



**ITB**  
BERLIN

The World's  
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Show®

# STAND REGISTRATION

6 - 10 March 2019 • [itb-berlin.com](http://itb-berlin.com)

Official Partner Country ITB Berlin 2019



[www.malaysia.travel](http://www.malaysia.travel)

Also available:



German



Spanish

[itb-berlin.com/standregistration](http://itb-berlin.com/standregistration)

# Geländeplan Exhibition grounds

Fax +49 30/3038-2113 or -2119



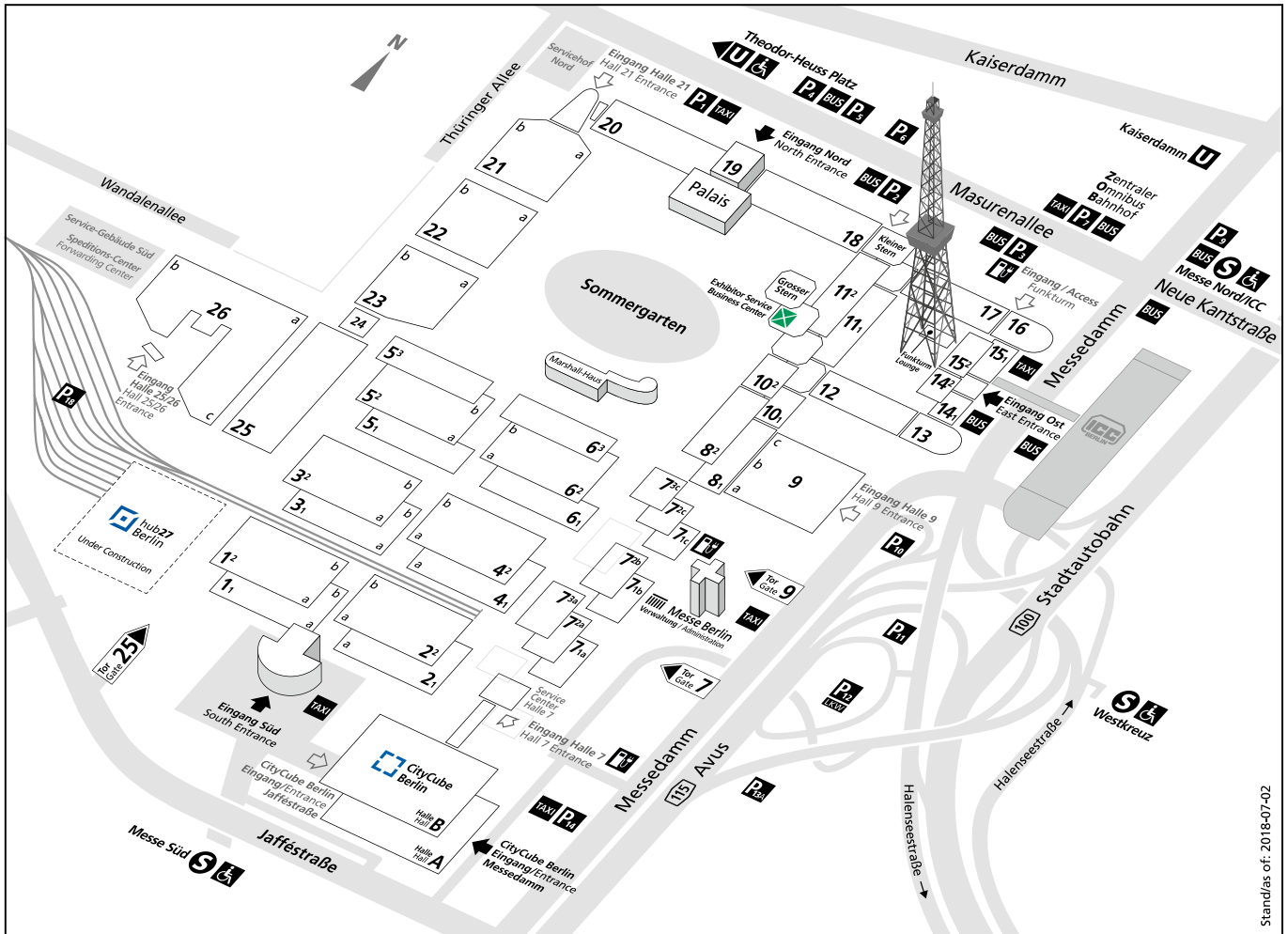
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**6 – 10 March 2019**

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
Germany

Tel. +49(0)30/3038-0  
Fax +49(0)30/3038-2113/-2119  
www.itb-berlin.de



Stand/as of: 2018-07-02

-  Haupteingänge / Main entrances
-  Bedarfseingänge / Reserve entrances



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www.itb-berlin.de  
itb@messe-berlin.de

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## Important Information!

**Event duration**

6 - 10 March 2019

**Registration deadline**

1 September 2018

**Opening hours**

Daily 10:00 am – 6:00 pm

(Exhibitors: 8:30 am – 7:00 pm)

**Set-up****Constructive stand construction:**

27 February 2019, 7:00 am – 10:00 pm

until 5 March 2019, 7:00 am – 10:00 am

**Decorative stand construction:**

5 March 2019, 10:00 am – 10:00 pm

**Dismantling**

10 March 2019 after 6:00 pm

until 14 March 2019

(daily 7:00 am – 10:00 pm)

For further questions or assistance please contact Messe Berlin GmbH or the Representation of Messe Berlin GmbH located in your country.

Detailed information can be obtained at the ITB Berlin website under [www.itb-berlin.com/contact](http://www.itb-berlin.com/contact)

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## 1. At a glance

We are very happy that you are interested in ITB Berlin!

As an exhibitor you will benefit from:



the tremendous mass appeal of the leading trade show of the worldwide travel industry,



50 years of expertise in successful trade show organization,



a top-class B2B platform for Leisure, MICE and Business Travel,



cutting-edge knowledge in up-and-coming tourism topics at the ITB Berlin Convention,



365-day presence in the virtual exhibitor index – the Virtual Market Place<sup>®</sup>,



a professional, versatile conference location for your events,



effective, attention-grabbing marketing and sponsoring opportunities, and finally



the city of Berlin – one of the most exciting and lively metropolises in the world.



Contact

[www.itb-berlin.com/contact](http://www.itb-berlin.com/contact)

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[itb@messe-berlin.de](mailto:itb@messe-berlin.de)



