all about automation

Industrial Automation, Robotics, Digitalization: Exhibitions for experts and practitioners.
Solutions on the path to flexible automation and smart production.
regional. compact. competent.

Join us now!

Information folder and application form 2027

Berlin
Friedrichshafen
Gorinchem
Heilbronn
Hamburg
Chemnitz
Düsseldorf
Graz

https://www.allaboutautomation.de/en/

by EASYFAIRS

Shaping the Future of Automation

The **all about automation** exhibition series brings together suppliers and users of industrial automation, robotics, and digitalization at a total of 11 locations. Its concept stands out through efficiency, proximity, and relevance–and continues to grow. In 2027, the calendar features eight events, including two new locations: Graz as the second venue in Austria and Gorinchem in the Netherlands.

At **all about automation**, decision-makers and practitioners meet partners who provide solutions and innovations – not just products. Concrete applications are showcased, technical questions are discussed in a targeted way, and solutions are developed together. Visitors come from the respective region, understand the requirements of industrial automation, and seek direct exchange with providers.

For exhibitors, **all about automation** is easy to organize, clearly structured, and personal in communication. Thanks to the standardized booth construction system, all companies present themselves on an equal footing. With its pleasant atmosphere, clear thematic focus, and high-quality discussions, **all about automation** a particularly successful and popular platform for automation experts.

Become part of this success story – as an exhibitor at all about automation.

Good reasons for your participation

Your participation is time – and cost-efficient. Thanks to the all-inclusive concept, participating is easily implemented.

You meet a focused target group. Users of automation from diverse industries across leading industrial regions.

Everyone meets on equal footing. The stands are of comparable size. The focus is on the content.

Hands-on presentations and exhibition specials. Talk Lounge with exhibitor and expert talks, guided tours, and special exhibition areas on topics that matter to visitors.

Marketing support and free tickets. Exhibitors invite with free tickets. *EasyGo* offers the most innovative technologies for managing and generating leads.

More service for everyone. Snacks and drinks in the exhibition hall are free for exhibitors and visitors.

Industrial Automation, Robotics, Digitalization

Exhibition Areas

- Drive technology
- Operating, monitoring and visualizing
- Industrial communication
- Sensors, measuring and control technology, image processing
- Safe automation
- Control technology
- Power Supply and Connectivity Technology
- Engineering, System Integration, and Plant Construction
- Robotics and handling
- Control cabinet construction
- Industrial software and IT
- Digital factory
- Federations, associations, media

Topics and Innovations in Focus

With presentations at the **Talk Lounge**, special areas under the title **Future Now!**, targeted actions for **start-ups**, as well as collaborations with content partners from associations, publishers, and influencers, all about automation puts current developments and trending topics in automation at the center. Exhibitors can actively participate – through technical presentations, guided exhibition tours, the Innovation Gallery, or other formats that make know-how and innovation visible. The specific thematic focuses and participation opportunities will be communicated to exhibitors as part of the exhibition preparation.

Discover More!
Detailed Exhibition Areas, Key Topics, Dates & Venues
Scan the QR code or click here!

Visitor target groups

Automation users from high-performing and innovative industrial regions.

Decision-makers, specialists, and technicians from design and development, project planning, production and maintenance, as well as corporate management and procurement.

The exhibition visitors mainly come from the electrical industry, as well as machinery, special machinery, and plant engineering. Manufacturing and processing industries are represented across sectors, along with energy and environmental technology, system integrators, and engineering offices.

Locations and dates 2027

Berlin
27 + 28 Jan 2027
STATION Berlin

Friedrichshafen
02 + 03 March 2027
Messe Friedrichshafen

NEW! Gorinchem
21 + 22 April 2027
Evenementenhal Gorinchem

Heilbronn
12 + 13 May 2027
redblue Eventlocation

Hamburg
01 + 02 June 2027
Hamburg Messe

Chemnitz
15 + 16 Sept 2027
Messe Chemnitz

NEW! Graz
21 + 22 Sept 2027
Messe Graz

Düsseldorf
13 + 14 Oct 2027
Areal Böhler

Annually exhibitions:
Berlin, Friedrichshafen, Heilbronn, Hamburg, Düsseldorf, Chemnitz.
Biennial exhibitions in even years: Straubing, Wels, Zürich.
Biennial exhibitions in odd years: Graz.

Partner Exhibition:
03 + 05 Nov 2026
Date 2027: 09. – 11. Nov
www.fmb-messe.de/en/

FMB
Fachmesse für Maschinenbau

Join us now!
Request application form

+49 711 217267 70
aaa-vertrieb@easyfairs.com
www.allaboutautomation.live/en/application-form

Participation and prizes

The all-inclusive concept

You book a stand package in your preferred size between 9 and 30 m² and choose one of the EasyGo marketing packages. The exhibitions are implemented at every location using the same concept. Each exhibition can be booked individually.

Stand construction

The high-quality exhibition stands are fully prepared. Furnishings, company logo, electricity, parking, Wi-Fi, and stand cleaning are also included. You bring your exhibits, set up the exhibition stand, and, if required, book additional graphics, furniture, and services.

Service

Catering for exhibitors and visitors is included. Coffee, tea, soft drinks, snacks, light hot dishes, and cakes are available throughout the day at the central coffee lounges. On the first evening of the exhibition, exhibitors meet for a get-together.

Advertising and Sponsorship

Gain even more attention for your company and products.
Attractive additional services before and during the exhibition: from banners and company videos to coffee mugs.

