

Application

Hamburg Messe und Congress GmbH
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Informa Markets
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Seatrade
europe

6 – 8 SEPTEMBER 2023

1. Company (if EU entrepreneur: full company name including legal form and address according to VAT registration)

☐ private person ☐ registered entrepreneur (or legal entity with VAT-Reg.-No.) **VAT-Reg.-No. (EU)** _____

Commercial/Company Reg.-No. (non-EU) _____ Country of the head office _____

Address/P.O. Box _____

Country abbr. Postcode _____ Town/City _____

Phone _____ Fax _____

E-mail (company) _____ Internet _____

Director first name/surname _____

2. Contact person E-mail _____

First name _____ Surname _____

Department _____ Function _____

Phone _____ Mobile _____

3. Correspondence address ☐ as 1. ☐ other _____

4. Invoice address ☐ as 1. ☐ as 3. ☐ other _____

5. E-mail for electronic invoicing _____

6. Application is herewith made for the inclusion of _____ co-exhibitors. (Please use the application for co-exhibitors.)

7. The following **products/services** will be presented (please itemize) _____

Prices/Costs (plus VAT)

8. Order exhibition space			9. Placement requirements/remarks	
Stand requirements	Early bird price (participation fee) until 31.03.2023	Price (participation fee) as of 01.04.2023	<input type="checkbox"/> same as Seatrade Europe 2019 Hall _____ Stand-no. _____ _____	
Space only (minimum size 12 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep. No stand construction included	<input type="checkbox"/> € 457.–/sq. m	<input type="checkbox"/> € 487.–/sq. m	10. Main product category	
Shell Scheme (minimum size 12 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep. Standard stand construction included (details: www.seatrade-europe.com)	<input type="checkbox"/> € 562.–/sq. m	<input type="checkbox"/> € 582.–/sq. m	<input type="checkbox"/> Destinations / Ports	

10. Technical details (required for stand allocation) ☐ Water supply/outlet ☐ Two floor stand

Max. floor load/sq. m _____ kg (if > 450 kg/sq. m) Height of stand/fair item: _____ m (if > 3.0 m)

11. General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe and Congress GmbH shall be an integral part of the contract. They are applicable in the version valid at the time of signing of contract, and can be inspected at seatrade-europe.com/applicationforms.

We are also happy to send you these documents by e-mail on request (please contact: info@seatrade-europe.com). In case of application on behalf of a foreign exhibitor by an inland agent the inland agent is liable for the obligations of the foreign exhibitor resulting from this agreement.

12. Privacy Policy Notice: As part of Seatrade Cruise Europe we will pass on your registration data to our cooperation partner, Informa Markets, for necessary business transactions. Our cooperation partner, Informa Markets, would also like to inform you via e-mail about news regarding the event.
You can object to this at any time at seatrade-europe@hamburg-messe.de.

Place and date _____ Surname, first name _____ Signature (via DokuSign, online via tablet or print and sign) _____



Hamburg Messe und Congress GmbH
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Messeplatz 1 · 20357 Hamburg
Germany

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

MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board:
State Secretary Andreas Rieckhof
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125
Hamburg Commercial Bank
BIC: HSHNDE33
IBAN: DE10 2105 0000 0228 1300 00

Specific Terms of Participation 2023

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

Event and legal entity:

Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
– hereinafter called **HMC** –

Tel.: +49 40 3569 0
Fax: +49 40 3569 2203

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

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

Venue: HMC Fairground

Event duration: **6 – 8 September 2023**

Project management: Trade Fairs & Exhibitions

Christoph Lücke
Project Director

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Lina Hebestriet
Project Manager

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E-mail: lina.hebestriet@hamburg-messe.de

Simone Nakötter
Project Manager

Tel.: +49 40 3569 2146
E-mail: simone.nakoetter@hamburg-messe.de

**Deadline for registrations/
Start of space allocation:**

Exhibitors will be allocated “first come first served”. Space allocations start in October 2022.

**Deadline for entries
in exhibitor directory:**

30 June 2023

Opening times:

Wednesday, 6 September 2023
Thursday, 7 September 2023
Friday, 8 September 2023

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

Assembly times:

4 September 2023
5 September 2023

07:00 – 20:00 hrs
07:00 – 20:00 hrs

Disassembly times:

8 September 2023
9 September 2023

14:00 – 24:00 hrs
07:00 – 20:00 hrs

**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). For 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 exhibitor passes free of charge according to their stand size (1 pass per 10 square meters). If you need further passes please contact the project management team. NO exhibitor passes are needed for assembly and disassembly.

**Marketing package/
Trade Fair Media:**
(see clause 14 ATB)

The charge for the mandatory marketing package for main exhibitors is € 395 each plus VAT. This fee includes an entry in all of the trade fair and the Visitor Information System, plus free visitor Wi-Fi.
The deadline for requesting an entry in the trade fair media will be communicated by the responsible service partner or Hamburg Messe in a timely fashion. Requests not received by the deadline will result in existing information from the event registration / acceptance data being used. Exhibitors registered / accepted after the deadline will be entered into digital trade fair media only; full charges apply. Feel free to direct any enquiries to the contacts named within the section for trade fair media of the Hamburg Messe Online Service Center (OSC).

**Registration charge for
co-exhibitors:**
(see clause 4.3. ATB)

Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products / services. Please complete the separate registration form for this purpose.
No charge is made for co-exhibitors.

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 2023. For further information see Online Service Center / approvals and applications.



Specific Terms of Participation 2023

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



Invitations:

Invitation codes for inviting customers can be ordered free of charge in the Online Service Center / exhibitor ticket shop. The exhibitor ticket shop also provides you with a list of the invitations which have been used and, after the exhibition has started, a list of the invitations with admittance. Please track which customer received which invitation code before sending them out in order to be able to evaluate the invitations after the show. The exhibitor is not entitled to receive the complete customer data.

