



MECHANICAL ENGINEERING SHOW

5. – 7. NOVEMBER 2024

BAD SALZUFLEN

www.fmb-messe.de

EXHIBITOR REGISTRATION

 effective. personal. focused.

by
 **EASYFAIRS**

Association partner:

 **maschinenbau**
Netzwerk der Kompetenzen

WHERE THE MECHANICAL ENGINEERING SECTOR COMES TOGETHER!

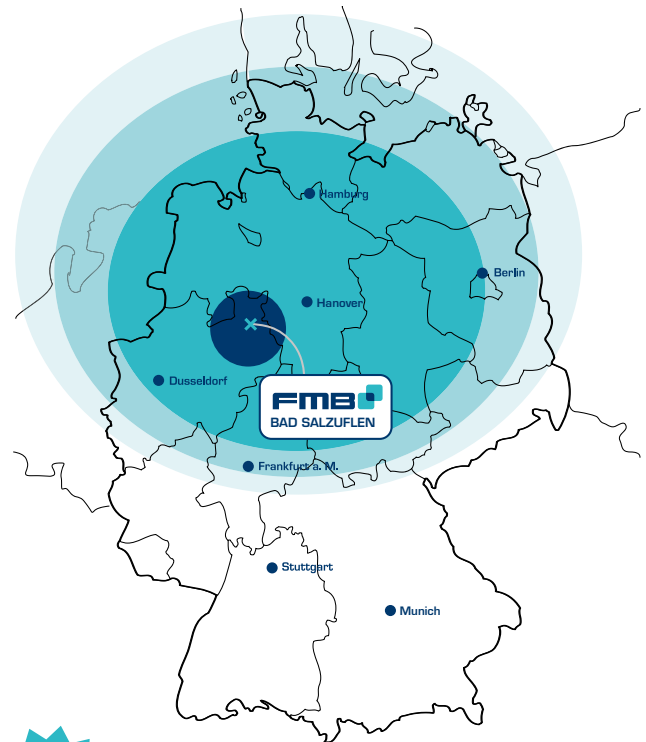
The 2024 FMB – the trade show for mechanical engineering promises exciting changes, adding to the appeal of the trade show experience. The new plans are based on the feedback obtained from exhibitors and visitors over the past years, the continual monitoring of trends and developments in the sector as well as on the consideration of the regional character of the FMB.

The innovations showcased here consolidate the status of the FMB as the leading regional trade show in the heart of the German mechanical engineering cluster. This is the meeting point for industry experts representing the entire spectrum of the supply industry for mechanical and plant engineering as well as industrial services and the demanding field of special engineering.

The FMB focuses on the latest developments and innovations in mechanical engineering. Product developers, entrepreneurs, buyers, design engineers, decision-makers and technicians find their ideal partners at the event offering solutions to meet their requirements with a view to optimising individual components, machines, production processes or complete solutions.

The preparations for the show and participation therein by the exhibitors are substantially facilitated by the uniform booth construction concept and the extensive service package available. Meetings at the FMB are conducted on a level playing field, thereby contributing to the creation of a particularly pleasant and productive atmosphere for all those involved in the event.

We look forward to welcoming you at the FMB 2024 and to working together to shape the future of mechanical engineering.



The most important modifications and innovations starting from the FMB 2024:



NEW TRADE SHOW TIMES: The trade show will always take place from Tuesday to Thursday with effect from the FMB 2024. New trade show date: 5th – 7th November 2024!



THEME PAVILION: The SoMa Club, the joint exhibition space of the special engineering companies, will be making its début in Hall 21, extending over an area of over 400 m². For more information, please refer to the special information sheet on the SoMa Club on [page 3](#).



STRONGER FOCUS: The FMB will concentrate even more on the original issues of the development, design engineering and production of machines and systems as well as on the areas of automation and digitalisation – always in consideration of regional and sales-related aspects.



ACT FOR THE FUTURE: We too are looking towards a net zero future! Our ESG measures on sustainability in the three areas of the environment, social aspects and governance are applied to all events organised by Easyfairs.

Easyfairs is a member of the Net Zero Carbon Events Pledge. We undertake to be net zero by 2050 and to halve our greenhouse gas emissions by 2030.

More information on this topic can also be found at www.easyfairs.de/esg/



REVISED LAYOUT PLANNING OF THE HALLS: This revision has been undertaken to comply with the exhibitors' requests to offer more scalable exhibition areas and attractive corner booths. Hall 21 will also definitely be included in the plans again.



NEW CATERING CONCEPT: The “all-inclusive” catering offer does not only apply to the exhibitors with effect from the FMB 2023 but also to all visitors. In addition to free admission, parking, lectures, and the smart badge technology “Touch & Collect”, the trade show ticket will now also include snacks and beverages.

NEW AT THE FMB 2024: SoMa CLUB



Your company is specialised in small-lot manufacturing and customising?
You develop, design and produce machines and components made to customer specifications?
Special engineering is your USP?

Then become a “member” of our exclusive SoMa Club.

The FMB is the meeting point for special engineering companies from the strongest mechanical engineering cluster in Germany to present their products and services in a focused manner. Where, if not at the FMB, can one find the ideal backdrop to engage in discussions and to experience the leading suppliers of this cutting-edge technology live? And the best thing about this opportunity is that you as an exhibitor do not need to pay once cent more for your booth on this exhibition space in Hall 21!

Book your stand (in-line, corner or peninsula booths available) on the exclusive theme pavilion (over 400 m²) “special engineering” in Hall 21 and be part of the SoMa Club!

- Greater visibility, both physical and digital
- Topic-oriented focus on special engineering across all levels
- Strengthening of the Special Engineering Community
- Greater benefit with the same investment, we sponsor the SoMa Club!!

Attention, only limited spaces available!

