



Exhibitions for industrial automation

Solutions on the way to flexible automation
and smart production - the networking
platform for experts and practitioners.
regional. compact. competent.

New in 2024:
**Location in
Bavaria**

Information folder and application form **2024**

Hamburg
Friedrichshafen
Heilbronn
Straubing

Zürich
Chemnitz
Düsseldorf

www.allaboutautomation.de/en

GENERAL INFORMATION

ALL ABOUT AUTOMATION VENUES AND DATES 2024

HAMBURG

Messehalle Hamburg-Schnelsen, Modering 1a, 22457 Hamburg

~~17 + 18 JAN 2024~~

SOLD OUT

FRIEDRICHSHAFEN

Messe Friedrichshafen, Neue Messe, 88046 Friedrichshafen

5 + 6 MAR 2024

HEILBRONN

Redblue Messehalle, Wannenäckerstr. 50, 74078 Heilbronn

15 + 16 MAY 2024

STRAUBING

Messehalle Straubing, Am Hagen 75, 94315 Straubing

26 + 27 JUNE 2024

ZÜRICH

Messe Zürich, Wallisellenstrasse 49, 8050 Zürich, Schweiz

28 + 29 AUG 2024

CHEMNITZ

Messe Chemnitz, Messeplatz 1, 09116 Chemnitz

18 + 19 SEPT 2024

DÜSSELDORF

Areal Böhrler, Hansaallee 321, 40549 Düsseldorf

1 + 2 OCT 2024



Annually occurring exhibitions: Hamburg, Friedrichshafen, Heilbronn, Chemnitz, Düsseldorf. Biennial occurring exhibitions in even years: Straubing and Zürich. Biennial occurring exhibitions in odd years: Wetzlar.

FLOOR PLANNING / ALLOCATION OF STANDS

In general, stands are allocated on a first-come, first-served basis.

Exhibitors at the respective exhibition in 2023 will receive a pre-booking right for their stand space 2023 or a comparable stand space until four weeks after the exhibition.

Due to very good booking situations, new incoming exhibitors cannot be placed before the expiry of the pre-booking period for existing customers. There is no entitlement to a stand. Placement requests will be considered as far as possible.

OPENING HOURS

First day: 9 am – 5 pm

Second day: 9 am – 4 pm

The exhibition hall opens for exhibitors at 8:00 am.

SET-UP & DISMANTLING

Day before the exhibition: 12 pm – 8 pm

After end of exhibition: 4 pm – 9 pm

Set-up and dismantling for own stand construction on appointment.

CONTACT SALES TEAM

General enquiries:

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WWW.ALLABOUTAUTOMATION.DE/EN

FURTHER INFORMATION

Site-specific exhibitions reports with detailed information on visitor structure and statistics:

www.allaboutautomation.de/ausstellercenter



PARTICIPATION PACKAGES

The exhibitions are realized at each location with the same concept. The following services are included in the participation package. Exhibitors book a comprehensively equipped participation package including stand construction in the desired size between 8 and 30 sqm. The all about automation exhibitions can also be booked individually.

STAND PACKAGE

- Stand space
- Stand construction and equipment
- Graphic and company logo on tower panel
- Power supply and consumption
- Free Wifi
- Stand cleaning
- Exhibitor passes including parking
- For details see page stand construction concept

SERVICE PACKAGE FOR YOUR VISITORS

- Free entry with your voucher
- Free snacks and drinks
- Free Wifi
- Free exhibition guide
- Smart Badge Touch&Collect

MARKETING AND MEDIA PACKAGE

- Listing in all exhibitor lists
- Extensive company profile online
- Unlimited number of free admission vouchers
- Advertising material such as logos, banners, brochures
- Advertising, ad campaign, social media and press work by the organiser

EASYGO-PACKAGE

The EasyGo package GoLeads is already included in your stand package. Upgrades are possible. EasyGo offers among other things:

- Company profile and portfolio online
- Job advertisements online
- Smart badge reader: exhibitors receive the data of the stand visitors.
- Smart badge 'Touch & Collect' for visitors
- Lead management via Visit Connect App
- For all details, please refer to our EasyGo info sheet.



PRICES PARTICIPATION PACKAGES

The prices indicated are for row stands. The prices are identical at all German all about automation locations. There is a separate price table and registration form for the exhibition in Zurich.

The EasyGo package GoLeads worth 750 € is included in the price.

Area Stand package	Early-Bird price	Regular price
8 sqm:	€ 4.890	€ 5.060
9 sqm:	€ 5.120	€ 5.280
12 sqm:	€ 5.990	€ 6.170
15 sqm:	€ 7.090	€ 7.310
16 sqm:	€ 7.410	€ 7.640
18 sqm:	€ 8.190	€ 8.430
20 sqm:	€ 8.980	€ 9.220
24 sqm:	€ 10.290	€ 10.570
30 sqm:	€ 11.890	€ 12.250

All prices are VAT excluded.

CO-EXHIBITORS AND REPRESENTED COMPANIES

- Co-exhibitors package € 1.145,00 for each co-exhibitor and location, incl. EasyGo package GoLeads.
- Represented companies: free of charge, no EasyGo package.

EARLY BIRD PRICE

Early-Bird-Prices valid with binding exhibition registration until the following dates:

- **Hamburg, Friedrichshafen, Heilbronn:** 31 July 2023
- **Straubing, Chemnitz, Düsseldorf:** 31 Oct 2023

Early Bird price and multi-booker discount can be combined.

COMBO DISCOUNT

By placing an order for your participation in three or more all about automation exhibitions 2024 **at the same time**, you receive 5 % discount on the booked exhibitor package for each exhibition, regardless of the booking date.

