

Special Terms of Participation (B) Start-Up Joint Pavilion

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. Messe München GmbH's Covid-19 prevention and hygiene measures also apply.

Duration:

Tuesday, 26 to Friday, April 29, 2022

Opening hours visitors:

Tuesday to Thursday 09:00 – 17:00
Friday 09:00 – 16:00

Organizer and financing body:

Messe München GmbH
Messegelände
81823 München
Germany

Tel. +49 89 949-20314
Fax +49 89 949-20319
projektteam@world-of-photonics.com
world-of-photonics.com

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

B 1 Application

Application forms are available for download at world-of-photonics.com. The forms are to be submitted to Messe München GmbH duly completed and signed by a legally authorized representative as soon as possible.

Deadline for applications is Monday, January 31, 2022.

B 2 Eligibility

Admissible as exhibitors are companies which satisfy the following criteria:

- a) companies whose exhibits correspond to the index of products and services of the LASER World of PHOTONICS 2022 (see attachment to application form)
- b) companies that are first-time exhibitors at the LASER World of PHOTONICS in 2022 and/or
- c) companies that already participated in the Start-Up Pavilion 2019.
- d) Start-Ups/first-time exhibitors from all over the world that have not been in business for more than five years.

e) legally independent, young innovative companies with new product and/or process developments (incl. hardware, software and components). All exhibits must correspond to the product index of the respective trade fair and be designated by name and exact type in the application. Objects other than those announced and admitted as well as used or leased machinery must not be exhibited. The Messe München GmbH exhibition organizer has the final decision on admission.

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

Complete package **EUR 1,990**

The complete package includes stand setup and dismantling, stand space, carpeting, table with three chairs, fascia panel, lighting, poster wall, power supply incl. 1 electrical outlet and power consumption, cleaning and waste disposal, general stand security, use of common areas, 1 free exhibitor pass, an unlimited number of free online vouchers for a one-day ticket, daily stand cleaning and waste disposal as well as the mandatory communication fee.

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 9 "Exhibitor passes," 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 mandatory communication fee amounting to **EUR 645**, which is already included in the price of the complete package. This fee includes the application fee and the basic entry in the trade fair media (print, online and mobile, cf. B 8 Media services) plus one copy of the visitor guide (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 8 "Media services (Print—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.

AUMA charge

The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a charge of **EUR 0.60/m²** of rented exhibition space. This amount is charged by Messe München GmbH and transferred directly to AUMA.

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B 4 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. The times of payment specified in the invoices are binding and are to be complied with.

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

Setup

April 25, 2022, 09:00 to 18:00

Move-in for Start-Up Joint Pavilion exhibitors commences on Monday, April 25, 2022, from 09:00; the stand setup must be completed by 18:00. Furbishing work and decoration inside the stand is possible until 20:00.

Dismantling

After the end of the trade fair from 16:00, until May 1, 2022, 18:00

Should exhibits be removed or the stand dismantled before the fair closes, Messe München GmbH can demand that the organizer pays a contractual penalty of **EUR 500**.

B 6 Technical installations

The technical services designated 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 telecommunications equipment may be provided only by Messe München GmbH; Deutsche Telekom AG and other network operators are not authorized at the exhibition center. To

connect its own stand area, the exhibitor may operate its own wireless LAN network at its stand after prior written approval from Messe München GmbH; the specifications of Messe München GmbH must be complied with. Technical services should be ordered no later than **Tuesday, March 22, 2022**.

B 7 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 8 Media services (print, internet, mobile)

The mandatory communication fee includes the following communication services:

- complete entry in the exhibitor directory (print, online, mobile)
- two entries in the product directory
- two entries in the application directory
- teaser text (max. 150 characters German and English) in the online exhibitor directory in all alphabetical exhibitor lists plus 800 characters corporate text (German and English) in the exhibitor profile in the online exhibitor directory and in the app
- social media links (online and mobile)
- entry in the hall plan and in the exhibitor list for the hall plan

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 official media services partner for this trade fair is:

jl.medien GmbH
Inselkammerstraße 5
82008 Unterhaching
Germany
Tel. +49 89 666166-24
info@world-of-photonics-media.com

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B 9 Exhibitor passes

Each exhibitor receives 1 free exhibitor pass valid for the duration of the fair.

Additional exhibitor passes are available from February 2022 at **EUR 55**/each. Exhibitor passes are intended solely for stand personnel and can be ordered via the Exhibitor Shop, and must not be passed on to third parties.

Please note: both free and fee-based tickets should be ordered and personalized via the Exhibitor Shop.

In case of abuse, Messe München GmbH is entitled to withdraw the exhibitor pass.

The exhibitor pass does NOT entitle the holder to free use of local public transport (MVG—Munich Transport and Tariff Association).

B 10 Communication/Circular letters

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

B 11 Noise, sound effects, GEMA

Machine demonstrations as well as video, music and stage shows, etc. held during the event (see opening hours) require the prior authorization of Messe München GmbH and must be conducted in such a way that neither visitors nor other exhibitors are disturbed. 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 and 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.

Under the terms of the Copyright Act, the permission of GEMA – Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte (Musical Performance and Mechanical Reproduction Copyright Watchdog) is required for musical renditions of any kind. Further information can be obtained directly from the following GEMA contact:

GEMA, 11506 Berlin, kontakt@gema.de, www.gema.de

Unnotified reproductions of music may result in damage compensation claims by GEMA (§ 97, copyright law).

B 12 Photography, filming, video recording and sketching (cf. A 10)

A fee-based authorization by Messe München is required for professional photo and film recordings at the exhibition center. The exhibitor or the commissioned photographer can request it at the security control center of Messe München GmbH. Commissioned photographers must present their order in writing.

During opening hours for exhibitors, film and photo work is permitted only inside the booths. It is at the discretion of the exhibitor to provide a photographer/film team commissioned by him with valid admission tickets for access to the exhibition grounds.

During nighttime closing hours, a security guard must accompany the team, to be booked through the security control center at a fee. The photo and film permit is also valid for access to the exhibition grounds during this period. No additional admission ticket is required. The permit is subject to a fee of **EUR 50**.

The usage of drones during LASER World of PHOTONICS 2022 is expressly prohibited at all times (setup, runtime, dismantling).

B 13 Stand parties

According to the currently applicable Covid-19 related safety and hygiene policies of Messe München GmbH, exhibitor events are generally not permitted (as of October 2020). Messe München GmbH may permit exhibitor events subject to safety and hygiene requirements.

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B 14 Deliveries

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

- Name of the event (Messe München GmbH—LASER World of PHOTONICS 2022)
- Hall (designation: A or B as well as the number of the hall (1–3) and the respective stand number) and stand number of the exhibition stand (e.g. A2.503)
- Company name (c/o Name of the exhibitor)
- Mobile phone of a contact person of the respective exhibitor
- Messengelände/Willy-Brandt-Allee, 81823 Munich, Germany

Messe München GmbH does not take delivery of consignments, letters and other mail intended for exhibitors or third parties. Consignments can only be accepted by an employee of the exhibiting company on site at the stand. 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 15 Contractual penalty

If the exhibitor culpably violates the above-mentioned regulations (Terms of Participation A and B), after an unsuccessful, disciplinary warning, Messe München GmbH is entitled to claim a contractual penalty of **EUR 500** per day.

B 16 Alterations

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

Messe München GmbH also reserves the right to amend and supplement its Covid-19 prevention and hygiene protocols; exhibitors will be informed of any changes in good time.