

# Application for exhibitors of national pavilions

Deadline for application: 31 August 2020  
Deadline for pavilion layout: 04 September 2020

2-5 feb 2021  
leading international  
maritime trade fair  
smm-hamburg.com



Phone +49 40 3569 2147, Fax +49 40 3569 2149  
info@smm-hamburg.com  
smm-hamburg.com

## Organiser of national pavilion (Company/Association)

**1. Company/exhibitor national pavilion** (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.  organiser \_\_\_\_\_

**4. Invoice address for service orders from the OSC**  as 1.  organiser \_\_\_\_\_

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

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

### Please note:

- The organiser as well as all exhibitors of national pavilions receive the access data for the online service centre (OSC).
- The organiser will be invoiced for the space (according to allocated sq. m) as well as the marketing packages (€ 600.– plus VAT per pavilion exhibitor).

**7. 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 [smm-hamburg.com/applicationforms](http://smm-hamburg.com/applicationforms).**

We are also happy to send you these documents by e-mail on request (please contact: [info@smm-hamburg.com](mailto:info@smm-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 organiser

Signature organiser (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](mailto:info@hamburg-messe.com) · [info@cch.de](mailto:info@cch.de)  
[hamburg-messe.com](http://hamburg-messe.com) · [cch.de](http://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

# 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  
POB 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:

**SMM 2021**  
the leading international maritime trade fair, hamburg

## Venue:

HMC Fairground

## Event duration:

2–5 February 2021

## Project management:

Trade Fairs & Exhibitions 3

Claus Ulrich Selbach  
Project Director

Tel.: +49 40 3569 2140

Carin Steinbach  
Deputy Project Director

Tel.: +49 40 3569 2147

Fax: +49 40 3569 2149  
E-mail: info@smm-hamburg.com  
Internet: smm-hamburg.com

## Deadline for registrations / Start of space allocation:

31 August 2020

## Deadline for entries in exhibitor directory:

13 November 2020

## Opening times:

Tue.–Thu. 10:00–18:00 hours  
Fr. 10:00–16:00 hours  
From 2–5 February the fairground is open for exhibitors from 07:30 hours.

## Assembly times:

The assembly times will be published on [www.smm-hamburg.com](http://www.smm-hamburg.com) from 1 July 2020.

## Disassembly times:

The disassembly times will be published on [www.smm-hamburg.com](http://www.smm-hamburg.com) from 1 July 2020.

## Early disassembly: (see Art. 7.3 and 7.10 General Terms of Participation)

Dismantling of the stand before the period set for dismantling is a breach of contract. HMC is entitled to impose a penalty charge of €1,000.– plus VAT.  
The same shall apply if the entire stand personnel leave before the end of the exhibition.

## 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).

## Minimum stand size:

**20 sq. m** exhibition space

## Participation fee: (see Art. 6, General Terms of Participation)

The invoice will be sent directly after admission has been given. 100 % of the invoice amount is payable within 14 days from receipt of the invoice.

## Application: (see Art. 2.2, General Terms of Participation)

Please note that the application gives no legal claim to a certain size or position of the stand.

## Cancellation before admission: (see Art. 8.1 General Terms of Participation)

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 3.6 General Terms of Participation, HMC is entitled to charge an **administrative fee** of €300.– plus VAT.

## Withdrawal after admission:

Please note Art. 8 of the General Terms of Participation.

## Reductions in size of stand space: (see Art. 8.6 General Terms of Participation)

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 General Terms of Participation.

## Limitations for admission:

Please note Arts. 3 and 11 of the General Terms of Participation.



# 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)



<b>Exhibitor passes:</b> (see Art. 16 General Terms of Participation)	Up to a stand size of 20 sq. m the exhibitor will receive three exhibitor passes free of charge. One additional pass will be issued free-of-charge for every further 10 sq. m or part thereof. The maximum allocation is limited to 30 free-of-charge exhibitor passes. Further exhibitor passes may be ordered on payment of a charge from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly.
<b>Marketing package / Trade Fair Media:</b> (see Art. 14 General Terms of Participation)	The charge for the mandatory Media package for main and co-exhibitors is <b>€ 600.– each plus VAT</b> . This fee includes an entry in all of the trade fair media and the Visitor Information System, plus free visitor Wi-Fi. The deadline for requesting an entry in the trade fair media (catalogue copy date) 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).
<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 space 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) by the technical department of HMC.
<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 of the 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. Respective forms can be found in 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>Registration charge for co-exhibitors:</b> (see Art. 4.3. General Terms of Participation)	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 €300.– plus VAT per co-exhibitor and will be invoiced to the main exhibitor. The marketing package fee is €600.– plus VAT per co-exhibitor and will be invoiced to the main exhibitor.
<b>Exchange of exhibitor:</b>	The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.
<b>Exhibit protection:</b>	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 SMM 2021. For further information see Online Service Center/approvals and applications.
<b>Advance payment for expected additional costs:</b> (see Art. 5.3 General Terms of Participation)	No additional advance payment is required for SMM 2021.
<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 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 printed invitations or digital 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 exhibition has started, a list of the invitations with admittance.
<b>Specific provisions for official national pavilions:</b>	
<b>Exhibitor passes:</b> (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.
<b>Exhibitor status:</b>	All companies participating in an official national pavilion are entitled to main-exhibitor status.
<b>Stand sketch:</b>	The organiser of the national pavilion is required to notify HMC of the exhibiting companies within the pavilion including their full contact details. Further, the organiser is required to provide a detailed stand sketch showing the stand space including stand dimensions allocated to each exhibiting company until <b>4 September 2020</b> . HMC will allocate the stand numbers on the basis of this sketch.  Please also complete the separate form for national pavilions.