

REGISTRATION

Close of registration: 31 October 2019

Email: smart@reedexpo.at
Fax response +43 1 727 20-2185

Exhibitor Co-Exhibitor with: _____

GENERAL COMPANY DATA

Corp. reg. number	ARA-No.	VAT number (invoice recipient)
<input type="text"/>	<input type="text"/>	<input type="text"/>
Company name		
Street name/PO Box		
Country code, post code, city		
Telephone area code	Telephone	Telefax
<input type="text"/>	<input type="text"/>	<input type="text"/>
Website		
E-mail contact company		
<input type="text"/>		

CONTACT

Company Owner / management

<input type="checkbox"/> Mrs.	Title, first name, last name	
<input type="checkbox"/> Mr.	<input type="text"/>	
Phone area code	Phone number	Mobile phone number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal e-mail		
<input type="text"/>		

Person in charge / exhibition contact

<input type="checkbox"/> Mrs.	Title, first name, last name	
<input type="checkbox"/> Mr.	<input type="text"/>	
Phone area code	Phone number	Mobile phone number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal e-mail		
<input type="text"/>		

Sales / Marketing Manager

<input type="checkbox"/> Mrs.	Title, first name, last name	
<input type="checkbox"/> Mr.	<input type="text"/>	
Phone area code	Phone number	Mobile phone number
<input type="text"/>	<input type="text"/>	<input type="text"/>
Personal e-mail		
<input type="text"/>		

ADDRESS FOR CORRESPONDENCE

(only if written correspondence should not take place with the registered company)

Company name		
<input type="text"/>		
Person in charge		
<input type="text"/>		
Street name/PO Box		
<input type="text"/>		
Country code, post code, city		
<input type="text"/>		
Telephone area code	Telephone	Telefax
<input type="text"/>	<input type="text"/>	<input type="text"/>
E-mail		
<input type="text"/>		

INVOICE ADDRESS

(only if the invoice is not to be sent to the company registered as the exhibitor)

VAT number

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

Please note - this e-mail address will be used for all information concerning your online exhibitor profile and the expo contact network.

WHICH PRODUCT GROUPS ARE YOU INTENDING TO EXHIBIT?

- Drive Engineering (electrical / mechanical / hydraulic)
- Automated Handling
- Operating & monitoring
- Bussystems & Industrial Communications
- Services, Engineering for Automation Technology
- Industrial Electronics
- Low Voltage Technology
- Pneumatic Systems for Automation
- Process Control Engineering
- Sensor Technology & Image Data Processing
- Measurement and Control Technology
- Control technology / SPS

Business sector: (multiple choice possible)

- Manufacturer
- Wholesaler
- Importer/agency
- Distributor
- Service provider
- Specialist trade publisher
- Association/public institution
- Trading agency

MANDATORY DETAILS FOR THE ONLINE EXHIBITOR CATALOGUE

First letter for Exhibitor catalogue ranking
The alphabetical ranking can't be changed in the context of self-maintenance.

Company wording for the exhibitor list (online + print)*

* The company wording in the online exhibitor list can be changed by yourself

Please fill in your product groups from the list

The online exhibitor catalogue is listed according to subject areas.

Expo insurance

An expo insurance package can be purchased additionally by marking the box next to your favoured option. Please register no later than one week before the fair begins. See the enclosed information sheet for details and conditions.

**Continue to sheet 2 for
company stamp and signature!**



REGISTRATION

Close of registration: 31 October 2019

Email: smart@reedexpo.at
Fax response +43 1 727 20-2185

Company name: _____

Stand space: _____
min. sqm max. sqm Width in m: Front-to-back in m:

SPACE RENTAL FEE

Space requirements
(subject to availability)

<input type="checkbox"/>	Row stand	€ 162.00 / sqm	_____ sqm
<input type="checkbox"/>	Corner stand	€ 169.00 / sqm	_____ sqm
<input type="checkbox"/>	End stand	€ 176.00 / sqm	_____ sqm
<input type="checkbox"/>	Island stand	€ 179.00 / sqm	_____ sqm

- PREMIUM stand location € 20.00 / sqm**
For a surcharge of € 20 per sqm you can secure a booth directly at one of the main entrances – in one of the entrance areas or one of the link-up areas. Limited availability! Registrations will be processed in the order in which they are received.

The space rental fee is a net price per sqm for space only without stand structures. Taxes and duties must also be applied, calculated and paid in accordance with the applicable legal requirements. **Stand dividing walls are NOT included in the price but are however obligatory.** Please note, stand allocation is made according to construction constraints, thematic relevance and the date the registration form was received.

HALL LAYOUT



ELECTRICITY FLAT RATE

Exhibitors must order one of the following wiring packages (prices inclusive of power consumed).

Prices include ready-to-use mains, switch and fuse box (as per OVE regulations) as well as a socket, earthing and certificate.

Quantity	Electricity package	Connection strength	Flat rate
<input type="checkbox"/>	Electricity package up to 1 kW, 1-phasis 230 V	1 kW	€ 124.00
<input type="checkbox"/>	Electricity package up to 3 kW, 1-phasis 230 V	3 kW	€ 152.00
<input type="checkbox"/>	Electricity package up to 6 kW, 6-phasis 230 V	6 kW	€ 311.00
<input type="checkbox"/>	Electricity package up to 10 kW, 3-phasis 400 V	10 kW	€ 366.00
<input type="checkbox"/>	Electricity package up to 20 kW, 3-phasis 400 V	20 kW	€ 620.00
<input type="checkbox"/>	Electricity package up to 40 kW, 3-phasis 400 V	40 kW	€ 1.122.00
<input type="checkbox"/>	Electricity package up to 60 kW, 3-phasis 400 V	60 kW	€ 1.738.00
<input type="checkbox"/>	Electricity package up to 120 kW, 3-phasis 400 V	120 kW	€ 3.486.00
<input type="checkbox"/>	Electricity package up to 10 kW incl. fair meter, 3-phasis 400 V	10 kW	€ 423.00
<input type="checkbox"/>	Electricity package up to 20 kW incl. fair meter, 3-phasis 400 V	20 kW	€ 680.00
<input type="checkbox"/>	Electricity package up to 40 kW incl. fair meter, 3-phasis 400 V	40 kW	€ 1.210.00
<input type="checkbox"/>	Electricity package up to 60 kW incl. fair meter, 3-phasis 400 V	60 kW	€ 1.883.00
<input type="checkbox"/>	Electricity package up to 120 kW incl. fair meter, 3-phasis 400 V	120 kW	€ 3.665.00
<input type="checkbox"/>	Continous power supply (Only in combination with a power pack) You require a separate continous power supply connection for refrigerators, cold display cabinets, etc., as the stand power supply is otherwise discontinued 1 hour after the end of the event day for safety reasons.		€ 95.00
<input type="checkbox"/>	Framework earthing (via potential electrical boarding) acc. MA 36		€ 53.00

**IMPORTANT:
ORDER DEADLINE:**
For orders received after the deadline a manipulation surcharge of 20% will be charged.

Marketing and Service Fee (obligatory): € 578.00
includes the registration fee, a quota of exhibitor passes according to stand size, a basic entry in the corporate profile in the online exhibitor catalogue, access to the exhibitor portal, including the functions available for self-dependent profile management as described, a basic entry in the printed exhibitor catalogue, and a variety of printed and digital format promotional aids for your own advertising activities.

Co-exhibitor fee (only for co-exhibitors) € 665.00
includes Marketing- & Service Fee

We are constantly working on ensuring the technology used for our online offerings is always state-of-the-art, and that you enjoy continually enhanced technical services. This can lead to tech-related changes to our digital product portfolio. Provision of your signature signifies your acceptance that changes can occur, and your consent to such changes.

We have read the fair terms and conditions printed overleaf, including the declaration of consent contained in point 24 concerning the receipt of e-mails and the utilisation of the data we have provided about ourselves, and recognise their validity as parts of the contract, even if we return the registration form without the trade fair conditions printed on the reverse side (such as is the case by fax). Austrian law shall apply and the legal place and court of jurisdiction shall be in Vienna.

Town, date

COMPANY STAMP / signature of invoice recipient

LIST OF PRODUCT GROUPS

Please enter the desired codes on the registration form, page 1.

