

Special Conditions for Participation in the trade fair embedded world 2025 for Exhibitors and Start-ups

As per May 2024

1. Venue, duration, opening hours

Venue: Exhibition Center Nuremberg
Duration: Tue 11 – Thu 13 March 2025
Opening hours: Tue 11 – Wed 12 March 2025 9:00 – 18:00 daily
Thu 13 March 2025 9:00 – 17:00

2. Not applicable

3. Organizer

NürnbergMesse GmbH
Messezentrum, 90471 Nürnberg, Germany
T +49 9 11 8606-0
embedded-world@nuernbergmesse.de
www.embedded-world.de/en
www.nuernbergmesse.de
CEO: Peter Ottmann
Registration Number HRB 761 Nürnberg
Chairman of the Supervisory Board: Marcus König
Lord Mayor of the City of Nuremberg

4. Contractual terms for exhibitors and start-ups

The contractual terms for participation in the trade fair embedded world 2025 for exhibitors and start-ups are the Special Conditions for Participation in the Trade Fair embedded world 2025 for exhibitors and start-ups and General Conditions for Participation in Fairs and Exhibitions (including Supplementary Agreement), the NürnbergMesse site regulations, the organizational (e.g. exhibitor information), technical (e.g. Online ExhibitorShop) and other conditions notified to the exhibitor before the event begins. Item 1 of the General Conditions of Participation for Trade Fairs and Exhibitions applies accordingly to the registration of start-ups.

5. Admission/Stand space confirmation

Item 2 of the General Conditions for Participation in Fairs and Exhibitions is supplemented. Cancellation after receipt of the stand space confirmation is governed by item 7 of the General Conditions for Participation in Fairs and Exhibitions.

6. Exhibitors, start-ups and approved exhibition goods

Admissible as exhibitors are: manufacturers, importers, wholesalers, representatives and publishers, domestic and foreign, offering only those products and services that can be assigned to the product groups provided. All exhibition goods must be described in detail in the application. Products (copies, counterfeits, etc.) that violate the regulations for the protection of industrial property rights in Germany are not admitted. Following companies are permitted to participate as a start-up: National and international companies that are younger than 5 years and whose business model is in the area of embedded systems (product/solution/idea/service). Start-ups may partake in the event a maximum of 3 times and have not participated as a direct exhibitor or STANDARD, PREMIUM, EXCLUSIVE digital exhibitor in the past.

7. Rental in exhibition halls for exhibitors

per m² (rounded up to nearest full m²) stand space

EUR 362	In-line stand	(1 side open)
EUR 416	Corner stand	(2 sides open)
EUR 433	Peninsula stand	(3 sides open)
EUR 452	Island stand	(4 sides open)

Early booking discount of EUR 18/m² for complete applications received by the organizer by 30 June 2024.

Minimum stand space is 9 m².

The type of stand allocated depends on planning; an entitlement to a certain type of stand does not exist.

Rental includes:

- Hire of the stand space during assembly, exhibition and dismantling.
- General guarding of the exhibition halls. General lighting of the exhibition halls. General cleaning of the passageways.
- Participation in the exhibitor evening after prior registration (if taking place). An administrative fee of EUR 0.60 per m² of stand space in exhibition halls will be charged and remitted to the AUMA (Association of the German Trade Fair Industry).

The waste disposal service includes the professional removal and recycling of any waste generated at the stand during assembly and dismantling as well as for the entire duration of the trade fair. The flat fee for this is EUR 5.95/m² and is charged up to a maximum area of 500 m². The disposal of production waste accumulated during the event, entire stand elements or complete exhibition stands must be ordered separately. It is strictly forbidden to bring any waste with you, any violation will be charged to the exhibitor. We reserve the right to take further measures. Waste is disposed of in accordance with the Technical Regulations.

8. Complete rental stand for exhibitors

All charges of complete rental stands are calculated per m² of stand space (rounded up to nearest full m²), in addition to rental charge for stand space in exhibition halls (see item 7). All pictures are exemplary pictures.