## 2. List of Branches ITB Berlin

6 – 10 March 2019

- |  |   |   |
|--|---|---|
| <b>1.0 Tourism Organizations / Associations</b>  | <b>4.0 Travel agencies</b>                                | <b>8.0 Information and consulting</b>                     |
| 1.1 Spas and health institutions                 | <b>5.0 Transport companies / Carriers</b>                 | 8.1 Education and training                                |
| 1.2 Organizations                                | 5.1 Coach companies                                       | 8.2 Colleges / Universities                               |
| 1.3 Tourism Representatives / Tourism Boards     | 5.2 Charter operators / Aviation services                 | 8.3 Investment & consulting                               |
| 1.4 Associations                                 | 5.3 Airports  | 8.4 Press / PR-agencies                                   |
| <b>2.0 Accommodation</b>                         | 5.4 River cruises   | 8.5 Trade associations / Organizations                    |
| 2.1 Holiday apartments / villas                  | 5.5 Limousine services                                    | 8.6 Insurances  |
| 2.2 Golf hotels                                  | 5.6 Airlines  | 8.7 Science and research                                  |
| 2.3 Hotel representatives                        | 5.7 Car rental companies                                  | <b>9.0 Media and Publishing</b>                           |
| 2.4 Hotels / hotel chains                        | 5.8 Railway companies                                     | 9.1 Trade magazines                                       |
| 2.5 Youth hostels                                | 5.9 Shipping / ferry lines                                | 9.2 Journalists   |
| 2.6 Health resorts                               | 5.10 Yacht charter  | 9.3 Editorial offices                                     |
| 2.7 Rural holidays                               | <b>6.0 Business Travel / MICE</b>                         | 9.4 TV / Radio stations                                   |
| 2.8 Resorts                                      | 6.1 Destination Management Companies                      | <b>10.0 Others</b>  |
| 2.9 Wellness / spa hotels                        | 6.2 Event agencies  | 10.1 Cabaret-Dinner-Variety shows                         |
| 2.10 Conference and congress hotels              | 6.3 Corporate cards                                       | 10.2 Casinos  |
| <b>3.0 Tour operators</b>                        | 6.4 Business Travel Agencies                              | 10.3 Service provider & organizations                     |
| 3.1 Adventure and bicycle tours / sport holidays | 6.5 Professional Conference Organisers                    | 10.4 Amusement parks                                      |
| 3.2 Barrierfree travel                           | 6.6 Exhibition centers / Conference & meeting venue       | 10.5 Non-profit organizations                             |
| 3.3 Educational and study tours                  | 6.7 Fair organizers                                       | 10.6 Museums  |
| 3.4 Expeditions                                  | 6.8 Travel Management Company                             | 10.7 Musicals / Music festivals                           |
| 3.5 Family holidays                              | <b>7.0 Travel Technology</b>                              | 10.8 Theatre / Opera houses                               |
| 3.6 Long distance trips                          | 7.1 Channel Management                                    | 10.9 Tourist attractions                                  |
| 3.7 Health travel                                | 7.2 Content management solutions                          | <b>11.0 Adventure Travel</b>                              |
| 3.8 Golf holidays                                | 7.3 CRM systems   | <b>12.0 Education and Training / Science and Research</b> |
| 3.9 Group tours                                  | 7.4 Distribution technologies                             | <b>13.0 Economy Accommodation</b>                         |
| 3.10 Incentive holidays                          | 7.5 e-Commerce  | <b>14.0 Gay &amp; lesbian Travel</b>                      |
| 3.11 Incoming agencies                           | 7.6 e-Marketing/ Social Media Solutions                   | <b>15.0 Cultural Tourism</b>                              |
| 3.12 Young travel 18-35                          | 7.7 Photo-, Video- and Film Production                    | <b>16.0 Luxury</b>  |
| 3.13 Travel for children and teenagers           | 7.8 Front- / Back-Office-Systeme                          | <b>17.0 Medical Tourism</b>                               |
| 3.14 Cruises                                     | 7.9 Hotel Technology                                      | <b>18.0 Responsible Tourism</b>                           |
| 3.15 Culture trips                               | 7.10 Mobile Technologies and solutions                    | <b>19.0 Wellness</b>                                      |
| 3.16 Last-minute tours                           | 7.11 Reservation and booking technologies, search engines | <b>20.0 Youth Travel</b>                                  |
| 3.17 Eco and responsible tourism                 | 7.12 Yield and revenue Management                         |   |
| 3.18 Outgoing and outbound agencies              | 7.13 Web and Data Analytics                               |   |
| 3.19 Package tour operators                      | 7.14 Payment solutions                                    |   |
| 3.20 Safari holidays                             |   |   |
| 3.21 Senior travel                               |   |   |
| 3.22 Language holidays                           |   |   |
| 3.23 City trips                                  |   |   |
| 3.24 City sightseeing tours / walks              |   |   |
| 3.25 Wellness offers / trips                     |   |   |
| 3.26 Winter sports                               |   |   |

### 3. Stand registration ITB Berlin

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(Point 1 - 8 for exhibitor entry)

Preferred language:  German  English

**1 Exhibitor Name**

**2 Street**

**3 Postal Code** **4 City** **5 Country**

**6 Country / Destination for basic entry (ONLY one entry!)**

**7 Internet address** **8 Company Email**

**6 – 10 March 2019**

Messe Berlin GmbH  
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www.itb-berlin.de  
itb@messe-berlin.de

**9 Tel.** **10 Fax**

**11 Contact person, Surname, First name**  Ms.  Mr. **12 Personal Email**

Cell phone Tel./Fax

**13 CEO Surname, First name**  Ms.  Mr. **16 Chief Marketing/CMO Surname, First name**  Ms.  Mr.

**14 Actual job title** **17 Actual job title**

**15 Email CEO** **18 Email CMO**

**19 Branch**  
Important! Please define your branch in accordance with the index on page 4.

Important: The details requested above (point 1 - 19) are mandatory!

Date of the down payment invoice:  2018  2019 (Please checkmark!)

The final invoice will be sent after the event, approx. at the end of May.

**■ Invoice address (recipient of services)**

Department

Street

Postal Code City Country

Tel. Email

**■ Mailing address**

Street

Postal Code City Country

Please leave blank

Segment Product	
P.	J/N
Halle	Stand-Nr.
RE	m <sup>2</sup>
EK	m <sup>2</sup>
KO	m <sup>2</sup>
BL	m <sup>2</sup>



## 4. Choice of stand space

Fax +49 30/3038-2113 or -2119


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**6 – 10 March 2019**
**■ Exhibitor Name**

 Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
Germany

**Space rental package:** The space rental package includes the services indicated in accordance with the Exhibition Terms and Conditions for ITB Berlin (points 4., 9. and 15.) **Minimum stand size: 20 sqm**

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itb@messe-berlin.de

Stand shape	Basic cost Euro/sqm	surcharge	Cost with surcharge	Surcharge calculated for areas up to:
Row stand (one side open)	197.00		—————	—
Corner stand (two sides open)	197.00	+ 17 %	230.50 Euro/sqm	100 sqm
Peninsula stand (three sides open)	197.00	+ 42 %	279,75 Euro/sqm	100 sqm
Island stand (four sides open)	197.00	+ 67 %	329.00 Euro/sqm	100 sqm

For stands up to 100 sqm there is a surcharge for multiple open sides – please see the table above. For stands between 101 – 400 sqm, the surcharge is calculated for a stand size of 100 sqm. For stands which are larger than 400 sqm, there is no surcharge.

For two-storey stands the fee for the upper-story is generally 50.00 Euro per sqm plus the AUMA fee of 0.60 Euro per sqm, so long as the complete stand construction documents are submitted on time (see Technical Guidelines point 4.2). **If the documents are received after 15 January 2019**, the upper-storey fee is 160.00 Euro per sqm plus the AUMA fee of 0.60 Euro per sqm (please refer to Exhibition Terms and Conditions, point 4.).

**In accordance with Exhibition Terms and Conditions, we would like to order the following (please checkmark):**

 Row stand  Corner stand  Peninsula stand  Island stand 

 Front  m. x depth  m. = total  sqm

 Two-storey structure 

 Upper-storey  sqm

**Mandatory surcharges**

## – Promotion Package

 Main exhibitor without Co-exhibitor(s)  620.00 Euro

Main exhibitor with Co-exhibitor(s):

 and/or Additional Companies Represented (ACR)  850.00 Euro (flat rate)

The Promotion Package Services are explained in point 9, ITB Advertising Box (see page 11 and 12)

– Association of German Trade Fair Industry (AUMA) fee: 0.60 Euro per sqm net

– All prices indicated are subject to German value-added tax (VAT).

For information concerning booth construction please see page 21.

All services will be available at the end of October 2018 at the web shop of ITB Berlin - Berlin ExpoCenter online (BECO) - at [www.itb-berlin.com/webshop](http://www.itb-berlin.com/webshop).





## 5. VAT form

Fax +49 30/3038-2113 or -2119

**6 – 10 March 2019**

### ■ Exhibitor Name

Usually goods and services performed in Germany by a business entity are subject to value-added-tax (VAT). If certain conditions are met however, we do not have to charge German VAT to our customers. To enable Messe Berlin GmbH to issue invoices without German VAT, please complete the following form.

Messe Berlin GmbH  
 Messedamm 22  
 14055 Berlin  
 Germany

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 Fax +49(0)30/3038-2113/-2119  
 www.itb-berlin.de  
 itb@messe-berlin.de

<input type="checkbox"/> <b>Company (recipient of service)</b>		<input type="checkbox"/> <b>Legal form</b>
Street, number		
Post Code	City	Country
Website	Email	

**Please use our firm details from the stand registration (recipient of services)**

Please mark the appropriate box with an "X"

**Business, resident  
 in the European Union**

The company qualifies as an entrepreneur in terms of VAT and is established in the EU (sect. 2 German VAT Act, article 9 EC VAT Directive)

**The Company is registered with the tax office under the name and address mentioned above. For any services rendered to us by Messe Berlin GmbH the following VAT Identification Number shall be used:**

\_\_\_\_\_ **Valid VAT Identification Number**

Please note that we will verify the VAT ID mentioned via VIES (VAT Information Exchange System) which is provided by European Authorities. If there is a mismatch between your information and the database the VAT ID will be regarded as being invalid.

**Business, resident  
 outside the European Union**

The company is established outside the European Union. The Company is registered with the tax office under the name and address mentioned above.

**For any services rendered by Messe Berlin GmbH, please refer to our enclosed tax residency certificate (business certificate, commercial register extract) and the informal English translation.**

Please note that Messe Berlin GmbH reserves the right to refuse the confirmation provided by the customer, if these documents are not considered as being sufficient to confirm the tax residency of the customer.