DRIVE ENGINEERING (ELECTRICAL / MECHANICAL / HYDRAULICAL)

- 0301 Drive components
- 0312 Chain, sprockets
- 0314 Couplings
- 0302 Drive converters
- 0304 Electro-mechanical drive components
- 0305 Energy chain systems
- 0306 Frequency converters
- 0307 Gear motors
- 0310 Hydraulic
- 0311 Hydromechanical drive components
- 0309 Journal bearing systems
- 0315 Linear actuators, linear guides, ball screws
- 0313 Low-power and miniature motors up to 500 / 750 watt
- 0317 Safety devices
- 0318 Servo drives
- 0308 Slide and ball bearings
- 0316 Stepping motors and drives
- 0303 Three-phases a.c. motors and power drives
- 0319 Toothed racks, toothed wheels

AUTOMATED HANDLING

- 0401 Aluminium system profiles
- 0408 Assembly units and manipulators (pick and place units)
- 0403 Automatic dismantling technology
- 0407 Components for automated manufact. and handling technology
- 0404 Flexible assembly systems
- 0405 Handling technology
- 0402 Industrial construction
- 0406 Industrial robots for fully automatic manufact. (max. 25kg)
- 0409 Production Logistic

OPERATING & MONITORING / VISUALIZATION TECHNOLOGY

- 0501 19" housing for bus systems
- 0508 Computer-based operator control / process monitoring systems
- 0505 Industrial monitors
- 0503 Operator control and display units
- 0507 Operator panels
- 0502 PDA / MDA terminals
- 0506 Plain text displays, text displays
- 0504 Real time graphics terminals
- 0509 Visualization systems

BUSSYSTEMS & INDUSTRIAL COMMUNICATIONS

- 0601 CAD software and CAD systems
- 0611 Automation software
- 0602 Data cabling fiber and CU
- 0604 Factory bus systems (Ethernet)
- 0605 Field bus components, bus cables
- 0606 Field bus systems and technology
- 0609 Industrial computers
- 0608 Industrial network software, network management & components
- 0607 Industrial networks in automation technology
- 0610 Safety technology
- 0603 Wireless communication systems

SERVICES, ENGINEERING FOR AUTOMATION TECHNOLOGY

- 0701 Education and training
- 0703 Calibrating services
- 0702 Engineering consultants
- 0707 Maintenance and servicing
- 0706 Publishers
- 0704 Technical documentation
- 0705 Trade / professional associations

INDUSTRIAL ELECTRONICS

- 0801 Electro-mechanical and mechanical components
- 0812 Connection technology, connectors
- 0808 Control cabinets
- 0809 Control technology
- 0803 Industrial power supply
- 0804 Interface components and modules
- 0805 Labelling technology
- 0806 PCB's
- 0802 Power supply failure monitoring
- 0807 Relay technology
- 0811 Server cabinets 19" racks
- 0810 Slip ring units

LOW VOLTAGE TECHNOLOGY

- 0901 Low Voltage Technology

PNEUMATIC SYSTEMS FOR AUTOMATION

- 1001 Rotary unions / rotary distributor pneumatic / electric
- 1002 Media couplings pneumatic / hydraulic
- 1005 Pneumatic controllers
- 1003 Pneumatic drives
- 1004 Pneumatic valves
- 1006 Tube pivots

PROCESS CONTROL ENGINEERING

- 1101 Teleservice for control systems
- 1105 Components and accessories for process control systems
- 1106 Computer-aided process control systems
- 1103 Industrial I&C for plant, production & process engineering
- 1104 Industrial process computers
- 1107 MRP systems
- 1108 Process visualization systems
- 1111 Programmable controller-aided control systems
- 1102 Remote control systems
- 1109 Safety I&C systems
- 1110 Software for process computers

SENSOR TECHNOLOGY & IMAGE DATA PROCESSING

- 1201 Image processing systems and software
- 1202 CCD cameras, scanner
- 1203 Identification systems
- 1204 Industrial sensors / systems for geometric / mechanical variables
- 1205 Photoelectric cells, proximity sensors
- 1206 Sensor bus systems




MEASUREMENT AND CONTROL TECHNOLOGY

- 1301 Industrial measure technology
- 1302 Industrial test technique
- 1303 Vibration and sound measuring technique

CONTROL TECHNOLOGY / PROGRAMMABLE CONTROLLERS

- 1401 Control and signalling devices
- 1404 Programmable controller software
- 1403 Programmable controllers, control systems
- 1402 Switching and control units

Choose from our complete stand options:

 <p>EASY EUR 60,00 /sqm</p>	 <p>FIRST EUR 101,00 /sqm</p>	 <p>STYLE EUR 121,00 /sqm</p>
<p>Equipment "Easy":</p> <ul style="list-style-type: none"> - excl. Space fee and exhibition space - Complete stands including main electricity connection 3 KW and all taxes 	<p>Equipment "First":</p> <ul style="list-style-type: none"> - excl. Space fee and exhibition space - Complete stands including main electricity connection 3 KW and all taxes 	<p>Equipment "Style":</p> <ul style="list-style-type: none"> - excl. Space fee and exhibition space - only available from 12 sqm - Complete stands including main electricity connection 3 KW and all taxes
carpet black (or choose colour)	carpet black (or choose colour)	carpet black (or choose colour)
walls white foiled, H = 2500 mm	walls white foiled, H = 2500 mm	walls white foiled, H = 2500 mm
-	1 pc. box, 1 x 1 m, lockable	1 pc. Box, 1 x 1 m, lockable
-	-	2 pc. prospect shelf
-	1 pc. counter	1 pc. bar desk MAXIMA
frame clasp	frame clasp	M 1012 support structure
-	1 pc. table, 80 x 80 cm, Chrom 1	1 pc. table 80 x 80 cm, Chrom 1
-	3 pc. chair "Comodo" black	3 pcs. Chair „Comodo" black 1 Stk.
-	1 pc. wall hook	1 pc. wall hook
-	1 spotlight 100 W per 4 sqm	Power track with 2 pcs. Spotlight 70 W per 5 sqm
daily cleaning	daily cleaning	daily cleaning
lettering (original logo with surcharge)	lettering (original logo with surcharge)	lettering (original logo with surcharge)

Please select:

I order **sqm of stand type** **EASY** (EUR 60.00/sqm) **FIRST** (EUR 101.00/sqm) **STYLE** (EUR 121.00/sqm)

Stand lettering (Colour black, 20 letters max, please write desired text here)

Stand lettering with logo (surcharge EUR 44.30)
Please send us your logo in high quality (300 dpi, eps / pdf / jpg). For orders within 14 days before beginning of show a manipulation surcharge of 25% will be charged.

Carpet tiles: (included, please select colour) Roll carpet: (extra charge of €5.40/sqm)

black grey red middle blue light green dark blue dark green bright red

Company name		Company stamp and legally binding signature
Person in charge	UID-No.	
Street		
City	ZIP-Code	
Phone number / Fax		
Hall / Stand number	Stand size	Date, Place

All prices quoted are net prices plus VAT at the statutory rate.

Company registration nr: FN 37507h, Company register court: Landesgericht Salzburg, UID-No. ATU 36758503 DVR: 080783, The current terms and conditions of System Standbau GmbH (www.standout.eu) apply. All information is subject to typographical and printing errors.

Contact:

Wolfgang Rötzer, wolfgang.roetzer@standout.eu
T: +43 1 727 20-6209, F: -6109

YOUR ONLINE CORPORATE PROFILE

The online exhibitor catalogue on the expo website is the number one source of information for anyone making preparations to attend the fair, and often forms the basis of the decision to visit – or not to visit – your booth. You have the chance to fill your corporate profile with all the information you consider most important and persuasive for attracting potential customers. The more information and details your online profile contains, the more attractive it becomes.

Marketing & service fee explained:

The marketing and service fee is already included when you register and covers the registration fee, 1 car park access ticket, a quota of exhibitor passes according to booth size, artists' union duties, basic online corporate profile entry, basic entry in the printed exhibitor directory, variety of printed and electronic advertising means for your promotional activities.

HOW YOU BENEFIT

- + Showcase for your business, brand(s) and products
- + Gain more expo visitor attention to your goods and services in preparation for the show
- + Improve visibility for search engines like Google (search engine marketing: backlinks, content, coverage etc.)
- + Convince potential customers with individualised information

Basic entry

- » Company name
- » Hall/booth number
- » Contact
- » Product categories

Already pre-filled by us for you.

Enhance your profile and stand out from the competition!

- » Logo
- » Corporate description
- » Link up to your corporate website
- » Upload PDFs (product catalogue, pricelists, brochures, event plans etc.)

