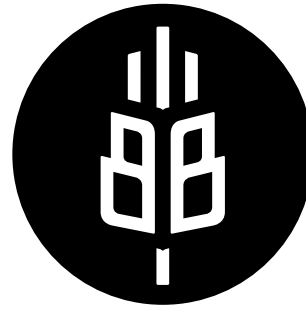


# BCB

BAR CONVENT BERLIN



BREW BERLIN

**INTERNATIONAL BAR AND BEVERAGE TRADE SHOW**

**7 - 9 October 2019**

**STATION BERLIN & KÜHLHAUS BERLIN**

# Application Forms 2019

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A/2	APPLICATION FORM INDIVIDUAL FLOOR SPACE
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D	INSURANCE COVER FOR EXHIBITORS
E	TERMS AND CONDITIONS OF REED EXHIBITIONS DEUTSCHLAND GMBH FOR PACKAGES
F	GENERAL TERMS AND CONDITIONS OF REED EXHIBITIONS DEUTSCHLAND GMBH FOR SPONSORSHIP CONTRACTS
G	ADDITIONAL SHEET FOR LISTING ADDITIONAL NOMENCLATURE POINTS/BRANDS

**1. SPIRITS**

- 1.1 Absinth
- 1.2 Aquavit
- 1.3 Bitter & Aperitif
- 1.4 Brandy
  - 1.4.1 Armagnac
  - 1.4.2 Calvados
  - 1.4.3 Cognac
  - 1.4.4 Grappa
  - 1.4.5 Fruit spirit
  - 1.4.6 Pisco
  - 1.4.7 Other Brandy
- 1.5 Cachaca
- 1.6 Gin
- 1.7 Liqueur
- 1.8 Rum
- 1.9 Tequila / Mezcal
- 1.10 Vodka
- 1.11 Vermouth / Quinquina
- 1.12 Whisky / Whiskey
  - 1.12.1 American Whiskey
  - 1.12.2 Canadian Whiskey
  - 1.12.3 Irish Whiskey
  - 1.12.4 Scotch Whisky
  - 1.12.5 Japanese Whisky
  - 1.12.6 GSA Whisky
  - 1.12.7 Other Whisky
- 1.13 Other Spirits

**2. WINE & SPARKLING WINE**

- 2.1 Champagne
- 2.2 Sparkling Wine
- 2.3 Fortified Wine
  - 2.3.1 Madeira
  - 2.3.2 Marsala
  - 2.3.3 Port
  - 2.3.4 Sherry
- 2.4 Sake
- 2.5 Wine

**3. FILLERS & SOFTDRINKS**

- 3.1 Bitter Lemonades
- 3.2 Ginger Ale/ Ginger Beer
- 3.3 Cola
- 3.4 Lemonade
- 3.5 Mineral Water
- 3.6 Fruit Juices
- 3.7 Syrup and Concentrate
- 3.8 Tonic Water
- 3.9 Other Fillers & Softdrinks

**4. BEER / CRAFT BEER & CIDER**

- 4.1 Beer / Craft Beer
  - 4.1.1 Ale
  - 4.1.2 Non-alcoholic Beer
  - 4.1.3 Alt Beer
  - 4.1.4 Berliner Weisse/Berlin White
  - 4.1.5 Dark
  - 4.1.6 Lager
  - 4.1.7 Kölsch
  - 4.1.8 Malt
  - 4.1.9 Pils
  - 4.1.10 Porter
  - 4.1.11 Stout
  - 4.1.12 Wheat
  - 4.1.13 Other Beer / Craft Beer
- 4.2 Cider

**5. COFFEE & TEA & HOT BEVERAGES**

- 5.1 Hot Chocolate
- 5.2 Coffee Cups
- 5.3 Coffee Roasts
- 5.4 Coffee /Tea Accessories
- 5.5 Coffee & Tea Machines
- 5.6 Tea Varieties
- 5.7 Other Hot Beverages

**6. SNACKS**

- 6.1 Convenience Products
- 6.2 Nuts
- 6.3 Savoury Biscuits
- 6.4 Confectionery and Sweet Biscuits
- 6.5 Other Snacks

**7. EQUIPMENT AND BAR SUPPLIES**

- 7.1 Bar Accessories
  - 7.1.1 Bar Machines
  - 7.1.2 Tools
- 7.2 Cutlery
- 7.3 Entertainment
- 7.4 Crockery
- 7.5 Glasses
- 7.6 Interior
- 7.7 POS Systems
- 7.8 Climate Cabinets
- 7.9 Refrigerators
- 7.10 Cleaning & Hygiene
- 7.11 Software
- 7.12 Food and Beverage Menus
- 7.13 Table Linen / Clothing
- 7.14 Promotional Products
- 7.15 Payment Systems
- 7.16 Ingredients
- 7.17 Other

**8. LITERATURE & MEDIA****9. SERVICES & CONSULTING****10. TOBACCO PRODUCTS**

- 10.1 Cigarettes & cigars
- 10.2 electronic cigarettes

7 - 9 October 2019

# Application Form Individual floor space A/2



Reed Exhibitions Deutschland GmbH  
**Bar Convent Berlin**  
 Völklinger Straße 4  
 40219 Düsseldorf  
 GERMANY

Your Bar Convent Berlin-Team for all questions:  
 Tel.: +49 211 90191-197  
 Fax: +49 211 90191-244  
 E-Mail: barconvent@reedexpo.de  
 Internet: www.barconvent.de

Reed Exhibitions | Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-197 | Fax +49 211 90191-244  
 Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | www.barconvent.de

Exhibitor (Company)		Billing Address (if different)	
Company	Contact person	Company	
Street	Salutation <input type="checkbox"/> Ms <input type="checkbox"/> Mr	Street	
Post Code City	E-mail Contact person	Post Code City	
Country	Phone	Country	
Website	Fax	Contact person Salutation <input type="checkbox"/> Ms <input type="checkbox"/> Mr	
E-mail Company	VAT number	VAT number	

## EXHIBITION PROGRAMME

The goods or services being exhibited by the Exhibitor belong to the following goods or product groups in accordance with the General Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH, enclosed:

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## BRANDLISTING

The following brands are presented by the exhibitor:

--	--	--

## STAND SIZE AND TYPE – OFFICIAL FILLING PERIOD 31.07.2019

The Exhibitor of the Bar Convent Berlin shall hire the following space, recognising the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH:

**STAND SPACE PRICES:** Individual stand space

Brew Berlin in hall 1 per sqm **475.00 EUR** (min. 6 sqm).  x  =  sqm

The stand construction is not included in the participation fee

our exhibition stand is build through our own fair constructor  we need a pre-planned exhibition stand

**EARLY BIRD:**

Early Bird Brew Berlin  
 tarif/sqm **460.00 EUR**  
 (order good till 31.12.2018)



**ANCILLARY COSTS\*:** 33.00 EUR/sqm includes communication package standard, waste disposal during the show. Additional services such as electricity, glass service, ice etc. must be ordered on time from the Online Service Center. For logistical reasons it is not permitted to bring your own glasses.

**AUMA-contribution 0.60 EUR / sqm.**

**All prices plus legal VAT.**

The Exhibitor is covered by the insurance policy concluded by Reed Exhibitions Deutschland GmbH with an insurance company covering the risks listed in the document headed „Insurance Cover for Exhibitors“ of these application forms together with further conditions. Precondition for the participation in this insurance is the payment of 310.00 EUR plus legal VAT by the exhibitor within the deadline named in the application form.

The planning of the exhibition space of the event, in particular the placement of the Exhibitor's stand area, is undertaken at the sole discretion of Reed Exhibitions Deutschland GmbH. Reed Exhibitions Deutschland GmbH shall endeavour to comply with the Exhibitor's desired stand specifications as far as this is possible. The contractual relationship shall commence on receipt of the written confirmation of the Exhibitor's application issued by Reed Exhibitions Deutschland GmbH.

## DATA PROTECTION INFORMATION

The responsible party is Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, Tel. 0211 - 90191 100, Fax 0211 - 90191 193, www.reedexpo.de. The company's Data Protection Officer can be reached via the above contact addresses and at datenschutz@reedexpo.de. The information provided by the Exhibitor is entered and stored in the database of Reed Exhibitions Deutschland GmbH. This data is processed in accordance with Art. 6 para. 1 sentence 1 lit. b) GDPR for execution of the contract. Your name, address, date of birth and e-mail address will be processed. The data is stored for the duration of the contractual relationship, for fulfilment of commercial and tax retention periods, and as evidence under the statute of limitations. The recipient of the data is Dimedis GmbH, Dillenburger Straße 83, 51105 Köln; Open New Media GmbH, Simrockstraße 5, 56075 Koblenz; Explori Media Ltd, Floor 12, No. 1 Croydon, 12-16 Addiscombe Road, London, CR0 0XT, United Kingdom; Sector Marketing Limited, Avalon House, Lower Strode Road, Clevedon, Bristol, BS21 6UU; STATION 10963 Berlin Veranstaltungen GmbH, Luckenwalder Str. 4-6, 10963 Berlin; KühlhausBerlin, Luckenwalder Straße 3, 10963 Berlin; Spreekulissen Nicolaus Wallner, Eichenstraße 4, 12435 Berlin. The data protection information on www.reedexpo.de also applies. The contact details provided by the Exhibitor, especially the e-mail address, will be used to inform the Exhibitor by post or e-mail about subsequent Reed Exhibitions Deutschland GmbH events. The Exhibitor is entitled to refuse permission for his/her data to be used for promotional purposes. The Exhibitor should contact datenschutz@reedexpo.de to refuse such permission. This incurs no additional charges, apart from those of transmitting the email itself.

