

# EXPO REAL 2017:

## Important Information for Planning Your Participation in the Trade Fair



To facilitate planning your participation in the show, we have compiled all the key points that you need to consider for organising your preparations below. Please find a checklist of important dates and deadlines at: [www.exporeal.net/deadlines](http://www.exporeal.net/deadlines)

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# 1. Applying to exhibit at EXPO REAL

## 1.1 Five easy steps to your space proposal

1. Applications to exhibit as a main exhibitor at EXPO REAL 2017 can be submitted online as of February 2017 at: [www.exporeal.net/application](http://www.exporeal.net/application). It is not possible to book specific stand spaces at the trade fair.
2. The application deadline is Friday, 31 March 2017. Based on the applications received by that date, we will plan the layout of the spaces in the halls.
3. Your application to exhibit at EXPO REAL 2017 is not legally binding until you have signed the space proposal. Until then you can withdraw your application without incurring any cancellation fees.
4. Space proposals will be sent out from the beginning of May 2017 onwards.
5. Your application becomes legally binding, once you sign and return the space proposal to Messe München GmbH. From this point onwards you will be subject to cancellation fees, if you cancel your participation in the show.

## 1.2 Identical billing and company address

The billing and company address entered on the application form (page 1 of the application form - under "Company") will be used for your admission invoice as well as for your final invoice. These details will only be used for internal purposes and will not be passed on to any third parties. So please **ensure** that on your **application** form you **enter your full and exact billing and company address**, including the legal form of your company (e.g. "GmbH", "Ltd.", "AG").

Please note that under value-added tax legislation Messe München GmbH cannot issue or re-address invoices for services that Messe München has supplied or will supply to the exhibitor as its contracting partner to any recipient other than the exhibitor. For this reason it is not possible to define a different billing address on the application form.

If your billing and company address is different from the desired external communication in the EXPO REAL exhibition directories (e.g. print, online and mobile), you can adjust these details when you authorise your mandatory communication entry in the EXPO REAL Media Services Shop with the consent of the exhibition management of EXPO REAL. See B10 of the Special Terms and Conditions of Participation B.

**Please contact us before you apply to exhibit at the trade fair, if you have any open questions or for a consultation.**

### **Example:**

A company called "NürnbergMesse GmbH" organises the trade-fair appearance of the "Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur".

Because all the invoices for the presentation at EXPO REAL should go to "NürnbergMesse GmbH", the billing and company address entered for the main exhibitor on the application form is that of "NürnbergMesse GmbH".

However, since the trade fair appearance will itself be called "Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur", the organiser will change the original details (in this case: "NürnbergMesse GmbH") to "Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur" in the process of authorising the mandatory communication entry in the "EXPO REAL Media Services Shop" for the external presentation in the exhibition directories (print, online and mobile).

Thus, "NürnbergMesse GmbH" acts as the legally binding contracting partner and, therefore, the recipient of the invoices from Messe München GmbH, while the presentation itself is publicised under the desired name of "Europäische Metropolregion Nürnberg Forum Wirtschaft und Infrastruktur".

**Important note:**

If your trade-fair participation is organised via an agency or a management company which should also be the recipient of the invoices, please take note of the following:

If, at the time at which you submit your application to exhibit, you cannot name the agency or management company, the admission invoice will be issued to the company whose billing and company address is entered on the application form. It is then for the exhibitor to arrange for payment of the invoice, and, if applicable, bill the costs on internally to the agency or management company. **Invoices cannot be corrected or readdressed to any third parties retrospectively.**

According to the Special Terms and Conditions of Participation B (see Section B5), invoices can only be changed for a fee of **EUR 150**, if the name, legal form or address of the recipient of the invoice has changed since the application was submitted.

**1.3 Value-added tax identification number (VAT ID)**

To ensure that we can issue invoices correctly (i.e. with or without German value-added tax), exhibitors from the European Union must quote a valid VAT ID number in their applications. If you do not know your VAT ID, please ask your accounts department. If your company does not have a valid VAT ID number registered for trade within the EU, please tick the respective box on the application form. Even if you do not quote a VAT ID number, you still have to fill in the boxes "Entry in the commercial register" and "Country" for the application to be processed properly.

