

Application for exhibitors of national pavilions

Deadline for application: 19 April 2024
Deadline for pavilion layout: 17 May 2024

3-6 sept 2024
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 (€ 700.– 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.

We are also happy to send you these documents by e-mail on request (please contact: 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
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Messeplatz 1 · 20357 Hamburg
Germany

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info@hamburg-messe.com · info@cch.de
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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 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:

SMM 2024
the leading international maritime trade fair, hamburg

Venue:

HMC Fairground

Event duration:

3–6 September 2024

Project management:

Business Unit 2

Claus Ulrich Selbach
Project Director

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:

14 September 2023

Deadline for entries in exhibitor directory:

May 2024

Opening times:

Tue. – Thu. 10:00 – 18:00 hours
Fr. 10:00 – 16:00 hours

From 3–6 September the fairground is open for exhibitors from 08:00 hours.

Assembly times:

Halls A1 – A4, B1 – B7:	28 Aug. – 1 Sept. 2024	07:00 – 22:00 hours
Halls A5, B8:	29 Aug. – 1 Sept. 2024	07:00 – 22:00 hours
All halls:	2 Sept. 2024	07:00 – 16:00 hours
Open Air Site:	depending on placement	

Disassembly times:

All halls:	6 Sept. 2024	16:00 – 24:00 hours
All halls:	7 Sept. 2024	00:00 – 22:00 hours
All halls:	8–10 Sept. 2024	07:00 – 22:00 hours
Open Air Site:	depending on placement	07:00 – 22:00 hours

Early dismantling: (clause 7.3 ATB)

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.

Application: (see clause 2.2 ATB)

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

Cancellation before acceptance: (see clause 2.2 ATB)

In the event of cancellation before acceptance, an administrative fee of € 350 plus VAT shall be payable.

Cancellation of stand: (see clause 8.2 ATB)

In the event of cancellation after acceptance, clause 8 of the General Terms of Participation shall apply.

Reductions in size of stand space:

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 8.2 ATB.



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Exhibitor passes: (see clause 16 ATB)	Up to a stand size of 20 sq. m 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 of sq. m. 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.
Marketing package/ Trade Fair Media: (see clause 14 ATB)	The charge for the mandatory marketing package for main and co-exhibitors is € 700 each plus VAT . This fee includes an entry in all of the trade fair and the Visitor Information System, plus free visitor Wi-Fi. 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).
Registration charge for co-exhibitors: (see clause 4.3. 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 € 400 plus VAT per co-exhibitor and will be invoiced to the main exhibitor.
Exhibition stand design:	Please note Clause 7 of the General Terms of Participation and Clause 5.7 of the Technical Regulations.
Stand partition walls:	Please note Clause 7 of the General Terms of Participation and Clause 5.7.6 of the Technical Regulations.
Two-floor exhibition stands: (see clause 5.9 Technical Regulations)	For two-floor exhibition stands, the space 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) by the technical department of HMC.
Stand construction height:	Please note in your planning the regulations on construction heights, Technical Regulations Clause 5.3.
Stand roofing: (see clause 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.
Events held by exhibitors:	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.
Audio presentations: (see clause 13 ATB)	Please limit your volume to a level that is acceptable for your neighbours. Relevant indications are shown in Clause 6.12 of the Technical Regulations.
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 SMM 2024. For further information see Online Service Center/ approvals and applications.
Insurance: (see clause 21.7 ATB)	Any insurance requirements or damage reports should be sent to: versicherung@hamburg-messe.de . Insurance policies can also be booked via the Online Service Center.
Advance payment for expected additional costs: (see clause 5.3 ATB)	No additional advance payment is required for SMM 2024.
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. 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.
Cost element clause:	HMC may, at its reasonably exercised discretion, adjust the prices subject to this contract (pursuant to German Civil Code (BGB), Section 315) to reflect the development of costs relevant for price calculation. A price increase may be considered, and prices shall be lowered as appropriate, for example, in response to higher or lower costs incurred for the procurement of energy, or as warranted otherwise by changes of the cost situation due to new legal conditions affecting the event hereunder (such as a higher legal minimum wage). In the event of cost increases of a particular cost type, such as electricity costs, the prices charged by HMC may only be raised to the extent that the cost increase is not offset by decreasing costs in other areas, such as sales. If any costs, such as electricity costs, are lowered, HMC must lower its prices accordingly unless the lower costs are partially or entirely offset by higher costs in other areas. In exercising its reasonable discretion, HMC will choose the timing of any price change to avoid accounting for cost reductions in a manner that will put the Exhibitor at a disadvantage relative to cost increases, in other words, HMC will make sure that cost reductions will be reflected in its prices to the same extent as cost increases.



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Specific provisions for official national pavilions:

Exhibitor passes: (see clause 16 ATB)

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 main-exhibitor status.

Stand sketch:

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 **17 May 2024**. HMC will allocate the stand numbers on the basis of this sketch.

Please also complete the separate form for national pavilions.