ADAPTABLE:

- » Address, telephone number, e-mail
- » Product categories

BASIC ENTRY



Mobile version



Desktop version

Inclusive

+ UPGRADE FOR GREATER VISIBILITY

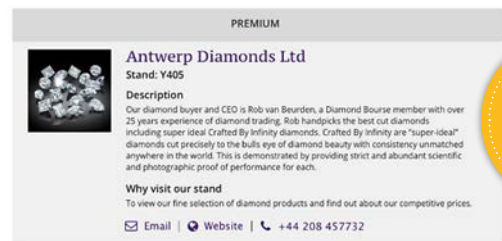
Design highlighting in the overview

DELUXE PROFILE

- » Background image
- » Coloured highlights
- » Contact icons
- » Maximum visibility for your corporate description



Mobile version



Desktop version

€ 400.00

Image

Image

Image

SERVICES FOR DIGITAL MARKETING

Seize the obvious benefits of the fair, meet your target groups face-to-face and digitally without wasting time money and effort, and generate and pursue leads. Reed Exhibitions also offers an additional range of excellent digital tools:



Retargeting – Access target groups.


Retargeting enables you to focus on a precise target group, both at the fair – and 365 days a year. The aim is to facilitate customer acquisition and intensify established customer contacts. Feel free to contact us to receive the best package for your needs.

Speak to us in person:

+43 1 72720-2104, smart@reedexpo.at

BOOK ONLINE AD PACKAGES & SAVE MONEY:

Booking a package enables you to save money and obtain the best promotional formats to achieve your goals:




MORE ATTENTION – MORE VISITORS.
PACKAGE A

The combined package with native advertising (ads embedded in contextually familiar output) and retargeting (focussed digital repeat marketing) guarantees perfect placement during the fair. **Available 3x**

- » **Hero Native Ad** € 1,367.00
Format: 1400x750px
- » **Retargeting campaign** € 390.00
Duration: Approx. 5 weeks including show days
Scope: 5.000 ad impressions

-15%

package rate **€ 1.439,00**



BOOST YOUR BRAND BY EXPANDING YOUR REACH.
PACKAGE B

Prominently positioned on the website and also featured in the visitor newsletter before the show. Boost your brand before and after the show. **Available 6x**

- » **Newsletter Advertorial** € 500,00
Released: Once
- » **Leaderboard banner** € 1.823,00
Duration: 16 weeks
(4 weeks pre-show, 12 weeks post-show)

-15%

package rate **€ 1.975,00**




PERFECT PRODUCT PRESENTATION.
PACKAGE C

The classic digital advertising format is mixed with an effective retargeting (focussed digital repeat marketing) campaign. This puts you in direct digital contact with customers and potentials. **Available 3x**

- » **Content teaser native ad** € 270.00
Duration: 16 weeks
(4 weeks pre-show, 12 weeks post-show)
- » **Retargeting campaign** € 390.00
Duration: Approx. 5 weeks including show days
Scope: 5.000 ad impressions

-15%

package rate **€ 561,00**




CONVINCE WITH CONTENT MARKETING.
PACKAGE D

Run your advertising in a news and information environment to provide show visitors with information before and after the show. Enjoy a perfectly staged start to your time at the fair. After the fair, there are further measures you can take to win over customers for your business. **Available 3x**

- » **Content teaser native ad** € 270.00
Duration: 16 weeks
(4 weeks pre-show, 12 weeks post-show)
- » **Newsletter Advertorial** € 500.00
Released: Once

-15%

package rate **€ 655,00**



EXCLUSIVE TO THE ONLINE TICKET.
PACKAGE E

This exclusive package ensures your visibility is maximised among online ticket buyers. It's also exclusive because the package can only be sold 1x. **Available 1x**

- » **Ad On Online ticket** €350.00
Format: 2480x236px
Released: Online ticket PDF
- » **Ticket shop banner** € 329.00
Released: Approx. 4 weeks pre-show

-15%

package rate **€ 577,00**



TARGET NEW CUSTOMERS. GENERATE LEADS.
PACKAGE F

Our lead management tool enables you to generate, manage and process contacts without wasting time and money. Every visitor is registered and entered into the system for you with all the key data. **Available 1x**

- » **Lead e-mail banner** € 500,00
Format: 700x100px; Released: Lead e-mail as a summary of every expo day
- » **Reed2Lead upgrade** € 250,00
Premium Reed2Lead upgrade with expanded statistical functionality, individualised lead list, lead download as csv., quick-scan function etc..

-15%

package rate **€ 638,00**

INNOVATIVE AND FLEXIBLE ONLINE ADS

KNOW HOW! NATIVE ADS

Native advertising doesn't appear to be advertising as such, since it is integrated in the editorial framework. The form and content of such advertising are adapted to suit the context and the interests of the target group, and consequently are not as annoying.

The advantage:

User activity is not affected. Rates of reader interaction are multiplied in comparison with conventional advertising.

ONLINE

ADVERTISE ON DESKTOPS & MOBILES (TABLETS AND SMARTPHONES)



1 HERO NATIVE AD

Device: Desktop, mobile
Placement: Homepage
not including exhibitor catalogue & product catalogue
Consists of: Background image format: 1400 x 750 pixels
Title: 40 characters
Text: 270 characters
Logo format: 230 x 140 pixels
File format: jpg | png
Publication: 1 month before the fair begins

2 LEADERBOARD BANNER

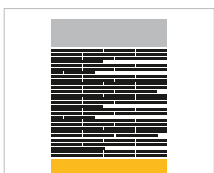
Device: Desktop, mobile
Placement: Homepage, subpages
not including exhibitor catalogue & product catalogue
Format: Desktop: 970 x 90 pixels as well as 728 x 90 pixels
Mobile: 320 x 50 pixels
File format: jpg | png
Publication: 1 month before the fair begins

3 CONTENT TEASER NATIVE AD

Device: Desktop, mobile
Placement: Homepage, subpages
not including exhibitor catalogue & product catalogue
Consists of: Image format 370 x 170 pixels
Text: Short description
(subject to limited number of characters)
File format: jpg | png
Publication: 1 month before the fair begins

EXCLUSIVE PRODUCTS

MAXIMUM VISIBILITY WITH SPECIAL FORMAT



NEWSLETTER BANNER

Device: E-mail
Placement: Newsletter
Format: 700 x 100 pixels
File format: jpg | png
Publication: Once



ONLINE TICKET BANNER

Device: Online ticket
Placement: PDF
Format: 2480 x 236 pixels, 300 dpi
File format: jpg | png
Publication: As soon as online tickets are available

ORDER FORM

ONLINE ADVERTISING

- PACKAGE A** **€ 1,439.00**
 1 Hero Native Ad
 1 Retargeting Campaign
** LIMITED! **
Only 3 Packages available.
- PACKAGE B** **€ 1,975.00**
 1 Newsletter Advertorial
 1 Leaderboard Banner
** LIMITED! **
Only 6 Packages available.
- PACKAGE C** **€ 561.00**
 1 Content Teaser Native Ad
 1 Retargeting Campaign
** LIMITED! **
Only 3 Packages available.
- PACKAGE D** **€ 655.00**
 1 Content Teaser Native Ad
 1 Newsletter Advertorial
** LIMITED! **
Only 2 Packages available.
- PACKAGE E** **€ 577.00**
 1 Add on Online Ticket
 1 Ticket Shop Banner
** LIMITED! **
Only 1 Package available.
- PACKAGE F** **€ 638.00**
 1 Banner Lead Email
 1 Reed2Lead Premium
** LIMITED! **
Only 1 Package available.

All of these promotional aids are available as affordable packages and, on request, can also be ordered individually!

ONLINE COMPANY PROFILE

- UPGRADE DELUXE PROFILE** **€ 400.00**

Surcharge for an upgrade of the marketing and service fee to include comprehensive range of extras.

Company:

Person in charge:

Telephone:

E-Mail:

All prices stated are subject to the addition of 20% VAT.

We are constantly working on ensuring the technology used for our online offerings is always state-of-the-art, and that you enjoy continually enhanced technical services. This can lead to tech-related changes to our digital product portfolio. Provision of your signature signifies your acceptance that changes can occur, and your consent to such changes.

The terms and conditions are determined by the Signature of applicant noted.

PRODUCT INFORMATION:

- Advertising banners are linked to your desired link.
- No further tracking codes can be integrated.
- We hope you understand that we can't send screenshots when your promotional banner is online. Feel free to see just how good it looks for yourself by going online!

DATA TRANSMISSION:

All complete graphics and documents must be sent to:
onlinewerbung@reedexpo.at!