Rental includes:

- Hire of complete stand: You will find all models at www.standconfigurator.com.

The organizer is responsible for assembling and dismantling the complete rental stand.

The complete rental stand and its fittings must not be pasted over, nailed, painted or damaged in any way. The exhibitor is liable for damage done during the rental period and will be charged with the costs.

The basic type of complete rental stand can be fitted out additionally in the same system at extra cost.

Respective orders can be carried out in the Online ExhibitorShop.

8.1 All-Inclusive Package

When booking the All-Inclusive Package, the exhibitor receives the following in addition to stand space (9m² or 12m²):

- AUMA fee
- Marketing services
- Waste disposal service
- Exhibitor passes
- Assembly and dismantling passes
- Wall elements, white
- Cubicle with lockable door, white
- Ribbed carpet
- Lattice support with fascia
- Logo as digital printing on fascia
- Furniture set, white, 1 x table, 3 x chairs
- 1 counter, white, lockable
- 1 waste paper basket
- 1 coat rack
- 1 LED spotlight per full 3 sqm of stand space
- 3 kW power supply incl. consumption
- Standard cleaning service

For the All-Inclusive Package, cancellation terms according to item 7 of the General Conditions for Participation in Fairs and Exhibitions apply where the cancellation amount stated there depending on the cancellation date is calculated on the total package price of the All-Inclusive Package.

9. Payment conditions for exhibitors and start-ups

The full stand space rental will be charged to the exhibitor or start-up on confirmation of the stand space.

Any payments are due by the date shown on the respective invoice. Invoices are payable in full. All payments are to be made in EURO without charges, quoting invoice number.

If the exhibitor or start-up enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the exhibitor or start-up from his obligation to pay.

For subsequent changes to the invoice for which the exhibitor or start-up is responsible, NürnbergMesse may charge a processing fee of EUR 50.

An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The exhibitor or start-up is to provide proof of payment.

The exhibitor or start-up agrees to transmission of invoices by the organizer via e-mail (electronic billing). If the exhibitor or start-up does not wish to use electronic billing, he or she can object in writing or in text form.

10. Insurance

Exhibitors and start-ups are obliged to make their own adequate insurance arrangements.

Insurance for exhibitors and start-ups (transport and duration of event) is advisable and can be arranged through a collective insurance contract taken out by the organizer.

11. Assembly and dismantling, passes

Assembly: Fri 7 – Sun 9 March 2025	7:00 – 24:00 daily
Mon 10 March 2025	7:00 – 20:00

Exhibition stands for which assembly has not commenced by 15:00 on Monday, 10 March 2025, will be decorated by the organizer, if they cannot be otherwise disposed of. Costs incurred will be charged to the exhibitor.

Advanced set-up is only permitted from a stand size of 50 square meters and after approval in text form by the event team. The price is €390 per early set-up day. In case of violation, the exhibitor will be charged regardless of the stand size and per stand area, a fee of €1,500 plus plus the price for the early set-up day (€390).

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Dismantling: Thu 13 March 2025	17:00 – 24:00
Fri 14 March 2025	7:00 – 24:00
Sat 15 March 2025	7:00 – 19:00

Access to the halls during assembly and dismantling times is only permitted on display of special passes, which are not valid during the exhibition.

11.1 No dismantling of exhibition stands

The exhibition ends at **17:00** on the last day. Until this time, every exhibitor agrees

- to man his stand space with his stand personnel
- not to start dismantling the exhibition stand

The organizer will impose a contract penalty on the exhibitor for each case of contravention. **The contract penalty amounts to 20% of the net stand rental, subject to a minimum of EUR 2,000.** The organizer also reserves the right to exclude the exhibitor from exhibiting at future embedded world exhibitions.

12. Stand design

The exhibitor is responsible for stand design and equipment. Relevant for stand design and equipment are the Technical Regulations, which are published at www.embedded-world.de/en and the Online ExhibitorShop.

The exhibitor or start-up agrees to comply with these conditions. Non-compliance may result in claims for damages by the organizer or the neighbouring exhibitors affected.

