

EXHIBITOR INFORMATION

2021/22

- Hamburg 15. - 16. September 2021
- Berlin 24. - 25. November 2021
- Frankfurt On The Main 08. - 09. December 2021

- Stuttgart 06. - 07. April 2022
- Cologne 28. - 29. September 2022
- Berlin 23. - 24. November 2022

INTERNATIONAL FORUM AND TRADE FAIR FOR EDUCATIONAL BUILDING

SCHULBAU

40

**BILLION EURO
INVESTMENTS
BY 2030**





To make classes better!

SCHULBAU - the international forum and trade fair for educational construction is the only trade fair in Europe that is dedicated to investment in schools, day-care facilities and campuses. There are currently more than 40 billion euros available in Germany, which must be spent by 2030.

THE ENTIRE MARKET IN ONE PLACE

Meet the key players in the field of educational construction: Architects and planners, principals, public authorities and institutional representatives, investors and construction companies, as well as exhibitors and their latest product innovations.

Become part of our SCHULBAU family and benefit from extraordinary professional ideas and networking opportunities.

Dates of Forum & Trade Fair 2021/22

• Hamburg

15. - 16. September 2021

• Berlin

24. - 25. November 2021

• Frankfurt on The Main

08. - 09. December 2021

• Stuttgart

06. - 07. April 2022

• Cologne

28. - 29. September 2022

• Berlin

23. - 24. November 2022

LIVE
STREAM
AVAILABLE



Also available as a magazine
(printed or digital)

SCHULBAU

Internationaler Salon und Messe für den Bildungsbau



For more visit www.schulbau-messe.de



5
BILLION EUROS INVEST-
MENT IN DIGITIZATION

40
BILLION EURO
INVESTMENTS
BY 2030

Dear Exhibitors!

Are you already an exhibitor at SCHULBAU? If so, then you will be pleased to hear that we are again in the position to send you the dates and locations for the SCHULBAU forum and trade fair. You should book your exhibitor stand for 2021/2022 now while spaces are available to avoid disappointment. As we do not allow more than 60 exhibition stands, they are sold on a first come first serve basis!

Would you like to become an exhibitor at SCHULBAU? You now have all the information you need for a quick overview! In order to keep our SCHULBAU forum and trade show attractive for your company and our visitors and to continue developing it further, we are in constant contact with all stakeholders in the sector.

At each of our locations, advisory board meetings are held at least once a year. To these ends, we invite our visitor target groups, define the regional needs of each metropolis, and implement them on the basis of the trade fair program and our magazine SCHULBAU.

The changing locations are of enormous importance, as this is the only way to ensure that all the target groups are optimally supplied with all information related to SCHULBAU. This makes it possible not only for decision-makers but also whole offices and groups to visit us on the two days.

This is the only way to achieve optimal networking with results-oriented, great ideas and solutions for the future in educational construction. Every visitor (on-site or digital) will receive a trade fair program booklet from us in which your company will be listed free of charge. In addition, you can now book our new product catalog „PlanBar“, which was sent to 25,000 (!) educational construction experts at the beginning of 2021.

Remember that as an exhibitor at SCHULBAU you can present your company's vivid, up-to-date and attractive ideas. Our visitors are looking for practical solutions that can be implemented efficiently and that appeal to end users, namely students and educators.

In addition, we offer exhibitors their own live stream broadcast, which allows visitors to follow our SCHULBAU forum & trade fair online from the comfort of their office or home office.

See you soon in Hamburg, Berlin und Frankfurt am Main, Stuttgart oder Köln.

Best regards,


Kirsten Jung, Executive Board and Project Management



EDUCATION

IS:

Nursery groups,
kindergartens,
preschools

primary schools,
vocational schools,
grammar schools

colleges, academies,
universities, libraries.

The topic of education has moved into the centre of our society.

The number of students has exploded in a way not previously seen!

An educational building construction investment volume of at least 40 billion euros has been approved. Plus there are another 5.5 billion euros earmarked for day-care facilities and 20 billion euros for universities.



OUR MOTIVATION

As organizers of the SCHULBAU trade fair, not only do we help present and facilitate the process of strengthening civil society, we also make our own purposeful impact by bringing together pioneers and thought leaders in all areas of educational building.

To accomplish this, we work together with public authorities and private builders to develop our concepts and ideas at the trade fair.

Every learning effort - including digital learning - needs a concrete location. At the SCHULBAU - 2021, which is in its 9th year, the industry will be discussing how quality spaces are conceptualized, equipped and built for proper education.

Being able to contribute to child-friendly education and to social prosperity where generations intersect - that's what motivates us.

WHAT IS SCHULBAU?

THE INTERNATIONAL FORUM AND TRADE FAIR FOR ALL ASPECTS OF EDUCATIONAL CONSTRUCTION!

Take part in large and small projects, shape the future of Germany, and expand your business opportunities.

In 2021, the SCHULBAU forum & trade fair will be held in its 9th year in the metropolitan regions of Hamburg, Stuttgart, Berlin and Frankfurt on the Main as well as in Dusseldorf, which will host the Salon SCHULBAU kompakt.

In recent years, SCHULBAU has managed to unite the most interesting and important people in the industry in one place. The goal and the purpose of the only investment-related trade fair in Germany is networking within the B2B sector.

The familiar environment gives you the opportunity to make new contacts, to maintain existing ones, and to fill your order books. Services, products and innovations from more than 60 selected exhibitors inspire our trade visitors every year. Many local cities are also involved in the high-profile lectures and workshops on these days. Due to controlled admissions, only exhibiting companies are allowed in the Salon & Messe SCHULBAU.

UNIQUE SELLING POINT

By 2030, more than 40 billion euros of investment by the education building authorities will be made available throughout Germany, and it must be put to use.

This is where the 2021 SCHULBAU fairs in Hamburg, Berlin and Frankfurt on the Main and 2022 in Stuttgart, Cologne and Berlin come in: to provide a venue and on-site support for successful networking.

You can find more information: www.schulbau-messe.de

10 GOOD REASONS TO ATTEND SCHULBAU

1. MEET DECISION-MAKERS

Individuals responsible for educational construction from cities, municipalities and private school authorities, investors, planners, school directors and component manufacturers. Not just from the area, but also from abroad.

2. WHO IS WHO

Get to know the leading players and the latest trends in educational construction. SCHULBAU is now known as the national and international hotspot. Every year the network meeting continues to grow.

3. INVESTMENT-LINKED

Germany's only trade fair with a fixed budget for new construction and renovation, totaling 40 billion euros across Germany.

4. PRODUCT NEWS

Innovations for all construction tasks in educational building construction - prepare yourself and your visitors for the future today, and communicate good and consistent solutions on site. Here you will meet your target group!

5. ADVERTISING ACTIVITIES AND PUBLIC RELATION

We not only use our own media channels, but we also cooperate with well-known architecture magazines available on the market. Here, we also advertise, publish parts of our SCHULBAU program or editorials for the trade fair and launch special ticket promotions.

6

MAGAZINE SCHULBAU

Our SCHULBAU magazine, which is available as a subscription service and at the SCHULBAU trade fair, will be published 4 times a year before each event. With a total circulation of 50,000 copies per year, we can reach all readers at SCHULBAU with this high-quality magazine.

SCHULBAU

Das Magazin von der Kita bis zum Campus

Saubere und gesunde Raumluft
Fassade aus Architekturbeton
Der Schulhof als Forscherhof

1/21

9. Jahrgang



SANIERUNG IM BESTAND

NEW

7

PRODUCT CATALOG PlanBar

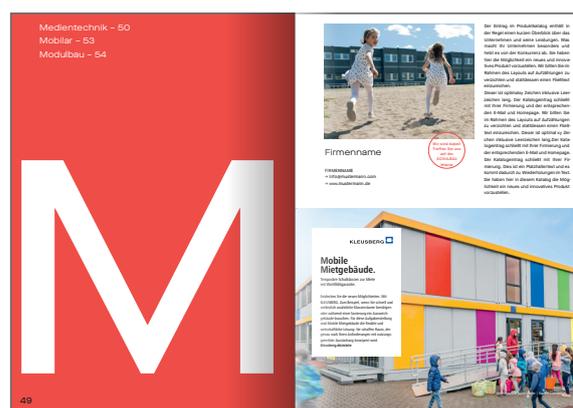
Do you wish you could get away from your everyday digital routine tasks? This is now possible with our product catalog „PlanBar 2021 - for public and private decision-makers and planners in educational construction“. The brand new PlanBar catalog (which you can pick up and leaf through) informs all public and private decision-makers and planners about good and inspiring educational construction elements! Interested parties will find the current addresses and information they need for their creative planning and can make their first SCHULBAU trade fair contacts before the trade show starts.

You can place product entries, advertisements or/and advertorials here!

The print and digital versions of the PlanBar 2021 will be sent out next year to 25,000 planners and decision-makers in the field of educational construction! In addition, the PlanBar will be available for purchase in our SCHULBAU store and as an app for convenient digital access! Make sure your products and innovations are included!



A4 format, vertical format



Your Contact to PlanBar:

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martina.weiss@schulbau-messe.de

8.

NEWSLETTER

We reach 18,000 readers with our weekly newsletter, which provides the industry with news about important new trends. Here you will also find our ticket shop promotions as well as program notes and previews.

PLEASE NOTE

As our annual exhibitor, a mention in our newsletter is included in the price!

SCHULBAU



Internationaler Salon und Messe für den Bildungsbau

2020: Berlin 09.-10. September • Hamburg 25.-26. November • Salon SCHULBAU kompakt: Düsseldorf 10. November
2021: Frankfurt a.M. 24.-25. März • Stuttgart 22.-23. September • Berlin 24.-25. November • Salon SCHULBAU kompakt: Wien 22. Juni

LiveChat Akustik | Konjunkturpaket | Hygienekonzepte | Fortbildung



Nächster LiveChat - gesponsert von Troidtekt Gute Akustik für gutes Lernen

Eine gute (Raum-)Akustik trägt wesentlich dazu bei, dass Lernende und Lehrende konzentriert arbeiten können und sich wohl fühlen. In Gemeinschaftsräumen sind die Anforderungen hoch und erfordern eine durchdachte architektonische Gestaltung. Bei unserem nächsten „Kaffeeklatsch mit Experten“ widmen wir uns dem Thema Akustik.

