

**MPA PR & EVENT AGENTUR GmbH**

Die Ideen-Werkstatt im Innenhof  
Landsberger Str. 3/RGB  
80339 Munich, Germany

Fax reply: +49 (0)89 89 26 76-13

Contact for enquiries: Tel: +49 (0)89 89 26 76-0, e-mail: [tg@mpagmbh.de](mailto:tg@mpagmbh.de)

---

Entries marked \* are mandatory

**1. Invoice address**

Company\*: (Full name and legal form)

---

Name / exhibitor name (if different) for catalogue:

---

Address\*:

---

Postcode/zip/City\*

---

Phone\*:

---

Fax:

---

Contact person\*:

---

E-mail\*:

---

Website:

---

Commercial register number, place\*

---

USt-IdNr.\* / EU USt-IdNr. / EU VAT ID

---

Legal representative (CEO, MD etc.)\*:

---

If different: **Shipping address** (for advertising and information material)

Company\*: (Full name and legal form)

---

Address\*:

---

Postcode/zip/City\*:

---



## 2. Order for stand space only

Order **stand space only here, excluding electricity, system partition walls, rental furniture or other extras.** Please see **Section 5** for further information on system partition walls and any further extras required. A 50% discount is given on workshop space. The promoter reserves the right to review workshop space and adjust the invoiced amount subsequently if on-site circumstances require.

### 2.1. Stand space only

			Width x depth (in m)	Total area in m <sup>2</sup>	Workshop-area (max 50%; complete Sections 3. & 4.)
In-line stand (Reihenstand)	€46,- /m <sup>2</sup>				
In-line corner stand <sup>1</sup> (limited) (Reiheneckstand)	€48,- /m <sup>2</sup>				
Corner stand (limited)(Eckstand)	€50,- /m <sup>2</sup>				
End-of-row stand <sup>2</sup> (limited) (Reihenkopfstand)	€55,- /m <sup>2</sup>				
Peninsula stand (Kopfstand)	€57,- /m <sup>2</sup>				
Island stand (Blockstand)	€59,- /m <sup>2</sup>				

Any special requests concerning stand location:

---

---

### 2.2. Stand space only for catering

			Width x depth (in m)	Total area in m <sup>2</sup>	
In-line stand (Reihenstand)	€65,- /m <sup>2</sup>				
Corner stand (limited)(Eckstand)	€69,- /m <sup>2</sup>				
Peninsula stand (Kopfstand)	€75,- /m <sup>2</sup>				
Island stand (Blockstand)	€79,- /m <sup>2</sup>				

**The following products will be supplied** (promoter reserves the right to prohibit specific products, **especially beverages**):

---

---

<sup>1</sup> Stand open on two sides but bounded by only one aisle, not two (owing to limited number of corner stands).

<sup>2</sup> Stand open on three sides but bounded by only one aisle, not three (owing to limited number of corner stands).





**creativmesse**

**25. to 27. Feb 2022**

**Application as exhibitor**

Application deadline: 31. December 2021

Event venue: **MOC München** · Lilienthalallee 40 · 80939 Munich, Germany

#### 4. Workshop area

Please provide a sketch of the workshop area within your stand layout:

#### 5. Additional Orders

**System-partition walls between your and adjacent stands are mandatory.**

Please let us know if you do not have your own partitions. The organiser reserves the right to order partitions on site at the exhibitor's expense if the overall appearance of the event would otherwise be impaired. Flooring is not mandatory. For further orders (rental of furnishings, carpets, system partitions) please use the forms available on our website at [www.creativmesse.de/cm/aussteller](http://www.creativmesse.de/cm/aussteller) (from summer 2020 onwards).

