

Conditions of Participation Special Section



photokina 2020
27.–30.05.2020

1 Organiser, event, venue and dates, visitor admission

1.1

photokina is being organised by **Koelnmesse GmbH, Messeplatz 1, 50679 Köln, Germany.** Conceptual sponsor is the **Photoindustrie-Verband e.V., Mainzer Landstr. 55, 60329 Frankfurt, Germany.**

The event will be held at the Cologne Exhibition Centre from Wednesday, 27 May 2020 to Saturday, 30 May 2020.

1.2 Opening times

For exhibitors: Daily (except Friday) from 09:00 a.m. to 07:00 p.m.
Friday from 09:00 a.m. to 09:00 p.m.
For visitors: Daily (except Friday) from 10:00 a.m. to 06:00 p.m.
Friday from 10:00 a.m. to 08:00 p.m.

1.3 Stand construction and dismantling

Stand construction begins at 07:00 a.m. on Wednesday, 20 May 2020. Construction must be completed by no later than 08:00 p.m. on Tuesday, 26 May 2020. The aisles must be completely cleared by this time. Dismantling of the exhibition stand and the goods presentation may not begin before the end of the event at 06:00 p.m. on Saturday, 30 May 2020. Admission for dismantling personnel from: 06:00 p.m. Trucks will be permitted to enter from: 08:00 p.m. Dismantling of all stands and exhibits must be finished by 06:00 p.m. on Tuesday, 02 June 2020.

Construction time:

20.05. 07:00 a.m. - midnight
21.-25.05. 00:00 a.m. - midnight
26.05. 00:00 a.m. - 08:00 p.m.

Dismantling time:

30.05. 06:00 p.m. - midnight (trucks permitted to enter from 8 p.m.)
31.05.-01.06.00:00 a.m. - midnight
02.06. 00:00 a.m. - 06:00 p.m.

1.4 Visitor admission

photokina is open to the general public.

2 Eligibility to participate

2.1 Exhibitors

Only manufacturers that are entered in the Commercial Register or in the Handicrafts Register are permitted to participate at photokina. Such producers must exhibit products that correspond to the focus of the event (see the list of products). You may only participate as an exhibitor if the exhibited products are manufactured or developed by your company itself or developed or produced on its behalf and exclusively marketed or, in the case of services, exclusively provided by your company.

You can exhibit for the companies you represent as a trade representative, sales company, association and importer insofar as the goods exhibited are not offered by any other company at the trade fair and you possess the necessary rights to present the exhibits.

Koelnmesse also reserves the right to permit commercial enterprises and retailers, the presented portfolios of which also have to correspond to the subject of the event, to use space within the framework of the event, which is specifically designated and open to visitors with opening hours separate from the photokina opening hours.

Koelnmesse also requires that proof of the nature of the manufacturer's business or of the activities as the manufacturer's sales company or importer be submitted in appropriate form on demand.

Decisions on company admissions, eligible products and the location of exhibitor stands will be made by Koelnmesse. In the event of a rejection, you will receive a separate letter.

All exhibited products and services must correspond to the focus of the event. See the accompanying list of products, form 1.30. The products must be new

ex-works. Products and services that do not correspond to the list of products and used products may not be exhibited or offered.

2.2 Co-exhibitors

The participation of Co-exhibitors and / or additionally represented companies at photokina is possible. A special application and an acceptance by the organiser are required for the use of the stand area by a Co-exhibitor (see Item V of the General Section of the Conditions of Participation).

3 Participation fee and other costs

3.1 Participation fee: per sqm of floor space (minimum stand size: 12 sqm)

Application until 1 September 2019*: 184.00 Euro/sqm
Application from 2 September 2019*: 209.00 Euro/sqm
*receipt by Koelnmesse

– Fee for two storey exhibition space: 104.50 Euro/sqm
– Storage space: 104.50 Euro/sqm
(max. 10% of the occupied stand space)

The participation fee does not include the provision of stand partition walls or other special construction elements. For two-storey exhibition stands, the actual allotted area in the upper storey following the technical inspection is calculated at 104.50 Euro/sqm. The participation fee will be calculated according to the dimensions of the stand area allocated. Hall pillars and other fixed construction elements present in the rented stand area do not provide grounds for a reduction in the participation fee.

