

outlook

area30 | The trade fair for the kitchen in Löhne | 20 to 25 September 2025

Information on participation



www.area-30.de

join the area30 community



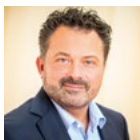
the heart of the kitchen industry



area30 is the **most important business platform** for the European kitchen industry. It is the breathtaking **variety** and the **density of new products** from high-calibre exhibitors and major brands, including most of the market leaders and innovators, that makes area30 so attractive and unique.

Since its premiere in 2011, area30 – the trade fair for the kitchen – has increasingly manifested itself as a **community area**.

As the **best-attended trade fair centre** in the kitchen autumn, the B2B event attracts more than **12,000 experts** from kitchen studios, specialist kitchen retailers, trade groups, the large-scale sector as well as project planners, architects, interior designers and carpenters every year. **area30 enables concentrated discussions and the best possible business in a feel-good atmosphere.**



Lasse Naber,
Managing Director, Naber

‘As the industry’s leading trade fair, area30 is the perfect place to present our innovations and

a cross-section of our full range to international trade visitors. With accessories from Naber, the kitchen becomes the perfect place where convenience is combined with enjoyment day after day. What we enjoy at area30 is the atmosphere and the service. We value both just as much as the business success.’



Ernst-Martin Schaible,
Managing Partner,
DER KREIS

‘area30 in East Westphalia - together with the in-house exhibitions in the neighbourhood – is the kitchen industry’s most important platform for presenting new services, products and ideas to an interested trade audience and the trade press. DER KREIS ANJA SCHAIBLE STIFTUNG, founded in 2009, presented the unique future project ‘Change’in Kitchen Sales – What will kitchen sales look like in 2030?’ [...] We appreciated the consistently positive atmosphere at this year’s area30 and the once again very good number of trade visitors.’



Daniel Hörnes,
Managing Director, Quooker

‘We love area30 – we’ve been there since the first year and really enjoy the 6 days with our visitors. The atmosphere is outstanding and the event has become an important pillar of the kitchen industry. We are already looking forward to area30 2025!’

Further statements can be found at: area-30.de/statements



at the right time and in the right place

area30 is located right in the heart of Germany’s world-renowned kitchen furniture industry: in Löhne, with direct access to the A30 motorway, exit number 30. Here, in the region of East Westphalia, the standards are set in the international kitchen business.

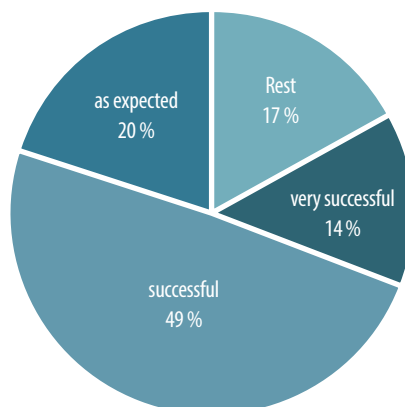
area30 is the central meeting point of the autumn trade fair landscape. Industry giants with established brands and innovative newcomers with smart business ideas meet the who’s who of the European kitchen trade here.

The area30 is not only the ‘number 1 trade fair venue’ in terms of visitor and exhibitor numbers, because of its size or its central location. It is the perfect environment with shuttle services, online tickets, the attractive catering area and the smart service that attracts decision-makers to area30.

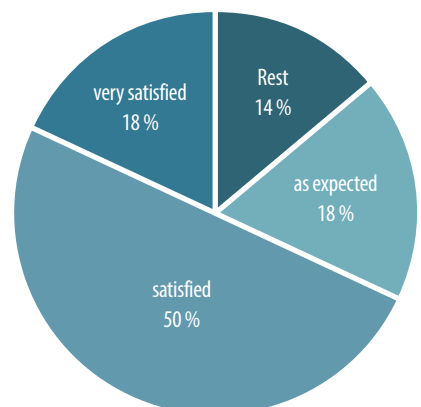
exhibitor feedback from area30 2024

Review area30 2024

How successful was the exhibitors’ presence at the trade fair?