We confirm that all services which are ordered and rendered under this agreement will be used for business purposes. The VAT Identification Number / confirmation of tax residency shall be used by Messe Berlin GmbH for any services requested under this agreement. We will inform Messe Berlin GmbH about any changes in that respect immediately.

This declaration of consent can be withdrawn at any time in written form, which is to be addressed to Messe Berlin GmbH, Abt. Bilanzierung & Steuern, DE-14055 Berlin. We are aware that if we are not a registered company or the documentation provided is insufficient (non verification of the enterprise), Messe Berlin GmbH will be obliged under the German VAT Law to charge German VAT, in addition to the agreed net amount.

Please stamp and sign:

\_\_\_\_\_

Place and date

\_\_\_\_\_

Stamp and legally binding signature



## 6. Stand personnel

Fax +49 30/3038-2113 or -2119



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■ Exhibitor Name

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itb@messe-berlin.de

**IMPORTANT  
INFORMATION**

ITB Berlin 2019 ends on Sunday, 10 March at 6:00 pm. Exhibitors who vacate and/or disassemble their stands before this time will be subject to a fine. Furthermore, we reserve the right to disallow any such companies from participating as exhibitors the following year.

Notwithstanding § 16.4 of the General Terms of Business for Trade Fairs and Exhibitions organised by Messe Berlin, these fees are to be levied in accordance with the following list:

up to 20 sqm	EUR 1,000.00
21 – 100 sqm	EUR 2,500.00
101 – 500 sqm	EUR 5,000.00
501 – 1,000 sqm	EUR 7,500.00
over 1,001 sqm	EUR 10,000.00

**We hereby assure that our stand will be staffed by competent personnel until 6:00 pm on Sunday, 10 March 2019. The stand personnel rule is an integral part of the stand registration process and legally binding. If there is a failure to comply with this rule, the appropriate fee (above) will be due upon billing.**

**Exceptions:**

Contrary to this regulation the halls 5.1, 5.3, 6.1, 7.1, 8.1, 9. and 10.1 will be closed at 6:00 pm on Saturday evening, 9 March 2019.

The constructive dismantling of the stand is only allowed to after the official opening hours of the entire fair, i.e. after 6:00 pm on Sunday.

By signing this application we accept the data protection regulations, the Conditions of Participation and the General Terms of Business for Messe Berlin Trade Fairs and Exhibitions. Place of performance and court of jurisdiction: Berlin, Germany.

Place and Date

Stamp and legally binding signature



## 7. Data Privacy Policy

Fax +49 30/3038-2113 or -2119



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**6 – 10 March 2019**

■ **Exhibitor Name**

### Consent to disclosure of personal data to business partners

Our business partners would be pleased to support the appearance of your company at the trade fair. Data protection law requires that we obtain your consent to the disclosure of your contact information to our partners. You can withdraw this consent from us at any time with effect for the future. Please note the enclosed **information in this Stand registration about data protection law for exhibitors.**

Messe Berlin GmbH  
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Fax +49(0)30/3038-2113/-2119  
www.itb-berlin.de  
itb@messe-berlin.de

- I agree that Messe Berlin GmbH may transfer my contact information, i.e. my name, my phone number, my e-mail address and my fax number, to third parties for the purpose of optimising and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as logistics services, ITB App or Quickfinder. The presently known recipients are Agility Logistics GmbH, Schenker Deutschland GmbH, Cleverdis Sarl and INSIDE Enterprises GmbH & Co. KG. More service providers may be added as and when the service offering changes or is expanded. I can withdraw this consent to the use of my personal data and e-mail address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an e-mail to [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de).

.....  
Place and date

.....  
Stamp and legally binding signature

Please send us back per Email or per Fax this page with the legally binding stamp and signature.

## 8. Co-exhibitors

Fax +49 30/3038-2113 or -2119



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■ Name of Main Exhibitor

Hall:

6 – 10 March 2019

Messe Berlin GmbH  
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14055 Berlin  
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Fax +49(0)30/3038-2113/-2119  
www.itb-berlin.de  
itb@messe-berlin.de

- We hereby apply for inclusion of the company listed below. The specified company wishes to appear as a co-exhibitor on our stand, using its own personnel to display its own exhibits. The primary exhibitor will be invoiced for this amount following receipt of the co-exhibitor registration.

**For your attention:**

Please be aware that we need the indication whether a company

- is presented at ITB Berlin in person (Co-exhibitor/CE)

or

- represented by your company  
(Additional Companies Represented/ACR).

Please fill in this document completely and send it to [itb-mitaussteller@messe-berlin.de](mailto:itb-mitaussteller@messe-berlin.de)

You can also send the required information about your co-exhibitors or additional companies represented digital, e.g. in form of an Excel file.

To be able to guarantee all services of ITB Berlin, please send us the co-exhibitor information including the name and the email address of the contact person of the co-exhibitor until 1 Dezember 2018.

1.

Company Name

Street

Postal Code, City, Country

Email

Contact Person  Ms.  Mr.

Branch-No.

Booth-No.

Co-exhibitor

Additional Company  
Represented

Please inform your co-exhibitors / additionally represented companies (ARC) about the data protection information according to the General Data Protection Regulation (GDPR) for exhibitors and point them to the privacy policy on our website [www.messe-berlin.de](http://www.messe-berlin.de). If you are authorized, please submit the declaration of consent in the name of co-exhibitors / additionally represented companies (ARC) as follows:

- I agree that Messe Berlin GmbH may transfer my contact information, i.e. my name, my phone number, my e-mail address and my fax number, to third parties for the purpose of optimising and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as logistics services, ITB App, or Quickfinder. The presently known recipients are Agility Logistics GmbH, Schenker Deutschland GmbH, Cleverdis Sarl and INSIDE Enterprises GmbH & Co. KG. More service providers may be added as and when the service offering changes or is expanded. I can withdraw this consent to the use of my personal data and e-mail address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an e-mail to [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de).

2.

Company Name

Street

Postal Code, City, Country

Email

Contact Person  Ms.  Mr.

Branch-No.

Booth-No.

Co-exhibitor

Additional Company  
Represented

Please inform your co-exhibitors / additionally represented companies (ARC) about the data protection information according to the General Data Protection Regulation (GDPR) for exhibitors and point them to the privacy policy on our website [www.messe-berlin.de](http://www.messe-berlin.de). If you are authorized, please submit the declaration of consent in the name of co-exhibitors / additionally represented companies (ARC) as follows:

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**Please indicate only one branch number!**

If more than 3 co-exhibitors/ ACR, please send us the list in the Excel table  
[www.itb-berlin.com/coexhibitors](http://www.itb-berlin.com/coexhibitors)

**IV.**

## 9. ITB Berlin Promotion Package


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With the Promotion Package, Messe Berlin GmbH offers exhibitors a selection of marketing tools designed to optimize trade show participation and promote market presence.

Promotional Package fees are charged as a mandatory one-off fee that is invoiced to the main exhibitor as part of the stand rental charges.

After the main exhibitor has registered, co-exhibitor addresses, email, hall and stand numbers will automatically be listed on the ITB Berlin Virtual Market Place and in the ITB App. This listing is included in the Promotion Package price of EUR 850.00. Additional Companies Represented (=ACR) will be listed with a basic entry (address, email address, hall, stand) on the ITB Berlin Virtual Market Place.

ITB Berlin offers a great variety of marketing options in order to support its exhibitors in reaching their target groups the best possible way. Use all marketing possibilities at your disposal and achieve the most satisfactory and efficient outcome for your trade show participation.

Prices:

- Main exhibitor without co-exhibitor(s): 620,00 Euro
- Main exhibitor with co-exhibitor(s) and/or Additional Companies Represented (=ACR): 850,00 Euro

Prices do not include the required value-added tax (VAT).