SURCHARGES AND REMARKS

- Extra charges incur for: corner stand +5%, head stand +10% of the package price
- Surcharge for the included EasyGo package will not be discounted.
- In-between size on availability.
- Individual stand construction on request only from 24 sqm on.
- Requests for stand locations will be considered as possible.

TERMS OF PAYMENT

- Invoicing is carried out for each exhibition individually and staggered. 50% down payment is due immediately after registration, but no earlier than 12 months before the start of the exhibition. 50% 3 months before the start of the exhibition.



TOWER TOP GRAPHIC INCLUDED!
More graphics can be booked additionally

INCLUDED SERVICES STAND PACKAGES

Modular stand construction package with Megawall system. The stand example shown is for orientation purposes. Each exhibitor will receive a detailed drawing of his stand. Stand construction partner at all all about automation locations: mp messeprojekt GmbH.

STAND AREA	8 – 12 sqm	15 – 18 sqm	20 – 21 sqm	24 – 30 sqm
Standard height	250 / 350 cm	250 / 350 cm	250 / 350 cm	250 / 350 cm
<ul style="list-style-type: none"> • Deviating construction height Hamburg for all stands: 250 / 300 cm • Deviating construction heights are possible for some stands in Heilbronn. 				
Towers incl. graphic	1-2*	2	2	2
Table low	1	-	-	1
High table	-	1	1	1
Chairs	2	-	-	2
Bar stool	-	3	3	4
Info counter	1	1	1	1
Cabin 1 sqm incl. door	-	-	1	1
Brochure rack	1	1	1	1
Waste basket	1	1	1	1
Lighting	1 LED spotlight per 3 sqm			
Electricity connection	Power connection up to approx. 1.5 KW, triple socket, consumption			
Carpet	Carpet in choice color red, blue, green, anthracite or black **			
Stand cleaning	Stand cleaning: vacuuming and surface wiping after set-up and first day of exhibition			
Exhibitor passes	2	3	3	4
Parking passes	1	2	2	2

ADDITIONAL SERVICES STANDBUILDING

- Additional graphics in digital printing on Textile: per wall module 250 €.
- The reuse of one graphic at several aaa exhibitions is possible.
Reuse of graphics: per wall module 70 €.
- Graphic modules and additional stand furniture can be booked after your exhibition registration in My Easyfairs.

- * Row stand up to 12 sqm and corner stands smaller 12 sqm incl. 1 tower
- ** Exception: There is gray carpet at the Heilbronn venue throughout.

The stand construction partner and the prices of additional services are subject to change.

INVOICE AND CONTACT DETAILS

Company:

Street:

Postal code/city:

Country:

VAT-ID.:

E-Mail:

Phone:

Website:

Alphabetical listing
under the letter:

INVOICING ADDRESS

E-Mail for invoice:

Different address for the invoice (if necessary):

Company:

Street:

Postal code / City:

Country:

CONTACT FOR EXHIBITION ORGANISATION

Name:

Phone:

E-mail:

PARTICIPATION PACKAGES AAA EXHIBITIONS GERMANY 2024

The prices and features of the packages apply as indicated in the registration documents. aaa in Zurich to be booked on a separate form. All packages include GoLeads worth € 750. All prices plus the legally applicable VAT.

COMBO
DISCOUNT
5%

Place / Date	8 sqm	9 sqm	12 sqm	15 sqm	16 sqm	18 sqm	20 sqm	24 sqm	30 sqm
• Early-Bird-Price	€ 4.890	€ 5.120	€ 5.990	€ 7.090	€ 7.410	€ 8.190	€ 8.980	€ 10.290	€ 11.890
• Regular Price	€ 5.060	€ 5.280	€ 6.170	€ 7.310	€ 7.640	€ 8.430	€ 9.220	€ 10.570	€ 12.250
Hamburg, 17. + 18. January 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friedrichshafen, 5. + 6. March 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heilbronn, 15. + 16. May 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Straubing, 26. + 27. June 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemnitz, 18. + 19. September 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Düsseldorf, 1. + 2. October 2024	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We request... ☐ Row stand ☐ Corner stand (5% surcharge) ☐ head-stand (10% surcharge)

PLACEMENT REQUIREMENTS AND REMARKS Please specify the aaa location to which the remark refers.

EASYGO PACKAGE The GoLeads package is included in the package price. Upgrade prices are per exhibition. Book your upgrade here.

GOPREMIUM	Maximise lead generation and brand awareness, onsite and online	Value: € 2.400	<input type="checkbox"/> Upgrade price + € 1.650
GOPLUS	Maximise lead generation and improve online presence	Value: € 1.050	<input type="checkbox"/> Upgrade price + € 300
GOLEADS	Maximise lead generation and optimise customer relationships	Value: € 750	<input type="checkbox"/> included

Please contact us if you would like different EasyGo packages at different locations.

* 5% multi-booker discount on each stand package when booking at least three all about automation exhibitions in 2024 at the same time.