Additional
costs:
€ 0,00

The services in detail

Before the FMB:

- Assignment to the product group in the Directory of Trade Shows “233.8 Special Engineering”
- Special visitor invitation campaigns via social media, newsletter, mailing, special mailing, press releases concerning the SoMa Club
- Presentation of the individual companies via social media, newsletter, etc.
- Promotion of the special program of lectures in the forum specific to the special exhibition area

During the FMB:

- Exclusive stand area on the 400m² joint pavilion in Hall 21, sizes ranging from 9 m² to 44 m², including the familiar all-in services
- Use of the networking area in the SoMa Club
- Special guided tours
- Focussed press tour
- Focus wall in the entrance hall of the trade show

After the FMB:

- Production of a short film “Trade show review – special engineering”
- Public relations



ALL-IN BOOTH CONSTRUCTION PACKAGE (SAMPLES)

Concentrate on the actual business - we'll take care of the rest.
Our all-inclusive concept spares you as an exhibitor time-consuming trade fair preparations.



Included in your all-inclusive package:

- Exhibition space including carpet, wall system, logo printing on cube surface, rental furniture selection, adjustable lighting system via spotlights, standard power supply (1x 230V), WLAN Hot Spots-Catering inkl. Speisen und Getränke in der Messehalle
- EasyGo package GoLeads
- Promotional material for your customer approach
- **Free of charge for visitors:**
Parking, admission, technical presentations, snacks & drinks, Smart Badge Technology „Touch & Collect“



Equipment Booth size	to 16 m ²	to 24 m ²	to 45 m ²	over 45 m ²
Stand walls	✓	✓	✓	✓
Carpet (grey)	✓	✓	✓	✓
Booth cleaning	✓	✓	✓	✓
Stand signage module „Cube surface“ printed with your company logo	✓	✓	✓	✓
Lighting	one LED spotlight per 4 m ²			
Power supply	Power connection approx. 230V, triple socket, consumption			
All-inclusive furniture: Chairs, tables, bar stools, bar tables, bin	any quantity incl.			
Bonus items furniture: Counters, sideboards, display cases, pedestal, step pedestal	up to 2 bonus items incl.	up to 3 bonus items incl.	up to 4 bonus items incl.	per 10 m ² one more Bonus item incl.

✓ Additional rental furniture and cabins can be ordered for a fee.

✓ Graphics in digital printing on textile can be ordered additionally for a fee.

DETAILS OF INVOICE AND SERVICE RECIPIENT

Company:
Name for exhibitor list:
Ansprechpartner:
Street/P.O. Box:
Postcode: City:
Country:
Telephone:
E-Mail:
VAT-ID No.
Website:

INVOICE DIRECTED TO

Company:
Contact person:
Street/P.O. Box:
Postcode: City:

PRIMARY EVENT CONTACT

Name:
Telephone/Extension:
E-Mail:

Your all-inclusive trade show booth* – customizable: size, location and number of open sides

You will find the equipment and design of your all-inclusive trade show booth in the „Booth concept“ overview on [page 4](#).

Size	Basic price (GoLeads incl.)	All-in stand options			Hall / booth no.
		linear position	Corner position (+5%)	Peninsula position (+10%)	
5 m²	€ 3.350,00	Information booth			
9 m²	€ 4.545,00				
12 m²	€ 5.760,00				
15 m²	€ 6.900,00				
16 m²	€ 7.300,00				
18 m²	€ 8.100,00				
20 m²	€ 8.900,00				
24 m²	€ 10.500,00				
30 m²	€ 12.300,00				
45 m²	€ 18.000,00				
m²					
Wall graphic (print + mounting) one-time use à 100 x 250 cm in your design: € 250					Amount
Please place your order in the special area „SoMa Club“. More info on page 3 .					

List prices per m²:

<15 m²: € 405,00
15-29 m²: € 400,00
ab 30 m²: € 380,00

The price per square
meter includes the AUMA
fee of € 0.60.

Information booth:
Fully equipped incl. info
counter and back wall

Book your EasyGo upgrade to generate even more reach and increase your success.

The GoLeads package is included. Choose your upgrade here.
For details of services, please see the EasyGo form on [page 10](#).
Please register your co-exhibitors on the separate form on [page 6](#).



GOLEADS	€ 900	– inclusive –	New Features
GOPLUS	+ € 375		
GO PREMIUM	+ € 1.500	(Limited to 5 exhibitors)	

New
Features

sold out

We accept the following conditions of payment:

30% of the price for the selected deliverable + VAT at the statutory rate up to 10 months before the FMB 2024, 20% + VAT at the statutory rate up to 6 months before the FMB 2024, 50% + VAT at the statutory rate up to 3 months before the FMB 2024.

We book bindingly under acceptance of the enclosed and visible [terms and conditions](#) under www.easyfairs.com/general-terms-conditions of the Easyfairs GmbH. Furthermore, I hereby agree that my contact details may be passed on to trade fair-specific suppliers (e.g. on-site logistics services, etc.) if this makes sense for organizational reasons.

Authorised signature/Company stamp

Date/Place

Via E-Mail to: fmb.sales@easyfairs.com

ORGANISER:

Easyfairs GmbH
Postdamer Str. 211 | 33719 Bielefeld
HRG 40220, Amtsgericht Bielefeld
Geschäftsführer: Roland Brand, Tanja Waglohner

BANK DETAILS:

BNP Paribas
BIC: BNPADEFFXXX
IBAN: DE08 5121 0600 4222 6360 13

Main exhibitor:

Hall / Booth number:

We hereby submit a binding registration, acknowledging the attached General Terms and Conditions of Easyfairs GmbH, the following co-exhibitor for participation in the FMB - Mechanical Engineering Show 2024:

CO-EXHIBITOR DETAILS (1)

Company:

Name for exhibitor list:

Contact person:

Address:

Postcode: City:

Country:

Telephone:

E-Mail:

VAT-ID No.:

Website:

CO-EXHIBITOR DETAILS (2)

Company:

Name for exhibitor list:

Contact person:

Address:

Postcode: City:

Country:

Telephone:

E-Mail:





VAT-ID No.:

Website:

PRICES FOR CO-EXHIBITORS

The registration of a co-exhibitor costs an additional € 250.