## Signature, Maturity, General and Special Exhibition Terms and Conditions

The payment of the stand rent and for secondary services are due, in the amount of 100% of the invoice amount, at the latest 30 days from the date of invoice. If, as an exception, the bill is sent after 1st July 2019 the entire invoice amount becomes payable in one sum immediately; payment must be effected before the beginning of the exhibition. The signatory expressly declares that he is authorised to make this legally binding application. The Exhibitor recognises the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH by signing below.

X Stamp and authorised signature NO DIGITAL SIGNATURE	X	<input type="text"/>
	X	Name of the signing person capital letters
	X	Position in capital letters
	X	Place Date

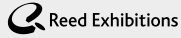
7 - 9 October 2019

# Application Form Packages A/3



Reed Exhibitions Deutschland GmbH  
**Bar Convent Berlin**  
 Völklinger Straße 4  
 40219 Düsseldorf  
 GERMANY

Your Bar Convent Berlin-Team for all questions:  
 Tel.: +49 211 90191-197  
 Fax: +49 211 90191-244  
 E-Mail: [barconvent@reedexpo.de](mailto:barconvent@reedexpo.de)  
 Internet: [www.barconvent.de](http://www.barconvent.de)



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-197 | Fax +49 211 90191-244  
 Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | [www.barconvent.de](http://www.barconvent.de)

## Exhibitor (Company)

Company		Contact person
<input type="text"/>		<input type="text"/>
Street		Salutation
<input type="text"/>		<input type="checkbox"/> Ms <input type="checkbox"/> Mr
Post Code	City	E-mail Contact person
<input type="text"/>	<input type="text"/>	<input type="text"/>
Country		Phone
<input type="text"/>		<input type="text"/>
Website		Fax
<input type="text"/>		<input type="text"/>
E-mail Company		VAT number
<input type="text"/>		<input type="text"/>

## Billing Address (if different)

Company	
<input type="text"/>	
Street	
<input type="text"/>	
Post Code	City
<input type="text"/>	<input type="text"/>
Country	
<input type="text"/>	
Contact person	Salutation
<input type="text"/>	<input type="checkbox"/> Ms <input type="checkbox"/> Mr
VAT number	
<input type="text"/>	

## EXHIBITION PROGRAMME

The goods or services being exhibited by the Exhibitor belong to the following goods or product groups in accordance with the General Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH, enclosed:

<input type="text"/>	<input type="text"/>
----------------------	----------------------

## BRANDLISTING

The following brands are presented by the exhibitor:

<input type="text"/>	<input type="text"/>
----------------------	----------------------

## STAND SIZE AND TYPE – OFFICIAL FILLING PERIOD 31<sup>ST</sup> JULY 2019

### PACKAGES (SPACE INCL. STAND CONSTRUCTION):

- DRAFT ALLEY STAND (2 x 2 SQM)** **1,120.00 EUR**  
 incl. 1 counter with 2 taps, 1 fridge, back wall, power supply incl. 1 socket, glass cleaning service, beer glasses, waste disposal during the show, basic communication package, insurance, AUMA fee

### All prices plus legal VAT.

The planning of the exhibition space of the event, in particular the placement of the Exhibitor's stand area, is undertaken at the sole discretion of Reed Exhibitions Deutschland GmbH. Reed Exhibitions Deutschland GmbH shall endeavour to comply with the Exhibitor's desired stand specifications as far as this is possible. The contractual relationship shall commence on receipt of the written confirmation of the Exhibitor's application issued by Reed Exhibitions Deutschland GmbH.

## DATA PROTECTION INFORMATION

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## Signature, Maturity, General and Special Exhibition Terms and Conditions

The payment of the stand rent and for secondary services are due, in the amount of 100% of the invoice amount, at the latest 30 days from the date of invoice. If, as an exception, the bill is sent after 1st July 2019 the entire invoice amount becomes payable in one sum immediately; payment must be effected before the beginning of the exhibition. The signatory expressly declares that he is authorised to make this legally binding application.

The Exhibitor recognises the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH by signing below.

X

**NO DIGITAL SIGNATURE**

Stamp and authorised signature

X

Name of the signing person capital letters

X

Position in capital letters

X

Place

Date

7 - 9 October 2019

# Application Form Co-Exhibitor A/4



Reed Exhibitions Deutschland GmbH  
**Bar Convent Berlin**  
 Völklinger Straße 4  
 40219 Düsseldorf  
 GERMANY

Your Bar Convent Berlin-Team for all questions:  
 Tel.: +49 211 90191-197  
 Fax: +49 211 90191-244  
 E-Mail: [barconvent@reedexpo.de](mailto:barconvent@reedexpo.de)  
 Internet: [www.barconvent.de](http://www.barconvent.de)

Reed Exhibitions | Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-197 | Fax +49 211 90191-244  
 Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | [www.barconvent.de](http://www.barconvent.de)

Please copy this form for more co-exhibitors!

## COMPANY NAME OF THE MAIN EXHIBITOR

Main exhibitor:	Hall and boothnumber:
<input type="text"/>	<input type="text"/>

The main stand-holder shall use the stand space together with the Co-exhibitor named below in accordance with item 10 of the General Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH, enclosed. The fee for each co-exhibitor is 550.00 EUR plus legal VAT.

Co-Exhibitor		Billing Address (if different)	
Company	Contact person	Company	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Street	Salutation	Street	
<input type="text"/>	<input type="checkbox"/> Ms <input type="checkbox"/> Mr	<input type="text"/>	
Post Code	E-mail Contact person	Post Code	City
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Country	Phone	Country	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Website	Fax	Contact person	Salutation
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> Ms <input type="checkbox"/> Mr
E-mail Company	VAT number	VAT number	
<input type="text"/>	<input type="text"/>	<input type="text"/>	

## EXHIBITION PROGRAMME

The goods or services being exhibited by the Exhibitor belong to the following goods or product groups in accordance with the General Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH, enclosed:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------

## BRANDLISTING

The following brands are presented by the exhibitor:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
----------------------	----------------------	----------------------	----------------------

## THE COMPANY IS REPRESENTED WITH

own products       own staff       own company logo

The contractual relationship shall commence on receipt of written confirmation of the Exhibitor's application issued by Reed Exhibitions Deutschland GmbH.

## DATA PROTECTION INFORMATION

The responsible party is Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, Tel. 0211 - 90191 100, Fax 0211 - 90191 193, [www.reedexpo.de](http://www.reedexpo.de). The company's Data Protection Officer can be reached via the above contact addresses and at [datenschutz@reedexpo.de](mailto:datenschutz@reedexpo.de). The information provided by the Exhibitor is entered and stored in the database of Reed Exhibitions Deutschland GmbH. This data is processed in accordance with Art. 6 para. 1 sentence 1 lit. b) GDPR for execution of the contract. Your name, address, date of birth and e-mail address will be processed. The data is stored for the duration of the contractual relationship, for fulfilment of commercial and tax retention periods, and as evidence under the statute of limitations. The recipient of the data is Dimedis GmbH, Dillenburger Straße 83, 51105 Köln; Open New Media GmbH, Simrockstraße 5, 56075 Koblenz; Explori Media Ltd, Floor 12, No. 1 Croydon, 12-16 Addiscombe Road, London, CR0 0XT, United Kingdom; Sector Marketing Limited, Avalon House, Lower Strode Road, Clevedon, Bristol, BS21 6UU; STATION 10963 Berlin Veranstaltungen GmbH, Luckenwalder Str. 4-6, 10963 Berlin; KühlhausBerlin, Luckenwalder Straße 3, 10963 Berlin; Spreekulissen Nicolaus Wallner, Eichenstraße 4, 12435 Berlin. The data protection information on [www.reedexpo.de](http://www.reedexpo.de) also applies. The contact details provided by the Exhibitor, especially the e-mail address, will be used to inform the Exhibitor by post or e-mail about subsequent Reed Exhibitions Deutschland GmbH events. The Exhibitor is entitled to refuse permission for his/her data to be used for promotional purposes. The Exhibitor should contact [datenschutz@reedexpo.de](mailto:datenschutz@reedexpo.de) to refuse such permission. This incurs no additional charges, apart from those of transmitting the email itself.

## Signature, Maturity, General and Special Exhibition Terms and Conditions

The payment of the co-exhibitor fee is due, in the amount of 100 % of the invoice amount, at the latest 30 days from the date of invoice. If, as an exception, the bill is sent after 1st July 2019 the entire invoice amount becomes payable in one sum immediately; payment must be effected before the beginning of the exhibition. The signatories expressly declare that they are authorised to make this legally binding application. Co-exhibitors and exhibitors are liable to the Organiser as co-debtors. The Co-exhibitor and Exhibitor recognise the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH by signing below.

