



## 2.0 Brand registration (free of charge)

You may register **four additional brands at no additional cost** that will be joining you at area30. In addition, we ask that you **submit your brand logos** as vector graphics (.pdf file, .tiff file, .eps file or .jpg file with 300 dpi resolution), **as well as a mission statement for each brand at no additional cost** (jpg file at least 800 x 440px, only single image / no collage or typography). **Immediately after submitting your application please send these files to Ms. Jördis Mehler: mehler@trendfairs.de**

Brand 1	www.
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**Please tick all the product groups that apply for Brand 1 (multiple answers possible)**

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

Brand 2	www.
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**Please tick all the product groups that apply for Brand 2 (multiple answers possible)**

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

Brand 3	www.
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**Please tick all the product groups that apply for Brand 3 (multiple answers possible)**

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

Brand 4	www.
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**Please tick all the product groups that apply for Brand 4 (multiple answers possible)**

<input type="checkbox"/> Accessories	<input type="checkbox"/> Extractor fans	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Other
<input type="checkbox"/> Worktops	<input type="checkbox"/> Electrical appliances	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Sink units
<input type="checkbox"/> Fixtures	<input type="checkbox"/> Dining furniture	<input type="checkbox"/> Lighting	<input type="checkbox"/> Chairs / stools
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Trade press	<input type="checkbox"/> Furniture	<input type="checkbox"/> Tables
<input type="checkbox"/> Benches	<input type="checkbox"/> Flooring / floor coverings	<input type="checkbox"/> Alcove back panels	<input type="checkbox"/> Doors
<input type="checkbox"/> Services	<input type="checkbox"/> Interior fixtures	<input type="checkbox"/> Software / IT	<input type="checkbox"/> Fittings

## 3.0 Other Information

### area30 – design. kitchen. technics. from 14th to 19th September 2019 in Löhne

#### Your area30 trade fair package includes the following at no additional cost

- 6 days trade fair participation (14th to 19th September, 9am – 6pm each day)
- Set-up and dismantling days
- Approx. 2,500 parking spaces in and around the exhibition grounds
- Designated parking
- Staffed car parks
- Car park shuttle service (staff, vehicles) with radio coordination
- Online check-in (visitor registration)
- Pre-VIP check-in for your selected most important clients (industry professionals)
- Free entry for industry professionals
- Reception and exhibition organisation staff
- Exhibitor passes, including pass delivery (1 exhibitor's pass per 10 m<sup>2</sup> stand area)
- Security service in and around the exhibition area (excluding exhibition stands)
- Cleaning of the exhibition area (excluding exhibition stands)
- Signage to, in and around the exhibition area
- General lighting
- Wi-Fi usage within the exhibition centre
- Heating/air-conditioning/ventilation of halls
- Toilet service/toilet cleaning
- Spacious catering area
- Catering for exhibitors (with credit card system) and professional visitors (fees apply)
- Stand catering for exhibitors (fees apply)
- Stand security (fees apply)
- Individual visitor scanning with analysis (fees apply)
- Attractive, partially unique advertising media to increase your success during the exhibition (fees apply)

#### Your marketing package includes the following at no additional cost

- An entry in the online exhibition directory with company and brand names (including link)
- An entry in the exhibition magazine and the invitation card
- Print and online advertising for area30 in trade journals
- Trade visitor promotions directly by post, several times via email (directly and through third-party providers) and via social media networks
- Newsletter promotion for area30 using trendfairs GmbH's address database and via third party providers
- regular press and public relations work
- Promotional banners for your website / emails promoting area30
- Production and distribution of the trade fair magazine
- Search Engine optimization
- Online campaigns ( via facebook, google)
- Social media campaigns
- Participation in the Küchenmeile app incl. address data and logo

#### Further information

- You can use the Exhibitor Management System EMS, to place your order for rental furniture, rental equipment, power supply, water connection, advertising media, traverse systems, light systems etc. easily and conveniently online. Login credentials will be provided upon receipt of your application, or approx. 3 months before the trade fair start date.
- Set-up time: 9th to 13th September 1pm (earlier stand assembly from Thursday 5th September is possible upon application and subject to a fee)
- Dismantling time: 19th September (8-10pm) to 21st September 2019 (6pm)

## 4.0 Exhibition Regulations/Conditions of Participation

### 4.1 Event

4.1.1 Trade fair event organiser is Trendfairs GmbH, Stefan-George-Ring 2, 81929 Munich, Germany, represented by their managing director, Ulrike Rohde. The trade fair management is the responsibility of Ulrike Rohde, Arian Kiesling and 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 to take part has to be submitted in writing to the organiser using the organiser's forms. The application form has to be completed in full and have a legally binding signature. By signing this document, the exhibitor accepts the general conditions of participation.

4.2.2 Reservations and conditions are not permitted during the registration. If such are entered on the registration form, they shall be considered as legally invalid, unless they are confirmed in writing by the organiser.

4.2.3 The decision with respect to accepting the application for participation and allocating the stand is made by the organiser with the diligence of a prudent businessperson and within the bounds of the available discretion. In case of overbooking, the order of receipt of applications shall be decisive. There is no entitlement to participate.