Main exhibitor services	Co-exhibitor services
<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Basic entry (company name, country code, postcode, city, address, hall and stand number)</li> <li>■ Email address</li> <li>■ Company profile (max. 4,000 characters)</li> <li>■ Company logo</li> <li>■ Link to company website</li> <li>■ Link to video</li> <li>■ Entry in up to 5 product categories of the branch index</li> <li>■ Presentation of up to 4 products with texts and pictures plus link to offers on company's website (max. 4,000 characters and 1 picture per offer)</li> <li>■ Link to Social Media profiles (e.g. Facebook, Twitter etc.)</li> </ul>	<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Basic entry (company name, country code, postcode, city, mailing address, hall and stand number)</li> <li>■ Email address</li> <li>■ Company logo</li> <li>■ Entry in one product category of the branch index</li> </ul>
<b>ITB Quickfinder</b> <ul style="list-style-type: none"> <li>■ Company name (max. 65 characters)</li> <li>■ Hall und stand number</li> </ul>	<b>ITB Quickfinder</b> <ul style="list-style-type: none"> <li>■ Company name (max. 65 characters)</li> <li>■ Hall und stand number</li> </ul>
<b>ITB App</b> By entering your profile in the ITB Virtual Market Place® your company information will also be integrated in the official ITB App. The ITB App supports ITB visitors and exhibitors to manage their visit at ITB Berlin most effectively – at the trade show or in advance. It contains all relevant information such as the complete list of exhibitors, the ITB Convention and event program as well as an interactive exhibition plan. The app is available in German and English, for IOS and Android devices. The app is free of charge.	



<b>ADDITIONAL SERVICES (with costs)</b>	
<b>Virtual Market Place®</b> <ul style="list-style-type: none"> <li>■ Online Advertising</li> <li>■ Upgrade for co-exhibitors</li> <li>■ Additional product entries</li> </ul> <p>Changes and adjustments of your exhibitor entry can be updated here: <a href="http://www.itb-berlin.com/exhibitorsearch">www.itb-berlin.com/exhibitorsearch</a>            These changes and adjustments are <u>solely</u> related to your entry in the Virtual Market Place®.</p>	<b>Contact:</b> Editorial Team Virtual Market Place® Mo.-Fr., CET 09:00-18:00 h Tel.: +49 (0)30/3038-2180 Fax: +49 (0)30/3038-2172 Email: <a href="mailto:editorial@virtualmarket.itb-berlin.de">editorial@virtualmarket.itb-berlin.de</a>
<b>ITB Quickfinder</b> <ul style="list-style-type: none"> <li>■ Advertising</li> <li>■ Logo and banner advertising</li> <li>■ Highlighting exhibitor name</li> </ul>	<b>Contact:</b> Cleverdis ITB Berlin News Team Tel.: +33 (0)442 774609 E-Mail: <a href="mailto:jeanfrancois.pieri@itb-berlin-news.com">jeanfrancois.pieri@itb-berlin-news.com</a>
<b>ITB App</b> Additional Options bookable. Further information will be available in September 2018 on <a href="http://www.itb-berlin.com/sponsoring">www.itb-berlin.com/sponsoring</a>	<b>Contact:</b> ITB Team Deborah Rothe Tel.: +49 (0)30 3038 2144 Email: <a href="mailto:rothe@messe-berlin.de">rothe@messe-berlin.de</a>

For more information on marketing opportunities, please visit: [www.itb-berlin.de/sponsoring](http://www.itb-berlin.de/sponsoring)

**Duration Virtual Market Place®:**

The Promotion Package services are valid from 15 January 2019 until 14 January 2020. During this period of time you can update your entry as often as you like.

# 10. Informations according to EU-General Data Protection Regulation (GDPR) for exhibitors

**ITB**  
BERLINThe World's  
Leading  
Travel Trade  
Show\*

Data privacy protection is and has always been a top priority at Messe Berlin GmbH. We have set out our general principles for the protection of your personal data in the Data Protection Policy of Messe Berlin GmbH, which you can find at [www.messe-berlin.de](http://www.messe-berlin.de). Your personal data which you have provided to us during your exhibitor stand registration will only be used for the purposes set forth in this Data Privacy Statement which supplements our Data Protection Policy on our website under [www.messe-berlin.de/en](http://www.messe-berlin.de/en).

**6 – 10 March 2019**Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
GermanyTel. +49(0)30/3038-0  
Fax +49(0)30/3038-2113/-2119  
[www.itb-berlin.de](http://www.itb-berlin.de)  
[itb@messe-berlin.de](mailto:itb@messe-berlin.de)

## We have adopted the following principles:

### 1. Name of the Controller

Messe Berlin GmbH is the controller and service provider responsible for data storage and processing. Further details and contact options can be found in the imprint. If you have any queries, suggestions or comments relating to the topic of data protection, feel free to send an email to the Data Protection Officer of Messe Berlin GmbH.

#### 1.1 Management board

Dr. Christian Göke (Chairman), Dirk Hoffmann

#### 1.2 Address of the controller

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
GERMANY  
[central@messe-berlin.de](mailto:central@messe-berlin.de)

#### 1.3 Address of our Data Protection Officer

Data Protection Officer  
Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
GERMANY  
[datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de)

## 2. Categories of personal data

The following categories of data are collected during standard registration: company name and the name of the contact person, street and house number, post code and city or town, country, phone number, fax number, email address, company data and billing information.

## 3. Purposes of use and legal foundations

3.1. We process your personal data for the purpose of establishing and carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

3.2. If you are or your company is an exhibitor with registered offices outside Germany, we may disclose those data for the purpose of optimising support to our representative in your home country which is responsible for your company and which will assist you with any queries relating to your participation in the trade fair, e.g. regarding stand construction and promoting your presence, and also provide assistance in handling visa matters and generally support you during the fair. You can find the representative which is responsible for your company at <https://www.messe-berlin.de/en/Company/MesseBerlinWorldwide/index.jsp>.

Disclosure of your contact details is made on the basis of Art. 6 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in the provision of the best possible support to our exhibitors taking into consideration local particularities of your place of business.

**Please note the right of objection you have in this regard (see below "Your rights").**

3.3. In addition, we may use your personal data for the purpose of contacting you in order to provide you with relevant information during the trade fair and inform you about side and subsequent events. Subsequent events also mean other trade fairs held or carried out by Messe Berlin GmbH in Germany and abroad. For these purposes we may also disclose your data to other companies in our corporate group. The legal basis for this is Art. 6 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in providing optimised support to our customers during and after the trade fair and the promotion of the same and similar products from the trade fair portfolio of our corporate group. **Please note the right of objection you have in this regard (see below "Your rights").**

3.4. We may also use your personal data for the purpose of presenting you offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes we may also disclose your data to other companies in our corporate group (MB Capital Services GmbH, Capital Catering GmbH, Capital Facility GmbH, CSG-Team GmbH). The legal basis for this is Art. 6 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in providing comprehensive support services from a single source for the continuing improvement of the trade fair and for the purpose of quality assurance. **Please note the right of objection you have in this regard (see below "Your rights").**



3.5. To the extent that you have given us your explicit consent, we may disclose your personal data to the third parties mentioned in the declaration of consent for the purpose of promotional communications so that we can offer you additional services relating to your appearance at the trade fair. The legal basis for this is Art. 6 Para. 1 S. 1 lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

3.6. An integral part of the package of services provided under the contract is a promotional package and/or media package. More information about this can be found on a separate sheet. For the purpose of carrying out these services we may disclose your data to other service providers with whom we will enter into data processing contracts so that they can contact you. The data collected from you separately or provided and uploaded by you, if a print catalogue or guide is to be published, will be published in the print catalogue and/or guide, online in the Virtual Market Place® and possibly in the relevant trade fair app in order to optimise your company's trade fair participation and to increase its presence in the market. The personal data published in the Virtual Market Place® and the app can be changed and deleted at any time. Data processing is performed for the purpose of carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

If a print catalogue is created for the trade fair or a trade fair app has been installed and you have given us your explicit consent, in some cases you may be offered separate additional services for the print catalogue, and if available, the app for your trade fair participation by our service providers in their own name in accordance with point 3.4. The legal basis for this is Art. 6 Para. 1 S. 1 lit. a GDPR. In some cases, we may also market these additional services ourselves in accordance with point 3.3. or through other service providers used by us and acting on our behalf. In the latter case we enter into data processing agreements contracts. **Please note the right of objection you have in this regard (see below "Your rights").**

#### **4. Data transmission to third countries**

Transfer of personal data to our representatives and companies in our corporate group located in third countries will only take place where the European Commission ("EU Commission") has decided that the third country ensures an adequate level of protection (in accordance with Art. 45 Para. 3 GDPR) or appropriate safeguards have been provided in accordance with Art. 46 GDPR. Adequacy decisions in accordance with Art. 45 Para. 3 GDPR have been adopted by the EU Commission for our representatives in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay. For all other representatives and companies in the corporate group that have their registered offices in a third country there are model data protection clauses approved by the EU Commission in accordance with Art. 46 Para. 2 lit. c GDPR in place. In the latter case we will provide copies upon request (e.g. by email).