Please adhere to the following guidelines:

- Please write „SMART 2020“ and the name of your company in the subject line of every e-mail.
- Please make sure you adhere to the formats prescribed for each respective product as listed in the descriptions on the previous pages. There may be surcharges if it becomes necessary to adapt formats and sizes.
- If you've booked a retargeting campaign please get in touch with us for further details.
- Always send texts to accompany the pictures in a Word document and always use the name of the respective picture file as the title of the text.

Please note:

- No pictures should be contained in Word or PDF documents
- Adhere to the requested picture dimensions and formats

ADVICE & DETAILED INFORMATION:

If you require advice, questions or would like to order the best possible service package – please call or mail us anytime:

E-Mail: smart@reedexpo.at

Date, Company stamp, signature



Trade Fair Insurance

Your time at a trade fair should be successful and safe. The following insurance package is designed to cover you and your trade exhibits.

CLOSING DATE: 4 May 2020
Please send to Reed Messe Wien,
Fax: +43 1 727 20-2199

I. Insurance of Exhibits

Where is the policy valid?

Cover is provided during the trade fair organized by Reed Messe Wien GmbH, on journeys to and from the fair from anywhere in Europe.

Which damages are covered?

During transport: According to AÖTB 2001 – ‘full coverage’

During the show:

- Fire (fire, lightning strikes, explosions)
- Theft, robbery and damage caused by mains water
- Breakage, bends, dents, damage
- Accidents involving the means of transport and natural catastrophes according to the basic conditions.

Which objects are covered?

Exhibits, the exhibition stand/kiosk/booth and associated equipment, personal implements.

What is not covered?

Valuables such as genuine jewellery, cash, real carpets and furs. Exhibited goods must be supervised during visiting hours and secured suitably outside of visiting hours to avoid unauthorised access. Small objects such as laptops, digital cameras, projectors and so on must be kept in lockable display cases or lockable containers. Damage occurring to insured objects during their assembly, mounting, removal and dismantling. Damage caused while switching on and demonstrating. Damage to insured objects occurring during unpacking and packing up at the beginning and end of the event.

When is an ‘excess’ fee payable?

Excess shall only be charged in cases of theft, robbery, breakage, bending, denting and deformation. The excess fee shall be € 250 per case of damage.

When and to whom the damage has to be reported?

Any damage must be reported to Marsh Austria GmbH without delay.

What incidents must be reported to the police?

In cases of theft or fire damage the report must be made immediately on identification of the damage.

How high is the insurance cover?

The insured sum is stipulated as “First risk”. In the eventuality of

a claim the compensation paid can be as much as the insured sum in the policy. Complaints resulting from under insurance cover will not be entertained.

II. Trade fair - Accident Cover

Trade fair - Accident Cover

Cover is provided for trade fair centre and grounds during the fair itself, during the period of construction and dismantling of the stand.

Who is covered?

The exhibitor and associated personnel employed for the trade fair.

What risks are covered?

Permanent and long-term disability following an accident.

How high is the insurance cover?

Cover is provided up to € 72,500.00 per person. There is a maximum cover of € 145,000.00 for all persons present at the stand.

How do I take out the insurance?

How is the transaction finalised?

Tick the insurance sum you require for your stand on this insurance registration form. Date it, stamp it, sign it and fax it to Reed Messe Wien.

How do I pay the premium?

Together with the registration fee and stand rental respectively after invoicing. Please note, insurance coverage takes effect after payment has been made in full.

Who is the insurance company?

Wiener Städtische Allgemeine Versicherung AG

Which insurance conditions are in effect? (*)

AÖTB 2001 (“full cover“ version) and the specific clause for the insurance of articles at trade fairs and exhibitions (1995). General accident insurance conditions for accident cover (AUVB 1995). Please note, in variance to the stipulations of the Insurance Contract Law (VersVG), in the relation between insured parties and Reed Messe Wien GmbH insured parties are obliged to address all claims resulting from this contract directly to the insurance company.

What options are available?

Insurance coverage shall become valid once you have ticked the required option!	Insured sum for exhibits	Premium per exhibitor incl. insurance tax
<input type="checkbox"/> Policy A	€ 20,000.00	€ 81.00
<input type="checkbox"/> Policy B	€ 40,000.00	€ 131.00

Insurance coverage shall become valid once you have ticked the required option!	Insured sum for exhibits	Premium per exhibitor incl. insurance tax
<input type="checkbox"/> Policy C	€ 80,000.00	€ 211.00
<input type="checkbox"/> Policy D	€ 160,000.00	€ 331.00

(*) I have read and accept the terms and conditions of these insurance services (available at www.smart-wien.at/versicherungsbedingungen).

Company name

Place, date

COMPANY STAMP /legally binding signature

If you have any questions, please contact:

Marsh Austria GmbH, Millennium Tower, Handelskai 94-96, A-1200 Vienna, Tel. +43 1 586 49 83-0

FAIR TERMS AND CONDITIONS

last update June 2018

1. Registration

Registration constitutes a legally binding and irrevocable offer on the part of the exhibitor. Registrations with limiting conditions shall not be valid. Deletions, additions, and amendments to the registration form or the Terms and Conditions shall be null and void. Failure to complete any sections of the registration form shall never be construed to the disadvantage of the organizer. By submitting of the registration, the exhibitor fully accepts the Terms of Participation. The Terms and Conditions shall also apply analogously to supplementary services and additional orders, e.g. advertisements in the catalogue/fair magazine, the assembly and dismantling of stands, the rental of equipment, electronic fair guide, power, the providing of electricity, water, telephone and other utilities.

2. Stand Rental

Upon receipt (by mail, fax, digital transfer) of the registration by the organizer, the exhibitor shall be obligated to participate in the fair, subject to acceptance by the organizer. This shall apply to the rental rates quoted on the registration form for the duration of the event. Each square meter or portion thereof shall be included in the calculations. All rental rates shall be understood to be exclusive of value-added tax and other taxes and charges (fees for legal transactions and for termination, etc.). A separate registration fee may be stipulated. The organizer reserves the right to change the commencement and duration of the fair without any claim in connection therewith arising on the part of the exhibitor against the organizer (e.g. cancellation, damages).

3. Permit and Space Assignment

The organizer shall not be obligated to accept the registration. The decision regarding the granting of a permit to an exhibitor (i.e. acceptance of the registration), as well as the special space assignment, shall be made exclusively by the organizer. The organizer reserves the right to at any time reject registrations for a permit to exhibit, without having to provide justification. The permit, and therefore acceptance of the registration shall be confirmed in writing by the organizer, as will be the space assignment, which may take place at the same time as or after the acceptance of registration. Exhibitors from Austria and abroad whose exhibit goods are in keeping with the theme of the fair may be permitted. Trade representatives and importers may exhibit on behalf of the companies which they represent. In the event that the exhibitor takes part in the fair as representative of a manufacturer, he shall so notify the organizer at the time of registration. The organizer may request that the exhibitor submit an inventory of goods exhibited; in such case the specification of exhibit goods as listed on the inventory of goods shall be a prerequisite for the processing of the registration. Products other than those listed on the inventory of goods shall not be allowed to be exhibited. Used goods of any kind shall not be allowed as exhibit goods at the fair. The exhibitor shall be obligated to exhibit the registered products for the entire duration of the fair, without limitation. Early closing of the fair stand and/or early dismantling of the fair stand shall be excluded. Any infringement of these obligations shall entail claims for damages. The exhibitor shall refrain from exhibiting any form of political propaganda. No legal entitlement to exhibit at any additional fair (i.e. the acceptance of another registration at a fair) shall arise from the acceptance of the registration (i.e. from the permit to exhibit at the fair). Notwithstanding the confirmation of a permit (acceptance of registration) and space assignment, in the interest of the event (the fair) the organizer shall be authorized to assign a space to a location other than that foreseen by the original space assignment, to make modifications to the stand area, to relocate or close entrances and exits to the fairgrounds and the halls, or to undertake other structural changes. In this regard, if the rental rate is reduced, then the difference shall either be credited or refunded to the exhibitor, at the discretion of the organizer. Any additional claims, in particular compensation claims, shall be excluded. If for any reason the organizer cannot make available a stand which has already been assigned, the exhibitor shall be entitled only to a refund of the rent actually paid. Even only a partial assignment of space shall require the express written consent of the organizer and is permitted only in return for payment of a co-exhibitor's lump-sum charge.

