

**drupa 2021**

no. 1 for printing technologies

Düsseldorf, 20/04 – 23/04/21

## Conditions of Participation

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## **A** Special Conditions of Participation

### **1** Organizer

Messe Düsseldorf GmbH  
Messeplatz  
Stockumer Kirchstraße 61  
40474 Düsseldorf  
Germany  
Postal address:  
P.O. Box 10 10 06  
40001 Düsseldorf  
Germany  
Telefon: +49 211 4560-01  
Telefax: +49 211 4560-668  
Internet <https://www.messe-duesseldorf.de>  
(referred to as **Messe Düsseldorf in the text**)

### **2** Title of event

**drupa 2021**  
no. 1 for printing technologies

### **3** Sponsors

Bundesverband Druck und Medien e.V. bvdm  
Friedrichstr. 194-199  
10117 Berlin  
Germany

DFTA Flexodruck Fachverband e. V.  
Nobelstraße 5 B  
70569 Stuttgart  
Germany

Fachverband Druck- und Papiertechnik im  
Verband Deutscher Maschinen- und Anlagenbau e.V. VDMA  
Lyoner Straße 18  
60528 Frankfurt/M.  
Germany

Verband der deutschen Lack- und Druckfarbenindustrie e.V. VdL  
Mainzer Landstraße 55  
60329 Frankfurt/M.  
Germany

Verband Deutscher Papierfabriken e.V. VDP  
Adenauerallee 55  
53113 Bonn  
Germany

Wirtschaftsverbände Papierverarbeitung WPV  
Hilpertstraße 22  
64295 Darmstadt  
Germany

### **4** Venue

Online

### **5** Duration, opening times and dates

Duration: 20/04 - 23/04/21

## **6** Product categories

The offer only comprises products and services for drupa 2021. Main structures of the offer (Substructures to be found in section B):

1. prepress/print
2. premedia/multichannel
3. postpress/convertng/packaging
4. future technologies
5. materials
6. equipment/services/infrastructure

Newly manufactured products only will be permitted as exhibits. Secondhand machinery and agents for second-hand machinery will not be admitted to the exhibition.

Exhibitors are required to list on their application form the product codes from the Product categories which correspond with the goods they intend to show and at the same time to select the appropriate product section. If exhibits fall under more than one product section then these should all be listed on the application form. Only products with a listed product code can be admitted and exhibited. Texts on application forms that deviate from the product codes in the Product categories (Part B of the Exhibitor Invitation) will not be considered.

## **7** Participation fees and other charges

See separate order in the Online Order System.

The law of the Federal Republic of Germany is applicable.

The German text is binding.

Düsseldorf, November 2020  
Messe Düsseldorf GmbH

## **B** Conditions of Participation General Section

### **1** Application for space

Messe Düsseldorf offers trade fairs not only in a physical-digital format (hybrid event consisting of an on-site element and digital elements), but also trade fairs in a purely virtual / digital format (, which consist of digital elements only).

The registration is carried out using the provided electronic means (Online Order System – OOS) in the manner provided for this purpose, accepting these conditions of participation, the valid price lists, any special conditions of participation and the subsequent technical guidelines.

Registration may be necessary using the forms provided for this purpose. These must be filled out, signed and legally binding, in accordance with these conditions of participation, the valid price lists, any special conditions of participation and any subsequent Technical Guidelines, and sent to

Messe Düsseldorf GmbH

Postfach 10 10 06

40001 Düsseldorf

Germany.

Exhibits must be annotated with the corresponding code number according to the List of Exhibits and – in case of a hybrid event – for machinery and installations weight and height must be supplied. To ensure accurate representation Messe Düsseldorf may request that brochures and product descriptions be submitted.

Applications made subject to conditions or reservations cannot be taken into consideration.

In the scope of a hybrid event every endeavour will be made to meet requests for specific sites, but such requests cannot be recognised as a condition for participation. No undertaking can be given with respect to exclusion of competitors.

The application is binding on the applicant, irrespective of whether it is accepted by Messe Düsseldorf or not.

The application will only be considered effected once it has been received by Messe Düsseldorf and it is then binding until admission or final non-admission. Receipt of application and if applicable the deposit cheque will be acknowledged.

Express reference is made to the privacy policy of Messe Düsseldorf (see [www.messe-duesseldorf.com/privacy](http://www.messe-duesseldorf.com/privacy)).

**Start of hall planning see section 5 of part A, Special Conditions of Participation.**

Any applications received after this deadline may be put on a waiting list, should the areas for which an application was made be overbooked.

