

# 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, 16 to Friday, November 19, 2021

**Opening hours visitors:**

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

**Opening hours exhibitors:**

 Tuesday to Thursday 08:00 – 19:00  
Friday 08:00 – End of dismantling

**Organizer and financing body:**

 Messe München GmbH  
Messegelände  
81823 München  
Germany

 Tel. +49 89 949-20330/20320  
Fax +49 89 949-20339  
management@productronica.com  
productronica.com

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

## B 1 Application

The application is to be submitted online at [productronica.com/application](http://productronica.com/application). The application can also be filed via an application form, which can be requested from the exhibition organizer. It is to be submitted to Messe München GmbH fully completed and signed.

The early bird discount rate is valid until November 30, 2020.  
Start of space allocation is Monday, January 18, 2021.

## B 2 Eligibility

Admissible as exhibitors are all German manufacturers; all manufacturers from abroad or their German branch establishments; main importers; specialist dealers or service companies authorized by manufacturers; and those firms that are authorized by a manufacturer's works to exhibit its products. Main importers and authorized specialist dealers may only exhibit exhibits from manufacturers which are not represented at this trade fair/exhibition themselves.

All exhibits must correspond to the product index of the respective trade fair/exhibition and be designated by name and exact type in the application. Objects other than those announced and admitted must not be exhibited. The Messe München GmbH exhibition organizer has the final decision on admission. Organizers of joint pavilions are not exhibitors as defined by the "Special Terms of Participation (B)."

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

For applications received by Messe München GmbH no later than November 30, 2020 early bird discount rate on the participation fee applies\*. Exhibitors whose registration is received by Messe München GmbH up to or on November 30, 2020 are also entitled to early bird discount rates, if

- they rent a booth space with the same or larger floor area and with the same or more expensive booth type (row stand, corner stand, end stand, island stand) than specified in their application, or
- if they rent booth space with a smaller floor area or less expensive booth type than specified in their application, provided that Messe München GmbH has offered the exhibitor such a stand, and the exhibitor has not previously requested a smaller stand space or a less expensive booth type from Messe München than indicated in his application.

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

**In the hall**

 The minimum stand size is **20 m<sup>2</sup>**

<b>Row stand</b> (1 side open)	<b>EUR 255*/EUR 262</b>
<b>Corner stand</b> (2 sides open)	<b>EUR 281*/EUR 289</b>
<b>End stand</b> (3 sides open)	<b>EUR 291*/EUR 299</b>
<b>Island stand</b> (4 sides open)	<b>EUR 299*/EUR 309</b>

Container space **EUR 1,495**

**Two-story stand construction**

On two-story constructions, the upper floor space is charged at **80%** of the respective ground floor rate.

**Row stand "Connect" EUR 7,700**

 (only available as row stand from 20 m<sup>2</sup>)

The turn-key stand includes: stand setup and dismantling, floor space rental, booth construction as per description and illustration in the exhibitor brochure, aluminum profile system, white plastic-coated panel walls, 2.50 m high, total height (incl. top structure) 3.50 m, carpeting (color to choice), 1 spotlight per 3 m<sup>2</sup>, fascia panel (incl. 15 character inscription), cubicle with door, lockable, coat rail, seating unit consisting of 4 upholstered chairs, black, and 1 table, white, approx. 70 x 70 cm, 1 information counter, open, with bar stool, 1 wastepaper bin, 3 kW electricity connection incl. power consumption, stand cleaning, online press compartment: publication of 2 press releases with 2 photos on the Internet, fixed waste-disposal fee.

**Row stand "Newcomer" EUR 5,700**

 (only 16 m<sup>2</sup> and only for new exhibitors)

The turn-key stand includes: Structural aluminum profiles, wall panels made of plastic-coated white boards, 2.50 m high, overall height incl. fascia panel 3.50 m, carpeting (color to choice), 5 spotlights, 1 fascia panel approx. 195 x 90 cm (lettering 15 characters included), cubicle with door, lockable, incl. coat rail and 1 wastebasket, seating unit consisting of 1 table 70 x 70 cm and 4 upholstered chairs, black, 1 info counter (open) and 1 bar stool, Z-line black, 3 kW electricity connection incl. power consumption, stand cleaning, online press compartment: publication of 2 press releases with 2 photos on the Internet, fixed waste-disposal fee.