The selection of an EasyGo package per co-exhibitor is optional.

	We place a binding order:	Amount
Co-Exhibitor	€ 250	
 GOLEADS	€ 900	
 GOPLUS	€ 1.275	
 GOPREMIUM	€ 2.400 (Limited to 5 exhibitors) 	

For services, please refer to the EasyGo form on [page 10](#).

SERVICES FOR EACH CO-EXHIBITOR

Services

- Participation / Exhibition on stand of the main exhibitor
- Inclusion in the exhibitor list /Hall plan on site
- "My Easyfairs"access

Marketing services

- Company entry in the exhibitor catalog
- Invitation cards for free entry of the customers

EasyGo package (depending on package type)

- Online company profile
- Online offer portfolio
- Promote the most important product
- Lead generation
- and more

We book bindingly under acceptance of the attached [terms and conditions](#) of Easyfairs GmbH, which can be viewed at www.easyfairs.com/general-terms-conditions.

Authorised signature/Company stamp

Place/ Date

Via E-Mail to: fmb.sales@easyfairs.com

ORGANISER:

Easyfairs GmbH
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BANK DETAILS:

BNP Paribas
BIC: BNPADEFFXXX
IBAN: DE08 5121 0600 4222 6360 13

From the following industry descriptions and product categories, select those that apply to your business.

Please tick all product areas that apply to you.

Semi-finished products (1)

- metal (1.1)
- plastic (1.2)
- composites (1.3)

Construction equipment + tools (2)

- Assembly systems (2.1)
- Handling systems (2.2)
- Manufacturing process automation systems (2.3)
- Industrial software (2.4)
- Industrial ICT (2.5)
- Fluid technology (2.6)
- Laser technology (2.7)
- Measurement, analysis, and testing equipment. (2.8)
- Safety and security equipment (2.9)
- Mechatronic systems (2.10)
- Microsystems (2.11)
- Hand tools (2.12)
- Machine tools (2.13)
- EMV simulation and shielding technology (2.14)
- Computer-aided design (CAD) systems and tools. (2.15)
- Computer-aided manufacturing(CAM) systems and tools (2.16)

Special engineering (233.8)

Construction components (3)

- Mechanical drives (3.1)
- Electric drives (3.2)
- Measurement and testing technology and software (3.3)
- Control technology (3.4)
- Machine parts, modules, and systems (3.5)
- Extraction systems and filter technology. (3.6)

Industrial services (4)

- Rapid prototyping and additive manufacturing (4.1)
- Electrical engineering (4.2)
- Networks (4.3)
- Industrial communication (4.4)
- Product development (4.5)
- Product engineering (4.6)

- Internal logistics (4.7)
- External logistics (4.8)
- Marketing services (4.9)
- Import and export (4.10)
- Consultancy services (4.11)
- PRC - Public Ressource Computing (4.12)
- Realness simulator and real timer (4.13)
- Distributed and parallel computation (4.14)
- Other industrial services (4.15)
- Engineering services (4.16)

Research institutes and universities (6)

Industrial media (7)

Surface technology (249)

Chemical pre-treatment (249.1)

- Cleaning (249.1.1)
- Washing (249.1.2)
- Degreasing (249.1.3)

Mechanical pre-treatment (249.2)

- Smoothing (249.2.1)
- Grinding (249.2.2)
- Deburring (249.2.4)
- Rays (249.2.5)
- Brushing (249.2.6)

Surface refinement (249.3)

- Painting (249.3.1)
- Anodising (249.3.10)
- Forming (249.3.11)
- Powder coating (249.3.2)
- Printing services (249.3.3)
- Laminating services (249.3.4)
- Laser treatment (249.3.5)
- Coloring (249.3.6)
- Adhesives and glues (249.3.7)
- Electroplating and chroming (249.3.8)
- Enameling (249.3.9)

Parts cleaning (249.4)

INCREASE THE IMPACT OF YOUR CORPORATE BRAND

... and take advantage of the many sponsorship opportunities at FMB 2024:

More info in the sponsoring catalog

Feel free to write to us at:
fmb.marketing@easyfairs.com

SERVICE	DEADLINE	PRICE	BOOKING
ONSITE			
Lanyards (production not included), maximum 1 exhibitor	02.09.2024	1.250,00 €	sold out
Visitor bags (production not included), maximum 1 exhibitor	02.09.2024	1.250,00 €	
Ad in the trade fair guide, 85 x 125 mm, maximum 6 exhibitors	02.09.2024	495,00 €	sold out
Logo on the hall plan, maximum 5 exhibitors	02.09.2024	450,00 €	sold out
Flagpole in front of hall 20 / hall 23, maximum 6 exhibitors	02.09.2024	600,00 €	
Table displays in the bistros (production not included), maximum 1 exhibitor	02.09.2024	1.250,00 €	sold out
Bistro and restaurant napkins (production not included), maximum 1 exhibitor	02.09.2024	1.250,00 €	sold out
NEW: Personal trade fair video, 1 minute, incl. editing, logo integration	15.10.2024	500,00 €	
NEWSLETTER			
Logo banner in visitor newsletter, 600 x 150px, maximum 1 exhibitor per newsletter	30.09.2024	495,00 €	
Short profile in the visitor newsletter, ca.500 characters + picture + link to exhibitor profile maximum 1 exhibitor per newsletter	30.09.2024	695,00 €	
SOCIAL MEDIA			
NEW: LinkedIn Post: 1 image, 400 characters text (incl. spaces), 7 hashtags, maximum 5 exhibitors	30.09.2024	200,00 €	sold out
WEBSITE			
Wide Skyscraper exhibitor list on Website, 160 x 600 px, maximum 1 exhibitor per cw	—		
6 weeks before the fair – CW39		350,00 €	
CW40		400,00 €	sold out
CW41		450,00 €	<input type="checkbox"/>
CW42		500,00 €	
CW43		550,00 €	
CW44		600,00 €	sold out
CW45 – Fair week		650,00 €	
Leaderboard exhibitor list website, 1400 x 90 px, maximum 1 exhibitor per cw	—		
6 weeks before the fair – CW39		400,00 €	
CW40		450,00 €	
CW41		500,00 €	
CW42		550,00 €	
CW43		600,00 €	
CW44		650,00 €	
CW45 – Fair week		700,00 €	

LIMITED

GOPREMIUM

Maximise lead generation and brand exposure, onsite and online.