The VAT ID No. to be stated by the exhibitor (for exhibitors applying from the EU) or verification of the entrepreneur certificate (for applicants from non-EU-countries) is necessary for purposes of VAT classification of the applicant. The applicant provides assurance that the VAT ID No. or the entrepreneur certificate along with classification for his corporate sector is correct and valid. He is obliged to immediately inform the trade fair company of any changes in this respect. The VAT ID No. or sub-certificate is used by the applicant for participation at the event, it is also used for all other business and transactions between the applicant and trade fair company.

### **2** Admission

Exhibitors at the event are the manufacturers of the products. Trading companies will only be admitted if they can provide proof from the manufacturer that they are authorised to display and sell those particular products and services at the show, i.e. the manufacturing company cannot exhibit in addition. This is to preclude the possibility of the same product being exhibited twice.

In principle, only those exhibitors are admitted whose registered exhibits and services are in accordance with the event's List of Exhibits and meet the requirements stated in paragraph 1. The decision as to whether an exhibitor or exhibits can be admitted rests with Messe Düsseldorf, if necessary after consultation with the Admissions Committee. A legal claim for admission does not exist. Exhibitors who have not fulfilled their financial obligations to

Messe Düsseldorf or have contravened the Conditions of Participation, the Technical Regulations or legal requirements can be excluded from participation.

Exhibitors will receive written confirmation that they have been admitted with their products. Such confirmation will be sent by Messe Düsseldorf either by surface mail or electronically, at its discretion, and applies only to the designated exhibitor.

The exhibition contract between Messe Düsseldorf GmbH and the exhibitor is deemed concluded once the admission has been transmitted to and/or made available in the account of the exhibitor's contact person mentioned in the application. The exhibitors will be informed that the admission documents are available on their exhibitor account by electronic mail including their personal access data. This information shall be considered as received by the exhibitor as soon as it has become accessible to the latter. The exhibitor must ensure that its inbox is checked at regular intervals and that the technical requirements for the receipt of emails are available. If the exhibitor's relevant email address changes, then Messe Düsseldorf must be notified immediately. If Messe Düsseldorf suffers loss or damage due to faulty or missing technical requirements and/or due to the exhibitor's failure to notify Messe Düsseldorf of a new email address, then the exhibitor shall be liable to Messe Düsseldorf for compensation.

In case of a hybrid event the exhibitor will be given a floor plan showing the position of its stand. If appropriate, a site map of the exhibition centre or a hall plan will be made available in the Online Order System.

Messe Düsseldorf reserves the right to cancel a stand booking approved on the basis of misleading or false information or if the requirements for participation are no longer met or the booking is no longer in accordance with the admission regulations. If – in case of hybrid event – the allotted space is not available for reasons beyond the control of Messe Düsseldorf the exhibitor may claim a refund of the space rental cost; no claims for damage will be entertained.

Messe Düsseldorf may, if required by circumstances and specifying its reasons for doing so, and bearing in mind what is reasonable for the exhibitor, deviate from the notice of admission by allocating space in another position or reducing or increasing the stand size. It reserves the right to alter entrances and exits to and from the exhibition grounds and the halls, as well as throughways between halls.

### **3** Terms of payment

The invoice for participation charges will be sent to the exhibitor together with, or subsequent to, the confirmation of admission and the allocation of space. If the exhibitor chooses eBilling the invoice will be sent electronically (email with pdf attachment) in a non-encrypted form to the e-mail account stated by the exhibitor and/or saved in the OOS account of the contact person named by exhibitor in the application. The invoice is considered to have been delivered to the exhibitor when the email has reached the exhibitor's domain (i.e. its email account with the internet provider and/or saved in the OOS account of the contact person named by exhibitor in the application). The exhibitor must ensure that its inbox is checked at regular intervals and that the technical requirements for the receipt of emails are available. If the exhibitor's relevant email address changes, then the trade fair operator must be notified immediately. If the trade fair operator suffers loss or damage due to faulty or missing technical requirements and/or due to the exhibitor's failure to notify the trade fair operator of a new email address, then the exhibitor shall be liable to the trade fair company for compensation. All complaints must be submitted in writing immediately upon receipt of the invoice. Objections raised at a later date shall not be taken into consideration. Upon receipt of the invoice for participation charges issued by Messe Düsseldorf it is payable immediately without deduction. Invoices for miscellaneous services or supplies ordered separately are payable with immediate effect, i.e. usually before the relevant show commences, but at the latest at the time the service is provided or the items supplied.

If the exhibitor gives instructions to render accounts to a third party, the exhibitor still remains the debtor.