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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 for authorized persons in accordance with clause B 13 "Exhibitor passes," the provision of ticket vouchers for visitors in accordance with clause B 16 "Day ticket vouchers," 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.

### Mandatory communication fee

Exhibitors will be charged a communication fee for each of their stands amounting to **EUR 695**. This fee includes the basic entry in the trade fair media

(print, online and, if applicable, mobile, cf. B 12 Media services) plus one copy of the trade fair catalog (hand-out on site at the fair). It also covers the basic entry in the visitor guide, and other communication services as set out in provision B 12 "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.

### Advance payment

The advance payment for exhibitor services ("Advance payment," cf. A 7) is **EUR 20/m<sup>2</sup>** of rented exhibition space.

### 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

At productronica 2021, a fixed disposal fee of **EUR 5/m<sup>2</sup>** plus statutory VAT is levied, which 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.

## 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. However, a mandatory communication fee in the amount of **EUR 695** will be levied for each co-exhibitor. The mandatory communication fee for each co-exhibitor includes the same services as for the main exhibitor (cf. B 3).

Co-exhibitors must be registered by the main exhibitor on a separate form.

An application fee of **EUR 250** will be levied for each co-exhibitor.

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 750** 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 planned mailing date for the admission invoice is in summer of 2021; the deadlines for payment indicated are to be observed. 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. Please note: **Exhibitor passes will only be dispatched online after receipt of payment of the admission invoice.** The invoice for

all additional costs (e.g. lettering, technical services, electricity) will be sent to the exhibitor after the end of the event; it is to be paid by him immediately upon receipt. Should the exhibitor wish to have an invoice re-issued because the name, legal form or address of the invoice recipient has changed, the exhibitor is bound to pay Messe München GmbH a fee of **EUR 50** 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 Messe München GmbH was responsible for the incorrect data.

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

### Setup

as of November 10, 2021, 08:00 through November 15, 2021, 18:00

Truck check-in during setup:

Trucks over **7.5 tons** must register at the truck (LKW) check-in on site. Further information will be made available with the traffic guide.

Rental stands will be ready for occupation as of 09:00 on November 15, 2021.

On the last day of setup, November 15, 2021, 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 November 19, 2021, 16:00 through November 23, 2021, 18:00

Access to the fairgrounds for stand construction firms and delivery vehicles on November 19, 2021 no earlier than 16:00.

If exhibits are removed or the stand dismantled before the trade show closes, Messe München GmbH may demand that the exhibitor pay a contractual penalty in the amount of **EUR 500**.

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

## B 7 Stand design and equipment

Stand designs for two-story constructions, for stands larger than **100 m<sup>2</sup>** or stand structures exceeding **3 m** in height or with a stand covering require prior authorization. Dimensioned drawings including floor plans and elevations on a scale of 1:100 must be submitted in duplicate to Messe München GmbH, Technical Exhibition Services Division for approval no later than 6 weeks before setup begins.

### Halls, general

One-story construction

The maximum construction height is **6 m**. The maximum advertising height (upper edge) is **6 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).

**NEW:** To maintain productronica's character as a communications platform and work exhibition, exhibitors must make sure that their stands have an open design. Messe München GmbH is entitled to prescribe changes in stand design in this context. Stand designs can only be approved if the open sides of the stand have a uniformly open design. Erecting closed walls is permitted, provided they do not take up more than **70%** of the stand side in question, and completely closed walls may be no more than **6 m** in length. A closed length of wall measuring **6 m** must be followed by an opening at least **2 m** wide. This ruling does not apply if the wall concerned is set back from the stand perimeter by at least **2 m**. Messe München GmbH reserves the right to permit exceptions to these guidelines in individual, well-founded cases.