**1.4 Charging of value-added tax to co-exhibitors (partner companies)**

Please note that services provided by Messe München GmbH to co-exhibitors can in some cases be subject to German value-added tax - regardless of whether the co-exhibitor has quoted a valid VAT identification number in the co-exhibitor application or not. This is due to the fact that co-exhibitors, unlike main exhibitors, do not book a "services package" from Messe München GmbH (see below for definition and Section B4 of the Special Terms and Conditions of Participation).

**Definition of a services package:**

If, in addition to booth space, a number of other services (at least three) are provided by Messe München GmbH for an exhibitor, this is regarded as an "integral service". This determines the place of performance under German law on value-added tax (Section 3a para. 2 UstG). This Section states that if both contractual partners (in this case Messe München GmbH and the exhibitor) are entrepreneurs, the place of performance of the services rendered is the place from which the recipient of the services (= exhibitor) operates his company. This means that in the case of companies based outside Germany that fulfill the above-mentioned condition, the services are not subject to German value-added tax.

If the exhibitor comes from the European Union, but not Germany, Messe München needs a valid VAT ID for the exhibitor prior to billing in order to be able to issue the invoice without German value-added tax.

When the services rendered are not an "integral service" (booth space plus at least three other services), each service is considered to be a separate service and has to be seen individually for the purposes of VAT (e.g. the provision of parking spaces at the exhibition centre and the provision of exhibitor passes are always subject to German VAT). This concerns the co-exhibitors at EXPO REAL.

We point out that certain individual services are not subject to taxation in Germany. This only applies, if the recipient of the service is an entrepreneur and Messe München GmbH has a valid VAT ID number for that recipient at the time of billing, if the recipient of the services is based in the EU.

### **1.5 EXPO REAL nomenclature (= Exhibition sectors)**

Admission as a main exhibitor or a co-exhibitor is only possible, if the company in question fits into the nomenclature of EXPO REAL. The exhibition management team will check each application to see if the company fits into the nomenclature. Companies which cannot be allocated to one of the exhibition sectors will not be admitted as exhibitors. You will find the current nomenclature of EXPO REAL at: [www.exporeal.net/exhibitionsectors](http://www.exporeal.net/exhibitionsectors).

### **Important information:**

If you are not sure whether the company fits into our nomenclature, please contact the exhibition management team of EXPO REAL, preferably before submitting the application to exhibit. We will be pleased to check the eligibility beforehand, particularly with respect to the application of co-exhibitors.

### **1.6 Dispatch of space proposals**

The space proposals will be sent out by e-mail to the e-mail address of the **contact in charge of the trade fair organisation** as entered in the application form. The space proposal contains a link to the hall plan and to an overview of the most important dates and logistics information. The stand proposal will be produced in HTML format, which may not be displayed properly on your screen due to default settings in your programme. If your email provider does not display incoming emails in HTML format by default, click on the link at the beginning of your placement proposal to see the placement proposal displayed in full HTML format. If you have any questions regarding your placement proposal, please contact the EXPO REAL Exhibition Management team.

### **1.7 Registering co-exhibitors (partner companies)**

Companies can participate as co-exhibitors (see General Terms and Conditions of Participation A4). Prior authorisation is required from Messe München GmbH. Such authorisation can only be granted if the co-exhibitor would have qualified for admission as an exhibitor in his own right in line with the EXPO REAL nomenclature.

A mandatory co-exhibitor fee will be charged for every co-exhibitor, the amount of which is defined by the respective date of the application (see graded fee scale for co-exhibitors). It is not permitted for companies to take part as additionally represented companies or for company logos to be presented at the booth (e.g. of sponsors) at EXPO REAL, unless these companies have been registered as co-exhibitors (see Section B4 of the Special Terms and Conditions of Participation).

### **1.8 Graded fee scale for co-exhibitors**

The following graded fee scale and deadlines apply for co-exhibitors at EXPO REAL 2017:

For applications received by 23 June 2017:	EUR 575
For applications received between 24 June and 25 August 2017:	EUR 725
For applications received between 26 August 27 and 22 September 2017:	EUR 875

After 22 September 2017 no applications for co-exhibitors can be accepted.