Remittances should be endorsed with the invoice number, marked the event and made payable to:

Messe Düsseldorf GmbH  
Postbox 10 10 06  
40001 Düsseldorf  
Germany  
and paid into one of the following bank accounts:

**Deutsche Bank AG** Düsseldorf  
IBAN: DE66 3007 0010 0164 1414 00  
BIC-Code: DEUTDEDD

**Commerzbank AG** Düsseldorf  
IBAN: DE05 3008 0000 0211 2796 00  
BIC-Code: DRESDEFF300

**Stadt-Sparkasse** Düsseldorf  
IBAN: DE94 3005 0110 0010 1179 50  
BIC-Code: DUSSDEDDXXX

**HSBC Trinkaus & Burkhardt**  
IBAN: DE64 3003 0880 0240 0650 53  
BIC-Code: TUBDDEDD

**Postbank AG** Köln  
IBAN: DE67 3701 0050 0002 4855 08  
BIC-Code: PBNKDEFF370

All invoices not paid within 30 days of the due date specified on the relevant invoice shall incur penalty interest of 9 percentage points above the base lending rate applicable at the time. If the exhibitor does not effect payment by the date specified (even where stand space has been partially paid), Messe Düsseldorf may cancel the entire allocated stand space and dispose of it else-where. Section 5 of the Conditions of Participation is applicable with regard to refunding.

For all outstanding liabilities, Messe Düsseldorf may retain the stand equipment and products of the relevant exhibitor as security. Sec. 562a paragraph 2 of the German Civil Code (BGB) does not apply where there is insufficient security. If payment is not made within the stipulated period Messe Düsseldorf is entitled, after written notification, to sell the retained items at their discretion. Messe Düsseldorf is not responsible for damage to and/or loss of the retained items, other than in the case of wilful intent or gross negligence.

## **4 Co-exhibitors and group stands**

Without the prior consent of Messe Düsseldorf, exhibitors are – in case of a hybrid event – not permitted to give their allotted stand either fully or in part to a third party, whether for payment or free of charge. Products or companies other than those specified on the admission slip cannot be advertised on the stand.

The main exhibitor shall apply for inclusion of a co-exhibitor with the trade fair company using the easy administration tools (eat). The co-exhibitor is liable to the same conditions as the main exhibitor. Any co-exhibitor shall have to pay to the Messegesellschaft the co-exhibitor fee stipulated as well as a non-recurrent lump sum covering advertising costs as well as a media fee. The main exhibitor will, however, always be liable for the payment of the co-exhibitor's fee. If a co-exhibitor is admitted without the consent of Messe Düsseldorf, Messe Düsseldorf will have the right to cancel the contract with the main exhibitor without further notice and to clear the stand at the exhibitor's cost. The exhibitor waives the rights of un-warranted interference. The exhibitor will have no right to claim damages. Co-exhibitors are all exhibitors who are represented on a stand with their own staff and own exhibits alongside the main exhibitor. Companies with close economic or organisational ties are also classified as co-exhibitors. Company representatives will not be admitted as co-exhibitors. Additionally represented companies are classified as those whose exhibits are shown by the exhibitor. Manufacturers of such equipment, machinery or other products which are necessary for the demonstration of an exhibitor's products are not regarded as co-exhibitors or as additionally represented companies. In accordance with the admissions regulations co-exhibitors can be entered into the catalogue with their full address provided all fees have been paid and the necessary documents have been received by the specified deadline.

Messe Düsseldorf can authorise group stands provided they are in keeping with the overall pattern of the event. For applications use the easy administration tool (eat). Every exhibitor shall be subject to all conditions. If a stand is allocated to two or more companies, each company will be jointly and severally liable to Messe Düsseldorf. Companies on a joint stand should nominate a common representative on the application form.

## **5 Cancellation and non-participation**

Applications can be withdrawn up until admission. A withdrawal fee (see Section 7 of the Special Conditions of Participation) plus sales tax is payable. In the event of this being contended the applicant must prove that the withdrawal fee he is asked to pay is too high. Following admission to a hybrid event, the exhibitor shall not be entitled to rescind the contract nor to reduce the stand area. The participation charges shall be payable in full together with any costs actually entailed. This also applies to purely virtual / digital events. Should Messe Düsseldorf make alternative use of unoccupied areas to improve the general appearance of the show, the exhibitor who reserved the space shall not be released from his financial obligations. If the exhibitor decides not to occupy the stand space allocated to him, and this space can be rented to another party by the fair company (no occupation on swap basis), then the exhibitor must pay 25% of the participation charge, at least however the amount according to Item 7, Section 1 of the Special Conditions of Participation. The exhibitor reserves the right to furnish evidence that the costs required of him are too high. Should a co-exhibitor fail to participate, the co-exhibitor's fee shall be payable in full. The cancellation and non-participation of a main exhibitor automatically results in the exclusion and cancellation of admission for the co-exhibitor.