We herewith confirm our legally binding participation at the all about automation date(s) to the indicated participation package(s). We herewith accept the General Terms and Conditions of Easyfairs GmbH published at www.easyfairs.com/general-terms-conditions

DATE / PLACE

LEGALLY BINDING SIGNATURE & COMPANY STAMP

MAIN EXHIBITOR

CHOOSE YOUR EXHIBITION AREAS:

Drive technology (253.2)

- ☐ Electrical drive technology
- ☐ Mechanical drive technology
- ☐ Drive motors
- ☐ Drive and automation systems
- ☐ Frequency converters
- ☐ Motion control
- ☐ Fluid technology
- ☐ Servo technology
- ☐ Drive components
- ☐ Pneumatic drives

Operating, monitoring, visualization systems (253.3)

- ☐ Display and operating devices
- ☐ Machine visualization
- ☐ Remote control
- ☐ Remote maintenance
- ☐ Process visualization systems

Industrial communication (253.4)

- ☐ Industrial ethernet
- ☐ Field bus systems
- ☐ OPC UA
- ☐ Time-Sensitive Network (TSN)
- ☐ Wireless communication
- ☐ Machine-to-Machine (M2M) communication
- ☐ Sensor communication
- ☐ Actuator communication
- ☐ Gateways
- ☐ Industrial communication switches
- ☐ Network components

Robotics (253.11)

- ☐ Robots
- ☐ Automated Guided Vehicles (AGV)
- ☐ Human-robot collaboration (HRC)
- ☐ Industrial light weight robots / Collaborative robot (cobot)

Handling technology (253.12)

- ☐ Linear technology
- ☐ Conveyor technology
- ☐ Feeding systems
- ☐ Weighing systems
- ☐ Handling systems
- ☐ Assembly technology
- ☐ Kinematics
- ☐ Grippers
- ☐ Handling tools

Sensors, measurement and control technology (253.5)

- ☐ Sensors
- ☐ Sensor systems
- ☐ Rotary transducers
- ☐ Gauging technology
- ☐ Identification systems
- ☐ RFID
- ☐ Marking technology
- ☐ Testing systems

Industrial safety & security (253.7)

- ☐ Safety components
- ☐ Safety control
- ☐ Industrial security
- ☐ Machine safety
- ☐ Industrial safety directives and standards

Control technology (253.8)

- ☐ Programmable Logic Controller (PLC)
- ☐ Industrial PC
- ☐ CNC
- ☐ HMI
- ☐ Embedded automation
- ☐ Process control software
- ☐ Operator panels

Control cabinets (253.13)

- ☐ Control housings
- ☐ Control components and accessories
- ☐ Planning tools
- ☐ Planning software

Industrial software and IT (253.14)

- ☐ PLM
- ☐ SCADA
- ☐ MES
- ☐ ERP
- ☐ Programming software
- ☐ IT infrastructure
- ☐ IT Hardware
- ☐ IT consulting companies

Industrial image processing (253.6)

- ☐ Cameras
- ☐ Industrial image systems and solutions
- ☐ Embedded vision
- ☐ Industrial image components

Energy supply and connection technology (253.9)

- ☐ Connectors
- ☐ I/O components
- ☐ Power adapter
- ☐ Industrial switches
- ☐ Relays
- ☐ Contactors
- ☐ Clamping systems
- ☐ Cable management
- ☐ Cables
- ☐ Energy chains
- ☐ Power supply
- ☐ Energy distribution
- ☐ Energy management

Engineering and system integration, plant construction (253.10)

- ☐ Control engineering
- ☐ Switchgear construction
- ☐ Electrical design
- ☐ PLC programming
- ☐ Automation solutions
- ☐ Robot programming
- ☐ Commissioning
- ☐ Plant construction
- ☐ Special machine construction
- ☐ Mechatronics

Digital factory, Smart Factory, Factory of the Future (253.15)

- ☐ Industry 4.0
- ☐ Industrial Internet of Things (IIOT)
- ☐ Artificial intelligence
- ☐ Retrofitting
- ☐ IT systems for digital factories
- ☐ Big data

Associations, Institutions

Education and training

Publishers / Media

REGISTRATION CO-EXHIBITORS AND REPRESENTED COMPANIES

MAIN EXHIBITOR

We herewith register bindingly, by accepting the attached General Terms and Conditions, the following co-exhibitor and represented companies.

In case of several co-exhibitors please copy this form.

CO-EXHIBITOR

Company:

Street:

Postal code/city:

Country:

Phone:

E-Mail:

Website:

Alphabetical listing
under the letter:

APPLICATION CO-EXHIBITOR FOR

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn
☐ Straubing ☐ Chemnitz ☐ Düsseldorf

SERVICES FOR CO-EXHIBITORS

Co-Exhibitor package at the price of € 1.145,- plus VAT for each co-exhibitor and exhibition. EasyGo GoLeads is included.

Co-exhibitors are represented with products and personnel at the exhibition. Co-exhibitors receive the complete service package, two exhibitor and one parking pass, as well as the marketing and media package. An upgrade of the EasyGo package is possible.

CONTACT FOR EXHIBITION ORGANISATION CO-EXHIBITOR

Name:

E-Mail:

Phone:

REPRESENTED COMPANY

Company:

Street:

Postal code/city:

Country:

Phone:

E-Mail:

Website:

Alphabetical listing
under the letter:

REGISTRATION REPRESENTED COMPANY FOR

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn
☐ Straubing ☐ Chemnitz ☐ Düsseldorf

SERVICES FOR REPRESENTED COMPANIES

The registration of represented companies is free of charge.

Represented companies are exclusively represented with products on the stand of the main exhibitor.

Represented companies will be listed as such in the exhibitor list. The represented company will not receive any further services.

We herewith confirm our legally booking of the indicated additional service(s). We accept the General Terms and Conditions of Easyfairs GmbH published at www.easyfairs.com/general-terms-conditions/.

