

# Application

Start of space allocation: 1 July 2020

Phone +49 40 3569 2431, Fax +49 40 3569 2184  
info@internorga.com  
internorga.com

Please click here for  
the online application.

100 years of international  
leading trade show for the hotel,  
restaurant and catering industry.  
12 - 16 March 21, 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 electrical invoicing** \_\_\_\_\_

6. Application is herewith made for the inclusion of \_\_\_\_\_ co-exhibitors. (Please use the application for co-exhibitors.)

→ 7. The following **products** will be presented (please itemize) \_\_\_\_\_

## Prices/Costs (plus VAT)

8. Order exhibition space (minimum size 12 sq. m)		9. Placement requirements/remarks	
_____ sq. m, if possible _____ m wide and _____ m deep.		Hall _____	
Stand requirements	Price (participation fee) per sq. m exhibition space	10. Main product category	
Row stand, 1 side open	<input type="checkbox"/> € 201.–	<input type="checkbox"/> Restaurant and hotel equipment	<input type="checkbox"/> Bakery & confectionery supplies,
Corner stand, 2 sides open	<input type="checkbox"/> € 213.–	<input type="checkbox"/> Kitchen and baking technology/equipment	ice cream, shop fitting
Front stand, 3 sides open	<input type="checkbox"/> € 219.–	<input type="checkbox"/> Food	<input type="checkbox"/> Cashdesk systems and digital solutions
Island stand, 4 sides open	<input type="checkbox"/> € 225.–	<input type="checkbox"/> Beverages, beverage equipment	<input type="checkbox"/> Information, entertainment, vehicles
Open-air site	<input type="checkbox"/> € 119.–	11. Mandatory payments (except all-inclusive packages)	
All-inclusive standard package*	<input type="checkbox"/> € 328.–	<input checked="" type="checkbox"/> Marketing package per main exhibitor:	€ 300.–
All-inclusive premium package*	<input type="checkbox"/> € 398.–	<input type="checkbox"/> Marketing package per co-exhibitor:	€ 300.–
*All-inclusive package (participation fee incl. stand construction, AUMA-fee (German trade fair association), marketing package, details: internorga.com)		<input type="checkbox"/> Co-exhibitor fee per co-exhibitor:	€ 495.–
		<input checked="" type="checkbox"/> AUMA fee per sq. m:	€ 0.60

12. **Technical details** (required for stand allocation)  Water supply/outlet  Two floor stand

Max. floor load/sq. m \_\_\_\_\_ kg (if > 450 kg/sq. m) Height of stand/fair item: \_\_\_\_\_ m (if > 3.0 m)

13. **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  
P.O. Box 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
Germany

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MD: Bernd Aufderheide (President + CEO), Uwe Fischer  
Chairman of Supervisory Board:  
State Secretary Andreas Rieckhof  
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

# Classified directory 2021

Annex to registration as main exhibitor · Please return by fax to +49 40 3569 2184



Company

## 1 Restaurant and hotel equipment

- 1.01 Banquet & conference products
- 1.02 Lighting systems
- 1.03 Workwear
- 1.04 Bed linen, tablecloths, towels
- 1.05 Garden and patio furniture
- 1.06 Equipment for restaurants and bars
- 1.07 Glassware, tableware, cutlery, buffet accessoires
- 1.08 Hotel and restaurant supplies, general
- 1.09 Hotel room furniture
- 1.10 Bathroom & toilet furniture, saunas
- 1.11 Menues, hotel brochures, printed matter
- 1.12 Sales promotion materials, decorative items

## 2 Kitchen and baking technology/equipment

- 2.01 Baking ovens
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- 2.05 Refrigeration equipment
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- 2.07 Kitchen fittings and accessoires
- 2.08 Cleaning, waste disposal and hygiene
- 2.09 Food distribution, stainless steel fittings
- 2.10 Dishwashers, laundry equipment
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## 3 Food