3.2 AUMA fee

The Association of the German Trade Fair Industry (Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e. V. – AUMA) charges you a fee of 0.60 Euro per sqm of exhibition space for representing your interests. Koelnmesse will calculate and collect the fees in the name of, and on the account of, AUMA.

More detailed information is available at www.auma-messen.de.

3.3 Energy costs

Exhibitors will be charged a proportional flat-rate energy fee of 10.50 Euro per sqm of occupied stand area.

3.4 Contribution to promotional costs

Each Main exhibitor will be charged a contribution to promotional costs in accordance to the following scale:

m ²	EUR	m ²	EUR
0–24	700.00	201– 400	1,950.00
25–100	1,000.00	401– 800	2,500.00
101– 200	1,500.00	over 800	3,300.00

3.5 Down payment for services

Koelnmesse shall be entitled to charge a reasonable down payment for the services used for the event in question – e.g. electrical and water connections, stand cleaning, etc. The down payment for services shall be assessed on the basis of the services charged for the previous event. The down payment for exhibitors who have not participated in the previous event shall total Euro 32.00 per m² – plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Participation Conditions.

Once the event has ended, a separate final invoice for services will be issued; the down payment will be applied towards this amount. The invoice shall fall due for payment immediately following receipt. If the amount of the down payment should exceed the fees actually incurred for services, the amount by which the down payment exceeds actual charges shall be refunded to the exhibitor. The exhibitor shall have no claim to payment of interest on the down payment.

3.6 Co-exhibitor fee

Insofar as the inclusion of other companies is permitted at your stand (see Item V of the General Section of the Conditions of Participation/Item 2.2 of these conditions), a Co-exhibitor fee of 999.00 Euro per company will be charged. The price of the Marketing Package is not included in this fee (see Item 7.2). The Co-exhibitor fee remains payable should the Co-exhibitor not participate in the event.

3.7 Marketing services

Use of the marketing services described in Item 7.1 shall be obligatory and is subject to a charge (see Item 7.2, Special Participation Conditions).

3.8 VAT

All prices given are net prices. The statutory VAT will be charged separately where applicable.

3.8.1 VAT identification number

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service – a so-called event service – in accordance with Art. 3a.4., Par. (2) of the German ordinance on the application of the VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. Exhibitors from the European Union need to enter their valid VAT identification number in the registration form in order to be considered entrepreneurs. Exhibitors must immediately notify Koelnmesse of any changes to their VAT identification numbers.

3.8.2 Reimbursement of VAT

If, in exceptional cases, services are not provided as uniform offerings in the sense described above and statutory VAT is charged, foreign exhibitors (proprietors) may receive a refund of the invoiced VAT provided they fulfil the legal requirements.

Further details are available on the Internet at: www.bzst.bund.de.

3.9 Costs in the event of non-participation

3.9.1 After receipt of acceptance/stand area confirmation

You cannot normally withdraw from the contract after you have received the admission/stand area confirmation. The regulations contained in Item II of the General Section of the Conditions of Participation apply. In the event of non-participation, companies that have registered for a trade fair must pay compensation. Provided the reserved stand area can be rented to a third party, this compensation amounts to 25 % of the participation fee, minimum 1,500.00 Euro.

3.9.1.1 Stand construction by Koelnmesse

If you have also ordered stand construction services from Koelnmesse, you may cancel the stand construction order only if you do so no later than six weeks before the stand construction period officially begins. The date on which Koelnmesse receives the exhibitor's declaration is the criterion for determining if the deadline has been met. For cancellations received after the deadline, Koelnmesse is entitled to charge a flat-rate fee for the costs incurred. These costs amount to 30% of the agreed fee in the event of a cancellation within 4–6 weeks prior to the start of construction, 50% of the agreed fee in the event of a cancellation within 2–4 weeks prior to the start of construction, and 100% of the agreed fee in the event of a cancellation at a later time or during the construction of the stand. The agreed fee has to be paid in full for individually crafted or purchased components and graphics.