If insolvency proceedings are pending against an exhibitor's assets, or if such proceedings have been suspended due to inadequate assets, Messe Düsseldorf shall be entitled to cancel the contract without further notice. The exhibitor must inform Messe Düsseldorf immediately and in any case if such proceedings have been initiated. The paragraphs above apply accordingly for any payment liability.

Ordered stand construction services for the participation in a hybrid event can be cancelled free of charge until admission for the event has been granted. From that moment onwards we shall charge a cancellation fee of € 250 for stand construction. Stand construction orders cancelled up between 4 and 2 weeks prior to the beginning of the event will be charged at 50% of the contract sum. After that date we will charge 95% of the contract sum.

## **6 Exhibits, sales regulation**

Products or services not included on the admission document cannot be exhibited or offered for sale. Messe Düsseldorf has the right to remove non-approved exhibits at the cost of the exhibitor. The operation and demonstration of exhibits can only be carried out within the framework of accepted standards. Please display the CE-mark where appropriate. In the scope of a hybrid event products and exhibits with flammable contents are allowed on the stand only if the quantity falls within the approved limit (Messe Düsseldorf).

Distribution shall in case of a hybrid event only be allowed on the stand area as registered. The exhibitor is only permitted to accept orders for/sell/advertise those exhibits/services which are listed on the admission document. Exhibits may not be removed from the stand until after the event has ended. Selling from the stand prior to the end of the show is not permitted.

Exhibits may not be removed during the exhibition. Also, legal provisions in force (in particular, such as the law on the marking of prices) shall have to be observed, both in case of a hybrid event and a purely virtual event.

The special legal requirements in the Federal Republic of Germany must be adhered to when marketing and exhibiting certain products, e.g. drugs.

## **7** Catalogue / electronic media

The Exhibitors' Directory is published by the Trade Fair Venue Operator. It is issued both in electronic form on the internet and – in case of a hybrid event – in print; during the trade fair itself the entry is also shown in D:vis, the visitors' information system of Messe Düsseldorf.

The following services are covered by the general media fee listed – if applicable – in the Special Terms and Conditions of Participation: Exhibitors (contractual partners) are entered into the Exhibitors' List published on the Internet and - in case of hybrid event - also in its printed version with their basic data mentioned in the registration: company name, street, post code and city, country as well as stand number.

The publication of further details is subject to additional fees. Such further entry and insertion options will be communicated to exhibitors by the Trade Fair Venue Operator or an instructed third-party in detail and in good time.

No liability is accepted for damage arising from faulty or incomplete entries or for entries that have not been made; neither is liability accepted for entries that have not been included or which have been removed because the presence of malware has been indicated. The content of an entry and any possible resulting damage shall be the liability of the ordering party.

## **8** Publicity within the Exhibition Grounds

Exhibits and the distribution of leaflets and promotional material shall in case of a hybrid event be confined to the exhibitor's own stand area and are not permissible in the hall aisles or elsewhere in the exhibition grounds. Please see the Exhibitor Service Manual for information on advertising in the exhibition grounds. Publicity shall be confined to the promotion of the exhibitor's products and shall not be in breach of statutory regulations or good taste, nor shall it be of an ideological or political nature. Certain forms of advertisements implying comparison or superiority are not allowed in Germany. Special regulations controlling advertising in the product groups exhibited must be observed.

Messe Düsseldorf reserves the right to prohibit the display or distribution of advertising matter that could give rise to offence and to confiscate existing stocks for the duration of the event.

Optical, mobile and acoustic publicity aids and product presentations are permitted at hybrid events provided that they do not disturb neighbouring exhibitors or render inaudible the public address system in the halls. If these regulations are infringed Messe Düsseldorf has the right to intervene and demand immediate modification. The approval and payment of fees may be required by GEMA (equivalent of the Performing Rights Society) for musical performances of any kind: **GEMA – [www.gema.de](http://www.gema.de)**.

In order to use private radio and/or television channels and additional documentation of channels represented by VG Media, permission must be obtained from **VG Media** (Gesellschaft zur Verwertung der Urheber- und Leistungsschutzrechte von Medienunternehmen mbH – the company for the use of copyrights and performance protection rights of media companies) – **[www.vg-media.de](http://www.vg-media.de)**.