[mehr](#)



Neue Podcast-Folge Hygienekonzepte im Schulbau

Ute Klümper ist Produktmanagerin bei Conti Sanitärarmaturen und erklärt im Interview, welche Hygienemaßnahmen bei coronabedingten Schulschließungen schnell umgesetzt werden könnten und welche bei Sanierungen durchgeführt werden sollten. Thema im Gespräch ist auch Hand-, Oberflächen- und Raumluftdesinfektion.

[mehr](#)



ANZEIGE Modulbau: Schulen effizient planen und bauen

Neue Schulen braucht das Land, die zeitgemäße Bildung in hochwertiger Architektur ermöglichen und in denen sich Lehrer wie Schüler wohlfühlen. Doch wie soll man diese Gebäude - in großer Anzahl, in kurzer Zeit und noch dazu qualitativ - bauen? Mit dem modularen Baukasten für Schulen von ALHO ist genau dies möglich.

[mehr](#)



Konjunkturpaket Eine Milliarde Euro für Kitas

Der Koalitionsausschuss hat sich auf Eckpunkte eines Konjunkturpakets geeinigt. Von insgesamt 130 Milliarden Euro wird auch der Ausbau, Neu- und Umbauten von Kitas mit einer Milliarde Euro gefördert werden.

[mehr](#)



Fortbildungspunkte SCHULBAU-Besuch anerkennen lassen

Examples for Advertorials and Advertisements in our Newsletter



9.

PODCAST

Listen in to our podcasts „SCHULBAU IM DIALOG“. In this new section, you will find many interesting interviews about the topic of school construction that moves us all. We talk to decision-makers from home and abroad, to architects, school administrators, investors and top officials - before, during and after the SCHULBAU forum & trade fairs - and provide our visitors with even more basic information about good educational construction and give concrete suggestions for practice.

SCHULBAU



IM DIALOG

You have two options to put your products in the spotlight:

- 1.** upstream adverts of 20-30 seconds running for 3 or 6 months. Before a neutral podcast/interview, your advertising is placed; with intro... „ This podcast is presented with support from...“ This is followed by a short presentation of the company / product advertised.
- 2.** your own 10-minute podcast/interview exclusively tailored to your company - running for up to 9 months. The episodes, which will be released on a regular basis, will be available on the usual streaming services as well as at www.schulbau-messe.de and advertised on our website, in our newsletters, our magazines and across all our social media channels.



Your Contact to our Podcasts::
Dr. Marc Sgonina
Phone +49 (0) / 40 54 80 36 21
marc.sgonina@cubusmedien.de

”

„The preparations and implementation of the podcast were very straightforward and the end result turned out just great. We were able to convey our expert recommendations for recommissioning buildings together in a manner that is structured and easy to understand. We received consistently positive feedback on the podcast.

Thank you very much for the pleasant collaboration.“

*Michaela Nagel, Marketing CONTI
Sanitärarmaturen GmbH*

NEW

10.

LiveChat „COFFEE CHAT WITH EXPERTS“

In our LiveChat format „Coffee Chat with Experts“, selected experts have their say once a month, always on Wednesdays from 14:00 to 15:00, and provide individual advice to educational construction decision-makers, architects, school management and specialist planners on specific topics such as digital learning concepts, modular construction, school renovation and extension, acoustics, fire safety, lighting, security, furnishing and much more.

Use your upstream adverts to draw attention to your products in this format as well. 20-30 second teasers will reach all LiveChat participants as well as our subscribers to SCHULBAU magazine and/or the specialist magazine fassadentechnik, who can also access the „Coffee chat with experts“ exclusively afterwards.

Watch our trailer, which is available on YouTube.

<https://youtu.be/zR1Cy3Z01BY>



Your Contact to our
LiveChats:

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**LIVE
CHAT**
COFFEE CHAT
WITH EXPERTS

We speak:



SCHULBAU



IM DIALOG

...fluently!

SCHULBAU

Internationaler Salon und Messe für den Bildungsbau



More information www.schulbau-messe.de

EXAMPLE OF THE
PROGRAMM
IN HAMBURG

SCHULBAU



Internationaler Salon und Messe
für den Bildungsbau

JETZT MIT
LIVE
STREAM

15. und 16. September 2021, in Hamburg, Cruise Center Altona

TAG 1

15.09.2021
9:00-17:00

Digitale Lernkonzepte – Neue Raumkonzepte – Schule und Stadtentwicklung

Tagesmoderation: Prof. Katja-Annika Pahl | Architektin, Studiengangsleitung an der School of Architecture der Hochschule Bremen

09:00 Uhr EINLASS

Zeit für Frühstück, individuelle Aussteller-Rundgänge
SPEED-DATING findet als Videopräsentationen auf der Bühne statt.

10:00 - **EXPERTEN LAB** (mit Anmeldung, auf der Bühne)
10:20 Uhr **Lieblingsfach Pause – Bewegungsförderung durch ausgewählte Spielgeräte.**
Ferdinand Sieglin | Berliner Seilfabrik GmbH & Co.,

Berlin

10:20 - **ERÖFFNUNG SCHULBAU MESSE 2020 in Hamburg**
10:40 Uhr (auf der Bühne)
Finanzsenator Dr. Andreas Dressel | Vorsitzender des Verwaltungsrats SBH | Schulbau Hamburg und Geschäftsführung der SBH | Schulbau Hamburg

10:40 - **IMPULS** (auf der Bühne)
11:00 Uhr **Best Practice Beispiel: Stadtteilschule Ehestorfer Weg.**
Tobias Langer | Schulleiter Stadtteilschule Ehestorfer Weg, Hamburg

11:00 - **Zeit für individuelle Aussteller-Rundgänge**
11:30 Uhr SPEED-DATING findet als Videopräsentationen auf der Bühne statt.

11:30 - **DISKUSSION** (auf der Bühne)
12:30 Uhr **DigitalPakt Schule – Neue Raum- und Unterrichtskonzepte für digitales Lernen und Lehren.**

Moderation: Prof. Katja-Annika Pahl | Architektin, Studiengangsleitung an der School of Architecture der Hochschule Bremen

Impulsvortrag:
Stefan Ruppenar | Schulleiter Alemannenschule Wutöschingen

Mit auf dem Podium:
Dr. Christofer Seyd | Landesinstitut für Lehrerbildung und Schulentwicklung, Hamburg, Abteilung Ausbildung, Leitung Grundschullehramt und Digitalisierung;
Prof. Dr. Heidrun Allert | Pädagogik, Schwerpunkt Medienpädagogik an der Christian-Albrechts-Universität Kiel;
Marcia Canales | Geschäftsführerin Kamleitner Canales Architekten, Hamburg

12:30 - **Mittagspause: Zeit für individuelle Aussteller-Rundgänge und Verpflegung**
14:00 Uhr SPEED-DATING findet als Videopräsentationen auf der Bühne statt.

14:00 - **EXPERTEN LAB** (mit Anmeldung, auf der Bühne)
14:20 Uhr **Legionellen machen keine Ferien – Trinkwasserhygiene 4.0**
Günter Dülk | Geschäftsführer WimTec Sanitärprodukte GmbH, Hallbergmoos

14:20 - **INTERNATIONAL** (auf der Bühne)
15:00 Uhr **Designing for uncertainty.**
Rosan Bosch | Rosan Bosch Studio, Kopenhagen

15:00 - **EXPERTEN LAB** (mit Anmeldung auf der Bühne)
15:20 Uhr **Nachhaltige Schullüftung – Effizient und dezentral lüften in Coronazeiten und darüber hinaus.**
Dennis Schwarz | Produktmanager Luftverteilung und Schallschutz bei Wildeboer Bauteile für Lüftung + Klima, Weener

15:20 - **Zeit für individuelle Aussteller-Rundgänge, Kaffee und Kuchen**
16:00 Uhr SPEED-DATING findet als Videopräsentationen auf der Bühne statt.

16:00 - **Verleihung MESSE SCHULBAU PREIS 2020**
16:30 Uhr (auf der Bühne)
Daniel Kinz | Vorsitzender der Jury, Partner bei Gössler Kinz Kerber Schippmann Architekten und im Vorstand des BDA Hamburg

Vorstellung der Ergebnisse des interdisziplinären studentischen Wettbewerbs SCHULBAU in Kooperation mit der Hafencity Universität Hamburg und der Fakultät für Erziehungswissenschaften der Universität Hamburg, Bund Deutscher Architekten (BDA), SBH | Schulbau Hamburg, Behörde für Schule und Berufsbildung Hamburg (BSB) und Cubus Medien Verlag.

17:00 Uhr **Ende** der Veranstaltung erster Tag.



ANGEBOTE

DER BEHÖRDE FÜR SCHULE
UND BERUFSBILDUNG (BSB)

TAG 1 ganztägig

Interaction Design Lab
Das „Hamburger Klassenhaus“ – alternative Raumkonzepte mitgestalten

Mit dabei: Arne Schultchen | Gründer des Büros design for human nature, Hamburg; Michael Dahm | DNA Architekten, Hamburg

TAG 2 ganztägig

Mehr Mut im „Hamburger Klassenhaus“:
Alternative Raumkonzepte pädagogisch durchspielen.
Ein Angebot für Pädagogik-Profis

Mit dabei: BSB und weitere Experten



TAG 2

16.09.2021
9:00-16:00

Außenräume & Freiflächen – Nachhaltigkeit im Schulbau – Modular bauen

Tagesmoderation: **Claudia Remus** | Nachrichtenredakteurin und Moderatorin, Hamburg

09:00 Uhr EINLASS

Zeit für Frühstück, individuelle Aussteller-Rundgänge
SPEED-DATING findet als Videopräsentationen auf der Bühne statt.

10:00 - EXPERTEN LAB (mit Anmeldung, auf der Bühne)

10:20 Uhr **Wie sich Schulen nachhaltig bauen lassen – Best-Practice-Beispiele aus Deutschland und Dänemark.**
Tina Snedker Kristensen | Leiterin Marketing und Kommunikation Troldekt Deutschland GmbH, Hamburg

10:20 - INTERNATIONAL (auf der Bühne)

10:50 Uhr **„Schule am Breiten Luch“ – eine deutsch-dänische Zusammenarbeit**
Palle Bo Rasmussen | Associated Director, Head of International Business Development bei KHR Architecture AS, Kopenhagen

10:50 - STATEMENT (auf der Bühne)

11:00 Uhr **Dr. Christian Gäckle** | Behörde für Schule und Berufsbildung, Stabsstelle Schulentwicklungsplanung und Schulbaucontrolling

11:00 - Zeit für individuelle Aussteller-Rundgänge

11:30 Uhr SPEED-Dating findet als Videopräsentation auf der Bühne statt.