**Important note:**

The main exhibitor can choose in the application form whether the final invoices for the co-exhibiting companies should be sent to the billing and company address of the main exhibitor or to the co-exhibitors directly.

Please check accordingly (binding information for final invoice):

**IMPORTANT:** All co-exhibitor charges as well as the mandatory communication fee for co-exhibitors will always be invoiced to the main exhibitor with the final invoice, independent of the choice of billing address below.

- The final invoices for co-exhibiting companies should be sent to the billing address of the main exhibitor. (Services for co-exhibiting companies will be ordered in the name of the main exhibitor.)
- Final invoices for the co-exhibiting companies go to the billing addresses of the co-exhibiting companies. The billing address for co-exhibitors is entered as part of the application process for co-exhibitors. (Service orders for co-exhibiting companies will be placed in their own name.)

(Screenshot: Main exhibitor application 2017)

Please note that the **mandatory communication fee** and the **co-exhibitor fee** for all co-exhibitors are **always billed to the main exhibitor** despite such choice made by the main exhibitor.

**1.9 Distribution of free Print@home tickets allocated to the main exhibitor**

Main exhibitors have the option of distributing the free Print@home tickets allocated to them according to the space proposal to their co-exhibitors. The number of these tickets is related to the size of space rented. You will be informed of the number of many free tickets to which you are entitled as a main exhibitor when the space proposals are sent. A list of how you are going to distribute the tickets, and to whom, can be sent the Exhibition Management of EXPO REAL until Friday, 29 September 2017. Information received by the Exhibition Management of EXPO REAL after Friday, 29 September 2017 will be processed for a fee for changes of **EUR 150**. The distributed Print@home tickets for exhibitors will be taken into account and invoiced accordingly in the final invoice.

## 2. Exhibition directories (print, online and mobile)

### 2.1 EXPO REAL Media Services

As in the previous year, the EXPO REAL exhibition directories will be processed by EXPO REAL Media Services c/o jl.medien e.K.

#### Contact details:

EXPO REAL Media Services

c/o jl.medien e.K.

Inselkammerstrasse 5

82008 Unterhaching

Germany

Tel. +49 89 666166-54

Fax +49 89 666166-55

email: [info@exporeal-mediaservices.de](mailto:info@exporeal-mediaservices.de)

[www.exporeal-mediaservices.de](http://www.exporeal-mediaservices.de)

### 2.2 Mandatory communication fee (print, online, mobile)

The mandatory communication fee covers the exhibitor's basic entry (main exhibitor as well as co-exhibitors) in all exhibition directories (print, online and mobile) of EXPO REAL 2017.

For the basic entry to be approved and represented in the printed directories, e.g. in the printed trade fair catalogue, your application to exhibit must reach Messe München GmbH by 23 June 2017. The deadline for approval of the basic entry for representation in the printed directories is 14 July 2017.

For exhibitors whose application is received by Messe München GmbH after 24 June 2017, the basic entry can only be approved and represented in the online and mobile directories. These exhibitors will, therefore, only receive their log-in details for the Exhibitor Shop – and, thus, for the catalogue shop where approval can be given – from July, 17, 2017 on.

This year's mandatory communication fee will be Euro 575 – irrespective of the date on which your application is received. The mandatory communication fee will be included in the final invoice for EXPO REAL 2017.

#### Important note:

Please note that the company name which is communicated in the exhibition directories of EXPO REAL is determined by your approval of the catalog entry in the EXPO REAL Media Services Shop. The approval of the desired company name for the hall plans of EXPO REAL will also be requested. If you have any questions on the approval process, please contact EXPO REAL Media Services at +49 89 666166-54.

### 3. Technical Guidelines for EXPO REAL

#### 3.1 Charge for early set-up

In accordance with the Special Terms and Conditions of Participation (Section B6), you can set up your stand early as of 27 September 2017 with the written consent of the Technical Exhibition Services Division. Please note that the fee for early set-up will be billed to the respective exhibitor. These fees cannot be billed to stand building companies.

