

# Specific Terms of Participation 2024

Event-specific additions to General Terms of Participation (ATB), Technical Regulations (TR) and House Rules of Hamburg Messe and Congress GmbH (HMC)



## Event and legal entity:

Hamburg Messe und Congress GmbH  
P.O. Box 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
– hereinafter called **HMC** –

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hamburg-messe.de

**Event title:** PHOTOPIA Hamburg 2024 – Share your vision

**Venue:** HMC Fairground

**Event duration:** 10–13 October 2024

**Project management:** Exhibition Management 3

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**Start of space allocation:** 1 March 2024

**Opening times:** Thu., 10–Sun., 13 October 2024 10:00–18:00 hours

**Assembly times:** Mon., 07 and Tue., 08 October 2024 07:00–22:00 hours  
Wed., 09 October 2024 07:00–18:00 hours

**Disassembly times:** Sun., 13 October 2024 18:00–24:00 hours  
Mon., 14 October 2024 07:00–22:00 hours

## Early stand assembly/ Extended disassembly:

Any requests for early stand assembly/extended disassembly times must be submitted in writing to the Trade Fair and Exhibition Technology Department and approved (see Online Service Center /approvals and applications). An entitlement of approval does not exist. If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de).

## Exhibitor passes: (see clause 16 ATB)

Up to a stand size of 20 sq. m exhibitor will receive 3 exhibitor passes free of charge. One additional pass will be issued free-of-charge for every further 10 sq. m or part of sq. m. Further exhibitor passes may be ordered **on payment of a charge of € 20.– (one-day-pass) or € 50.– (permanent-pass) incl. VAT** per pass, from the Online Service Center. The maximum allocation is limited to 80 free-of-charge exhibitor passes. NO exhibitor passes are needed for assembly and disassembly.

## Marketing package/ Trade Fair Media: (see clause 14 ATB)

The charge for the mandatory Basic-Marketing package for principal exhibitors is € 599.– each plus VAT. The services of the Basic-Marketing package, as well as other marketing services, can be found at photopia-hamburg.com. The deadline for requesting an entry in the trade fair media will be communicated by the responsible service partner or Hamburg Messe in a timely fashion. Requests not received by the deadline will result in existing information from the event registration/admission data being used. Exhibitors registered/accepted after the deadline will be entered into digital trade fair media only; full charges apply. Feel free to direct any enquiries to the contacts named within the section for trade fair media of the Hamburg Messe Online Service Center (OSC).

## Co-exhibitors: (see clause 4.2 ATB)

Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products/services. Please complete the separate registration form for this purpose. The charge for co-exhibitors is € 369.– plus VAT per co-exhibitor and will be invoiced to the main exhibitor. The charge for the mandatory Marketing package for co-exhibitors is € 599.– plus VAT and will be invoiced to the main exhibitor. Co-exhibitorship at the Nomenclature Dealer is excluded.

## Exchange of exhibitor

The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.

## Exhibit protection:

Subject to a decision by the Federal Justice Ministry, HMC offers exhibitors a certificate for submission to the German Patent and Trade Mark Office that the exhibit to be protected (consumer/investment product, design/utility model) has been exhibited at PHOTOPIA Hamburg 2024. For further information see Online Service Center /approvals and applications.

## Advance payment for expected additional costs: (see clause 5.3 ATB)

No additional advance payment is required for PHOTOPIA Hamburg 2024.



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<b>Invitations:</b>	Exhibitors can invite their customers to the event by sending them invitations for free admission. After the end of the event, any invitations which have been used by the customers will be charged to the exhibitor. The Basic-Marketing package includes 50 invitations. Invitations can be ordered in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order printed invitations or digital codes in the exhibitor ticket shop. The pricing for invitations is shown at the Online Service Center (OSC). The exhibitor ticket shop also provides you with a list of the invitations which have already been used and, after the exhibition has started, a list of the invitations with admittance.
<b>Stand design:</b> (see clause 7.4 ATB)	Stand boundary walls are only mandatory where exhibitors stand back to back and to be designed according to the technical guidelines (clause 5.7). Trade fair displays, folding stands, etc. are not regarded as booth perimeter walls.
<b>Container use:</b>	The rented containers are suitable for the purpose described in the factsheet. They are to be left in their proper condition, any damage and/or non-revocable alteration of the structure of the containers placed on and next to the stand areas, e.g. by cutting and drilling holes, nailing, painting and the like are prohibited. Adhesive tapes and other devices for suspending objects and the like must be removed without leaving any residue and without damaging the container surfaces. In this context, the exhibitor is liable for all damages for which he and/or his vicarious agents and/or third parties commissioned by him are responsible and indemnifies HMC in this respect against claims of third parties in this respect.
<b>Container as design element:</b>	In exceptional cases, HMC is authorised to change the location and height (stacking of containers) of the containers serving as design elements of the hall concept until the start of the event for aesthetic or safety reasons, provided this is not unreasonable for the exhibitor. HMC shall notify the exhibitor of any change without delay. Claims for damages are excluded.
<b>Reductions in size of stand space:</b>	The stand space specified in the admission is binding. After admission, any reductions in stand space requested by the exhibitor are possible only in consultation with HMC, and do not lead to reduction in stand rent. If HMC succeeds in renting out the stand space to a third party, an administrative fee amounting to 25% of the (proportional) participation fee for the space not used by the exhibitor is payable.
<b>Cancellation of stand:</b> (see clause 8 et seq. ATB)	Free-of-charge cancellation is possible within the period specified in the placement proposal, or until admission without placement proposal. In the event of cancellation after admission, clauses 8.2 ATB shall be applicable.
<b>Early dismantling:</b>	Dismantling of the stand before the period set for dismantling is a breach of contract.