- 3.01 Baking agents, fats, raw materials
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- 3.04 Delicatessen
- 3.05 Fish, seafood
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- 3.09 Dairy products
- 3.10 Fruits, salads, vegetables
- 3.11 Snacks & nibbles
- 3.12 Sweets, bakery products, ice cream
- 3.13 Soups, sauces, spices
- 3.14 Vegan/vegetarian food

## 4 Beverages, beverage equipment

- 4.01 Soft drinks
- 4.02 Beer, beer mixed drinks, craft beer
- 4.03 Organic beverages
- 4.04 Energy drinks
- 4.05 Juices, smoothies
- 4.06 Drinks wholesaler
- 4.07 Beverage equipment
- 4.08 Hot drinks
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- 5.01 Bakery and confectionery supplies
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- 5.03 Shop fitting
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## 6 Cashdesk systems and digital solutions

- 6.01 Mobile applications
- 6.02 Hardware
- 6.03 Internet solutions
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- 6.07 Software, reservation systems
- 6.08 Merchandise management systems

## 7 Information, entertainment, vehicles

- 7.01 Education & training facilities, information
- 7.02 Trade and technical literature/magazines
- 7.03 Gambling & gaming machines, entertainment machines
- 7.04 Vending trucks & refrigerated trucks, mobile drink vending units



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# Specific Terms of Participation 2021

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  
P.O. Box 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
– hereinafter called **HMC** –

Tel.: +49 40 3569 0  
Fax: +49 40 3569 2203

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

## Event title:

**INTERNORGA 2021**  
**100 years of international leading trade show for the hotel, restaurant, and catering industry**

## Venue:

HMC Fairground

## Event duration:

**March 12<sup>th</sup> – March 16<sup>th</sup>, 2021**

## Project management:

Claudia Johannsen  
Business Unit Director

Tel.: +49 40 3569 2430  
E-mail: claudia.johannsen@hamburg-messe.de

Matthias Balz  
Project Director

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Laura Bihlmaier  
Project Manager

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Kristina Hagemann  
Project Manager

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Yvonne Reinshagen  
Project Manager

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Claudia Jeske  
Project Manager

Tel.: +49 40 3569 2434  
E-mail: claudia.jeske@hamburg-messe.de

## Deadline for registrations/ Start of space allocation:

30<sup>th</sup> June, 2020/  
1<sup>st</sup> July, 2020

## Opening times:

daily 10.00 – 18.00 hrs

## Assembly times:

Stands over 90 m<sup>2</sup>: March 4<sup>th</sup> – 11<sup>th</sup>, 2021 07.00 – 22.00 hrs  
March 12<sup>th</sup>, 2021 07.00 – 17.00 hrs

Stands up to 90 m<sup>2</sup>: March 9<sup>th</sup> – 11<sup>th</sup>, 2021 07.00 – 22.00 hrs  
March 12<sup>th</sup>, 2021 07.00 – 17.00 hrs

The construction times for Hall B8 and the outdoor area will be published later stage.

## Disassembly times:

March 16<sup>th</sup> 2021 18.00 – 00.00 hrs  
March 17<sup>th</sup> 2021 00.00 – 22.00 hrs  
March 18<sup>th</sup> – 19<sup>th</sup> 2021 07.00 – 22.00 hrs

The disassembly times for Hall B8 and the outdoor area will be published at a later stage.

## Early stand assembly/ Extended disassembly:

An early stand assembly / extended disassembly is only possible to a very limited extend and must be submitted in writing to the Trade Fair and Exhibition Technology Department and has to be approved (see Online Service Center / approvals and applications). An entitlement of approval does not exist.  
If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de).

## Exhibitor passes: (see clause 16 ATB)

Up to a stand size of 12 sq. m exhibitor will receive two exhibitor passes free of charge. One additional pass will be issued free-of-charge for every further 10 sq. m or part of sq. m. 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.