The partition walls facing the neighboring stand must be kept white, neutral, free of installations and clean. It is recommended that exhibitors install partition walls (height **2.50 m**) as demarcation to neighboring stands. Messe München GmbH supplies partition walls only at the request and expense of the exhibitor. Partition walls or additional cabin walls (height **2.50 m**) can be ordered in the Exhibitor Shop. 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 changing lights must not be used for advertising purposes. The stand design must be adapted to suit the type of rented stand (row, corner, end, island stand), e.g. by partition wall systems. 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.

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. If items are to be suspended from the hall ceiling, the work involved must be carried out by Messe München GmbH's contractors. The placing of motor vehicles of any kind on the stand area for exhibition or decorative purposes is prohibited and is permissible only in exceptional cases on the prior written consent of the Exhibition Management. 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 for further information. **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 Official regulations and permits

Authorization is to be obtained for structures that exceed a built-over area of **50 m<sup>2</sup>** or a height of **5 m** (pavilions, tents, cranes, plant and equipment etc.). The necessary building applications as well as plans and structural analyses or test books are to be submitted to Messe München GmbH, Technical Exhibition Services Division in good time but no later than 6 weeks before the beginning of setting up.

In the erection, operation and dismantling of their structures at the exhibition center, exhibitors are to comply with all statutory and official regulations as well

as the relevant requirements of Messe München GmbH and especially those from the Terms of Participation and the Technical Guidelines. In addition to the Technical Guidelines, the relevant safety regulations of the TÜV (German organizations for technical inspection and control) also apply to all exhibits and other equipment and facilities; recognized codes of practice are to be complied with. Revolving tower cranes and the like must be secured in accordance with regulations. For safety reasons, it is not permitted to attach advertising media or other loads to cranes, with the exception of non-weighted flags.

## B 9 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 telecommunication 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 10 Use of equipment

Cranes, forklifts and platforms may only be used if they are provided by the responsible service partners of Messe München GmbH.

In special cases, the consent of Messe München GmbH's Technical Services Division is required.

## B 11 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. It is not permitted to show the selling price openly. Under

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

## B 12 Media services (catalog, internet, mobile)

For main exhibitors and co-exhibitors, the basic entry includes:

- in the alphabetical exhibitor directory: company name, street, postcode, place, country, phone and fax number, e-mail and Internet address, hall and stand number
- in the application directory: 1 listing with company name, hall and stand number
- in the product and services directory: 2 listings with company name, hall and stand number
- in the hall plan (only exhibitors with their own stand): company name, hall and stand number
- teaser text 800 characters: company description German and English
- social media links
- listing in the Visitor Guide

The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of entries placed in the trade fair media (print, online and/or 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 exhibitors, co-exhibitors and exhibitors on joint stands that the respective exhibitor has arranged in the Messe München GmbH trade fair media (print, online and/or mobile).

The official media services partner for this trade fair is:

jl.medien GmbH  
Inselkammerstraße 5  
82008 Unterhaching  
Germany  
Tel. +49 89 666166-32  
Fax +49 89 666166-95  
info@productronica-media.de



# Special Terms of Participation (B)

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## B 13 Exhibitor passes

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

### In the halls

up to <b>16 m<sup>2</sup></b> of stand size	2 Print@home-Tickets for exhibitors
up to <b>20 m<sup>2</sup></b> of stand size	3 Print@home-Tickets for exhibitors
as from <b>21 m<sup>2</sup></b> for every further <b>20 m<sup>2</sup></b> or part thereof	1 Print@home-Ticket for exhibitors (in addition)
as from <b>161 m<sup>2</sup></b> for every further <b>20 m<sup>2</sup></b> or part thereof	2 Print@home-Tickets for exhibitors (in addition)

Additional exhibitor passes can be ordered via the Exhibitor Shop as of Summer 2021 at the price of **EUR 34** each. Exhibitor passes are also available for purchase on site at **EUR 42** each. Exhibitor passes are intended for stand staff only; they may not be passed on to third parties and are not transferable. In case of abuse, Messe München is entitled to withdraw the exhibitor pass. 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).

## B 14 Communication/Circular letters

Following stand allocation, exhibitors will be informed by circular (mail) of further details concerning preparation and organization of the trade fair.

