

## Special conditions of participation for FIBE 2025 Nordic Pavilion

Status: September 2024

### § 1 Scope

- 1.1 These special conditions of participation for the Nordic Pavilion at FIBE 2025 (hereinafter referred to as "**FIBE**" or "**Event**") are an integral part of the participation contract concluded by Messe Berlin GmbH, Messedamm 22, 14055 Berlin (hereinafter referred to as "**MB**") as organizer of FIBE with exhibitors of the FIBE 2025 Nordic Pavilion (hereinafter also referred to as "**Partners**").
- 1.2 MB is entitled to assert all claims arising from the realization of the Event.

### § 2 Dates

- 2.1 Duration of FIBE:  
 Wednesday, April 9<sup>th</sup> 2025 until  
 Thursday, April 10<sup>th</sup> 2025  
 Pre-Event: Tuesday, April 8<sup>th</sup> 2025  
 FIBE Party: Wednesday, April 9<sup>th</sup> 2025
- 2.2 **Cancellation free of charge until:**  
 Monday, December 9<sup>th</sup> 2024
- 2.3 **Registration deadline:**  
 Tuesday, January 31<sup>st</sup> 2025  
 Applications received later will only be considered in case of available capacities.
- 2.4 **Opening hours for visitors:**  
 On all days of the event from  
 9:30 am - 6:00 pm
- 2.5 **Opening hours for Partners:**  
 On all event days from  
 7:30 am - 7:00 pm
- 2.6 **Build-up:**  
 Tuesday, April 8<sup>th</sup> 2025  
 7:00 am - 8:00 pm  
 An early stand construction, i.e. before April 8<sup>th</sup>, 2025 is subject to prior approval by MB.

MB reserves the right to make changes to the set-up times/days and will inform the Partner of this in good time.

**Each Partner is obliged to fully equip its area for the entire duration of the Event during the opening hours for visitors and to staff with competent personnel. Dismantling before the end of the Event is not permitted.**

### § 3 Admission and placement

- 3.1 MB shall be entitled to subsequently change the area allocated to the Partner with regard to location, type, shape, dimensions and/or size, provided that this should be necessary for technical or operational reasons and reasonable taking into account the interests of the Partner.
- 3.2 Insofar as subsequent changes result in a reduced participation price, the difference shall be reimbursed to the Partner. Further claims against MB shall be excluded.

### § 4 Participation fees and remuneration for ancillary and additional services

- 4.1 When booking a partner package according to section 4.2, the participation fee (plus the applicable value-added tax) includes the package services shown (see description of the partner packages at the end of the document) as well as an ancillary services flat rate, AUMA contribution and obligatory Media Package. Any additional individual stand construction will be invoiced separately. The prices for event-related services and products can be found in the exhibitor shop.
- 4.2 **Nordic Pavilion partner package FIBE 2025**

Unicorn Nordic	EUR 3.500
Startup Nordic	EUR 900

All Nordic Pavilion partner packages include the area rental including additional costs incurred (general hall supervision, hall lighting, aisle cleaning, heating as well as water and electricity consumption and connection).

In addition, all partner packages include:

- Turnkey area design in the CityCube incl. equipment and branding
- Basic illumination of the stand area
- integration into the FIBE conference program
- Communication and media services

The areas in the CityCube are subject to specific design guidelines in order to fit into the overall spatial concept.

The following marketing and communication services can be booked additionally after choosing a partner package:

- Goodie Bag Integration (EUR 500)
- Newsletter Banner with UTM link and text (EUR 1.000)
- Blogpost Newsroom (EUR 1.000)
- Video-Interview onsite (EUR 2.000)
- Späti Poster (EUR 2.000)

Additional services can be asked for and ordered with the help of the FIBE Team. These services will be billed separately.

4.3 The participation contract includes a Media Package (obligatory), the scope of which is specified in section 6 of these special conditions of participation.

4.4. All prices stated are net prices and do not include statutory sales tax.

## § 5 Terms of payment

5.1 If, after the agreement on the placement and stand area, the Partner, with the consent of MB, takes up additional stand area, the additional amount resulting from the increase in stand area is to be paid either with the down payment invoice or with the final invoice.

5.2 Each subsequent invoice rewrite will be charged to the Partner at EUR 210 plus VAT.

## § 6 Media Packages

6.1 With the Media Package, MB offers its Partners a package of selected marketing tools to optimize trade fair participation and presence on the market. Further details on the Media Package can be found in the General Conditions of Participation of MB.