4.2.4 The organiser may, for objectively justified reasons, in particular if the available exhibition space is not sufficient, exclude individual applicants from participation and / or, if this is necessary for the achievement of the event objective, restrict the event to certain exhibitor groups or supplier groups.

4.2.5 The exhibitor shall receive written confirmation of participation when the application for participation is accepted. The stand number, stand size and other details of the stand occupancy shall be provided in a separate written notification.

4.2.6 The stands are allocated by the organiser on the basis of considerations that are determined by the theme of the exhibition. Exhibitors are not entitled to the assignment of particular stand areas and do not become entitled to this even if they have occupied the same area at one of the organiser's previous events. The organiser will, however, take into consideration, as far as is possible, specific stand requests. An area that is allocated with a +/- 10% difference is within the range of tolerance and does not require consultation with the applicant.

### 4.3 Stand design

4.3.1 The stand design and set-up required for this are a matter for the exhibitor. The exhibitor is required to comply with the theme and image of the event. The event organiser is entitled to stipulate certain arrangements in this regard. The exhibitor shall be responsible for complying with safety regulations. Stands that adversely affect the overall image of the event will not be accepted by the organiser. The same applies to unacceptable advertising messages.

4.3.2 The allocated stand dimensions must not be exceeded. The maximum stand height is 350 cm. Stand heights that deviate from this require the consent of the trade fair management. Hall ceiling attachments also require the consent of the trade fair management. From a height of 2.50 metres and above, the rear sides of stand partition walls must have a pure white and visually flawless surface. In particular, they must not display any text or graphics.

4.3.3 The exhibitor is obliged to occupy the stand for the entire duration of the event during opening hours.

4.3.4 The sub-letting of stand areas or other transfers to third parties is forbidden. In the event of an infringement, the event organiser shall be entitled to extraordinarily terminate the participation agreement without notice. In such an event, the exhibitor shall remain liable for the payment of the agreed stand rental and any other costs.

### 4.4 Premature termination of the contract

4.4.1 Exhibitors shall be bound by their applications up to 3 months before the start of the exhibition. An ordinary termination of the participation agreement is not envisaged. The right to extraordinary termination shall remain unaffected.

4.4.2 If an exhibitor cancels their participation after confirmation of participation has been given up to 3 months before the event begins, they will owe 40% of the agreed stand rental as liquidated damages. If the cancellation is made subsequently (and after confirmation of participation has been given), the exhibitor shall owe 100% of the agreed stand rental as liquidated damages. Cancellations must be made in writing. The right of the exhibitor to prove that damage has not occurred, or is equivalent to a much lower amount than the agreed compensation fees, shall remain unaffected. In the event of cancellation or other unauthorised rescinding of the contract, the organiser is entitled, but not obliged, otherwise to freely dispose of the stand area.

4.4.3 The organiser is entitled to withdraw from the contract, or to extraordinarily terminate it without notice if good cause exists on the side of the exhibitor. Such grounds shall exist, in particular, if an application for the launch of insolvency proceedings has been made against the exhibitor, such an application was rejected for lack of assets, or insolvency proceedings have already been opened.

### 4.5 Invoicing / payment

4.5.1 The invoice for the stand rental and other costs incurred shall be issued approximately 10 weeks before the start of the event. The invoice shall be payable immediately and without any deduction on receipt.

4.5.2 There shall be no right to occupy the stand until all due payments have been paid in full. Likewise, in this event, no exhibitor pass shall be issued.

4.5.3 The organiser shall be entitled to extraordinarily terminate the participation agreement without notice if, despite reminders, the exhibitor has not made due payments. In such a case, the organiser is entitled to dispose of the stand area without further notice.

4.5.4 The event organiser reserves the right to assert the statutory lessors' lien.

### 4.6 Force majeure

4.6.1 If there are urgent reasons that are no fault of the organiser, or in cases of force majeure, the organiser has the right to postpone, shorten, lengthen, or cancel the event and also to vacate and to keep vacated, temporarily or for a longer period, one or more exhibition areas, or the entire exhibition area.

4.6.2 In such an exceptional case, exhibitors shall neither be entitled to withdraw from the contract nor to claim compensation.

4.6.3 If the event does not take place for reasons for which the organiser cannot be held responsible, the organiser may require the exhibitors to pay up to 25% of the agreed stand rental as a general expense reimbursement.

4.6.4 If the event, once opened, has to be abandoned owing to reasons for which the event organiser cannot be held responsible, no refund of the stand rental and other payments shall be made.

4.6.5 The organiser is not liable to the exhibitor for damages and other disadvantages arising from a cancellation or abandonment of an event for reasons for which the organiser cannot be held responsible.

### 4.7 Place of fulfilment / place of jurisdiction

4.7.1 Place of jurisdiction is Munich, place of fulfilment is Munich. The organiser is entitled, if it so wishes, to bring an action against an exhibitor at the court having jurisdiction at the exhibitor's place of business.

4.7.2 German law shall apply exclusively.