

# Specific Terms of Participation 2016

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



**Organiser and Holder of Rights:**  
Hamburg Messe und Congress GmbH  
POB 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
– hereinafter called **HMC** –

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**Event title:** **SMM 2016**  
**the leading international maritime trade fair, hamburg**

**Venue:** Exhibition site of HMC

**Duration of event:** **06 – 09 september 2016**

**Project Management:** **Messen und Ausstellungen 3**

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**Final date for registration /**  
**Start of hall space allocation:** 16 september 2015

**Deadline for Exhibitor Directory:** May 2016

**Opening times:** Daily: 09.30 – 18.00 hours  
The exhibition site is open for Exhibitors daily from 7:00 hours on 6 september.

**Assembly times:**  
A1 – A4 and B1 – B8 ground floor **30/08 – 04/09/2016** 7:00 – 24:00  
B1 – B4 upper floor **02/09 – 04/09/2016** 7:00 – 24:00  
**05/09/2016** 7:00 – 20:00

**Disassembly times:** **09/09/2016** From 18:00  
A1 – A4 and B1 – B7 ground floor **10/09 – 14/09/2016** 7:00 – 24:00  
B8 and B1-B4 upper floor **10/09 – 12/09/2016** 7:00 – 24:00

**Early stand construction /**  
**Extended disassembly time:** Early stand assembly / extended disassembly time is subject to application in writing to and approval by the Technical Department, Fairs and Exhibitions (see Online Service Center / Approvals and Applications). If you have any questions on this, please contact the Technical Department, Fairs and Exhibitions at HMC (Tel.: +49 40 3569 2528 / E-mail: messetechnik@hamburg-messe.de).

**Minimum stand size:** **20 sq.m.** exhibition space

**Participation fee:** (see Art. 6, General Terms of Participation)  
The invoice will be sent directly after acceptance has been given. 100% of the invoice amount is payable within 14 days from receipt of invoice (see Art. 6 General Terms of Participation)

**Application:** Please note that the application gives no legal claim to a certain size or position of the stand (see Art. 2.2 General Terms of Participation).

**Administration fee before admission:** If the Exhibitor withdraws his application before admission (before receiving the log-in access data for the Online Service Center) or if he raises objection to the placement proposal pursuant to 3.5 General Terms of Participation, HMC is entitled to charge an **administrative fee** of € 300.– plus VAT.

**Withdrawal after approval:** Please note Art. 8 of the General Terms of Participation

**Limitations for approval:** Please note Arts. 3 and 11 of the General Terms of Participation

**Exhibitor passes:** (see Art. 16 General Terms of Participation)  
For a stand area of 20 sq.m. the Exhibitor shall receive three exhibitor passes free of charge. For every additional 10 sq.m. or part thereof, he shall receive one further exhibitor pass free of charge. The maximum allocation is limited to 30 free-of-charge exhibitor passes. Additional exhibitor passes may be obtained on **payment of a charge** via the Online Service Center. NO exhibitor passes are required for assembly and disassembly.