#### **5. Your rights**

You can assert these rights as a data subject: the right of access to, the right to erasure and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory authority.

You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

#### **6. Period for which data are stored**

In so far as personal data were used for the purpose of establishing a contractual relationship, they are stored for the periods of retention stipulated by commercial and tax laws. In so far as processing is performed on the basis of Art. 6 Para. 1 S. 1 lit. f GDPR, the data will be erased after we have received your objection and to the extent that processing takes place on the basis of Art. 6 Para. 1 S. 1 lit. a GDPR after we have received your objection.

**6 – 10 March 2019**Messe Berlin GmbH  
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www.itb-berlin.de  
itb@messe-berlin.de





# 11. Exhibition Terms and Conditions

## ITB Berlin 2019

### 1. Event and Organizer

ITB Berlin is organized by Messe Berlin GmbH, on the Berlin ExpoCenter City and at CityCube Berlin

### 2. Dates and Times

- a) Duration of ITB Berlin 2019:  
Wednesday, 6 March –  
Sunday, 10 March 2019
- b) The following halls have different operating hours:  
5.1, 5.3, 6.1, 7.1, 8.1, 9. and 10.1:  
Wednesday 6 March to  
Saturday 9 March 2019
- c) Daily opening hours:  
10:00 am – 6:00 pm  
(for exhibitors: 8:30 am – 7:00 pm)
- d) Deadline for application:  
1 September 2018
- e) Deadline for submission of building plans: 15 January 2019
- f) Commencement of construction:  
27 February 2019
- g) Commencement of dismantling:  
Sunday, 10 March 2019, after 6.00 pm until 10.00 pm at the latest
- h) Conclusion of dismantling:  
14 March 2019
- i) Construction and dismantling hours:  
7.00 am - 10.00 pm

### 3. Application

Applications can only be made with the official stand application forms. Applicants are requested to fill in the forms carefully, preferably typed. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition.

Applications received after the registration deadline will only be considered if there are remaining spaces available.

### 4. Stand Rental

The minimum stand size is 20 sqm  
The net stand rental per sqm floor space is: **197.00 Euro** (row stand)

The rental per sqm increases by  
17% if the stand is open on 2 sides  
= **230.50 Euro**

42% if the stand is open on 3 sides  
= **279.75 Euro**

67% if the stand is open on 4 sides  
= **329.00 Euro**.

For stands between 101 - 400 sqm, there is a surcharge for a stand size of 100 sqm  
For stands which are larger than 400 sqm, there is no surcharge.

For two-storey stands the fee for the upper-storey is generally 50.00 Euro per sqm plus the AUMA fee of 0.60 Euro per sqm, so long as the complete stand construction documents are submitted on time (see Technical Guidelines point 4.2). **If the complete documents are received after 15 January 2019**, the upper-storey fee is 160.00 Euro per sqm plus the AUMA fee of 0.60 Euro per sqm. **Furthermore we can't guarantee the building permit nor the use for the upper-storey.** The rental includes: heating, hall lighting, hall supervision,

cleaning of gangways, as well as electricity and water consumption.

The rental includes: heating, hall lighting, hall supervision, cleaning of gangways, as well as electricity and water consumption.

In accordance with the agreements reached with the Confederation of German Trade Fair and Exhibition Industries (AUMA) an additional amount of **0.60 Euro per sqm** of exhibition area will be charged.

**Compulsory surcharge for promotion package services** (page 11 and 12). Main exhibitors: 620.00 Euro Main exhibitors and co-exhibitors: 850.00 Euro.

All of the prices mentioned here are subject to German value-added tax (VAT).

### 5. Cancellation

**Contrary to § 8.1 of the General Terms of Business for Trade Fairs and Exhibitions organized by Messe Berlin GmbH, the following cancellation rules apply: If exhibitors withdraw after the official application deadline, 1 September 2018, a charge equivalent to 50% of the stand rental is due; for cancellations after 1 January 2019, the full stand rental is due.**

### 6. Terms of payment

The period of payment is specified in the stand rental invoice.

Please quote invoice number and customer number. All payments should be made to one of the accounts indicated on the invoice.

If the exhibitor wants to be exempted from the VAT payment, it should submit the VAT form (page 7) contained in the Stand registration together with the stand application, and additionally a Business Certificate in English for companies outside the EU. If the exhibitor submits the documents after the invoice has been set, and the invoice must be adjusted, Messe Berlin charges a EUR 50.00 invoice cancellation fee, which must be paid together with the invoice.

The above mentioned invoice cancellation fee in the amount of EUR 50.00 is also to be paid by the exhibitor, in case of any change in the billing drawee at the request of the exhibitor, upon receipt of the invoice.

### 7. Regulations Governing Halls and Indoor Places

#### a) Night work ban

During the set up and dismantling phase, there is a general night work ban, which means that after 10 pm it is forbidden to raise and / or dismantle it. If you need to raise and / or dismantle after 10 pm, you have to apply for it with the appropriate form from the webshop and have it approved by Messe Berlin.

#### b) Early stand set-up

The construction of the stands may only happen from 27 February 2019 from 7 am on. If an early stand set up is needed, this must be requested

with the corresponding formulary and approved by Messe Berlin.

**An early stand set-up is allowed only for stands <50 sqm. A fee of 5.00 Euro per sqm and for each day is charged for an early stand set-up. After having sent the appropriate form, authorization is granted if the respective hall is available.**

#### c) Construction heights and stand construction

The maximum permitted height of any structure, including the upper edge of suspensions and fascias, for stand areas up to 50 sqm is +5.00m, and +6.00m for stand areas 50 sqm to 200 sqm in all halls (see below for exceptions). Approval may be given for higher structures in individual cases, for exhibitors renting an entire hall or in the case of rental areas bigger than 200 sqm.

**Exceptions:** For exhibitors in halls 8.1, 10.1 and 11.1, there is a binding height restriction of 3.60m for all structures. A height restriction of 4.00m also applies in areas of halls 14.1 and 15.1. In halls 1.1, 2.1, 3.1 and 4.1 the construction height is restricted to 5.50m, in some cases even to 5.00m.

Furthermore, the stand construction regulations of Messe Berlin GmbH are also applicable.

#### d) Minimum equipment of the stand

The minimum equipment of the stand are floor covering as well as partition walls to your neighboring stands and rear wall. The floor covering must be laid in such a way that accidents are prevented. They may not exceed beyond the boundaries of the stand. The partition walls of a stand above +2.50m, directly bordering an adjacent stand, must have a neutral, smooth white finish, which is structurally stable, has no visible gaps and bears no advertising message of any kind whatsoever. Therefore please see point 4.7.4 and 4.7.6 of our Technical Guidelines.

#### e) The direct sale of food, drinks, typical souvenir at ITB Berlin is not permitted.

f) **Music and folklore performances** are only permitted on Saturday and Sunday at the ITB Berlin and only if neither stand neighbors are being harassed nor public access are blocked. The performances must be agreed with the stand next to and held at a moderate volume. Stand volume should not exceed an averaging level of 70 db (A) at the stand boundaries. Messe Berlin is entitled to prohibit music and folklore performances at any time and with immediate effect in case of violations of copyrights.

g) **Events at the stand must be registered** using the appropriate form from the web shop until **31 January 2019**. **Events at the stand are allowed from 10:00 am – 6:00 pm. Evening events can take place from 6:00 pm – 10:00 pm after approval by the fair management.** For events taking place a





handling fee will be charged e.g. for additional security personnel (compulsory) and additional services as barriers, personnel for providing sanitary fittings, cloakroom, sanitary services etc., by booking the corresponding package.

- h) Handouts of a political nature may not be distributed in any form. Moreover, the design and decoration of the stands must be free from any kind of political statement.
- i) It is forbidden to attach posters and other materials or any projection on any walls or floor surfaces outside the hired stand.
- j) When possible, requests by exhibitors for parking space on the exhibition grounds will be taken into consideration if possible; rights to a parking space proper or a certain parking space do not exist. Parking spaces are to be charged, the parking passes can be ordered via the webshop.
- k) During the construction- and dismantling period, as well as during the fair, the regulations of the Traffic Guide will be applied for authorized traffic on the fairground. The Traffic guide for ITB Berlin 2019 is available from February 2019 on via <https://www.itb-berlin.de/en/ExtraPages/Download-Center/>
- l) Exhibitors and accompanying persons are required to leave the halls not later than one hour after the fair closes. Everyone leaving the exhibition grounds with a parcel is required to show the parcel's origin to the exit guards.
- m) Animals are not allowed onto the exhibition grounds.
- n) Contrary to point 2.a of the Exhibition Terms and Conditions, Halls 5.1, 5.3, 6.1, 7.1, 8.1, 9. and 10.1 will be closed at **6:00 pm on Saturday evening, 9 March 2019**. The constructive dismantling of the stand is only allowed to after the official opening hours of the entire fair, i.e. after 6:00 pm on Sunday.
- o) The stand dismantling is in accordance with paragraph 2.g) of these conditions of participation on Sunday, March 10, 2019, earliest from 6 pm to make. Becomes started dismantling early, Messe Berlin is entitled to charge a fee, depending on the size of the stand, from EUR 1,000 on (page 8) and will be booked with the final invoice.