How satisfied were the exhibitors with the quality of the contacts?



versatile, smart, desirable: your b2b event for business success

It is the **perfect match** between industry and trade as well as the **focus** on the sector that once again confirms area30 as the **heart of the kitchen industry**. The breathtaking new products, innovative products and attractive services of the 200 exhibitors and brands trigger the unique pulling power of area30. Whether market leader or niche supplier, brand, innovator or newcomer: the exhibitors at area30 are convinced by the trade fair!

area30 is the place to reach your target group.



a area 30



more than just business – a community area

area30 is the best-attended trade fair centre in the kitchen autumn. This B2B event brings together the who's who of the European kitchen industry. Companies use precisely this **pull effect** for valuable discussions, **successful orders**, new product presentations, customer acquisition and networking.

This is where the **community** meets, where **deals** are concluded and **visions** are realised.

upgrade your business: short distances, good infrastructure and perfect networking

area30 – Top business event for a future-oriented industry

The area30 is not only the most sought-after trade fair venue in terms of visitor and exhibitor numbers, its size or its central location. It is also the services such as the shuttle, online check-in or the elaborately designed catering area that attract decision-makers to Lübbecke Strasse 29.

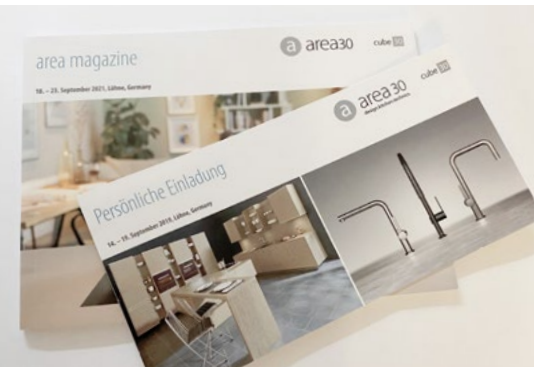
In other words: the attention to detail and the endeavour to achieve perfection make area30 unique. **area30 enables you as an exhibitor to achieve business success!**

area30 sees itself as an important building block in the industry network for all guests – from Germany, its neighbouring countries, the whole of Europe and increasingly from overseas. All trade fair locations can be reached quickly and directly from area30, Löhne. area30 therefore means: concentrated discussions, central location, short distances, best possible business. That's why this is the place to order, list and prepare for the new sales season. A visit to area30 is a must for decision-makers in the kitchen industry.

As an exhibitor at area30, you will reach many new and, above all, the right customers for you.



you and area30 in the media: increased attention for your company



Every year, area30 runs a large-scale media campaign in almost all industry media and directly to trade visitors. In Germany and across national borders, visitors are informed about the current area30 and its exhibitors. About your highlights and news or simply about your participation as an exhibitor. By invitation card, by e-mail, by website, by social media. Trade media and the daily press receive regular updates on the current status. area30 is very well known in the industry. Exhibiting companies are mentioned by name around 125,000 times as part of the media campaigns.

Visitors and media representatives are always well informed about the next area30 and your participation.

Convince with effective advertising media

To make your trade fair appearance at area30 more successful and increase your visibility among customers, the organiser recommends the targeted use of advertising media.

Media data area30 2025



join the area30 community



exhibitors about area30



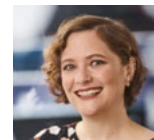
**Kevin Göbel,
Managing director and shareholder, Systemceram**

'Every year, the relevance of area30 for the industry is demonstrated anew. For systemceram, it is the most important trade fair of the year. We meet our existing customers and can generate new business contacts. What we particularly like is area30's focus on the kitchen industry, valuable contacts and networking, but also the good atmosphere. area30 was a great success and a great motivation for everyone involved - 2025 is already firmly planned for us.'



**Johannes Artmayr,
Managing director, Strasser Steine**

'For STRASSER Steine, it has been confirmed that area30 is the trade fair where decisions are made for the coming year. Not least because all major market players are represented at this trade fair. It is impressive that the already considerable influx of visitors was once again topped. We can clearly see that we are making ever better progress on the German market with our natural stone products and with the STRASSER sales philosophy, which focuses on quality, service and innovation.'



**Diana Diefenbach,
Senior Manager Technical Product Management and Communication, Samsung**

'For Samsung, area30 is the absolute highlight of the year in the home appliance sector: it is the perfect place to bring together our target group from the specialised trade and our valued partners under one roof and to present our latest built-in products and AI solutions. The exchange on the latest trends and challenges from the kitchen and furniture cosmos is particularly valuable - we really appreciate this opportunity at area30!'