DATE / PLACE

LEGALLY BINDING SIGNATURE & COMPANY STAMP

ADDITIONAL MARKETING SERVICES

MAIN EXHIBITOR

TALK LOUNGE SLOT

Lecture at the Talk Lounge (20 minutes)

€ 460 per lecture and exhibition

The selection of the lectures aims at a professionally attractive programme of practical examples, innovations and technological know-how. Pure marketing lectures and company presentations will not be considered. *- limited availability -*

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

topic assignment (if already defined)

☐ Drive technology ☐ Industrial communication ☐ IIoT ☐ IT Security ☐ Safety and Machine safety ☐ Retrofit
☐ Robotics and HRC ☐ Control cabinet and switchgear ☐ Other topic:
☐ Topic assignment will be submitted later

SPONSORING AND VISIBILITY

further sponsoring possibilities upon request

Logo Highlight Exhibition Guide & Floor Plan

€ 520 per exhibition

Highlighting of your stand in the floor plan, Display of your logo and an advertising slogan in the exhibition guide

- limited to 10 exhibitors per location -

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

Show truck

from € 1.590 in addition to stand

Place your show truck directly at the entry area of the exhibition. *- On request, not possible at all locations -*

from € 5.690 without stand

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

Exhibition bags

€ 1.490 per exhibition

Display in the entrance area (without production) *- exclusively on request - Maximum 3 locations per exhibitor -*

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

Lanyards

€ 1.490 per exhibition

Distributed at visitor check-in (without production) *- exclusively on request - Maximum 3 locations per exhibitor*

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

DIGITAL PLUS

ContentAd Product Highlight

€ 490 per exhibition

on the exhibition website (4 weeks duration) and social media post *- limited to 20 exhibitors -*

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

VideoAd exhibition invitation

€ 490 per exhibition

on the exhibition website (30 seconds / 4 weeks duration) and social media post *- limited to 10 exhibitors -*

☐ Hamburg ☐ Friedrichshafen ☐ Heilbronn ☐ Straubing ☐ Chemnitz ☐ Düsseldorf

Video feature

from € 890

"Have a coffee with..." | Smarter in 2 minutes | Innovation | Local Hero incl. marketing package

- according to individual arrangement -

We herewith confirm our legally booking of the indicated additional service(s). We accept the General Terms and Conditions of Easyfairs GmbH published at www.easyfairs.com/general-terms-conditions/.

DATE / PLACE

LEGALLY BINDING SIGNATURE & COMPANY STAMP

Boost your reach, exposure and ROI

EasyGo is a service package based on the latest developments in digital marketing technology. It is part of the standard Easyfairs offer but you can choose one of three packages that best meets your objectives.

FOR MORE INFORMATION, GET IN TOUCH WITH YOUR CUSTOMER SUCCESS REPRESENTATIVE.

GOLEADS

Maximise lead generation and deepen customer relationships.

Inclusive Value: €750

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
1 INNOVATION
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology
1 READER

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease
UNLIMITED LICENCES
- Receive real-time SMS alerts when your guests check in

GOPLUS

Maximise lead generation and enhance online visibility.

Upgrade + € 300 Value: €1,050

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
2 INNOVATIONS
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology
2 READERS

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease
UNLIMITED LICENCES
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list
- Enhance your company profile with a video header

**BEST
VALUE**

GOPREMIUM

Maximise lead generation and brand exposure, onsite and online.

Upgrade + € 1,650 Value: €2,400

**LIMITED
NUMBER**

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
2 INNOVATIONS
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology
3 READERS

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease
UNLIMITED LICENCES
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

- Display your logo on the exhibitor list
- Enhance your company profile with a video header
- Get increased visibility in the exhibitor list
- Attract attention when visitors register online
- Display your logo or ad in high-traffic areas onsite

GET NOTICED ALL YEAR ROUND

► Display your company profile online (description, products, news & jobs)

My Easyfairs simplifies the management of your company profile and product offering for the event's online catalogue:

- Create a company listing that informs people about your offering and makes it easy for them to get in touch via web and social media links, as well as a dedicated contact form.
- There is no limit to the amount of multi-format (text, image, video, links) product information you can publish.
- Keep your presence fresh with product updates and press releases. These will also be published on the event's News page.
- Attract top talent from your sector by advertising job opportunities at your company.

► Apply for inclusion in the Innovations Gallery

Position your company as an innovator! Apply for inclusion of a breakthrough product / products in the Innovations Gallery (subject to approval by the Innovations Reviewer).

► Invite customers & prospects, easily and efficiently

We make it really easy for you to invite guests via your chosen digital channels (e-mail, website, social media, electronic signature or personalised action code) with your personalised registration link.

If you need help getting started, get in touch!

You can also download a list of who used your link to pre-register - invite them to your stand and follow up after the event to maximise opportunities.

We provide highly professional ready-to-use marketing materials including invitations, web banners and event logos so you can efficiently promote your participation.

► Promote your products, paper-free via Smart Badge technology

Share information about your products & services effortlessly via a wireless reader on your stand. Smart Badge technology ensures you even reach visitors with whom you were unable to interact during the event.

By touching your reader with their Smart Badge, visitors get all the information listed on your online profile via email at the end of their visit. They even get suggestions of exhibitors they might have missed based on an AI-driven analysis of their profile and interest.

BOOST YOUR LEADS

► Get details of visitors who touched your reader with their Smart Badge

Receive a list of everybody who demonstrated interest in your product by touching your reader with their Smart Badge. A fantastic opportunity to get in touch and to convert prospects into customers!

► Capture and qualify leads with ease

Capture visitor details with a quick scan of their badges using the Visit Connect web app on your smartphone. You can add notes e.g. to categorise the really hot leads. Post-event follow-up has never been easier. There is no limit to the number of your team members who can use the app.