X

<input type="text"/>
<b>NO DIGITAL SIGNATURE</b>
Stamp and authorised signature of the main exhibitor

X

<input type="text"/>
<b>NO DIGITAL SIGNATURE</b>
Stamp and authorised signature of the co-exhibitor

X

<input type="text"/>	
Main exhibitor: Name of the signing person in capital letters	
X	
<input type="text"/>	
Position in capital letters	
X	
<input type="text"/>	<input type="text"/>
Place	Date
X	
<input type="text"/>	
Co-Exhibitor: Name of the signing person in capital letters	
X	
<input type="text"/>	
Position in capital letters	
X	
<input type="text"/>	<input type="text"/>
Place	Date

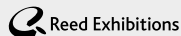
7 - 9 October 2019

# Application Form Mediapackages A/5



Reed Exhibitions Deutschland GmbH  
**Bar Convent Berlin**  
 Völklinger Straße 4  
 40219 Düsseldorf  
 GERMANY

Your Bar Convent Berlin-Team for all questions:  
 Tel.: +49 211 90191-197  
 Fax: +49 211 90191-244  
 E-Mail: barconvent@reedexpo.de  
 Internet: www.barconvent.de



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-197 | Fax +49 211 90191-244  
 Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | www.barconvent.de

Exhibitor (Company)		Billing Address (if different)	
Company		Company	
Contact person		Contact person	
Street		Street	
Salutation <input type="checkbox"/> Ms <input type="checkbox"/> Mr		Salutation <input type="checkbox"/> Ms <input type="checkbox"/> Mr	
Post Code	City	Post Code	City
E-mail Contact person		E-mail Contact person	
Country		Country	
Phone		Phone	
Fax		Fax	
Website		Website	
E-mail Company		E-mail Company	
VAT number		VAT number	

## MEDIAPACKAGE

### STANDARD

- Publication of your standard data (online and print)
- Company description in exhibitor profile (3 lines free of charge/print)
- Exhibitor profile incl. logo and company description (online)
- 3 Product group listings (print)
- matchmaking

**STANDARD PLUS** (incl. Standard)

- 3 product presentations in the exhibitor profile (online)
- Logo in print profile (print)
- Logo (online)

### INCLUSIVE

**385.00 EUR**

**BUSINESS** (incl. Standard Plus)

- Invitation function (online)
- Medium Rectangle Banner BCB sub-page (online)
- Logo in the hall directory (print)

**885.00 EUR**

**PREMIUM** (incl. Business)

- QR Code linked to your company website (print)
- Ad in Show Guide (print)
- Leaderbord Banner BCB sub-page (online)

**1,795.00 EUR**

### All prices plus legal VAT.

The contractual relationship shall commence on receipt of written confirmation of the Exhibitor's application issued by Reed Exhibitions Deutschland GmbH.

## DATA PROTECTION INFORMATION

The responsible party is Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, Tel. 0211 - 90191 100, Fax 0211 - 90191 193, www.reedexpo.de. The company's Data Protection Officer can be reached via the above contact addresses and at datenschutz@reedexpo.de. The information provided by the Exhibitor is entered and stored in the database of Reed Exhibitions Deutschland GmbH. This data is processed in accordance with Art. 6 para. 1 sentence 1 lit. b) GDPR for execution of the contract. Your name, address, date of birth and e-mail address will be processed. The data is stored for the duration of the contractual relationship, for fulfilment of commercial and tax retention periods, and as evidence under the statute of limitations. The recipient of the data is Dimedis GmbH, Dillenburger Straße 83, 51105 Köln; Open New Media GmbH, Simrockstraße 5, 56075 Koblenz; Explori Media Ltd, Floor 12, No. 1 Croydon, 12-16 Addiscombe Road, London, CR0 0XT, United Kingdom; Sector Marketing Limited, Avalon House, Lower Strode Road, Clevedon, Bristol, BS21 6UU; STATION 10963 Berlin Veranstaltungen GmbH, Luckenwalder Str. 4-6, 10963 Berlin; KühlhausBerlin, Luckenwalder Straße 3, 10963 Berlin; Spreekulissen Nicolaus Wallner, Eichenstraße 4, 12435 Berlin. The data protection information on www.reedexpo.de also applies. The contact details provided by the Exhibitor, especially the e-mail address, will be used to inform the Exhibitor by post or e-mail about subsequent Reed Exhibitions Deutschland GmbH events. The Exhibitor is entitled to refuse permission for his/her data to be used for promotional purposes. The Exhibitor should contact datenschutz@reedexpo.de to refuse such permission. This incurs no additional charges, apart from those of transmitting the email itself.

## Signature, Maturity, General and Special Exhibition Terms and Conditions

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The Exhibitor recognises the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH by signing below.

X          Stamp and authorised signature	NO DIGITAL SIGNATURE
	X Name of the signing person capital letters
	X Position in capital letters
	X Place <span style="float: right;">Date</span>

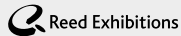
7 - 9 October 2019

## Application Form Presentation possibilities A/6



Reed Exhibitions Deutschland GmbH  
**Bar Convent Berlin**  
 Völklinger Straße 4  
 40219 Düsseldorf  
 GERMANY

Your Bar Convent Berlin-Team for all questions:  
 Tel.: +49 211 90191-197  
 Fax: +49 211 90191-244  
 E-Mail: barconvent@reedexpo.de  
 Internet: www.barconvent.de



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | D-40219 Düsseldorf | Tel. +49 211 90191-197 | Fax +49 211 90191-244  
 Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | www.barconvent.de

**Exhibitor (Company)**

Company		Contact person
<input type="text"/>		<input type="text"/>
Street		Salutation
<input type="text"/>		<input type="checkbox"/> Ms <input type="checkbox"/> Mr
Post Code	City	E-mail Contact person
<input type="text"/>	<input type="text"/>	<input type="text"/>
Country		Phone
<input type="text"/>		<input type="text"/>
Website		Fax
<input type="text"/>		<input type="text"/>
E-mail Company		VAT number
<input type="text"/>		<input type="text"/>

**Billing Address (if different)**

Company		Contact person	Salutation
<input type="text"/>		<input type="text"/>	<input type="checkbox"/> Ms <input type="checkbox"/> Mr
Street			
<input type="text"/>			
Post Code	City	VAT number	
<input type="text"/>	<input type="text"/>	<input type="text"/>	
Country			
<input type="text"/>			

**PRESENTATION POSSIBILITIES**

Upon acceptance of the General and Special Exhibition Terms and Conditions of the Reed Exhibitions Deutschland GmbH, the exhibitors rents the following area for the Bar Convent Berlin:

**PRESENTATION POSSIBILITIES:**

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> 45-minutes-slot Demonstration Bar A | <b>1,880.00 EUR</b> |
| <input type="checkbox"/> 45-minutes-slot Demonstration Bar B | <b>1,380.00 EUR</b> |
| <input type="checkbox"/> 30 - 45-minutes-slot Tasteforum     | <b>1,580.00 EUR</b> |
| <input type="checkbox"/> 30 - 45-minutes-slot Coffee Stage   | <b>1,180.00 EUR</b> |

**All prices plus legal VAT.**

The contractual relationship shall commence on receipt of written confirmation of the Exhibitor's application issued by Reed Exhibitions Deutschland GmbH. The 30 - 45-minute slot is only valid after the programme content has been submitted and confirmed by Reed Exhibitions Deutschland GmbH.

**DATA PROTECTION INFORMATION**

The responsible party is Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, Tel. 0211 - 90191 100, Fax 0211 - 90191 193, www.reedexpo.de. The company's Data Protection Officer can be reached via the above contact addresses and at datenschutz@reedexpo.de. The information provided by the Exhibitor is entered and stored in the database of Reed Exhibitions Deutschland GmbH. This data is processed in accordance with Art. 6 para. 1 sentence 1 lit. b) GDPR for execution of the contract. Your name, address, date of birth and e-mail address will be processed. The data is stored for the duration of the contractual relationship, for fulfillment of commercial and tax retention periods, and as evidence under the statute of limitations. The recipient of the data is Dimedis GmbH, Dillenburger Straße 83, 51105 Köln; Open New Media GmbH, Simrockstraße 5, 56075 Koblenz; Explori Media Ltd, Floor 12, No. 1 Croydon, 12-16 Addiscombe Road, London, CR0 0XT, United Kingdom; Sector Marketing Limited, Avalon House, Lower Strode Road, Clevedon, Bristol, BS21 6UU; STATION 10963 Berlin Veranstaltungen GmbH, Luckenwalder Str. 4-6, 10963 Berlin; KühlhausBerlin, Luckenwalder Straße 3, 10963 Berlin; Spreekulissen Nicolaus Wallner, Eichenstraße 4, 12435 Berlin. The data protection information on www.reedexpo.de also applies. The contact details provided by the Exhibitor, especially the e-mail address, will be used to inform the Exhibitor by post or e-mail about subsequent Reed Exhibitions Deutschland GmbH events. The Exhibitor is entitled to refuse permission for his/her data to be used for promotional purposes. The Exhibitor should contact datenschutz@reedexpo.de to refuse such permission. This incurs no additional charges, apart from those of transmitting the email itself.

**Signature, Maturity, General and Special Exhibition Terms and Conditions**

The payment of the stand rent and for secondary services are due, in the amount of 100% of the invoice amount, at the latest 30 days from the date of invoice. If, as an exception, the bill is sent after 1st July 2019 the entire invoice amount becomes payable in one sum immediately; payment must be effected before the beginning of the exhibition. The signatory expressly declares that he is authorised to make this legally binding application.

The Exhibitor recognises the General and Special Trade Fair and Exhibition Terms and Conditions of Reed Exhibitions Deutschland GmbH by signing below.

X

**NO DIGITAL SIGNATURE**

Stamp and authorised signature

X

Name of the signing person capital letters

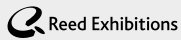
X

Position in capital letters

X

Place

Date



## 1. General

- 1.1 The Organiser of the Bar Convent Berlin (hereinafter also referred to as the „event“) is Reed Exhibitions Deutschland GmbH, Völklinger Str. 4, 40219 Düsseldorf, Germany, Phone +49 211 90191-197 Fax: +49 211 90191-244.
- 1.2 The Organiser utilises the event venue on the basis of a hire contract with the local exhibition centre.
- 1.3 Up to three weeks before the start of the event, or immediately after conclusion of contract if the application is received later than this, each exhibitor shall receive online access to the Online Service Center (OSC) for exhibitors. This yields the technical procedures and the technical guidelines of the exhibition centre operator; the Exhibitor must comply with these and also the statutory regulations and official requirements. Furthermore the following General and Special Exhibition Terms and Conditions of the Organiser shall apply for the event.

## 2. Application

- 2.1 Exhibitors shall apply to participate in the event as an exhibitor using the Organiser's special application form for the event.
- 2.2 The application form should be completed in full by the Exhibitor and made legally binding by the addition of his signature. No conditions or reservations added to the application form by the Exhibitor shall be considered.
- 2.3 The Exhibitor shall be bound by his application for a period of twelve weeks from its being received by the Organiser.

