

## NEWSLETTER TO ALL EXHIBITORS 2023

Dear Sir/Madam,

in order to make it easier for you to prepare for the exhibition, we have put together some important information and documents for you in this newsletter.

**Please forward this letter to your stand constructors if applicable.**

### **Important information!**

The Technical Guidelines of MESSE ESSEN GmbH are a vital element of participation in the trade fair and must be adhered to. The exhibitor assumes the duty to ensure public safety on the stand area allocated to him by MESSE ESSEN GmbH. Exhibition stands, including furnishings and exhibits, as well as advertising media, must be set up in a sufficiently secure manner in order to ensure that public safety and order, especially as concerns life and health, are not endangered. During set-up and dismantling works, it must be ensured that any potential impact of the hazards arising from the work remains exclusively restricted to the allocated stand areas. Assuming that the form and design of the stand comply with the Technical Guidelines, it is not necessary to submit drawings for approval for single-floor stand structures in the halls.

Upon request, MESSE ESSEN GmbH will give exhibitors the opportunity to have stand construction plans that are submitted on time (in duplicate with clear dimensions in floor plan and elevation) reviewed by a structural engineer contracted by MESSE ESSEN GmbH for a fee. Beyond this, all other stand structures, mobile stands, special structures and designs require permits. The costs incurred for this are to be found on the "approval of special structure" – A 0.2b.

All permits are only valid for the relevant event.

The Technical Guidelines can be found on the respective exhibition website. In the section "Exhibitor Service / Approval and important information."

We wish you and your team all the best with your preparations and hope you will have a successful trade fair here in Essen.

Kind regards,

Your MESSE ESSEN – Team

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## 1. How to get here

### 1.1. Travel preparations

In order to help you with your travel preparations and hotel reservations, we have set up a direct link from our homepage to our partner at the Essen Tourism Office. Their team will be happy to assist and advise you at all times.

### 1.2. Invitation letter / visa

Since summer 2013, a letter of invitation from the trade fair organizer is no longer required to apply for a trade fair visa. CIBTvisas has been commissioned by MESSE ESSEN to take care of invitation formalities. Please enter the necessary data in the booking portal.

[Go to booking portal](#)

### 1.3. Environmental zone

You will find information online at the respective exhibition website under the heading "Arrival by car".

## 2. Setting up and dismantling the stand

### 2.1. Chargeable early stand set-up

In order to enable you to apply for early stand set-up, which is chargeable, we have prepared a form. You just need to fill this in with your exhibitor details and the time you wish to set up, so that we can check your appointment.

**Contact:**

Technical department

E-Mail: [technik@messe-essen.de](mailto:technik@messe-essen.de)

### 2.2. Forwarding services

Our forwarding partner is Schenker Deutschland AG. If you have any queries, please get in touch with:

**Contact:**

Schenker Deutschland AG

Fon: +49(0)201-959791-0

Fax: +49(0)201-959791-25

E-Mail: [fairs.essen@dbschenker.com](mailto:fairs.essen@dbschenker.com)

### 2.3. National insurance card / work permit requirement

Please inform your stand construction company that the Duisburg main customs office will check the staff's national insurance documentation.

### 2.4. Vehicular access to the trade fair site

In order to ensure trouble-free transport to the trade fair site during set-up and dismantling times, all vehicles must be removed from the trade fair site immediately after the loading process. Car park P2 and P9 are available as an intermediate parking area for the vehicles.

Vehicles which are parked illegally on the trade fair site or which block emergency routes will be towed away at the cost of the person responsible or the owner. It is possible to drive onto the trade fair site in return for a deposit of € 100.00. This deposit will be refunded upon exit within the time noted on the deposit slip.

You can also find further information on the respective exhibitor website under the heading "Exhibitor Service / Logistic services / Traffic guide".

**Contact:**

Mr. York Lübbers

Fon: +49(0)201-7244-269

Fax: +49(0)201-7244-1269

E-Mail: [logistik@messe-essen.de](mailto:logistik@messe-essen.de)

### 2.5. Power supply for set-up and dismantling

The power connection ordered for the stand is normally made available from the last set-up day and it is switched off 2 hours after the end of the event.