► Receive real-time SMS alerts when your guests check in

Find out when visitors that you invited arrive at the event: receive real-time SMS notifications. Get ready to meet and greet key prospects and customers - they really appreciate it!

GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

► Display your logo on the exhibitor list

Enhance your brand visibility where it will get most attention. Your logo appears on the exhibitor list of the online catalogue.

► Enhance your company profile with a video header

You will get the opportunity to display a video instead of a static picture in the header on your company online profile.

► Get increased visibility in the exhibitor list

Your company is displayed with bigger visibility on the exhibitor list of the online catalogue.

► Attract attention when visitors register online

Make an immediate and powerful visual impact: registered visitors see your logo at a number of touch points during their online registration process including the confirmation page, the confirmation email and the entrance ticket. This exclusive opportunity is available to a limited number of exhibitors.

► Display your logo or ad in high-traffic areas onsite

Be seen where it matters. Your logo or promotional advertisement appears on displays in high-traffic areas.

General Terms of Business of Easyfairs GmbH (hereafter: Easyfairs)

1. GENERAL

The following terms and conditions for participants apply to the rental of exhibition space and the related performance of other services (stand construction, sponsoring and promotion facilities) by Easyfairs for exhibitors unless otherwise agreed in writing by the contracting parties.

2. REGISTRATION

Exhibitors may only register by completing all parts of the application form, possibly ordering other services, and accepting the terms and conditions for participants which are laid down here and the Technical Guidelines which will be issued subsequently. The form should be validly signed and sent, faxed or e-mailed to Easyfairs GmbH, Meisterstraße 94, 33607 Bielefeld. The items exhibited, as well as the presentations of products and services, relate to the actual or potential technologies and/or services of the respective segment of industry, for which the exhibition is being held. The items exhibited and the presentations carried out by the exhibitors must apply exclusively to this theme. The exhibits must be identified by a full description, and, in the case of equipment and machines, the weight and height must also be specified. To ensure accuracy, brochures and production descriptions must be submitted to the organisers on request. Conditions or provisions included in the registration will not be taken into consideration. The minimum stand size is 9 square meters. Smaller spaces will only be allocated, if such spaces result unavoidably during the planning process. In calculating prices, each part of a square meter will be charged as a full square meter. Any areas which are not right-angled will be calculated by standardising them as though they were right angled. Projections, pillars, columns, and areas for utility connections will be included in the calculation of the space. Special requests concerning location, which will be taken into consideration where possible, do not constitute a requirement for participation. Exclusion of competition will not be accepted. Registration is binding, irrespective of notification of approval of an exhibitor on the part of the organisers. The registration will not come into force until it is received by the organisers and is binding up until notification of approval or conclusive non-approval. The exhibitor explicitly understands and agrees that the personal data notified with the registration will be stored, processed, or passed on – including using automatic data processing systems – in accordance with BDSG (German Data Protection Act), provided this is necessary solely for business purposes. Each exhibitor will receive two exhibitor's passes free of charge. Additional exhibitor's passes may be granted by the organisers, but no legal entitlement exists in this respect.

3. APPROVAL

Exhibitors are manufacturers, retailers, trading companies, publishers and associations. As a general rule, only those exhibitors will be approved who register products and services which are relevant to the event and fulfil the requirements under Clause 2. The decision regarding the right to participate of an exhibitor or an exhibit is made by the organisers, if necessary, after a hearing. There is no legal entitlement to approval. Exhibitors who have failed to fulfil their financial obligations to the organisers or who have breached the terms and conditions of participation, the Technical Guidelines or legal requirements, may be excluded from participation. Approval as an exhibitor with the items to be exhibited and the intended technical demonstrations and presentations of services will be confirmed in writing and applies only to the exhibitor named therein. The exhibition contract and any agreements for other services between Easyfairs and the exhibitor become legally binding as soon as the approval is sent. Any other services can only be agreed in conjunction with conclusion of the exhibition contract. The approval will include a plan of the exhibition hall on which the position of the stand will be clearly marked. If the content of the stand confirmation differs from the information contained in the exhibitor's registration, the agreement will come into force on the basis of the stand confirmation, unless revoked in writing by the exhibitor within two weeks. The organisers are entitled to revoke the approval granted, if it was issued on the basis of false assumptions or false information or if the requirements for approval subsequently cease to apply. The organisers may allot the exhibitor a stand at a different location, if circumstances make this mandatory and provided the exhibitor can reasonably be expected to accept such change. The organisers must state the reasons for the reallocation. The organisers reserve the right to move the entrances and exits to the exhibition grounds and the halls, as well as the aisles.