11:30 - DISKUSSION (auf der Bühne)

12:30 Uhr **Nachhaltiger Schulbau = erfolgreicher Schulbau? Über Sinn und Zweck von Zertifizierungen am Praxisbeispiel Metropole Hamburg.**

Moderation: **Claudia Remus** | Nachrichtenredakteurin und Moderatorin, Hamburg

Mit auf dem Podium:

Johannes Kreißig | Geschäftsführender Vorstand Deutsche Gesellschaft für Nachhaltiges Bauen DGNB e.V. / Geschäftsführer DGNB GmbH, Stuttgart; **Bernd-Michael Bühler** | Abteilungsleiter Technisches Facility Management bei SBH | Schulbau Hamburg; **Alexandra Schmitz** | asdfg Architekten Loeper Schmitz Grenz PartGmbH, Hamburg; **Dr. Raoul Rudloff** | Geschäftsführer ISBR Ingenieur- und Sachverständigenbüro, Buxtehude

12:30 - Mittagspause: Zeit für individuelle Aussteller-Rundgänge und Verpflegung

14:00 Uhr SPEED-Dating findet als Videopräsentation auf der Bühne statt.

zwischen PLANUNGSCAFÉ (mit Anmeldung)

13:30 - Der Treffpunkt für Schulleitungen, Pädagogen, Erzieher und alle, die Beratung für den Neubau oder fürs Bauen im Bestand, den Umbau oder die Erweiterung benötigen. In unserem Planungscafé erhalten Sie eine individuelle Beratung durch unsere ausgewählten Experten.

14:30 Uhr

Planungsunterlagen nicht vergessen!

SCHULBAU EXKURSION

Zusätzlich buchbar!

20 €

pro Person

Am zweiten Tag

Exklusive Besichtigung des Gymnasiums Bondenwald (Teilnehmerzahl max. 25 Personen)

15:45 -
18:15 Uhr

Vorstellung durch **Sabine Gildenpfennig**, Schulleiterin Gymnasium Bondenwald, und **Dirk Ahrens**, Standortmanager FM (Region Eimsbüttel) bei SBH | Schulbau Hamburg

Abfahrt ab Hamburg Cruise Center Altona mit dem Reisebus Rückfahrt mit Stopps am S-Bahnhof Holstenstraße und Hamburg Cruise Center Altona

Ihre Experten sind:

Martin Legge ist firmiert als „Stadtfinder“ und berät Schulen darin, wie das bereits vorhandene Potenzial des Außengeländes erkannt und eine Ressourcenaktivierung im Freiraum auch ohne kostenintensive Umgestaltungsmaßnahmen ermöglicht werden kann.

Manfred Dietzen von der Beratungsstelle „Grün macht Schule“ (Senatsverwaltung Berlin) unterstützt Schulen, den Schulhof nachhaltig zu gestalten und mehrfach nutzbar zu machen, und berät zum Außenraum bei Neubauten, Ergänzungsbauten und Sanierungen.

Egon Tegge ist Schulbauberater (Montag Stiftungen), Mediator (BM[®]), Schulleitungscoach und als Fortbildner zum Thema Lehrergesundheit in verschiedenen Bundesländern tätig.

14:00 -

14:20 Uhr

EXPERTEN LAB (mit Anmeldung, auf der Bühne)

Nachhaltige Dächer – von der kreativen Dachgestaltung bis zum Gründach.

Oliver Gaida | Vertriebsleiter bei FDT Flachdach Technologie GmbH, Mannheim

Friedemann-Felix Dahling | Fachberater bei der Kalzip GmbH, Koblenz

14:20 -

15:00 Uhr

VORTRÄGE (auf der Bühne)

Freiraum für Bildung – ein Muss besonders in Corona-Zeiten! Über grüne Klassenzimmer und gemeinsam erarbeitete Nutzungskonzepte.

Kirsten Winkler | Winkler-Landschaftarchitekten, Buchholz; **Sigrid Böttcher-Steeb** | Landschaftsarchitektin bdla, F R E I R Ä U M E Planungsbüro für Grünraum Stadtraum Partizipation, Dresden

15:00 -

15:30 Uhr

VORSTELLUNG (auf der Bühne)

Raumkonzepte im Modulbau am Beispiel „Hamburger Klassenhaus“. Vorstellung der Ergebnisse vom Interaction Design Lab am Tag 1.

Amad Rahman | Teamleiter Baumanagement bei SBH | Schulbau Hamburg; **Adrian Krawczyk** | Referent für Raumkonzepte bei Behörde für Schule und Berufsbildung in Hamburg

16:00 Uhr

Ende der Veranstaltung zweiter Tag.

SCHULBAU

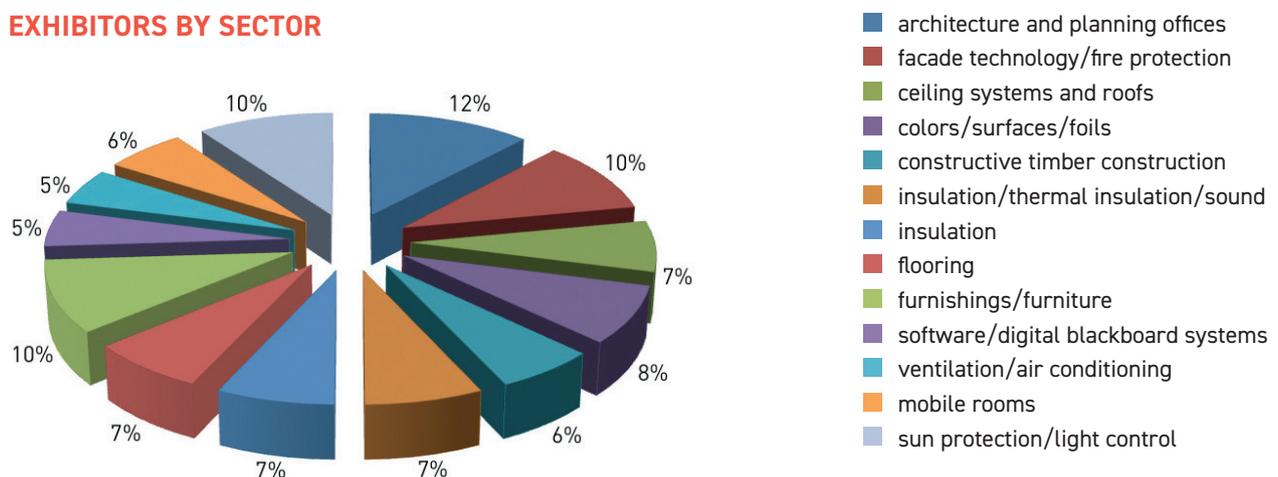
Internationaler Salon und Messe für den Bildungsbau



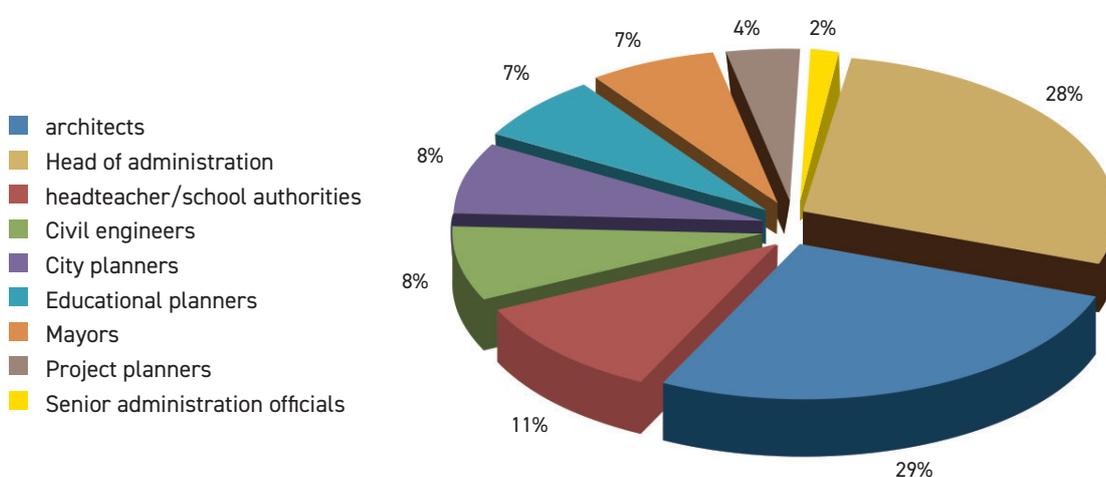
WHO ATTENDS THE SCHULBAU?

In 2019, the fair was attended by more than 2000 architects and other specialist planners, including fire protection experts, interior designers, façade engineers, interior construction companies, project developers, contractors, building authorities and educational building authorities, heads of schools, facility managers, building component manufacturers, service providers, investors, PPP investors, district superintendents, school budget managers, manufacturers in educational building, and school procurement offices. Since 2020, we have also been offering combination tickets: visitors can choose at short notice, whether they wish to visit the physical location or connect

EXHIBITORS BY SECTOR



VISITORS



THE ORGANIZER



The trade fair organiser, Cubus Medien Verlag GmbH, has expanded its business portfolio from that of a publisher, with nearly 25 years' experience producing trade magazines for the construction sector, to that of a congress and trade fair organizer.