- I have my own system partitions.
- I do not have my own system partitions. Please send me the required order forms.



creativmesse

25. to 27. Feb 2022

Application as exhibitor

Application deadline: 31. December 2021

Event venue: **MOC München** · Lilienthalallee 40 · 80939 Munich, Germany

## 6. Co-exhibitors

An administrative charge of €100 per co-exhibitor will apply. Co-exhibitors will be listed in the catalogue (online and print). Please complete the following to confirm your registration of a co-exhibitor for CREATIVMESSE München 2021 and your coverage of the associated costs as stated:

Company:

\_\_\_\_\_  
Contact person:

\_\_\_\_\_  
Address:

\_\_\_\_\_  
Postcode/zip/City:

\_\_\_\_\_  
E-mail:

## 7. Mandatory extra fees/charges

**Media charge:** A mandatory media charge of €100 will apply for entries in the exhibitors' list (online and print), catalogue and digital press kit and for further services during the fair.

## 8. Extra services

You will receive free CREATIVMESSE promotional material in the form of leaflets, posters and the logo, sent to the given address. Please let us know how many leaflets and posters you need to distribute among your customers. Please do not hesitate to contact us if you need more material later.

Please send:

\_\_\_\_\_ Flyers

\_\_\_\_\_ Posters

We are interested in planning joint promotional activities

Appearance as sponsor / cooperating partner (please contact me regarding this matter!)

I am also interested in attending your autumn exhibitions ( [www.spielwiesn.de](http://www.spielwiesn.de) / [www.forscha.de](http://www.forscha.de) ). Please send me the free exhibitors' documents for:

SPIELWIESN

FORSCHA



**07. to 09. May 2021**

**Application as exhibitor**

Application deadline: 28. February 2021

Event venue: **MOC München** · Lilienthalallee 40 · 80939 Munich, Germany

By signing and submitting this application form, I confirm my legal acceptance of the General Terms and Conditions in every respect. I confirm that all the objects and products mentioned above that will be exhibited are my property. By signing, the signatory confirms his/her status as authorized representative. All prices are shown in euros and exclude German VAT.

---

Place and date

Company stamp and legally binding signature

**MPA PUBLIC RELATIONS &  
EVENT AGENTUR**

Landsberger Str. 3/RGB  
80339 Munich, Germany

Telefon: +49 89 892676-0  
Fax: +49 89 892676-13

info@mpagmbh.de  
www.mpagmbh.de

Sparkasse Fürstenfeldbruck  
Konto 18 28 367 BLZ 700 530 70

IBAN DE39 7005 3070 0001 8283 67  
Swiftcode/BIC BYLADEM1FFB

Geschäftsführer:  
Petra Griebel, Thomas Gärtner  
AG München HR B Nr. 82 780  
USt.-Id-Nr. DE-129421468  
Steuer-Nr. 143/164/20444

## **General Terms and Conditions of Business for participation in events, trade shows and exhibitions**

<b>1. Promoter</b>	<b>MPA Public Relations &amp; Event Agentur GmbH</b> Landsberger Str. 3 RGB, 80339 Munich, Germany		
<b>2. Event, venue:</b>	<b>26. CREATIVMESSE München (Munich Creatives Fair)</b> MOC München, Lilienthalallee 40, 80939 Munich, Germany		
<b>3. Event date:</b>	Friday 25 Feb 2022 to Sunday 27 Feb 2022		
<b>4. Opening times</b>	Friday	10 am – 6 pm	
	Saturday:	10 am – 6 pm	
	Sunday:	10 am – 5 pm	
	Doors open for exhibitors:	1 h before event opening	
<b>5. Installation/dismantling</b>	Installation:	Thur 24 Feb 2022	7 am – 11 pm
	Dismantling:	Sun 27 Feb 2022	5 pm – midnight

Stands must be completed one hour before the exhibition start and all packaging material must be removed from stands and aisles.

Commencement of dismantling before the end of the event is strictly prohibited. Partial clearance is also prohibited in the interests of all participants. Violations of these rules will result in a minimum financial penalty of €200 for the exhibitor and exclusion from all subsequent events.