The overriding principle for the design of all exhibition stands is transparency. All open sides of the stand must be freely accessible. This means that at least **50%** of the respective gangway side must **not** be obstructed **by structures** or fittings.

The minimum height is 2.50 m.

The backs of stand partition walls, advertising carriers or other design elements facing neighboring stands and exceeding a height of 2.50 m must be white, in a clean and tidy condition and must not contain any text or graphics.

The maximum stand height is 5.80 m. Two-storey stands are not allowed.

If the rental exhibition stand is not used, a fascia (0.30 m high) must be fitted on all open sides of the exhibition stand. The fascia is not required, if the necessary stand appearance is provided in some other way. The exhibition organizer reserves the right to give further instructions concerning the design of stands.

Only water-soluble adhesive may be used on the fiber board stand partition walls and these may not be painted unless they have first been covered with wallpaper. After the exhibition, wallpaper or other finishing material must be removed by the exhibitors or start-up, otherwise exhibitors or start-ups will be charged with the costs.

All other stand partition walls, floors, hall walls, pillars, installations, fire-fighting equipment and other permanent hall fixtures must not be pasted over, nailed, painted or damaged in any way. The exhibitor or start-up is liable for damage done and will be charged with the costs.

Pillars, installations and fire-fighting equipment within the stand are part of the allotted stand space and must be accessible at all times. Floor coverings in the stands are only to be fixed with double-sided adhesive tape (following tapes are to be used: tesafix no. 4964).

13. Exhibitor passes

Each exhibitor will be given free passes according to stand size for his exhibition stand and operating personnel. 3 passes will be issued for up to 10 m² stand space, plus 2 passes for each further full 10 m². Start-ups receive a quota of 3 exhibitor passes free of charge. These tickets are valid during duration and also during assembling and dismantling time. Any additional exhibitor passes needed can be purchased for entitled persons at a price of EUR 25 each plus VAT at the statutory rate.

Exhibitor passes can be ordered, sent and managed in the TicketCenter. After the event only the actually used exhibitor passes minus your free quota will be charged. Exhibitor passes are also valid during the assembly and dismantling.

14. Marketing services for exhibitors and start-ups (= direct exhibitors)

The event organizer provides direct exhibitors and start-ups the following marketing services:

- **Company listing in official print and online media**
 - Entry in the printed exhibition guide (company name, stand number) available to all visitors free of charge

- **Online profile on www.embedded-world.com**

This profile contains:

- Company profile: basic company information (name, address, contact details) as well as additional individualized information (e.g. logo, company description on 4,000 characters, publication of a PDF download)
- 2 product/ service profiles: consisting of product description (4,000 characters), pictures, marking a product or services as new product
- Entry of company name and stand number in the floor plans on the website
- Link from the exhibition website to the exhibitor's website – the exhibitor connects a return link

- **Social media assets**

- Various graphics and designs available for use on social media channels
- News and promotion of the event on social media channels

- **Invitation management tool**

- Free of charge, unlimited voucher codes for inviting customers (1:n code) – valid onsite
- Email templates and sample invitations
- Voucher monitoring tool: reporting on redeemed voucher codes, pre-registered visitors, and no-shows
- Branding TicketShop (individual branding of the TicketShop with your logo): Guide your invited customers through the registration process with an individually designed landing page and banners – all the way to entry onsite.

- **Exhibitor passes for booth staff and service providers**

- Pass management in the TicketCenter
- Exhibitor passes (amount depends on size of booth), valid onsite
- Assembly and dismantling passes for service providers

- **Press**

- Display one press release in the press center onsite
- Announcement of your press conference in the onsite press center

- **Other marketing services**

- Download service on the event website (logo, advertisement, banner)
- Lead tracking app free of charge for one device (apps for additional devices can be purchased in the online ExhibitorShop)

Direct exhibitors agree to purchase the marketing services at a price of EUR 1,290 that will be invoiced with the stand rental fee. Marketing services are included in the cost of the start-up package. There is no price reduction for partial use of marketing services. In the case of last-minute registrations, some marketing services may not be available.