IMPORTANT INFORMATION FOR EXHIBITORS

SCHULBAU TRADE FAIR

International Forum and Trade Fair for Educational Building

EVENT DATES

Hamburg	15. - 16. September 2021
Berlin	24. - 25. November 2021
Frankfurt on the Main	08. - 09. December 2021

in 2022

Stuttgart	06. - 07. April 2022
Cologne	28. - 29. September 2022
Berlin	23. - 24. November 2022

FREQUENCY

SCHULBAU Salon & Messe (forum & trade fair) typically takes place 3 times a year and SCHULBAU Salon kompakt (compact forum) once a year

CONTACT PERSONS



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Hella Ralfs (trade fair organization & support, including on site)

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www.schulbau-messe.de | www.fassadentechnik.de

FOR EXHIBITORS

The trade fair's focus is on educational building. This encompasses both interior and exterior construction and includes: renovation, modernisation, new construction, exterior and interior design, lighting, furnishings, security technology, classroom equipment (workshops, whiteboards), acoustic systems, surface finishes (flooring), wooden construction, façades and facade elements, ceiling systems, wall materials, doors, windows, climate control and ventilation technology, energy efficiency, guiding systems for the blind, paint, modular spaces and much more.

BOOTH DESIGN

1 exhibition booth (6 m² exhibition space).

The exhibition stands are the same for all exhibitors.

Double stands are available for hire (price is available upon request).

ADDITIONAL EQUIPMENT

Extra booth furnishings can be booked for an additional fee through: LÜCO Internationaler Messebau Nord GmbH

ASSISTANCE WITH BOOTH SET-UP AND DISMANTLING

The staff of LÜCO Internationaler Messebau Nord GmbH will gladly assist you during the entire booth assembly and disassembly process.

SERVICE-PERSONNEL AT THE EXHIBITION HALL:

Further assistance in assembling your stand (by a technician if required) is provided by the exhibition hall service personnel. For an additional fee, forklifts and drivers can be booked through Cubus Medien Verlag, Hella Ralfs.

SET-UP AND DISMANTLING SCHEDULE

You will receive detailed written information on specific booth assembly and disassembly procedures at least six weeks prior to the start of the fair.



INCLUDED IN PRICE

- **Molto ready-made rental booth, 2 x 3 metres (rear and side walls, 2 long-arm spotlights, 1 table, 2 chairs, 1 socket outlet), company name in fascia board lettering (15 letters maximum)**
- **Trade fair program flyer: Entry on the floor plan with the logo of your company as well as stand and contact details**
- **'Speed dating': Subject to prior registration, exhibitors can participate in a 'speed dating' event and introduce themselves to potential clients in three-minute time slots**
- **Free passes: 10 free passes for your customers, worth a total value of EUR 600, plus 2 free passes for your booth staff (during Corona - is limited)**
- **Catering: Catering will be provided for exhibitors throughout the duration of the fair**
- 2 exhibitor passes
- **Attractive discounts on print ads in the SCHULBAU Magazine await you!**
(quarterly, circulation 12.500 copies each edition) **and in our new product catalog PlanBar**, which was published first in 2021 (circulation 25.000 copies)

• Booth Prices

6 m² booth (single booth)

Three fairs = EUR 6,000 per stand per fair

Two fairs = EUR 6,290 per stand per fair

Single booth per fair, 6 m² = EUR 6,890

12 m² booth (double booth)

Three fairs = EUR 11,950 per double booth stand per fair

Two fairs = EUR 12,300 per double booth stand per fair

Double booth per fair, 12 m² = EUR 12,990

• **Early Registration Discount in 2022:**

Booking for **3 trade fairs:**

until 22. September 2021 = 700,- Euro

until 8. Oktober 2021 = 400,- Euro

Booking for **2 trade fairs:**

until 22. September 2021 = 500,- Euro

until 8. Oktober 2021 = 250,- Euro

Booking for **1 trade fair:**

until 22. September 2021 = 150,- Euro

• **It applies:**

- First come, first serve
- Instalment payment plan available on request for package bookings
- Prices are differentiated according to the number of fairs, etc.

**You wish
more informations?**

Martina-Stefanie Weiss
will gladly help you with your
booking requests!
Phone +49 (0)40-54 80 36 23
martina.weiss@cubusmedien.de"

REGISTRATION SCHULBAU TRADE FAIR 2021

- SCHULBAU Hamburg 15. - 16. September 2021 (new date)
 SCHULBAU Berlin 24. - 25. November 2021
 SCHULBAU Frankfurt a. M. 08. - 09. December 2021 (new date)

Please return the registration form to:

Cubus Medien Verlag GmbH

Knauerstrasse 1
20249 Hamburg

by E-Mail: martina.weiss@cubusmedien.de

by Fax: +49 (0)40-28 09 67 52

Cubus Medien Verlag reserves the right to allocate the exhibition stands. The stand fees include electricity and boundary walls, as well as a free, daytime catering service for exhibitors and visitors. The offer also includes entry into the exhibition catalog for free. Payment by installments possible on request.

Hereby we book as follows:

(Please enter the agreed price)

- a booth of ca. 6 m²: _____
 a booth of ca. 12 m²: _____

Company

Street / Number

Postcode / City

VAT ID No.: Required in accordance with the Value Added Tax Act

Country

Website

No. and location of company registration

Ms / Mr

First name

Last name

Your position in your company

- Managing Director Head of Sales
 Leader Marketing Others

Phone

Fax

E-Mail

Branch / Product area

PR contact

PR contact email

Marketing contact (if different)

Marketing contact email

Legal representative (CEO, Poard)

Legal representative email:

- The enclosed **Conditions of Partizipation** and the Technical Guidelines have been noted and are hereby acknowledged as legally binding. Any declarant acting in another's name shall hereby warrant that he/she is liable as a principal for the requirements put forth by Cubus Medien Verlag

Place and date / Company stamp

Name (printed in capitals) and legally binding signature

REGISTRATION SCHULBAU TRADE FAIR 2022

- SCHULBAU Stuttgart 06. - 07. April 2022
 SCHULBAU Cologne 28. - 29. September 2022
 SCHULBAU Berlin 23.-24. November 2022

Please return the registration form to:

Cubus Medien Verlag GmbH

Knauerstrasse 1
20249 Hamburg
by E-Mail: martina.weiss@cubusmedien.de
by Fax: +49 (0)40-28 09 67 52

Cubus Medien Verlag reserves the right to allocate the exhibition stands. The stand fees include electricity and boundary walls, as well as a free, daytime catering service for exhibitors and visitors. The offer also includes entry into the exhibition catalog for free. Payment by installments possible on request.

Hereby we book as follows:

(Please enter the agreed price)

- a booth of ca. 6 m²: _____
 a booth of ca. 12 m²: _____

Company

Country

Street / Number

Website

Postcode / City

No. and location of company registration

VAT ID No.: Required in accordance with the Value Added Tax Act

<p>Ms / Mr</p>	<p>First name</p>	<p>Last name</p>
<p>Our cooperation partners</p>	<p><input type="radio"/> Managing Director <input type="radio"/> Head of Sales <input type="radio"/> Leader Marketing <input type="radio"/> Others</p>	
<p>Phone</p>	<p>Branch / Product area</p>	<p>Fax</p>
<p>E-Mail</p>		

PR contact

PR contact email

Marketing contact (if different)

Marketing contact email

Legal representative (CEO, Poard)

Legal representative email:

- The enclosed **Conditions of Partizipation** and the Technical Guidelines have been noted and are hereby acknowledged as legally binding. Any declarant acting in another's name shall hereby warrant that he/she is liable as a principal for the requirements put forth by Cubus Medien Verlag

Place and date / Company stamp

Name (printed in capitals) and legally binding signature

GENERAL TERMS AND CONDITIONS FOR EXHIBITORS

1 Scope of application

- (1) These terms and conditions apply for the contract between us, Cubus Medien Verlag GmbH, Knauerstrasse 1, 20249 Hamburg, as the organizer, and you as the exhibitor.
- (2) Any terms and conditions of your own that deviate from these shall only apply if we have expressly agreed to them in writing.

3 Changes to the General Terms and Conditions:

We are entitled to amend these general terms and conditions for the present contractual relationship, even after conclusion of the contract, pursuant to this provision. We will notify you of any such change in writing and will inform you that this change will become an object of the contract existing between us, if you do not object to the change in writing or orally within a period of six weeks from notification of the change. If you do not object within this 6-week period, your silence shall be deemed to be consent to the change. If you object, the version of the contract that applied at the time of conclusion shall continue to apply. Not covered by this provision are necessary changes or alterations to the course of the event, such as adaptation of hygiene regulations or to the program.

2 Conclusion of contract, contractual object

(1) Entry into effect:

The exhibitor contract comes into effect only by written agreement. Our sending the registration form to you constitutes our offer. You accept the offer by completing and signing the registration form and returning it to us within 7 days. The contract is then concluded and effective. The contract is subject to the condition subsequent that no more exhibitors accept the offer than we have places available. If this occurs, we can withdraw from the contract within 5 days after receipt of your registration form.

(2) Content/Scope:

The object of the contract is the scope of services set out in the registration form or the stand confirmation. Additional services can be booked at extra cost as shown in the currently valid catalogue.

(3) Statements from/to employees:

Our employees or freelancers acting on our behalf are not authorized to make verbal collateral agreements or to give written assurances that go beyond the actual contract, unless we have expressly named this person as authorized beforehand.

(4) Reservation:

No claim to participation can be deduced from a reservation or preregistration unless that reservation or preregistration was expressly made by us as binding.

(5) Transformation to a digital or hybrid event:

If the face-to-face event is transformed into the digital domain, or if it is already agreed from the outset that the event can/will be held in whole or in part in digital form, section 21 shall apply.

(6) Conditions and requirements of third parties or authorities:

- In the interest of all parties, these are obliged to observe the guidelines of the venue with regard to safety, fire protection and hygiene. In individual cases, the guidelines of the event location shall take precedence.
- In all other respects, the terms and conditions, technical regulations and safety regulations of the respective venue shall apply, which you acknowledge, submit to and can obtain from us if necessary.

(7) Special provisions for infection control:

- The hygiene regulations and official requirements in force at the venue or location of the event shall apply.
- It is a condition of admission to the event space or venue that you, your employees and assistants can and will fully comply with and satisfy these hygiene rules and requirements while present at the venue and will cooperate in complying with the hygiene rules and requirements.
- Please be aware that in the interests of health and civil protection, these rules may be modified at any time, even at short notice before or during the event, in response to the dynamic development of any infection event.
- Violations of the hygiene rules will result in exclusion from the event.
- You must ensure that your employees or assistants present on site are thoroughly informed and instructed in the hygiene rules.
- You are required, from the first time that you or a representative or employee are present at the venue until 4 weeks after the end of the event, to maintain or have maintained the contact data of all representatives and employees who were present at the venue in compliance with data protection regulations, and on request of a competent authority, to pass this data to that authority or have it transmitted without delay.
- Any further requirements arising from official obligations or government regulations shall take precedence.
- These provisions apply for any type of virus or contagious disease for which, in the event of an outbreak or spread, an authority, federation, state, city, municipality or the like orders, or even only recommends, specific measures for the venue or event.