## 8. Power and water connections

If power and/or water connections are needed, please order these fee-based services in the web shop.

## 9. Exhibitor Passes

Main exhibitors receive codes for free exhibitor passes via email as follows:  
 3 passes for stands of 20 sqm or less, one for each additional 10 sqm or fraction thereof.

Additional permanent exhibitor passes may be purchased directly at the web shop.

## 10. Admission for exhibitors

- a) Trade visitor passes provide access to the ITB Berlin Exhibition Ground during the duration of the event from 9.30 am – 6.00 pm.
- b) Exhibitor passes allow access to the ITB Berlin Exhibition Ground during the duration of the event from 8.30 am – 7.00 pm and from 7.00 am - 10 pm during the construction and dismantling period.

## 11. Change of the company's legal form

The lessee is obligated to notify the lessor immediately about any change in the form of the company (e.g. merger, change of corporate form), even if the change only affects the legal form, with no transfer of assets.

The obligation to provide such information also applies to links between companies and structural changes to the company's legal form (changes in holdings resulting from the inclusion or withdrawal of shareholders as well as the changes to the lessee's holdings in other companies which have or had a contractual relationship with Messe Berlin etc.)

In the above cases the lessor is entitled to withdraw from the rental agreement with immediate effect. Any down payments made up to that time will be reimbursed.

Any claims for damages by the lessee will be excluded, regardless of their legal basis.

## 12. GEMA (performing rights society) fees

Permission must be obtained from GEMA for all public presentations of copyrighted music, either on records or other sound carriers or for musical presentations involving the reproduction of radio or television broadcasts.

Applications should be send to:

GEMA,  
 Bezirksdirektion Stuttgart  
 Herdweg 63, 70174 Stuttgart  
 Email: [messe@gema.de](mailto:messe@gema.de)  
 Tel: +49(0)711/2252-794  
 Fax: +49(0)711/21292-800  
 or +49 (0)30-21292795

Further information on registering for music use at trade shows at GEMA can be found at: [https://www.gema.de/fileadmin/user\\_upload/Musiknutzer/Informationen/information\\_messe.pdf](https://www.gema.de/fileadmin/user_upload/Musiknutzer/Informationen/information_messe.pdf).

## 13. Terms of Business

The enclosed Regulations contained at the web shop apply to these Special Conditions of Participation as well as the General terms of Business for trade fairs and exhibitions by Messe Berlin GmbH.

## 14. Booth-construction

If you are interested in an offer for a rental system stand and/or an individual stand construction please contact:

MB Capital Services GmbH  
 Thüringer Allee 12  
 14052 Berlin, Germany  
 Tel: +4930/306720-0  
 Fax: +4930/306720-30  
 Email: [info@mb-capital-services.de](mailto:info@mb-capital-services.de)

## 15. Promotion Package Service

The Messe Berlin GmbH Promotion Package is offered to all exhibitors:

It contains selected marketing tools designed to enhance exhibitors' participation in ITB and optimize their results.

The costs of the Promotion Package are borne by exhibitors and co-exhibitors via a mandatory flat-rate contribution which is billed to each organization renting a stand.

The costs of the Promotion Package will be borne by exhibitors and co-exhibitors through a mandatory flat-rate contribution which will be billed to the organization renting the stand.

# 12. General Terms of Business for Trade Fairs and Exhibitions organised by Messe Berlin GmbH

## General Regulations

1. Applications
2. Joint Exhibitors
3. Conclusion of Contract
4. Allocation of Stands
5. Exhibits
6. Payment Conditions
7. Liability, Insurance
8. Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by Messe Berlin
9. Force Majeure
10. Workers and Exhibitors Passes
11. Photographs and Film, Video and Sound Recordings
12. Advertising
13. Official Approval, Legal Regulations, Technical Guidelines
14. Regulations for the Maintenance of Order

## Stand Construction

15. General Regulations, Deadlines
16. Stand Design

## Other Services

17. Exhibitor Service Documents
18. General Inspection, Cleaning
19. Technical Installations
20. Photography
21. Catering Services
22. Data Protection

## Concluding Regulations

### 1 Applications

#### 1.1 Stand Applications

Applications to participate in a trade fair or exhibition (event) must be made using the form marked "Application Form". This form should be completed carefully and should include a legally binding signature. The application is an irrevocable offer to enter into a contractual agreement with Messe Berlin GmbH (hereinafter "Messe Berlin"), to which the exhibitor is committed until the commencement of the event.

#### 1.2 Details of the Contract

The main sections of the contract are

- a) the Application Form,
- b) the Special Conditions of Participation,
- c) the Regulations as contained in the Exhibitor Service Documents,
- d) the General Terms of Business.

Where there is conflict between these various regulations they shall apply in the order listed above.

### 1.3 Conclusion of the Contractual Regulations

By signing the stand application the exhibitor recognises as binding the Terms of Business and Conditions of Participation, as well as the Regulations contained in the Exhibitor Service Documents. He is responsible for ensuring that those persons employed by him during the event also comply with the terms of the contract in every respect.

### 2 Joint Exhibitors

If a number of exhibitors intend to hire a stand jointly, they must name one of their number in their application who will be authorised to negotiate with Messe Berlin on their behalf.

The authorised party bears the same liability for any faults or cases of negligence on the part of those whom he is authorised to represent as he does for his own faults and negligence. The participating exhibitors are liable jointly and severally to Messe Berlin.

### 3 Conclusion of Contract

#### 3.1 Confirmation of Order

Messe Berlin will confirm its decision to accept an offer with a written confirmation of order (acceptance of the exhibitor and the exhibits for which application has been made).

#### 3.2 Restrictions on the Exhibitor and Exhibits

If relevant grounds exist, and in particular if there is insufficient space, Messe Berlin may exclude individual exhibitors from participating, and may also limit the event to specific groups of exhibitors, if this becomes necessary in order to attain the objectives of the event. This also applies to exhibits.

#### 3.3 Deviations from the Application

If Messe Berlin accepts the application for display space or for exhibits, subject to extensions, restrictions or other alterations, it is obliged to abide by this offer for a period of two weeks.

### 4 Allocation of Stands

#### 4.1 Principle

In allocating the stand Messe Berlin will take into account the subject and the way in which a particular event is subdivided, as well as the space that is available. Messe Berlin will endeavour to meet specific requirements for stand locations wherever possible.

### 4.2 Changes to Adjoining Stands

The exhibitor should accept that changes may take place in the situation on other stands at the beginning of the event, compared with the time at which initial acceptance was granted. No claims for damages by either party can be entertained.

### 4.3 Exchanging Stands or Transferring them to Third Persons

The allocated stand may not be exchanged for that of another exhibitor, nor may it be transferred either partially or completely to a third person unless agreement has been reached with Messe Berlin.

### 5 Exhibits

#### 5.1 Removal, Exchange

Only the agreed exhibits may be displayed. Furthermore they may only be removed subject to the approval of Messe Berlin. Exhibits may only be replaced by other items if written agreement has been obtained from Messe Berlin, and replacement must take place at least one hour before the official daily opening time, or one hour after the official closing time.

#### 5.2 Exclusions

Messe Berlin is entitled to demand that exhibits should be removed if these were not included in the stand hire contract, or if they subsequently prove to cause annoyance or danger, or are incompatible with the objectives of the event. In the event of non-compliance, Messe Berlin is entitled to have recourse to law in removing the exhibits at the exhibitor's expense.

#### 5.3 Direct Sales

Unless expressly permitted, no items may be sold directly. If such approval is given the exhibits must be marked with clearly legible price tickets. It is the exhibitor's responsibility to obtain the necessary approval from the trading and health authorities, and to observe these regulations. The Exhibitor Service Documents contain further details.

