

Essential information

Please also refer to our enclosed Conditions of Participation, as well as the additional information available at www.photokina.com

Please read carefully!



photokina 2020
27.-30.05.2020

The registration documents include

Essential information

The forms:

- 1.10 Registration for Main exhibitors*
- 1.11 Enclosure to the registration for Main exhibitors
- 1.20 Registration for Co-exhibitors
- 1.21 Registration for Additionally represented companies
- 1.30 List of products*
- S.12 All-inclusive-stand packages
- Z.03 Infoscout

Conditions of Participation, Special Section

General Conditions of Participation

***obligatory transmittal**

1 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.

2 Application

Form 1.10 must be submitted by each main exhibitor. Please fill in the registration form completely, stamp it with your company seal and have a responsible person sign it.

The minimum stand size is 12 sqm.

Co-exhibitors* must be registered using **Form 1.20**. A separate List of Products – **Form 1.30** – must be filled in for each of these companies.

*see section V of the General Conditions of Participation

3 Participation fees

Obligatory participation fees

Space rental/Early bird rates:

Application until 1 September 2019*: 184.00 Euro/sqm

Application from 2 September 2019*: 209.00 Euro/sqm

***receipt by Koelnmesse**

The space rental fee does not include any construction or flooring/ carpeting. Furthermore please notice that there are no back and side walls between you and your neighbour's stand.

Proportional energy costs	10.50 Euro/sqm
AUMA fee	0.60 Euro/sqm
Contribution to promotional costs	700.00 – 3,300.00 Euro (scaling depends on sqm)

plus down payment for services

(see Special Section of the Conditions of Participation, item 3.5)

Additional participation fees (if booked)

rental for two storey exhibition space: 104.50 Euro/sqm
storage space 104.50 Euro/sqm

(plus construction and rental costs for partition walls)

If you require storage space please give us a written information as soon as possible.

All prices are net prices plus VAT.

4 Turnkey stands

Tel. +49 221 821-3998

e-mail: services@exhibitor.koelnmesse.de

<http://stand.koelnmesse.com>

You may rent turnkey stands from Koelnmesse GmbH.

The stands are available in various designs, please find the offers at www.koelnmesse-service-portal.com as well as at the Online Booth Planner: <http://stand.koelnmesse.com>

5 Construction

Start of construction: Thursday, 20 May 2020 at 07:00 a.m.

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.

6 Dismantling

End of dismantling: Monday, 2 June 2020, 06:00 p.m.

During dismantling halls are open 24 hours a day.

Dismantling time:

30.05.	06:00 p.m. - midnight
31.05.-01.06.	00:00 a.m. - midnight
02.06.	00:00 a.m. - 06:00 p.m.

7 Stand area confirmation

In case of acceptance of your application you will receive a confirmation of your stand area **as of October 2019**. By sending the confirmation of your stand area a contract between Koelnmesse and the applied company will be concluded.

8 Technical guidelines/services

You may download the Technical Guidelines from the trade fair website or from www.koelnmesse-service-portal.com.

Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data per email after receiving your stand area confirmation.

9 Stand fitting declaration

Should you be planning a special construction or construction with two storeys, you have to submit **two copies** of the construction plans to Koelnmesse's Exhibition Technology department for examination **at least 6 weeks before the start of the fair**.

10 Maximum stand height/special construction

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. Koelnmesse GmbH can give permission for exceeding the general construction height after receiving an application. The backs of stands that are adjacent to other stands must be kept in a neutral color and design.

Please pay attention to the "Technical guidelines". In particular with regard to specialized vehicles (e.g. double-decker buses) special requirements have to be met. The exhibition of vehicles is generally subject to approval.