Upgrade + € 1.500

YOUR ADDED VALUE - ALREADY INCLUDED

- ▶ LOGO ON HALL PLAN
- ▶ LOGO ON TRADE FAIR GUIDE
- ▶ LOGO ON ALL SCREENS IN ENTRY AREA
- ▶ LOGO ON ONLINE FAIR TICKET

SERVICES	PRICE plus VAT.	BOOKING
GOPREMIUM	+ 1.500 €	sold out

GET NOTICED ALL YEAR ROUND

- ▶ Display your company profile online (description, products, news & jobs)
- ▶ Apply for inclusion in the Innovations Gallery
2 INNOVATIONS
- ▶ Invite customers & prospects, easily and efficiently
- ▶ Promote your products, paper-free via Smart Badge technology
3 READERS

BOOST YOUR LEADS

- ▶ Get details of visitors who touched your reader with their Smart Badge
- ▶ Capture and qualify leads with ease
UNLIMITED LICENSES
- ▶ Receive real-time SMS alerts when your guests checkin

GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

- ▶ Display your logo on the exhibitor list
- ▶ Capture immediate attention as visitors register online
- ▶ Display your logo or ad in high-traffic areas onsite
- ▶ Enhance your company profile with a video header

DETAILS OF INVOICE AND SERVICE RECIPIENT

Company:
 Contact person:
 Address:
 Postcode: City:
 Country:
 Telephone:
 E-Mail:

INVOICE DIRECTED TO

Company:
 Contact person:
 Address:
 Postcode: City:

Authorised signature/Company stamp

Place/Date

Via E-Mail to: fmb.sales@easyfairs.com

ORGANISER:
 Easyfairs GmbH
 Postdamer Str. 211 | 33719 Bielefeld
 HRG 40220, Amtsgericht Bielefeld
 Geschäftsführer: Roland Brand, Tanja Waglöhner

BANK DETAILS:
 BNP Paribas
 BIC: BNPADEFFXXX
 IBAN: DE08 5121 0600 4222 6360 13

by
EASYFAIRS

Boost your reach, exposure and ROI

EasyGo offers a comprehensive service package that leverages the latest digital marketing technology. It ensures you achieve a higher return on investment (ROI) by offering marketing and lead generation tools to reach and engage your community before, during and after the event. You can choose one of the three packages that best meets your objectives.

FOR MORE INFORMATION, GET IN TOUCH WITH YOUR CUSTOMER SUCCESS REPRESENTATIVE.



GOLEADS

Maximise lead generation and deepen customer relationships.

€900 ~~€1,200~~

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery **1 INNOVATION**
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology **1 READER**
- Enhance customer engagement: Connect, Interact and Succeed

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **UNLIMITED LICENSES**
- Receive real-time SMS alerts when your guests check in



GOPLUS

Maximise lead generation and enhance online visibility.

€1,275 ~~€1,700~~

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery **2 INNOVATIONS**
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology **2 READERS**
- Enhance customer engagement: Connect, Interact and Succeed

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **UNLIMITED LICENSES**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list
- Enhance your company profile with a video header



GOPREMIUM

Maximise lead generation and brand exposure, onsite and online.

€2,400

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery **2 INNOVATIONS**
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology **3 READERS**
- Enhance customer engagement: Connect, Interact and Succeed

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **UNLIMITED LICENSES**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

- Display your logo on the exhibitor list.
- Enhance your company profile with a video header
- Get increased visibility in the exhibitor list
- Capture immediate attention as visitors register online
- Display your logo or ad in high-traffic areas onsite

BEST
VALUE

LIMITED

GET NOTICED ALL YEAR ROUND

► Display your company profile online (description, products, news & jobs)

My Easyfairs simplifies the management of your company profile and product offering for the event's online catalogue:

- Create a company listing that informs people about your offering and makes it easy for them to get in touch via web and social media links, as well as a dedicated contact form.
- There is no limit to the amount of multi-format (text, image, video, links) product information you can publish.
- Keep your presence fresh with product updates and press releases. These will also be published on the event's News page.
- Attract top talent from your sector by advertising job opportunities at your company.

► Apply for inclusion in the Innovations Gallery

Position your company as an innovator! Apply for inclusion of a breakthrough product / products in the Innovations Gallery (subject to approval by the Innovations Reviewer).

► Invite customers & prospects, easily and efficiently

We make it really easy for you to invite guests via your chosen digital channels (e-mail, website, social media, electronic signature or personalised action code) with your personalised registration link.

If you need help getting started, get in touch!

You can also download a list of who used your link to pre-register - invite them to your stand and follow up after the event to maximise opportunities.

We provide highly professional ready-to-use marketing materials including invitations, web banners and event logos so you can efficiently promote your participation.

► Promote your products, paper-free via Smart Badge technology

Share information about your products & services effortlessly via a wireless reader on your stand. Smart Badge technology ensures you even reach visitors with whom you were unable to interact during the event.

By touching your reader with their Smart Badge, visitors get all the information listed on your online profile via email at the end of their visit. They even get suggestions of exhibitors they might have missed based on an AI-driven analysis of their profile and interest.