## Marketing package/ Trade Fair Media: (see clause 14 ATB)

The charge for the mandatory Marketing package for principal and associate exhibitors is € 300.00 each plus VAT.  
This fee includes an entry in all of the trade fair media and the Visitor Information System as well as the INTERNORGA app and 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 or Hamburg Messe 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 digital trade fair media only; full charges apply. Feel free to direct any enquiries to the contacts named within the section for trade fair media of the Hamburg Messe Online Service Center (OSC).



# Specific Terms of Participation 2021

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<b>Registration charge for co-exhibitors:</b> (see clause 4.3. ATB)	Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products/services. Please complete the separate registration form for this purpose. The charge for co-exhibitors is € 495.00 plus VAT per co-exhibitor, and will be invoiced to the main exhibitor.
<b>Exchange of exhibitor:</b>	The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.
<b>Exhibit protection:</b>	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 2021. For further information see Online Service Center /approvals and applications.
<b>Advance payment for expected additional costs:</b> (see clause 5.3 ATB)	No additional advance payment is required for INTERNORGA 2021.
<b>Invitations:</b>	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. 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.
<b>Reductions in size of stand space:</b> (see clause 8.6 ATB)	The stand space specified in the acceptance is binding. After acceptance, any reductions in stand space requested by the exhibitor are possible only in consultation with HMC, and do not lead to reduction in stand rent. If HMC succeeds in renting out the stand space to a third party, an administrative fee amounting to 25 % of the (proportional) participation fee for the space not used by the exhibitor is payable in accordance with clause 8.6 ATB.
<b>Cancellation of stand:</b> (see clause 8.2 et seq. ATB)	Free-of-charge cancellation is possible within the period specified in the placement proposal, or until acceptance without placement proposal. In the event of cancellation after acceptance, clauses 8.2 et seq. ATB shall be applicable.
<b>Limitations on admission:</b> (see clause 3, ATB)	Gastronomic enterprises are not permitted.
<b>Sales regulations:</b> (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.
<b>Two-floor stands:</b> (see clause 7.5, ATB)	For two-floor stands an additional participation fee is payable, calculated on by multiplying fifty percent of the net price per sq.m. by the number of sq.m. of the ground surface of the second floor of the stand. Such two-floor constructions require the approval of the Project Management and the Technical Department in conjunction with a certificate of constructional static made by a structural-engineer recognized by HMC. The appropriate order form has to be sent in by January 10 <sup>th</sup> , 2021. Other details are contained in the technical guideline of HMC.
<b>Performance, events:</b> (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.
<b>Services:</b>	Please note that some of the services offered by Hamburg Messe & Congress GmbH and service providers (for example promotion, conference rooms) are only for main exhibitors.

# Application co-exhibitors

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**Please note that all co-exhibitors must be registered and require permission to attend from Hamburg Messe und Congress GmbH.**

Co-exhibitors: Co-exhibitors are companies other than the main exhibitor with representation by their own staff in a rented stand area. They are also considered to be co-exhibitors if they are associated with the main exhibitor in financial or organisational terms.

Registration fee: € 495.00 excluding VAT per co-exhibitor.

Marketing package: An entry will be made in the INTERNORGA 2021 catalogue and the associated online exhibitor database. The fee for the marketing package is € 300.00 excluding VAT.

Name of the main exhibitor

Registration No.

**We hereby request the following co-exhibitor to be included at INTERNORGA 2021:**

(To register additional co-exhibitors, please use copies of this form.)

**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

Contact Person

Address/P.O. Box

Country abbr.    Postcode

Town/City

Phone

Fax

E-mail (company)

Internet

**E-mail for electronical invoicing**

The following **products** will be presented (please itemize)

**Please tick your main product categories in the attached list to register as a co-exhibitor at INTERNORGA 2021.**

**By submitting this registration, the undersigned accepts the General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe und Congress GmbH. Furthermore, the undersigned undertakes to extend these terms and rules to any co-exhibitors. They can be inspected at [internorga.com/applicationforms](http://internorga.com/applicationforms). The main exhibitor agrees that the co-exhibitor is allowed to place orders via the online service centre at his own expense.**

Place and date

Surname, first name main exhibitor

Signature main exhibitor (please print and sign)



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