6.2 The Media Package includes the presentation on the Event website and in the FIBE app:

Beginner:

- Online Partner description (App/Website)

## § 7 FIBE passes

FIBE passes, valid for the entire duration of the Event, are available to the Partners in the following numbers:

- Nordic Unicorn Partner: 2
- Nordic Startup Partner: 1

## § 8 Exhibitor shop

After admission, the Partner can use the exhibitor shop to find out everything he needs to know about service providers, installations, stand construction and design, insurance, parking permits, public relations and advertising, and order these services online. The order deadlines must be observed, any delays will be charged with surcharges.

## § 9 Stand design/appearance

9.1 Walls bordering on visitor aisles must be broken up by installing transparent showcases, niches, displays, etc. in order to document the open character as an exhibition stand of the event. The closed portion on one aisle side may not exceed 30%, a closed wall may be a maximum of 3 m long and must be graphically designed on the aisle side.

9.2 In order to reflect the open concept of FIBE 2025, walls on closed stand sides may only extend to within 1 m of the open aisle side. Approval is required for such stand structures. The rear sides of stands

with a height of 2.50 m or more, which border on neighboring stands, must be kept neutral so as not to impair the design of the neighboring stand. The Partner is obliged to erect a stable, white partition wall against the directly adjacent neighboring stand without any advertising message. Approval is required for such stand constructions.

**The stand structures referred to in Sections 9.1 and 9.2 must be submitted to the technical event management for approval. The complete stand construction plans must be submitted by February 24<sup>th</sup> 2025.**

#### **§ 10 Rules of order**

- 10.1 The Partner is responsible for **cleaning the individual areas**.
- 10.2 The Partner is responsible for the **delivery and removal of** exhibits and for clearing the stand at his own expense and risk. In the interest of an orderly handling of the work, the use of forwarding agents is recommended.
- 10.3 Please observe the guidelines contained in the **traffic guide** for arrivals and departures as well as car entrances to the site.
- 10.4 Motor vehicles without a parking permit for the trade fair center may only enter the grounds before and after the official opening hours. Please also refer here to the **traffic guide for the** conditions for entry.
- 10.5 Partners' parking space requests on the exhibition grounds will be considered as far as possible, but no entitlement to a specific parking space can be granted. Parking tickets can be ordered via the Exhibitor Shop.
- 10.6 Animals are not allowed on the exhibition grounds.

#### **§ 11 Regulatory approvals**

The Partner is responsible for ensuring that the permits required for his and his agents' activities on the area or grounds are available and that the applicable trade law or police regulations are complied with. Any doubts must be clarified with the relevant authorities and, insofar as regulations under

trade law are concerned, with the District Office of Charlottenburg von Berlin:

Ordnungsamt Berlin  
Charlottenburg-Wilmersdorf  
Hohenzollerndamm 174-177  
10713 Berlin

#### **§ 12 Visual and acoustic representations**

- 12.1 The volume for product presentations during the Event must always be such that other Partners and participants are not adversely affected by the presentation. The noise emitted by a stand must therefore not exceed an average level (Leg) of 70 dbA (A) at the boundaries of the area. To prevent visual and acoustic interference with other exhibitors, demonstrations must be coordinated with the neighboring Partners.
- 12.2 The times of the presentations are to be coordinated with the other areas or with the respective stage program in the respective hall. The MB is entitled to prohibit the presentations and shows at any time in the event of non-compliance. The MB reserves the right to switch off the electricity and to close the stand in case of repeated infringement. This applies mutatis mutandis to all presentations - also by means of image and sound carriers, which are only permissible if neither the neighbors of the stand are inconvenienced, nor the aisles of the audience are blocked.
- 12.3 This applies mutatis mutandis to all events and presentations - also by means of video and audio media. The MB is entitled to prohibit demonstrations at any time in the event of infringements. Events within the area (e.g., receptions) are subject to registration, as are events that extend beyond the daily opening hours.

#### **§ 13 Radio frequency, radio equipment**

- 13.1 The operation of radio frequencies, radio transmitters and other transmitters for news purposes must be reported to and approved by the Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railway, Berlin Branch Office, Seidelstraße 49, 13405 Berlin, Germany, [www.bundesnetzagentur.de].

The preferred frequency bands/ranges used by MB's event-related transmission technology are listed in the ExpoCenter City Technical Guidelines under Section 5.11.