4. Withdrawal of Registration

In the event of cancellation (withdrawal) of the registration, the exhibitor shall pay the organizer the following cancellation fees:

Up to 8 weeks before the beginning of the fair, 50% of the agreed rent; within 8 weeks or less before the beginning of the fair, 100% of the agreed rent; in each case plus any taxes, fees, or other additional costs and any costs which have already arisen for technical and other services ordered.

The cancellation fee is to be paid as lump-sum compensation, regardless of any fault, in which case the exhibitor waives a reduction of compensation, in particular to a right of reduction by the court for whatever reason, including a claim to favorable settlement.

The exhibitor acknowledges that the cancellation fee shall also be payable in the event that the organizer sells or leases the fair stand to a third party. In such case the assertion of any claim for damages which extend beyond the cancellation fee shall remain unaffected. The due date of the cancellation fee, plus any additional payments, shall be as stated on the cancellation invoice.

5. Issuance of Invoices and Payment Terms

After the time of permit (acceptance of the registration), the exhibitor shall receive an invoice, which shall be paid with sufficient time for the invoice amount to be credited to the account in full at latest by 6 weeks before the beginning of the event. Any invoices issued after this date shall be immediately payable. The exhibitor shall be obligated to pay all costs for additional services (intent 1.), due on presentation of the invoices, whereby the organizer shall also be entitled to require advance payments for these services. In any case, an invoice may state different payment terms and dates which are binding on the exhibitor. The punctual payment of the invoices and any registration fee due, as well as the settlement of any amounts still owing from earlier events, shall be a prerequisite for the handing over of the stand assigned.

Any complaints regarding the invoice must be made within 8 days after receipt. Thereafter the invoice shall be considered approved, and any complaints received shall be invalid.

In the event of a delay in payment, 12% interest per annum shall be agreed, calculated from the due date, in addition to EUR 7.27 for each letter of reminder, exclusive of value-added tax. The exhibitor shall be obligated to reimburse the organizer for any costs in connection with collection and/or recovery; in such case, the maximum rates therefor shall be agreed pursuant to Regulation BGBl No. 141/1996 or the regulation replacing it, regardless of whether collection proceedings are being carried out by the exhibitor itself or by a third party. The costs of the legal action and execution determined and to be determined by the courts shall remain unaffected by this. The expenses for collection and recovery charged to the organizer by third parties shall in any case be borne by the exhibitor. The exhibitor shall not be entitled to retain the payment of any invoiced amounts due against any counterclaims of any kind, to refuse payment, or to charge such payment against counterclaims.

5a. Taxes, Fees, and Charges

All taxes, fees, and charges, and in particular value-added tax and advertising charges, shall be borne by the exhibitor. All prices given are net.

5b. Marketing and Service Fee

The Marketing and Service Fee includes the registration fee, a quota of exhibitor passes according to stand size, a basic entry in the corporate profile in the online exhibitor catalogue, access to the exhibitor portal, including the functions available for self-dependent profile management as described, a basic entry in the printed exhibitor catalogue, and a variety of printed and digital format promotional aids for your own advertising activities. All exhibitors are obliged to pay the Marketing and Service fee. Should payment deadlines be violated, the exhibitor shall be obliged to compensate the organizer for all expenses accrued in the form of debt reminder distribution and the use of debt collection services – at the highest rate allowed by the provisions of BGBl no. 141/1996 or the guideline that replaces it – regardless of whether the delinquency procedures are initiated and/or executed by the exhibitor or a third party business. This shall have no effect on the costs of prosecution and execution set or to be set by the courts.

6. Rescission of the Agreement

The organizer shall be entitled to rescind the agreement without prior notice and with immediate effect in the event that:

- the exhibitor does not meet its payment obligation on a timely basis, or
- in the meantime, bankruptcy proceedings, out-of-court settlement proceedings, or winding-up

proceedings take place or are pending against the exhibitor, or

c. outstanding claims still exist from previous fairs, or

d. the exhibits are not or are no longer in keeping with the theme of the fair.

In these cases, a penalty fee shall be payable by the exhibitor to the organizer in the amount of the cancellation fee set forth in Point 4 hereinabove. The penalty fee shall be paid independent of any fault; the exhibitor waives any reduction in the claim for damages, particularly to judicial restraint on any grounds whatsoever. In the event of the organizer's rescission of the agreement, it shall be within the organizer's discretion to make the assigned stand available without further notice. It shall be sufficient if one of the above described points exists.

7. Force Majeure; Material Cause

If the event cannot be carried on due to force majeure, strikes, political events or other material cause which has not been brought about either intentionally or negligently by the organizer, claims for compensation of any kind against the organizer shall be excluded. The organizer shall notify the exhibitor without delay in the event that the fair cannot take place.

8. Sale regulations

At trade fairs, the sale and/or delivery of goods of any kind, including samples, shall be prohibited. At fairs open to the public, the exhibitor shall be permitted to sell goods directly and to effect delivery to the buyer immediately, in compliance with the applicable provisions of law. The exhibitor shall be obligated to not conduct the sale in a loud, conspicuous fashion. Restaurant and catering services will be operated exclusively by the organizer or a business partner of the organizer. Exceptions thereto require the express written consent of the organizer. In the event of any infringement of these Terms and Conditions, after making a prior request on short notice to stop the direct-sale (direct supply) operation or the restaurant (catering) services, the organizer shall be authorized to close down the stand.

9. Exhibitor Identification

Each exhibitor shall at no cost receive exhibitor identification passes for itself and its personnel at the stand, according to the booth size, defined by the organizer. Additional exhibitor identification passes may be purchased for a fee.

10. Stand assembly, dismantling, and presentation

The exhibition spaces shall basically not include stand walls and assembly, except by ordering a full package and/or special agreement with the organizer. The exhibitor's stands shall not be allowed to exceed a height of 250 cm (the standard stand height). Greater stand heights shall be possible only after submitting the plans to the organizer and upon written agreement with the organizer; such plans must be submitted to the fair management by at latest 2 months before the beginning of the fair. For possibly double-decker stands, a surface of 50% will be added to the space fee per square meter of the overbuilt surface. Prior to the assembly of such a stand (with the exception of island stands), written consent must also be obtained from the neighboring exhibitor and the proper construction must be confirmed by a civil engineer with Austrian license. For reasons of safety, glass structures shall be allowed only if place 50 centimeters from the edge of the stand. This regulation, however, shall not apply to safety glass. The use of nails, drills, and glue on PVC-coated walls, which are owned by the organizer, is prohibited. In the event of damages, the invoice shall be calculated on the basis of replacement value. Decoration pens may be used on painted walls, but only if they do not go through to the wall. Painted walls may be covered with wallpaper on the condition that the wallpaper be removed by the exhibitor immediately after the fair. If the wallpaper is not removed, this work will be undertaken by the organizer at the exhibitor's expense. In the event of damages, the invoice shall be calculated on the basis of replacement value.

The announced time for assembly and dismantling shall be precisely adhered to. Infringements of these fixed times shall be separately charged for. Stand assembly must begin at latest by 12 noon one day before the beginning of the fair. If the rented area has not been used by this time or no notification has been given, the organizer reserves the right to make the space available for other purposes from this time, without further notice; in such case however, the entire stand rental shall be payable, plus the registration fee. The assembly work must be completed by at latest 6 pm of the final assembly day. Any infringement of the assembly and dismantling times is expressly excluded. In the event of an infringement of the assembly and dismantling times, claims of any kind on the part of the exhibitor against the organizer shall be excluded.

In the event of infringement of the dismantling time, the organizer shall be authorized to undertake the clearing of the stand and its storage at the cost and risk of the exhibitor. After dismantling, the original condition of the space is to be restored. Damages which are caused by improper handling shall be reimbursed to the organizer by the exhibitor.

11. Technical Stand Equipment

General installations for electricity and water shall be carried out solely by contractual partners of the organizer. Electricity, water, and other technical connections shall be possible in return for payment of a fee for connection and use. All electrical equipment, facilities and installations must comply with the regulations of the Austrian Electrotechnical Association and the regulations and requirements customary in Vienna as well as those legally binding for events. Electrical installations shall only be allowed to be installed by licensed companies. Connection and supervision shall be carried on exclusively by licensed fair electricians. The technical regulations for exhibitors and those building stands shall form an integrated part of this Agreement.

11a. Exhibiting Machines

Machines being exhibited must be furnished with a CE stamp of approval and comply with the MSV (306) ordinance on machine safety. In the event that machines, safety components, or parts thereof do not conform to the MSV, this must be clearly indicated by means of a visible sign.