Any additional power supply that is required is provided free of charge on the hall walls, columns and gates up to a maximum of 10 kW/CEE 16 A. Any power supply in addition to this or an early activation of the connection you ordered will be subject to a charge. Please order this using Form B1.2 (electricity). Applications for set-up and dismantling power must be submitted one week before the start of set-up. After this, it is no longer possible to provide power before the last set-up day. Costs for this are € 135,60 plus power consumption for set-up and dismantling.

**Contact:**

Elektro Peters

Fon: +49(0)201-7244-9482

Mobil: +49(0)1633829060

E-Mail: [wolff@messe-essen.de](mailto:wolff@messe-essen.de)

### 3. Exhibitor Trade Fair Services

On the respective exhibition website, you will find all the information and order forms for various services, for the set-up and equipment of your stand, the advertising and organizational materials as well as the press service. In addition, there you will find all the necessary information, e.g. regarding the environmental zone, the traffic guide, travel information, etc. Specific services (including suspensions of any kind from the hall ceiling and roof constructions of the exhibition halls, electricity, water and compressed air connections, sprinkler systems, underfloor installations and foundation work, surveillance, forwarding services on the trade fair site, telephone and data connections) must always be ordered through MESSE ESSEN GmbH and are exclusively provided by a contracting company of MESSE ESSEN GmbH. Please pay particular attention to the Technical Guidelines and the General Terms and Conditions of MESSE ESSEN GmbH. Furthermore, we recommend taking out exhibition insurance.

In order to ensure that our service companies can execute your orders on time, please submit all requests and order forms to MESSE ESSEN GmbH up to 6 weeks before the first set-up day. From 6 weeks before the start of the fair we have to invoice a surcharge of 20 % for all ordered services. Please note that from the first official set-up day on we will have to charge a 35 % surcharge for all orders.

If rental items or services are ordered after the registration deadline, MESSE ESSEN GmbH assumes no responsibility for complete and punctual contractual performance. Please also note that cancellations of services are only possible in writing up to 4 weeks before the start of the event. If cancellations are made at a later time, the full rental price will be charged.

#### 3.1. Waste disposal

All waste which is created during the event or the set-up / dismantling of the stand is to be handed over by the originator of the waste (exhibitor / stand constructor) to the waste proprietor (MESSE ESSEN GmbH). Due to statutory provisions, the waste proprietor is obliged to ensure proper disposal. (The provisions of the KrWVG - Law on Life Cycle Management - apply in the version valid at the time, along with the associated implementation rules and ordinances and the state laws and municipal by-laws.) For any waste that is not reported or is left behind in the halls, an increased fee of € 200.00 /m<sup>3</sup> or € 3.00 /m<sup>2</sup> for carpeted floors is levied.

#### Contact for cleaning:

Mr. Klaus Bujok  
 Fon: + 49 (0)201-7244-873  
 Fax: + 49 (0)201-7244-447  
 E-Mail: [klaus.bujok@messe-essen.de](mailto:klaus.bujok@messe-essen.de)

#### Contact for waste disposal

Ms. Britta Claassen  
 Fon: + 49 (0)201-7244-463  
 Fax: + 49 (0)201-7244-447  
 E-Mail: [britta.claassen@messe-essen.de](mailto:britta.claassen@messe-essen.de)

#### 3.2. Stand partition walls

If you do not have your own stand system, you can request stand partition walls from MESSE

ESSEN GmbH using the form „System Stand Elements + Graphic A2“. The running meter (white) is provided for rent at a price of € 45.00 including set-up and dismantling.

Please avoid damaging the stand material or pasting anything onto it. We would like to make you aware that you will be invoiced after the end of the trade fair for cleaning stand material that has been soiled or had items adhered to it or for acquiring a replacement for stand material that has been damaged. Please therefore handle the materials carefully. Hang your graphics using hooks, or simply stick items on selectively using nothing other than adhesives that can be removed without leaving any residues (e.g. TESA Power Stripes).