4. TERMS OF PAYMENT

The invoice for participation will be issued to the exhibitor following approval and allocation of a stand. Any complaints must be made in writing immediately on receipt of the invoice. Objections raised at a later date will not be accepted. 50% of the amount of all participation invoices issued by the organisers falls due without any deductions as soon as the invoice is received and is payable no later than 10 days from the date of the invoice. The remaining 50% must be paid no later than 90 days before the exhibition opens. All invoices issued after "90 days before the exhibition opens", are immediately due and payable in full (100%), unless otherwise stipulated on the registration form. Separate invoices are issued for other services or supplies which are ordered separately at a later point in time. Such invoices are due from the date of delivery or provision of the service, but no later than upon receipt of the invoice and payable within 30 days of receipt of the invoice. If registration takes place after the deadline "90 days before the exhibition opens", the invoice is due either by the date specified in the invoice, or otherwise immediately and must be paid in full no later than 10 days from the date of the invoice. The fees for services are printed on the respective order forms. In cases where invoices are sent to a third party, on the instruction of the exhibitor, the exhibitor remains liable for their payment. Payments, quoting the invoice number and the event to which they relate, should be sent to: Easyfairs Deutschland GmbH, Balanstr. 73, Haus 8, 81541 Munich, and credited to the respective account shown on the invoice. The agreed terms of payment must be observed. If the invoiced amounts are not received on time in the account of the organisers, the latter will be entitled to demand, without prior notice, default interest of 8 per cent p.a. until receipt of the payment by the company, or otherwise 5 per cent p.a. above the base rate under § 247 BGB (German Civil Code). In the case of non-observance of the dates for payment (or incomplete payment for the space) by the exhibitor, the organisers may cancel the approved space in its entirety and dispose of it as they see fit. Regarding compensation, Clause 6 of the terms and conditions applies. In addition, should the payment of 100 per cent of the stand rental not be received by the date for payment specified in the invoice, the stand may not be opened. If any or all obligations are not fulfilled by the exhibitor, the organisers are entitled, by virtue of the right of lien, to retain any stand equipment or exhibition materials brought by the exhibitor. § 562 a BGB (German Civil Code) does not apply unless sufficient security already exists. If payment is not received within the period prescribed, the organisers are entitled to sell the retained items by private contract, after giving due notification in writing. The organisers do not accept liability for loss of and/or damage to the items retained.

5. CO-EXHIBITORS

It is not permitted to transfer an allotted stand or parts thereof, whether for a fee or free of charge, to a third party. No promotion or advertising activities may be carried out on the stand for products or companies whose names do not appear in the approval. If a co-exhibitor is to be incorporated, the exhibitor must make an application to the organisers. The co-exhibitor is subject to the same terms and conditions as the main exhibitor. The co-exhibitor must pay the indicated coexhibitor fee. Moreover, the stand's main exhibitor still remains liable for the co-exhibitor fee. The incorporation of a co-exhibitor entitles the organisers to terminate the contract with the main exhibitor without notice and to have the stand cleared at the expense of the main exhibitor. The exhibitor waives its rights in this respect, on the grounds of unauthorised independent action. The main exhibitor is not entitled to any compensation claims. Co-exhibitors are deemed to be any and all exhibitors who appear or exhibit on the stand alongside the main exhibitor. They are also considered to be co-exhibitors, when they have close economic or organisational ties with the main exhibitor. Company representatives will not be approved as co-exhibitors. Additional representatives of manufacturers of such equipment, machines or other products as are required but not offered for the demonstration of an exhibitor's products, are not considered to be coexhibitors.

6. WITHDRAWAL / TERMINATION

Withdrawal from or a reduction in the size of the stand by the exhibitor is no longer possible after approval, unless this is due to gross negligence or intent on the part of Easyfairs or the provisions of §§ 323, 324, 326 BGB (German Civil Code) were applicable. The same applies to any other additionally agreed services (service packages, sponsoring and promotion facilities). The participation fee and the cost of the services actually provided must be fully paid. The reallocation of unoccupied spaces by the organisers does not release the exhibitor from its obligation to pay. However, Easyfairs explicitly agrees that the rental contract and any other additionally agreed services may be annulled in writing up to and including six months before the start of the exhibition in return for a flatrate compensation payment of 50 per cent of the total amount of the net basic rental, plus incidental costs and the net costs of any other agreed services. In accordance with Clause 4 (Terms of Payment), any remaining advance payment will be refunded to the exhibitor. Should a co-exhibitor fail to participate, the co-exhibitor fee must still be paid in full. The withdrawal and non-participation of the main exhibitor simultaneously results in the exclusion of the co-exhibitor and revocation of its approval. Easyfairs is authorised to terminate the contract concluded without observing any period of notice and notwithstanding the further liability of the exhibitor for the full rental and the costs incurred, if the exhibitor fails to fulfil the contractual obligations arising from the contract or the supplementary provisions within an additional period set. This also applies, if the conditions for concluding the contract do not or no longer apply to the exhibitor and, in particular if the exhibitor has altered its manufacturing programme in such a way that it is no longer consistent with the theme of the exhibition for which the exhibitor has rented the stand area. The same applies if the exhibitor's financial circumstances have deteriorated, if it has discontinued its payments or an application has been made for instituting legal insolvency proceedings against its assets, or if the exhibitor's company is in liquidation and if, upon conclusion of the contract, the organisers learn that their claim for payment is jeopardised due to the exhibitor's poor financial situation. If the facts inducing Easyfairs to terminate the contract come to its knowledge within 6 months before the start of the exhibition, then Easyfairs is entitled to a lumpsum compensation of 50 per cent. Should the information come to the notice of Easyfairs after six months before the start of the exhibition, the compensation will amount to 100 per cent of the net basic rent plus incidental costs and the net costs of any other agreed services. Where the organisers claim lumpsum compensation, the exhibitor will remain at liberty to prove that no or substantially lower expenses have been incurred by the organisers.

7. EXHIBITOR'S PRODUCTS, SALES REGULATIONS

Products or services which are not listed in the approval may not be exhibited or offered. Any products not approved may be removed by the organisers at the exhibitor's expense. The operation and demonstration of exhibited articles may only take place within the scope of the approved standards.

8. ADVERTISING ON THE EXHIBITION GROUNDS

Exhibits, printed matter and advertising materials may be displayed only within the rented stand but not be distributed in the aisles or in the exhibition grounds. The only exhibition-related advertising by the exhibitor which will be permitted is that which does not contravene legal regulations or offend common decency or which is not of an ideological or political nature. The organisers are entitled to prohibit the distribution and displaying of advertising materials which may give cause for complaint. They are also entitled to place any supplies of such advertising materials in safe custody for the duration of the event. In the case of contravention of these regulations, the organisers may intervene and require alterations to be made.