11 Stand space sketches

Please take special note of the number of pillars on your booth when you receive the stand area confirmation. Sketches of stand areas can be provided on a scale of 1:200 **upon request by the exhibiting companies.**

12 Withdrawal/non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organizer can agree to the request for release from the contract only in exceptional cases if the stand area not required can be rented to another exhibitor. In this instance the organizer is entitled to demand a general reimbursement of the costs incurred corresponding to 25% of the participation fee, at least 1,500.00 Euro. If the area cannot be re-rented, the full participation fee must be paid. If exhibitors cancel their participation after the copy deadline for the trade fair catalogue, the full fee for obligatory and additional entries must be paid.

13 Billing

As of **February 2020**, you will receive the invoice for your participation fee alongside your free exhibitor and work passes. The invoice has to be paid immediately without deduction.

14 Reimbursement of VAT

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. 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 at: www.bzst.bund.de.

15 Exhibitor passes

As an exhibitor, you will receive with your invoice for the participation fee exhibitor passes that are valid for construction, the duration of the fair and the dismantling:

- three passes for a stand area of up to 20 sqm
- one additional pass for each additional 10 sqm or part thereof up to a stand area size of 100 sqm
- one additional pass for each 20 sqm bigger than 100 sqm
- the upper limit of free Exhibitor passes amounts to 150

16 Work passes

Your company will also receive free work passes to allow access to the fairgrounds for **personnel belonging to your company.**

Work passes are only valid during construction and dismantling.

17 Marketing services (Marketing Package)

The marketing services offered by Koelnmesse are the comprehensive and attention-grabbing solution for all stages of your trade fair communication. Use of the marketing services listed under Item 7.1 (Special Participation Conditions) 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 other 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.

Please note: The editorial and advertising deadline is 20/03/2020.

18 A note on unofficial exhibitors' directories

So-called registration offers for seemingly official exhibitors' directories lead to confusion and enquiries from numerous exhibitors. Without having been asked, the providers of these exhibitors' directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. In fact, however, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH. The official media are exclusively issued by Koelnmesse GmbH, in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official fair media can only be ordered through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

19 "Infoscout"/Visitor Information System

Information about your company (as provided on forms 1.10 to 1.30) will be communicated to interested visitors at the information stands in the halls during the trade fair. In addition, you may use Koelnmesse's "Infoscout" electronic information system **to publish vacancies for trade representatives.**

Please use form Z.03 to specify this offer in terms of products, countries or regions.

Exhibitors and visitors can use the "Infoscout" system **free of charge.**

20 Koelnmesse representatives abroad

Koelnmesse has representative offices in over 80 countries. They will gladly assist you at any time. A list of these offices is enclosed and available at www.koelnmesse.com.

21 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-	
Sales-Service-Center – Additional exhibitor passes – Catalogue – Entrance ticket vouchers	-2994	-3437	
– Hotel accommodation/travel service	-3998	-3739	
– Down payment	-3941	-3244	
– Technical services – Stand construction	-3998	-3993	
photokina project team - exhibitor service	-2409, -2481	-3413	
Accounts department	-2378	-3174	
Arranging personnel – Hostesses/service staff – Construction and dismantling staff	+49 221 28492 06 +49 221 821 2882	+49 221 8800066 +49 221 45559636	
Car parking	+49 221 989453-30	+49 221 989453-33	
Congresses, special events, conference rooms	-2201	-3430	
Event engineering	-2156	c.foerster@koelnmesse.de	
Forwarding agents (customs clearance/storage/transport) – Schenker	+49 221 981310	+49 221 318890	
Insurance	+49 221 77155824	+49 180 202505059	
Marketing services (advertising spaces)	-2925	-3501	
Marketing services/Marketing Package/Advertising material	+49 201 36547 238 +49 201 36547 325	photokina@neureuter.de	
Messewache (security office) east	-2550, -2549	-3450	
Messewache (security office) north	-2551, -2552	-3780	
Press	-2486, -2275	-3544	
Restaurants/stand catering: Aramark Restaurations GmbH Kirberg GmbH	+49 221 284 8584 +49 221 284 8200	+49 221 284 8599 +49 221 284 8489	
Security	-2456, -2818	-3435	
Visitor service	+49 1806 103 101	-991270	