

FRAMEWORK AGREEMENT | TRADE FAIRS 2022

TRADE FAIR PARTICIPATION
AT THE
HANNOVER-STAND
hannoverimpuls GmbH

HANNOVER FAIR | HANNOVER MESSE
25 - 29 April 2022

OUR RANGE OF SERVICES FOR **HANNOVER CO-EXHIBITORS** & GUESTS

STAND-PARTNER | SPONSOR-PARTNER ***

Senior- | Junior-Partner

- You would like to be accredited as a **Hannover Co-exhibitor** at the fair.
- You would like to have an exhibition space on the stand.

You will receive the following services:

Stand equipment **

- Use of a workstation on the stand as a co-working place with seating within the limits of available capacity
- Communication area for first contact meetings
- Bar | Cafeteria | Kitchen | Storage | Lockers | Cloakroom
- Special area for the presentation of exhibits

Services **

- Catering and cafeteria for your stand team
- Drinks catering for your trade fair customers
- Hygiene & safety: stand security | stand cleaning | waste disposal
- Internet connection incl. connection fee and consumption
- Insurance for equipment and exhibits brought to the fair

Fees, marketing & communication

- Payment of all participation fees to the trade fair company
- Access to entry in the trade fair information system:
 - Company details with company profile and products
 - Worldwide download of marketing material and media
 - Link to your homepage
 - All data available worldwide on the trade fair website until year-end
- Logo presence on the stand *
- Your link on the *hannoverimpuls* website *
- Neutral trade fair signature banner for your mailings *
- Integration into the communication of *hannoverimpuls*
- Possibility to use the social media channels of *hannoverimpuls*

Extras

- 2 exhibitor passes
- Free ticket contingent for your customer invitations
- Name badges for your stand personnel (if required)
- Free participation in open stand events of *hannoverimpuls* **
- Against surcharge: Additional persons | stand team

* **HANNOVER MESSE: Only if registered by week 10**** **Due to the nature of the Corona, equipment and/or service options may vary.***** **Sponsor Partners will receive a customised offer as required**

BUSINESS PARTNER

- You would like to be accredited as a **Hannover Co-exhibitor** at the fair.
- You do not need a workplace on the stand.
- You are more mobile and sales-oriented at the fair.
- You would like to be able to hold business talks on your stand in comfort.

You receive the following services:

Stand equipment **

- Communication area for first contact or customer talks
- Bar | Cafeteria | Kitchen
- Storage | Lockers | Cloakroom

Services **

- Catering and cafeteria for your stand team (max. 1 person / day)
- Drinks catering for your trade fair customers
- Hygiene & security: stand security | stand cleaning | waste disposal
- Internet connection incl. connection fee and consumption
- Insurance for equipment and exhibits brought to the fair

Fees, marketing & communication

- Payment of all participation fees to the trade fair company
- Access to entry in the trade fair information system:
 - Company details with company profile and products
 - Worldwide download of marketing material and media
 - Link to your homepage
 - All data available worldwide on the trade fair website until year-end
- Your link on the *hannoverimpuls* website *
- Neutral trade fair signature banner for your mailings *

Extras

- 1 exhibitor pass
- Free ticket contingent for your customer invitations
- Free participation in open stand events of *hannoverimpuls* **
- For an additional charge: Logo presence on the stand *
- For an additional charge: Additional persons | stand team

* **HANNOVER MESSE: Only if registered by week 10**

** **Due to Corona, equipment and/or service options may vary**

HANNOVER BUSINESS-GUEST

- You do not want to be accredited as a **Hannover Co-exhibitor** at the fair.
- You do not need a workplace on the stand.
- You are more likely to be mobile and on the move at the fair.
- You would only like to be allowed to hold business talks conveniently on your stand.

You receive the following services:

Stand equipment **

- Communication area for first contact or customer meetings
- Bar
- Cafeteria
- Kitchen
- Cloakroom

Services **

- Catering with snacks
- Drinks catering for your trade fair customers
- Hygiene: basic and daily stand cleaning | waste disposal
- Security: stand security
- Internet connection incl. connection fee and consumption

Marketing & communication

- Your link on the *hannoverimpuls* website *
- Neutral trade fair signature banner for your mailings *

Extras

- 1 x guest pass for the entire fair
- Free ticket contingent for your customer invitations
- Free access to open stand events organised by *hannoverimpuls* **

