

Application to participate in area30 from 16 to 21 September 2023. We hereby make a binding application for participation on the basis of the "Exhibition regulations/Conditions of participation".

Contact person (First name/last name)	
Street	VAT reg. no.
Postcode/town/city/country	Mobile
Phone	Email
Different billing address	Website www.
	Email (invoice recipient)

Participation at innovation area

<p>Your stand request</p> <p><input type="checkbox"/> Exhibitors without product presentation (with TV) € 8.700</p> <p><input type="checkbox"/> Exhibitors with product presentation (without TV) € 8.900</p>	<p>Scope of services</p> <p>You will receive a completely finished exhibition stand. (Light Wall 2.5m x 2.5m, stand construction, furniture, electricity, lighting, brochure stands)</p> <ul style="list-style-type: none"> ▪ Reporting in relevant specialist media ▪ Stage lecture free of charge (10 minutes, value € 490) ▪ Special newsletter to trade visitors ▪ Social Media campaigns (LinkedIn, Instagram, Facebook) ▪ Cleaning and stand security (at night)
<p>Mandatory services*</p> <ul style="list-style-type: none"> ▪ Marketing contribution € 885 (mandatory) ▪ Exhibitor liability insurance € 30 (mandatory) 	
<p>*Mandatory services do not apply to companies that have already booked a booth at area30 2023.</p>	

Please provide us with the names of additional contact persons who are involved in the organisation of the trade fair.
Organisation / Technical

First name, surname	Phone
Email	Mobile

Marketing

First name, surname	Phone
Email	Mobile

Contact person on site during trade fair

First name, surname	Mobile
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The contract shall come into force on written confirmation from the organiser and legally binding signing of this application.
A binding commitment to participate will only come into effect after confirmation by trendfairs GmbH. There is no entitlement with respect to preferred stand types and locations.
Cancellation rights remain unaffected by this. We will make every effort to provide you with the stand you ask for. All the prices listed exclude the applicable statutory VAT.

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

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, black/white 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 send these files to Ms Yasemin Eker immediately after submitting your application: eker@trendfairs.de

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"/> Light	<input type="checkbox"/> Suppliers
<input type="checkbox"/> Acoustics	<input type="checkbox"/> Electrical household appliances	<input type="checkbox"/> Media & publishers	<input type="checkbox"/> Tables
<input type="checkbox"/> Bathroom furniture	<input type="checkbox"/> Extractor hoods	<input type="checkbox"/> Niche splashbacks	<input type="checkbox"/> Trade press
<input type="checkbox"/> Benches	<input type="checkbox"/> Faucets	<input type="checkbox"/> Outdoor furniture	<input type="checkbox"/> Utility room
<input type="checkbox"/> Chairs	<input type="checkbox"/> Fittings	<input type="checkbox"/> Outdoor furniture	<input type="checkbox"/> Waste systems
<input type="checkbox"/> Cooperation partner	<input type="checkbox"/> Floor coverings / fittings	<input type="checkbox"/> Outdoor kitchen	
<input type="checkbox"/> Countertops	<input type="checkbox"/> Institutions / associations	<input type="checkbox"/> Services	
<input type="checkbox"/> Dining room furniture	<input type="checkbox"/> Interior design	<input type="checkbox"/> Sinks	
<input type="checkbox"/> Disassembled furniture	<input type="checkbox"/> Kitchen furniture	<input type="checkbox"/> Small & individual pieces of furniture	

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"/> Light	<input type="checkbox"/> Suppliers
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another brand	www.
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To register other brands, please use another blank form.

Other information about area30

Your area30 trade fair package includes the following services free of charge

- 6 days trade fair participation (16 to 21 September 2023, 9 am – 6 pm)
- 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)
- Free entry for industry professionals
- Staff for greeting and trade fair organisation
- Exhibitor passes: Using digital, personalized exhibitor registration exhibitor passes are generated for download.
Also available in your cards / your wallet.
- Security service in and around the exhibition area (excluding exhibition stands)
- Cleaning of the exhibition area (including exhibition stands)
- Signage to, in and around the exhibition area
- 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
- Individual visitor scanning with analysis (fees apply)
- Attractive, unique advertising media to increase your success during the exhibition (fees apply)

Your marketing package includes the following

- An entry in the online exhibition directory with company and brand names (including link)
- An entry in the exhibition magazine with logo and address
- Promotion of area30 in the trade press (online and print)
- Direct postal promotion to trade visitors, multiple times via email (direct and via third parties) 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
- Promotional banners for your website / emails for advertising area30
- Production and distribution of the trade fair magazine
- Search Engine Optimisation (SEO)
- Online campaigns
- Social media campaigns

Other information

- You can use the Exhibitor Management System AMS to place your order for separate water connection up to advertising media, 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:**
Friday, 15 September 2023, 7 am – 12 pm
After this, only dirt-free decoration works are permitted at the stand (1 pm – 6 pm). Construction ends at 6 pm.
- **Dismantling time:**
Thursday, 21 September 2023, 7 pm – 10 pm
- **Trade fair opening hours:**
16 to 21 September 2023, daily 9 am – 6 pm

Further presentation materials such as rollups, images and others are not permitted.

4.0 Exhibition Regulations / Conditions of Participation

5.1 Event

5.1.1 Trade fair event organiser is Trendfairs GmbH, Stefan-George-Ring 2, D-81929 Munich, Germany, represented by their managing director, Ulrike Rohde. The trade show management is the responsibility of Michael Rambach and Ulrike Rohde.

5.1.2 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.

5.2 Registration

5.2.1 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.

5.2.2 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.

5.2.3 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.

5.2.4 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.

5.2.5 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.

5.2.6 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. Area allocated differently +/- 10% is within the tolerance range and does not require further consultation with the applicant.

5.3 Stand design

5.3.1 The exhibitor must take into account the character and appearance of the event. The organiser 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.

5.3.2 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.

5.3.3 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.

5.3.4 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 extraordinarily 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.

5.3.5 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. 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.

5.4 Early termination of the contract

5.4.1 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.

5.4.2 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.

5.4.3 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.

5.5 Invoicing / payment

5.5.1 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.

5.5.2 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.

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

5.6 Force majeure

5.6.1 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.

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

5.6.3 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.

5.6.4 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.

5.6.5 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.

5.7 Place of fulfilment / Place of jurisdiction

5.7.1 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.

5.7.2 German law shall apply exclusively.