Download Advertising and Sponsorship Catalog

Scan the QR code or click here!

EasyGo-Marketing Packages

With the *EasyGo* packages you increase your reach, presence and ROI.

EASYGO
Go for more

GOPLUS	**Our recommendation!** Maximize lead generation and enhance online visibility **1,400 €**
GOPREMIUM	**Limited to 5 exhibitors!** Maximized lead generation and brand exposure, onsite and online. **2,600 €**

Each package offers among other things:
- Company profile with company description, products, news and jobs.
- Innovation Gallery.
- Free-ticket codes and an unlimited number of free personalized entry vouchers.
- Smart badge reader for lead generation.
- Visit Connect web app for simplified lead management.
- Event app. Connect, Interact and Succeed.

Also available for booking: basic package **GoLeads** for **1,000 €**

Download *EasyGo* info sheet
with all packages and details.
Scan the QR code or click here!

All prices are exclusive of the legally applicable value-added tax. Booking an EasyGo marketing package with the stand package is mandatory for every exhibitor and co-exhibitor. Subject to change.

Price Advantages and Stand Conditions

Launch Discount
5 % discount when booking the aaa in Graz and free cancellation until 31.05.2026. Premiere and combination discounts can be combined.

Combination Discount
When booking multiple exhibitions in the 2027 calendar year simultaneously, you receive:
- 3 % for 3 exhibitions
- 4 % for 4 exhibitions
- 5 % for 5 or more exhibitions

Co-Exhibitors and Represented Companies
- Co-exhibitor package: €1,440 per co-exhibitor and location, including the *EasyGo* GoLeads package.
- Represented companies: free of charge, without *EasyGo* package.

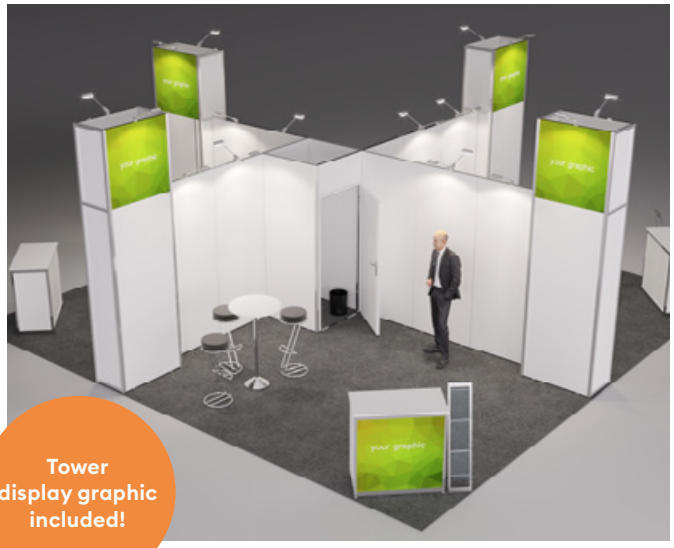
Scheduling and Stand Allocation
Existing customers have a pre-booking right. New exhibitors are placed after the pre-booking period ends. There is no entitlement to a specific stand location. Placement requests will be accommodated wherever possible.

Surcharges and Notes
- Stand position: corner stand +5 %, head stand +10 % surcharge
- The *EasyGo* package is not eligible for discounts
- Intermediate stand sizes subject to availability
- Own stand construction possible on request with special approval from 24 m².

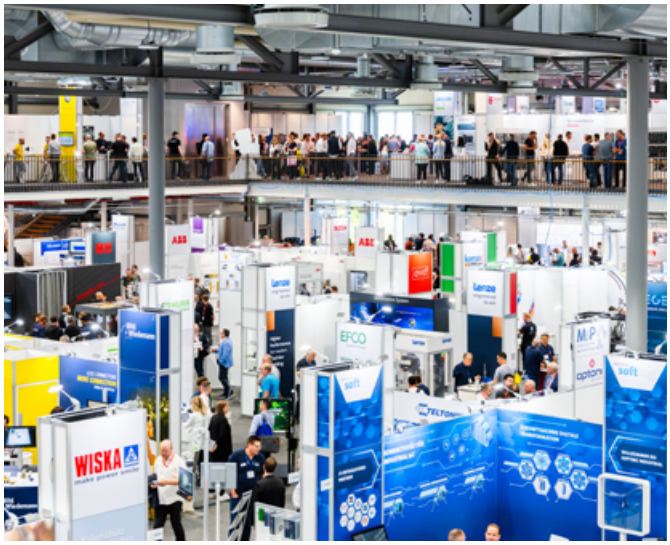
Payment Conditions
Invoicing is done separately for each exhibition and in staggered installments. 50 % deposit due immediately after registration, but no earlier than 12 months before the start of the exhibition. 50 % balance due three months before the start of the exhibition.

Stand Packages and Equipment

Modular stand construction package with megawall system. The stand example shown is for orientation purposes. Each exhibitor receives a detailed drawing of their stand.



Tower display graphic included!