* HANNOVER MESSE: Only for registration until week 10

** Due to corona conditions, equipment and/or service options may vary

SAMPLE CONCEPT **HANNOVER MESSE 2022** | IMPRESSIONS 2019





FRAMEWORK AGREEMENT FOR TRADE FAIR PARTICIPATION ON THE HANNOVER STAND

hannoverimpuls is the organiser of the **HANNOVER-Stand** at the **HANNOVER MESSE** in Hannover (hereinafter: Messe) in the month of April. *hannoverimpuls* offers selected companies the opportunity to participate in the trade fair as **Hannover Co-exhibitors** or as **Hannover Business-Guests**. The following co-exhibitor categories are to be understood as **Hannover Co-exhibitors** within the scope of the booked service or conditions package for the respective trade fair: **Stand**, **Business** and **Sponsor Partner**. Depending on how long the company has been on the market, **Stand Partners** are in turn divided into **Senior** and **Junior-Partners** (e.g. start-up companies). All hereinafter referred to as **Hannover Co-exhibitors**. **Hannover Business-Guests** are referred to as such. All collectively referred to as **Trade Fair Participants**.

Represented by the legally binding signatory of this framework agreement, the specified company will participate at the **HANNOVER-Stand** as a **Hannover Co-exhibitor**.

1. SERVICES OF HANNOVERIMPULS

hannoverimpuls will be responsible for the overall coordination of both planning and set-up in the run-up to the event as well as the operation of the stand during the trade fair, including subsequent dismantling.

hannoverimpuls takes over the official registration of the stand and the **Hannover Co-exhibitors** with the organiser of the fair.

hannoverimpuls assumes all standard stand construction costs and, at the trade fair organiser, the following participation costs: space rental; registration fee, marketing contribution and compulsory entries of the **Hannover Co-exhibitor**; as well as all stand and stand construction-related services and trades. *hannoverimpuls* may commission third parties to provide the services at its own expense.

The **Hannover Co-exhibitor** receives services in accordance with the booked service package or the conditions according to: "Our service offer for Hannover Co-exhibitors".

The service package is basically identical for **Stand Partners** and **Sponsor Partners**. Extra services specially tailored to the needs of the sponsoring partner will be agreed separately.

Within the framework of the trade fair appearance and after successful registration of the co-exhibiting stand and **Sponsor Partners**, they will be invited to at least two exhibitor meetings in the form of information events at periodic intervals. These serve to update and brief the stand and **Sponsor Partners** on the organisational process, any changes in plans and the further procedure.

Sponsor-Partner auf der Messe bis zu einer jeweiligen Höchstsumme von 2.500 Euro ab. Sie gilt während der gesamten Ausstellungszeit.

As part of the trade fair appearance, the name of the **Hannover Co-exhibitor** will be mentioned in the communication initiated by *hannoverimpuls* and its website will be linked to that of *hannoverimpuls* at least 4 weeks before the start of the trade fair.

To comply with Hannover's corporate design and within the scope of the booked package, the logo of the **Hannover Co-exhibitor** will be visibly displayed on the stand, subordinate to the Hannover logo.

The workstations on the **HANNOVER-Stand** are generally to be understood as group or co-working work areas, which are usually shared by two **Stand Partners**. From trade fair to trade fair, these may vary in their design, appearance and equipment in accordance with the stand construction concept. **Stand Sponsors** can apply for an extension of their own working area or their own workspace for exclusive use within the limits of available capacity.

Exhibits are provided at the fair up to an area coverage of 1m². The corresponding area is included in the participation fee. An enlargement as an extra area, plus 0.5m² walk-in area, can be requested from *hannoverimpuls* as an extra service for an additional area charge if the application is made in good time. For **Stand Sponsors**, an area of 2m² for exhibits is included in the participation fee.

In order to maintain the corporate design of the HANNOVER stand, *hannoverimpuls* reserves the right to refuse to set up certain exhibits or displays for technical or design reasons. Roll-ups or banner displays are not permitted.

Hannover Co-exhibitors and **Hannover Business-Guests** will be given the opportunity to use the relevant facilities of the exhibition stand, such as the bar and communication area for meetings, within the limits of the free capacities available.

hannoverimpuls will take care of the complete and smooth operation of the **HANNOVER-Stand** during the fair, including stand support and catering. **Hannover Co-exhibitors** will be provided with drinks and snacks at mealtimes. Customers of **Hannover Co-exhibitors** and **Hannover Business-Guests** will be served drinks.

The stand will be supervised by a stand guard outside the exhibition hours. However, *hannoverimpuls* is not liable during this time for damage to or loss of items brought in by the **Hannover Co-exhibitor** (e.g. exhibits, computers, personal belongings of employees). Exceptions are gross negligence and intent.

For these special cases, *hannoverimpuls* will conclude a trade fair insurance policy per trade fair with the contractual partner of the trade fair company for demonstration equipment and exhibits of the **Stand** and **Sponsoring Partners** at the trade fair up to a respective maximum amount of 2,500 euros. It is valid during the entire exhibition period.

hannoverimpuls shall bear all costs for the services listed in these documents in accordance with "Our range of services for **Hannover Co-exhibitors & Guests**" within the framework of the trade fair and the HANNOVER stand. Services that go beyond those listed here, such as ordering special areas for exhibits, online press compartments, advertising materials subject to a charge, etc., are considered extra services and require a separate agreement and may be charged separately.