The copyright laws must be observed.

## **9** Liability of Messe Düsseldorf and exhibition insurance coverage

Exclusion of liability

Messe Düsseldorf has drawn up a basic contract that covers all reasonable insurable risks at an exhibition such as fire, lightning, explosion, storm, burglary, theft, breakage, leakage and water damage, including risks during the delivery and removal of exhibits.

Exhibitors who do not avail themselves of the insurance cover offered by the basic contract or fail to do so in time, forfeit the right to claim against Messe Düsseldorf for damages that would have been covered if the proposed insurance had been taken out. The same applies to exhibitors who have applied for insurance cover according to the basic contract, but who were unable to obtain any or sufficient insurance cover due to under-insurance, infringement of contractual obligations or delayed payment of premiums. All damages and losses must be

reported immediately to the police, the insurance company and Messe Düsseldorf.

Messe Düsseldorf accepts no responsibility for looking after exhibits and stand fittings and expressly excludes all liability for any loss or damage. This exclusion of liability is in no way limited by the security services provided by Messe Düsseldorf.

Messe Düsseldorf, via a basic contract, also offers exhibitors insurance against cancellation of a show. It covers the costs of the exhibitor for participating in the show insofar as such participation has to be cancelled, curtailed or amended due to an occurrence which is insured.

Under the terms of this basic contract, exhibitors can obtain cover, at their own expense, for risks during participation at the event. Relevant offers are available to exhibitors in the OOS.

The Messegesellschaft shall only be liable for damages other than those arising by injuries to life, body, or health if these shall be due to intentional or grossly negligent action or culpable violation of an essential contractual duty by the Messegesellschaft or by any of the persons employed by it in performing such essential contractual obligation. In case of a negligent violation of an essential contractual obligation, liability of the Messegesellschaft shall be limited to contract-typical and foreseeable damage. Any liability for compensatory damages beyond that shall be excluded.

Messe Düsseldorf shall not be liable for any damage caused by measures to maintain security and order. Should a false estimation of risks by Messe Düsseldorf lead to the cancellation, constraint, or abortion of the event, Messe Düsseldorf shall not be liable for mild negligence.

A liability for damages without fault for any initial defects (§ 536a paragraph 1, 1st alternative BGB (German Civil Code)) is excluded. No reduction of compensation or damages can be entertained which arise as a result of rooms or items designated for use no longer being available.

## **10** Third-party liability and insurance

Messe Düsseldorf has adequate insurance cover for its statutory liability. The General Insurance Conditions for Liability Insurances (AHB) shall apply. The liability insurance covers only those damages and injuries sustained by third parties. Moreover, the cover does not include damages or injuries sustained in cafes or restaurants within the exhibition grounds or at special shows or events not organised by Messe Düsseldorf.

The exhibitor is responsible for providing sufficient insurance cover for his/her own liability. If the exhibitor has no insurance cover for exhibition participation via his/her company insurance, he/she may at his/her own cost obtain cover for liability insurance under the terms of the basic Messe Düsseldorf contract. Relevant offers are available to exhibitors in the OOS.

The exhibitor is liable for damages incurred by third parties employed by or acting on behalf of the exhibitor in the same way as those of his/her own making.

## **11** Patents and registered designs

The protection of inventions, samples and trademarks is determined by the legal regulations in Germany. There is no special exhibition protection. On the other hand, neither is there any exemption from the German regulations or the rights of third parties mentioned therein. Patent registrations should be submitted to the Patent Office before the start of the trade fair. Violations of all legal provision in force entitle the trade fair company to exclude the exhibitor from the event.

In the scope of a hybrid event Messe Düsseldorf endeavours to support exhibitors in their claim for exhibition protection for material and tasting samples under the law within the Federal Republic of Germany for a period of 6 months from the start of the exhibition. For this purpose the legal department of Messe Düsseldorf issues a certificate during the event to the effect that the exhibit for which the protection is sought has been displayed.

Applications should be sent to Messe Düsseldorf enclosing a detailed textual description and a technical drawing, both in duplicate.

## **12 Operation of exhibition stands**

During a hybrid event's exhibition opening hours the stand must be manned by a sufficient number of staff and should be accessible to visitors. Exhibitors have no right of access to other stands outside the official opening hours, unless permission has been obtained from the stand exhibitors. Exhibition stands must be operated in accordance with the legal conditions and administrative guidelines.

## **13 Stand construction and design**

To ensure a good overall impression at hybrid events Messe Düsseldorf has devised guidelines regarding the standard of stand construction and design. The specifications are contained in the Technical Regulations which are binding for exhibitors and stand contractors. Messe Düsseldorf reserves the right to give the necessary instructions on (e.g. on the installation of floor coverings or stand partitions). Additional charges may be levied depending on the stand construction (see participation fees).

