Application

Start of stand allocation: 1 March 2023

Please click here for the online application.

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

21–24 September 2023

PHOTOPIA HAMBURG

---

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 electronical invoicing _____

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

Prices/Costs (plus VAT)

7. Order exhibition space (minimum size 12 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep.		❏ Please send us your stand construction offers (no all-inclusive package).		
Stand requirements	Price (participation fee) per sq. m exhibition space	**8. Placement requirements/remarks**		
❏ Row stand, 1 side open ❏ Corner stand, 2 sides open ❏ Front stand, 3 sides open ❏ Island stand, 4 sides open	❏ € 219.–	❏ same as Photopia 2022 or Hall _____ Stand-no. _____		
		9. Summit areas		
Open-air site	❏ € 119.–	❏ Capture	❏ Storage	❏ Other
All-inclusive package*	❏ € 469.–	❏ Processing and editing	❏ Display and sharing	
All-inclusive package Start-Up-Zone*	❏ € 2,190.– for 9 sq. m	**10. Mandatory payments** (except all-inclusive package)		
Container as vision space or for storage	❏ from € 999,–	☑ Basic marketing package per main exhibitor € 579.– ❏ Basic marketing package per co-exhibitor € 579.– ❏ Co-exhibitor fee per co-exhibitor* € 349.–		
PHOTOPIA Vision Gallery	❏ € 249.– per running meter	*Co-exhibitorship at the Nomenklatur Dealer is excluded		
* All-inclusive package (participation fee incl. stand construction, AUMA-fee (German trade fair association), basic marketing package, details and other offers: photopia-hamburg.com		☑ 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) _____

Classified directory 2023

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

PHOTOPIA HAMBURG

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. Computional photography
- ❏ 2.02. Image processing software
- ❏ 2.03. Artifical 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. Other

- ❏ 5.01. Training, workshops and events
- ❏ 5.02. Travel/photo tours
- ❏ 5.03. Services
- ❏ 5.04. Catering/food service
- ❏ 5.05. Publishers, associations and other institutions
- ❏ 5.06. Dealer
- ❏ 5.07. Start-ups
- ❏ 5.08. Art/artists
- ❏ 5.09. Other

Specific Terms of Participation 2023

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	Tel.: +49 40 3569 0	info@hamburg-messe.de
P.O. Box 30 24 80 · 20308 Hamburg	Fax: +49 40 3569 2203	hamburg-messe.de
Messeplatz 1 · 20357 Hamburg		
– hereinafter called **HMC** –		

Event title: **PHOTOPIA Hamburg 2023 – Share your vision**

Venue: HMC Fairground

Event duration: **21 – 24 September 2023**

Project management: Fairs & Exhibitions GB-1

Melina Paeper	Telefon: +49 40 3569 2680
Project Director	E-Mail: photopia@hamburg-messe.de
Mareike Kitsch	Tel.: +49 40 3569 2826
Sales Manager	E-mail: sales@photopia-hamburg.com

Start of space allocation: 1 March 2023

Opening times:

Thu., 21 – Sat., 23 September 2023	10:00 – 18:00 hours
Sun., 24 September 2023	10:00 – 16:00 hours

Assembly times:

Mon., 18 and Tue., 19 September 2023	07:00 – 22:00 hours
Wed., 20 September 2023	07:00 – 18:00 hours

Disassembly times:

Sun., 24 September 2023	16:00 – 24:00 hours
Mon., 25 September 2023	00:00 – 22:00 hours

Attention: Please note the shorter disassembly times for PHOTOPIA Hamburg 2023.

**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 € 579.– 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 € 349.– plus VAT per co-exhibitor and will be invoiced to the main exhibitor.
The charge for the mandatory Marketing package for co-exhibitors is € 579.– 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 2023. 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 2023.

Specific Terms of Participation 2023

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

PHOTOPIA HAMBURG

Invitations:	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.
Stand design: (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 guide-lines (clause 5.7). Trade fair displays, folding stands, etc. are not regarded as booth perimeter walls.
Container use:	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.
Container as design element:	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.
Reductions in size of stand space:	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.
Cancellation of stand: (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.
Early dismantling:	Dismantling of the stand before the period set for dismantling is a breach of contract.

Application co-exhibitors

Start of stand allocation: 1 March 2023

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

21–24 September 2023

PHOTOPIA HAMBURG

Please note that all co-exhibitors must be registered and require permission to attend from Hamburg Messe und Congress GmbH.

Co-exhibitors: Co-exhibitors are companies other than the main exhibitor with representation by their own staff in a rented stand area. They are also considered to be co-exhibitors if they are associated with the main exhibitor in financial or organisational terms.

Registration fee: € 349.– excluding VAT per co-exhibitor.

Marketing package: An entry will be made in the PHOTOPIA Hamburg 2023 catalogue and the associated online exhibitor database. The fee for the basic marketing package is € 579.– excluding VAT. More information about the marketing package can be found on our website.

Name of the main exhibitor

Registration No.

We hereby request the following co-exhibitor to be included at PHOTOPIA Hamburg 2023:
(To register additional co-exhibitors, please use copies of this form.)

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

Contact Person

Address/P.O. Box

Country abbr.   Postcode   Town/City

Phone   Fax

E-mail (company)   Internet

E-mail for electronic invoicing

➤ The following **products/services** will be presented (please itemize) _____

Summit areas		
❏ Capture	❏ Storage	❏ Other
❏ Processing and editing	❏ Display and sharing	

By submitting this registration, the undersigned accepts the General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe und Congress GmbH. Furthermore, the undersigned undertakes to extend these terms and rules to any co-exhibitors. They can be inspected at photopia-hamburg.com/applicationforms. The main exhibitor agrees that the co-exhibitor is allowed to place orders via the online service centre at his own expense.

Place and date   Surname, first name main exhibitor   Signature main exhibitor (please print and sign)

Classified directory 2023

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

PHOTOPIA HAMBURG

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. Computional photography
- ❏ 2.02. Image processing software
- ❏ 2.03. Artifical 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. Other

- ❏ 5.01. Training, workshops and events
- ❏ 5.02. Travel/photo tours
- ❏ 5.03. Services
- ❏ 5.04. Catering/food service
- ❏ 5.05. Publishers, associations and other institutions
- ❏ 5.06. Dealer
- ❏ 5.07. Start-ups
- ❏ 5.08. Art/artists
- ❏ 5.09. Other