

# Specific Terms of Participation 2027

Event-specific additions to General Terms of Participation (ATB) and Technical Regulations (TR) 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

info@hamburg-messe.de  
hamburg-messe.de

**Event title:** **Seatrade Europe** Cruise and River Cruise Convention

**Venue:** HMC Fairground

**Event duration:** **15–17 September 2027**

**Project management:** Exhibition Management 2

Christoph Lücke  
Director

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Exhibition Manager

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Simone Nakötter  
Conference Manager

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## Deadline for registrations/ Start of space allocation:

Exhibitors will be allocated "first come first served". Space allocations start in October 2026.

## Opening times:

Wednesday, 15 September 2027  
Thursday, 16 September 2027  
Friday, 17 September 2027

10:00–18:00 hrs  
10:00–18:00 hrs  
10:00–14:00 hrs

**Assembly and disassembly times:** The assembly and disassembly times will be announced in advance of the event (seatrade-europe.com).

## Early stand assembly/ Extended disassembly:

Any requests for early stand assembly/extended disassembly times must be submitted in writing to the Trade Fair and Exhibition Technology Department and approved (see Online Service Center /approvals and applications). An entitlement of approval does not exist. If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de).

## Exhibitor passes: (see clause 16 ATB)

Exhibitors will receive four exhibitor passes per full 12 sq. m free of charge. Exhibitors within the Newcomers Boulevard, Tech Zone and Destination Discovery Zone will receive two exhibitor passes free of charge per stand package booked. Additional passes may be ordered via the Online Service Center (OSC). NO exhibitor passes are needed for assembly and disassembly.

## Exhibitor conference passes:

Exhibitors will receive one exhibitor conference pass per full 12 sq. m free of charge. The total number of free exhibitor conference passes per exhibitor is limited to five free passes. Exhibitors within the Newcomers Boulevard, Tech Zone and Destination Discovery Zone will receive one exhibitor conference pass free of charge per stand package booked.

## Event media: (see clause 14 ATB)

The costs for the compulsory Marketing & Networking Package Basic for Destination Pavilions are € 1,650 plus statutory VAT (Destination Pavilion: Any destinations or ports serving the cruise industry within a region or country that represent more than 5 businesses on the stand). The charge will be invoiced to the Destination Pavilion organizer (main exhibitor). The costs for the compulsory Marketing & Networking Package Basic for main and co-exhibitors outside of Destination Pavilions is € 550 each plus statutory VAT. This fee includes an entry in all of the trade fair and the Visitor Information System, plus free visitor Wi-Fi. This covers the company's profile entries, including the applicable provider groups, as well as use of the Matching and Lead Tracking features of the networking platform provided by HMC. The deadline for registration on the networking platform will be communicated by the responsible service partner or Hamburg Messe in a timely manner. If you miss this deadline, we will use existing information from your registration/admission records. Feel free to direct any questions you may have to the contact person indicated in the networking platform section of the Online Service Center.

## 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. The main exhibitor registers his co-exhibitors via his online registration. The charge for co-exhibitors outside of Destination Pavilions is € 350 plus VAT per co-exhibitor and will be invoiced to the main exhibitor.

## 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 Seatrade Europe 2027. For further information see Online Service Center /approvals and applications.



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| <b>Insurance:</b><br>(see clause 21.7 ATB)                                     | Any insurance requirements or damage reports should be sent to: <a href="mailto:versicherung@hamburg-messe.de">versicherung@hamburg-messe.de</a> . Insurance policies can also be booked via the Online Service Center (OSC).  |
| <b>Invitations:</b>  | Exhibitors can invite their customers to the event by sending them invitations for free admission. Invitations can be ordered in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order printed invitations or digital codes in the exhibitor ticket shop. The exhibitor ticket shop also provides you with a list of the invitations which have already been used and, after the exhibition has started, a list of the invitations with admittance.  |
| <b>Reductions in size of stand space:</b>                                      | 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.   |
| <b>Withdrawal of registration prior to acceptance:</b><br>(see clause 2.2 ATB) | If a registration is withdrawn prior to acceptance, a processing fee of € 250 plus VAT shall be payable.   |
| <b>Cost element clause:</b>  | In the event that the utility or labour costs payable by HMC (e.g., energy costs for electricity or gas, costs of water; wages, etc.) change during the six-month period beginning after the conclusion of the contract and ending at the end of the scheduled time for the event, without HMC being able to reasonably influence this change, HMC may, at its reasonably exercised discretion, adjust the Service Fees by an appropriate amount, provided that the changes have an immediate impact on the (pro-rated) purchasing costs incurred by HMC. In case of a cost increase, the amount added to the Service Fees must not exceed the increase in HMC's purchasing costs, and HMC shall offset this added amount against any reduction of other costs incurred by HMC elsewhere if applicable. The other party must be notified about any such Service Fee adjustment in textual form. HMC may, without being obliged to do so, sign such notification and may choose to do so using the DocuSign software. In the event of a dispute, the competent court of law may review the appropriateness of change of service fee. Any Service Fee adjustment must be announced one month prior to the beginning of the scheduled time for the event at the latest. |
| <b>Compulsory presence and operation:</b><br>(clause 7.7 ATB)                  | The exhibitor is obliged to be present and operate his stand during the opening hours and for the entire duration of the fair, including the last day of the fair. 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.  |
| <b>Two-floor stands:</b><br>(see clause 7.3 ATB, 5.9 TR)                       | For two-floor stands, the built area of the upper floor will be charged additionally with 50% of the participation fee of the ground floor area. Such two-floor constructions require the approval of HMC (cf. Online Service Center).   |