**Daniel Borgstedt,
Managing director, KüchenTreff**

'Every year, area30 is a highlight that not only brings the industry together, but is also always a family reunion for us. It's the ideal event to present our new products to our shareholders and to inspire other kitchen studios and founders to join the association.'

Further statements can be found at:
area-30.de/statements

flexible booking



Whether small or large. Whether it's your first time or you've been exhibiting for many years. Whether you exhibit at area30 every year or every two years. Whether you have your own stand or a turnkey stand in the innovation area. We will ensure that you are optimally presented.

At area30 – the best-attended exhibition centre in the kitchen autumn – you exhibit in the ideal place and reach your target audience.



top service

From signage to car park services, from check-in to high-performance mobile phone reception plus free Wi-Fi. Electricity, water, waste water, LAN and ceiling suspensions are located where you want them. area30 offers you customised lighting and other services:

- Naming of several brands per exhibitor
- Personal scanners to record your visitors
- Extensive photo documentation for your use
- cashless catering service
- Stand cleaning and security
- Loading and unloading service, empties storage
- Hostess service
- Hotel service
- Technical service
- Exhibitor car parks with shuttle service

So that you can concentrate on the most important things: Your customers and successful business.



innovation area
space for ideas, inspiration – time for sustainable business



This trade place at area30 creates space for forward-looking ideas, exciting inventions, digitalisation and new designs. Meet innovative products, trends and new services here.

This unique trade place has established itself in a stylish ambience accompanied by attractive events on stage: ideal for product launches, networking, synergies and sustainable business.

Innovation. Knowledge transfer. Work.



stage:
top speakers and lots of knowledge transfer



Experts will have their say here throughout the days of the trade fair. Key notes and panels will provide information, talks and debates on everything that moves the industry. Knowledge transfer, networking, talk about trends and innovations in the kitchen industry – this is the focus of the stage in the centre of the innovation area, which sets the course for a continuously successful future for the kitchen furniture industry, electrical appliance manufacturers and accessory and software suppliers. The agenda includes topics such as the kitchen of the future, circularity, artificial intelligence, sustainability, design trends and the change in customer approach.

visitors to area30:
purchasing companies and large furniture stores



You reach your target group – 100% qualified trade visitors

area30 appeals to decision-makers from the industry, kitchen studios, the specialised kitchen trade, trade groups, the large-scale sector as well as project planners, carpenters, architects and interior designers. Trend-orientation and a broad portfolio of exhibitors will arouse great interest in new products.

At this top event for the kitchen industry, good business is more closely linked to useful knowledge transfer than at almost any other business event.

Number of exhibitors



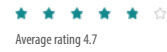
200 exhibitors and brands

Exhibitor feedback



Attractiveness was rated as good to very good

Quality of contacts



Relevance of the trade fair in the industry



Source: Exhibitor survey 2024

Visitors



Over 12,000 trade visitors from more than 50 countries – 70% from top management: owners, managing directors, sales representatives and sales managers

Visitor group



67 % Kitchen & furniture trade
13 % relevant industry

Origin of trade visitors



81 % Germany
12 % BeNeLux

Date

Saturday, 20 September 2025
until Thursday, 25 September 2025

Fair hours

daily from 9 am until 6 pm

Exhibition-highlights

- Free admission for trade visitors
- Mention of up to 5 trade brand names free of charge
- Short distances, perfect infrastructure
- High and best visitor frequency

Venue

Lübbecker Straße 29
32584 Löhne, Germany

Organiser

Kurgartenstraße 37
90762 Fürth, Germany
Phone +49 89 244 193 200
Email: info@trendfairs.de
www.trendfairs.de

Product categories

- Accessories
- Acoustics
- Air purification
- Bathroom
- Benches
- Chairs
- Cooperation partner
- Dining furniture
- Disassembled furniture
- Doors
- Electrical appliances
- Equipment
- Exhaust hood
- Fittings
- Flooring / floor coverings
- Furniture
- Furniture & upholstery fabrics
- Institutions / associations
- Interior construction
- Kitchen furniture

- Kitchen worktop
- Luminescences
- Other
- Outdoor fireplaces
- Outdoor furniture
- Outdoor kitchen
- Residential furniture
- Services
- Sink
- Small & individual furniture
- Smarthome
- Software / IT
- Splashback
- Supplier
- Tables
- Tools / utilities
- Trade press, media & publishers
- Upholstered furniture
- Utility room
- Waste systems

Register online here

We are committed to you



Diana Habitzki

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habitzki@trendfairs.de



Michael Rambach

Contact:
+49 171 770 1014
rambach@trendfairs.de



Marc Röder

Contact:
+49 160 979 811 69
roeder@trendfairs.de

wir sehen uns.

