

# 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** –

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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

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## 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 and co-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.



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<b>Invitations:</b>	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.
<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>Cost element clause</b>	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.
<b>Miscellaneous/ Specific points for the event:</b>	
<b>Stand types:</b>	<b>Space only</b> minimum 32 sq. m  € 457 per sq. m – plus VAT <b>early bird rate</b> (until 31.03.2023) € 487 per sq. m – plus VAT (as of 01.04.2023)  <ul style="list-style-type: none"><li>• An area of the exhibition space (no power, walls or carpet included, additional services can be ordered in the OSC)</li></ul> <b>Shell Scheme</b> minimum 12 sq. m  € 562 per sq. m – plus VAT <b>early bird rate</b> (until 31.03.2023) € 582 per sq. m – plus VAT (as of 01.04.2023)  <b>What is included?</b> <ul style="list-style-type: none"><li>• 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</li><li>• 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</li><li>• Ripped carpet, roll goods, standard colours (blue, grey, red, anthracite)</li><li>• 1x LED beam spotlight per 3 sq.m stand area</li><li>• 1x waste paper basket</li><li>• 1x socket, internal cabling</li><li>• Electrical connection 3 kW (incl. consumption, 1 socket, stand earthing)</li><li>• Daily cleaning (cleaning carpets, wiping tables and counters, vacuuming upholstered chairs)</li><li>• Daily waste disposal (provision of a 60 l garbage bag per day, including disposal)</li><li>• Exhibitor passes free of charge</li><li>• Free visitor Wi-Fi</li></ul> <p>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.</p> <p>Please note: For technical reasons we regret that we are unable to allow exhibitors to build their own stand within a shell scheme stand.</p>
<b>General reimbursement of costs in the event of cancellation: (see clause 15 ATB)</b>	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.