## 3. Conditions for approval

- 3.1 In order to participate in the event as an Exhibitor, the goods or services being exhibited by the Exhibitor must be included in the goods and product groups listed in the nomenclature appended to the Organiser's application form. The Exhibitor undertakes to provide the required information on his company and the goods and services being exhibited.
- 3.2 The Organiser shall make the decision to approve the Exhibitor for the event based on due judgement, taking space capacity and the purpose and structure of the event into consideration. The Organiser is not obliged to justify any rejections of exhibition contracts. No reference to an Exhibitor's participation in previous events will be accepted in support of a claim.
- 3.3 The Organiser shall decide at his own discretion whether to grant approval to exhibitors whose application to take part in the event has been received by the Organiser following expiry of the closing date for applications specified in the Organiser's Special Exhibition Terms and Conditions.
- 3.4 The Organiser will not agree to any requests to exclude exhibitors' rivals from the event.

## 4. Conclusion of contract, prohibition of assignment

- 4.1 The Exhibitor shall be notified whether his application has been approved within the commitment period in accordance with 2.3 of these General Exhibition Terms and Conditions. If the Exhibitor is approved for the event, he shall be sent written confirmation by the Organiser. Receipt of this confirmation brings the exhibition contract between the Organiser and the Exhibitor into force.
- 4.2 If the Organiser grants the Exhibitor the right, outside these terms and conditions, especially in the form of a written notice by the Organiser on the application form, to withdraw from the exhibition contract, the Exhibitor shall be entitled to withdraw from the exhibition contract within 14 days of receiving the written confirmation of application from the Organiser, by sending written notification to the Organiser. However, even in this case the Exhibitor is excluded from withdrawing from the contract after this time outside the legal provisions and the following regulations. If, in such a case, the Organiser receives notification of withdrawal after expiry of the above deadline, paragraph 4.3 of this contract shall apply.

- 4.3 With the exception of the circumstances set out in paragraph 4.2 of these General Exhibition Terms and Conditions, the Exhibitor has no right to withdraw from or terminate the exhibition contract. If, regardless, the Exhibitor does not take part in the event, the Exhibitor shall pay the Organiser the full contractually agreed stand rent and any ancillary costs incurred by the Organiser up to this juncture. This does not affect the Organiser's right to press further claims against the Exhibitor on the basis of these General Exhibition Terms and Conditions and the relevant laws.

- 4.4 The Exhibitor is not entitled to assign his claims from the contract with the Organiser to third parties.

## 5. Withdrawal of Organiser

- 5.1 The Organiser is entitled to withdraw from the exhibition contract with the Exhibitor and to claim damages from the Exhibitor if, despite being issued a request by the Organiser, and the expiry of an appropriate deadline set by the Organiser, the Exhibitor
  - displays unregistered, unapproved goods or services or used goods; the latter may only be deployed for demonstration purposes
  - is in arrears with payments to the Organiser
  - sublets stand space, or permits a third party to use it, without the consent of the Organiser
  - does not correctly register a co-exhibitor as stipulated under section 9 of these General Exhibition Terms and Conditions
  - undertakes the stand build-up and break-down outside the times specified by the Organiser in the Special Exhibition Terms and Conditions for this event
  - fails to comply with the stipulations of section 12 of these General Exhibition Terms and Conditions or section 4 of the Special Exhibition Terms and Conditions for the Design and Equipment of the Stand, or
  - becomes insolvent following conclusion of the exhibition contract, or his solvency is at risk, or if the Organiser becomes aware that the Exhibitor's solvency is poor or at risk after concluding the exhibition contract, unless the Exhibitor effects payment to the Organiser within the additional deadline to be set by the Organiser, or offers security.
- 5.2 If the Organiser withdraws from the contract, the Organiser is entitled to claim damages from the Exhibitor to the full value of the contractually agreed stand rent and for payment of any ancillary costs already incurred. The Organiser retains the right to press further damage claims against the Exhibitor. The Exhibitor has the right to prove that no damage was incurred, or was lower than the total amount claimed.
- 5.3 Instead of withdrawing from the contract and claiming damages, the Organiser may opt: for removal of the goods in question in the case of goods being exhibited which are not registered, not approved or have already been used; for the third party in question to be removed from the stand in the case of the stand being sublet or entrusted to a third party without the consent of the Organiser; for obliging the Exhibitor to adapt the design or remove the stand in the case of the specifications regarding stand design and equipment not being adhered to. In the case of late payment, late stand build-up and the risk of insolvency, the Organiser may allot the Exhibitor a different stand and adjust the payable rental fee accordingly.

## 6. Force majeure

- 6.1 The Organiser is entitled to withdraw from the contract if the event is prevented from being held, or from being held as planned, either in full or in part, by unforeseen circumstances over which the Organiser has no control, especially as the result of terrorist attacks, natural disasters, epidemics, officially decreed clearance or closure, structural changes to the venue made by the landlord, water damage or similar cases of force majeure.
- 6.2 In the case of force majeure as defined in 7.1 of these General Exhibition Terms and Conditions, the Organiser is obliged to inform the Exhibitor immediately of the full or partial impossibility of holding the Event, and, in the case of it being entirely impossible to hold the Event, to refund any payments already made, or in the case of it only being possible to hold the event to a limited extent, to refund the corresponding proportion of the payments. The Exhibitor's right to press further damage claims against the Organiser is excluded in this case.



## **7. Stand rent and other fees, terms of payment**

- 7.1 The stand rent and any other fees to be paid by the Exhibitor to the Organiser are contained in the Organiser's application form for the event, these General Exhibition Terms and Conditions and the Special Exhibition Terms and Conditions of the Organiser for the event.
- 7.2 The stand rent and the other fees are net and do not include sales tax to be paid by the Exhibitor at the rate applying at the time of the event.
- 7.3 The due dates of the stand rent and any other fees to be paid by the Exhibitor to the Organiser are contained in the Organiser's application form for the event and the Special Exhibition Terms and Conditions of the Organiser for the event.
- 7.4 The Exhibitor fails to meet the payment deadlines specified in the Special Exhibition Terms and Conditions; no reminder is issued. In this case, besides the payments already owing, the Exhibitor shall pay interest on the sum due at the rate of the current legal default interest rate of 5 percentage points above the base interest rate; or 8 percentage points above the base interest rate if the Exhibitor is not a consumer, but at least 8% p.a. on the sum due, to the Organiser. This does not affect the Organiser's right to press further delayed payment damage claims against the Exhibitor.

## **8. Services provided by Organiser**

- 8.1 The stand rent covers the following services:
- Provision of stand space for duration of hire
  - Cleaning of hall gangways
  - Provision of security staff to ensure general security at the Event
  - Heating and ventilation of the exhibition halls
  - General illumination of exhibition halls
- 8.2 The Exhibitor should order all further chargeable services such as electricity, water and telephones, including appropriate connections, stand construction and other trade fair services via the Organiser's online service tool for the event. The Organiser's „General Terms and Conditions for Exhibitor Services provided at the Event“ also apply for these services.

## **9. Co-exhibitors, community stands, exclusion of subletting**

- 9.1 A number of exhibitors can rent a stand jointly. Such groups of exhibitors should nominate a common representative in the application. This person is the joint representative of these exhibitors in dealings with the Organiser.
- 9.2 The Exhibitor concludes a direct exhibition contract with the Organiser; each further exhibitor using the stand space counts as a co-exhibitor. Under the above definition, exhibitors also count as co-exhibitors if there are close business or organisational ties to the Exhibitor. Company representatives will not be approved as co-exhibitors. Manufacturers of products and goods, and providers of services which are required to demonstrate the Exhibitor's exhibited goods and services, do not count as co-exhibitors.
- 9.3 Co-exhibitors and exhibitors are liable to the Organiser as co-debtors.
- 9.4 The Exhibitor must register co-exhibitors to the Organiser in writing, based on the Organiser's General and Special Exhibition Terms and Conditions. The co-exhibitor shall sign his application on the Organiser's application form. The Organiser shall decide at his own discretion whether to grant approval to a co-exhibitor.
- 9.5 The Exhibitor must pay a co-exhibitor fee to the Organiser for each co-exhibitor. The level of the co-exhibitor fee is specified in the Special Exhibition Terms and Conditions for the event.
- 9.6 The Exhibitor may not sublet stand space, either in part or in full, to a third party without the Organiser's consent. Nor may he swap stand space or make it available in any other form, or accept orders regarding the stand space on behalf of third parties.

## **10. Exhibition goods, operation obligation, penalty clause**

- 10.1 The Exhibitor may only exhibit or offer goods and services which belong to the groups of goods and products listed in the nomenclature appended to the Organiser's application form for the event and entered in the Exhibitor's application to participate in the event. In addition, the Exhibitor may only display brand-new goods, with the exception of used goods deployed for demonstration purposes. Goods and services that go against the law or are an offence against good taste are not permitted.

10.2 The Exhibitor may not advertise goods, services or companies at the event which are not listed in the approval.

10.3 The Organiser is entitled to confiscate exhibited or offered goods and services which do not conform to paragraphs 10.1 or 10.2 of these General Exhibition Terms and Conditions for the duration of the event and at the Exhibitor's expense. This does not affect the Organiser's right to press further claims against the Exhibitor.

10.4 The Exhibitor accepts the obligation to run a stand on the area allocated to him/her during the opening hours of the event as set by the Organiser, to equip it appropriately and fully with exhibition products and to staff the stand with at least one competent person throughout the event. Due to this obligation, the Exhibitor is in particular forbidden to pack away, stow away for transportation and/or remove the exhibited articles, or to start dismantling the stand, prior to the end of the event as set by the Organiser. In the event of a breach of this obligation, pursuant to Section 10.4 of these General Trade Fair and Exhibition Terms and Conditions, the Exhibitor shall be obliged to pay the Organiser a contractual penalty of 20% of the amount agreed between the Exhibitor and the Organiser for the net stand rental. This does not affect the Organiser's entitlement to press further rights and claims against the Exhibitor.

