

Application Craft Beer Arena

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internorga.com



94th edition of Europe's leading
trade show for the hotel,
restaurant, catering, baking
and confectionery industry
13–17 March 2020, 10 am–6 pm



1. **Company** (if EU entrepreneur: full company name including legal form and address according to VAT registration)

private person registered entrepreneur (or legal entity with VAT-Reg.-No.) **VAT-Reg.-No. (EU)** _____

Commercial/Company Reg.-No. (non-EU) _____ Country of the head office _____

Address/P.O. Box _____

Country abbr. Postcode Town/City _____

Phone _____ Fax _____

E-mail (company) _____ Internet _____

Director first name/surname _____

2. **Contact person** E-mail _____

First name _____ Surname _____

Department _____ Function _____

Phone _____ Mobile _____

3. **Correspondence address** as 1. other _____

4. **Invoice address** as 1. as 3. other _____

5. **E-mail for electronic invoicing** _____

6. The following **beers** will be presented (please itemize) _____

7. We hereby order the CRAFT BEER Arena package for € 4,400.– net.

Breweries with less than 10,000 hl throughout the year pay € 1,900.– net.

Included services

- | | | |
|---|--|---|
| • Counter ready for occupancy at the CRAFT BEER Arena | • Craft beer glassware (incl. cleaning service) | • 2 exhibitor passes |
| • One rack with logo for product presentation | • Electrical connection 3kW | • Marketing package (standard entries in exhibition catalogue, app, social media, etc.) |
| • Beer pump with 2 conductions for KEG barrels | • Stand cleaning and waste disposal | • Targeted PR and marketing activities by Hamburg Messe |
| • 1 fridge at the counter (if required) | • Shared storage facilities (partly with cooling system) | |
| | • Separate access control at the CRAFT BEER Arena | |

8. **Remarks** _____

9. **General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe and Congress GmbH shall be an integral part of the contract. They are applicable in the version valid at the time of signing of contract, and can be inspected at internorga.com/applicationforms.**

We are also happy to send you these documents by e-mail on request (please contact: info@internorga.com). In case of application on behalf of a foreign exhibitor by an inland agent the inland agent is liable for the obligations of the foreign exhibitor resulting from this agreement.

Place and date _____ Surname, first name _____ Signature (please print and sign) _____



Hamburg Messe und Congress GmbH
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Messeplatz 1 · 20357 Hamburg
Germany

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Fax +49 40 3569 2203
info@hamburg-messe.com · info@cch.de
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MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board:
State Secretary Dr. Torsten Sevecke
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125
Hamburg Commercial Bank
BIC: HSHNDE33
IBAN: DE10 2105 0000 0228 1300 00

Specific Terms of Participation 2020

Craft Beer Arena



Event-specific additions to General Terms of Participation (ATB), Technical Regulations (TR) and House Rules of Hamburg Messe and Congress GmbH (HMC)

Event and legal entity:

Hamburg Messe und Congress GmbH
Postfach 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
– hereinafter called **HMC** –

Tel.: +49 40 3569 0
Fax: +49 40 3569 2184

info@hamburg-messe.de
hamburg-messe.de

Event title:

INTERNORGA 2020

94th edition of Europe's leading trade show for the hotel, restaurant, catering, baking and confectionery industry

Venue:

HMC Fairground

Event duration:

March 13th – March 17th, 2020

Project management:

Claudia Johannsen
Business Unit Director

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E-Mail: claudia.johannsen@hamburg-messe.de

Matthias Balz
Project Director

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E-Mail: matthias.balz@hamburg-messe.de

Laura Bihlmaier
Project Manager

Tel.: +49 40 3569 2432
E-Mail: laura.bihlmaier@hamburg-messe.de

Deadline for registrations /

Start of space allocation:

30th June, 2019

Opening times:

Daily 10.00 – 18.00 hrs

Assembly times:

March 12th, 2020

07.00 hrs – 20.00 hrs

Disassembly times:

March 17th, 2020
March 18th, 2020

18.00 hrs – 24.00 hrs
00.00 hrs – 18.00 hrs

Included Services:

- Counter at the CRAFT BEER Arena incl. a rack and personalized sign with company's name (please note your inscription with the application)
- Beer pump (2 conductions for KEG barrels)
- 1 fridge (if needed)
- Electrical connection 3 kW
- Stand cleaning and waste disposal
- Shared storage facilities (partly with cooling system)
- Glassware (incl. cleaning service)
- Separate access control at the CRAFT BEER Arena
- 2 exhibitor passes
- Marketing package (standard entries in exhibition catalogue, app, social media, etc.)
- Targeted PR and marketing activities by Hamburg Messe

Marketing package:

(see clause 14 ATB)

The charge for the mandatory marketing package is included in the CRAFT BEER Arena package. The marketing package includes an entry in all of the trade fair media (printed & online list of exhibitors, app, and Visitor Information System), online matchmaking as well as free visitor Wi-Fi.

The deadline for requesting an entry in the trade fair media (catalogue copy date) will be communicated by the responsible service partner in a timely fashion. Requests not received by the deadline will result in existing information from the event registration / acceptance data being used. Exhibitors registered / accepted after the deadline will be entered into the online list of exhibitors only; full charges apply. Feel free to direct any enquiries to our partner for media entries. For contact information refer to our Online Service Center.

Exhibitor passes:

(see clause 16 ATB)

Two exhibitor passes free of charge are included in the CRAFT BEER Arena package. Further exhibitor passes may be ordered on **payment of a charge of € 42.00 including VAT per pass or € 22.00 per one-day-pass**, from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly.

Exhibit protection:

Subject to a decision by the Federal Justice Ministry, HMC offers exhibitors a certificate for submission to the German Patent and Trade Mark Office that the exhibit to be protected (consumer/investment product, design/utility model) has been exhibited at INTERNORGA 2020. For further information see Online Service Center / approvals and applications.

Invitations:

Exhibitors can invite their customers to the event by sending them invitations for free admission. After the end of the event, any invitations which have been used by the customers will be charged to the exhibitor.

The pricing for invitations is shown at the Online Service Center (OSC).

Invitations can be ordered in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order printed invitations or digital codes in the exhibitor ticket shop or to send the invitations to your customers directly from the shop.

The exhibitor ticket shop also provides you with a list of the invitations which have already been used and, after the exhibition has started, a list of the invitations with admittance.

Limitations on admission:

(see clause 3, ATB)

Gastronomic enterprises are not permitted.

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Sales regulations:

(see clause 11, in particular 11.2 and 11.3, ATB)

The direct sale of exhibits and samples from the stands is not permitted. Furthermore, exhibits may not carry a price tag.

Performance, events:

(see clause 13.1, ATB)

Performances, cooking demonstrations, events and musical presentations on the exhibition stands have to be announced to and approved by the Project Management before the beginning of the exhibition. The volume at the stand boundary may not exceed 75 dB(A). In case this decibel number is not respected it is up to the Project Management to stop the performance / musical presentation on the spot.

Disburse of bottles:

(see clause 11.2.ATB)

Bottles and cans may principle not be disbursed.