Included services and stand packages

Stand area Standard construction height*	9–12 sqm 250/350 cm	15–18 sqm 250/350 cm	20–21 sqm 250/350 cm	24–30 sqm 250/350 cm
Towers incl. Graphic	1–2**	2	2	2
High table	1	1	1	1
Bar stool	2	3	3	4
Table low	–	–	–	1
Chairs	–	–	–	2
Info counter	1	1	1	1
Cabin 1 sqm incl. door	–	–	1	1
Broschure rack	1	1	1	1
Waste basket	1	1	1	1
Lighting	1 LED spotlight per 3 sqm			
Electricity	Power connection up to approx. 1.5 KW, triple socket, consumption			
Carpet	Standard color: anthracite. Red, blue, green, and black available upon request.***			
Stand cleaning	Exhibitors can enter the hall one hour before the start of the exhibition.			
Exhibitor passes	2	3	3	4
Parking passes	1	2	2	2

* Deviating construction heights are possible for some stands in Heilbronn.
** Row stand up to 12 sqm and corner stands smaller 12 sqm incl. 1 tower.
*** Exception: There is gray carpet at the Heilbronn venue throughout

Additional services stand construction

- Additional graphics in digital printing on textile.
- The reuse of one graphic at several aaa exhibitions is possible.
- Additional stand furniture is available for booking.

You can book graphic modules and additional furniture after registering for the exhibition in My Easyfairs.

The stand construction partner and the prices of additional services are subject to change.

Opening hours

First exhibition day	9 am – 5 pm
Second exhibition day	9 am – 4 pm

Exhibitors can enter the hall one hour before the start of the exhibition.

Setup & Dismantling of system stands

Setup (The day before the exhibition)	12 am – 8 pm
Servicepoint open:	12 am – 18 pm
Dismantling (After the end of the exhibition)	4 pm – 9 pm

Setup and dismantling for self-built stands by arrangement.

Information folder an application form 2027

Easyfairs

Easyfairs organizes and hosts events that bring communities together under the motto “Visit the Future.” With over 900 employees, we organize 110 market-leading events in 16 countries and operate 8 of our own exhibition venues.
Our goal is to simplify the business life of our customers and increase their return on investment through trade fairs with all-in formats, advanced technologies, and a customer-centric approach.
Easyfairs is among the top 20 trade fair organizers worldwide. In 2025, Deloitte awarded Easyfairs the status of “Best Managed Company” for the seventh consecutive time. In the D-A-CH region and Italy, Easyfairs currently organizes the following trade fair brands:

- all about automation
- Aqua Suisse
- Coiltech
- Empack
- FMB
- KPA
- Kuteno
- Logistics & Automation
- Maintenance
- Pumps & Valves
- Recycling Technik
- Seaquip
- Solids

More informations: www.easyfairs.com

Sustainability and ESG

In today‘s global economy, companies must adapt quickly and integrate environmental, social, and governance (ESG) strategies more than ever before.

At Easyfairs, we are very aware of this change. Our innovative all-inclusive approach has already placed us at the forefront of sustainable event organizers. We are proud of this progress, but we know that our journey toward sustainability and corporate responsibility is an ongoing process.

Our key initiatives and progress on the path to Net Zero.

Scan the QR code or click here!

Your contact

aaa sales team
+49 711 217267 70
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https://www.allaboutautomation.de/en/

Organizer
Easyfairs Deutschland GmbH
Office Stuttgart
Kremser Straße 16
70469 Stuttgart

Invoice and contact details

Company	
Street	
ZIP / Country	
Country	
VAT-ID	
Phone	
Email	
Website	
Alphabetical sorting by letter	

Invoicing address

Email for invoice	

☐ Please contact us to provide an alternative postal billing address.

Contact for exhibition organisation

Name	
Email	
Phone	

Stand Packages

The packages and conditions specified in the information materials apply.
All prices are subject to the statutory VAT.

Locations 2027:		Preferred stand size
Berlin, 27 + 28 Jan	☐	sqm
Friedrichshafen, 02 + 03 March	☐	sqm
Heilbronn, 12 + 13 May	☐	sqm
Hamburg, 01 + 02 June	☐	sqm
Chemnitz, 15 + 16 Sept	☐	sqm
Graz (AT)*, 21 + 22 Sept	☐	sqm
Düsseldorf, 13 + 14 Oct	☐	sqm

The stand package is subject to the legally required Austrian contract fee of 1%

Stand size *from 8 to 30 sqm*	Regular price
9 sqm	4,770 €
12 sqm	5,820 €
15 sqm	7,125 €
16 sqm	7,520 €
18 sqm	8,460 €
20 sqm	9,400 €
21 sqm	9,870 €
24 sqm	11,040 €
30 sqm	13,200 €

Discounts

Secure up to 5 % discount

Combination discount:
When booking multiple exhibitions in the 2027 calendar year simultaneously, you receive:
- 3 % for 3 exhibitions
- 4 % for 4 exhibitions
- 5 % for 5 or more exhibitions

All discounts are calculated on the standard price and can be combined.

We request ** ... ☐ Row stand - 1 open side ☐ L-Stand - 2 open sides (5 % surcharge) ☐ U-Stand - 3 open sides (10 % surcharge)
☐ I am interested in all about automation in Gorinchem, the Netherlands, on 21–22 April.

** Size and format subject to availability.

Placement requirements and remarks

Please specify the aaa location to which the remark refers.

Exhibitor Blanket Insurance Fee

To comply with the contractual terms (Clauses 9 and 10 of the Easyfairs General Terms and Conditions) and to protect you, other exhibitors, and visitors, a liability insurance policy has been arranged for you as a "participating exhibitor" through our insurance brokers.

This insurance is taken out on your behalf, and the costs are covered by the insurance fee you pay ("Exhibitor Blanket Insurance Fee").