3 Exhibitor fees/Payment conditions

- (1) The agreed costs and fees must be paid in advance, immediately on receipt of the request or invoice, and at the latest before the start of construction, unless another payment date has been agreed. In the event of default, we shall be entitled to claim interest on arrears at a rate of 5% in addition to the actual damage.
- (2) Receipt of the payment in our account shall be decisive.
- (3) If payment is not received 4 weeks after issue of the invoice or 8 weeks before the start of the event at the latest, we shall have the right to offer the stand space to other clients; however, we shall retain our claim to payment.
- (4) You must meet any costs associated with the payment/transfer.
- (5) Prices quoted are net prices exclusive of the statutory value added tax and are in euro.
- (6) You must pay the agreed stand fees even if you do not occupy your stand or space for reasons for which we are responsible and outside of force majeure. We may ask you to confirm whether you will still occupy the stand; if we do not receive a prompt reply to this, we may assign the stand to another client or use the empty space for decorative purposes. We may charge you for the reasonable costs of such decoration. If we assign the stand or space to a third party, we shall retain our claim to the fees, less the income generated by the third party but plus the costs for the additional work we have to carry out.
- (7) The exhibitor fees cover only the standard fixed price, which can be found on the registration form. Requested additional equipment, rental costs, connections for telephone, WLAN, electricity and water, parking fees, etc. are all additional. The fees include an entry in the trade fair program booklet (print and online). When you register, you provide us with the text, logos and data you have sub-

mitted there or that we have requested from you. Where necessary for editorial purposes, we may alter your texts, provided that this does not change the core content of the text. Later changes to these texts will incur payment of compensation for expenses. In particular, section 9 applies in respect of the contents.

4 Stand position and allocation

(1) Claim to a specific position; relocation of position:

We can allocate the spaces to the exhibitors at our own discretion. A claim to a specific position only exists if this has been bindingly agreed in writing. We may relocate the allocated stand position, unless agreed as binding, provided that the relocation is reasonable for you and does not impair the purpose of the contract. Where changes are made necessary by unforeseen events (e.g. force majeure), it is agreed that changes and adjustments to stand areas and sizes shall always be considered a milder remedy before cancellation/termination (see section 21, paragraph 1) and that both contracting parties shall first attempt to bring the necessity into line with the purpose of the contract.

(2) Condition of transfer:

The granting of a stand space is subject to the condition that the exhibition stand, its contents, the goods presented there, the type of presentation and the personnel do not cause a nuisance to third parties, in particular do not disturb other exhibitors and do not conflict with the purpose of the event, and that no goods or services or objects are presented at the stand that infringe the rights of third parties (e.g. trademark rights). As the mildest remedy, we may have such goods or services or items removed from the stand at your expense; in the event of serious violations (e.g. in relation to the number of goods/services and items in total, in the event of exceptionally high values in dispute or if you persist with the unauthorized display, we may close the stand or revoke the granting of its use.

(3) Transfer to third parties:

The space allocated to you may only be transferred to third parties (including sub-exhibitors) with our prior written consent. You are then responsible for ensuring that the third party acknowledges and complies with our terms and conditions. Any consent given by us shall only release you from the rights and obligations set out in these terms and conditions if we have expressly agreed to this in writing.

5 Our services

- (1) The specific services we provide shall be determined by the individual contract.
- (2) Unless otherwise agreed, we will provide only an empty, ground-level space on the event site.
- (3) We can replace individual services with similar services, where these are reasonable for you and do not impair the purpose of the contract.
- (4) Services that you do not use will not result in a reduction of any agreed participation fee, so far as the non-use is not caused by us.

6 Services and obligations of the exhibitor

The following applies in general: Failure by us to monitor, penalize or take action does not expressly constitute tolerance by us of any violations of these terms and conditions and agreements, and therefore does not entitle you to continue or protect any actions or omissions that are in breach of the contract, the law or other regulations.

(1) Unless otherwise agreed, you undertake to perform the following actions:

- Payment of the participation fee and any service charges.
- Set-up, operation and dismantling of your own stand area.
- Disposal of your own waste.
- Storage of your own packaging and advertising materials.
- Operation of your own stand area, including staffing your stand area in accordance with these conditions.
- Bringing your own promotional material.
- Fulfillment of own payment obligations such as GEMA (public performance license for recorded music), social fund contributions (e.g. to Künstlersozialkasse), approvals etc.
- Observance of these general terms and conditions.

(2) You bear the costs incurred for your actions yourself.

- (3) You must set up and operate your stand/area in such a way that it does not exceed the space allotted to you and does not disturb or impair other (co-)exhibitors.
- (4) Your stand, the stand structures and the services and goods offered, and the presentation of your employees or assistants, must be in keeping with the purpose of the event.
 - Any glorification or trivialization of violence, war, racism, discrimination, extremism and the like is prohibited and must be refrained from or prevented.
 - The use of weapons, weapon-like structures, dangerous objects or other items or material that may be hazardous to health is prohibited.
 - Statements, suggestions or representations of a political, discriminatory, racist, extremist or other nature that is generally offensive to common decency are prohibited.
 - Statements, suggestions or representations that are incompatible with the basic democratic values and/or the Basic Law of the Federal Republic of Germany and/or have a negative effect on the peaceful coexistence of people in Germany or the country in which the event is taking place are prohibited.
 - Also prohibited are actions that could induce visitors, participants or other persons to interfere with or negatively affect the peaceful conduct of the event.
- (5) You must keep your area clean and tidy at all times.
- (6) You must staff your area with competent personnel and keep it stocked with your registered advertising materials and goods throughout the event. At least one person at the stand must speak fluent German.
- (7) You must operate your stand area until the official end of each day of the event. You may only dismantle or leave the stand early with our consent and only for a serious reason.
- (8) You may only offer the services, products and goods for which you are registered.
- (9) Unless otherwise agreed, you are responsible for the equipment of the stand.
- (10) You are responsible for the safe operation of the stand. Note that even an approval or an inspection, e.g. by us, the venue operator, the fire brigade or the public order office, etc., does not release you from your responsibility.

(11) No change or extension may be made to the stand in terms of its position and size.

(12) Any activities to be carried out by you or your representatives outside the stand, such as advertising, are only permitted with our prior express written consent.

(13) You may only undertake advertising of any kind outside your stand at the event with our express prior consent. The distribution of flyers and the like is strictly prohibited outside your stand area.

Advertising for third parties is also prohibited, unless those parties are registered and approved co-exhibitors or sub-exhibitors.

(14) When on duty and prior to shifts of duty, you and your employees or other commissioned personnel may not consume alcohol or intoxicating substances while present on the event premises and must not be under the influence of alcohol or intoxicating substances.

(15) Drones or other types of aircraft may not be used on the premises or within a distance of up to 500 meters of the site boundary without our express written prior permission. Permission granted by us is always subject to any official permits required, which you are responsible for obtaining and paying for.

(16) You must follow our instructions and those of our security staff. Claims against us arising from this are excluded insofar as we are not responsible for the necessity of the instructions.

(17) We and our commissioned personnel have the right to enter the stand and all ancillary areas at any time and to check compliance with the agreements and regulations.

(18) Deliveries during the event:

Goods may only be delivered or collected, and the stand accessed by vehicle, only outside the opening hours or event times. No motor vehicle or similar means of transport may be used for any extra deliveries required during opening hours. In all cases, traffic regulations together with any guidelines issued by the venue operator must be observed.

Deliveries before set-up:

You should notify the venue in advance of expected deliveries of exhibition stands, exhibition materials, materials (brochures and similar), etc., prior to your own set-up and ensure that these items are clearly labeled referencing the exhibition. Delivery is from 1 day before the start of the event for the compact trade fair at the earliest or from 2 days before the start for all other trade fairs. Earlier delivery is possible by arrangement with the venue or with us for an additional charge. Conclusion of a safekeeping contract in accordance with section 688 German Civil Code (BGB) is expressly excluded.

(19) Sales and Advertising:

- The sale of goods is only permitted with our prior written consent.
- You may only approach visitors from your own stand.
- Brochures, printed matter etc. may only be displayed on your own stand.
- Similarly, you may only collect signatures at your own stand.
- Advertising by means of loudspeakers and recorded music or using acoustic devices is only permitted with our prior express written consent and only where neighboring exhibitors are not or do not feel adversely affected by this. Authorization previously granted may be restricted or withdrawn if a justified reason exists for doing so. In cases of doubt you must comply with any restriction or prohibition immediately, even if the justification of the reason cannot be clarified on site.

(20) Hours of operation, set-up and dismantling:

- In cases of doubt, the operating hours of the stands are the same as the opening hours of the event covered by the contract; they will be announced by us in advance.
- During the operating hours you must ensure that the stand is adequately supervised by competent personnel.
- We will inform you of the specific times for stand set-up in advance, or alternatively, set-up will take place by arrangement. In all cases it must be completed before the start of the event.
- Driving within the event area is prohibited during opening hours.
- You are responsible for transportation to, in, and from the exhibition area.
- We will inform you of the specific times for stand dismantlement in advance, or alternatively, dismantlement will take place by arrangement. The decisive factor for punctual dismantling is the handover of the stand to us in a swept clean condition.
- You are responsible for and must ensure that all employees and assistants working for you wear high-visibility vests whenever they are present on the venue premises during set-up and dismantling.
- It is forbidden to attach materials of any kind to columns, walls, screens and mirrors etc. anywhere in the venue.
- You may not hammer nails or decorative pins into columns, curtains or walls.
- It is forbidden to place or lean objects against walls, pillars or mirrors.
- Adhesive tapes used to secure cables or for attaching posters etc. to rented exhibition structures must be removed without leaving any residue, as must any posters or other mounted items, otherwise a charge may be made for any damage caused as a result.
- Dismantling or packing away is only permitted at the end of the official opening times of the event.
- Dismantling work must be completed within the agreed period. Exhibition stands, exhibits and other materials must be removed without delay after the end of the event and the space must be returned in a swept clean condition; temporary storage may in some cases be possible by prior agreement and for a charge. The same applies as appropriate for the temporary storage of any transport containers during the event. Conclusion of a safekeeping contract in accordance with section 688 German Civil Code (BGB) is expressly excluded.
- In general, you must take care of the transportation of the materials you bring within the venue. You must bring your own trollies or hand carts for transportation within the venue building or hire them from the venue for an additional charge; these may only be used for the intended purpose. You and the operator of the means of transportation are jointly liable for any damage to the floor, walls, etc. caused by the latter.

