exhibition partners or logo partners to the EXPO REAL Hybrid Summit that are classifiable under at least one of the exhibition sectors listed in the product index and whose product or service range corresponds to at least one of the categories listed in these exhibition sectors (see definition of exhibition sectors).

The presentation of companies eligible as EXPO REAL Hybrid Summit exhibition partners, their products or services or their logos on exhibition stands is only permitted if these companies have been registered and admitted to the EXPO REAL Hybrid Summit as exhibition partners or logo partners.

Participation as a logo partner is subject to a mandatory registration fee.

The registration fee amounts to **EUR 595** per logo partner.

The registration fee for logo partners includes a digital pass and the mandatory communication fee. Logo partners who register after August 15, 2020 will only

be listed in the online and mobile directories. The mandatory communication fee for each logo partner includes the same services as for the exhibition partner (cf. B 3). The mandatory communication fee and the registration fee for logo partners will always be invoiced to the exhibition partner, even if the option to invoice the logo partner for all other fees incurred is exercised.

If a registration from a logo partner received by Messe München GmbH is subsequently canceled, Messe München GmbH is entitled to charge a cancellation fee of **EUR 50**.

In addition, Messe München will check whether costs have already been incurred for logo printing, which may then have to be calculated and invoiced separately.

Note

In order for logo partners to apply, the exhibition partner—after submitting his registration—should send a link (logo partner URL) to the proposed logo partner(s). Logo partners can use this logo partner URL to submit an online application for the exhibition space registered by the exhibition partner.

For each logo partner without Messe München GmbH admission Messe München GmbH is entitled to demand a penalty charge of **EUR 4,500** from the exhibition partner.

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. Alternatively, the admission invoice may also be settled by credit card. Any fees for credit card payments will be charged to the exhibition partner. The times of payment specified in the invoices are binding and are to be complied with. Prior payment of the invoiced amounts is a condition for access to the stand package, the basic entry in the exhibition directories (print, online and mobile) and the provision of exhibitor passes.

Unfortunately, value-added tax legislation prevents Messe München GmbH from issuing or re-addressing invoices to an addressee other than the exhibition partner on whose behalf Messe München GmbH has or will render services as its contracting party. Messe München GmbH is only allowed to issue invoices to its contracting party. Please note that the final invoice can

only be made out to the billing and business address given on the application form, respectively the address that was used for the admission invoice. Otherwise, any advance payment made cannot be offset against the payment due for the services actually provided. Should the exhibition partner wish to have an invoice changed or reissued because the name, legal form or address of the invoice recipient has changed, the exhibition partner is bound to pay Messe München GmbH a fee of **EUR 150** for each invoice amendment, by way of derogation from the provision set out in A 7 of the General Terms of Participation, unless the details included in the original invoice in respect of the name, legal form or address of the invoice recipient were incorrect and Messe München GmbH was responsible for the incorrect details. The invoices for all additional costs (e.g. lettering, technical services etc.) will be sent to the exhibition partner after the end of the event; they are to be paid by him immediately upon receipt.

B 6 Construction and dismantling

Stand construction and dismantling will be carried out by the stand constructor Meplan on behalf of Messe München GmbH and coordinated by the EXPO REAL exhibition management team. Smart Spaces for exhibition partners will

be ready for occupation on the evening of October 13, 2020. More detailed information will be communicated to exhibition partners well in advance of the EXPO REAL Hybrid Summit.

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B 7 Technical installations

The scope of the technical services included in the stand package can be found in the information on stand packages at www.exporeal.net/en/summit/partner/exhibition-space/. Additional technical services are not available.

Telecommunication services (connected by wire or wireless) will be provided by Messe München GmbH. Exhibition partners own WiFi networks are notifiable with costs, we need the registration form latest 30 days before the exhibition starts. Please note not to allow the function of Messe München's inhouse hotspot. Your SSID must not be reachable outside your stand, the WiFi chan-

nel will be allocated by Messe München. Please note our general connecting conditions.