3.9.1.2 Stand construction by exhibitor/stand constructor

In a case where the stand construction has been ordered independently of the registration of a stand area, the provisions of Koelnmesse's General Terms and Conditions for services apply. You can download Koelnmesse's General Terms and Conditions for services from the event's website or from www.koelnmesse-service-portal.de.

3.9.2 You shall be entitled to prove that no damages were incurred or that the costs were significantly less extensive than the amount charged.

4 Stand sizes and construction

4.1 Stand size

The minimum stand size is 12 sqm.

Please note that hall pillars and other fixed construction elements may be present in the rented stand area. Minor deviations from the requested stand size do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

Trade fair partition walls for separating the stand area are not automatically provided. If needed as stand construction elements, however, they can be ordered for a fee at the Koelnmesse-Service-Portal.

The participation fee does not include stand construction.

Koelnmesse will erect partition walls only if this is necessary for safety reasons due to the installation of water pipes or electrical systems.

4.2 Responsibility

The construction, design and operation of the stand must adhere to all regulations that are valid in Germany (including the regulations of the Sonderbauverordnung (Special construction regulations), the Arbeitsschutzgesetz (industrial safety law), the industrial safety regulations, the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the professional associations in the currently valid versions). All these provisions apply to both the company's own as well as to independent stand designers, decorators, and signwriters and to all persons, in as far as they perform activities as commissioned by the exhibitor or on the exhibitor's behalf in connection with the construction, dismantling, design and operation of the stand.

The exhibitor is responsible for ensuring that all regulations are complied with.

The exhibitor must supervise construction personnel and other persons working on his behalf to ensure that they adhere to the regulations. The stipulations of the General Section of the Conditions of Participation and the Technical Guidelines are not affected.

4.3 Maximum stand height

The maximum permissible stand height is set at 4.50 m, insofar as this is permitted by the hall ceiling and any fixed structures that may be present. As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for one-storey stands that do not exceed the permitted height. All other stands and designs must be approved, particularly if the stand features special structures or meeting areas, or static calculations are required. Plans must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, and at least 6 weeks before the event commences.

These documents, which can be scrutinized, consist of ground plans, views and design cross sections with all measurements.

4.4 Notice of approval

Stand construction may not commence until the exhibitor has received a copy bearing Koelnmesse's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse has no objections in the context of stand design/arrangement. If requested to do so by Koelnmesse, the exhibitor is obliged to submit any additionally required information relating to the stand immediately. There is no obligation on the part of Koelnmesse to ensure the observance of other provisions.

Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse can, for this reason, also refuse to issue the notice of approval. You have been informed of the fact that in exceptional cases – at your request and on your account – the stand construction documents must be submitted to the responsible authorities for scrutiny. Irrespective of official approvals of the stand, any objections made by Koelnmesse concerning the stand must be responded to immediately. In case of imminent danger, Koelnmesse is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

4.5 Form of stand

The following terms are used for the stand forms:

Terrace stand:	one side open
Corner stand:	two sides open
Two-corner stand:	three sides open
Island stand:	four sides open.

Deviations from the requested stand shape do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

4.6 Construction and design of the stands

The stand must be constructed to comply with the form of the stand confirmed. The arrangement of the stand is left to the exhibitor but should be appropriate for the event in question.

The exhibitor has to obtain information on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand space.

Banners and company signs are not permitted to encroach into the aisles. Koelnmesse also offers a completely outfitted turnkey stand system. Orders can be placed at www.koelnmesse-service-portal.de (KSP).

5 Exhibitor and work passes

5.1 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which construction work begins to the final day of dismantling:

- three passes for a stand of up to 20 sqm
- one pass for each additional 10 sqm up to a stand size of 100 sqm
- one pass for each additional 20 sqm above 100 sqm
- the upper limit of free Exhibitor passes amounts to 150

The passes are sent together with the invoice for the participation fee. If more exhibitor passes are needed for stand personnel, they can be requested from the Koelnmesse Sales Service Centre for a fee.

5.2 Work passes

You will also receive free passes that allow people commissioned by you or who work on your behalf to access the fair grounds in order to construct and dismantle your stand. These passes are only valid up to the start and after the end of the event. They do not entitle the holders to enter the grounds during the event.