### **6. Application, registration**

Applications must be submitted in writing using the forms sent out by the promoter. Forms must be completed in full with a legally binding signature and company stamp. Submission of an application constitutes a binding confirmation of applicants' agreement with all aspects of the conditions of participation, valid prices and technical directives. Applicants are liable for ensuring that all persons deployed by them at the event likewise comply with these conditions. Applications are only valid after written confirmation has been received from the promoter. Applicants have no automatic right of registration. The promoter may decline or withdraw an applicant's registration without specifying reasons. The promoter is entitled to exclude individual products before and during the exhibition. For reasons of competition law, exclusion of competition cannot be confirmed.

### **7. Assignment of stands, stand content, obligation to decorate stands**

The promoter supplies areas for stands of the area specified in the applicant's application. Stand assignment is the sole responsibility of the promoter. For reasons of hall planning, the assigned area may deviate slightly from the area specified in the application (type and/or dimensions of stand) after consultation with the exhibitor. Invoicing will be based on the actual stand area assigned. Partitions are not supplied in the exhibition areas. Demarcation between stands is required. There is no obligation to order partitions; however, partitions for the stand area and shape can be ordered with the application form and will be invoiced separately. Exhibitors' own system stands must be installed by exhibitors themselves. Requests for specific stand positions will be considered where possible. Responsibility for the content of the stand (products, technical equipment, presentations etc.) rests with the exhibitor, particularly with respect to fulfilment of legal requirements.

The promoter may, at its own discretion, relocate stands and advertising panels to locations other than those confirmed for organizational reasons or reasons related to the overall appearance of the exhibition. Design, decoration and setup of the stand is obligatory. This task is the sole responsibility of the exhibitor. If an exhibitor fails to comply with this obligation, the promoter is entitled to direct the exhibitor to use awnings, wallpaper and decoration material at the expense of the exhibitor. The stand must have an appropriately prestigious appearance and must not conflict with the overall appearance of the exhibition. **Items must not project outside the outer limit of the stand** The aisles must be free from trip hazards. **Doors, windows, walls and floors in the hall must be kept free of adhesives of all kinds!** Any damage caused or changes made by exhibitors to the hall or marquee interiors or fittings will be invoiced to the exhibitor concerned together with a €50 processing fee.

### **8. Stand rent, invoicing of costs**

Payment dates specified in the invoice must be observed. Full advance payment of invoiced amounts and fees is a prerequisite for use of the stand space, for the catalogue entry and for issue of exhibition IDs for workers and exhibitors.

All amounts and fees shown in all invoices issued by the promoter in connection with the event are payable in full in euros without deductions of any kind including bank charges in the form of transfers to the bank account stated in the requisite invoice.

All fees and services are subject to 19% statutory VAT. A 5% handling charge will be applied to external costs. Interest of 5% over the applicable discount rate will be applied to late payments. The promoter may withdraw an applicant's registration if payment of stand rent is not effected by the deadline. If an exhibitor fails to comply with payment conditions, the promoter may, after issuing a reminder, reassign the confirmed stand without affecting the defaulting exhibitor's obligation to pay. Costs are charged together with supplemental reminder costs and extra expenses in the same way as for withdrawal. The promoter has the right to secure its claims by exercising its right of lien under Art. 559 German Civil Code (BGB). **Full payment must be made prior to the start of the event, otherwise the exhibitor will be refused occupation of the stand.**