Orders require Messe München GmbH's acceptance, which may be given tacitly, e.g. by providing the items or services ordered. The exhibition partner is entitled to cancel an order for an item or service in full or in part if Messe München GmbH receives the cancellation at least two weeks before the event. In all other cases, the contract can be cancelled only with Messe München GmbH's written consent.

B 8 Media Services (Exhibition directories: print, online and mobile)

The basic entry includes the company name, place and stand number plus company webpage, entry in exhibition directories of EXPO REAL—classified alphabetically, by country and industry—as well as the listing in the EXPO REAL product and services index is subject to a charge (cf. B 3 Mandatory communication fee). Further media services, provided by the contracted media services partner, can be accessed through the Exhibitor Shop. The media services partner processes these other entry options with the applicant in its own name and on its own account. Messe München GmbH assumes no responsibility for the accuracy and completeness of exhibition directories (print, online and mobile).

Exhibition partners and logo partners will be listed in the exhibition directories under the company name and invoicing address given in the application form. If exhibition partners or logo partners would like to be listed in the trade exhibition directories under a company name other than that given in the application form, this will need to be approved in advance by EXPO REAL Exhibition Management. In any case, the new company name must belong to the same branch of industry (= exhibition sectors) as the one that was provided in the application form. The exhibition partner or logo partner is solely responsible for the permissibility under law—and particularly the law on competition—of entries placed in the exhibitor directories (print, online and 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 exhibition partners and logo partners that the respective exhibition partner or logo partner has arranged in the Messe München GmbH directories (print, online and mobile).

The official media services partner for this trade fair is:

EXPO REAL Media Services
jl.medien GmbH
Inselkammerstraße 5
82008 Unterhaching
Germany
Tel. +49 89 666166-54
Fax +49 89 666166-55
info@jl-medien.de

B 9 Exhibitor passes and digital passes

For the duration of the event, each exhibition partner receives a specific number of free exhibitor passes for their stand:

Smart Space S	4 exhibitor passes/ 4 digital passes
Smart Space M	6 exhibitor passes/ 8 digital passes
Smart Space L	8 exhibitor passes/ 12 digital passes
Smart Space Joint booth	20 exhibitor passes/ 25 digital passes
Logo partner	1 digital pass

Each exhibition partner shall receive the number of exhibitor passes specified in their stand package. No additional exhibitor passes can be supplied. Additional exhibitor partner representatives who wish to be on site must purchase a visitor pass.

A subsequent change to the company name can only be made if the official name of the exhibition partner has changed, and then it also applies to all tickets. Please note that spot checks will be made in the EXPO REAL admission area. An exhibitor pass is valid only in conjunction with a photo ID.

The exhibitor passes does NOT entitle you to free use of local public transport (MVV—Munich Transport and Tariff Association). Tickets for the use of the local public transport system (MVV) can be ordered at a later point in the Exhibitor Shop of Messe München. Please note the minimum order conditions here.

B 10 Circulars

Once the stands have been allocated, exhibitors will be informed via the trade fair newsletter of further details concerning preparation and implementation of the event.

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 11 Noise, sound effects, visual impact

Video presentations (incl. LED screens), etc. during the event (see opening hours) require the prior approval of Messe München GmbH and must be notified no later than August 27, 2020. These presentations are to be conducted in such a way that neither visitors nor other exhibitors are disturbed or adversely affected. The maximum permitted noise level for performances may not exceed **60 dB (A)** at the stand perimeter (in deviation from the General Terms

of Participation A 5.9). Messe München GmbH reserves the right to limit or prohibit demonstrations of any kind—irrespective of previous authorization—causing noise, optical disturbances or representing a hazard or impairment to the event and especially to event participants for any other reason. The relevant statutory provisions must be observed.