Application for participation in area30 from 20 to 25 September 2025. We hereby submit a binding application for participation on the basis of the "Exhibition Regulations / Conditions for Participation".

*Exhibitor / Company	
Contact person (first name / surname)	
Street	*VAT reg. no.
Postcode / City / Country	Mobile
Phone	*Company email
Website www.	Different invoice address
Email (invoice recipient)	

Please name other contact persons for the organisation of the fair.

Organisation / Technique

First name, last name	Phone
Email	Mobile




Marketing

First name, last name	Phone
Email	Mobile

Contact person on site during the fair

First name, last name	Mobile
Email	

Exhibition stand

<p>We book the following stand size category</p> <p><input type="checkbox"/> to 49 sqm EUR 292/sqm</p> <p><input type="checkbox"/> 50 - 99 sqm EUR 282/sqm</p> <p><input type="checkbox"/> from 100 sqm EUR 275/sqm</p>	<p>We require the following exhibition space and position:</p> <p>Stand size <input style="width: 50px;" type="text"/> sqm (minimum size 20 sqm)</p> <p>We require the following stand type:</p> <p><input type="checkbox"/> one side open </p> <p><input type="checkbox"/> two sides open + 8 % per sqm </p> <p><input type="checkbox"/> three sides open + 12 % per sqm </p>
<p>Mandatory services</p> <p>▪ Energy contribution EUR 19 per sqm (mandatory)</p> <p>▪ Marketing contribution EUR 885 (mandatory)</p> <p>▪ Exhibitor liability insurance EUR 30 (mandatory)</p>	

The contract is concluded by written confirmation from the organiser and the legally binding signature of this application. Binding confirmation of participation shall only be given upon confirmation of participation by trendfairs GmbH. There is no entitlement to the desired stand type and position. There may be a deviation of +-10% in the stand area. Cancellation rights remain unaffected by this. We will endeavour to fulfil your stand request. All prices quoted are subject to the statutory value-added tax.

Place / Date	Signature
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Your signature confirms that you have read the Exhibition Regulations / Conditions of Participation.

Outdoor area

Presentation of the outdoor kitchen on the area30 terrace

max. 300 x 80 x 80 cm EUR 2,290
(incl. 24-hour security during the entire exhibition period)

Mandatory services*

- Marketing contribution EUR 885 (mandatory)
- Exhibitor liability insurance EUR 30 (mandatory)

Special show "Outdoor area" can be booked as an individual booking or as an additional area to an exhibition stand in the hall.
 "Obligatory services" only apply to individual "Outdoor area" bookings.

Co-exhibitor

At the stand of (company) _____ for EUR 885 incl. Marketing contribution and exhibitor liability insurance

A co-exhibitor is a company that is present at the main exhibitor's stand with its own staff and products.
 Please also complete and return the page '2.0 Trade mark application' for the co-exhibitor.

The contract is concluded by written confirmation from the organiser and the legally binding signature of this application. Binding confirmation of participation shall only be given upon confirmation of participation by trendfairs GmbH. There is no entitlement to the desired stand type and position. There may be a deviation of +/-10% in the stand area. Cancellation rights remain unaffected by this. We will endeavour to fulfil your stand request. All prices quoted are subject to the statutory value-added tax.

Place / Date

Signature

Your signature confirms that you have read the Exhibition Regulations / Conditions of Participation.



Outdoor kitchen – presentation

In addition to your company name, you can register four other brands here free of charge

(We charge €295 per trademark entry for each additional registered trademark, including logo and address)

In addition, we ask you to send your **brand logos as vector graphics** (.eps-file in **4c** and **negative**), as well as a **key image for each brand** (.jpg-file at least 800 x 440 px, one image / no collage or text compilations). Please upload your data in **AMS** directly after the registration confirmation.