### **9. Withdrawal of application**

The exhibitor may not exercise any claims for damages or right of withdrawal on the grounds of obstacles (e.g. pillars, beams, girders, protruding walls, electrical junction boxes etc.) in or in front of the exhibitor's stand or the stand's floor area, or which occur due to specific qualities of the premises or weather events. If the exhibitor withdraws from the agreement or if the stand is assigned elsewhere owing to default on payment as set forth in this Section 8, the exhibitor is nevertheless obliged to pay a handling fee of 25% of the total amount invoiced (minimum €200) plus 19% statutory VAT to the promoter within ten days. If the exhibitor withdraws from the agreement, the exhibitor is liable to pay a fee by way of all-in compensation. This withdrawal fee shall be 50% of the invoiced amount in the case of withdrawal between 60 and 31 days prior to the event start date, and 100% of the invoiced amount for withdrawal between 30 and 0 days prior to the event start date. The Exhibitor is entitled to present evidence that lower or no damage has been incurred by the promoter. If a claim for compensation is exercised against the exhibitor, the amount of the contractual penalty shall be payable in addition to the compensation claim. Claims exercised by the exhibitor against the promoter are only valid when received in writing within ten days of the end of the event at the latest. The exhibitor is not entitled to exercise claims for reduction of fees if the promoter assigns the non-occupied stand to another exhibitor.

### **10. Changes**

The event may be cancelled, shortened, postponed or extended for compelling reasons beyond the control of the promoter, particularly force majeure including consequences of fire, explosion or flooding at the premises of MPA Public Relations & Event Agentur GmbH irrespective of the cause thereof. In this case exhibitors have no entitlement to withdraw or to exercise claims for compensation. In legal terms the payments already transferred remain the property of MPA Public Relations & Event Agentur GmbH. If compelling reasons require the event to be rescheduled on dates other than those originally planned or if the venue is relocated to a different location in the vicinity by the promoter, the agreements already made will continue to apply to the new date and venue. Exhibitors have no entitlement to claim compensation based on rescheduling, relocation or cancellation of the event. If the event is prevented from taking place due to unforeseen events, the promoter is entitled to allocate its already incurred costs to the exhibitors in the form of 25% of the stand rent in each case. The promoter may also require reimbursement of any special expenses applied for. **The sole right to relocate a stand without specifying reasons rests with the promoter.** Exhibitors may not claim reductions on fees in the case of relocation of the stand.

### **11. Co-exhibitors, other represented companies, subletting**

Registration of one or more sub-exhibitors is subject to an additional fee of €100 per sub-exhibitor plus 19% statutory VAT (VAT rate applicable since 2007). Exhibitors require prior written approval of the promoter for any relocation, exchange, sharing or transfer of the stand in whole or in part to third parties. Infringement of this provision by the exhibitor will incur an additional charge equal to 50% of the stand rent plus statutory VAT and payable before the end of the event.

### **12. Participant workshops and presentations**

Registration of workshops and presentations is binding. In the case of non-appearance or non-execution of the registered workshops and/or presentations, the promoter is entitled to charge the provider of the workshop or presentation in full for all costs incurred by supplying the space and facilities for the workshop or presentation, together with any other costs incurred.

### **13. Visitor promotion, company promotion**

The promoter will be responsible for visitor promotion. Company promotion of all kinds (flyers, prize draws etc.) is only permitted within the boundaries of the stand rented by the company. Exhibitors may not approach visitors outside their own stand boundaries. Advertising for non-exhibitors (suppliers, partners etc.) by displaying flyers, business cards, brochures etc. requires separate permission from the promoter.

### **14. Utilities – power, water, waste water**

Basic general lighting is paid for by the promoter. Connections, equipment and devices that do not comply with relevant provisions, particularly VDE and CE standards, or with higher consumption than registered may be removed by the exhibition management at the expense of the ordering party or taken out of operation.

Stand operators will be liable for all damage caused by non-registered and incorrectly connected equipment and devices. **Exhibitors are prohibited from installing electrical and water connections themselves!** Installations may only be performed by authorized specialist companies. Each exhibitor is fully liable for any damage and its consequences, including in cases of physical damage and operation of defective equipment or devices. The promoter accepts no liability for interruptions or fluctuations in water and power supplies.