The exhibitor has sole responsibility for all material, in particular images, provided by the exhibitor. The exhibitor shall indemnify the organizer against all third-party claims asserted in relation to material provided.

15. Co-exhibitors

Co-exhibitors are companies who appear on the exhibitor's (= direct exhibitor's) stand and present their own products with their own personnel. Their independence must also be recognizable without physical separation.

Co-exhibitors are only admissible if they fulfill the conditions for participation in the event and the information requested on the application is effected online by accurately completing and sending the online form and if need be additional confirmation of a link received by e-mail.

Co-exhibitor registration is only possible for exhibitors, start-ups cannot register co-exhibitors.

If the registration of a co-exhibitor is cancelled four weeks before the event, the exhibitor will be obligated to pay a processing fee of EUR 300.

15.1 Participation fee co-exhibitor

The exhibitor is obligated to pay a processing fee per co-exhibitor and to purchase the marketing services indicated below for a total price of EUR 300. A price discount cannot be granted if the services are utilised only in part.

15.2 Marketing services for co-exhibitors

The event organizer provides co-exhibitors the following marketing services:

- **Company listing in official print and online media**

- Company name and stand number in the printed exhibition guide (distributed free of charge to all visitors)

- **Online profile on www.embedded-world.com**

This profile contains:

- Company profile: basic company information (name, address, contact details) as well as additional individualized information (e.g. logo, company description on 4,000 characters, publication of a PDF download)
- 2 product/ service profiles: consisting of product description (4,000 characters), pictures, marking a product or services as new product
- Entry of company name and stand number in the floor plans on the website
- Link from the exhibition website to the exhibitor's website – the exhibitor connects a return link

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- **Social media assets**
 - Various graphics and designs available for use on social media channels
 - News and promotion of the event on social media channels
- **Invitation management tool**
 - Free of charge, unlimited voucher codes for inviting customers (1:n code) – valid onsite
 - Email templates and sample invitations
 - Voucher monitoring tool: reporting on redeemed voucher codes, pre-registered visitors, and no-shows
- **Exhibitor passes for booth staff and service providers**
 - Pass management in the TicketCenter
 - Exhibitor passes (net EUR 25 each) valid onsite
- **Press**
 - Display one press release in the press center onsite
- **Other marketing services**
 - Download service on the event website (logo, advertisement, banner)
 - Lead tracking app free of charge for one device (apps for additional devices can be purchased in the online ExhibitorShop)

The direct exhibitor agrees to purchase marketing services for each co-exhibitor at a price of EUR 300. There is no price reduction for partial use of marketing services. The co-exhibitor has sole responsibility for all material, in particular images, provided by the co-exhibitor. The co-exhibitor shall indemnify the organizer against all third-party claims asserted in relation to material provided.

16. Data transfer to partners

In addition to item 24 of the General Conditions for Participation in Fairs and Exhibitions, we would like to point out that the data provided by the exhibitor when submitting the registration (company name, address, telephone/fax number and e-mail address) will be passed on by the organizer to our partner and organizer of the accompanying conferences, WEKA FACHMEDIEN GmbH, and will be stored, processed and used by the latter in relation to the event and for information purposes (advertising).

17. Not applicable

18. Exhibition priority

An application for exhibition priority for this event has been submitted to the Federal Ministry of Justice. The priority certificate protects certain patent rights until submission of an application to a patent office in Germany or abroad.

19. Exhibitor claims, written form, place of fulfillment, jurisdiction

All exhibitor or start-up claims against the organizer must be made in text form (§ 126b BGB). The statutory period of limitation begins on the last day of the exhibition. Agreements that deviate from these or supplementary terms must be in text form (§ 126b BGB).

German law and the German text shall prevail.

Place of fulfillment and jurisdiction is Nürnberg. However, the organizer reserves the right to bring his claims before the court of the place at which the exhibitor or start-up has his place of business.