

# Application

Start of stand allocation: 1 March 2021

Phone +49 40 3569 2826, Fax +49 40 3569 692826  
sales@photopia-hamburg.com  
photopia-hamburg.com

Please click here for  
the online application.



23.–26. September 2021

1. **Company** (if EU entrepreneur: full company name including legal form and address according to VAT registration)

private person  registered entrepreneur (or legal entity with VAT-Reg.-No.) **VAT-Reg.-No. (EU)** \_\_\_\_\_

Commercial/Company Reg.-No. (non-EU) \_\_\_\_\_ Country of the head office \_\_\_\_\_

Address/P.O. Box \_\_\_\_\_

Country abbr. Postcode \_\_\_\_\_ Town/City \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail (company) \_\_\_\_\_ Internet \_\_\_\_\_

Director first name/surname \_\_\_\_\_

2. **Contact person** E-mail \_\_\_\_\_

First name \_\_\_\_\_ Surname \_\_\_\_\_

Department \_\_\_\_\_ Function \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

3. **Correspondence address**  as 1.  other \_\_\_\_\_

4. **Invoice address**  as 1.  as 3.  other \_\_\_\_\_

5. **E-mail for electronic invoicing** \_\_\_\_\_

6. The following **products/services** will be presented (please itemize) \_\_\_\_\_

## Prices/Costs (plus VAT)

<b>7. Order exhibition space</b> (minimum size 12 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep.		<input type="checkbox"/> Please send us your stand construction offers (no all-inclusive package).
<b>Stand requirements</b>	Price (participation fee) per sq. m exhibition space	<b>8. Placement requirements/remarks</b>
<input type="checkbox"/> Row stand, 1 side open <input type="checkbox"/> Corner stand, 2 sides open <input type="checkbox"/> Front stand, 3 sides open <input type="checkbox"/> Island stand, 4 sides open	<input type="checkbox"/> € 199.–	
Open-air site	<input type="checkbox"/> € 99.–	<b>9. Summit areas</b> <b>Special summit areas</b>
All-inclusive package*	<input type="checkbox"/> € 439.–	<input type="checkbox"/> Capture <input type="checkbox"/> Display and sharing <input type="checkbox"/> Retailers <input type="checkbox"/> Processing and editing <input type="checkbox"/> Other <input type="checkbox"/> Start-ups <input type="checkbox"/> Storage <input type="checkbox"/> Art/artists
All-inclusive package Start-Up-Zone*	<input type="checkbox"/> € 1,990.– for 9 sq. m	<b>10. Mandatory payments</b> (except all-inclusive package)
* All-inclusive package (participation fee incl. stand construction, AUMA-fee (German trade fair association), basic marketing package, details and special offers for start-ups: photopia-hamburg.com)		<input checked="" type="checkbox"/> Basic marketing package per main exhibitor € 550.– <input checked="" type="checkbox"/> AUMA fee per sq. m € 0.60

11. **Technical details** (required for stand allocation)  Water supply/outlet  Two floor stand

Max. floor load/sq. m \_\_\_\_\_ kg (if > 450 kg/sq. m) Height of stand/fair item: \_\_\_\_\_ m (if > 3.0 m)

12. **General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe and Congress GmbH shall be an integral part of the contract. They are applicable in the version valid at the time of signing of contract, and can be inspected at photopia-hamburg.com/applicationforms.**

We are also happy to send you these documents by e-mail on request (please contact: sales@photopia-hamburg.com). In case of application on behalf of a foreign exhibitor by an inland agent the inland agent is liable for the obligations of the foreign exhibitor resulting from this agreement.

Place and date \_\_\_\_\_

Surname, first name \_\_\_\_\_

Signature (please print and sign) \_\_\_\_\_



Hamburg Messe und Congress GmbH  
P.O. Box 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
Germany

Phone +49 40 3569 0  
Fax +49 40 3569 2203  
info@hamburg-messe.com · info@cch.de  
hamburg-messe.com · cch.de

MD: Bernd Aufderheide (President + CEO), Uwe Fischer  
Chairman of Supervisory Board:  
State Secretary Andreas Rieckhof  
Commercial register: local court Hamburg HRB 12054  
Registered office: Hamburg

Legal Form: Limited Liability Company  
VAT-Reg.-No.: DE811214125  
Hamburg Commercial Bank  
BIC: HSHNDE33  
IBAN: DE10 2105 0000 0228 1300 00

# Classified directory 2021

Annex to registration as main exhibitor · Please return by fax to +49 40 3569 692826