► Enhance customer engagement: Connect, Interact and Succeed

Are new leads important to you? Do you want to capture information about potential, or even existing, customers you meet at the show? If so, you'll be glad to know we've got you covered! Through our event app, you can seamlessly connect with customers, prospects, and potential partners before, during and after the event. **Before the event:** We facilitate pre-event connections between you and potential customers through our AI-driven recommendations within the app, which adds huge value to your exhibiting experience by allowing you to start the conversation early and arrange meetings onsite. By capitalising on this opportunity to engage with individuals and companies that matter most to your business, you will benefit from increased footfall to your stand.

www.easyfairs.com/easygo

BOOST YOUR LEADS

► Get details of visitors who touched your reader with their Smart Badge

Receive a list of everybody who demonstrated interest in your product by touching your reader with their Smart Badge. A fantastic opportunity to get in touch and to convert prospects into customers!

► Capture and qualify leads with ease

Capture visitor details with a quick scan of their badges using the Visit Connect web app on your smartphone. You can add notes e.g. to categorise the really hot leads. Post-event follow-up has never been easier. There is no limit to the number of your team members who can use the app.

► Receive real-time SMS alerts when your guests check in

Find out when visitors that you invited arrive at the event: receive real-time SMS notifications. Get ready to meet and greet key prospects and customers - they really appreciate it!

GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

► Display your logo on the exhibitor list

Enhance your brand visibility where it will get most attention. Your logo appears on the exhibitor list of the online catalogue.

► Enhance your company profile with a video header

You will get the opportunity to display a video instead of a static picture in the header on your company online profile.

► Get increased visibility in the exhibitor list

Your company is displayed with bigger visibility on the exhibitor list of the online catalogue.

► Capture immediate attention as visitors register online

Create a compelling visual impact by displaying your logo across multiple touchpoints during the online registration process, elevating your brand above your competitors before the event. You will receive prominent brand visibility on the confirmation page, in the confirmation email and on the entrance ticket to increase your brand recognition. This exclusive opportunity is limited to a select number of exhibitors.

► Display your logo or ad in high-traffic areas onsite

Be seen where it matters. Your logo or promotional advertisement appears on displays in high-traffic areas.



GENERAL TERMS OF BUSINESS OF EASYFAIRS GMBH (hereafter: Easyfairs)

1. GENERAL

The following terms and conditions for participants apply to the rental of exhibition space and the related performance of other services (stand construction, sponsoring and promotion facilities) by Easyfairs for exhibitors unless otherwise agreed in writing by the contracting parties.

2. REGISTRATION

Exhibitors may only register by completing all parts of the application form, possibly ordering other services, and accepting the terms and conditions for participants which are laid down here and the Technical Guidelines which will be issued subsequently. The form should be validly signed and sent, faxed or e-mailed to Easyfairs GmbH, Potsdamerstr 211, 33719 Bielefeld. The items exhibited, as well as the presentations of products and services, relate to the actual or potential technologies and/or services of the respective segment of industry, for which the exhibition is being held. The items exhibited and the presentations carried out by the exhibitors must apply exclusively to this theme. The exhibits must be identified by a full description, and, in the case of equipment and machines, the weight and height must also be specified. To ensure accuracy, brochures and production descriptions must be submitted to the organisers on request. Conditions or provisions included in the registration will not be taken into consideration. The minimum stand size is 9 square meters. Smaller spaces will only be allocated, if such spaces result unavoidably during the planning process. In calculating prices, each part of a square meter will be charged as a full square meter. Any areas which are not right-angled will be calculated by standardising them as though they were right angled. Projections, pillars, columns, and areas for utility connections will be included in the calculation of the space. Special requests concerning location, which will be taken into consideration where possible, do not constitute a requirement for participation. Exclusion of competition will not be accepted. Registration is binding, irrespective of notification of approval of an exhibitor on the part of the organisers. The registration will not come into force until it is received by the organisers and is binding up until notification of approval or conclusive non-approval. The exhibitor explicitly understands and agrees that the personal data notified with the registration will be stored, processed, or passed on – including using automatic data processing systems – in accordance with BDSG (German Data Protection Act), provided this is necessary solely for business purposes. Each exhibitor will receive two exhibitor's passes free of charge. Additional exhibitor's passes may be granted by the organisers, but no legal entitlement exists in this respect.

3. APPROVAL

Exhibitors are manufacturers, retailers, trading companies, publishers and associations. As a general rule, only those exhibitors will be approved who register products and services which are relevant to the event and fulfil the requirements under Clause 2. The decision regarding the right to participate of an exhibitor or an exhibit is made by the organisers, if necessary, after a hearing. There is no legal entitlement to approval. Exhibitors who have failed to fulfil their financial obligations to the organisers or who have breached the terms and conditions of participation, the Technical Guidelines or legal requirements, may be excluded from participation. Approval as an exhibitor with the items to be exhibited and the intended technical demonstrations and presentations of services will be confirmed in writing and applies only to the exhibitor named therein. The exhibition contract and any agreements for other services between Easyfairs and the exhibitor become legally binding as soon as the approval is sent. Any other services can only be agreed in conjunction with conclusion of the exhibition contract. The approval will include a plan of the exhibition hall on which the position of the stand will be clearly marked. If the content of the stand confirmation differs from the information contained in the exhibitor's registration, the agreement will come into force on the basis of the stand confirmation, unless revoked in writing by the exhibitor within two weeks. The organisers are entitled to revoke the approval granted, if it was issued on the basis of false assumptions or false information or if the requirements for approval subsequently cease to apply. The organisers may allot the exhibitor a stand at a different location, if circumstances make this mandatory and provided the exhibitor can reasonably be expected to accept such change. The organisers must state the reasons for the reallocation. The organisers reserve the right to move the entrances and exits to the exhibition grounds and the halls, as well as the aisles.