(21) Parking facilities, delivery and driving onto the premises:

- Driving onto the premises is only allowed with our prior express permission. Parking within the event area is prohibited.
- We will notify you in advance of the times for deliveries outside of the event times.
- Vehicles that are permitted to enter the premises for loading or unloading must leave the premises immediately after the operation has been completed.
- Transit permits issued by us must always be filled out and left in the vehicle in a clearly visible place. For this purpose you must also provide us with the vehicle data.
- Driving on the premises is only allowed at walking speed.
- Maneuvering work, and reversing in particular, is only permitted with personnel present for guidance or with the use of a reversing camera, or by exercising all due care with the radio switched off and the windows open.
- Vehicles and auxiliary machines (also e.g. forklifts) may only be used on the premises within the scope of their intended purpose.
- Driving on green areas and unpaved roads is not allowed.
- You must apply for and pay for any necessary special permits (e.g. for weights over 7.5 t, for driving on Sundays, etc.) and provide us with proof.

(22) Electricity supply:

- a. We will provide the agreed power supply at the site. In exceptional cases, the transfer point may be up to 50 meters from your stand. You must provide the requisite cables to connect to this point.
- b. You are responsible for providing safe and competent sub-wiring, to and at the stand.
- c. You may only use connector cables and connected devices that comply with DIN VDE standards.
- d. The power capacity you require must be specified in your application. The power capacities specified form the basis for the technical specification of the overall power and cable network.
- e. You will need your own calibrated electricity meter or you can rent one from us for a fee (see price list).
- f. If power failures or other problems occur because the power requirements specified in your registration were too low or owing to the use of defective or untested equipment, we will charge you for the cost of an electrician's visit and the cost of consequential damage.
- g. Electricity consumption is invoiced along with the connection fees and other ancillary charges.
- h. Should technically defective equipment cause problems in the power supply network or if its operation poses a threat to the safety of visitors, employees, other personnel or the environment, we may prohibit further operation of that equipment.

(23) Environmental protection:

- a. Any trees, shrubs and green areas present on the site must not be damaged.
- b. A distance should be maintained of at least 1.5 meters from trees.
- c. Tensioning straps, ground pegs, nails, etc. must not be attached to or driven into trees or roots.

(24) Safety and stability of the stand:

- a. Only electrically powered devices may be used for heating, etc. The use of gas appliances for heating is prohibited.
- b. You must observe the building regulations and other regulations with regard to assembly, operation and dismantling.
- c. Any acceptance or inspection of the stand by us or by third parties shall not release you from your obligation to ensure stand safety independently and autonomously.
- d. All equipment and structures must offer adequate stability against wind or capable of being dismantled or secured promptly.
- e. We may request proof of the stability of the stand (in particular statics) at any time. If this proof is not provided or if the experts commissioned by us have reservations about structures or exhibits and their stability that are not insignificant, we may require that the superstructure or exhibit be dismantled, removed or put out of use.

(25) Safety; fire protection:

- a. At no time may escape routes, safety equipment, fire protection equipment (e.g. fire extinguishers, hydrants) be partly or completely obstructed, parked over, covered over or otherwise impaired or misused.
- b. All stand components/materials must comply with safety and fire protection regulations and DIN standards and be flame retardant. Certification of flame resistance or of impregnation carried out in accordance with regulations must be kept available at all times.
- c. Flammable material must be kept sufficiently far from sources of ignition such as spotlights that the material cannot be ignited by them.
- d. Gas or liquid gas may only be used if prior application has been made in writing. The authoritative document is the instruction leaflet on the use of liquid gas that is provided as an appendix to the contract. This must be complied with in all cases, and even if it was not appended with the contract.
- e. Balloons or other objects filled with gases other than air may only be used with our prior written consent. Permission granted by us is always subject to any official permits required, which you are responsible for obtaining and paying for.
- f. You must maintain a sufficient number of suitable fire extinguishers to fight incipient fires. Every stand must be provided with a 6 kg AB extinguisher, or an ABC extinguisher if gas is used. If you use deep frying equipment, one fire extinguisher with fire class F approval must be provided for each piece of deep frying equipment. All fire extinguishers must carry an up-to-date inspection record that is not more than two years old. We will inspect for the presence of fire extinguishers prior to the start of the event, irrespective of such a check, however, you remain responsible for their proper functioning.
- g. To ensure additional protection, electrical appliances that generate or develop heat (e.g. hotplates, spotlights, transformers, etc.) must be mounted on non-flammable, heat-resistant, asbestos-free bases. You should ensure sufficient distance from combustible materials depending on the amount of heat produced by such items.
- h. Light fittings must not be attached to decorations or similar. UV lamps of types UV-B and UV-C may only be used in equipment designed for use with them.
- i. It is not permitted to store packaging material and other combustible waste on site.
- j. The use of naked flames (e.g. burning candles) is prohibited within the stand.
- k. Pyrotechnical implements are prohibited on the event premises.
- l. You must guarantee that in the event of defective operation and any necessary repair, you are able to obtain the material required for such repair at short notice.
- m. The presence of a person on site authorized by you is also of great importance as regards event safety and must be guaranteed by you.

(26) Cleanliness/Garbage disposal:

- a. You are obligated to avoid waste as far as possible.
- b. The stand and its surroundings must be kept clean at all times and on a constant basis. In particular, you must roughly clear all waste from the area around the stand and around any seating in front of it.
- c. Waste must be separated out for collection.
- d. You are required to dispose of the waste produced during operation (particularly food waste) in separate waste containers. For this purpose you must order sufficient waste containers from us or a third party.
- e. We provide sufficient waste containers within the event area for disposal of waste left by visitors. You must not put your own waste in these containers.
- f. You must dispose of hazardous waste in the correct way.
- g. The stand area must be left in a swept clean condition. Stands that have not been properly cleaned, residual stand components or packaging material, etc., left behind will be removed at your expense.

(27) For the rest, section 6b applies if you offer gastronomic services at the stand.

6b Special obligations if you offer gastronomic services

(1) Food safety, hygiene:

- a. You guarantee to work in particular in accordance with the industry-specific regulations such as the law for catering, DIN 10526 or food hygiene law or a relevant successor regulation (whether in law or as a DIN standard).
- b. Where you offer perishable foodstuffs that you have prepared yourself, we recommend that you take 2 samples of each foodstuff, each weighing 100 g, as retention samples and store these samples for up to 3 weeks after the end of the event. These samples should preferably be taken towards the end of the period in which they are offered to visitors and should be labeled accordingly. If you take such samples, we shall be entitled to submit the samples or to instruct you to submit them to the food control authorities or competent authorities and/or an independent laboratory.
- c. For the rest, reference is made by way of example to the guidelines on food handling for festivals and street events (Leitfaden für den Umgang mit Lebensmitteln auf Vereins- und Straßenfesten).
- d. You must keep your stand in a hygienically flawless condition at all times.

(2) Water and wastewater:

- a. A water connection will be provided by us at a maximum distance of 50 meters from your stand space. You must meet the costs of the connection (see enclosed price list).
- b. You are responsible for ensuring proper subdistribution to and within the stand.
- c. A water hose suitable for food use with coupling is required; you must provide this and take it with you after the event.
- d. The necessary wastewater disposal is provided by collection tanks that transport the wastewater through pumping stations. It is your responsibility to obtain the necessary tanks, pumping equipment and sewage disposal.
- e. In addition, waste water generated at certain stands can be discharged into the appropriate sewerage system after prior consultation with us. Permission granted by us is always subject to any official permits required, which you are responsible for obtaining and paying for.

(3) Tableware and cutlery:

- a. For environmental reasons and to reduce CO2 emissions, we have decided to switch from reusable tableware to compostable tableware, biodegradable CPLA cutlery and BIO cups.
- b. Therefore, only compostable tableware, BIO cups, CPLA cutlery and other biodegradable products may be used.
- c. A deposit of €1 should be charged for each utensil provided. Note that for this purpose, cutlery is considered a single unit.
- d. The requirement for deposits does not apply to tarte flambée, pizza, wood-fired oven or burger stands.
- e. Cups, straws and the like made of plastic are expressly prohibited. We may make random checks on this at any time.

(4) Sale of food and drink:

- a. The offering for sale is restricted exclusively to the products/food/beverages specified by you in your application. The sale or presentation of any other goods, services and information are not permitted.
- b. At least one non-alcoholic beverage must be offered at a lower price than the cheapest alcoholic beverage.
- c. The provisions of the Protection of Young Persons Act (Jugenschutzgesetz) must be observed.
- d. The offering of unlimited alcohol for a flat charge (known as 'flat-rate drinking') is not permitted.
- e. You are obliged to visibly display the usual notice referring to the Protection of Young Persons Act (Jugenschutzgesetz) if you are operating the stand on your own account.

7 Monitoring

- (1) Outside the event times, we provide only general surveillance of the event area.
- (2) You are responsible for securing and/or insuring your furniture, the items used by you and the items provided by us.
- (3) If you wish to have your stand or equipment guarded even outside of the operating hours/opening times, you must order or register this through us. Even in this case, we or our authorized personnel have the right to enter the stand at any time.

8 Safety

- (1) You and we agree that regulations for the safety of visitors, participants, employees and other persons involved in an event must be observed with the highest priority. In particular, this includes accident prevention regulations and occupational health and safety regulations. This also applies where the contractual partners carry out the actual activity in another territory outside of the Federal Republic of Germany in which there are no or no comparable protective regulations.
- (2) You must support us in implementing and enforcing the safety policy. You must instruct your staff and service providers thoroughly on the safety policy or the parts of it that concern you and must participate in any drills and meetings related to it.
- (3) Any hygiene rules, imposed or generally accepted, relating to infection and health protection must be complied with at all times.
- (4) You must also oblige other service providers commissioned by you, in particular subcontractors, to comply with such rules.