## **11. Allocation of stand space, relocation of stand space, entrances, exits and gangways**

11.1 Stand space shall be allocated by the Organiser. The decision is based on the nature and the occupancy of the Event, on design elements, on the structural design, and otherwise at the Organiser's discretion. Where possible, special requests made by the Exhibitor may be taken into consideration. This does not, however, signify that the Exhibitor has any claims against the Organiser as a result. The date on which the application is received is not decisive. The Organiser shall inform the Exhibitor of the stand space allocation, citing the hall and stand number.

11.2 Structural pillars and supports are factored into the stand space. The Exhibitor is not entitled to claim a reduction as a result. The stand rent is based on the rented area: no stand partition walls or other installations or structures are included in the rent.

11.3 The Organiser reserves the right to make minor deductions from the allocated stand space for technical reasons. The width and depth of such deductions should not exceed 20 cm and they do not entitle the Exhibitor to a reduction in the stand rent. Excluded from this are stands which are explicitly registered as complete stands or shell schemes.

11.4 The Organiser is entitled to allocate the Exhibitor a different stand space or to relocate the stand space, or to change the dimensions of the stand space which deviates from the contractually agreed type and size of stand in cases where this is necessary for planning reasons, especially the design of the overall event, the available capacity or the given structural circumstances. Entitlement to withdraw from the contract or claims to damages or other claims from the Exhibitor are excluded in this case unless the stand space offered is more than 15 % greater or less than the agreed stand space. In this case the Exhibitor may withdraw from the contract by issuing written notification to the Organiser. Otherwise the stand rent shall be adjusted accordingly.

11.5 The Organiser reserves the right to determine and relocate the entrances and exits of the venue and to define and relocate the gangways and paths through the venue without the Exhibitor being able to claim damages as a consequence.

## **12. Stand construction, stand design**

12.1 In order to ensure a uniform overall look, the Organiser issues guidelines for the construction and design of stands in the Online Service Center (OSC) for Exhibitors in accordance with paragraph 1.3 of these General Exhibition Terms and Conditions. These guidelines contain binding requirements for the Exhibitor. Before planning a stand construction, the Exhibitor undertakes to obtain information in good time from the Organiser on the structural circumstances of the stand spaces he has booked, e.g. pillars, fire protection facilities, utility supply channels etc.

12.2 If the Exhibitor has not constructed and occupied the stand on the space allocated by the Organiser one day before the start of the event, the Organiser is entitled to reallocate the stand space, make alternative use of it or remove any decorations from it. In this case the Exhibitor shall pay the costs incurred by the Organiser for decorating or filling the unoccupied stand space in addition to the stand rent and any ancillary costs already incurred.

12.3 Refreshment stands require written consent from the Organiser; the Exhibitor is billed separately for these.

12.4 The stand must be designed and constructed in such a way that no neighbouring stands are negatively affected in any way by exhibits, advertising surfaces, display objects etc.

12.5 The stand boundaries specified to the Exhibitor should not be exceeded. It is only permissible to exceed the prescribed structural height of 2.50 m with the express approval of the Organiser who can issue the permit at its own discretion and also subject to the express approval of the bordering exhibitors.

12.6 The stand should be manned by sufficient numbers of staff members and be accessible to visitors continuously during the opening hours of the event. The name and address of the Exhibitor must be clearly displayed for the duration of the event; the Exhibitor is responsible for creating such a sign.

12.7 The Exhibitor undertakes back and side walls with an appropriate appearance; the Exhibitor carries responsibility for providing these.

### **13. Stand break-down**

13.1 Stands may not be taken down before the end of the event, the time of which is determined by the Organiser. The obligation to run the stand as stipulated in Section 10.4 of these General Exhibition Terms and Conditions applies.

13.2 The stand space should be returned to the Organiser in its original condition. Any materials which have been used, any foundations, excavations, any damage, double-sided adhesive tape and adhesive residues should be removed in full by the Exhibitor, without damaging the subsurface. Otherwise the Organiser is entitled to have this work carried out at the expense of the Exhibitor. This does not affect the Organiser's right to press further claims against the Exhibitor.

### **14. Organiser's liability**

14.1 The Organiser shall not accept any duty of care for exhibition goods, stand facilities or other objects brought to the event, and excludes any liability for damage or loss.

14.2 The Organiser is liable for any wilful actions or gross negligence on his part. In the event of a breach of duty due to ordinary negligence on the part of the Organiser or his subcontractors, liability shall be limited to typical contract and foreseeable damages. In the event of breaches of minor contractual obligations due to slight negligence, all liability is excluded towards contractors. The above liability limitations do not apply to bodily injury, damage to health or loss of life in cases where the Organiser carries responsibility.

### **15. Multilevel stand structures**

15.1 Multilevel stand structures are excluded for safety reasons.

### **16. Use of gangways**

16.1 Erection of constructions on, or occupancy of, gangways with stand elements, goods or other objects is not permitted.

16.2 In cases in which the Organiser lets stand spaces which are separated from each other by gangways and, as an exception, provides written authorisation at his own discretion for the use of the gangway area, any provisions of the Organiser's Special Exhibition Terms and Conditions for the event shall apply in addition to any requirements set out in the Organiser's authorisation.

16.3 In cases in which the gangways have clearly been occupied by an Exhibitor in contravention of paragraphs 16.1 and 16.2 of these General Exhibition Terms and Conditions, the Organiser reserves the right to exclude said Exhibitor from the current and future events. In this case the Exhibitor must pay the full stand rent and any other event fees to the Organiser. This does not affect the Organiser's right to press further claims against the Exhibitor.

### **17. House regulations, occupier's rights, photography**

17.1 The Organiser holds occupier's rights across the entire event area during the build-up period, the event itself and the break-down phase. In exercising his occupier's rights the Organiser is entitled to issue directions to the Exhibitor.

17.2 The Exhibitor shall recognise house regulations issued by the Organiser and notified to the Exhibitor and house regulations issued by the local exhibition centre as bin-

ding upon himself and his subcontractors and any other persons employed by the Exhibitor at the event.

17.3 The Exhibitor and his subcontractors and any other persons employed by him may not enter the exhibition site three hours before the start of the event and must leave it one hour after closing time at the latest. It is not permitted to overnight at the exhibition centre.

17.4 It is prohibited to bring animals into the exhibition site. Children and teenagers under the age of 18 will not be granted access to Bar Convent Berlin.

17.5 Commercial photography, drawings, video, sound and any other types of recordings are prohibited on the exhibition site without written authorisation from the Organiser.

### **18. Landlord's lien**

18.1 The Organiser is entitled to a landlord's lien on the goods displayed by the Exhibitor and other objects belonging to the Exhibitor on the exhibition site for his justified claims against the Exhibitor. The Organiser shall assert his landlord's lien by notifying the Exhibitor himself or his representatives present on the stand.

18.2 Goods displayed by the Exhibitor, or other objects belonging to the Exhibitor on the exhibition site, may not be removed unless the Organiser decides to waive his landlord's lien.

18.3 It is assumed, for the security of the Organiser, that all objects brought to the exhibition by the Exhibitor are his unrestricted property, or that he has unrestricted right of disposal over such objects.

18.4 After exercising such a landlord's lien, the Organiser shall not be liable for any damage or loss to the objects caused by factors outside his control.

18.5 After written notification has been issued, the pledged property can be disposed of by the Organiser on the open market.

### **19. Advertising, music, light shows, competitions, stand receptions**

19.1 The Exhibitor is only entitled to engage in advertising activities, including distributing brochures and samples and speaking to visitors, on the stand space allocated to him. Posters, stickers or other printed advertising matter displayed without written consent shall be removed by the Organiser during the event and the costs billed to the Exhibitor. The Organiser does not need to provide proof of the party responsible for displaying such objects.

19.2 Written consent from the Organiser is required for the deployment of promotion teams outside the Exhibitor's stand. Exhibitors who deploy promotion teams without the written consent of the Organiser shall pay a penalty of 5,200.00 EUR to the Organiser for each case of contravention. This does not affect the Organiser's right to press further claims against the Exhibitor.

19.3 Broadcasting music in any way is not permitted.

19.4 Raffles, competitions, quizzes, prize games etc. require the written consent of the Organiser.

19.5 Receptions and other events held on the stand after the normal opening hours of the event as given in the Organiser's Special Exhibition Terms and Conditions for the event require the written consent of the Organiser, must be applied for before event and are subject to a charge. The fees for stand receptions are listed in the Special Exhibition Terms and Conditions issued by the Organiser for the event.

### **20. Security**

20.1 The Organiser provides general security for the event areas yet does not accept liability for loss or damage to objects.

20.2 The Exhibitor carries responsibility for guarding and supervising the stand space and the stand itself. This also applies during the build-up and break-down times and before and after the event.

20.3 The Organiser recommends hiring stand security staff exclusively from the security firm responsible for the event to provide security for the Exhibitor's stand space and the stand itself during the night-time. The intention to order special security staff should be agreed in writing with the Organiser before the start of the event.

## **21. Commercial legal insurance**

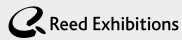
- 21.1 The Exhibitor must protect his goods and services from violation of property rights, in particular from photography, video and sound recordings etc.
- 21.2 The Exhibitor should refrain from violating or infringing the commercial property rights of other exhibitors.
- 21.3 In cases in which an Exhibitor has been proven to violate property rights, the Organiser reserves the right to exclude said Exhibitor from the current and future events. In this case the Exhibitor must pay the full stand rent and any other event fees to the Organiser. This does not affect the Organiser's right to press further claims against the Exhibitor.
- 21.4 The Exhibitor is not entitled to press claims against the Organiser on account of the Exhibitor's commercial property rights being infringed by a third party.