4. TERMS OF PAYMENT

The invoice for participation will be issued to the exhibitor following approval and allocation of a stand. Any complaints must be made in writing immediately on receipt of the invoice. Objections raised at a later date will not be accepted. 50% of the amount of all participation invoices issued by the organisers falls due without any deductions as soon as the invoice is received and is payable no later than 10 days from the date of the invoice. The remaining 50% must be paid no later than 90 days before the exhibition opens. All invoices issued after "90 days before the exhibition opens", are immediately due and payable in full (100%), unless otherwise stipulated on the registration form. Separate invoices are issued for other services or supplies which are ordered separately at a later point in time. Such invoices are due from the date of delivery or provision of the service, but no later than upon receipt of the invoice and payable within 30 days of receipt of the invoice. If registration takes place after the deadline "90 days before the exhibition opens", the invoice is due either by the date specified in the invoice, or otherwise immediately and must be paid in full no later than 10 days from the date of the invoice. The fees for services are printed on the respective order forms. In cases where invoices are sent to a third party, on the instruction of the exhibitor, the exhibitor remains liable for their payment. Payments, quoting the invoice number and the event to which they relate, should be sent to: Easyfairs GmbH, Potsdamerstr 211, 33719 Bielefeld, Germany, and credited to the respective account shown on the invoice. The agreed terms of payment must be observed. If the invoiced amounts are not received on time in the account of the organisers, the latter will be entitled to demand, without prior notice, default interest of 8 per cent p.a. until receipt of the payment by the company, or otherwise 5 per cent p.a. above the base rate under § 247 BGB (German Civil Code). In the case of non-observance of the dates for payment (or incomplete payment for the space) by the exhibitor, the organisers may cancel the approved space in its entirety and dispose of it as they see fit. Regarding compensation, Clause 6 of the terms and conditions applies. In addition, should the payment of 100 per cent of the stand rental not be received by the date for payment specified in the invoice, the stand may not be opened. If any or all obligations are not fulfilled by the exhibitor, the organisers are entitled, by virtue of the right of lien, to retain any stand equipment or exhibition materials brought by the exhibitor. § 562 a BGB (German Civil Code) does not apply unless sufficient security already exists. If payment is not received within the period prescribed, the organisers are entitled to sell the retained items by private contract, after giving due notification in writing. The organisers do not accept liability for loss of and/or damage to the items retained.

5. CO-EXHIBITORS

It is not permitted to transfer an allotted stand or parts thereof, whether for a fee or free of charge, to a third party. No promotion or advertising activities may be carried out on the stand for products or companies whose names do not appear in the approval. If a co-exhibitor is to be incorporated, the exhibitor must make an application to the organisers. The co-exhibitor is subject to the same terms and conditions as the main exhibitor. The co-exhibitor must pay the indicated co-exhibitor fee. Moreover, the stand's main exhibitor still remains liable for the co-exhibitor fee. The incorporation of a co-exhibitor entitles the organisers to terminate the contract with the main exhibitor without notice and to have the stand cleared at the expense of the main exhibitor. The exhibitor waives its rights in this respect, on the grounds of unauthorised independent action. The main exhibitor is not entitled to any compensation claims. Co-exhibitors are deemed to be any

and all exhibitors who appear or exhibit on the stand alongside the main exhibitor. They are also considered to be co-exhibitors, when they have close economic or organisational ties with the main exhibitor. Company representatives will not be approved as co-exhibitors. Additional representatives of manufacturers of such equipment, machines or other products as are required but not offered for the demonstration of an exhibitor's products, are not considered to be co-exhibitors.

6. WITHDRAWAL / TERMINATION

Withdrawal from or a reduction in the size of the stand by the exhibitor is no longer possible after approval, unless this is due to gross negligence or intent on the part of Easyfairs or the provisions of §§ 323, 324, 326 BGB (German Civil Code) were applicable. The same applies to any other additionally agreed services (service packages, sponsoring and promotion facilities). The participation fee and the cost of the services actually provided must be fully paid. The reallocation of unoccupied spaces by the organisers does not release the exhibitor from its obligation to pay. However, Easyfairs explicitly agrees that the rental contract and any other additionally agreed services may be annulled in writing up to and including six months before the start of the exhibition in return for a flatrate compensation payment of 50 per cent of the total amount of the net basic rental, plus incidental costs and the net costs of any other agreed services. In accordance with Clause 4 (Terms of Payment), any remaining advance payment will be refunded to the exhibitor. Should a co-exhibitor fail to participate, the co-exhibitor fee must still be paid in full. The withdrawal and non-participation of the main exhibitor simultaneously results in the exclusion of the co-exhibitor and revocation of its approval. Easyfairs is authorised to terminate the contract concluded without observing any period of notice and notwithstanding the further liability of the exhibitor for the full rental and the costs incurred, if the exhibitor fails to fulfil the contractual obligations arising from the contract or the supplementary provisions within an additional period set. This also applies, if the conditions for concluding the contract do not or no longer apply to the exhibitor and, in particular if the exhibitor has altered its manufacturing programme in such a way that it is no longer consistent with the theme of the exhibition for which the exhibitor has rented the stand area. The same applies if the exhibitor's financial circumstances have deteriorated, if it has discontinued its payments or an application has been made for instituting legal insolvency proceedings against its assets, or if the exhibitor's company is in liquidation and if, upon conclusion of the contract, the organisers learn that their claim for payment is jeopardised due to the exhibitor's poor financial situation. If the facts inducing Easyfairs to terminate the contract come to its knowledge within 6 months before the start of the exhibition, then Easyfairs is entitled to a lumpsum compensation of 50 per cent. Should the information come to the notice of Easyfairs after six months before the start of the exhibition, the compensation will amount to 100 per cent of the net basic rent plus incidental costs and the net costs of any other agreed services. Where the organisers claim lumpsum compensation, the exhibitor will remain at liberty to prove that no or substantially lower expenses have been incurred by the organisers.