9 Use of brand names, marks, copyrights etc.

- (1) Both contracting parties assure that the respective other contracting party may publicly use names, works, titles, marks and brand names (hereinafter referred to only as: trademarks) for the purpose of executing the contract and shall receive a simple right of use in each case for this purpose. Each contracting party shall provide the other, free of charge, with the rights to the trademarks necessary in order for them to deliver the event and carry out their services and responsibilities, and shall guarantee that these rights are free of third-party rights. By using a trademark in accordance with the contract, the contracting party using that trademark does not gain any rights to it that go beyond the scope of this contract. Both contracting parties also undertake not to register or have registered the existing trademarks in other countries or otherwise use them or have them used in order to generate rights there. Both contracting parties undertake not to attack any existing industrial property rights or trademark rights of the other party, nor to allow them to be attacked.
- (2) Where the contracting parties jointly acquire rights to a trademark in the future, the above paragraph 1 shall apply analogously with the proviso that both contracting parties are equal rights holders.

Both contracting parties also undertake, even after conclusion of the contract, not to register or have registered the existing trademarks in Germany or in other countries or otherwise to use them or have them used in order to generate rights there. Registration can be made jointly or by means of a separate agreement.

- (3) Where the contractual partners or rights holders place particular requirements on their trademarks from a legal viewpoint or from that of the company's CI, the other partner must be notified of this in advance.
- (4) Pledging of the license rights in this contract is excluded.
- (5) Documents, graphics, lists, drawings and sketches and other objects created by the contractual partner shall remain their property, insofar as the transfer of ownership is not a subject of the contract.
- (6) Hybrid or digital events:
If the event takes place digitally in whole or in part and you are given the opportunity to present yourself in digital form, you guarantee that the corresponding necessary rights are granted for any contractual use by us. This also applies if right of personality or personal data of your employees or assistants are affected. For the rest, section 21 shall apply.

(6) Indemnification obligation:

You must indemnify us against any claims by third parties and costs incurred as a result of a claim by a third party, to the extent that the claim is based on a breach attributable to you of one of the provisions agreed here, agreements from an individual order, from a subsequent agreement, or against a statutory or other regulation or otherwise unlawful conduct. This indemnification obligation shall continue to apply within the framework of the statutory limitation period even after the end of the contract if the claim is not made until after the contract has ended. This also applies if the contract has been terminated prematurely due to force majeure or other events.

10 Confidentiality/non-disclosure of secrets

You are obliged to use the contents of this contract solely in accordance with the order and otherwise to maintain confidentiality beyond the end of the contract.

11 Recording of the event

- (1) We are entitled to take photographs and/or video recordings ourselves at the event in compliance with the personal rights of the visitors and the rights of third parties and to use them for reference and for our own promotional purposes, unless you expressly reject this in advance for a serious reason. In all cases we are entitled to make recordings for documentation and evidence purposes.
- (2) You must enter into appropriate agreements with other involved rights holders within your sphere of influence, in particular employees and subcontractors, that give us permission to record the performances and services as described in paragraph 1.
- (3) You may only record the event with our prior express consent. In the event that consent is granted, you yourself are responsible for observing the rights of third parties (e.g. the owner of the building, visitors, etc.).

12 Data protection

- (1) **Your employees or subcontractors: Use of data/notification of our privacy information:**
You are obliged to pass on the data protection information that we provide to you as a contractual partner also to the responsible persons, contact partners and subcontractors to be named by you, so that they are also informed about the data processing operations and data protection measures that we are carrying out in connection with the contract.
- (2) **Other agreements relevant to data protection:**
Where necessary, you and we will enter into appropriate data protection agreements based on the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG) even after the conclusion of the contract (e.g. a joint controller agreement pursuant to art. 26 GDPR or an order processing contract pursuant to art. 28 GDPR).

13 Indemnification obligation by you as an exhibitor

- (1) You must indemnify us against any claims by third parties and costs incurred as a result of a claim by a third party, to the extent that the claim is based on a breach attributable to you of one of the provisions agreed here, agreements from an individual order, from a subsequent agreement, or against a statutory or other regulation or otherwise unlawful conduct.
- (2) This indemnification obligation shall continue to apply within the framework of the statutory limitation period even after the end of the contract if the claim is not made until after the contract has ended. This also applies if the contract has been terminated prematurely due to force majeure or other events.

14 Contractual penalty

- (1) For each case of culpable breach of the contract, you shall be obligated to pay an appropriate contractual penalty. In such cases we may determine the amount of the contractual penalty at our own discretion. In the event of a dispute, the appropriateness of the amount of penalty may be reviewed by the court having jurisdiction at our place of business.
- (2) Any claim for damages beyond this shall not be affected by the contractual penalty.
- (3) This contractual penalty obligation shall continue to apply within the framework of the statutory limitation period even after the end of the contract if the reason triggering the contractual penalty only arises after the end of the contract or only becomes known to us after the end of the contract. This also applies if the contract has been terminated prematurely due to force majeure or other events.

15 Warranty and liability by you as an exhibitor

- (1) The statutory provisions of the law on contracts for work and labor shall apply to your warranty claims against you.
- (2) Within the scope of your duty of care and diligence pursuant to section 278 German Civil Code (BGB), you shall be responsible for the faults of persons who come into contact with the subject of the contract at your instigation (e.g. your company employees, visitors invited by you, customers, or craftsmen, transporters or technicians commissioned by you), insofar as these persons have not caused the damage only while accessing the subject of the contract and/or are subject to our area of responsibility.
- (3) You bear the burden of proof that the person causing the damage is not subject to your duty of care and diligence pursuant to section 278 BGB.

16 Liability for your subcontractors

- (1) If a subcontractor commissioned by you causes damage, we have the option of taking action primarily against this subcontractor first.

- (2) In this case, you are obligated to name this subcontractor with a summonable address, to assign to us all rights or claims to which you are entitled against this subcontractor and to submit to us all documents and information necessary for the enforcement of the claim and also, so far as possible, to name your own employees and persons as witnesses with summonable addresses.
- (3) We can however make a claim against you at any time insofar as you, as the main contractor, have engaged the subcontractor. In this case we shall be obligated to reassign to you the rights or claims to which you were originally entitled and to return to you any original documents that you submitted to us.

17 Our warranty and liability

- (1) Any warranty liability is excluded.
- (2) The right to a reduction in price is also excluded. This exclusion of the right to a price reduction shall not apply for defects that we have fraudulently concealed or to features that we have promised. Furthermore, this exclusion shall not apply in the case of undisputed or legally established claims by the exhibitor. The reduction is also only excluded to the extent that the exhibitor is prohibited from enforcing the reduction by discounting the agreed price. He can/must assert and enforce any claims for repayment himself in accordance with section 812 BGB.
- (3) Any liability on our part for defects in the subject matter of this contract that may have existed prior to the conclusion of this agreement is excluded, unless such defects have been fraudulently concealed by us or in the case of damage to property which has been caused willfully or by gross negligence on our part, on the part of our employees or vicarious agents, or in the case of damage to life, limb or health that is attributable to willfulness or any negligence on our part or on the part of our employees or vicarious agents.
- (4) We accept no liability for items brought onto the event premises by you, unless otherwise agreed in paragraph 6. Such items are stored on the event premises at the exhibitor's own risk.
- (5) Section 539 paragraph 1 BGB is excluded.
- (6) We shall be liable for property damage and financial loss caused to you by us or our vicarious agents through minor negligence only in the event of a breach of a material contractual obligation, the fulfilment of which is a prerequisite for the proper performance of the contract and on the compliance with which you may regularly rely. This liability is limited in extent to the damages foreseeable at the time of the conclusion of the contract, the occurrence of which are typically to be expected. We shall be liable without limitation for property damage and financial loss caused to you by us or our vicarious agents through gross negligence or willful misconduct.
- For damages to life, body and health caused by us or our vicarious agents, we shall be liable without limitation, i.e. for any kind of negligence and for willfulness. The limitations of liability in paragraph 6 do not affect your claims arising from product liability and from statutory mandatory conditions of liability.

18 Term of contract and termination

- (1) The contract is only concluded for the specifically agreed event and ends once this has been fully completed in the relationship between us and you.
- (2) **Termination by us:**
We may terminate the contract in the event of an increased and/or unforeseen risk situation or for a serious reason. This shall apply also and in particular if:
- it can be assumed that campaigns, presentations or activities during the event, without our intervention, relate directly to political events in Germany and/or abroad and/or that opinions are or will be discussed and/or expressed that are incompatible with basic democratic values and/or the Basic Law of the Federal Republic of Germany and/or the customer's country of origin and/or the country in which the event takes place, and/or have a negative effect on the peaceful coexistence of people in Germany or in the organizer's country of origin or in the country in which the event takes place,
 - on the basis of concrete indications, the authorities and police responsible on site will be unable to maintain public safety and order and the client and/or customer cannot reasonably be expected to continue the contract for this reason,
 - you are in breach of these terms and conditions and the breach cannot be suspended or remedied in time before the event and not definitively,
 - there is an important reason that makes further cooperation between us and you unreasonable and that reason cannot be suspended or remedied in time before the event and not definitively,
 - you offer unauthorized goods or services,
 - you have not set up and prepared your stand or occupied it at least 1 hour before the start of the event ('lead time'), unless a different lead time has been agreed,
 - you neglect to take necessary or agreed measures that serve or would serve the safety of visitors or other participants,
 - defects for which you are responsible are found that could endanger the health or life of a third party,
 - you cannot show the required official approvals and permits that you were responsible for obtaining,
 - you do not comply with regulatory requirements.
- A prior warning or the imposition of a deadline, etc. is only necessary if this ensures that the reason for termination is suspended or does not arise and it is reasonable for us to continue to abide by the contract and you pay all additional costs incurred by the warning or deadline plus any other necessary measures in advance or secure them appropriately by providing unconditional security.
- Implications for remuneration:**
In the event of such a termination, you shall owe us the agreed charges and remuneration, less any expenses saved and less any income that we can generate by reallocating the stand to another exhibitor. If the termination is made within 2 weeks prior to the event or at the event, it will be refutably assumed that 90% of the agreed fees are appropriate.
- (3) **Other provisions concerning termination:**
The right of both parties to extraordinary termination remains unaffected. For the rest, termination is excluded.
- In the case of recurring individual orders, failure to place an individual order shall be equivalent to termination of the framework agreement. In the case of recurring individual orders, the termination provisions stated here shall apply analogously.