General Terms of Business of Easyfairs GmbH (hereafter: Easyfairs)

9. WARRANTY, LIABILITY, COMPENSATION FOR DAMAGES, LIMITATION PERIOD

9.1. Limitations of liability, exemptions of liability, preclusive limits and provisions relating to limitation periods in the general terms of business of Easyfairs do not apply, if the fault lies with Easyfairs, to a breach of cardinal obligations (substantial contractual obligations), and do not apply in the case of damages arising from bodily injury or injury to life or health.

9.2. The exhibitor is obliged to notify Easyfairs immediately of any defects of quality verbally and in writing. The exhibitor is entitled to claims only if Easyfairs has failed to remedy the defect within a reasonable period of time or if remedial action is impossible or was refused. The exhibitor, however, is entitled only to a termination of the contract without notice or to a proportionate reduction of the price. Any further liability on the part of Easyfairs is excluded, unless the damage was due to gross negligence or intent on the part of Easyfairs or its vicarious agents or due to a missing guaranteed property. § 536 BGB (German Civil Code) and the provision of 9.1 remain unaffected.

9.3. Exhibitor's claims for damages with respect to Easyfairs, for whatever legal reason, are excluded, unless the damage that has occurred is due to gross negligence or intent on the part of the legal representatives of Easyfairs, its employees or vicarious agents. The same applies to direct claims made with respect to the abovementioned category of persons. The provision of 9.1 also remains unaffected in this case.

9.4. Easyfairs accepts no duty of care for the items exhibited and the stand equipment and excludes all liability for damages to these except in case of intent or gross negligence on the part of its employees as well. Easyfairs bears none of the exhibitor's insurable risks. The exhibitor's attention is drawn expressly to the possibility of taking out its own insurance. Easyfairs accept no liability for loss or damage suffered by the exhibitor because of erroneous information relating to the position of the stand, the stand construction or the stand design authorisation, as well as that arising from changes to the size of the stand, where objections were not immediately raised, and other unsatisfactory service provision, unless Easyfairs is responsible for this due to deliberate or negligent behavior by staff. Easyfairs also accepts no liability for damages which arise from any alterations made by the proprietors of the exhibition grounds for whatever reason, which are detrimental to the exhibitor.

9.5. Claims of whatever kind on the part of the exhibitor against Easyfairs, its vicarious agents or its employees, are to be filed with Easyfairs in writing no later than 14 days after the end of the event. Claims by the exhibitor received at a later date will no longer be considered (preclusive time limit). The provision of 9.1 remains unaffected.

9.6. The exhibitor is only entitled to set off claims with respect to Easyfairs if its counterclaims have been found to be legally unappealable, are undisputed, or have been recognized by Easyfairs. The same applies to rights of retention involving a businessman, a legal entity under public law or special assets under public law. If the exhibitor does not belong to this category of persons, it is entitled to exercise a right of retention insofar as its counterclaim is based on the same contractual relationship.

9.7. Easyfairs is only liable for damages due to defective quality in the rented rooms/spaces and, if applicable, other rented objects or if the damages are due to the deliberate or grossly negligent breach of its contractual obligations. In case of the failure of any facilities, interruptions, or in case of other occurrences that are detrimental to the event, Easyfairs only accepts liability, if it can be proved that these occurrences have been caused by Easyfairs or its vicarious agents either deliberately or due to gross negligence. Easyfairs does not accept any liability with respect to the exhibitor – unless the action is intentional – for loss of expected profits or other financial losses. This limitation of liability does not apply in the event of grossly negligent action if the exhibitor is not a businessman or is not a legal entity under public law or special assets under public law are not involved. In any case, however, liability on the part of Easyfairs is excluded regarding damage, the scope and amount of which cannot be foreseen. If claims are made with Easyfairs on account of a breach of substantial contractual obligations (cardinal obligations) for reasons of only ordinary negligence, liability for damages is limited to the typically foreseeable damage customary to such contracts and limited to the amount of the agreed total price. Insofar as the liability of Easyfairs is excluded or limited, this also applies to the personal liability of its employees, co-workers, representatives, and vicarious agents. Otherwise the provision of 9.1 remains unaffected.

9.8. All contractual and statutory claims on the part of the exhibitor with respect to Easyfairs fall under the statutes of limitations within 6 months, unless due to deliberate action by the legal representatives of Easyfairs, its employees or its vicarious agents. The same applies to direct claims made with respect to the abovementioned category of persons. The period of limitation begins on the working day following the end of the event. The provision of 9.1 remains unaffected.

10. OPERATION OF THE EXHIBITION STANDS

During the opening hours of the event, the stand must be adequately staffed and accessible to visitors. Other stands of third parties may not be entered outside the daily opening hours of the exhibition without the permission of the standholder.

11. CONSTRUCTION AND DESIGN OF STANDS

Guidelines for the construction and layout of the stand are laid down by the organisers and are binding. They will be provided to exhibitors in the Technical Guidelines. The Technical Guidelines for exhibitors and standbuilders form an integral part of the contract. The current version of these guidelines is available upon request. They are subject to subsequent changes which will then be binding for the event. The relevant statutory provisions and administrative regulations are binding on the exhibitor and its contractors. Handling items within the exhibition grounds, i.e. unloading and providing auxiliary technical devices and moving them to the stand, as well as customs clearance for temporary and/or permanent imports, will be the sole responsibility of the organisers' appointed forwarding agents.