## **22. Exclusion clause, Period of limitation**

- 22.1 The Exhibitor should submit any claims against the Organiser in writing to the Organiser within three months of the conclusion of the event. If the Exhibitor does not press claims against the Organiser within the stipulated time, the Exhibitor is excluded from pressing these claims.
- 22.2 Any claims the Exhibitor wishes to press against the Organiser shall lapse within six months from the end of the month in which the final day of the event falls. Excluded are claims where the Organiser is liable due to wilful action on his part.

## **23. Final provisions**

- 23.1 The General Terms and Conditions of the Exhibitor do not apply.
- 23.2 Verbal sub-agreements to the exhibition contract made between the Organiser and the Exhibitor, to these General Exhibition Terms and Conditions or to the Special Exhibition Terms and Conditions of the Organiser shall not apply for the event. Any changes and supplements to the exhibition contract between the Organiser and the Exhibitor, to these General Exhibition Terms and Conditions or to the Special Exhibition Terms and Conditions of the Organiser for the event shall be invalid unless made in writing. This also applies for any change or supplement to this clause requiring the written form itself.
- 23.3 The law of the Federal Republic of Germany applies exclusively to the exhibition contract between the Organiser and the Exhibitor and to its handling, to these General Exhibition Terms and Conditions and to the Organiser's Special Exhibition Terms and Conditions for the event; the UN CISG is excluded.
- 23.4 The exclusive court of jurisdiction for all disputes arising from and in relation to the exhibition contract between the Organiser and the Exhibitor and its execution, these General Exhibition Terms and Conditions or the Special Exhibition Terms and Conditions of the Organiser is Düsseldorf in the Federal Republic of Germany.
- 23.5 Should individual provisions of this exhibition contract between the Organiser and the Exhibitor, of these General Exhibition Terms and Conditions or the Special Exhibition Terms and Conditions of the Organiser for the event prove invalid, in full or in part, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to replace the provision which is invalid, in full or in part, with a valid provision which most closely reflects its commercial intention and purpose.
- 23.6 Only the German versions of the exhibition contract between the Organiser and the Exhibitor, of these General Exhibition Terms and Conditions and of the Organiser's Special Exhibition Terms and Conditions for the event shall be authoritative.



## 1. General

- 1.1 The name of the event is Bar Convent Berlin.
- 1.2 The event shall be held at the STATION 10963 Berlin Veranstaltungen GmbH and Kühlhaus Berlin.
- 1.3 The event will be take place from 7 August to 9 October 2019. The opening hours of the event are Monday and Tuesday from 11 a.m. - 7 p.m. and Wednesday open from 11 a.m. - 6 p.m.
- 1.4 The event is open exclusively to trade visitors.

## 2. Closing date for applications

Closing date for applications to the event is 31 July 2019.

## 3. Stand rent and other fees, due dates, sales tax

- 3.1 The stand rent and any other fees to be paid by the Exhibitor to the Organiser are contained in the Organiser's application form as specified in paragraph 2.1 of the General Exhibition Terms and Conditions of the Organiser for the event and these Special Exhibition Terms and Conditions.
- 3.2 Besides the stand rent the Exhibitor must pay the following fees to the Organiser:
  - a) Co-exhibitor fee  
The Exhibitor shall pay the co-exhibitor fee of 550.00 EUR incl. insurance to the Organiser in accordance with paragraph 9. of the General Exhibition Terms and Conditions of the Organiser for the event.
  - b) AUMA fee  
The Exhibitor shall pay the AUMA (Association of the German Trade Fair Industry) fee of 0.60 EUR per square metre of exhibition space to the Organiser. AUMA safeguards the wide range of national and international business interests in the field of exhibitions and trade fairs.
  - c) Ancillary costs  
The Exhibitor shall pay 33.00 EUR/ per sqm to the Organiser. The ancillary costs include the Exhibitor communication package Standard, waste disposal during the trade fair period.
  - d) Exhibitor insurance  
The Exhibitor shall pay 310.00 EUR to the Organiser for exhibitor insurance as defined in paragraph 10 of these Special Exhibition Terms and Conditions.
  - e) Exhibitor passes  
The exhibitor must pay 34.00 EUR per piece to the organizer for any exhibitor passes that are not issued in accordance with the figure 9. of these Special Exhibition Terms and Conditions free of charge.
- 3.3 On conclusion of the exhibition contract, the Exhibitor shall receive an invoice from the Organiser covering the full stand rent, the ancillary costs, the AUMA fee, the insurance, including the sales tax. The invoice of 100% falls due for payment within 30 days after the dates of invoice. If in an exceptional case, an invoice is presented after 1st July 2019, the whole amount is payable immediately, in any case however prior to the beginning of the exhibition. Other invoices issued by the Organiser to the Exhibitor for additional requested services are also due for immediate payment by the Exhibitor to the Organiser.
- 3.4 The stand rent and the other fees plus all other prices notified by the Organiser in the exhibition contract, the General Exhibition Terms and Conditions of the Organiser for the event and in these Special Exhibition Terms and Conditions are net and do not include sales tax payable at the rate applying at the time of the event by the Exhibitor.

## 4. Multilevel stand structures, occupancy of stand space

- 4.1 Multilevel stand structures are excluded for safety reasons.
  - 4.2 If an exhibitor has rented exhibition space which is separated by gangways, the exhibitor may – with the organiser's discretionary written permission – lay out such space with carpeting in order to present the exhibiting company uniformly. The organiser's discretionary written permission is also required before any superstructures are constructed over such gangways. In addition, any technical stipulations which apply and which are notified to the exhibitor by the organiser when permission is granted must also be complied with. The exhibitor shall pay the organiser 30% of the contractually agreed stand rental for gangway space which is laid out with carpet or covered by a superstructure.
  - 4.3 Contrary to section 12.5 of the General Exhibition Terms and Conditions , the prescribed construction height shall only be subject to the Organiser's written consent from a height of 2.50 metres upwards, which the Organiser may continue to grant at its own discretion, subject to the written consent of the neighbouring exhibitors. The stand boundaries must not be exceeded.
  - 4.4 The stand's appearance must comply with the safety regulations of Station 10963 Berlin Events GmbH, the Kühlhaus Berlin and the stand construction regulations of Reed Exhibitions Deutschland GmbH. The rear sides of stands adjacent to neighbouring stands must be kept so as not to impair the design of the neighbouring stand from a height of 2.50 m. For this purpose, stand neighbours have to coordinate their colour spectrum and design directly with each other.
  - 4.5 For technical reasons the maximum construction heights may differ in certain hall areas. Concerning this matter, the organiser's binding stand construction guidelines are relevant.
- ## 5. Stand build-up
- 5.1 Stand build-up starts 4th October 2019. The stand build-up must be completely finished by Sunday, 6th October 2019, 6 pm. The stands can still be set up until 10 pm.
  - 5.2 The setting up for One Brand, Portfolio, Beer Alley and Roasted Coffee is possible on 6th October 2019 from 4 pm onwards.
  - 5.3 The organiser has the right to allocate exhibitors certain time slots in the sense of a smooth construction. Within this time slots exhibitors will have the opportunity to retract into the ground, to discharge their exhibition items and to leave the fairgrounds again.
  - 5.4 The event area can only be used with trucks and transportation vehicles between 8 am and 10 pm during assembly time.

## 6. Stand break-down

- 6.1 Stand dismantling starts one hour after the end of the trade fair (Wednesday, 09.10.2019). The exhibitor will be informed of the exact times in written form. For cars and other transportation vehicles entry into the exhibition ground is only possible until 10 pm. Vehicles located in the exhibition ground after 10 pm may no longer be moved. Trucks are allowed to enter the exhibition grounds on 10th October 2019 from 8 am. The stand dismantling must be completely finished by Friday, 11.10.2019. On 11th of October 2019 stand dismantling is possible between 8 am and 10 pm. It is not possible to drive on the exhibition ground between outside the official hours.
- 6.2 The Organiser recommends that exhibitors remove goods and other objects immediately after the end of the event from the stands.
- 6.3 The exhibitions space has to be left clean and due to the given standards of the exhibitor. The exhibitor reserves himself the right to check the customers exhibition space before the customer have left the fair. The organiser reserves the right to charge not disposed stand construction material and residual waste. The costs amount to 250.00 EUR per m<sup>3</sup>.

- 6.4 The organiser has the right to allocate exhibitors certain time slots in the sense of a smooth construction. Within this time slots exhibitors will have the opportunity to retract into the ground, to charge their exhibition items and to leave the fairgrounds again.

## 7. Over-the-counter sales

Over-the-counter selling at the event is not allowed.

## 8. Media Packages

The selection of a Media Package is obligatory for both exhibitors and coexhibitor companies. The Media Package Standard is included for each exhibition contract.