For both exhibitors and stand contractors the Technical Regulations constitute an integral part of the contract concerning in particular a hybrid event. These are available in the currently valid version on request, subject to subsequent modifications, and become binding for the event.

In order to present an attractive optical general impression to visitors, all exhibitors shall be obliged to put out flooring material for the entire stand area.

Additionally, stand partitions of stand shall have to be papered.

The stand construction work undertaken by the exhibitor shall conform with the statutory requirements and with the regulations laid down by the local authorities.

The contracted forwarding agents commissioned by the trade fair company in the scope of a hybrid event are exclusively responsible for handling forwarding within the exhibition centre, i.e. loading and unloading incl. provision of technical ancillary equipment and transport to the stand as well as customs clearance for temporary or permanent import items respectively.

## **14 Technical services**

At hybrid events Messe Düsseldorf provides for the general heating, air-conditioning and lighting in the halls.

Charges for the connection of water, electricity, compressed air and telecommunications to individual stands as well as the charges for consumption and all other services will be invoiced directly to exhibitors (main exhibitor on stand).

Messe Düsseldorf will require appropriate payment in advance.

All such installations on the stands shall be undertaken solely by Messe Düsseldorf. Installation work within the stand area may be carried out by outside contractors whose names shall be provided to Messe Düsseldorf if so requested. Messe Düsseldorf is entitled to inspect the installations but is under no obligation to do so.

The exhibitor is liable for damage caused by installation work. Installations, machines and equipment that are not approved, do not conform to local official regulations or consume more energy than specified may be removed at the expense of the exhibitor. The exhibitor shall be liable for all damages resulting from uncontrolled use of energy. Messe Düsseldorf can only be held responsible for loss and damage resulting from the disruption of power supplies in accordance with para. 6 AVBElt (Statute for general regulations concerning the electricity supply of tariff customers), § 18 NAV and para. 6 AVBWasserV (Statute for general regulations concerning the supply of water).

## **15 Waste disposal / Stand cleaning**

Exhibitors and their contractors at hybrid events are responsible for the removal of their own refuse insofar as this is not covered by the flat rate costs for waste disposal. Information on the different options for waste disposal at the exhibition complex is given in the Technical Regulations.

Messe Düsseldorf arranges for the cleaning of the Exhibition Centre, the halls and the aisles. The exhibitor is responsible for

ensuring that his/her stand is cleaned daily, before the trade fair opens. Only companies appointed by Messe Düsseldorf can be employed for stand cleaning, unless the cleaning of the stand is carried out by stand personnel.

## **16 Security**

At hybrid events the general security of the halls and the exhibition grounds is the responsibility of Messe Düsseldorf. During the structure time and the discharge time a general supervision exists. Security begins on the first day of the build-up period and ends in the last hour of the final break-down day. Messe Düsseldorf is empowered to take any necessary security measures.

Security of exhibitors' own belongings must be organised on an individual basis. The responsibility of Messe Düsseldorf for general security does not affect their exemption from liability for damage to property and personal injury. Individual security may only be carried out by the security company appointed by Messe Düsseldorf.

## **17 Domestic authority**

At hybrid events Messe Düsseldorf has full authority within the grounds of the exhibition centre for the assembly, exhibition and dismantling period. Messe Düsseldorf is entitled to issue instructions. Any provisions regarding domestic authority and deriving from the Technical Guidelines and from the Special Conditions of Participation, if applicable, must be respected under all circumstances. Animals are not admitted to the grounds of the exhibition centre and photography is not permitted. Both at hybrid and purely virtual / digital events Messe Düsseldorf reserves the right to have photographs, drawings, screenshots, and film footage of exhibition activities, exhibition structures and stands and exhibits themselves produced and to use them for advertising purposes and for press publications; the exhibitor shall not have the right to raise any objections to this. This also applies to pictures directly taken by the press with the permission of Messe Düsseldorf.

Exhibitors shall comply with the house rules specified by Messe Düsseldorf. If the exhibitor has no knowledge of their contents, he shall be obliged to enquire with Messe Düsseldorf or take note of the editions published by it in an appropriate form.

## **18 Reservation of rights**

Both at hybrid and purely virtual / digital events Messe Düsseldorf has the right to postpone, curtail, extend, temporarily close, partially or completely, or cancel the trade fair, should it be necessary, for reasons beyond their control, and taking into consideration the interests of the exhibitors in so doing.