Cancellation clause: Irrespective of force majeure, *hannoverimpuls* also reserves the right to cancel participation in the trade fair if the required number of **Trade Fair Participants** of at least 10 **Hannover Co-exhibitors** has not been reached by 10 calendar weeks before the start of the trade fair.

2. SERVICES OF THE **HANNOVER CO-EXHIBITORS**

In order to be allowed to present themselves on the HANNOVER stand, the company's registered office or one of its branches must in principle be located within the Hannover Region according to the commercial register entry or be in business contact with *hannoverimpuls* GmbH. All **Hannover Co-exhibitors** have identical obligations towards *hannoverimpuls* within the scope of the booked service package.

Formally, the **Hannover Co-exhibitor** classifies himself for participation at the **HANNOVER-Stand** as: **Junior Stand Partner** if his company has been on the market for less than 5 years, **Senior Stand Partner** if the company has been in existence for more than 5 years and **Sponsor Stand Partner** if the company has been in existence for more than 10 years, has more than 250 employees or has acquired special status with *hannoverimpuls* through partnership, cooperation or settlement. Regardless of this classification, in principle any regional company can participate in the trade fair as a **Sponsor-Stand-Partner**, **Business-Partner** or **Business-Guest**. However, there are restrictions on the use of the stand for business partners or business guests. **Start-up companies**, younger than 3 years, as well as winners of our competitions or product buyers, can apply for individual special conditions in consultation with *hannoverimpuls*. Branches, subsidiaries and/or offshoots of existing companies are excluded.

In order to ensure that the planning and preparation phase runs smoothly, the **Hannover Co-exhibitors** will name a person who will be available as a substitute for coordination and joint meetings in a timely manner and who will henceforth act as the person responsible for participation in the trade fair. Documents and information required by the **Hannover Co-exhibitor** for planning and preparation will be made available by the named person responsible for the trade fair without delay upon request.

The **Hannover Co-exhibitor** is responsible for marketing his own offer, especially in his environment. He is also jointly responsible for marketing the **HANNOVER-Stand** as a joint stand.

As part of their appearance at the trade fair, **Stand** and **Sponsor Partners** undertake to attend the information events organised by *hannoverimpuls* in the form of exhibitor meetings, which serve to provide an update and briefing on the organisational process, any changes to plans and further procedures. Lack of information as a result of absence at the meetings will not be accepted.

In this framework agreement with *hannoverimpuls*, in principle only one company is physically permitted on the stand. In special cases, we will be happy to prepare a concept for a special trade fair presence tailored to the company's own needs and subject to a fee (extra service).

The **Stand Partner** undertakes to report any surplus stand personnel or personnel not belonging to his own company and, if necessary, to officially register them as **Business Partners** or **Hannover Business-Guests**.

The **Hannover Business-Guest** service package covers use of the cloakroom, catering for own guests with drinks and snacks during the entire trade fair and allows use of the communication area for own appointments only within the scope of available capacities. Further claims are excluded.

Hannover Co-exhibitors with the Business Partner service package are free to use the infrastructure and services of the **HANNOVER-Stand** and are in principle not entitled to a workstation or space for exhibits, except in cooperation with a **Stand Partner**.

Unless otherwise agreed, the **Stand Partner** will set up his exhibits and workspace on the stand himself between 3 p.m. and 5 p.m. on the day before the show and leave them ready to go. This is the only time the **Stand Partner** has the opportunity to ensure his workstation and to complain about any conspicuous features in good time before the start of the trade fair. Depending on their extent, these will be remedied by the start of the fair if possible. Repair work is not permitted during the exhibition period.

The **Stand Partner** is responsible for the transport of his exhibits to and from the stand. The **Stand Partner** is also responsible for insurance cover during transport. If necessary, *hannoverimpuls* can provide support via a contractual partner (extra service).

The **Stand Partner** will keep the stand manned throughout the entire duration of the trade fair from 9:00 to 18:00.

The **Hannover Co-exhibitor** will bring trade fair name badges for his own stand staff. On request, *hannoverimpuls* can take over the production of standard name badges with the name and company logo of the **Hannover Co-exhibitor**. Name badges with logos of companies that are not officially registered on the stand are not permitted.

The **Hannover Co-exhibitor** shall pay *hannoverimpuls* the participation fee specified on the registration form at the end of these documents for the use of the HANNOVER stand. Unless otherwise agreed, this is due for payment in full no later than 6 weeks before the start of the respective trade fair.