11b. Tips and conditions for technical services

Rules for the operation of wireless infrastructure (WLAN)

Exhibitors must observe the following rules when operating their own WLAN transmitters:

- The WLAN transmitter (access point) may only be operated on channel 11 (in IEEE 802.11b/g standard).
- The WLAN transmitter must be switched to the minimum transmission setting possible in order to ensure the broadcast range is limited to the smallest area possible within or beyond the boundaries of the stand.

An exhibitor may be denied the right to operate his/her own WLAN transmitter, despite compliance with the above rules, if the operation of technical infrastructure required for general trade fair activity is affected or restricted, particularly as regards WLAN systems run by the organizers or companies working in association with the organizers.

In the case of WLAN systems causing interference with the technical infrastructure required for the trade fair, the organizer reserves the right to take all necessary steps, including the capping of stand supply networks (internet, power supply), to ensure interference free operation of trade fair equipment. Exhibitors are obliged to obey any such instructions given by the organizers. If required the exhibitor shall be instructed to shut down his/her WLAN. Failure to comply with this demand shall result in the costs for the localisation and remedying of the situation being passed on to the exhibitor.

12. Liability and Damages

The organizer undertakes no liability of any kind for theft, for goods exhibited or left behind by the exhibitor or third parties in the event that such goods are damaged or missing; this shall apply in particular to exhibition and stand equipment and furnishings.

The organizer shall not be obligated to take out insurance policies of any kind. The organizer undertakes no liability of any kind for vehicles parked on the fairgrounds by the exhibitor, its employees, or its business partners. The exhibitor shall be liable for any damages to persons or things which are caused by it, its employees, or its business partners or by its exhibit objects and equipment. The organizer shall be indemnified and held harmless. During assembly and dismantling, each exhibitor has an increased duty of care for the safety of its goods. Valuable and easily moveable exhibit goods are to be removed from the fair stand during hours when the fair is not open (particularly at night) and kept in safekeeping by the exhibitor itself at its own risk. The organizer shall not be liable for damages to health or property or other damages of any kind which may be incurred on the part of the exhibitor,

FAIR TERMS AND CONDITIONS

last update June 2018

its personnel, or third parties for whatever reason in connection with the preparation, carrying on, or completion of an exhibit. The organizer shall not be liable for any lost profits.

This exclusion of liability shall also apply in the event that damages are caused by defects to the buildings or equipment of the organizer. The organizer shall in general assume liability only when damages have been brought about by it or its personnel intentionally; in such case the party which has incurred the damage must produce evidence thereof.

The exhibitor shall not be able to derive claims of any kind against the organizer from the act or failure to act on the part of other exhibitors, their personnel, or their business partners.

The exhibitor shall lodge complaints concerning any defects promptly and in writing and shall give the organizer the possibility of removing the defect, otherwise the exhibitor waives any rights in respect to these defects. Any claims on the part of the exhibitor must be submitted to the organizer immediately; otherwise they shall be considered invalid. No liability shall be assumed for incorrect inclusions or entries in the official fair catalogue and/or other printed materials related to the fair (typographical errors, syntactic errors, incorrect order, omission, etc.).

The organizer shall not receive certain shipments on behalf of the exhibitor, and shall assume no liability for possible losses, or for incorrect or late delivery thereof. The fair's forwarding agent shall store exhibit goods and packing materials at the cost and risk of the exhibitor. It shall be forbidden to spend the night in the halls or the grounds.

12a. Fair Insurance

The stand rental shall not include insurance for objects brought in to the fair stand, the stand itself, and all other fair equipment. If an insurance policy is taken out with the organizer or an insurance company, the separate written terms and conditions related to the insurance policy shall apply.

13. Advertising Materials of the Organizer

Each exhibitor (including any co-exhibitors and sub-exhibitors) shall be obligated to be included in the fair catalogue and/or fair magazine published. The minimum entries, as set forth in the catalogue form, shall be made at the cost of the exhibitor even if an explicit order in this regard has not been made by the exhibitor. The organizer shall make published advertising materials available to the exhibitor upon its request under the terms and conditions (i.e. prices) given. The exhibitor shall thereby be given the possibility of making its customers aware of its participation in the event and inviting them (e.g. with stickers and invitation cards).

14. Exhibitor's Advertising at the Event Location

Transmissions from the site and advertising in visual, sound, or written form on behalf of companies other than the exhibitor shall require the express written consent of the organizer.

Banners, company signs, advertising inscriptions, and other advertising materials shall not be placed or dispersed outside the exhibition stand, extend out into walkways, or exceed a height of 250 cm. The placing of advertising signs, posters, or other advertising materials outside the stand, in particular the parking areas, as well as the distribution of advertising material, shall be permissible only after separate agreement with the organizer, to be billed separately. In the event of unfair advertising vis-à-vis other exhibitors, the organizer is authorized to immediately close the stand; in such case a reduction of stand rental and other costs shall be excluded.

15. Distribution of advertising materials, retail trading, samples

The distribution of advertising materials, samples, printed material and other means of advertising as well as retail sales may be effected only within the stand allocated. All off-stand advertising activities are chargeable and require official permission, and are to be conducted exclusively in the foyers, linking passageways and open-air exhibition space. Outside companies are not permitted to conduct opinion polls within the exhibition premises. The sale of goods or services by the exhibitor or by a third party traceable to the exhibitor is prohibited on the exhibition premises unless the organizers give their express written authorization, even if payment for the goods or services is not made during the fair but at a later date. Failure to comply shall result in the exhibitor being obliged to reimburse to the organizers all costs, fees and taxes (in particular entertainment tax) arising or becoming due in connection with this violation, regardless of fault. In the event of violation by several exhibitors, such exhibitors shall be jointly liable for the said costs, fees and taxes. The distribution of samples against charge is subject to permission by the organizer. The free distribution of samples is permitted.

16. Special Events and Presentations

All types of special events and presentations at the stands or the fairgrounds shall require the written permission of the organizer. Regardless of prior permission granted, the organizer shall be authorized to limit or prohibit presentations which cause noise, dirt, dust, the emission of gases, etc. or which impair the orderly proceeding of the fair through any other type of disturbance.

Flashing signs at the fair stand are prohibited. The use of gases and vapours (dry ice, etc.) is subject to the issue of a permit (the halls are equipped with fire alarm facilities, and the costs of false alarms resulting in the fire brigade being summoned will be charged to those responsible). Application for laser systems must be submitted to: City of Vienna Department (Magistratsabteilung) 36, Dresdner Strasse 75, A-1200 Vienna. Tel: (+43 1) 4000-99 922 83.

Sound or audio-visual presentations at the fair stand must be designed in such a way that any sound measured at the edge of the stand shall not be allowed to exceed 70 dBA. If despite the request of the fair's management, a level of sound greater than that permitted is not immediately eliminated, the management reserves the right to take appropriate measures - including, if necessary, the closing of the stand. Registrations with the AKM (the Austrian artists' association) must be made by the individual company itself.

17. Installation of amusement machines and juke boxes

Equipment whose operation can result in winnings of money or goods, or where the prize depends on luck, e.g. amusement machines, slot machines for peep shows, jokes or games of skill, and machines which display players' results, must be registered for amusement tax before the start of the fair. In addition to this, six weeks prior to the start of the fair an application must be made for a license for the fair stand. Not until a license has been issued may the equipment be operated. The council department responsible for applications is: City of Vienna Department (Magistratsabteilung) 4/7, Ebendorferstrasse 2, A-1010 Vienna. Tel: (+43 1) 4000 86385. The exhibitor shall indemnify and hold harmless Reed Messe Wien GmbH with respect to the operation of such equipment.

18. Films and Photographs

The organizer shall be granted the right to take photographs and to film on the fairgrounds and to use the resulting images for its own publications or general publications. In this regard the exhibitor shall waive the right to any and all objections arising out of industrial property rights, in particular copyright law and the law on unfair competition (UWG). Outside of its own stand, the exhibitor shall not be permitted to make or have made films, photographs, rawings, or other pictures of exhibited things and exhibited goods.

19. Cleaning

The organizer shall look after the cleaning of the premises and the walkways in the halls. The exhibitor shall be obliged to clean its own stand area. Upon the request of the exhibitor and at its own cost, cleaning companies admitted by the organizer shall undertake the cleaning of the stand. Packing materials and refuse which the exhibitor disposes of in the walkway or places on the side shall be removed at the cost of the exhibitor. The disposal of special waste must be arranged for by the exhibitor itself.