- 8.1 Media Package Standard (inclusive) includes the following services in detail:

- Publication of your standard data (online and print)
- Company description in exhibitor profile (3 lines free of charge/print)
- Exhibitor profile incl. logo and company description (online)
- 3 product group listings (print)
- Access to matchmaking platform

- 8.2 Media Package Standard Plus for 385.00 EUR plus value added tax at the respective statutory rate includes the following services in detail:

- The services of Media Package Standard ( 8.1 Media Package Standard)
- 3 product presentations in the exhibitor profile (online)
- A logo in print profile (print)
- A logo (online)

- 8.3 Media Package Business for 885.00 EUR plus value added tax at the respective statutory rate includes the following services in detail:

- The services of Media Package Standard Plus (8.2 Standard Plus)
- Invitation function (online)
- A medium rectangle banner on a BCB sub-page (online)
- A logo in the hall directory (print)

- 8.4 Media Package Premium for 1,795.00 EUR plus value added tax at the respective statutory rate includes the following services in detail:

- The services of Media Package Business (8.3 Business)
- QR Code linked to your company website (online)
- Ad in Show Guide (print)
- Leaderboard Banner on BCB sub-page (online)

## 9. Exhibitor passes

The number of fee-based exhibitor passes is limited (34.00 EUR per piece excl. VAT). Orders can be placed until 14.09.2019. In addition guest bartender tickets (daily passes) can be booked free of charge. These tickets allow to entering during the same periods as exhibitors. The day tickets are bound to the days and can't transferred to other days of the fair. The names of these tickets can still be changed after the booking has been made. Orders can be placed until 14.09.2019. Guest Bartender Tickets which have not been ordered before 14.09.2019 cannot be guaranteed to you after the expiry of the deadline. For the invitation of customers and partners fee-based evouchers can be booked via the Customer Service Center ( no guarantee/ depending on availability).

The number of exhibitor passes is based on the size of the stand and is graded as follows:

Co-exhibitors are provided with two free exhibitor passes.

individual stand			
stand size sqm	exhibitor passes free of charge	exhibitor passes fee-based	day tickets Guest-Bartender free of charge
up to 8	2	max. 4	0
9 - 11	3	max. 6	3 (1 per day)
12 - 17	4	max. 8	6 (2 per day)
18 - 24	5	max. 10	12 (4 per day)
25 - 34	6	max. 12	12 (4 per day)
35 - 44	7	max. 14	15 (5 per day)
45 - 64	8	max. 16	18 (6 per day)
65 - 79	9	max. 18	21 (7 per day)
80 - 99	10	max. 20	24 (8 per day)
from 100	10	max. 25	30 (10 per day)
package stands			
One Brand	2	max. 3	-
Portfolio	2	max. 3	3
Draft Alley	2	max. 3	-
Roasted Coffee	2	max. 3	-

## 10. Exhibitor insurance

The Exhibitor is covered by the insurance policy concluded by the Organiser with an insurance company covering the risks listed in the "Exhibitor insurance cover" appendix to these Special Exhibition Terms and Conditions together with further conditions. To receive this insurance cover the Exhibitor shall pay a fee of 310.00 EUR plus sales tax before the deadline given in the Organiser's application form for the event. The Co - exhibitor have to pay a fee of 55.00 EUR plus legal VAT which is included in the co- exhibitor fee.

## Exhibitor Insurance Police No. 151834 und 151835

The comprehensive contents of the insurance contract and the terms and conditions of insurance can be made available upon request. This is merely a summary of the main contents as set forth in the policy. This summary can not be interpreted as policy itself.

The contract is divided up into 3 sections:

### SECTION 1

**Insurance cover during exhibitions and transportation connected thereto  
25,000.00 EUR for the exhibitor or 10,000.00 EUR for the co-exhibitor  
on first loss for each event of loss**

The entire scope of exhibition materials connected to the exhibition booth (including furnishings and fittings, even if such furnishings and fittings are rented) for the duration of the exhibition, including round trip transportation. In this regard losses and damages on account of an insured risk are covered (e.g. theft, fire and other damages).

Smaller valuables have to be locked away in glass display cases or display cabinets (e.g. precious metals, jewellery, objects d'art or other collectors' pieces). Valuable articles are insured up to a maximum of 10% of the first loss sum, 2,500.00 EUR. If higher insurance cover is desired, this has to be agreed with the insurance broker, OSKAR SCHUNCK GmbH & Co. KG. The same applies to furs.

Irrespective of specifically agreed protection, insurance cover against the risks of breaking and entering, theft and other loss shall only exist if the exhibited items are permanently overseen by the insured and/or its employees during setting up and dismantling of the exhibition booth as well as throughout visiting hours until closing of halls and if the exhibition halls are guarded during the night-time. This precaution analogously also applies to insured exhibition materials positioned on open-air grounds.

Important Exclusions (amongst others):

- Cash - money and other personal articles of value
- Loss or damage to exhibition materials located outdoors through theft and weather conditions
- Embezzlement by employees
- Goods designated for consumption, e.g. promotional handouts, catalogues, foodstuffs, beverages and tobacco products
- Inherent vice and natural characteristics of exhibition materials
- polish cracks, adhesive solutions, rust and oxidation
- Tube and filament fracture, shrinkage, adoption of odour, vermin
- Lack or defects in packaging proving to have unsuitable stress levels;
- Damages caused by processing, assembly, disassembly, utilisation or demonstration itself
- War, civil war and warlike events, terrorism and political acts of violence, seizure, divestment and other interventions of higher authority, radioactive contamination due to utilisation of chemical, biochemical substances or electromagnetic waves as weapons constituting a public danger and this in fact without taking into account any other contributing causes, nuclear energy and other radiation

### Disclaimer

The insurer provides insurance coverage without a permission for the business of insurances on a non-admitted basis in those countries, in which it is not forbidden in accordance with the local (supervisory) law or with other legal requirements.

### SECTION 2

**Insurance Covering Financial and Freight Haulage Consequential Damages  
25,000.00 EUR for the exhibitor or 10,000.00 EUR for the co-exhibitor**

Pure financial damages are deemed to be insured, provided that it relates to error based on late arrival or cash on delivery. Prerequisite is that one of the carriers involved in such transport bears liability within the framework of a customary transportation contract on the merits of German law.

Consequential damage to freight is also insured. Consequential damage to goods arises if such damage has arisen based on a direct consequence of recoverable freight damage.

### SECTION 3

#### Third Party Liability Insurance

**3,200,000.00 EUR on damages caused to human beings or material damage  
50,000.00 EUR on financial damage (for each event of loss)**

**Total performances on all insured events during any one year amount to double this insured amount**

The risk run by an exhibitor to be held liable by third parties for compensation of damages due to behaviour in connection with an exhibit based on statutory liability as set forth under private law is covered. Defence of unjustified claims is also covered by this insurance.

Important Exclusions (amongst others):

- The general terms and conditions of insurance apply to the third party liability insurance ("AHB"), which amongst others contain the following exclusions: Gradual loss (based on the influence of temperature fluctuation, gasses, vapour or humidity)
- Waste water damage
- Damages to outside property, which the exhibitor has rented, leased, hired, borrowed, etc. or objects which are subject matter of a specific custody contract
- Processing damages
- Third party claims based on damages resulting from environmental influences.

### GENERAL

#### Co-insurance due by the insured party

An excess amounting to 160.00 EUR per event of damage has been concluded.

#### Penalty Clause

Notwithstanding other provisions of the insurance contract, cover shall be granted only insofar as and as long as not in contradiction to economic, trade or financial sanctions or embargoes enacted by the European Union or the Federal Republic of Germany that are directly applicable to the contracting parties.

This shall also apply to economic, trade or financial sanctions or embargoes enacted by the United States of America with regard to the Islamic Republic of Iran, insofar as those are not in contradiction to European or German legislative provisions.

#### Miscellaneous

Underwriter is the AXA Versicherung AG, Rolandstr. 44, 40476 Düsseldorf with whom the organiser concludes insurance contracts. This cover shall be secondary to any other possibly existing policies. The contract is being managed by OSKAR SCHUNCK GmbH & Co. KG, Werdener Str. 6, 40227 Düsseldorf. Please contact OSKAR SCHUNCK GmbH & Co. KG with regard to all contractual matters and in all cases of damage. Your contact person there is:

**Mr. Daniel Miebach**

**Tel.: +49 211 13993-177**

**Fax: +49 211 13993-199**

In the event of urgent events of damage outside OSKAR SCHUNCK GmbH & Co. KG's normal business hours, please contact the expert surveyor's office, C. Gielisch (for cases of damage from 1,500.00 EUR).

**C. Gielisch GmbH**

**Zollhof 1**

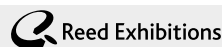
**40221 Düsseldorf**

**Tel.: +49 211 13806-01**

**Fax: +49 211 3236830**

**- 24 hour hotline +49 180 5443547 -**

## of Reed Exhibitions Deutschland GmbH for Packages (System Stand Rental)



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | 40219 Düsseldorf | Telefon +49 211 90191-197 | Fax +49 211 90191-244  
Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | www.barconvent.de

### 1. General

1.1 The Terms and Conditions regulate the legal relationship between Reed Exhibitions Deutschland GmbH (the Organiser) and the Exhibitor on conclusion of a stand construction contract between the Organiser and the Exhibitor.

1.2 Reed Exhibitions Deutschland GmbH's General and Special Trade Fair and Exhibition Terms also apply.

### 2. Conditions for authorisation

2.1 An order form supplied by the Organiser should be used to order the stand. The order should be completed in full by the Exhibitor, feature a legally binding signature and be received by the Organiser by the final submission date stated on the order form and in the Special Trade Fair and Exhibition Terms.

2.2 The Exhibitor shall be bound by his order for a period of twelve weeks.

2.3 No conditions or reservations added to the order shall be considered.

2.4 The details given shall be saved and may be forwarded to third parties for the purpose of automatic processing of the order.

### 3. Conclusion of contract

3.1 The stand Contract shall come into force on receipt of the registration confirmation/authorisation or a special declaration from the Organiser to the Exhibitor.

3.2 In the event of the Exhibitor withdrawing from, or terminating, the stand construction Contract, the Exhibitor is liable to pay the full fee agreed for the stand construction.

### 4. Regulation stand

4.1 The Organiser shall make the stand available to the Exhibitor exclusively for its agreed purpose as an exhibition stand for the duration of the event.