#### 5.4 Protection of Copyrights and Patents

It is the responsibility of the exhibitor to ensure that copyrights and other industrial patents exist for his exhibits. A six month period of protection from the beginning of an exhibition for the protection of the inventions, samples and trademarks will only become effective if the Federal Minister of Justice has published the relevant announcement in the Bundesgesetzblatt (Federal Law Gazette).

## 6 Payment Conditions

### 6.1 Date when Payment becomes Due

The stand rental, as per Confirmation of Order, is to be paid onto one of the accounts listed on the invoice. These payments must be made within the time period stated in the specific trade fair conditions of participation and be annotated with the invoice and customer number. The amounts are due for payment at the time the invoice is issued. A final invoice will be sent after the event.

**6.2 Transfer of Claims, Offsetting Claims**  
Claims against Messe Berlin are not transferable. Claims may only be offset in the case of uncontested counter-claims or counter-claims which have been ruled valid.

### 6.3 Objections

Objections to invoices will only be considered if submitted to Messe Berlin in writing within 14 days following issue of the invoice.

### 6.4 Hirer's Rights of Lien

In order to secure any claims it may have, Messe Berlin shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing. Messe Berlin is only liable for any damage to the items held in lien if such damage was caused maliciously or by gross negligence.

## 7 Liability, Insurance

7.1 Messe Berlin assumes full liability for all damages resulting from intention or gross negligence on the part of Messe Berlin, its legal representatives or managing staff.

7.2 Messe Berlin is fundamentally liable for damages caused due to gross negligence on the part of assistants employed by Messe Berlin. This liability is limited to damages that are generally associated with this type of contract.

7.3 Messe Berlin is fundamentally liable for every breach of contract with regard to major contractual obligations. Major contractual obligations are defined as those that are vital to achieving the objectives of the contract (cardinal obligations). For breaches of cardinal obligations, provided they do not fall under Section 7.1, liability is limited to damages that are generally associated with this type of contract.

7.4 The limits of liability according to Paragraphs 1 through 3 do not apply to liability for insufficient warranted quality, liability according to German product liability laws, and liability for loss of life, limb, or health.

7.5 Messe Berlin is not liable for pre-existing deficiencies associated with rented space and equipment (guarantee liability), regardless of fault.

7.6 The exhibitor is liable in accordance with legal regulations. It is recommended that exhibitors carry sufficient insurance. For further details, see the Exhibitor Service Documents.

## 8 Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by Messe Berlin

### 8.1 Cancellation, Non-participation on the Part of the Exhibitor

The full stand rental charge shall still be payable if the exhibitor cancels or fails to take part in the event without notification of cancellation. If the exhibitor cancels and another lessee can be found for the stand, Messe Berlin retains the right to demand 25% of the invoiced stand rental charge from the original lessee to cover costs. The full stand rental must be paid when Messe Berlin rents the agreed upon stand space, although the overall area is reduced as a result of the cancellation/non-participation. The lessee retains the right to submit evidence to prove that no such costs were incurred by Messe Berlin, or that they were lower than stated. The right to assert additional claims remains unaffected.

### 8.2 Withdrawal by Messe Berlin

Messe Berlin is entitled to withdraw under the following circumstances:

- a) if the rental charge is not received in full at the latest by the date stated in the invoice for participation costs and if the exhibitor does not pay before the expiry of any extension period that may be granted;
- b) if the stand is not occupied in time, i.e. if it is not obviously occupied within 24 hours before the official opening;
- c) if the exhibitor infringes domiciliary rights, and does not refrain from such actions even after being advised to do so;
- d) if the registered exhibitor, as a private or corporate entity, no longer conforms to the requirements for granting acceptance, or if Messe Berlin subsequently becomes aware of any reasons which, they had been known before, would have excluded that person from participation. This applies in particular when bankrupt-

cy or insolvency proceedings have been instituted, or if the exhibitor becomes insolvent. In such circumstances exhibitors are required to inform Messe Berlin immediately.

In that cases, referred to above, Messe Berlin is entitled to claim damages. No. 8.1 may be applied accordingly.

## 9 Force Majeure

### 9.1 Cancellation of the Event

If Messe Berlin is prevented from holding the event for reasons outside its own control or that of the exhibitor, all claims to the stand rental become void. However, Messe Berlin may still invoice the exhibitor for work carried out in the latter's instructions, to cover any expenses already incurred, if the exhibitor is unable to furnish evidence that the results of this work are of no interest to him.

### 9.2 Rescheduling of the Event

If Messe Berlin is in a position to hold the event at a later date it must notify exhibitors immediately. Exhibitors are entitled to cancel their participation in the event if it is rescheduled, provided such cancellation is given within one week following receipt of this notification. In such cases claims for payment of stand rental no longer apply.

### 9.3 For Events that have Already Commenced

If Messe Berlin is obliged to shorten or cancel an event that has already begun, as a result of force majeure, exhibitors are not entitled to assert claims for repayment or for exemption from the stand rental charge.

## 10 Workers and Exhibitors Passes

### 10.1 Workers' Passes

Exhibitors will be supplied free of charge with passes for themselves and for any auxiliary staff employed during construction and dismantling. These will only be valid during construction and dismantling periods, and do not entitle the holders to enter the Exhibition Grounds during the event itself.

### 10.2 Exhibitors' Passes

Exhibitors will receive a limited number of special passes valid for the duration of the exhibition or fair, for use by themselves and their employees, and entitling them to admission free of charge. Additional details can be found in the conditions of participation.

### 10.3 Regulations Applying to Both Types of Passes

Passes are issued in the holder's name, or must be filled in correctly by the holder. They are not transferable and are only valid in conjunction with an official ID document. In cases of misuse the passes will be withdrawn without compensation. In the case of joint participation by a number of exhibitors, only the authorised exhibitor will receive the required passes. Additional passes are available, for which a charge will be made.

### 11 Photographs and Film, Video and Sound Recordings

Messe Berlin is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for publication in the media. No objections for whatever reason by exhibitors will be entertained. This also applies to photographs or recordings made directly by the press or television with the approval of Messe Berlin.

### 12 Advertising

#### 12.1 Scope

Advertising of all kinds is permitted but only within the stand hired by the exhibitor, on behalf of the exhibitor's own company, and only for exhibits manufactured or distributed by the exhibiting firm.

#### 12.2 Approval

Advertising by means of loudspeakers, the display of slides or films, or the inclusion of performances or shows require the written approval of Messe Berlin. Written approval must also be obtained for the use of other equipment and installations intended to enhance the impact of advertising either optically or acoustically. Advertising of a political nature is strictly prohibited.

### 13 Official Approval, Legal Regulations, Technical Guidelines

In all cases it is the responsibility of the exhibitor to obtain official approval. Exhibitors are responsible for ensuring the compliance with GEMA (performing rights) regulations, as well as with regulations pertaining to trading and industrial law, police regulations, health regulations and other legal requirements. This also applies in particular to the "Law on technical equipment" (Gerätesicherheitsgesetz). Moreover, exhibitors must observe the "Technical Guidelines" as specified in the Exhibitor Service Documents, in particular with regard to

the regulations contained therein relating to stand construction and design, and the extensive safety regulations also specified in this folder.

### 14 Regulations for the Maintenance of Order

#### 14.1 Domiciliary Rights

During the event exhibitors are subject to the domiciliary rights of Messe Berlin, which apply throughout the exhibition grounds. Exhibitors must comply with instructions given by employees of Messe Berlin, who will prove their identity by means of an appropriate identification document.

#### 14.2 Parking Spaces

Efforts will be made to meet exhibitor specific requirements regarding parking on the exhibition grounds. However no automatic rights exist to a parking space.

#### 14.3 Access to the Exhibition Grounds

Vehicles which do not have the correct authorisation or a document entitling them to park within the exhibition grounds will not be allowed access to the grounds during the event. Regulations pertaining to the delivery of goods and other items are covered by the conditions of participation.

#### 14.4 Leaving the Grounds

Exhibitors and accompanying persons must leave the halls within one hour following the official closing time each day, and all vehicles must leave the grounds by this time. Any persons wishing to leave the exhibition with packages must furnish proof that they are entitled to do so to the security staff at the exits.

#### 14.5 Miscellaneous

No animals are permitted on the exhibition grounds. Water required for use in connection with foodstuffs or for the cleaning of utensils coming into immediate contact with foodstuffs may only be obtained from taps supplying hygienic water. Water for such purposes may not be obtained from toilet facilities.

#### 14.6 Environmental Protection

Exhibitors are required to make every effort to protect the environment. In this respect they should also observe the Environmental Guidelines of Messe Berlin which are enclosed with the Exhibitor Service Documents.