Exhibitor brand (company name)	www.
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Please tick all product groups of this brand. (multiple selection possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Doors	<input type="checkbox"/> Interior construction	<input type="checkbox"/> Services	<input type="checkbox"/> Upholstered furniture
<input type="checkbox"/> Acoustics	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink	<input type="checkbox"/> Utility room
<input type="checkbox"/> Air purification	<input type="checkbox"/> Equipment	<input type="checkbox"/> Kitchen worktop	<input type="checkbox"/> Small & individual furniture	<input type="checkbox"/> Waste systems
<input type="checkbox"/> Bathroom	<input type="checkbox"/> Exhaust hood	<input type="checkbox"/> Luminescences	<input type="checkbox"/> Smarthome	
<input type="checkbox"/> Benches	<input type="checkbox"/> Fittings	<input type="checkbox"/> Other	<input type="checkbox"/> Software / IT	
<input type="checkbox"/> Chairs	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Outdoor fireplaces	<input type="checkbox"/> Splashback	
<input type="checkbox"/> Cooperation partner	<input type="checkbox"/> Furniture	<input type="checkbox"/> Outdoor furniture	<input type="checkbox"/> Supplier	
<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Furniture & upholstery fabrics	<input type="checkbox"/> Outdoor kitchen	<input type="checkbox"/> Tables	
<input type="checkbox"/> Disassembled furniture	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Residential furniture	<input type="checkbox"/> Trade press, media & publishers	

another brand	www.
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Please tick all product groups of this brand. (multiple selection possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Doors	<input type="checkbox"/> Interior construction	<input type="checkbox"/> Services	<input type="checkbox"/> Upholstered furniture
<input type="checkbox"/> Acoustics	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink	<input type="checkbox"/> Utility room
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<input type="checkbox"/> Disassembled furniture	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Residential furniture	<input type="checkbox"/> Trade press, media & publishers	

another brand	www.
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Please tick all product groups of this brand. (multiple selection possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Doors	<input type="checkbox"/> Interior construction	<input type="checkbox"/> Services	<input type="checkbox"/> Upholstered furniture
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<input type="checkbox"/> Disassembled furniture	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Residential furniture	<input type="checkbox"/> Trade press, media & publishers	

another brand	www.
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Please tick all product groups of this brand. (multiple selection possible)

<input type="checkbox"/> Accessories	<input type="checkbox"/> Doors	<input type="checkbox"/> Interior construction	<input type="checkbox"/> Services	<input type="checkbox"/> Upholstered furniture
<input type="checkbox"/> Acoustics	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink	<input type="checkbox"/> Utility room
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<input type="checkbox"/> Disassembled furniture	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Residential furniture	<input type="checkbox"/> Trade press, media & publishers	

To register other brands, please use another blank form. Only if your product group(s) per brand are ticked will you appear in the right place in the online exhibitor directory.

Other information about area30

Your area30 trade fair package includes the following services:

- 6-day trade fair participation (duration of the trade fair 20 to 25 September 2025, each 09.00 - 18.00 h)
- Set-up and dismantling days
- Approx. 2,500 parking spaces on and around the exhibition grounds
- Parking signage
- Staff for parking instruction
- Parking shuttle service (personnel, vehicles) with radio coordination
- Online check-in (visitor registration)
- Free admission for trade visitors
- Staff for reception and trade fair organisation
- Exhibitor passes: By means of digital, personalised exhibitor registration exhibitor passes are generated for download. Also available in your cards / wallet.
- Security service at and around the exhibition site (without exhibition stands)
- Cleaning of the exhibition area (without stands)
- Signposting to, at and within the exhibition grounds
- General lighting
- Wi-Fi usage within the exhibition centre
- Heating / Air conditioning / Ventilation
- Toilet service / toilet cleaning
- Spacious restaurant
- Catering for exhibitors (with credit card system) and trade visitors (fees apply)
- Stand catering for exhibitors (fees apply)
- Stand security (fees apply)
- Lead tracking via visitor scans with evaluation (fees apply)
- Attractive, partly unique advertising media to increase your visibility and success during the exhibition (fees apply)

Your marketing package includes the following:

- Entry in the exhibitor directory online with company and brand name (incl. linking)
- Entry in the trade fair magazine
- Promotion in trade media (online and print)
- Trade visitor promotion directly by post, several times by e-mail (directly and via third-party providers) and via social media networks
- Newsletter advertising to the address database of trendfairs GmbH and via third-party providers
- Press and public relations at regular intervals
- Provision of advertising banners for your website / e-mails / Advertisements to promote the area30
- Production and distribution of the trade fair magazine
- Search engine optimisation
- Online campaigns
- Social media campaigns

Other information:

- The Aussteller Management System (AMS) gives you the opportunity to easily and conveniently book your order for rental furniture, rental equipment, power connection, water connection, advertising media, etc. online, water connection, advertising media, etc. easily and conveniently, as well as maintaining your company profile and uploading logos. You will find the access data on your confirmation of participation.
- **Set-up time:**
Monday, 15 September to Thursday, 18 September 2025 from 7 am to 10 pm
Friday, 19 September 2025 from 7 am to 12 am
After that, only dirt-free decoration work on the stand is permitted (12 am - 6 pm). Set-up ends at 6 pm.
Early stand construction is possible for a fee from 11 to 14 September 2025 from 8 am to 6 pm.
- **Dismantling time:**
Thursday, 25 September 2025 from 7 pm to 10 pm
Friday 26 and Saturday 27 September 2025 from 7 am to 6 pm
- **Exhibition time:**
20 to 25 September 2025, daily from 9 am - 6 pm

4.0 exhibition regulations / conditions of participation

4.1 Event

4.1.1 The organiser of the trade fair is trendfairs GmbH, Kurgartenstraße 37, 90762 Fürth, represented by the managing director Michael Rambach.

4.1.2 Participation in the event is subject to a corresponding agreement between the organiser and the exhibitor. This becomes effective upon registration by the exhibitor and confirmation of participation by the organiser.

4.2 Registration

4.2.1 The exhibitor's application for participation must be made via a communication channel provided by the organiser. A binding application can be submitted using the online portal provided by the organiser. In this case, the exhibitor is obliged to truthfully enter the requested participation data and transmit it to the organiser using the corresponding button. By submitting the application for participation in the trade fair, the exhibitor accepts the exhibition regulations/participation conditions and the special event conditions (are published in the AMS) as part of the contract. The conclusion of the contract is complete and binding for both parties when the organiser sends the confirmation of participation to the exhibitor by e-mail.

4.2.2 Reservations and conditions are not allowed at registration. If such are inserted into the registration forms, they are considered legally ineffective unless they are confirmed in writing by the organiser.

4.2.3 The organiser makes the decision on the acceptance of the application for participation and the allocation of the stand with the diligence of a prudent businessman and within the framework of the available space. In the event of overbooking, the order in which the registrations are received is decisive. There is no entitlement to participate.

4.2.4 For objectively justifiable reasons, in particular if the available stand space is insufficient, the organiser can exclude individual applicants from participation and/or, if it is necessary to achieve the purpose of the event, limit the event to certain groups of exhibitors or providers or limit the reduce the desired stand size.

4.2.5 The exhibitor will receive a written confirmation of participation by e-mail about the acceptance of the application for participation. Stand number, stand size and further details of stand occupancy will be announced separately in writing.

4.2.6 The booths are allocated by the organiser based on aspects specified by the exhibition theme. The exhibitor has no right to be allocated a specific stand area and does not obtain such an assignment because he had already occupied the same area at an earlier event organised by the organiser. However, the organiser will take special stand requests into account as far as possible. Deviations of +/- 10 % in the allocated area and stand type are within the tolerance range and do not require any enquiry with the applicant.

4.3 Stand design

4.3.1 The design of the stand and the necessary construction are the responsibility of the exhibitor. The exhibitor must take into account the character and appearance of the event. The exhibitor is entitled to prescribe certain arrangements in this context. The exhibitor is responsible for compliance with the safety regulations. The organiser will not accept stands that impair the overall image of the event. The same applies to inadmissible advertising statements.