The charges for early set-up are:

- 2 days advanced set-up EUR 1900 per stand and exhibitor
- 1 day advanced set-up EUR 950 per stand and exhibitor

#### 3.2 Food preparation at EXPO REAL

The preparation of food (in particular barbecuing and frying) at the stands of EXPO REAL is not permitted without adequate ventilation. The heating of meals in convectomats is an exception. This rule applies to both daytime and evening events.

#### 3.3 Exhibits (vehicles) at EXPO REAL

The exhibition of motor vehicles is subject to the provisions of 4.4.1.2. "Exhibiting motor vehicles" of the Technical Guidelines. Vehicles presented on a booth must be disconnected from the battery and the content of their fuel tank must be reduced to the necessary minimum for driving in and out, when they have been positioned. The employees of the Exhibitors Technical Services Division reserve the right to check this during the set-up phase.

#### 3.4 General information on set-up and removal

Please note that at the beginning of the set-up and removal work there are many stand building companies and forwarding agents on site. Since there have been a number of thefts in the past, we recommend that you check and secure all equipment installed and materials stored at your booth. Our advice: Hand them over to the booth builder or security firm chosen by you with an acceptance report.

#### 3.5 Two-storey booth construction

If you are planning to build a two-storey booth, please note that this is subject to authorisation. Plans for such booths have to be submitted to the Technical Exhibition Services Division for authorisation by 31 August 2017.

## 4. The Exhibitor Shop

#### 4.1 General information

The Exhibitor Shop for EXPO REAL 2017, where you will be able to order all services for your participation in the trade fair, will be available online as of June 2017.

As soon as you have confirmed your participation in EXPO REAL 2017 by signing and returning the space proposal, the **contact for the trade-fair organisation of the registered company** will receive an email with a link to the Exhibitor Shop from June 2017 onwards.

If you were also in charge of the trade fair organisation as a contact in 2016, you can use your log-in details from 2016 (user name and your chosen password). Should you no longer have the login details from last year, click "forgotten password" and create a new password for your email address.

Contacts who were not in charge of EXPO REAL in 2016 will receive an email with an individual initialisation link for the activation of your login for the Exhibitor Shop. Please click this link within **5 days** of receipt and create your **personal password**. These log-in details will be valid for all events of Messe München, so we ask you to save them.

If you would like to enter a **further ordering party (e.g. your stand building company)**, you can enter the details as a "sub-account" in the Exhibitor Shop and assign the respective ordering rights to him.

Through the EXPO REAL Exhibitor Shop you also have direct access to the **EXPO REAL Media Services Shop** and can give your approvals and make bookings for the various exhibition directories (print, online, mobile).

#### **4.2 Six steps to the Print@home ticket for exhibitors**

To ensure that you have access to the basic details of your colleagues from the previous event for ordering Print@home tickets, we kindly ask you to register with the **same company name as in the previous year**. If the name is different, all participants have to be registered again, as otherwise they cannot be allocated correctly.

1. Log in to the Exhibitor Shop and select the "Passes and Tickets" category to get to your link to the ordering system.
2. For data protection reasons only one ticket can be ordered per registered ordering party. **This should be your own personal ticket as the ordering party.**
3. You as the ordering party or a "sub-account" which you have created in the system as an additional ordering party can create all other tickets, e.g. for your colleagues, in the system. For data protection reasons the final order and personalisation of the ticket must be delegated to the future ticket-holder and completed by that person only.
4. On completion of the order and personalisation of their tickets each individual decides whether he/she wants to be listed in the exhibition directories (printed, online and mobile). The deadline for final orders and personalisation is 11 August 2017. For this purpose it is not sufficient to just create a ticket in the system.
5. The Print@home tickets will be sent out from 16 August 2017 onwards, provided the main exhibitor has confirmed his participation in the show by paying the admission invoice.
6. Please print out the Print@home ticket before you visit the show. On site you must expect waiting times for printing a Print@home ticket.

#### **Important note:**

Print@home tickets for exhibitors are intended exclusively for stand staff and must not be passed on to any third parties. The company name - **valid and binding for all tickets** - can be laid down in the ordering system only once, before placing the first order for a ticket (see Section B11 of the Special Terms and Conditions of Participation B).