☑ **195 €**

EasyGo marketing packages

EASYGO Go for more

GOPLUS	**Our recommendation!** Maximize lead generation and enhance online visibility	☐ **1,400 €** ~~1,750 €~~
GOPREMIUM	**Limited to 5 exhibitors!** Maximize lead generation and brand exposure, onsite and online	☐ **2,600 €**

Also available for booking: Basic package GoLeads for ☐ **1,000 €** ~~1,250 €~~

Selecting an EasyGo package is mandatory for each exhibitor and co-exhibitor. If no package is selected, the GoPlus package will be booked automatically.
Package prices apply per exhibition. Please contact us if you wish to choose different EasyGo packages for different locations.

Hereby, we legally book the selected services.
We acknowledge and accept the General Terms and Conditions (GTC) of Easyfairs GmbH (as of April 2025), available at www.easyfairs.com/general-terms-conditions.

Place, Date

Signature

Organizer
Easyfairs Deutschland GmbH
Balanstraße 73, Haus 8, 81541 Munich, Germany
HRB 154504, Amtsgericht München
Managing Director: Roland Brand

Contact
Office Stuttgart
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Bank details
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BIC: BNPADEFFXXX
IBAN: DE37 3701 0600 1094 3311 59

by EASYFAIRS

Company

Company type (253.1):

- ☐ Automation component manufacturers
- ☐ System manufacturers
- ☐ System integrators
- ☐ Engineering service provider
- ☐ Distributor
- ☐ Start-ups
- ☐ Automation associations
- ☐ Automation educations and training
- ☐ Automation media and communication
- ☐ Other (please enter):

Exhibitor areas: (Page 1 of 2)

Drive technology (310.3)

- ☐ Electrical drive technology
- ☐ Mechanical drive technology
- ☐ Actuators
- ☐ Drive motors
- ☐ Drive systems
- ☐ Pneumatic drives
- ☐ Frequency converters
- ☐ Motion control
- ☐ Fluid technology
- ☐ Servo technology
- ☐ Drive components

Operating, monitoring, visualization (310.17)

- ☐ Display and operating devices
- ☐ Machine visualization
- ☐ Remote control
- ☐ Remote maintenance
- ☐ Process visualization systems

Vision technology (310.9)

- ☐ Machine vision technology
- ☐ Industrial image processing
- ☐ Industrial cameras
- ☐ Embedded vision systems
- ☐ Machine vision components
- ☐ Machine vision software

Hydraulic technology (310.5)

- ☐ Hydraulik

Pneumatics (310.6)

- ☐ Pneumatics

Handling technology (310.11)

- ☐ Linear technology
- ☐ Conveyor technology
- ☐ Feeding systems
- ☐ Weighing systems
- ☐ Handling systems
- ☐ Assembly technology
- ☐ End of arm tools
- ☐ Force-torque EOA sensors
- ☐ EOA vision inspection cameras
- ☐ EOA grippers
- ☐ Rotary EOA tools

Industrial communication (310.1)

- ☐ Industrial Ethernet
- ☐ Field bus systems
- ☐ Open Platform Communications Unified Architecture (OPC UA)
- ☐ Time-Sensitive Network (TSN)
- ☐ Telecontrol
- ☐ Wireless Communication
- ☐ 5G
- ☐ Near Field Communication (NFC)
- ☐ Bluetooth
- ☐ Machine-to-Machine (M2M) communication
- ☐ Sensor-actuator communication
- ☐ Gateways
- ☐ I/O links
- ☐ SCADA
- ☐ Human-machine interface (HMI)
- ☐ Network components

Industrial robotics (310.10)

- ☐ Manufacturing robots
- ☐ Articulated robots (6-axis)
- ☐ Cartesian (rectangular) robots
- ☐ SCARA robots (4-axis)
- ☐ Delta robots
- ☐ Automated Guided Vehicles (AGV)
- ☐ Human-robot collaboration (HRC)
- ☐ Collaborative robot (cobot)

Industrial software and IT (310.13)

- ☐ Industrial software development
- ☐ Programming software
- ☐ Robotics software
- ☐ Manufacturing execution systems (MES)
- ☐ Advanced planning and scheduling (APS)
- ☐ Process simulation software
- ☐ Remote maintenance software
- ☐ Product lifecycle management (PLM)
- ☐ Enterprise Resource Planning (ERP)

Marking technology (310.12)

- ☐ Laser marking
- ☐ Injekt printers
- ☐ 3D marking
- ☐ Mechanical marking
- ☐ Electromagnetic marking

Machine safety (310.8)

- ☐ Safety-related sensors
- ☐ Safety drive systems
- ☐ Safety light curtains
- ☐ Emergency stop buttons
- ☐ Warning signalisation
- ☐ Safety micro-switches
- ☐ Safety control systems
- ☐ Industrial safety directives and standards
- ☐ Safety interlocks
- ☐ Safety lighting
- ☐ Safety software
- ☐ Safety controls

Control cabinet technology (310.18)

- ☐ Control cabinets
- ☐ Enclosures
- ☐ Control cabinet components
- ☐ Control cabinets planning tools & software

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Company

Exhibitor areas: (Page 2 of 2)

Sensors, measurement and control technology (310.7)