- two passes for a stand of up to 10 sqm
- four passes for a stand of up to 20 sqm
- one pass for each additional 10 sqm up to a stand size of 100 sqm
- one pass for each additional 20 sqm above 100 sqm
- the upper limit of work passes amounts to 150

These passes will also be sent together with the invoice for the participation fee.

5.3 Exchange and return of passes

Exhibitor and work passes that were paid for but not used can be returned to Koelnmesse until the last day of the trade fair for a refund of the fee.

Transferring a pass to a third party -whether sold or given free of charge- is not permitted and represents a severe violation of the Conditions of Participation, in accordance with Item VI of the General Section of the Conditions of Participation.

6 Rules on selling

In view of the specialist nature of the event, direct sales of exhibits or samples from the booths are not permitted. Furthermore, exhibits may not carry a price tag.

Publications such as trade publications and journals are excluded from this regulation along with any products and services that the commercial enterprises and retailers present and offer to visitors in a separately designated space with opening hours separate from the photokina opening hours as approved by Koelnmesse.

Koelnmesse has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse also has the right to immediately close the stands of any exhibitors who commit such violations. Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

7 Marketing services (Marketing Package)

7.1 Scope of obligatory marketing services

Koelnmesse issues official trade fair media to accompany the events it hosts.

The components of these media for main exhibitor, group organiser and group participant are as follows:

- Entry in the alphabetical list of exhibitors in all available fair media
- Ten product group entries in the fair catalogue
- Unlimited number of product groups in the app and the online exhibitor search
- Set-up and provision of an online press compartment incl. a company profile, a company logo, six press releases, ten pictures and five documents
- App for recording visitors at fair stand and use of the lead tracking service with Koelnmesse registration data – number of usage licences based on the size of the stand space
- Presentation of one Product Highlight in the app and the online exhibitor search incl. product photo and product description
- Activation for business networking Matchmaking365 incl. scheduling tool
- Provision of unlimited number of admission ticket vouchers requiring registration

The components of these media for co-exhibitor and other represented companies are as follows:

- Entry in the alphabetical list of exhibitors in all available fair media
- Ten product group entries in the fair catalogue
- Unlimited number of product groups in the app and the online exhibitor search

7.2 Costs for the obligatory marketing services (Marketing Package)

Use of the marketing services listed under Item 7.1 is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

Euro 1,190.00 per main exhibitor, group organiser and group participant
Euro 250.00 per co-exhibitor and additionally represented companies

Our official contractual partners will provide you with all order information and documents for the marketing services offered. Please note that your company's participation requires Koelnmesse's approval. Therefore, this approval is also a prerequisite for any offers or order confirmations.

If an exhibitor still has not submitted an order to the official contractual partners by the editorial and advertising deadline, the exhibitor's particulars shall be added to the official fair media, subject to charge, on the basis of the information provided on the respective Registration Form 1.10, 1.20, 1.21 or 1.12, 1.13. Where possible, registrations and orders received later will also be included in the official fair media. If Koelnmesse receives orders and registrations later than the editorial and advertising deadline, Koelnmesse shall accept no guarantee for provision of any marketing services. In such cases, there shall be no claims recognised, regardless of their nature, but particularly claims for reductions in cost for inclusion in the official media, or claims for damages.

7.3 Special data protection provisions for lead tracking

Trade fair visitors can voluntarily register. Other terms may apply, particularly when visitors can only purchase certain types of tickets by registering. Koelnmesse GmbH forwards the personal data from registered visitors to third parties only if the visitors first agree to have their data used in this way.

Neither the exhibitor, nor Koelnmesse GmbH nor any other third party can require visitors to take part in lead tracking by scanning their admission tickets and so to pass on their personal data. The exhibitor is obliged to delete the personal data that it has received as a result of lead tracking in individual cases if it is requested to do so by Koelnmesse GmbH or the visitor in question. Koelnmesse GmbH is not liable for the accuracy and completeness of the visitor registration data.