## B 15 Noise, sound effects

Demonstrations of machines, video, music, stage shows etc. during the event (see opening hours) require the prior authorization of Messe München GmbH and must be conducted in such a way that no other exhibitors are disturbed or adversely affected. Accordingly, loudspeakers and other acoustic amplifiers/sound systems must be turned towards the exhibition stand and may not sound off on neighboring stands or aisles. The sound level may not exceed **70 dB (A)**

at the stand perimeter (see also Technical Guidelines 4.7.7, 5.8.1, 5.15). Messe München GmbH reserves the right to limit or prohibit demonstrations of any kind—irrespective of previous authorization—causing noise, optical disturbances or for other reasons constituting a hazard or impairment to the event and especially to event participants. The relevant statutory provisions must be observed.

## B 16 Voucher for a one-day ticket

Exhibitors, co-exhibitors and companies on joint stands have the opportunity to order vouchers for day tickets or online tickets as part of the advertising media offer (can be ordered via the Exhibitor Shop [productronica.com/exhibitorshop](http://productronica.com/exhibitorshop)) as of Summer 2021. All redeemed vouchers for day tickets or

online vouchers are included in the participation fee and will not be charged. The resale of online vouchers is prohibited. In case of misuse, the exhibitor will be excluded from participation in the online voucher program.

## B 17 Photo, film and video shooting (cf. A 10)

For professional photo and film shots of the exhibitor's own stand during the running time of the fair, authorization is required from Messe München GmbH unless the exhibitor commissions persons who have already been admitted for this purpose and these possess a valid pass issued by Messe München GmbH. The exhibitor or the photographer commissioned receives the authorization at the security control center of Messe München GmbH, Administration

Building, access via Gate 1. For the authorization, a written order issued to the photographer is to be submitted. A fee of **EUR 50** is charged for the authorization. During show opening hours, the photo/filming team must additionally carry a valid exhibitor ticket (Print@home Ticket for exhibitors) to be admitted entry to the fairgrounds.

## B 18 Stand parties

Stand parties on the exhibition stand require authorization by Messe München GmbH and must be notified by November 1, 2021 at the latest. Events on November 16, 17 and 18, 2021 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 **85 dB (A)**.



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### B 19 Deliveries

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

- Name of the event
- Hall (designation: A, B or C as well as the number of the hall (1–6)) or the outdoor exhibition area (designation: F and the block number (5–13))
- Stand number of the exhibition stand
- Name of the exhibitor
- Messengelände/Willy-Brandt-Allee, 81829 Munich, 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.

### B 20 Restoration of exhibition areas

All exhibition areas must be handed over to Messe München GmbH in their original condition by the stipulated date for completion of dismantling.

### B 21 Advertising

The following provision replaces clause A 11:

No advertising activities, including the deployment of stationary and mobile advertising carriers, promotion teams or the distribution of printed media and food samplings may be conducted at the fairgrounds outside the confines of the given exhibitor's stand, unless the exhibitor has applied for and obtained authorization from Messe München GmbH for such activities, which are subject to a fee. The charge for this authorization is set out in the order documents for advertising space. Messe München GmbH is entitled to stop unauthorized

advertising activities outside the confines of the rented stand, in particular to expel persons who are used as advertising carriers from the site, and to confiscate, remove or destroy unauthorized advertising media. Messe München GmbH is entitled to demand a compensation in the amount for unauthorized advertising activities carried out by the exhibitor outside his stand, or by third parties commissioned by him, amounting to twice the fee Messe München GmbH would have charged for granting approval. Messe München GmbH's right to claim further damages remains unaffected.

### B 22 Promotion teams

Promotion teams are not allowed. The deployment of stationary or mobile electronic sales and promotion tools, advertising displays carried by personal or vehicle carriers, as well as the distribution of printed media, stickers and food samplings outside the confines of the rented stand or the retained promotion points is not permitted.

For information on bookable promotion points, please contact the Media Sales:  
Anita Mayr  
Tel. +49 89 949-20597  
[mediasales.productronica@messe-muenchen.de](mailto:mediasales.productronica@messe-muenchen.de)

### B 23 Alterations

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