- [ ] Sensor systems
- [ ] Rotary transducers
- [ ] Gauging technology
- [ ] Identification systems
- [ ] Automatic identification software & systems (RFID)
- [ ] Micro sensors
- [ ] Ultrasonic sensors
- [ ] Force torque sensors
- [ ] Vibration sensors
- [ ] Optoelectric sensors
- [ ] Infrared sensors
- [ ] Data sensors
- [ ] Testing systems

Control technology (310.2)

- [ ] Programmable Logic Controller (PLC)
- [ ] Programmable Automation Controller (PAC)
- [ ] Industrial PC
- [ ] Sensor Planning Service (SPS)
- [ ] Computerized Numerical Control (CNC)
- [ ] Embedded automation
- [ ] Process control software
- [ ] Operator panels

Industrial energy infrastructure (310.4)

- [ ] Cables
- [ ] Connectors
- [ ] I/O components
- [ ] Power supply
- [ ] Power adaptors
- [ ] Industrial switches
- [ ] Relays
- [ ] Contactors
- [ ] Electric transformers
- [ ] Industrial power converters
- [ ] Cable routing
- [ ] Cable clamping systems
- [ ] Industrial cable management systems
- [ ] Cable protection
- [ ] Energy chains
- [ ] Energy management
- [ ] Electric power distribution
- [ ] Power Supply System

Digital factory (310.14)

- [ ] Industrial Internet of Things (IIOT)
- [ ] Cyber Security
- [ ] Artificial intelligence
- [ ] Retrofitting
- [ ] Big Data
- [ ] Digital twin
- [ ] Edge computing
- [ ] Cloud service
- [ ] Virtual reality
- [ ] Smart factory services
- [ ] IT/OT-Integration

Industrial engineering services (310.15)

- [ ] Control engineering
- [ ] Switchgear construction
- [ ] Industrial programming
- [ ] Commissioning
- [ ] Calibration services
- [ ] Systems optimisation
- [ ] Simulation services
- [ ] Feasibility studies
- [ ] Technical testing and analysis
- [ ] Engineering consulting services
- [ ] Digitalization consulting
- [ ] IT Consulting & Infrastructure
- [ ] Electrical design (310.16.2)

Industrial Manufacturing and Automation Systems (310.19)

- [ ] Plant construction
- [ ] Special machine construction
- [ ] Automation solutions
- [ ] Mechatronics
- [ ] Additive manufacturing technologies

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by EASYFAIRS

Main exhibitor

If you have multiple co-exhibitors or represented companies, please copy this form.

Co-exhibitor Registration

Hereby, we legally register the following co-exhibitors for participation in the selected all about automation exhibitions.

Mitaussteller

Company
Street
ZIP / City
Country
Email
Website
Alphabetical sorting by letter

Co-exhibitor contact person

Name
Email
Phone

Co-exhibitor registration for

- ☐ Berlin
- ☐ Chemnitz
- ☐ Friedrichshafen
- ☐ Graz (AT)
- ☐ Heilbronn
- ☐ Düsseldorf
- ☐ Hamburg

Services for Co-exhibitors

Co-exhibitor Package Germany and Austria:
1.400 € per co-exhibitor and location, including the EasyGo **GO**LEADS package.

Co-exhibitors are represented at the exhibition with their products and personnel.
They receive the complete service package, two exhibitor badges, one parking pass, as well as the marketing and media package.

Exhibitor Blanket Insurance Fee

To comply with the contractual terms (Clauses 9 and 10 of the Easyfairs General Terms and Conditions) and to protect you, other exhibitors, and visitors, a liability insurance policy has been arranged for you as a "participating exhibitor" through our insurance brokers.
This insurance is taken out on your behalf, and the costs are covered by the insurance fee you pay ("Exhibitor Blanket Insurance Fee").

☑ **195 €**

Registration of represented company

Hereby, we legally register the following represented company for participation in the selected all about automation exhibitions.

Represented company

Company
Street
ZIP / City
Country
Email
Website
Alphabetical sorting by letter

Registration of represented company for

- ☐ Berlin
- ☐ Chemnitz
- ☐ Friedrichshafen
- ☐ Graz (AT)
- ☐ Heilbronn
- ☐ Düsseldorf
- ☐ Hamburg

Services for represented companies

Registration of represented companies is free of charge.
Represented companies are present only with products at the main exhibitor's stand.
They are listed as represented companies in the exhibitor directory. The represented company does not receive any additional services.

Hereby, we legally book the selected services.
We acknowledge and accept the General Terms and Conditions (GTC) of Easyfairs GmbH (as of April 2025), available at www.easyfairs.com/general-terms-conditions.

Place, Date

Signature

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Company

Additional digital advertising before the exhibition

Additional services can also be booked independently of the exhibition registration at a later date.

Banner advertisement in the visitor mailing (maximum 2 exhibitors per newsletter)

Format 600 x150 px, recipient pool depending on location 4.000 - 12.000 qualified contacts; Posting period between 4 and 1 week before the exhibition.

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **550 €** per posting

Social media post (maximum 5 exhibitors per exhibition)

Social media post on aaa LinkedIn channel with 400 characters of text, image/video, link, hashtags; Posting period between 4 and 1 week before the exhibition

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **450 €** per posting

Banner on the exhibitor list (per 2-week period, maximum 2 exhibitors)

Leaderboard banner 1400 x 90 px and Wide Skyscraper 160 x 600 px on exhibitor list. Duration: 2 weeks

Posting period 1: between 2 and 4 weeks before the show ☐ Leaderboard **690 €** per posting

Posting period 2: from 2 weeks before the show until the end of the show ☐ Leaderboard **790 €** per posting

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf

ContentAd - Product-Highlight (maximum 8 exhibitors per exhibition)

Posting on the exhibition homepage (2-weeks duration) and social media post. Your desired product from your exhibitor profile will be highlighted.