The exhibitor may only forward the personal data received as a result of lead tracking to third parties if and to the extent that the exhibitor has received express consent from the respective visitor. The exhibitor undertakes to use the personal data received as a result of lead tracking only in accordance with the legal regulations, especially those relating to data protection, and only for the exhibitor's own purposes. In this respect, the exhibitor shall exempt Koelnmesse GmbH from all claims by third parties.

7.4 Responsibility/release of Koelnmesse from liability

Official fair media are published by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, Germany, which in turn shall be entitled to commission another company with concrete execution and with advertisements.

The advertiser shall be responsible for the content of advertisements and entries, and for any damages resulting therefrom. Koelnmesse does not accept responsibility for printing errors, incorrect placement, errors and omissions or faulty printing.

Koelnmesse GmbH is not liable for damage to property and persons caused by the use of the AddLeads app for the lead tracking service unless it can be proved that Koelnmesse GmbH acted deliberately or with gross negligence. Liability is limited to foreseeable damages. Participants use the AddLeads app for the lead tracking service at their own risk. Although Koelnmesse strives to provide correct information, it does not guarantee the currentness, accuracy and completeness of the supplied information nor is it liable for such. Koelnmesse does not bear any responsibility for the service's technological availability. Warranty or damage claims of all kinds are excluded if the technology breaks down or malfunctions in some other way. Maintenance, security and capacity-related issues as well as events over which Koelnmesse has no control (e.g. disturbances of the public communication networks, power outages, etc.) can lead to brief disruptions or a temporary suspension of the services. Koelnmesse does not guarantee that the web pages will be accessible at all times and that participants can call them up flawlessly and without encountering incorrect content or technical difficulties. Koelnmesse is not liable for incorrect information that is produced or disseminated by participants and/or third parties (including cooperation partners) and that is related to the ordering of admission tickets and catalogues for trade fairs and exhibitions of the Koelnmesse Group on the Internet. Koelnmesse is especially not liable for e-mails or data entries that the system fails to accept and/or receive because they do not conform to the stipulations of these Conditions of Participation or to the website's technical requirements. Koelnmesse is not liable for the offers made by third parties, especially not if they related to the use of the lead tracking service. Koelnmesse does not guarantee that all links and references to external content that are found during the use of the lead tracking service are correct or complete.

8 Commercial property rights

8.1 Protection of intellectual property

Koelnmesse does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense.

If a final court decision has determined *res judicata* that an exhibitor in connection with one of Koelnmesse's events has violated laws of the kind mentioned in paragraph 1, Koelnmesse is entitled to bar that exhibitor from the next event of this kind after the *res judicata* court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

8.2 Further information on property rights

You will find more detailed information in the No Copy! brochure.

9 Non-permissible advertising/ violations of the Conditions of Participation

In order to ensure that the overall character of the event is safeguarded and the exhibitors and visitors are protected from irritating or illegal activities, in particular the following advertising measures are forbidden:

- Exceeding the binding specified booth height
- Advertising activities outside the rented stand area without the prior written permission of Koelnmesse
- Advertising of an ideological or political nature

The exhibitor bears responsibility for the legality of competitions, raffles etc. In the event of severe violations of the Conditions of Participation, Koelnmesse may immediately close your stand and clear it without resorting to legal assistance. Claims of all kinds – especially claims for damages – are excluded in this case.

10 „Infoscout“ – Information service for visitors

The information about your company that you submitted on forms 1.10 to 1.30 will be made available at the information stands in the halls for interested visitors during the event. Furthermore, with Koelnmesse's electronic information system 'Infoscout' you can publish vacancies for trade representatives.

You can use form Z.03 to specify this offer according to products, countries or regions. Exhibitors and visitors can use Infoscout free of charge.

11 Requirement for a written document

All explanations must be specified in writing.

12 Severability clause

Should individual or several provisions of these conditions be or become invalid in whole or in part, the validity of the remaining provisions and of the contract shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions. Should the invalidity of a provision have arisen from a specific figure given therein with regard to performance or time (deadline or date), the nearest legally permissible figure shall replace the invalid one in the provision.

13 General Section of the Conditions of Participation, Technical Guidelines

The stipulations of the General Section of the Conditions of Participation and the Technical Guidelines are not affected.