### 15 General Regulations, Deadlines

#### 15.1 Deadlines

The construction and dismantling periods will be specified in the Special Conditions of Participation.

#### 15.2 Construction, Services for Exhibitors

The Exhibitor Service Documents contain a list of services available from MB Capital Services GmbH, a division of Messe Berlin, regarding planning, construction and design of standard and individual stands.

#### 15.3 Dismantling

##### a) Clearance Passes

A clearance pass must be shown before exhibits can be removed at the end of the exhibition or trade fair. Such passes will only be issued and made available to the stand occupant if the stand rental invoice has been paid in full.

##### b) Dismantling Period

Stands may not be cleared before the end of the event. Dismantling must be completed by the end of the allotted dismantling period. On expiry of this period Messe Berlin is entitled to undertake dismantling, removal of exhibits and their storage at the exhibitor's expense, or to order such arrangements to be made at the exhibitors' expense. Messe Berlin will only be liable for losses or damage to exhibits when such losses or damages are due to deliberate action or gross negligence. Messe Berlin is entitled to impose liabilities to cover any expenses thus incurred (No. 6 Item 4).

### 16 Stand Design

#### 16.1 Authorisation Certificate

Exhibitors with ground-level, single-story stands without roofs are not required to submit plans for approval, providing the stand is in compliance with all other technical guidelines. Any other type of stand, mobile stand, or special constructions require approval. Construction plans (floor plan and front view) must be submitted in duplicate to Messe Berlin for approval. Complete details can be found in the Exhibitor Service Documents.

#### 16.2 General Appearance

The exhibition stand must comply with the overall plan for the exhibition. Messe Berlin reserves the right to prohibit construction of unsuitable or inadequately designed stands.



### 16.3 Stand Equipment and Fittings during the Hours that the Event is Open

The stand must be correctly equipped and furnished, and staffed by competent personnel throughout the duration of the fair or exhibition, between the stipulated opening times.

### 16.4 Penalty Clause

If the exhibitor fails to comply with the regulations as stated above (No. 16, Item 2, 3), Messe Berlin is entitled to impose a penalty of Euro 500.00 per day if its instructions and warnings are not heeded.

## 17 Exhibitor Service Documents

The Exhibitor Service Documents contain information about the following: Technical guidelines, technical equipment standards in the halls, installations, stand constructions, design and furnishing, as well as about other services at trade fairs provided by MB Capital Services GmbH, insurance, PR work, the catalogue, room reservations and other services. The Exhibitor Service Documents also contain the necessary forms.

## 18 General inspection of the halls, surveillance, cleaning

- a) Messe Berlin carries out regular inspection of the halls, in particular for the purposes of fire prevention (e.g. keeping emergency exits clear). This does not include surveillance of individual stands. Exhibitors themselves are in charge of and responsible for the surveillance of individual stands. Messe Berlin draws attention to the fact that access may also be granted to the halls outside the hours of the event, due to other events that may be taking place (such as exhibitor evenings), or cleaning work. Moveable objects should be locked up overnight. Exhibitors may order security services from Messe Berlin. The deployment of such security services requires the prior written approval of Messe Berlin. Exhibitors are advised to take out suitable insurance cover.
- b) Messe Berlin will provide general cleaning on the grounds and in the aisles. Exhibitors are responsible for cleaning their own stands. Such cleaning work must be completed each day prior to the opening of the event.
- c) If the exhibitors do not employ their own personnel, stand cleaning and security must be arranged through the relevant company appointed by Messe Berlin.

- d) The exhibitor or his appointed stand constructor is responsible for disposing of any waste materials resulting from its work. In this respect the rules laid down in the environmental guidelines in the Exhibitor Service Documents must be observed.

## 19 Technical Installations

Regular supplies of electricity, water, gas and telephone services, along with other services in the halls, will be provided by companies authorised by Messe Berlin. Further details are contained in the conditions of participation.

## 20 Photography

The taking of photographs, films or videos on behalf of exhibitors during the daily opening hours of the event may only be carried out by photographers, film or video production companies thus authorised by Messe Berlin and in possession of the appropriate pass. Such authorisation also applies prior to and after the daily opening hours of the event. No other photographers or production companies will be permitted access to the Exhibition Grounds. Information on this matter can be obtained from the MB Capital Services GmbH.

## 21 Catering Services

Catering services are provided exclusively by Capital Catering GmbH, Messedamm 22, 14055 Berlin, Germany Telephone +49(0)30 / 3038-3914.

## 22 Data Protection

We collect, use and process your personal data for the purposes of substantiating, fulfilling and processing your contract with Messe Berlin GmbH as well as for market research. In order to fulfil our contractual obligations, it is necessary to forward some of your information to Messe Berlin subsidiaries and partner companies that process this data on our behalf.

If you have authorised us to do so, we share your information with our affiliated enterprises and official partner companies to enable them to offer you their own supplementary services or other similar services. This information is also made available to official Messe Berlin GmbH foreign representatives and partner companies located outside of Germany.

Your information is used in accordance with legal stipulations and only for the defined purposes.

Any declaration of consent you have provided to Messe Berlin GmbH can be withdrawn at any time.

## 23 Concluding Regulations

### 23.1 Changes and Amendments in Writing

Any changes to the contents of this agreement (No. 1 Item 2), and ancillary agreements, are only legally binding if they have been confirmed in writing by Messe Berlin.

### 23.2 German Law

The mutual rights and obligations deriving from this contractual arrangement and resulting from this contract are subject to the law of the Federal Republic of Germany.

### 23.3 Place of Performance and Venue

Place of fulfillment is Berlin-Charlottenburg. If the defendant is a businessman or a legal entity in the public domain, or if the defendant has no general place of jurisdiction within Germany, the place of jurisdiction is Berlin-Charlottenburg or the defendant's own place of jurisdiction.

### 23.4 Statute of Limitations

Claims by exhibitors against Messe Berlin expire after 6 months if not precluded by cogent legal regulations.

### 23.5 Redemptory Clause

If any individual provisions in these general terms of business become void, this shall not affect the validity of the other regulations. The void provision should be altered in such a way as to fulfil the intended purpose.

## 13. Stand Construction and Design for ITB Berlin Exhibitors

### We offer you:

- Individual stand design for your fair presentation – adaptable to your corporate profile
- Conventionally built complete stands – in a variety of stand heights  
Our planning team is pleased to assist with your planning and send you a quotation:  
Tel. +49 30/3067-2044 · Fax: +49 30/3067-2019 · E-Mail: design@mb-capital-services.de
- System stands can be rented starting at 82.00 Euro per sqm (plus VAT)  
Our recommendation for a convenient, trouble-free trade fair presence – other models and/ or additional equipment can also be added  
Our service team is pleased to assist you and send you a complete offer:  
Tel. +49 30/3067-2015 · Fax: +49 30/3067-2058 or -2059 · E-Mail: design@mb-capital-services.de

### Illustrations from our offer for system stands with standard equipment:

Example: Version „F 2“



Example: Version „F 5“



#### Basic equipment:

- Wall elements, 6 colours available standard colour: white
- Built-in cabin with door, lockable
- Floor covering, standard colour: grey, 4 other colours available
- Triangular counter: 1000 x 1000 x 1400 mm Standard colour: white, height: 1000 mm, with shelf
- Triangular platform: 1000 x 1000 x 1400 mm Standard colour: white, height: 1000 mm (other heights available: 500 or 800 mm)
- Facia in white, lettering with standard type Helvetica medium bold, VH: 100 mm, max. 25 characters
- Lighting elements: p/4 m<sup>2</sup> = 1 spotlight

#### Basic equipment:

- Supporting elements in OC system, silver, height: 2.50 m wall elements, plastic-coated, white; other colours available
- Built-in cabin with folding door, lockable
- Floor covering, needle felt, disposable standard colour: grey, other colours available
- Crossbeam construction to open sides of stand, zig-zagging, framed by special section tube, 5 cm incl. lighting rail, height: 25 cm
- Oval facia in white, width: 150 cm, height: 50 cm
- Lighting elements: p/4 m<sup>2</sup> = 1 spotlight, 100 W

You will find our entire range of proposals: [www.itb-berlin.de/webshop](http://www.itb-berlin.de/webshop)

#### Contact:

**MB Capital Services GmbH, Thüringer Allee 12/12A, 14052 Berlin, Germany**  
**Email: [info@mb-capital-services.de](mailto:info@mb-capital-services.de), [www.mb-capital-services.com](http://www.mb-capital-services.com)**