20. Transportation and Parking

It shall be forbidden to drive in the fair halls with motor vehicles of any kind. In the case of special transport vehicles, written permission is to be promptly obtained from the organizer. As of the end of the assembly period all vehicles, without limitation, shall be removed from the entrances, driveways, fire lanes, and parking spaces for the press. During the fair, trucks weighing over 3.5 tons shall not be allowed to be parked in the parking areas. Any infringement of this provision shall entail a case of unlawful disturbance, in which case the organizer shall be free to have the unlawfully parked vehicles towed at the owner's expense.

21. Stand Security

During the fair (including assembly and dismantling), the organizer shall undertake to provide security for the halls (external surveillance of the exhibition halls and hall entrances and periodic patrolling of

the halls by security personnel). The exhibitors shall have no legal right to demand that the organizer provide it with separate security personnel for its stand (theft security). Additional security personnel for individual stands shall be hired separately by the exhibitor and billed directly to the hired firm. Dates of any separate security company hired by the exhibitor during the opening times shall be notified to the organizer in writing. The hired use of outside security companies to monitor the stand at other times, must be permitted in advance and in writing by the organizer.

22. Right of Lien

With regard to all outstanding claims of the organizer against the exhibitor, the organizer shall have a contractual and legal right of lien to the objects brought into the stand by the exhibitor and all equipment at the stand. The institution of court proceedings shall not be required in order to exercise this right. In cases of recourse to this right of lien, the objects brought in to the stand and the stand, including equipment, may be removed and stored at the cost and risk of the exhibitor, without prior notice. The organizer shall be authorized to sell these objects at market prices (and conditions) and to credit the proceeds against the outstanding amounts.

23. Infringement of these Terms of Participation or of the Law

These Terms of Participation, all special notes in the service- folder, provisions, rules and regulations as well as the applicable provisions of law, and the regulations of the authorities regarding events shall be strictly adhered to. In particular, this includes all legal provisions with regard to fire protection, all provisions of trade law and local police regulations, as well as house rules. Actions ordered by representative of the authorities shall be carried out immediately by the exhibitor and at its own cost. In the event of the failure to comply with or violation of these Terms of Participation, the contractual agreements, and the house rules, as well as the infringement of legal provisions (in particular the Order of the Vienna City Council of 29 December 1949, MA 7-4050/49 as amended) or provisions (ordinances) of the authorities, the organizer shall be authorized to immediately close the assigned stand at the cost of the exhibitor, and to effect removal without court proceedings. The orders and instructions of the organizer and those appointed by it shall be unconditionally obeyed by the exhibitor, its personnel, and its business partners. This shall apply in particular to the parking areas for the fairgrounds.

24. Data Protection

The processing of personal data by the organizer takes place in accordance with the applicable data protection rules and regulations. For details on the processing of your data, in particular for the specific processing purposes and legal basis, please refer to the data privacy policy for exhibitors and the data privacy policy of the Expo Contact Network, which are available at www.messe.at/en/datenschutz-cookies. If the exhibitor notifies the organizer of personal data of third parties (in particular data of representatives, contact persons, agents or other employees of his company) within the scope of the registration or in the course of the contract, he is obliged to inform the persons concerned without any delay and to provide them with the data privacy policy of the organizer. The exhibitor is liable for any disadvantages incurred by the organizer in breach of this obligation.

Consent to data processing and to receive email newsletters and surveys according to Section 107 TKG (Telecommunications Law)

You give your express consent to be included in the Expo Contact Network and agree to the processing of your personal data according to Section 5.1. of the data privacy policy of the Expo Contact Network, for the operation of the Expo Contact Network and for the provision of services offered via this platform. You expressly consent to Reed Messe Salzburg GmbH, Reed Messe Wien GmbH, Reed CEE GmbH, Systemstandbau Salzburg GmbH or Exproxx Messebau GmbH sending you emails from time to time containing information, advertising and surveys on our own offers, events and services, as well as information about other companies' products or services related to trade show events or similar events ("email newsletter"), or contacting you by phone to conduct surveys on our own events and services. This consent can be revoked at any time by email to database@reedexpo.at.

25. Written Form, Common Law

Amendments, supplements, and additions are required to be in writing in order to be valid. This shall also apply to the abandonment of the requirement of written form. Oral collateral agreements shall be invalid. The exhibitor can not derive rights of any kind from prior events or agreements.

26. General Provisions, Court Jurisdiction, and Place of Performance

This Agreement shall be governed exclusively by the laws of Austria, except the conflict of law rules. The legal jurisdiction and place of performance for both parties shall be Vienna. The invalidity of individual provisions contained herein shall not affect the validity of the other provisions, and therefore shall not affect the validity of the Agreement as a whole.

General Terms and Conditions for Stand Constructions of Reed Messe Wien

1. Orders

Orders shall be deemed to have been accepted by and be binding on Reed Messe Wien when:

- 1.1. they have been received by Reed Messe Wien in writing, duly signed with the corporate signature,
- 1.2. they have been confirmed by Reed Messe Wien in writing,
- 1.3. the down-payment of 50% of the net order value shall have been received by Reed Messe Wien.

2. Leased Objects

- 2.1. The objects leased shall be returned as they were handed over; leased objects shall neither be worked nor changed. In particular, the nailing, screwing, welding and glueing of anything to metal objects is prohibited, as is also the paintingover of, the covering with non-detachable wallcovering of, the affixing of non-detachable adhesive strips for carpet etc. to, wooden and plastic arts.
- 2.2. Except for the utilisation at the leased space, any objects leased shall remain outside the power of disposition of Lessee and may not be removed except with Lessor's express consent.
- 2.3. Lessee shall be liable to pay at least the replacement value for the loss and for any and all, even accidental, damage to the objects leased. Irrespective thereof, 100% of the price of the lease shall be charged for loss of profit.
- 2.4. For removal of detachable wallcovering, foils and decorative fabrics, etc. € 4.00 per sqm plus 20% VAT shall be charged.

3. Complaints

After the leased object has been handed over and the fact confirmed, any complaints shall be excluded.

4. Terms of Payment

- 4.1. Simultaneously with the signing of the order, 50% of the prospective amount of the invoice shall be remitted. The remainder, plus 20% VAT, shall be due and payable upon rendering of accounts, at the latest.
- 4.2. In cases of payment delays, interest on arrears of 1 % per month shall be invoiced.
- 4.3. Reed Messe Wien shall not be bound to accept any bills or notes.
- 4.4. Lessor shall be liable and his objects of exhibition and his entire equipment and furnishings as well as goods exhibited shall be security for all of Reed Messe Wien's claims under the present of any past agreements.
- 4.5. Counterclaims, if any, cannot be offset. Any objections on the grounds of gross disparity of give and take are hereby waived.

5. It is agreed that the Commercial Court in Vienna shall be the venue.

HOUSE RULES

1.1 Admission to the fair site

Access to the fair site requires a valid admission ticket issued by Reed Messe Wien GmbH ("the Company"). Visitors may only enter the fair site during opening hours; exhibitors and their staff may gain admission at the times indicated in the Technical Services Kit.

Children under 14 are only admitted in the company of an adult. Visitors may not take prams or bulky goods into the halls.

Animals are not permitted on the fair site.

1.2 Vehicular traffic on the fair site

Drivers must observe traffic restrictions indicated by one-way, direction, no stopping and no entry signs, etc., posted in accordance with the 1960 Highway Code and amendments, and the amended 1971 Road Traffic Act.

Officers of the police and emergency services responsible for supervision of the fair site are entitled to issue orders at variance with the above regulations.

2.1 Advertising

Billposting, distribution of leaflets and all forms of off-stand advertising activities must be reported to Reed Messe Wien GmbH and are subject to charges.

The use of loudspeaker equipment by exhibitors or third parties for advertising or announcements is prohibited.

No trading or advertising activities may be carried on within the fair site premises or areas for which the fair management is responsible without the permission of Reed Messe Wien GmbH.

The mounting, erection or installation of advertising billboards or other advertising artefacts of any kind, other than by Reed Messe Wien GmbH, shall be commissioned by, and at the expense of tenants, and shall be performed by licensed tradesmen. Written certification by the latter as to the storm-proof erection or immovable mounting and securing by dual fixtures of the item(s) in question shall be sent to the Company by registered mail not later than three days before the commencement of the event for presentation to the authorities.

Tenants are fully liable in civil and criminal law for any injury to persons or damage to property arising from advertising or advertising surfaces mounted, erected or installed at their instigation.