12. TECHNICAL SERVICES

The organisers are responsible for the general heating, air conditioning and lighting in the halls. The costs for the installation of water, power, compressed air, and telecommunications connections for individual stands, as well as the consumption costs and all other services will be charged separately to the exhibitor. All installations may only be carried out by the organiser's appointed contractor. Within

the stand, installations may also be carried out by other specialized firms, the names of which are to be submitted to the organisers on request. The organisers are entitled to inspect the installations but are not obliged to do so. The exhibitor is liable for any damage caused by the installations. Connections, machines, and equipment, which are not approved, which do not comply with the relevant terms and conditions or where consumption is greater than that notified, may be removed at the exhibitor's expense. The standholder is liable for any and all damage arising through the unchecked use of energy.

13. WASTE DISPOSAL, CLEANING

Each exhibitor is responsible for disposing of its own rubbish/ waste. Information for the exhibitor about waste disposal facilities on the exhibition grounds is included in the Technical Guidelines. The organisers will arrange for the cleaning of the grounds, the halls, the stands, and the aisles.

14. SECURITY

The organisers assume responsibility for the general safety of the exhibition halls and the outdoor facilities throughout the actual event. During the construction and dismantling periods general surveillance will be provided. Security provision will begin on the first day of construction and end on the last day of dismantling. The organisers are entitled to implement any measure necessary for safety and surveillance. Exhibitors who want their property guarded must organise this themselves. The general security arranged by the organisers does not restrict their exclusion of liability with respect to damage to persons or property. Extra security during the event may only be provided by the security firm appointed by the venue organiser.

15. DOMICILIARY RIGHTS

Domiciliary rights during the construction and dismantling periods and for the duration of the actual event are exercised jointly throughout the exhibition grounds by Easyfairs and the venue organiser. The organisers and the venue organiser are entitled to issue directives. Animals may not be brought into the exhibition grounds and photography is not permitted. The organisers are entitled to commission photographs, sketches and filming of events at the exhibition, exhibition structures and stands and items exhibited and to use them for the purpose of advertising and for publication in the press, without the exhibitor being able to raise objections on any grounds whatsoever. The same also applies to visual or audio reproductions carried out by the press with the authorization of the organisers.

16. RESERVATIONS AND FORCE MAJEURE

16.1 If the organizer is prevented in whole or in part from fulfilling his obligations by cases of force majeure, he shall be released from the fulfillment of this contract until the force majeure ceases to exist. However, the Exhibitor shall be informed of this immediately by the Organizer, unless the latter is also prevented by a case of force majeure. The impossibility of a sufficient supply of auxiliary materials, such as electricity, heating, etc., as well as strikes and lockouts, the outbreak of an epidemic or pandemic, as well as terrorist attacks, shall be deemed equivalent to a case of force majeure, unless they are only of short duration or are the fault of the organizer.

16.2 In the event of force majeure, the organizer is entitled to postpone the event. In this respect, the Exhibitor shall not be entitled to withdraw from the contract or to claim damages, and the Organizer shall not be liable. However, the organizer agrees to credit any advance payments made against the participation in the postponed event.

16.3 If it is not possible to reschedule the event within a reasonable period of time, or if the Exhibitor credibly demonstrates that a rescheduling is unreasonable for him, he shall receive a refund of the stand fees paid, less a flat-rate compensation for agreed additional services in the amount of 30 %. The Exhibitor is at liberty to prove that no or significantly lower expenses were incurred by the Organizer.

16.4 If the Exhibitor is unable to participate in the event due to force majeure (e.g. travel restrictions imposed by local authorities), he shall not be entitled to a refund of his deposit, to withdraw from the contract or to claim damages. However, the Organizer is willing to credit the deposit to the participation in the next event.

16.5 In cases other than force majeure, the Organizer is entitled to cancel the event or to choose another location in case of unforeseen circumstances beyond the Organizer's control, which make it impossible or considerably more difficult to hold the planned event or a cancellation. The event must be held in a place where the Organizer is not responsible for the event. In this respect, the event must take place within a radius of 70 km from the original event location or within a period of 60 days prior to the planned event date or thereafter. In such a case, the Exhibitor shall not be entitled to a refund of the advance payment, to withdraw from the contract or to claim damages, and the Organizer shall not be liable. The organizer must inform the exhibitor immediately of the cancellation or postponement of the event. If the exhibitor does not declare within a period of 15 working days that he does not wish to participate in the event, his consent shall be deemed to have been given.

17. MISCELLANEOUS

All agreements, individual authorizations and special regulations must be confirmed in writing by the organisers. Where letters of approval contain a reference to the fact that they were produced by the organisers using electronic data processing technology, no other form is required. Otherwise, facsimile signatures are adequate. The terms of participation and any other written agreements will remain valid even if any individual provisions should prove to be invalid. The provision in question must then be interpreted in such a manner that its original commercial and legal intent is achieved as far as possible. The place of jurisdiction and place of performance is the registered office of Easyfairs in Bielefeld, if the client is a businessman, if it has no general place of jurisdiction in Germany, if it has changed its place of abode or its usual place of residence after conclusion of the contract to somewhere outside the territory covered by the applicable law, or if its place of abode or usual place of residence is unknown at the time when proceedings are instituted. Otherwise the general court of jurisdiction is that of the exhibitor. The law of the Federal Republic of Germany applies to the exclusion of UN purchase law. The German version of the contract is deemed to be accepted as binding.

Easyfairs GmbH, Bielefeld, Germany, March 2022