You can obtain hooks in Service Center and the adhesive in the exhibition shop in outdoor area 2 in hall 2.

### **3.3. Floor covering**

It is also mandatory to provide the rented stand area with a floor covering. You can choose between carpets or higher-quality floor coverings. For this purpose, please use our forms A7.1 – A7.10, which you can find on the respective exhibition website under the heading “Exhibitor Service / Stand equipment / Floor coverings”.

### **3.4. Decorations**

We would like to ensure that you are aware that all materials used for decoration must be fire resistant and proofed in line with DIN 4102 in accordance with our Technical Guidelines point 4.4.1.1. Furthermore, we would like to draw your attention to the fact that your stand decoration should always cover the floor area. In the event of damage of the floor area by heavy exhibition goods or contamination of the floor area by e.g. decorative sand, we will charge you for the costs incurred by us as a result.

### **3.5. Free WiFi**

MESSE ESSEN GmbH has been providing all exhibitors with free of charge WiFi access in its exhibition halls at its own events. You will find the 16-digit access code to “MESSE ESSEN free WiFi” on your exhibitor pass.

## **4. Stand Engineering**

### **4.1. Suspensions**

If you have any technical queries, please get in touch with our service partner UEBERKOPF GmbH.

**Contact:**

UEBERKOPF GmbH

Tel: +49(0)201-858908-19

E-Mail: [messe-essen@ueberkopf.de](mailto:messe-essen@ueberkopf.de)

#### 4.2. Detailed plans and stand security

If you need detailed plans, please get in touch with:

**Contact:**

Technical Department

E-Mail: [technik@messe-essen.de](mailto:technik@messe-essen.de)

The exhibitor is responsible for and obligated to provide verification of structural safety. Exhibition stands, including furnishing and exhibits, as well as advertising media, must be set up in a sufficiently secure manner in order to ensure that public safety and order, especially which concerns life and health, are not endangered. During set-up and dismantling work, it must be ensured that any possible effects of hazards arising from the work remain exclusively restricted to the allocated stand areas.

Hazards to adjacent escape and rescue routes or neighbouring stand areas must be effectively avoided by appropriate planning and preparation of the work.

The exhibitor is responsible for implementing the additional safety measures required in this regard and ensuring compliance with the relevant regulations. The exhibitor is responsible for structural safety and has a duty to provide proof of this where necessary. Standing structural elements and / or special structures (e.g. free-standing walls, high exhibits, high decorative elements) that could tip over must be rated for at least a horizontally acting equivalent distributed load in  $q_h$ :

$q_{h1} = 0.125 \text{ kN/m}^2$  up to a height of 4.00 m from the upper edge of the floor  $q_{h2} = 0.063 \text{ kN/m}^2$  for all surfaces above a height of 4.00 m

The reference area is the respective elevation area. The documentation issued for this must be submitted to MESSE ESSEN GmbH in auditable form on request. Detailed information can be found in our Technical Guidelines under point 4.1.

#### 4.3. Neighbouring zone and stand design

The structural height is normally 2.50 m. This dimension corresponds to the height of the stand perimeter walls provided by MESSE ESSEN GmbH (for a fee / see form A2.1). On request, and if stand drawings and any evidence of structural stability that may be needed are submitted, the management of the trade fair may approve different structural heights where applicable.

No gap to the neighbouring stand is required for a single-floor structure.



For two-storey constructions, the approval of the neighbouring standholder is required (if the second storey has an open construction) (point 4.3 of the Technical Guidelines). It must be ensured that the stand sides located adjacent to visitor corridors are transparent: the maximum permissible closed area is 50 %. The rear sides of stands that border neighbouring stands must be kept neutral, so as not to adversely affect the design of the neighbouring stand (point 4.7.1).

## 5. Contractual penalty for premature dismantling

Stand dismantling may not begin until the last day of the trade fair after the end of the exhibition. If this requirement is contravened or if the obligation to man each stand with sufficient staff numbers during the opening hours of the event is not met, Messe Essen has the right to demand a contractual penalty. Further claims of Messe Essen remain unaffected.

