

Application

Start of stand allocation: 1 March 2024

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

Please click here for
the online application.



10–13 October 2024

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)

7. Order exhibition space (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).
Stand requirements	Price (participation fee) per sq. m exhibition space	8. Placement requirements/remarks
<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"/> € 235.–	<input type="checkbox"/> same as Photopia 2023 or Hall _____ Stand-no. _____
Open-air site	<input type="checkbox"/> € 125.–	9. Summit areas
All-inclusive package*	<input type="checkbox"/> € 489.–	<input type="checkbox"/> Capture <input type="checkbox"/> Storage <input type="checkbox"/> Other
All-inclusive package Start-Up-Zone*	<input type="checkbox"/> € 2,299.– for 9 sq. m	<input type="checkbox"/> Processing and editing <input type="checkbox"/> Display and sharing
Container as vision space or for storage	<input type="checkbox"/> from € 1,049.–	10. Mandatory payments (except all-inclusive package)
PHOTOPIA Vision Gallery	<input type="checkbox"/> € 259.– per running meter	<input checked="" type="checkbox"/> Basic marketing package per main exhibitor € 599.–
* All-inclusive package (participation fee incl. stand construction, AUMA-fee (German trade fair association), basic marketing package, details and other offers: photopia-hamburg.com		<input type="checkbox"/> Basic marketing package per co-exhibitor € 599.–
		<input type="checkbox"/> Co-exhibitor fee per co-exhibitor* € 369.–
		*Co-exhibitorship at the Nomenklatur Dealer is excluded
		<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 (via DokuSign, online via tablet or print and sign) _____

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

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hamburg-messe.com · cch.de

MB: Uwe Fischer (CEO), Heiko M. Stutzinger (CEO)
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 2024

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 Sections

- ☐ 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. Galleries
- ☐ 5.10. Analogue
- ☐ 5.11. Distributor
- ☐ 5.12. Publishers
- ☐ 5.13. Other



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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** –

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

info@hamburg-messe.de
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

Daniel Schmitt
Business Unit Director New Brands

Telefon: +49 40 3569 2160
E-Mail: photopia@hamburg-messe.de

Ines Leksani
Manager PHOTOPIA Hamburg

Telefon: +49 40 3569 2684
E-Mail: photopia@hamburg-messe.de

Mareike Kitsch
Sales Manager

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

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
Wed., 09 October 2024

07:00–22:00 hours
07:00–18:00 hours

Disassembly times:

Sun., 13 October 2024
Mon., 14 October 2024

18:00–24:00 hours
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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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 guidelines (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

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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: € 369.– excluding VAT per co-exhibitor.

Marketing package: An entry will be made in the PHOTOPIA Hamburg 2024 catalogue and the associated online exhibitor database. The fee for the basic marketing package is € 599.– 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 2024:

(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 electronical 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 (via DokuSign, online via tablet or print and sign)



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