7. EXHIBITOR'S PRODUCTS, SALES REGULATIONS

Products or services which are not listed in the approval may not be exhibited or offered. Any products not approved may be removed by the organisers at the exhibitor's expense. The operation and demonstration of exhibited articles may only take place within the scope of the approved standards.

8. ADVERTISING ON THE EXHIBITION GROUNDS

Exhibits, printed matter and advertising materials may be displayed only within the rented stand but not be distributed in the aisles or in the exhibition grounds. The only exhibition-related advertising by the exhibitor which will be permitted is that which does not contravene legal regulations or offend common decency or which is not of an ideological or political nature. The organisers are entitled to prohibit the distribution and displaying of advertising materials which may give cause for complaint. They are also entitled to place any supplies of such advertising materials in safe custody for the duration of the event. In the case of contravention of these regulations, the organisers may intervene and require alterations to be made.

9. WARRANTY, LIABILITY, COMPENSATION FOR DAMAGES, LIMITATION PERIOD

9.1. Limitations of liability, exemptions of liability, preclusive limits and provisions relating to limitation periods in the general terms of business of Easyfairs do not apply, if the fault lies with Easyfairs, to a breach of cardinal obligations (substantial contractual obligations), and do not apply in the case of damages arising from bodily injury or injury to life or health.

9.2. The exhibitor is obliged to notify Easyfairs immediately of any defects of quality verbally and in writing. The exhibitor is entitled to claims only if Easyfairs has failed to remedy the defect within a reasonable period of time or if remedial action is impossible or was refused. The exhibitor, however, is entitled only to a termination of the contract without notice or to a proportionate reduction of the price. Any further liability on the part of Easyfairs is excluded, unless the damage was due to gross negligence or intent on the part of Easyfairs or its vicarious agents or due to a missing guaranteed property. § 536 BGB (German Civil Code) and the provision of 9.1 remain unaffected.

9.3. Exhibitor's claims for damages with respect to Easyfairs, for whatever legal reason, are excluded, unless the damage that has occurred is due to gross negligence or intent on the part of the legal representatives of Easyfairs, its employees or vicarious agents. The same applies to direct claims made with respect to the abovementioned category of persons. The provision of 9.1 also remains unaffected in this case.

9.4. Easyfairs accepts no duty of care for the items exhibited and the stand equipment and excludes all liability for damages to these except in case of intent or gross negligence on the part of its employees as well. Easyfairs bears none of the exhibitor's insurable risks. The exhibitor's attention is drawn expressly to the possibility of taking out its own insurance. Easyfairs accepts no liability for loss or damage suffered by the exhibitor because of erroneous information relating to the position of the stand, the stand construction or the stand design authorisation, as well as that arising from changes to the size of the stand, where objections were not immediately raised, and other unsatisfactory service provision, unless Easyfairs is responsible for this due to deliberate or negligent behavior by staff. Easyfairs also accepts no liability for damages which arise from any alterations made by the proprietors of the exhibition grounds for whatever reason, which are detrimental to the exhibitor.

9.5. Claims of whatever kind on the part of the exhibitor against Easyfairs, its vicarious agents or its employees, are to be filed with Easyfairs in writing no later than 14 days after the end of the event. Claims by the exhibitor received at a later date will no longer be considered (preclusive time limit). The provision of 9.1 remains unaffected.

9.6. The exhibitor is only entitled to set off claims with respect to Easyfairs if its counterclaims have been found to be legally unappealable, are undisputed, or have been recognized by Easyfairs. The same applies to rights of retention involving a businessman, a legal entity under public law or special assets under public law. If the exhibitor does not belong to this category of persons, it is entitled to exercise a right of retention insofar as its counterclaim is based on the same contractual relationship.

9.7. Easyfairs is only liable for damages due to defective quality in the rented rooms/spaces and, if applicable, other rented objects or if the damages are due to the deliberate or grossly negligent breach of its contractual obligations. In case of the failure of any facilities, interruptions, or in case of other occurrences that are detrimental to the event, Easyfairs only accepts liability, if it can be proved that these occurrences have been caused by Easyfairs or its vicarious agents either deliberately or due to gross negligence. Easyfairs does not accept any liability with respect to the exhibitor – unless the action is intentional – for loss of expected profits or other financial losses. This limitation of liability does not apply in the event of grossly negligent

action if the exhibitor is not a businessman or is not a legal entity under public law or special assets under public law are not involved. In any case, however, liability on the part of Easyfairs is excluded regarding damage, the scope and amount of which cannot be foreseen. If claims are made with Easyfairs on account of a breach of substantial contractual obligations (cardinal obligations) for reasons of only ordinary negligence, liability for damages is limited to the typically foreseeable damage customary to such contracts and limited to the amount of the agreed total price. Insofar as the liability of Easyfairs is excluded or limited, this also applies to the personal liability of its employees, co-workers, representatives, and vicarious agents. Otherwise the provision of 9.1 remains unaffected.

9.8. All contractual and statutory claims on the part of the exhibitor with respect to Easyfairs fall under the statutes of limitations within 6 months, unless due to deliberate action by the legal representatives of Easyfairs, its employees or its vicarious agents. The same applies to direct claims made with respect to the abovementioned category of persons. The period of limitation begins on the working day following the end of the event. The provision of 9.1 remains unaffected.

10. OPERATION OF THE EXHIBITION STANDS

During the opening hours of the event, the stand must be adequately staffed and accessible to visitors. Other stands of third parties may not be entered outside the daily opening hours of the exhibition without the permission of the standholder.