4.3.2 The allocated stand dimensions must not be exceeded. Exceeding the allocated stand dimensions/areas on site requires approval from trendfairs. Additional backstage areas allocated and approved by trendfairs may not be used to store paper, cardboard, packaging or flammable liquids. The additional area used is calculated. The maximum standing height is 3.50 meters. Deviating stand heights require the approval of the trade fair management. Suspensions from the hall ceiling also require the approval of the exhibition management. From a height of 2.50 meters, the backs of the stand boundaries must have a pure white and optically flawless surface. In particular, they must not contain any text or graphics.

4.3.3 The stand boundary ends in front of the hall pillars. The spaces between the halls may only be used upon request and for a fee. They must be free of dangerous goods according to legal regulations.

We recommend an open stand design for head and island stands. The stand owner is responsible for checking the statics. A maximum load of 125 kg is permitted per suspension point.

4.3.4 **Operating obligation:** The exhibitor is obliged to keep the stand manned during the opening times for the entire duration of the event. There is an obligation to operate. The exhibition stands must be staffed for the entire duration of the area30 event. The removal of exhibits and the dismantling of stands before the official end of the area30 trade fair is not permitted. In the event of a violation of the operating obligation, the organiser is entitled to charge a contractual penalty of 20 % of the basic rent.

4.3.5 The subletting of stand space or other transfer to third parties is excluded. In the event of an infringement, the organiser is entitled to terminate the participation agreement extraordi-

narily and without notice. In this case, the exhibitor remains obliged to pay the agreed stand rent and other costs. Co-exhibitors who have registered themselves are exempt from this rule.

4.3.6 Special requirements for the construction and dismantling of exhibition stands. The exhibitor is obliged to complete the stand within the period specified in the exhibitor information. The participant must bear the costs incurred by the organiser due to delayed completion or even stand construction that did not take place, regardless of the reason.

4.4 Early termination of the contract

4.4.1 The exhibitor is bound to his registration up to 3 months before the start of the exhibition. Ordinary termination of the participation agreement is not intended. The right to extraordinary termination remains unaffected.

4.4.2 If the exhibitor cancels his participation after confirmation of participation up to 3 months before the start of the event, he owes 40 % of the agreed stand rent as a flat-rate compensation. If the cancellation occurs after that (and after confirmation of participation), the exhibitor owes 100 % of the agreed stand rent as flat-rate compensation. The cancellation must be made in writing. The exhibitor's right to prove that no damage was incurred or that the damage was significantly lower than the agreed lump-sum compensation remains unaffected. In the event of cancellation or other unauthorised withdrawal from the contract, the organiser is entitled, but not obliged, to otherwise freely dispose of the stand space.

4.4.3 The organiser is entitled to withdraw from the contract or to terminate it extraordinarily and without notice if there is an important reason in the person of the exhibitor. Such an important reason exists in particular if an application for the opening of insolvency proceedings has been filed against the exhibitor, such an application has been rejected due to lack of assets or insolvency proceedings have been opened.

4.5 Invoicing / payment

4.5.1 Invoices for participation and other costs incurred will be issued approx. 10 weeks before the start of the event. Payment is due immediately upon receipt of the invoice without any deductions. The invoice will be sent by the organiser by e-mail.

4.5.2 The organiser is entitled to terminate the participation contract extraordinarily and without notice if the exhibitor has not made the payments due to trendfairs GmbH despite a reminder.

4.5.3 The organiser reserves the right to assert the statutory right of lien.

4.6 Force majeure

4.6.1 The organiser is entitled to postpone, shorten, lengthen or cancel the event if there are compelling reasons for which he is not responsible or in the event of force majeure.

4.6.2 In such an exceptional case, the exhibitor is not entitled to withdraw from the contract or to claim damages.

4.6.3 If the event does not take place for reasons for which the organiser is not responsible, the organiser can demand up to 25 % of the agreed participation fee from the exhibitor as general expense allowance.

4.6.4 If an event that has already started has to be canceled for reasons for which the organiser is not responsible, the participation fee and other payments will not be refunded.

4.6.5 The organiser is not liable to the exhibitor for damage or other disadvantages that the exhibitor incurs as a result of the cancellation or termination of the event for reasons for which the organiser is not responsible.

4.7 Place of fulfilment / Place of jurisdiction

4.7.1 Place of jurisdiction is Munich, place of fulfilment is Fürth. The organiser is entitled, if they so wish, to bring an action against an exhibitor at the court with jurisdiction over the exhibitor's place of business.

4.7.2 German law shall apply exclusively.