

# Application Soft Factory

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info@internorga.com  
internorga.com

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 electronic invoicing** \_\_\_\_\_

➔ 6. The following **products** will be presented (please itemize) \_\_\_\_\_

## 7. All-inclusive package

We herewith order an exhibition stand within the Soft Factory for € 3,400.– net price incl. AUMA fee.

Included Services	
<ul style="list-style-type: none"><li>• 9 sq. m stand area</li><li>• Marketing package</li><li>• 2 exhibitor's passes</li><li>• Stand construction, lockable storage</li><li>• Pixlip (illuminated back wall for logo printing, 1 m x 2,5 m)</li><li>• Carpet</li></ul>	<ul style="list-style-type: none"><li>• Electrical connection 3 kW</li><li>• 1 lockable counter</li><li>• 2 bar stools</li><li>• 1 refrigerator</li><li>• Targeted PR and marketing activities by Hamburg Messe</li></ul>

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](http://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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info@hamburg-messe.com · info@cch.de  
hamburg-messe.com · cch.de

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

# Specific Terms of Participation 2021 Soft Factory

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 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

Tel.: +49 40 3569 2435  
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:

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

## Opening times:

Daily 10.00 – 18.00 hrs

## Assembly times:

March 11<sup>th</sup>, 2021

07.00 hrs – 20.00 hrs

## Disassembly times:

March 16<sup>th</sup>, 2021  
March 17<sup>th</sup>, 2021

18.00 hrs – 24.00 hrs  
00.00 hrs – 18.00 hrs

## Included Services:

- 9 sq. m stand area
- Marketing package
- 2 exhibitor's passes
- Stand construction, lockable storage
- Pixlip (illuminated back wall for logo printing, 1 m x 2,5 m)
- Carpet
- Electrical connection 3 kW
- 1 lockable counter
- 2 bar stools
- 1 refrigerator
- Targeted PR and marketing activities by Hamburg Messe

## Marketing package/ Trade Fair Media:

(see clause 14 ATB)

The charge for the mandatory marketing package is included in the Newcomers Area package.

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).

## Exhibitor passes:

(see clause 16 ATB)

Two exhibitor passes free of charge are included in the Newcomers Area 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 2021. 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. 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.