Reductions in size of stand space:

The stand space specified in the acceptance is binding. After acceptance, any reductions in stand space requested by the exhibitor are possible only in consultation with HMC, and do not lead to reduction in stand rent. If HMC succeeds in renting out the stand space to a third party, an administrative fee amounting to 25% of the (proportional) participation fee for the space not used by the exhibitor is payable in accordance with clause 8.2 ATB.

Cost element clause

HMC may, at its reasonably exercised discretion, adjust the prices subject to this contract (pursuant to German Civil Code (BGB), Section 315) to reflect the development of costs relevant for price calculation. A price increase may be considered, and prices shall be lowered as appropriate, for example, in response to higher or lower costs incurred for the procurement of energy, or as warranted otherwise by changes of the cost situation due to new legal conditions affecting the event hereunder (such as a higher legal minimum wage). In the event of cost increases of a particular cost type, such as electricity costs, the prices charged by HMC may only be raised to the extent that the cost increase is not offset by decreasing costs in other areas, such as sales. If any costs, such as electricity costs, are lowered, HMC must lower its prices accordingly unless the lower costs are partially or entirely offset by higher costs in other areas. In exercising its reasonable discretion, HMC will choose the timing of any price change to avoid accounting for cost reductions in a manner that will put the Exhibitor at a disadvantage relative to cost increases, in other words, HMC will make sure that cost reductions will be reflected in its prices to the same extent as cost increases.

Miscellaneous/ Specific points for the event:

Stand types:

Space only

minimum 12 sq. m

€ 457 per sq. m – plus VAT **early bird rate** (until 31.03.2023)

€ 487 per sq. m – plus VAT (as of 01.04.2023)

- An area of the exhibition space (no power, walls or carpet included, additional services can be ordered in the OSC)

Shell Scheme

minimum 12 sq. m

€ 562 per sq. m – plus VAT **early bird rate** (until 31.03.2023)

€ 582 per sq. m – plus VAT (as of 01.04.2023)

What is included?

- Stand partition walls to the neighbouring stands / hall walls including necessary supporting walls, height 2.50 m, complete wall cladding in black – no visible construction system – joints between the cladding elements
- Fascia board on the open sides of the stand, side wall panel H x W approx. 250 x 30 cm, incl. 15 foil letters, white
- Ripped carpet, roll goods, standard colours (blue, grey, red, anthracite)
- 1x LED beam spotlight per 3 sq.m stand area
- 1x waste paper basket
- 1x socket, internal cabling
- Electrical connection 3 kW (incl. consumption, 1 socket, stand earthing)
- Daily cleaning (cleaning carpets, wiping tables and counters, vacuuming upholstered chairs)
- Daily waste disposal (provision of a 60 l garbage bag per day, including disposal)
- Exhibitor passes free of charge
- Free visitor Wi-Fi

If desired, the shell scheme can be ideally combined with one of our furniture packages. Please refer to the online shop in the Online Service Center (OSC) for the conditions.

Please note:

For technical reasons we regret that we are unable to allow exhibitors to build their own stand within a shell scheme stand.

General reimbursement of costs in the event of cancellation: (see clause 15 ATB)

No general reimbursement of costs in accordance with clause 15.2 sentence 2 ATB will be charged in the event of cancellation due to force majeure.

Application co-exhibitors

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Informa Markets
Victoria Philpot
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Please note that all co-exhibitors must be registered and require permission to attend from Hamburg Messe und Congress GmbH.

Co-exhibitors: Co-exhibitors are companies other than the main exhibitor with representation by their own staff in a rented stand area. They are also considered to be co-exhibitors if they are associated with the main exhibitor in financial or organisational terms.

Name of the main exhibitor

Registration No.

We hereby request the following co-exhibitor to be included at Seatrade Europe 2023:

(To register additional co-exhibitors, please use copies of this form.)

Company (if EU entrepreneur: full company name including legal form and address according to VAT registration)

☐ private person ☐ registered entrepreneur (or legal entity with VAT-Reg.-No.) **VAT-Reg.-No. (EU)**

Commercial/Company Reg.-No. (non-EU)

Country of the head office

Contact Person

Address/P.O. Box

Country abbr. Postcode Town/City

Phone

Fax

E-mail (company)

Internet

E-mail for electronical invoicing

The following **products/services** will be presented (please itemize)

Main product category	Mandatory payments
<input type="checkbox"/> Destinations / Ports <input type="checkbox"/> Tourism / Tour Operator <input type="checkbox"/> Food and Beverage <input type="checkbox"/> Technical Equipment / Systems <input type="checkbox"/> Marine Equipment	<input type="checkbox"/> Shipbuilder, Yards <input type="checkbox"/> IT-Systems / Communication <input type="checkbox"/> Shipbroker <input type="checkbox"/> Classification Society
<input type="checkbox"/> Boards / Associations <input type="checkbox"/> Media <input type="checkbox"/> Ship Financing <input type="checkbox"/> Crew and Tech. Management	<input checked="" type="checkbox"/> Marketing package per main exhibitor € 395.–

By submitting this registration, the undersigned accepts the General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe und Congress GmbH. Furthermore, the undersigned undertakes to extend these terms and rules to any co-exhibitors. They can be inspected at seatrade-europe.com/applicationforms. The main exhibitor agrees that the co-exhibitor is allowed to place orders via the online service centre at his own expense.

Place and date

Surname, first name main exhibitor

Signature main exhibitor
(via DokuSign, online via tablet or print and sign)



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MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board:
State Secretary Andreas Rieckhof
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125
Hamburg Commercial Bank
BIC: HSHNDE33
IBAN: DE10 2105 0000 0228 1300 00