Messe Essen has the right to demand a contractual penalty from the (main) exhibitor in the event of the following activities:

- Non-staffing (premature departure from the stand) or having an insufficient number of staff on the stand during the event's opening hours, including for rented stands and regardless of whether any brochures and decorative materials remain.
- Premature entry of transportation into the halls with trolleys, push carts or other (rollable) devices or the bringing in of packing materials such as crates, cardboard boxes, pallets, etc.
- Premature dismantling of the stand: this includes the dismantling of the exhibition stand itself, but also the removal of stand fittings/decoration, exhibition materials, advertising materials and brochures and their transportation out of the hall.

Messe Essen has the right to charge the (main) exhibitor with the following contractual penalties:

- From the first to the penultimate day of the trade fair: 25% of the net invoice amount of the agreed stand rent, but a minimum of EUR 2,000.00 net;
- Up to 12 noon on the last day of the trade fair: 20% of the net invoice amount of the agreed stand rent, but a minimum of EUR 1,500.00 net;
- Up to 3.00 p.m. on the last day of the trade fair: 15% of the net invoice amount of the agreed stand rent, but a minimum of EUR 1,000.00 net;
- Up to 4.00 p.m. on the last day of the trade fair: 10% of the net invoice amount of the agreed stand rent, but a minimum of EUR 500.00 net.

Further claims of Messe Essen remain unaffected.

## 6. Exhibitor passes and parking tickets

### 6.1. Exhibitor passes

The exhibitor passes to which you are entitled are available in the closed exhibitor area for download. You will receive your access data for the [closed exhibitor area](#) via email. You have the option to personalize the passes, to send them by email, print them out or save them on a smartphone.

Any additional chargeable exhibitor fair passes can be purchased there. Only tickets that were used to enter the fairgrounds are billed. In the Service Center, additional exhibitor passes can be ordered on-site on a PC, and passes that have already been ordered can be downloaded and printed out again.

You can obtain more information in the "closed exhibitor area" on the respective exhibitor j

## 6.2. Parking tickets

You can only purchase car parking tickets for exhibitors online. The online shop is integrated into the closed exhibitor area. Please note that a height limit of 1.90 m applies to car parks P1, P3-P9. For vehicles over 1.90 m, car park P2 is available. Exhibitors can order parking season tickets for the entire period of the event. The parking season tickets give you the opportunity to leave and re-enter the parking lot several times a day. Ordered parking tickets are then immediately available for download in the store. It is possible to print the parking ticket or save it on a smartphone.

## 7. Invitation codes

Invitation codes to be passed on to customers can be ordered in the "[closed exhibitor area](#)". The online codes can be converted into a "print at home ticket" on the Internet after appropriate registration. Your customers do not have to go to the checkout.

It is your choice how you want to make the invitation codes available to your customers.

**Download:** Click on "Download" if you want to send the invitation codes from your own e-mail account or in a letter.

**E-Mail dispatch:** You can also send the invitation codes directly via the "closed exhibitor area". All you have to do is enter the desired number of codes as well as the name and e-mail address of the customer you wish to invite.

**PDF vouchers:** You would like to have something in your hand when you meet your customers? No problem - just create print vouchers by clicking on "Generate PDF". Your company name as well as your hall and stand number are already filled in, but can also be changed if you wish to order the invitation codes for your co-exhibitor, for example. Two voucher codes are displayed per DIN A4 page.

Under "Details" you will find an overview of which invitation code you have sent by e-mail or downloaded as a PDF at any time.

**Note:** PDF vouchers must also be converted into a Print@home ticket in the Online Ticket Shop.

## 8. Demonstrations and advertising on the stand

### 8.1. Demonstrations and advertising

The trade fair organiser's permission must always be sought for the use of acoustic advertising media, microphones, amplifiers, music (live or from sound recording media). In this respect, the organiser also reserves the right to attach reasonable conditions to the permits where applicable (time frames, volume or similar). Permits that have already been issued can be restricted or revoked in the interest of the trade fair / exhibition running in an orderly manner. If there is an infringement, the exhibitor is obliged to indemnify the organiser from any compensation claims which are made by other exhibitors due to disturbances as a result of violations. See also point 10 "Advertising" of the "General Terms and Conditions of Participation" along with point 5.9 "Scenic display" and point 5.13 "Musical reproductions" of the "Technical Guidelines" on our website.