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **550 €** per posting

VideoAd - Exhibition invitation (maximum 3 exhibitors per exhibition)

Posting on the exhibition website (30 seconds video / 2-weeks duration) and social media post. Your invitation video directly on the exhibition website.

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **750 €** per posting

Talk Lounge at the exhibition

Presentation in the Talk Lounge (20 minutes) (if demand is high, a selection will be made from the offered presentations)

What is required are application examples, innovations, and technology know-how. Pure marketing presentations and company introductions will not be considered. Three months before the exhibition, the submitted lecture proposals will be selected. Titles and topic assignments will be requested in advance.

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **650 €** je Vortrag

Details about offerings and consultation:
+49 711 217267 38
aaa-vertrieb@easyfairs.com
Download Advertising and Sponsorship Catalog
Scan the QR code or click here

Hereby, we legally book the selected services.
We acknowledge and accept the General Terms and Conditions (GTC) of Easyfairs GmbH (as of April 2025), available at www.easyfairs.com/general-terms-conditions.

Place, Date

Signature

Organizer
Easyfairs Deutschland GmbH
Balanstraße 73, Haus 8, 81541 Munich, Germany
HRB 154504, Amtsgericht München
Managing Director: Roland Brand

Contact
Office Stuttgart
Kremser Straße 16, 70469 Stuttgart
+49 711 217267 70
aaa-vertrieb@easyfairs.com

Bank details
BNP Paribas
BIC: BNPADEFFXXX
IBAN: DE37 3701 0600 1094 3311 59

Company

Additional services for advertising and sponsorship at the exhibition

Additional services can also be booked independently of the exhibition registration at a later date.

Logo-Highlight - Exhibition guide and hall plan (limited to 10 exhibitors per hall)

In the printed exhibition guide, in the exhibition app, and on the large-format hall plans at the on-site information boards, your stand will be highlighted and your logo displayed

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **650 €** per show

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NEW: Advertisement in the exhibition app (max. 10 exhibitors per exhibition)

Place your banner in the ad carousel of the most important tool for exhibition visitors

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **650 €** per show

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Innovations Gallery - to be announced (max. 10 exhibitors, depending on location)

Your innovation will be showcased in words and images, along with its own Touch & Collect Reader, at a central location in the exhibition

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **650 €** per show

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NEU: Toilettensponsoring (On request, not available at all locations)

Increase your visibility by using the dedicated advertising spaces in the restrooms

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **Price on request**

Video wall advertisement (max. 15 exhibitors, not available at all locations)

10-second spot on a continuous loop, played 240 times during the exhibition

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **650 €** per show

Details about offerings and consultation:
+49 711 217267 38
aaa-vertrieb@easyfairs.com
Download Advertising and Sponsorship Catalog
Scan the QR code or click here

Hereby, we legally book the selected services.
We acknowledge and accept the General Terms and Conditions (GTC) of Easyfairs GmbH (as of April 2025), available at www.easyfairs.com/general-terms-conditions.

Place, Date

Signature

Organizer
Easyfairs Deutschland GmbH
Balanstraße 73, Haus 8, 81541 Munich, Germany
HRB 154504, Amtsgericht München
Managing Director: Roland Brand

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Show Truck (On request, not available at all locations)

Place your Show Truck directly at the entrance area of the exhibition

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Chemnitz ☐ Graz ☐ Düsseldorf

from 2.390 € in addition to stand
from 6.290 € without Stand

Lanyards (Exclusive, maximum 3 locations per exhibitor, excludes production and delivery)

Distributed at visitor check-in ☐ Green Option*

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **2.490 €** per show

Exhibition bags (exclusive, maximum 3 locations per exhibitor, excludes production and delivery)

Displayed in the entrance area ☐ Green Option*

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **2.490 €** per show

Coffee Cups (exclusive, maximum 3 locations per exhibitor, excludes production)

Reusable coffee cups with your company branding. Distributed at central locations ☐ Green Option*

☐ Berlin ☐ Friedrichshafen ☐ Heilbronn ☐ Hamburg ☐ Chemnitz ☐ Graz ☐ Düsseldorf **850 €** per show

Details about offerings and consultation:
+49 711 217267 38
aaa-vertrieb@easyfairs.com
Download Advertising and Sponsorship Catalog
Scan the QR code or click here

ACT FOR THE FUTURE

* **Green Option:** Receive a 10% discount if your items are sustainable.

Hereby, we legally book the selected services.
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Place, Date

Signature

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EASYGO packages

Go for more

Three options – each level delivers bigger results.

EasyGo is your complete visibility and lead generation package. It helps you get more from every event.
More leads, more visibility, more value – less effort.

Choose one of the three packages that best meets your objectives. Start with essential lead capture and upgrade for **enhanced visibility** and even **more lead generation opportunities**. Each level builds on the last to maximise your event ROI and deliver bigger results.

For more information, get in touch with your account manager.