Company

## 1. Capture

- 1.01. Smartphones and accessories
- 1.02. Cameras
- 1.03. Lenses and filters
- 1.04. Drones/Multicopter
- 1.05. Image and camera accessories
- 1.06. Studio equipment
- 1.07. Lighting technology
- 1.08. Film and video technology
- 1.09. 3D scanners/systems/printer
- 1.10. Constructional units and semi-finished products
- 1.11. Accessories
- 1.12. Other

## 2. Processing and editing

- 2.01. Computational photography
- 2.02. Image processing software
- 2.03. Artificial Intelligence
- 2.04. Photo, image and video editing apps
- 2.05. Image recognition software
- 2.06. Composing
- 2.07. Imaging and publishing systems
- 2.08. Other

## 3. Storage

- 3.01. Hardware and software solutions
- 3.02. Cloud-based solutions
- 3.03. Content management systems
- 3.04. Photographic films
- 3.05. Other

## 4. Display and sharing

- 4.01. New technology, social media and apps
- 4.02. Projectors
- 4.03. Displays/visual display units
- 4.04. AR/VR
- 4.05. Digital signage
- 4.06. Printing, hardware & materials
- 4.07. Photo products
- 4.08. Software
- 4.09. Photo finishing
- 4.10. Home electronics
- 4.11. Other

## 5. Special areas

- 5.01. Retailers
- 5.02. Start-ups
- 5.03. Art/artists

## 6. Other

- 6.01. Training, workshops and events
- 6.02. Travel/photo tours
- 6.03. Services
- 6.04. Catering/food service
- 6.05. Publishers, associations and other institutions
- 6.06. Other



Hamburg Messe und Congress GmbH  
P.O. Box 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
Germany

Phone +49 40 3569 0  
Fax +49 40 3569 2203  
info@hamburg-messe.com · info@cch.de  
hamburg-messe.com · cch.de

MD: Bernd Aufderheide (President + CEO), Uwe Fischer  
Chairman of Supervisory Board:  
State Secretary Andreas Rieckhof  
Commercial register: local court Hamburg HRB 12054  
Registered office: Hamburg

Legal Form: Limited Liability Company  
VAT-Reg.-No.: DE811214125  
Hamburg Commercial Bank  
BIC: HSHNDEHH  
IBAN: DE10 2105 0000 0228 1300 00

# Specific Terms of Participation 2021

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** –

Tel.: +49 40 3569 0  
Fax: +49 40 3569 2203

info@hamburg-messe.de  
hamburg-messe.de

**Event title:** PHOTOPIA Hamburg 2021 – Share your vision

**Venue:** HMC Fairground

**Event duration:** 23–26 September 2021

**Project management:** Fairs & Exhibitions GB-3

Melina Paeper  
Product Manager

Tel.: +49 40 3569 2680  
E-mail: photopia@hamburg-messe.de

Mareike Kitsch  
Project Manager

Tel.: +49 40 3569 2826  
E-mail: sales@photopia-hamburg.com

**Start of space allocation:** 1 March 2021

**Opening times:** Daily, 10:00–18:00 (Fridays until 21:00)

**Assembly times:** Mon., 20 and Tue., 21 September 2021 07:00–22:00 hours  
Wed., 22 September 2021 07:00–18:00 hours

**Disassembly times:** Sun., 26 September 2021 18:00–24:00 hours  
Mon., 27 September 2021 00:00–22:00 hours  
Tue., 28 September 2021 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 € 29.– (one-day-pass) incl. VAT** per pass, from the Online Service Center. The maximum allocation is limited to 30 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 € 550.– 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/ acceptance 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).

## Exhibitors/co-exhibitors: (see clause 4. ATB)

Only registered (main) exhibitors may participate in PHOTOPIA. Co-exhibitors (see clause 4.2. ATB) are excluded. Shared stands must be applied for and approved in writing by HMC.

## 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 2021. 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 2021.

## Invitations:

Exhibitors can invite their customers to the fair / exhibition by sending them invitations for free admission. After the end of the fair / exhibition, any invitations which have been used by the customers will be charged to the exhibitor. The pricing for invitations is shown at the Online Service Center (OSC). Invitations can be ordered in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order digital invitation codes in the exhibitor ticket shop. The exhibitor ticket shop also provides you with a list of the invitations which have already been used and, after the fair / exhibition has started, a list of the invitations with admittance.



# Specific Terms of Participation 2021

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



- Reductions in size of stand space:** (see clause 8.6 ATB) The stand space specified in the acceptance is binding. After acceptance, 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 in accordance with clause 8.6 ATB.
- Cancellation of stand:** (see clause 8.2 et seq. ATB) Free-of-charge cancellation is possible within the period specified in the placement proposal, or until acceptance without placement proposal. In the event of cancellation after acceptance, clauses 8.2 et seq. ATB shall be applicable.
- Early dismantling:** (clause 7.3 ATB) Dismantling of the stand before the period set for dismantling is a breach of contract.