### 8.2. Radio applications

The operation of high-frequency equipment and radio systems is subject to approval by the Federal Network Agency and must be agreed with MESSE ESSEN GmbH to ensure a uniform distribution of frequencies and to eliminate mutual interference as far as possible. The operation of high-frequency equipment and radio systems will only be approved if the equipment or systems concerned meet the requirements of the German Law on Telecommunications Systems (Gesetz über die Fernmeldeanlagen, German Federal Law Gazette Part I) and of the German Electromagnetic Compatibility Act (Gesetz über elektromagnetische Verträglichkeit von Betriebsmitteln).

If exhibits are displayed or stand decorations used that involve electrical, magnetic or electromagnetic fields, the requirements of the 26th Regulation on the Implementation of the German Federal Immission Control Act (26. Verordnung zur Durchführung des Bundesimmissionsschutzgesetzes) must be met. The electrical installations used in exhibits and exhibition stands must be implemented in such a way that any unacceptably high levels of circuit feedback caused by harmonics in the exhibition supply network are avoided (see also point 5.3.3. "Technical guidelines").

The recording of personal data (in this case, location data and movement data, IMEI, IMSI, telephone calls) is prohibited.

You can obtain further information from the [Federal Network Agency](#).

The service centre 4/80 (DLZ 4/80) of the Federal Network Agency in Mülheim an der Ruhr is responsible for processing applications.

Federal Network Agency  
 DLZ 4/80  
 Aktienstr. 1-7  
 45473 Mülheim  
 Fon: +49(0)208 45 07 0  
 Fax: +49(0)208 45 07 180  
 E-Mail: [koel4.postfach@bnetza.de](mailto:koel4.postfach@bnetza.de)

### 9. Produkt piracy / preliminary injunction

In the event of infringements of the Design Law, Trade Mark Law or Copyright Law during the fair, we can put you in touch with a patent lawyer or solicitor at short notice.

### 10. Prohibition of dogs

Please note that no dogs may be brought onto the trade fair site.  
 In regard to this, we draw your attention to the TierSG (Animal Health Act) pursuant to §§ 27, 28, 29, 62, 63 and 64.

### 11. Prohibition of smoking

There is a general smoking ban in the halls.  
 Smoking is only allowed in the designated smoking areas.

### 12. Opening times / presence on the trade fair site outside the opening times

Exhibitors who would like to be on their stand outside the official trade fair opening times in justified exceptional cases (stand party, night-time work, photography work, special events, etc.) need to obtain the appropriate permits. In these cases, we would be grateful if you get in touch with our contacts, Mr Masuhr or Mr. Kästner.

#### Contact:

Mr. Michael Masuhr  
 Fon: +49(0)201-7244-270  
 Fax: +49(0)201-7244-1270  
 E-Mail: [michael.masuhr@messe-essen.de](mailto:michael.masuhr@messe-essen.de)

#### Contact:

Mr. Frank Kästner  
 Fon: +49(0)201-7244-264  
 Fax: +49(0)201-7244-1264  
 E-Mail: [frank.kaestner@messe-essen.de](mailto:frank.kaestner@messe-essen.de)

### 13. Deposit regulations for exhibitors

If you still do not have a valid exhibitor pass on the first day of the trade fair, at the entrance (trade fair information) and entrance gates, you will receive a deposit confirmation certificate, which entitles you to enter the trade fair site for 90 minutes. A security deposit of € 50.00 will be levied, which you will be refunded within 90 minutes upon presentation of a valid exhibitor pass at the respective entrance.

We wish you every success for your trade fair preparations and remain,

Yours faithfully  
Your MESSE ESSEN - Team