19 Force majeure and (partial) non-performance of the event

- (1) In the event of force majeure resulting in cancellation, termination or interruption of the event, we shall be released from our obligation to perform – and in the case of divisible services, also partially regarding affected part, so far as this is reasonable for you (section 275 paragraph 1 BGB). To the extent that we do not need to perform, our claim to your return service shall also lapse (section 326 BGB). Any force majeure that renders execution of the event impossible shall also make the execution of the contract between you and us impossible. To this extent,

the existence of the contract between you and us is therefore dependent on the possibility of the event being held.

Other legal consequences:

- We may however demand or retain that part of the agreed participation charges that corresponds to the services already rendered by us under the contract and in justified expectation that the event would take place, so far as we are unable to realize these in any other way and could justifiably consider them to be necessary; in the event that the event has not yet begun, however, this shall not exceed 30% of the agreed participation charges. You and we each have the right to prove that the amount can be reasonably set higher or lower. It is assumed, refutably for you and for us, that the reimbursement of expenses amounts to 5% of the agreed participation charges.
 - We may charge for advertising services and other services actually provided for the event on a pro rata basis on the basis of the preceding paragraph.
 - For the rest, services rendered should be reversed in accordance with section 346 BGB.
 - We are entitled to suspend the reversal for the period of time required for the overall calculation to be performed, including gathering and clarification of all cost items. Once less than 50% of these cost items remain to be clarified, we will reverse the transaction with regard to the other part. You have a right to information about our efforts to compile and clarify the cost items, which we can also provide by means of a confirmation or report from a lawyer or auditor.
 - Where refunds of payments already made by us to our service providers (e.g. lessor of the location, stand construction, etc.) are made subsequently and these are received by us unconditionally and irrevocably and thereby reduce the damages, these subsequent payments should be offset pro rata against the retained or demanded participation charges. We are entitled to deduct our expenses (and also e.g. lawyers' fees) from these payments. Sufficient proof of the payments indicated here that we have made and that result in a reimbursement obligation on your part is confirmation of their correctness by a lawyer or auditor. Presentation of receipts is not required.
 - Claims against us for damages, loss of profit, claims for reimbursement of futile expenses and the like are excluded, unless we have caused the cancellation or abandonment through gross negligence or willful misconduct.
 - These consequences shall also apply in the event of impossibility pursuant to section 275 paragraph 2 or paragraph 3 BGB.
- (2) **Further example cases of force majeure:**
Force majeure also includes:
- Conditions/orders/prohibitions: Governmental, official, police or judicial prohibitions or orders to cease or discontinue, unless a contracting party has culpably caused such order.
 - Recommendations: It is agreed that force majeure shall also include recommendation by the state (federal government, state, ministries, municipality, city, police, federal or state criminal investigation department, authorities, federal offices or federal institutes, state offices or state institutes, Robert Koch Institute or comparable institutions) not to hold the event (e.g. due to a pandemic-like spread of a virus or a severe weather or terror warning).
 - Cancellation of comparable events: It is refutably presumed that we may invoke force majeure if comparable events in the same or a neighboring federal state at the same time are cancelled or are not held. Likewise, it shall be refutably presumed that we cannot invoke force majeure if comparable events in the same or neighboring federal state at the same time are held, without changes or at least without essential changes.
 - Cancellation by participants or others: If a not insignificant number of participants or exhibitors or speakers cancel their participation or attendance at the event on the grounds of an extraordinary occurrence, such that the distinctive character of the event is lost and the organizer cancels the event, this shall also be deemed to be a case under paragraph 1.
 - Heightened requirements: It is regarded as agreed that force majeure shall also exist if it is economically unreasonable for us to hold the event due to increased requirements imposed by the bodies mentioned in paragraph 2b, insofar as such requirements are beyond our control. In this case we may invoke force majeure. It is regarded as agreed that force majeure shall also exist if increased requirements imposed by the bodies mentioned in paragraph 2b or by the venue or recognized recommendations of the professional associations, insofar as they are beyond our control, demand an outlay that, taking into account the content of the obligation and the principles of good faith, is grossly disproportionate to your interest in performance. In this case we may invoke force majeure.
 - Reverence: It is regarded as agreed that force majeure also includes 'reverence' as a reason for cancellation. We may cancel the event on grounds of irrelevance if the holding of the event and/or continuation of advertising for the event and/or individual advertising measures would be perceived by the public as irreverent; an indicator of irrelevance is, for example, if a serious accident or serious incident has occurred in the region in which the event is to be held that results in special broadcasts on TV or radio, or flags are flown at half mast, or other events in the region are cancelled for the same reason. A further indicator for this is the recognition that had both contracting parties known of the incident, they would not have concluded the contract, or would not have formed a contractual relationship in that way.
 - Illness of relevant persons: In the interest of protecting the health of the employees of both contracting parties, and also of the participants and other persons involved, it is agreed that force majeure pursuant to paragraph 1 shall also exist if a person who is indispensable for the holding of the event exhibits symptoms of illness that lead to a mandatory or recommended exclusion from the event on the basis of the specifications of the Robert Koch Institute or a government agency and if this person cannot reasonably be replaced by another person (e.g. event manager or project manager).
- (3) If you, your employees or assistants cannot be present at or participate in the set-up or operation of the stand due to a government-imposed travel ban or residence ban or participation ban and you/they cannot be reasonably replaced by other persons and the operation of the stand as per contract is therefore not possible or adherence to the contract is unreasonable for you, you have the right to withdraw from the contract. If for the rest case of force majeure exists, you have the right to modify the contract in accordance with section 313 BGB. If for the rest a case of force majeure exists, the applicable contractual or statutory provision shall take precedence over your claim for adjustment.

(4) Corona Clause:

It is agreed that your or our knowledge at the time of conclusion of the contract of pandemics/epidemics/plagues or other incidents developing over a certain period of time does not exclude force majeure, and specifically the unforeseeability necessary for this, within the meaning of these contractual provisions.

(5) Effective date of assessment:

The effective time point for assessing whether force majeure exists or not is agreed as the calculated midpoint of the event (excluding set-up and dismantling). If it transpires at that time that force majeure exists, the agreement on force majeure shall apply. If on the other hand it transpires at that time that no force majeure exists, the agreement regarding cancellation/termination shall apply.

20 Cancellation

We can charge the agreed amount so long as no other exhibitor takes your vacated space. You will be released from your payment obligation to the extent that a new exhibitor has paid also any new or otherwise agreed fees.

A new exhibitor will only be considered as a replacement for you if this exhibitor has either become an exhibitor solely through your intervention or if all other stand spaces available from the outset are already occupied. If, following the registrations of other exhibitors and of you, more than only your stand area becomes free, the subsequent allocation of space to new exhibitors shall be based on the priority principle (i.e. if exhibitor A cancels and thus his area becomes free, and later on you also cancel and your area becomes free, the area of exhibitor A would be the first to be subsequently reallocated). In the event of a change to another exhibitor, we shall be entitled to bill for our additional expenses at a flat rate of 20% of the originally agreed amount. You have the opportunity to prove a lower damage than this lump sum, and we have the opportunity to prove a higher damage; in this case a claim shall arise for the amount proven.

(1) **Third-party costs of our service providers:**
In the event that the flat rate is chosen, you must reimburse or pay the third-party costs (or where applicable only the cancellation costs) of the service providers commissioned by us (e.g. lighting or sound equipment specifically hired for your needs in anticipation of the event being held, third-party personnel requested, catering ordered, etc.) that are claimed from us or directly from you, where these services are not included in the agreed price and/or in our services and thus in the calculations regulated above, less any saved expenses to be proven by you.

21 Transformation of the event into the digital domain

- As a mitigating measure, before cancelling the event due to an incident as defined in section 18, we may transfer the event in whole or in part to the digital domain, but we are not obligated to do so.
- In the event of a transfer to the digital domain, the mutual contractual performances shall be modified as required within the meaning of section 313 BGB. It will be refutably assumed that in the case of a full transfer to the digital domain, the lower limit is 20% and the upper limit 80%.
- You have the right to withdraw from participation in such a digital event if such participation is unreasonable for you. You should indicate your withdrawal immediately we announce the transfer of the event to the digital domain. The unreasonableness of your participation shall be refutably assumed if the services you have registered cannot be presented in digital form (or not presented digitally in the short time available), or if digital presentation is of no use to you and if similar exhibitors also withdraw for this reason.
- Should you participate in the digitized event, these provisions of these terms and conditions for exhibitors shall apply accordingly.

22 Change of date or location

- As a mitigating measure, before cancelling the event due to an event within the meaning of section 18, we may change the time and/or place of the event.
- If the new date and/or new location is unsuitable for you, you have the right to withdraw from the contract; but please note that a different venue in the same city, at the originally agreed time, is not a reason for withdrawal. You should indicate your withdrawal immediately we announce the rescheduling to the new location and new date. Otherwise, the original contract shall be deemed to be transferred to the new location and new date and to be effective.
- In all other respects section 19 shall apply analogously.

23 Other

- Assignment:**
You may only assign claims arising from the contractual relationship with us to third parties with our prior express consent.
- Place of jurisdiction:**
The place of jurisdiction for all claims arising from our relationship with you is our place of business. We are also entitled to choose the place of jurisdiction as your place of business.
- Choice of governing law:**
German law shall apply.
- Language:**
Should these general terms and conditions be translated into a language other than German, the German version shall always take precedence in case of doubt.
- Preservation of validity:**
You and we are obligated, if individual or several regulations are ineffective/void/inexecutable for reasons other than the provisions concerning the law of general terms and conditions pursuant to sections 305 to 310 BGB, or if a loophole arises that must be remedied, to replace the ineffective/void/inexecutable regulation with an effective regulation or to fill the loophole that corresponds in legal and economic terms to the ineffective/void/inexecutable regulation and to the purpose of the contract. Section 139 BGB (partial invalidity) is expressly excluded. If the ineffectiveness of a provision is based on a measure of performance or time (deadline or period) stipulated in it, this provision shall be reconciled with a legally permissible measure that comes as close as possible to the original measure.

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