In such justifiable, exceptional circumstances, as in all cases of force majeure, exhibitors shall not be entitled to rescind their contract, claim damages nor reduce the participation charges. If the event does not take place for the afore-mentioned reasons, exhibitors may be charged up to 25% of the participation charges to cover general costs. A larger amount may be demanded from individual exhibitors if they have given instructions for extra work to be carried out on their behalf.

If Messe Düsseldorf is responsible for the cancellation of the event, no participation charges will be payable. Messe Düsseldorf will entertain no claim for damages.

## **19 Electronic services and virtual rooms**

Messe Düsseldorf shall provide electronic services in accordance with the definition of the type of event in the Special Conditions of Participation, in addition to the on-site services (in case of a hybrid event) or instead of the on-site services (in case of a purely virtual event).

The core component of providing these electronic services is the operation of a platform accessible via the Internet by Messe Düsseldorf, including the provision of content on the platform. Via this platform, visitors are offered various functions depending on the specific nature of the event, such as, as a rule and in particular,

access to content made available and access to audio or video transmissions, either as a live-stream, download on demand or interactive format with participation options for visitors. Access to the platform is made available to visitors in accordance with the external presentation and/or promotion of the individual event, via a website made available by Messe Düsseldorf or apps for smartphones. The functions available to exhibitors are specific to the event and specified in the OOS. Exhibitors will be informed about the options to access the platform in a suitable manner and after appropriate separate booking of certain services within the platform.

If electronic services are owed by Messe Düsseldorf, its service obligations only include the provision of system resources and/or the creation of the possibility that these can be used. Transmissions of image and/or sound signals are to be offered at the transfer point to network level 3 (house transfer point, transition to the wide area network) in a medium type and quality, in a sufficient dimension for the number of visitors reasonably foreseeable in the context of the planning of the individual event.

The responsibility of Messe Düsseldorf for the system resources ends in any case at the transfer point to network level 3 (house transfer point, transition to the wide area network). Thus, no success is owed, neither with regard to the transmission of image and/or sound signals, nor with regard to the individual access to the platform and/or the contents provided there. The system resources made available by Messe Düsseldorf must guarantee an availability of 95% of the time on an annual average. Data backups are not owed by Messe Düsseldorf.

Messe Düsseldorf also enjoys unrestricted domestic authority in virtual rooms, which are made available as part of electronic services. This includes that persons acting on behalf of Messe Düsseldorf have access to all virtual rooms at all times, even if they are used by individual exhibitors for special events. The house rules for Düsseldorf Exhibition Centre shall apply *mutatis mutandis*, unless individual provisions remain unapplied due to the nature of the matter. The house rules may be enforced by means of measures whose selection and individual content is Messe Düsseldorf's fair and reasonable discretion.

Messe Düsseldorf is free to render individual services subject to reasonable cooperation of the exhibitor. In the context of the provision of electronic services, in particular if subcontractors are used for this purpose, it is permissible to require the exhibitor to successfully complete a registration or authentication, even if this is to be carried out directly with the subcontractor.

## **20 Enabling communication**

Messe Düsseldorf is obliged to create a framework that enables communication between visitors and exhibitors. Messe Düsseldorf is also obliged to work towards promoting the establishment of interest-oriented communication relationships for visitors and exhibitors. These obligations to promote communication are subject to the proviso that the respective visitor or exhibitor actively participates in ensuring that these obligations can be fulfilled, in particular by responding to surveys conducted by Messe Düsseldorf.

## **21 Use of systems provided by Messe Düsseldorf**

The following applies to any use of electronic systems provided by Messe Düsseldorf to render electronic services:

All means of authentication used for access by the exhibitor, in particular user names, passwords, tokens, etc., must be secured by the exhibitor against disclosure to, and possession by third parties. The exhibitor shall only make these accessible to his own employees in accordance with the need-to-know principle. The exhibitor is prohibited to make available to third parties the means for any completed authentication process and/or to grant third parties access to a User Account even if the authentication process is bypassed. It is agreed that all actions carried out with an exhibitor's User Account shall be attributed to the exhibitor, unless the exhibitor proves in individual cases that his User Account has been misused by an unauthorised person for which the exhibitor is not responsible.

Unless otherwise expressly agreed with the exhibitor in detail, the exhibitor has no claim to a specific design of the electronic systems,

a specific appearance or the existence of specific functions. The design of the electronic systems, including their functionalities, is at the sole discretion of Messe Düsseldorf.