	GoLeads Turn show traffic into qualified sales conversations.	BEST VALUE! GoPlus More leads, bigger online presence. Exhibitors receive an average of **33%** more leads than GoLeads	LIMITED NUMBER GoPremium Maximum leads and stand-out visibility online and on-site. Exhibitors receive an average of **92%** more leads than GoPlus
Maximise your visibility			
Online profile to post unlimited content all year	✓	✓	✓
1 Innovation Gallery application to show off your star product	✓	✓	✓
Additional Innovation Gallery application (2 total)		✓	✓
Logo highlighted in the online exhibitor list		✓	✓
Video header at the top of your profile		✓	✓
Enhanced visibility on the exhibitor list of the online catalogue			✓
Logo displayed on entrance ticket and every step of the visitor registration journey			✓
Logo or ad displayed in high-traffic areas at the venue			✓
Connect with the right people			
Personal invite tool: Invite your network and get real-time alerts when guests arrive	✓	✓	✓
Network and schedule meetings in the event app with AI matchmaking	✓	✓	✓
Generate leads seamlessly			
1 Smart Badge reader to digitally promote products and collect visitor details	✓	✓	✓
Badge scanning via app for more qualified and high-quality leads	✓	✓	✓
2 Smart Badge readers total for more lead opportunities (1 extra)		✓	✓
3 Smart Badge readers total for maximum lead opportunities (2 extra)			✓

Maximise your visibility

Online profile to post unlimited content all year

Build your online presence 365 days a year

Many visitors explore the exhibitor list on the website before their visit. This is your chance to capture their attention and ensure they stop by your stand. Add unlimited products, photos, videos and news.

Innovation Gallery application to show off your star product

Stand out in the Innovation Gallery

Got a game-changing product? Submit it for the Innovation Gallery. If selected, your innovation gets premium placement on the website and onsite (depending on show). Get visitors excited about your innovation even before they come to the event.

Video header at the top of your profile

Show video instead of a static image

GoPlus & GoPremium packages

Replace your profile header photo with a short video and show your products in action. Video lets you demonstrate features, benefits and real-world applications in ways a static photo never could.

Logo highlighted in the online exhibitor list

Your logo where buyers look first

GoPlus & GoPremium packages

Put your logo next to your name in the exhibitor list. Visitors scanning for suppliers see your brand immediately.

Enhanced visibility on the exhibitor list of the online catalogue

Get visitors' attention in advance

GoPremium package only

Your company gets enhanced visibility in the exhibitor list. Visitors can't miss you when browsing for suppliers.

Logo displayed on entrance ticket and every step of the visitor registration journey

Reach visitors with your brand before they arrive

GoPremium package only

Your logo appears at every step when visitors register:

- Confirmation page after they register
- Confirmation email in their inbox
- Entrance ticket

Logo or ad displayed in high-traffic areas at the venue

Dominate the venue's busiest spots

GoPremium package only

Be seen where it matters. Your logo or promotional ad appears in high-traffic areas onsite.

Connect with the right people

Personal invite tool: Invite your network and receive real-time alerts when your guests arrive

Invite your contacts and track who's coming

Send one link. Track every sign-up. We give you ready-made email templates, web banners and social media posts. See exactly who registered through your link. Invite your best customers before your competitors do, and drive qualified traffic directly to your stand.

Know the moment your invited guests arrive

Get a real-time alert via SMS when someone you invited checks in, then greet them personally. They'll remember that you made time for them. Turn a cold stand visit into a warm welcome.

Network and schedule meetings in the event app with AI matchmaking

Connect before you even meet

The event app matches you with your ideal customers using AI. See who's attending. Check their interests. Send messages. Book meetings. By opening day, you'll have a diary full of qualified prospects who already want to talk to you. More meetings = more sales.

Capture leads seamlessly

Smart Badge reader to digitally promote products and collect visitor details

Turn your stand into a lead magnet

Place Smart Badge readers around your stand to share your company or product info with visitors when they tap. Every visitor who taps your Smart Badge reader automatically shares their full contact details with you even if you never spoke. No paper, no missed connections. Take advantage of additional Smart Badge readers in the GoPlus and GoPremium packages for wider stand coverage or product-specific lead tracking.

Badge scanning via app for more qualified and high-quality leads

Scan badges, add notes, close deals faster

Use the event app on your phone to scan attendee badges in seconds and add notes on the spot. Your whole team can use it. See your app connections and scanned leads in real time in the app and seamlessly export your connections and lead notes.

EASYGO
Go for more

www.easyfairs.com/easygo

Measure your event ROI

See your page views

Track invited visitors

View leads from Smart Badge touches

Track and qualify badge scan leads

Measure app matchmaking success

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 sub-mitted 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 in-voice. 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, Meisenstr. 94, 33607 Bielefeld, Germany, and credited to the respective account shown on the invoice. The agreed terms 1of 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 sameterms 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 expressly drawn to his own insurance obligation in accordance with Section 10 of these GTB. 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. INSURANCE

10.1. The exhibitor is responsible for and is obliged to take out, effect and maintain at its own cost and expense appropriate insurance policies to cover all risks, losses and damages that may arise in connection its participation at the Exhibition and all liabilities that may arise under or in connection Contract including:

(a) all losses, liabilities or damages of any kind that may be caused by any action, omission, default or negligence by the Exhibitor and/or its Representatives and/or any person under the control or instruction of the Exhibitor and/or any holders of participant cards and/or passes issued by the Exhibitor (including losses, liabilities or damages in connection with personal injury, death and damage to or loss of property);

(b) all loss, damage or theft of any stands, exhibits, articles, belongings, items, products, materials, machines and/or goods whilst transported to, stored, use or located at the venue;

(c) Any liability of the exhibitor in connection with the use of the exhibition stand; and

(d) postponement, abandonment or cancellation of the exhibition.