4.2 a) The Organiser is entitled to arrange to have the services he has contractually agreed to perform carried out by a subcontractor.

b) In this case as well as in the case of orders for additional services the terms and conditions of the subcontractor apply.

4.3 The Exhibitor may not make any unauthorised structural changes to the stand. Any decorative elements which the Exhibitor wishes to mount must first be cleared by obtaining the express prior consent of the Organiser.

4.4 Any items included in the basic specifications of the stand which are not required by the Exhibitor cannot be refunded or exchanged.

4.5 Where possible from a technical and staffing viewpoint, any changes desired by the Exhibitor to the stand shall be accommodated by the Organiser, without such agreed changes becoming part of the Contract. Non-fulfilment shall not justify any claims on the Exhibitor's part against the Organiser. The Exhibitor shall pay the Organiser for any additional costs incurred as the result of making such desired changes.

### 5. Organiser's liability

5.1 The Organiser shall not accept any duty of care for exhibition goods and other items belonging to the Exhibitor, and excludes any liability for damage or loss.

5.2 The Organiser is liable for wilful actions or gross negligence on his part. In the event of a breach of duty due to ordinary negligence on the Organiser's part, or that of his subcontractor, liability shall be limited to typical contract and foreseeable damages. In the event of breach of minor contractual obligations due to slight negligence, all liability is excluded towards exhibiting companies. The above liability limitations do not apply to bodily injury, damage to health or loss of life in cases where the Organiser carries responsibility.

### 6. Exhibitor liability

6.1 The Exhibitor carries full liability for all damage and losses caused to the stand, including that caused by third parties.

6.2 The Exhibitor's liability starts on taking possession of the stand, but by 18:00 at the latest on the day before the start of the event, and ends on return of the stand to the lessor.

6.3 Any damage to the stand will be invoiced to the Exhibitor. Damaged walls are billed at 50.00 EUR per unit. Other damaged or non-returned rented goods shall be billed at replacement cost.

6.4 The Organiser recommends that the exhibitor take out appropriate insurance for the stand.

### 7. Time limit / Period of limitation

7.1 Exhibitors should make any claims in writing against the Organiser within 24 hours of accepting the stand and noticing the defect. Any claims submitted after this time shall be excluded.

7.2 All claims made by the Exhibitor against the Organiser shall lapse within six months from the end of the month in which the final day of the event falls; excluded here are claims in which the Organiser is liable due to wilful action on his part.

### 8. Payment terms

8.1 Invoices for stand construction should be paid immediately, with no deductions, to the amount shown on the invoice.

8.2 The precondition for the Organiser's providing the services ordered by the Exhibitor is prompt and full payment of all invoice sums.

8.3 In the event of late payment, the Organiser is not obliged to provide the stand and/or any other services. This does not affect the Organiser's right to press damage claims against the Exhibitor.

### 9. Final provisions

9.1 The General Terms and Conditions of the Exhibitor do not apply.

9.2 No verbal sub-agreements to the shell-system construction agreement between the Organiser and the Exhibitor, or to these General Exhibition and Conditions, shall apply. Any changes and supplements to the shell-system construction agreement between the Organiser and Exhibitor, or to these General and Conditions, shall not be valid unless made in writing. This also applies for any change or supplement to this clause requiring the written form itself.

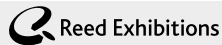
9.3 The law of the Federal Republic of Germany applies exclusively to the shell-system construction agreement and its execution between the Organiser and the Exhibitor and to these Terms and Conditions; the UN CISG is excluded.

9.4 The exclusive court of jurisdiction for all disputes arising from and in relation to the shell-system construction agreement between the Organiser and the Exhibitor and its execution, or these Terms and Conditions, is Düsseldorf in the Federal Republic of Germany.

9.5 Should individual provisions of this shell-system construction agreement between the Organiser and the Exhibitor, or of these Terms and Conditions prove invalid, in full or in part, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to replace the provision which is invalid, in full or in part, with a valid provision which most closely reflects its commercial intention and purpose.

9.6 Only the German version of the shell-system construction agreement between the Organiser and the Exhibitor, and of these Terms and Conditions shall be authoritative.

## of Reed Exhibitions Deutschland GmbH for Sponsorship Contracts



Reed Exhibitions Deutschland GmbH | Völklinger Str. 4 | 40219 Düsseldorf | Telefon +49 211 90191-197 | Fax +49 211 90191-244  
Amtsgericht Düsseldorf HRB 28688 | Management: Hans-Joachim Erbel, Michael Freter, André Weijde | www.barconvent.de

### 1. General

- 1.1 These General Terms and Conditions lay down the legal relationship between Reed Exhibitions Deutschland GmbH, Völklinger Straße 4, 40219 Düsseldorf (hereafter „the Organiser“), and the Sponsor, upon conclusion of separate sponsorship agreements, for the event being staged by the Organiser.
- 1.2 In addition to these, the General and Special Exhibition Terms and Conditions of the Organiser shall apply for the event.

### 2. Scope

- 2.1 The Sponsor shall provide sponsorship for the relevant event staged by the Organiser on the basis of the contractual agreement between the parties.
- 2.2 The Sponsor is aware that the Organiser will be enlisting further sponsors for the event. The Sponsor is expressly entitled to admit companies to the event which are in competition with the Sponsor, to function as further sponsors and/or exhibitors or other participants.
- 2.3 The Sponsor shall not be entitled to use the Sponsorship to advertise for third parties who are neither exhibitors nor co-exhibitors at the event to which the Sponsorship applies; accordingly, the Sponsorship does not entitle the Sponsor to display the logos, company or product names of such third parties.
- 2.4 The sponsorship does not entitle the Sponsor to exert influence on the form and content etc. of the Organiser's event.
- 2.5 The sponsor shall not have the right to rescind or terminate the sponsoring contract. If the sponsor does not take part in the event as an exhibitor, the sponsor's obligations arising from the sponsoring contract shall remain unaffected.
- 2.6 The Sponsor undertakes to leave any advertising materials provided for the event, such as banners, signs etc., in place until the end of the event as determined by the Organiser, and not to remove them prematurely.

### 3. Payment terms

- 3.1 The sponsorship fee to be paid by the Sponsor to the Organiser is due on the date on which the Organiser's invoice is received by the Sponsor.
- 3.2 If the Sponsor is in arrears with payments to the Organiser, the Sponsor shall pay interest on the sum due at the rate of the current legal default interest rate, i.e. 8 percentage points above the base interest rate in accordance with Article 247 of the German Civil Code, but at least 8% p.a. on the sum due to the Organiser. The Organiser reserves the right to press further delay damage claims. The onus lies upon the Sponsor to prove that no damage was incurred, or that it was much lower than the figure named above.

### 4. Liability disclaimer

- 4.1 The Organiser is entitled to withdraw from the contract if the event is prevented from being held, or from being held as planned, either in full or in part, by unforeseen circumstances over which the Organiser has no control, especially as the result of terrorist attacks, natural disasters, epidemics, officially decreed clearance or closure, structural changes to the venue made by the landlord, water damage or similar cases of force majeure.
- 4.2 In the case of force majeure as defined in 4.1 of these General Terms and Conditions, the Organiser is obliged to inform the Sponsor immediately of the full or partial impossibility of holding the Event, and, in the case of it not being possible to hold the Event in full, to refund any payments already made, or in the case of it only being possible to hold the event to a limited extent, to refund the corresponding proportion of the payments. The Sponsor's right to press further damage claims against the Organiser is excluded in this case.

- 4.3 If the event cannot be held, due to reasons for which the Organiser is responsible, the Organiser is obliged to return any payment the Sponsor has made to him. The Sponsor is not entitled to press any further claims in this case.

### 5. Legal disclaimer

- 5.1 The Organiser is liable for any wilful actions or gross negligence on his part. In the event of merely negligent violation on the part of the Organiser or his subcontractors, liability shall be limited to typical contract and foreseeable damages. In the event of breaches of minor contractual obligations due to slight negligence, all liability is excluded towards contractors. The above liability limitations do not apply to bodily injury, damage to health or loss of life in cases where the Organiser carries responsibility.
- 5.2 In the event of the Sponsor's not achieving the communication aims being pursued by entering into the contract, the Organiser carries no liability above and beyond providing the contractually agreed services, unless the Organiser has impeded or frustrated such achievement by culpably breaching fundamental contractual obligations.

### 6. Confidentiality

- 6.1 The Sponsor undertakes not to disclose to third parties any information concerning the Organiser and the event to which he gains knowledge while collaborating with the Organiser which is not generally accessible, and to maintain secrecy regarding such information towards third parties.
- 6.2 The obligation as stipulated in paragraph 5.1 above remains valid even after termination of the contractual relationship between the Organiser and the Sponsor.

### 7. Final provisions

- 7.1 The General Terms and Conditions of the Exhibitor do not apply.
- 7.2 No verbal sub-agreements to the sponsorship agreement between the Organiser and the Sponsor, or to these General Exhibition Terms and Conditions, shall apply. Any changes and supplements to the sponsorship agreement between the Organiser and Sponsor, or to these General Terms and Conditions, shall not be valid unless made in writing. This also applies for any change or supplement to this clause requiring the written form itself.
- 7.3 The law of the Federal Republic of Germany applies exclusively to this agreement; the UN CISG is excluded.
- 7.4 The exclusive place of jurisdiction for all disputes arising from and in relation to the contractual relationship and its execution, and these General Terms and Conditions, is Düsseldorf.
- 7.5 Should any of the above provisions of these General Terms and Conditions prove invalid, or become so in the future, this shall not affect the validity of the remaining provisions. The parties undertake to substitute the invalid provision with a valid provision which most closely reflects the business purpose of the invalid one.
- 7.6 Only the German version of the sponsorship agreement between the Organiser and the Sponsor, and of these General Terms and Conditions shall be authoritative.