#### **4.3 Press events, daytime and evening events (at your stand, in the forum etc.)**

Daytime and press events held at your own booth between 09.00 and 17.00. are subject to registration and authorisation and applications must reach Messe München through the EXPO REAL Exhibitor Shop by 26 September 2017 (see "Dates and Logistics").

Evening events held at your booth are subject to registration, authorisation and a fee. The fee per evening event (per event / stand space) is Euro 1,000 for registrations received by 31 August 2017. The fee for evening events registered after 31 August and before 27 September 2017 will be Euro 1,250 (per event / stand space). The fee will be included in your final bill for EXPO REAL 2017.

Evening events on 4 and 5 October 2017 must only be held **between 19:00 and 22:00**. Any necessary clearing up can be carried out at the stand until 22:30, and by 23:00 everyone must have left the exhibition centre. Please note that rehearsals, e.g. for the musical part of the evening event, are not allowed before 19.00 7 p.m..



**Important note:**

Any service staff, e.g. for catering, music etc., who need access to the exhibition centre on the occasion of a registered evening event authorised by Messe München GmbH and do not have a valid Print@home ticket for exhibitors, will not get access until 17:30 5:30 p.m., and then only subject to producing the copy of the authorisation of the evening event as well as a respective order from the exhibiting company. For service staff who need earlier access to the exhibition centre please order Print@home tickets for exhibitors through the Exhibitor Shop.

The Exhibition Management of EXPO REAL will send more guidelines and information for events as well as a list of all registered and authorised evening events to all contact persons for the trade-fair organisation of all exhibitors.

**4.4 Local public transport (MVV)**

As an exhibitor you can order your local public transport tickets online before the EXPO REAL starts. This will save you time standing in line at the ticket machines in the stations. The tickets and further information will be available in the Exhibitor Shop from June 2017 onwards. **Please note that the Print@home ticket for exhibitors does NOT entitle you to free use of local public transport.**

## 5. Other important information

**5.1 Stand security**

Stand security service can be booked via the Exhibitor Shop. If you book the stand security service, please follow the following procedure when handing over your stand: When you hand over your stand to the security staff, our service partner Veranstaltungsdienst Paul Mayr GmbH & Co. KG will present you with a watchlist. This list comprises the objects that you might want to be guarded. Please choose them carefully. Both parties (the exhibitor and the security service) sign the watchlist at every subsequent hand-over of the stand. We recommend that you check this list very carefully to ensure that everything has been left in proper condition, so as to avoid any subsequent complaints.

Should you have any questions or comments on the subject of guards or security, please contact our "Verkehr und Sicherheit" (Transport and Security) Department by email: [vs@messe-muenchen.de](mailto:vs@messe-muenchen.de)

**5.2 Catering**

You are free to book any caterer of your choice. In this case catering staff need to be provided with so-called Print@home tickets for exhibitors, as otherwise they do not have access to the exhibition center (see Section B19 of the Special Terms and Conditions of Participation). The official catering service partners of Messe Muenchen, who have free access to the exhibition centre, will also be pleased to be of service.

Käfer Service GmbH will be responsible for catering in Halls B1, C1 and C2, the "Restaurant am See" with a view of the lake, the "Bierstüberl" and the ICM – Internationales Congress Center München.

Contact:

Käfer Service GmbH

Tel. +49 89 949-24200

Fax +49 89 949-24209

E-mail: [messe.catering@feinkost-kaefer.de](mailto:messe.catering@feinkost-kaefer.de)  
[www.feinkost-kaefer.de](http://www.feinkost-kaefer.de)

Impuls & Catering Service Josef Able will be responsible for catering in Halls A1-A3, B2, B3, C3, the self-service restaurants on the first floor of Halls A1/A2 and B2/B3, and in the beer garden in the Atrium West.

Contact:

Impuls & Catering Service Josef Able

Tel. +49 89 949-28460

Fax +49 89 949-28469

E-mail: [info@able-muenchen.de](mailto:info@able-muenchen.de)  
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