B 12 Stand design

It is not possible to make any changes or additions to the stand equipment, in particular to set up banners, roll-ups, advertising displays or to install any decorative items or additional furniture. No advertising posters may be hung outside the stand's designated advertising areas, nor may any other articles be used at

the stand, including brochures, flyers, stationery, notepads, etc., if they cannot be stowed in the storage spaces available at the stand. The exhibition partner must store any such items in the storage spaces on the stand outside opening hours. In case of questions or concerns, please contact exhibition management.

B 13 Photo, film and video shooting (cf. A 10)

Only persons authorized by Messe München GmbH and in possession of a valid permit may film, photograph, or make sketches or video recordings inside the exhibition venue.

Under no circumstances may photographic or other images or recordings be made of other exhibition partners' stands.

Professional photo and film recordings of your own booth during the event period are subject to authorization by Messe München.

The permit is subject to a charge of **EUR 50** per day/exhibition partner and stand. During show opening hours, the photo/film crew must also carry valid exhibitor tickets to be admitted entry to the premises.

The permit may be requested on site during the event from the Messe München GmbH security control office located in the Trade Fair Administration building. Outside opening hours, photo, film and video recording teams must be accompanied by at least one person from the security service provider. Booking requests for accompanying security staff must be made at the security control center.

B 14 Exhibition partner events

Evening events are not permitted during the EXPO REAL Hybrid Summit. Daytime events may only be held in the ICM's designated meeting rooms

and conference halls. Meeting rooms and conference halls can be booked from August 13, 2020 via the Exhibitor Shop.

B 15 Deliveries/Shipping fees

We will send you further details in a separate e-mail.

B 16 Catering/Deliveries

Exhibition partners are not permitted to provide their own stand catering. Throughout the event, stand catering is available from our partner Käfer Messegastonomie.

B 17 Stand security service

We will send you further details in a separate e-mail.

B 18 Processing fee

Any requests on the part of the exhibition partner that Messe München GmbH—in addition to the contract which comes into effect by admission to the event or to the regular orders for other services with respect to the event—conclude further contracts, side agreements or issue special confirmations, a

processing fee of **EUR 150** plus VAT will be charged for each extra contract, side agreement or confirmation.

Please note that this processing fee also applies to invoice changes (cf. B 5).

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 19 Complaints and theft (cf. A 8)

If an exhibition partner has any complaints, these must be submitted in writing immediately and directly during stand construction or the event itself, or addressed in person at the EXPO REAL exhibition management or exhibitor service offices in the ground floor foyer to the exhibition management. Only then is it possible for the exhibition management to make an evaluation during or directly after the event, e.g. in cases of product and invoice relevance. Com-

plaints that are brought forward at a later stage can no longer be fully investigated and assessed, which means your complaint can no longer give rise to any claims or not be granted to the extent desired.

Please report any thefts to the security center on the exhibition grounds. Thefts that are only reported after the event has closed cannot be fully investigated and assessed.

B 20 Prices quoted

Please note that the prices quoted in the document are subject to statutory value-added tax.

B 21 Alterations

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

Status: July 2020

Special Terms of Participation (B) for Startup Companies (Tech Alley Presentation Package)

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.

Conference and Exhibition:

Wednesday, 14 to Thursday, October 15, 2020

Opening hours visitors:

Wednesday 09:00 – 19:00
Thursday 09:00 – 18:00

Opening hours exhibition partner:

Wednesday 08:00 – 19:00
Thursday 08:00 – 18:00

Organizer and financing body:

Messe München GmbH
Messegelände
81823 München
Germany

anmeldung@exporeal.net
www.exporeal.net

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

B 1 Application

Applications must be filed using the application form for startups, which will be available online from July 2020. The allocation of workspaces to startups is based on their eligibility for admission, their successful assignment to the subject area and following receipt of their application by the EXPO REAL Project Management.

Once an application has been approved, EXPO REAL Project Management will dispatch an official placement offer.
The deadline for applications is Friday, July 31, 2020.