Cancellation clause: In the event of cancellation on the part of the **Hannover Co-exhibitor** from 8 weeks before the start of the trade fair, the obligation to pay the full amount remains in force or the fee already paid will not be refunded.

3. REGISTRATION, PRICE, INVOICING & OTHER MATTERS

The official registration for participation at the **HANNOVER-Stand** takes place exclusively in writing and after receipt via email of the completely filled out and by the company responsible signed form pages (2) to this document: "Binding registration" incl. released data protection declaration. This includes your agreement to the conditions of participation stated in the framework agreement. For your binding registration at the **HANNOVER-Stand** and with the trade fair company, necessary company data will be requested, which is required for participation in the trade fair and will be recorded in compliance with the generally applicable data protection guidelines. Your registration will then be confirmed by *hannoverimpuls* within two weeks.

The exact price categories and conditions of participation are listed in the form: "Binding registration" for this framework agreement.

In principle, participation in the trade fair as well as special conditions or early booking discounts are only possible within the scope of available capacities and if the corresponding deadlines are met.

On a voluntary basis, long-standing **Hannover Co-exhibitors** can also support the **HANNOVER-Stand** by successfully referring other **Hannover Co-exhibitors** as multipliers and thus receive a discount bonus if required.

Cancellation clause: In the event of cancellation of the trade fair by the responsible authorities or the trade fair organiser, **Hannover Co-exhibitors** or **Hannover Business-Guests** bear no financial risk in respect of the costs specified in this framework agreement, as these will be reimbursed by *hannoverimpuls*. To the extent permitted by law, however, *hannoverimpuls* accepts no liability for any additional expenses incurred by trade fair participants, such as trade fair preparation costs of all kinds or accommodation and travel costs. The same applies to lost sales or profits.

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BINDING REGISTRATION

HANNOVER CO-EXHIBITORS | HANNOVER-STAND | DATES, PARTICIPATION & PRICES FOR PARTICIPATION IN THE HANNOVER MESSE 2022 | *

* Services according to documents and information events
- Please tick as appropriate

- ☐ We have read and accept the conditions explained in the framework and accept them.
- ☐ We confirm our binding participation in the Industry Trade Fair HANNOVER MESSE in Hannover from 25 - 29 April 2022 as:
- ☐ Stand Partner | Sponsor Partner
 - ☐ Stand Partner | Senior Partner
 - ☐ Stand Partner | Senior Partner | Plug&Work-Competition
 - ☐ Stand Partner | Junior Partner | Startup | Participant of *hannoverimpuls*
 - ☐ Business-Partner
 - ☐ Business-Gast

Conditions of participation:

EARLY:	Registration by the end of	week 6 February
STANDARD:	Registration from the beginning of	week 7 February
+	Registration up to max. 4 weeks	before the fair starts
++	Registration	possible at any time

CATEGORY REGISTRATION	EARLY	X	STANDARD	X
+ Sponsor Partner	15.000,-- €		17.500,-- €	
+ Senior Partner	6.000,-- €		7.000,-- €	
+ Senior Partner Plug&Work	5.000,-- €		5.500,-- €	
+ Junior Partner	3.500,-- €		4.500,-- €	
+ Junior Partner Startup	1.500,-- €		2.500,-- €	
+ Business-Partner	2.500,-- €		3.000,-- €	
+ Extra service Logo	500,-- €		750,-- €	
+ Extra service Exhibits m ²	250,-- €		250,-- €	
++ Business-Gast	500,-- €		500,-- €	

REQUIRED DATA FOR REGISTRATION | all fields are required

| Data Protection Declaration and Consent: At *hannoverimpuls* we protect the personal data of people who contact us. We will treat the data you provide us with confidentially and only use it in accordance with data protection regulations. Personal data is all data stored in connection with the name of the person contacting us. The inventory data provided by you will be collected by us, stored in the customer file and processed for the purpose of providing the service, used and not passed on. This consent can be revoked at any time with effect for the future. No liability is accepted for any misuse of data for which *hannoverimpuls* is not responsible. After receipt of the form by the contact person, you will receive a reply via e-mail. In any case, German or EU law applies.

I hereby agree to the storage of the data
of the data I have entered here.

Please confirm by ticking:

☐

Company

Company name	
Address	
Postcode City Country	
Phone	
Fax	
Internet address	
Company e-mail	
Head Office	

Managing Director

First name	
Last name	
Phone	
Mobil	
Fax	
E-mail	

Kontakt | Trade Fairs

First name	
Last name	
Phone	
Mobil	
Fax	
E-mail	

Place & Date**legally binding signature****YOUR CONTACT PERSON**

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We look forward to seeing you at the HANNOVER stand!**We kindly ask you to reply by 25.01.22 via e-mail to: jose.german.barrera@hannoverimpuls.de**