### **15. Exhibition ID badges**

ID badges for workers and exhibitors will only be issued after payment of invoices in full. They are issued in the personal names of the exhibitors and their workers. **These ID badges are not transferable** (Art. 123 German Penal Code, StGB). The required number of workers' badges for exhibitors' own and external staff engaged in installation and dismantling of the stands will be issued to exhibitors free of charge. Workers' ID badges are only valid during official installation and dismantling periods. They do not entitle the holder to enter the exhibition venue during the event. Each stand will be issued with 2 exhibitor badges for each 4m<sup>2</sup> of stand for the event period. Additional exhibitor badges may be requested from the promoter at a cost of €15 each. ID badges are intended solely for use by stand staff. Misuse will result in confiscation. Registration of sub-exhibitors does not entitle exhibitors to claim additional free exhibitor badges.

### **16. Cleaning**

The promoter will order general cleaning operations for the exhibition. No liability will be accepted. All exhibitors are responsible for disposing of waste from their own stands at the end of each exhibition day. The stands are accepted in broom-clean condition and must be returned to the promoter in the same condition after the event. Any stickers, posters, wall coverings and awnings must be removed without trace by the exhibitor after the end of the event. Failure to comply will incur charging of the cleaning costs to the exhibitor in question. Minimum charge: €100.

### **17. Liability, insurance**

The promoter has concluded promoter's liability insurance covering standard insurable risks for exhibitions. Liability is excluded in the case of force majeure. The promoter accepts no liability for damage to the exhibitor's stand or for the stand contents or loss of same. The promoter likewise accepts no liability for goods and clothing provided for fashion shows etc., which may be expected to show signs of wear. All exhibitors are urged to take out adequate insurance coverage themselves. All exhibitors have sole liability for personal and material damage occurring within the boundaries of their stand. Exhibitors must insure the contents of their stand at their own expense and take out liability insurance. Damage caused by exhibitors or their suppliers must be promptly reported to the promoter, with witnesses called in and written records taken if necessary, and claimed for under the promoter's liability insurance.

### **18. Security**

General security and surveillance for the exhibition and trade show premises is provided by agents of the promoter. Exhibitors wishing to provide their own stand security require permission from the promoter. The hall must be exited 30 minutes after the end of the event at the latest (exception: day of dismantling, approval by promoter) and will be locked up for the night. Any valuable and easily removable objects must be locked up at night. All electrical installations at the stand must be switched off and taps turned off firmly. If the exhibitor fails to comply with these provisions, switching or turning off will be performed by the promoter at the exhibitor's expense. The promoter has authority to enforce house rules and deny entry at its own discretion throughout the exhibition.

### **19. Parking and deliveries**

Parking of exhibitors' vehicles is only permitted in the designated parking spaces. Parking permits must be completed in full and displayed clearly visible behind the windscreen. Exhibitors and their suppliers may only use the designated routes for loading and unloading. Exhibitors who fail to comply will be fully liable for any damage caused by them or their suppliers. Urgent deliveries during the event must be cleared with the promoter and must be carried out rapidly and without impeding other exhibitors or visitors. Vehicles must be removed from the exhibition grounds immediately after unloading.

### **20. Miscellaneous**

Emergency exits must be kept clear. Point loads at stands must be cleared with the promoter in advance in writing. **Gas equipment is prohibited in closed rooms!** (Exceptions must be cleared with the local fire prevention authorities.) Flammable materials and fabrics must be flame retardant and must be made so by treatment (spray or immersion) if necessary. Accrediting certification must be produced on request. **Smoking is absolutely prohibited throughout all exhibition spaces.**

### **21. Statement of acceptance**

By registering for the event, exhibitors confirm their acceptance of these conditions in every respect and undertake to comply with all local, construction, fire protection and trade inspectorate regulations and instructions. Any special agreements must be submitted in writing to be valid. Verbal agreements are invalid.

### **22. Place of fulfilment and jurisdiction** Munich

As at: 23.03.2021