B 2 Admission and eligibility criteria

- Startups (sole proprietors or partnerships) are eligible for participation, provided the company was established within the last seven years, has been on the market for at least three years and can demonstrate a positive growth development.
- The participating startup must have developed software and/or hardware and/or a service the key object of which is property-related solutions in the exhibition sector (= nomenclature of EXPO REAL under “Digital Solutions and Products”), specified in the application form (Plan & Build, Manage & Operate, Research & Valuate, Invest & Finance, Market).
- At least 25% of a participating startup must be owned by the founder (or 100% in the event of sole proprietorship).

- It is only possible to book a Tech Alley presentation package for the special startup area of the EXPO REAL Hybrid Summit for a maximum of three consecutive years. After participating in Tech Alley three times, companies are free to book individual stands at the EXPO REAL Hybrid Summit at regular exhibitor conditions.
- Approval of startup applications is granted by the EXPO REAL Project Management on the basis of the criteria specified above.
- The main contact person on site from among the people working for the startup must be at least 18 years of age.
- Market capitalization of less than EUR 50 million.
- The participating startup must have developed a Minimum Viable Product (MVP).

B 3 Participation fee and services

The net fee for booking the Tech Alley presentation package is: **EUR 2,550**

The complete package includes:

- Approx. 1 m² workspace per startup at specially themed tables with three workplaces each in Tech Alley
- Electricity, LAN and USB connections, technical setup (electricity, booth cleaning, waste disposal)

- 15-minute speaker’s slot on the Tech Alley Talk Stage
- Business listing in the EXPO REAL exhibition directories as well as in the startup-database and printed “EXPO REAL Summit Guide”
- Two free digital passes
- Two free exhibitor passes for the EXPO REAL Hybrid Summit

Additional exhibitor passes can’t be purchased.

Special Terms of Participation (B) for Startup Companies (Tech Alley Presentation Package)

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 4 Terms of and deadlines for payment

The deadlines for payments stated in the invoice shall be observed. Full prior payment of the amounts invoiced is a prerequisite for access to the exhibition area, for the entry in the trade fair directories (print, online, and mobile) and for the exhibitor tickets to be handed out. The amounts invoiced in all invoices issued by Messe München GmbH in connection with the event shall be transferred in EUR free of expenses without any deductions to one of the accounts specified in the respective invoice quoting the customer number. The payment deadlines specified in the invoice are contractually binding and shall be complied with.

For turnover tax reasons, it is not possible for Messe München GmbH to create invoices with deviating addresses for services that the Messe München GmbH delivered/will deliver to the exhibition partner as the con-

tractual partner. Messe München can only issue invoices to its contractual partners. Please note that the final invoice can only be made to the billing and company address that is given on page 1 of the registration form. This address is also used for the admission invoice. In order to request a billing address change or request a new invoice due to a change in name, legal form, or address of the invoice receiver the exhibition partner must pay a fee of **EUR 150** for each amendment to the invoice. Contrary to the general Terms and Conditions and regulations in section A 7 unless the details in the original invoice in respect of name, legal form, and address of the recipient of the given invoice were incorrect and Messe München is responsible for the incorrect details concerned.

B 5 Stand construction, design, and equipment

The Tech Alley has a consistent stand design, which is pre-defined by the Messe München GmbH/Exhibition Management EXPO REAL. The areas in which logos of the startup may be displayed will be determined by Messe München GmbH. The startup should provide its logo in the form of a printable PDF or a vector file and agrees that the graphics will be attached in the designated areas at the stand by the stand constructor commissioned by

Messe München GmbH. Permission to use the logos is restricted to Tech Alley in relation to the EXPO REAL Hybrid Summit.

Due to limited storage space, it is not permitted to setup prototypes, monitors, banners or roll-ups to the Tech Alley workspace. Media for presentations, such as laptops, tablets, booklets and flyers are permitted.

B 6 Exhibitor passes

Every startup will receive two free exhibitor passes and two free digital passes for the duration of the EXPO REAL Hybrid Summit. Additional exhibitor passes can't be purchased.