The exhibitor is prohibited to upload content to the electronic systems which, by its content or form or design or in any other way, violates the law or morality applicable in Germany. Prohibited are in particular racist content, calls and incitement to violate the law, content which violates the rights of third parties and incitement to hatred against persons, companies or other organisations. Prohibitions for uploading content also apply analogously to the creation of links, insofar as content is accessible at the linked storage locations which may not be uploaded.

The exhibitor must refrain from any activity that could impair the operation of the electronic systems or the technical infrastructure underlying them or the rights of Messe Düsseldorf. This includes in particular the use of software, scripts or databases in connection with the use of the electronic systems as well as the automatic readout, blocking, overwriting, modifying, copying of data and other contents, unless this is necessary for the proper use of the electronic systems. Recordings of audio or video transmissions, permanent storage of content offered only as a live stream, screen scraping and the like are also prohibited.

## **22 Reservation of rights**

The exhibitor grants Messe Düsseldorf an – in terms of space, time and content – unlimited, irrevocable, non-exclusive right of use to the posted content that is free of charge and transferable to third parties. Messe Düsseldorf is entitled to use, process and exploit the contents at any time. This in particular includes the right of reproduction, the right of dissemination and the right of reproduction in public, specifically the right to make the content publicly available.

The exhibitor is prohibited to copy, disseminate and publish content uploaded to the electronic systems by Messe Düsseldorf, other users or third parties. The dissemination and public reproduction of any content of the electronic systems without the consent of Messe Düsseldorf is prohibited.

The exhibitor shall indemnify Messe Düsseldorf and its employees and agents against all claims by third parties arising from actions attributable to the exhibitor in connection with the use of the electronic system in the event of claims based on an alleged or actual infringement of the law or the rights of third parties. Furthermore, the exhibitor undertakes to reimburse Messe Düsseldorf for all costs incurred by Messe Düsseldorf as a result of claims by third parties. The eligible costs also include the expenses which Messe Düsseldorf may deem necessary for an appropriate defence, both in fact and in law.

## **23 Final provisions**

All agreements, individual approvals and special regulations require written confirmation by Messe Düsseldorf. Wherever admission documents contain the reference that they have been drawn up by Messe Düsseldorf electronically, they do not require any other form (signature). If the exhibitor has already registered as a customer for the event with Messe Düsseldorf and has a personal account, the orders/offers shall also be deemed legally binding if they are received electronically by Messe Düsseldorf using this process.

All claims by exhibitors against Messe Düsseldorf – with the exception of liability with intent – are subject to statutory limitation after 6 months. The period of limitation starts at the end of the month of the last day of the trade fair.

All disputes arising from this contract as well as in connection with the conclusion of this contract shall be settled under the law of the Republic of Germany, excluding the UN Convention on Contracts for the International Sale of Goods (CISG) as well as the conflict of laws; the exclusion shall not affect the right of free choice of law.

If the exhibitor is a merchant, a legal entity under public law or a special fund under public law, the registered office of Messe Düsseldorf shall be the exclusive place of jurisdiction – including international jurisdiction – for all disputes arising from or in connection with the contract. This shall also apply if the exhibitor does not have a general place of jurisdiction in Germany and if the exhibitor has moved his registered office outside the area of

application of the German Code of Civil Procedure (ZPO) after conclusion of the contract or if his registered office or usual place of residence is not known at the time when legal action is taken. This agreement on the place of jurisdiction shall not apply if the legal dispute relates to claims under non-pecuniary law which are assigned to the local courts without regard to the value of the subject matter of the dispute or if the legal dispute is subject to an exclusive place of jurisdiction by operation of law.

If the exhibitor is unsuccessful, this unsuccessful party shall bear the costs of the proceedings and the necessary legal representation.

Contract language is German. If translations are made of this contract, these are for information purposes only, with no guarantee for correctness; the content of the contract is determined exclusively by the German version.

## **24 Salvatorian clause**

In the event of any provision of this contract being or becoming wholly or partially ineffective, or should a loophole transpire in this contract, such circumstances shall not affect the validity of the remaining contract. Instead of the ineffective provision and in order to close the loopholes, an appropriate provision shall apply, which in as far as legally possible, most closely approximates the objective which was, or would have been intended by the parties to the contract according to the sense and purpose of the contract, based on their consideration of the provision.

If the ineffectiveness of any provision is due to the extent of service or period (deadline or date), stated therein, it shall be replaced by the legally permitted scope which comes closest to the provision.

The law of the Federal Republic of Germany is applicable.

In the event conflict between provisions, the Special Regulations for Participation shall take precedence over the General Regulations for Participation, as the former are more specific to a given instance.

The German text is binding.