3.1 Supervision of stands

For safety reasons tenants, or their representatives identified by exhibitors', staff or move-in/move-out passes, shall inspect tenants' occupied stands prior to the commencement of the event. Only persons able to produce identification in the form of an exhibitor's, staff or move-in/move-out pass shall be employed at stands.

3.2 Packing materials and waste

Paper and other refuse may not be deposited on the floor but must be disposed of in the bins provided for this purpose.

For safety reasons packing materials may not be stored within the confines of stands, on stand roofs, behind pavilions or at other outdoor locations. Exhibitors are responsible for the daily removal of all their packaging materials from the premises of the fair site during assembly of their stands.

The use of wastepaper baskets or refuse bins made of inflammable materials is prohibited.

In the event of failure to remove packaging materials on a daily basis the fair management reserves the right to order the removal of all the materials concerned at the expense of the exhibitor. The latter shall have no right to compensation by Reed Messe Wien GmbH for the said materials.

3.3 Cleaning

Exhibitors shall keep the rental space in a clean and orderly condition. Cleaning shall be performed daily, starting two hours before the opening of the fair.

To this end exhibitors and their staff will be granted admission to the exhibition premises from this time onwards.

3.4 Conduct at the stand

Exhibitors undertake to employ trained personnel at their stands during the event. The good manners customary in business shall be observed. The rules of fair competition shall be strictly observed throughout the event.

Exhibitors and their agents shall desist from:

- noisy product demonstrations;
- calling out to visitors;
- announcing fair discounts, special price offers or hire purchase terms;
- arguments with competitors; and
- the use of live animals for advertising purposes, except at agricultural shows.

3.5 Consumer surveys, autograph sessions, photography, etc.

All consumer surveys, tests and competitions, visits by celebrities accompanied by autograph sessions, and filming, at trade fair premises, require the written consent of Reed Messe Wien GmbH. The photographing, drawing, copying or touching of exhibits is prohibited.

3.6 Noise prevention

In order to prevent excessive machine noise exhibitors shall, if necessary, use sound absorbers, exhaust silencers, soundproof confinements or shields. Demonstrations of machines, musical instruments, loudspeakers, bells, sirens, high-frequency appliances, etc., which are associated with noise or other forms of disturbance, may only take place at times reserved for this purpose by Reed Messe Wien GmbH.

The Company reserves the right to restrict or prohibit such demonstrations. Exhibitors shall have no claim to compensation in the event of such prohibition.

Exhibitors shall be liable for all damage arising from demonstrations in consequence of failure to observe prohibitions issued by Reed Messe Wien GmbH.

4.1 Special regulations concerning stand assembly and equipment

a) The erection of pavilions, kiosks, lean-to roofs, special advertising objects, towers, aerials, construction cranes, the installation of gas and water connections, particularly large stand or hall decorations, stand heating systems, the demonstration or operation of espresso machines, steam or pressure cookers, compressors, steam or compressed air driven machinery, lifting equipment and suchlike, industrial heaters, fryers, cookers or hot-plates, welding equipment, propane gas systems, gas or oil fired furnaces, h.v. fluorescent lightingsystems, advertising films of 35mm gauge upwards, operation of apparatus for payment, and the exhibition or use for exhibition purposes of inflammable, explosive, radioactive, burning or red-hot materials, must be reported to the Technical Services Department of Reed Messe Wien GmbH and shall require the Company's permission as well as an official permit, if applicable.

b) Electric radiators with exposed elements may only be operated for short periods, for demonstration purposes.

c) For safety, heating and ventilation reasons, it is officially forbidden to build over any areas of the stand walls containing power lines, or heating or ventilation vents.

d) In accordance with the by-laws of 1949 and amendments, only fireproof materials or materials impregnated with flame-proof substances may be used for stand furnishings. The authorities must be furnished with binding certification confirming the use of flame-proof paints and impregnations. The use of plastics or expanded plastic materials for stand decorations or lettering is conditional upon presentation of certification proving that the requirements of flammability standard B1, smoke emission standard Q1 and drop formation standard TR1 have been met.

e) For safety reasons welding and spraying work within the confines of the trade fair premises (exhibition halls, etc.) is officially prohibited. Only fireproof adhesives may be used for gluing work within the exhibition premises.

f) Only electric soldering irons may be used for soldering work.

g) No objects, including signs or advertisements, may project into the visitors' aisles.

h) All exits must be kept unlocked during the opening hours of the fair. Access to the doors, windows, fire alarms, hydrants, portable fire extinguishers, fuse boxes, line poles and circulation routes must be kept free from obstructions at all times.

i) The use of naked flames and open fires is prohibited.

j) The suspension of signs, displays or loads from exhibited cranes, masts, etc., is officially prohibited for safety reasons. Reed Messe Wien GmbH is entitled to restore exhibits to their previous state by requiring the immediate removal of objects suspended in a manner contravening the regulations. Failure of the exhibitor to remove such objects forthwith upon being required to do so shall entitle the Company to remove the said items at the expense and risk of the exhibitor, or to evict the exhibitor from the stand with immediate effect, in which case Paragraph 14 of the Organizers' Rules & Regulations shall apply.

k) Proof of the safety of double-decker stands, in the form of a report from a competent company, must be furnished.

l) Any structural or other modifications to stands, or specific operational procedures, required by the authorities (Mag.-Abt. 35/V, etc.) as a result of the official inspection of the fair premises performed before every event in the interests of public safety, must be carried out by the exhibitor without delay, before the opening of the event or at the latest prior to the next official inspection.

Stand lettering is at the discretion of exhibitors, but must include the company name and address, and may not extend beyond the agreed stand height or project into the visitors' aisles.

Stand furnishing shall comply with the current regulations of Reed Messe Wien GmbH and the Vienna City Council By-laws dated 29 Dec. 1949, Mag.-Abt. 7/4050/49

4.2 Exhibition and demonstration of vehicles

Vehicles may only be exhibited and demonstrated within the areas officially designated by the authorities, and in compliance with all official regulations. Steps must be taken to ensure the stability of vehicles displayed.

When being driven to and from demonstration areas moving parts of these vehicles, such as cranes, swivel arms or tippers, may not be actuated on routes frequented by visitors. Draught animals must be kept on reins or chains.

4.3 Smoking ban

Smoking is prohibited in all transit areas of halls. Signage to this effect shall be prominently displayed in a number of places.

Smoking is permitted at stands, provided that ashtrays are provided in prominent positions. However, the authorities may impose smoking bans.

4.4 Electrical installations

Exhibitors' notice is drawn to the need to observe the special regulations contained in the by-laws dated 29 Dec. 1949 and the Reed Messe Wien GmbH rules & regulations in respect of the installation of all forms of electrical equipment.

Installation work may only be performed by licensed companies which are answerable to the authorities.

Connection to fuse boxes may only be carried out by companies authorized by Reed Messe Wien GmbH.

The installation of neon lights and demonstration of electric ovens or heaters of all kinds require a written permit from Mag.-Abt. 36 and Mag.-Abt. 35, Dresdner Strasse 75, A-1200 Vienna, which must be obtained by the exhibitor.

Electric radiators and heaters with exposed elements may only be operated for short periods, for demonstration purposes.

Only three-phase 400/230 V 50 Hz current is available throughout the fair premises.

At the time of the official inspection the relevant reports on the wiring including official form VD 390 (information on connections) must be presented to the Technical Services Department for submission to the authorities.

4.5 Instructions by fair officials and obligation to provide information

Exhibitors are obliged to grant official supervisory staff and accredited representatives of Reed Messe Wien GmbH access to their stands.

Exhibitors, their staff and all visitors to the fair must obey the instructions of the above officers. In the event of a fire or other hazard all those present must leave the endangered area at once when directed to do so by a member of the safety and security staff.

Exhibitors are also obliged to provide reporters with accreditation from the Company's press office with information.

4.6 Penalties

Failure by organizers, exhibitors or visitors to comply with clauses 1.1, 1.2, 3.2, 3.6, 4.1, 4.2, 4.3 or 4.4 of the house rules is subject to the penalties stipulated by the Vienna City Council by-laws dated 29 Dec. 1949, Mag.-Abt. 7-4050/49, concerning local police regulations for trade fairs.

Approved by Magistratsabteilung 35 Ref. no. MA 35-V/2-18216/28/85
of 5 March 1987 as per § 22 of the aforementioned by-laws.

Head of Department Dipl.-Ing. Lenz (Senatsrat)