- 13.2 If unannounced frequencies are used, this will be prevented, as other Partners may be permanently disrupted in their trade fair presentation and the technical equipment of third parties may be damaged.
- 13.3 To prevent conflicts, we ask for frequency registration for the devices used for the event (manufacturer/model, frequency band, number of radio links used) to be sent to [fibe@messe-berlin.de](mailto:fibe@messe-berlin.de) by February 29<sup>th</sup> 2025.

#### **§ 14 Advertising**

- 14.1 The distribution of advertising material within the area is only permitted for the Partner's own company and only for the products exhibited by the Partner.
- 14.2 Advertising for other companies is not permitted; in particular, any advertising for customers of the manufacturer is also prohibited.
- 14.3 Any advertising outside the rented stand, e.g., the affixing and distribution of printed advertising material or samples and the lettering of hall walls, is prohibited within a defined ban mile on the event grounds. This also applies mutatis mutandis to the distribution of printed beverage cups or cans or similar. Excluded from this are measures taken by partners in connection with the promotion of activities that take place in coordination with the MB and in the interest of the general trade fair activities.
- 14.4 MB reserves the right to remove unlawful advertising at the Partner's expense and to prevent unlawful advertising. Partners are also liable for infringements by their co-Partners or companies additionally represented at the stand.
- 14.5 MB also reserves the right to prevent or remove, at the Partner's expense, any announcements whose content it deems to be in violation of legal regulations.

#### **§ 15 Food and drinks**

- 15.1 For the serving of food and beverages (including samples) within the areas, the Partner must strictly comply with the statutory regulations, in particular the Catering Act and the orders of the Veterinary and Food Supervisory Office.
- 15.2 Responsible for applications for the issuance of a restaurant permit (permission) about the serving of alcoholic beverages at the stand is the

Ordnungsamt Berlin  
Charlottenburg-Wilmersdorf  
Hohenzollerndamm 174-177  
10713 Berlin

#### **§ 16 Lead transmission**

- 16.1 MB offers Partners the transfer of personal data of event participants (hereinafter "Leads") under the following conditions.
- 16.2 MB transmits to the Partner (depending on the booked sponsor packages) personal data of the so-called leads who have expressly consented online to the data transmission and processing for the purpose stated below within the scope of their registration for the event. In detail, this concerns the following data categories: Name, e-mail, organization name, industry and position of the leads concerned. The exhibitor has taken note of the data protection information posted online (<https://scc.messeticket.berlin/page/datenschutz/>) and the declaration of consent of the visitors.
- 16.3 Partner and MB agree that they are each independently responsible for the processing of the personal data of the Leads in their respective area of responsibility. To this extent, each party shall be solely responsible for the lawfulness of the processing of such personal data and compliance with all applicable data protection laws, including the German Data Protection Regulation (DS-GVO) and the German Federal Data

Protection Act (together "Data Protection Laws"), within its respective area of responsibility.

16.4 The Partner undertakes to process the personal data of the leads transmitted to it by the MB solely for the purpose of making one-time contact by e-mail in order to advertise its own products and services. The Partner will process the personal data transmitted to him in any case in compliance with the applicable legal provisions.

- Communication Package Beginner: collaborative posting on LinkedIn & logo integration at FIBE website excl. linkage
- Media Package Beginner: Online Partner description (App/Website)
- 1 FIBE tickets
- Participation FIBE Pre-Event (08.04.2025) and the FIBE Party (09.04.2025)

## Description

### Nordic Pavilion Partner Packages

#### FIBE 2025:

##### Nordic Unicorn Partner

**Price: EUR 3.500**

- Provision of a partner area (5 m<sup>2</sup>) incl. branding, furniture, screen and basic services (cleaning etc.)
- Integration into the conference program at the FIBE Späti (10 - 15 min)
- Communication Package Beginner: collaborative posting on LinkedIn & logo integration at FIBE website excl. linkage
- Media Package Beginner: Online Partner description (App/Website)
- 2 FIBE tickets
- Participation FIBE Pre-Event (08.04.2025) and the FIBE Party (09.04.2025)

##### Nordic Startup Partner

**Price: EUR 900**

- Provision of a counter (2 m<sup>2</sup>) incl. branding, furniture and basic services (cleaning etc.)
- Company presentation within pitch session at the FIBE Späti (5 min)