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<b>Media package:</b> (see Art. 14 General Terms of Participation)	<p>The price of compulsory entry in the SMM 2016 catalogue and the Internet database are in each case € 500.– plus VAT for the principal exhibitor and for any co-exhibitors.</p> <p>HMC shall prepare a main catalogue and an Internet database for SMM 2016 on the basis of the exhibitor data communicated to it. The Internet database will be published on the website <a href="http://smm-hamburg.com">smm-hamburg.com</a>. The main catalogue will be available from HMC approx. seven weeks before the start of the event.</p> <p>Entry in the alphabetical lists of the Exhibitor Catalogue and the Internet website shall be at the expense of the Exhibitor.</p> <p>By submitting his application, the Exhibitor gives his consent for a company entry to be made for himself and any co-exhibitor(s) in the alphabetical Exhibitor Directory of the main catalogue and the Internet database for SMM 2016. The extent of the compulsory entry is shown in the entry forms of the agency mandated by HMC, that is A. Sutter Fair Business GmbH. If the Exhibitor fails to meet the deadline for response (deadline to be announced) and / or in the case of application / approval after the deadline, compulsory entries in the Exhibitor Catalogue will be made on the basis of the available data, and invoiced as normal compulsory entries. Only entries of approved principal exhibitors and co-exhibitors will be shown in the Catalogue and in the Internet database. This does not apply to any additional companies represented.</p> <p>Contents:</p> <ul style="list-style-type: none"><li>– Entry in print catalogue</li><li>– Entry in online directory</li><li>– Smart phone app</li><li>– Matchmaking tool</li></ul> <p>The deadline for applications (catalogue deadline) for entry in the Directory will be communicated via the SMM website. If this deadline is not met, existing data from application / approval will be used. Exhibitors with application / approval after the deadline will have only an entry in the online exhibitor directory, but the full amount will be invoiced.</p>
<b>Exhibition stand design:</b>	Please note Art. 7 of the General Terms of Participation and Art. 5.7 of the Technical Regulations.
<b>Stand partition walls:</b>	Please note Art. 7 of the General Terms of Participation and Art. 5.7.6 of the Technical Regulations.
<b>Two-floor exhibition stands:</b> (see Art. 7.5 General Terms of Participation, Art. 5.9 Technical Regulations)	For two-floor exhibition stands, the spaces used on the upper floor will be charged at <b>50% of the charge</b> applicable for the ground floor. Two-floor exhibition stands are subject to approval (see Online Service Center).
<b>Stand construction height:</b>	Please note in your planning the regulations on construction heights, Technical Regulations Art. 5.3.
<b>Stand roofing:</b> (see Art. 5.4.2 Technical Regulations)	Please note that roofing may impair the effect of the sprinkler system. It may then be necessary to install a sprinkler system on the stand itself.
<b>Events held by Exhibitors:</b>	If an Exhibitor wishes to conduct an event at his own exhibition stand after the daily opening times, this must be applied for in writing via the Online Service Center. The resulting costs for additional supervision and security staff will be charged to the Exhibitor. Events are permissible up to 22:00 hours at the latest.
<b>Audio presentations:</b> (see Art. 13 General Terms of Participation)	Please limit your volume to a level that is acceptable for your neighbours. Relevant indications are shown in Art. 6.12 of the Technical Regulations.
<b>Two-floor exhibition stands:</b> (see Art. 7.5 General Terms of Participation, Art. 5.9 Technical Regulations)	For two-floor exhibition stands, the spaces used on the upper floor will be charged at 50% of the charge applicable for the ground floor. Two-floor exhibition stands are subject to approval (see Online Service Center).
<b>Stand construction height:</b>	Please note in your planning the regulations on construction heights, Technical Regulations Art. 5.3.
<b>Application fee for co-exhibitors:</b> (see Art. 4.3. General Terms of Participation)	<p>Application for co-exhibitors must be made to HMC in writing, indicating the company name, address and products / services. Please use the separate application form for co-exhibitors.</p> <p>a) The co-exhibitor fee is € 300.– plus VAT per co-exhibitor, and will be charged to the principal exhibitor. b) The media package (€ 500.–) will also be charged per co-exhibitor and invoiced to the principal exhibitor.</p>
<b>Exhibition protection:</b>	HMC offers exhibitors – subject to the ruling by the German Ministry of Justice – a certificate for submission to the German Patent and Trade Mark Office, showing that the exhibit / object (consumer / investment product / sample / model) has been exhibited at SMM. For further information see Online Service Center / Approvals and Applications.

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## Invitations:

Exhibitors can make use of a facility to invite their customers to the exhibition, and thus permit their customers free-of-charge admission. After the end of the exhibition, invitations which have been used will then be charged to the Exhibitor. The price scale is shown at the Online Service Center. The Exhibitor will receive a list showing the numbers of the invitations which were used. Please note before sending out the invitations which of your customers received which numbers (shown on the invitation), for subsequent evaluation. The Exhibitor does not have a right to obtain complete customer data. You can order the invitations at the Online Service Center. You also have the option there of ordering invitation codes instead of print invitations, for online registration.

## Specific provisions for official national pavilions:

### Exhibitor passes:

(see Art. 16 General Terms  
of Participation)

Companies which exhibit within an official national pavilion will receive one free-of-charge exhibitor pass up to an occupied stand size of 9 sq.m.. The exhibitor will receive two free-of-charge exhibitor passes for a stand size up to 15 sq.m.. The exhibitor will receive three free-of-charge exhibitor passes up to a stand size of 20 sq.m.. One additional pass will be provided for every additional 10 sq.m. or part thereof. The total number of passes per exhibitor is limited to 20 exhibitor passes. The organiser of the pavilion will also receive five exhibitor passes free of charge, provided that the stand size of the pavilion is more than 100 sq.m..

### Exhibitor status:

All companies participating in an official national pavilion are entitled to exhibitor status. There is no charge for co-exhibitors, and no minimum stand size for participants. Exhibitors at national pavilions cannot take on co-exhibitors.

### Stand sketch:

The organiser of the national pavilion is required to notify HMC of the exhibiting companies within the pavilion, including their complete address, a proper stand sketch with indications of individual stand spaces and dimensions, placing of the individual companies, by 05/05/2016. The organiser of the national pavilion is to use the questionnaire for national pavilions for this purpose, and to send it to the Project Director. The stand sketch must show where which company is placed within the pavilion, and how many sq.m. it occupies. HMC will allocate the stand numbers on the basis of the sketch.

Please also complete the separate form for national pavilions.