10.2. Without prejudice to the generality of clause 19.1, but subject to clause 19.3, the exhibitor shall take out and maintain the following insurance policies: (a) public liability insurance and (b) product liability insurance (together the "Policies"). The policies shall be with a reputable insurer and provide a limit of indemnity of not less than GBP 5 million per claim or such other limit or limits as may be specified by the organizer from time to time (including any limit or limits specified in the Exhibitors Manual). The exhibitor shall provide such evidence of the policies and payment of the relevant premiums as the organizer may request. The organizer reserves the right to exclude the rxhibitor from the exhibition if satisfactory evidence of the policies is not provided in advance of the exhibition.

10.3. Subject to clause 10.6, the organizer shall arrange for the exhibitor to participate in and be protected under the organizer's insurance policy, arranged and administered by the organizer's insurance broker, InEvexco Ltd (InEvexco) (Insurance Policy), on behalf of the organizer, subject to payment of an insurance participation fee, as detailed on the booking form. The standard limits and cover provided to participating exhibitors under this policy, together with a full specimen policy wording, showing the terms, conditions and applicable exclusions is available from InEvexco via their website https://www.inevexco.co.uk/ our-services/event-and-exhibition-exhibitors-insurance. In addition to this you will find the Exhibitors Insurance Product Information Document. The organizer strongly recommends the exhibitor reads the policy wording as some exclusions apply. A summary of the current limits and cover provided to exhibitors under the Insurance Policy are set out in clause 10.7. An "Evidence of Insurance as an Exhibitor" document, summarising the cover provided, will be issued by email when payment of the insurance participation fee is made with the exhibitor's invoice. The insurance participation fee must be paid to initiate the exhibitor's insurance protection and payment must be made no later than the start of the build-up period.

10.4. The service of providing participation in the Insurance Policy is on a 'non-advised' basis and the exhibitor must satisfy itself that the terms, cover and limits (including any applicable exclusions) of the Insurance Policy are acceptable to and adequate for the needs of the exhibitor. This service is incidental to the services the organizer provides as the exhibition organizer, but it is not an agent service. InEvexco are authorised and regulated by the Financial Conduct Authority (FCA) to provide relevant insurance mediation services, under number 579079. The FCA's register can be accessed through www.fca.org.uk.

10.5. The organizer accepts no liability in contract, tort, negligence, statutory duty or otherwise (to the maximum extent permitted by applicable law) arising out of the use of, quality, fitness for purpose or access to or provision of the Insurance Policy; and (b) the organizer has no responsibility to the exhibitor for, and hereby disclaims all liability arising from, the acts or omissions of InEvexco or any third parties required to provide the Insurance Policy and related services hereunder.

10.6. If the exhibitor considers that it has adequate public liability cover in place, the exhibitor will receive email instructions of how evidence of such cover can be uploaded onto InEvexco online portal. This evidence must be uploaded at least 30 days prior to the opening of the exhibition. The evidence will be reviewed by InEvexco. If for any reason the evidence of alternative insurance is deemed inadequate by InEvexco, InEvexco will inform the exhibitor of the reasons and the actions required to be undertaken by the exhibitor to satisfy the conditions of adequate insurance. If the exhibitor disagrees with InEvexco's decision, the exhibitor may make use of InEvexco's appeals procedure.

10.7. The following represents a summary of the standard limits and cover provided to participating exhibitors under the Insurance Policy (note, this is a summary, but the Exhibitor must read the full terms of the policy in order satisfy itself as to the adequacy if the policy. The organizer will use commercially reasonable efforts to ensure the summary is accurate and up to date but cannot be held responsible for any omissions or inaccuracies in the summary):

The standard limits and cover provided to our participating exhibitors are:

COVER HEADINGS	STANDARD LIMITS	BRIEF SUMMARY OF THE COVER
Exhibitor Expenses	GBP 20,000	Loss of irrecoverable expenses sustained as a result of cancellation, abandonment, curtailment, postponement or removal to alternative premises; inability to open or keep open your stand/space due to damage to Exhibitor Property at the Venue, in transit to the Venue or damage to the Venue itself; late or non-arrival of Exhibits or of your staff/representatives; failure to vacate the Venue within the contracted time; reasonable additional costs and expenses incurred in avoiding or diminishing a loss; for reasons beyond yours and the organizers control.
Exhibitor Property	GBP 20,000	Physical loss of or damage to property for which you are responsible, including exhibits, stands, displays, equipment, furnishings, stationery, promotional literature, being brought to the venue for the purposes of the Exhibition. You are responsible for the first GBP 50 of any claim.
Exhibitor Liability	GBP 2,000,000 any one occurrence*	Legal liability to pay compensation, legal costs and expenses as a result of accidental death or injury to a third party and/or damage to their property at the Venue. You are responsible for the first GBP 250 of any claim for third party property damage.

*An additional GBP 3,000,000 Public Liability cover will be applied by the organizers policy in the event of a Public Liability claim making the total Public Liability limit for any one occurrence GBP 5,000,000.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. 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 repro-ductions carried out by the press with the authorization of the organisers.

17. RESERVATIONS AND FORCE MAJEURE

17.1. 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.

17.2. 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.

17.3. 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.

17.4. 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.

17.5. 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.

18. MISCELLANELOUS

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 Ger-many, 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, April 2025