11. CONSTRUCTION AND DESIGN OF STANDS

Guidelines for the construction and layout of the stand are laid down by the organisers and are binding. They will be provided to exhibitors in the Technical Guidelines. The Technical Guidelines for exhibitors and standbuilders form an integral part of the contract. The current version of these guidelines is available upon request. They are subject to subsequent changes which will then be binding for the event. The relevant statutory provisions and administrative regulations are binding on the exhibitor and its contractors. Handling items within the exhibition grounds, i.e. unloading and providing auxiliary technical devices and moving them to the stand, as well as customs clearance for temporary and/or permanent imports, will be the sole responsibility of the organisers' appointed forwarding agents.

12. TECHNICAL SERVICES

The organisers are responsible for the general heating, air conditioning and lighting in the halls. The costs for the installation of water, power, compressed air, and telecommunications connections for individual stands, as well as the consumption costs and all other services will be charged separately to the exhibitor. All installations may only be carried out by the organiser's appointed contractor. Within the stand, installations may also be carried out by other specialized firms, the names of which are to be submitted to the organisers on request. The organisers are entitled to inspect the installations but are not obliged to do so. The exhibitor is liable for any damage caused by the installations. Connections, machines, and equipment, which are not approved, which do not comply with the relevant terms and conditions or where consumption is greater than that notified, may be removed at the exhibitor's expense. The standholder is liable for any and all damage arising through the unchecked use of energy.

13. WASTE DISPOSAL, CLEANING

Each exhibitor is responsible for disposing of its own rubbish/ waste. Information for the exhibitor about waste disposal facilities on the exhibition grounds is included in the Technical Guidelines. The organisers will arrange for the cleaning of the grounds, the halls, the stands, and the aisles.

14. SECURITY

The organisers assume responsibility for the general safety of the exhibition halls and the outdoor facilities throughout the actual event. During the construction and dismantling periods general surveillance will be provided. Security provision will begin on the first day of construction and end on the last day of dismantling. The organisers are entitled to implement any measure necessary for safety and surveillance. Exhibitors who want their property guarded must organise this themselves. The general security arranged by the organisers does not restrict their exclusion of liability with respect to damage to persons or property. Extra security during the event may only be provided by the security firm appointed by the venue organiser.

15. DOMICILIARY RIGHTS

Domiciliary rights during the construction and dismantling periods and for the duration of the actual event are

exercised jointly throughout the exhibition grounds by Easyfairs and the venue organiser. The organisers and the venue organiser are entitled to issue directives. Animals may not be brought into the exhibition grounds and photography is not permitted. The organisers are entitled to commission photographs, sketches and filming of events at the exhibition, exhibition structures and stands and items exhibited and to use them for the purpose of advertising and for publication in the press, without the exhibitor being able to raise objections on any grounds whatsoever. The same also applies to visual or audio reproductions carried out by the press with the authorization of the organisers.

16. RESERVATIONS AND FORCE MAJEURE

16.1. If the organizer is prevented in whole or in part from fulfilling his obligations by cases of force majeure, he shall be released from the fulfillment of this contract until the force majeure ceases to exist. However, the Exhibitor shall be informed of this immediately by the Organizer, unless the latter is also prevented by a case of force majeure. The impossibility of a sufficient supply of auxiliary materials, such as electricity, heating, etc., as well as strikes and lockouts, the outbreak of an epidemic or pandemic, as well as terrorist attacks, shall be deemed equivalent to a case of force majeure, unless they are only of short duration or are the fault of the organizer.

16.2. In the event of force majeure, the organizer is entitled to postpone the event. In this respect, the Exhibitor shall not be entitled to withdraw from the contract or to claim damages, and the Organizer shall not be liable. However, the organizer agrees to credit any advance payments made against the participation in the postponed event.

16.3. If it is not possible to reschedule the event within a reasonable period of time, or if the Exhibitor credibly demonstrates that a rescheduling is unreasonable for him, he shall receive a refund of the stand fees paid, less a flat-rate compensation for agreed additional services in the amount of 30 %. The Exhibitor is at liberty to prove that no or significantly lower expenses were incurred by the Organizer.

16.4. If the Exhibitor is unable to participate in the event due to force majeure (e.g. travel restrictions imposed by local authorities), he shall not be entitled to a refund of his deposit, to withdraw from the contract or to claim damages. However, the Organizer is willing to credit the deposit to the participation in the next event.

16.5. In cases other than force majeure, the Organizer is entitled to cancel the event or to choose another location in case of unforeseen circumstances beyond the Organizer's control, which make it impossible or considerably more difficult to hold the planned event or a cancellation. The event must be held in a place where the Organizer is not responsible for the event. In this respect, the event must take place within a radius of 70 km from the original event location or within a period of 60 days prior to the planned event date or thereafter. In such a case, the Exhibitor shall not be entitled to a refund of the advance payment, to withdraw from the contract or to claim damages, and the Organizer shall not be liable. The organizer must inform the exhibitor immediately of the cancellation or postponement of the event. If the exhibitor does not declare within a period of 15 working days that he does not wish to participate in the event, his consent shall be deemed to have been given.

17. MISCELLANEOUS

All agreements, individual authorizations and special regulations must be confirmed in writing by the organisers. Where letters of approval contain a reference to the fact that they were produced by the organisers using electronic data processing technology, no other form is required. Otherwise, facsimile signatures are adequate. The terms of participation and any other written agreements will remain valid even if any individual provisions should prove to be invalid. The provision in question must then be interpreted in such a manner that its original commercial and legal intent is achieved as far as possible. The place of jurisdiction and place of performance is the registered office of Easyfairs in Bielefeld, if the client is a businessman, if it has no general place of jurisdiction in Germany, if it has changed its place of abode or its usual place of residence after conclusion of the contract to somewhere outside the territory covered by the applicable law, or if its place of abode or usual place of residence is unknown at the time when proceedings are instituted. Otherwise the general court of jurisdiction is that of the exhibitor. The law of the Federal Republic of Germany applies to the exclusion of UN purchase law. The German version of the contract is deemed to be accepted as binding.

Easyfairs GmbH, Bielefeld, February 2023