

Specific Terms of Participation 2024

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



POLARIS CONVENTION 2024

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:			POLARIS CONVENTION 2023– Your Community Universe	
Venue:			HMC Fairground	Hall B1 – B4, ground & B7, Entrance East
Event duration:			11 – 13 October 2024 (Fri – Sun, 3 Days)	
Project management:			Exhibition Management	
			Anja Holinsky Manager POLARIS	Tel.: +49 40 3569 2162 E-mail: anja.holinsky@hamburg-messe.de
Opening times:			Friday, 12 noon – 8 p.m. Saturday, 10 a.m. – 8 p.m. Sunday, 10 a.m. – 6 p.m.	Exhibitors have access with an exhibitor pass 2 hours before and after the opening times of the convention.
Assembly times:			October 09-10, 2024 (Wed. /Thu.)	7 a.m. – 10 p.m.
			October 11, 2024 (Fri.)	7 a.m. – 10 a.m.
Disassembly times:			October 13, 2024 (Sunday)	6 p.m. – 0 a.m.
			October 14, 2024 (Mon.)	7 a.m. – 10 p.m.
Early stand assembly / Extended disassembly:			Any requests for extended assembly on October 8 th or disassembly on October 15 must be submitted in writing to the Trade Fair and Exhibition Technology Department and 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 4 m² the exhibitor receives 2 exhibitor passes , up to 8 m² the exhibitor receives 3 exhibitor passes , up to 16 m² the exhibitor receives 4 exhibitor passes free of charge. Two additional passes will be issued free-of-charge for every further 10 m². Further exhibitor passes may be ordered on payment of a charge of € 40 incl. VAT per pass, from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly.	
Registration charge for co-exhibitors: (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 → available online. The charge for co-exhibitors is € 150 plus VAT per co-exhibitor , and will be invoiced to the main exhibitor. Each Co-exhibitor receives 1 exhibitor pass free of charge.	
Exchange of exhibitor			The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.	
Direct Sales			The Polaris Convention is a consumer exhibition. Exhibitors are allowed to sell directly to visitors at their exhibition stand. When selling Lucky & Loot Bags or similar, it should be noted that the buyer must be able to recognise from the outside which products are contained therein, including a clearly recognisable price indication	
Copyright			In the case of copyrighted works, exhibitors assure that they are either the sole copyright owner of the products or that they are selling original products and that they have the corresponding usage rights or are entitled to do so for other reasons. The same applies to other industrial property rights (e.g. trademark rights, patent rights, design rights) or personal rights. The exhibitor further assure that he can prove this with appropriate evidence. The exhibitor releases the organizer from any claims against third parties in the event of a violation of the aforementioned regulations.	

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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 POLARIS. For further information see Online Service Center / approvals and applications.
Cost element clause	In the event that the utility or labour costs payable by HMC (e.g., energy costs for electricity or gas, costs of water; wages, etc.) change during the six-month period beginning after the conclusion of this contract and ending at the end of the scheduled time for the event, without HMC being able to reasonably influence this change, HMC may, at its reasonably exercised discretion, adjust the Service Fees by an appropriate amount, provided that the changes have an immediate impact on the (pro-rated) purchasing costs incurred by HMC. In case of a cost increase, the amount added to the Service Fees must not exceed the increase in HMC's purchasing costs, and HMC shall offset this added amount against any reduction of other costs incurred by HMC elsewhere if applicable.
Reductions in size of stand space:	The stand space specified in the confirmation is binding. After confirmation, 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 8.2 ATB.
Cancellation of stand: (see clause 8.2. ATB)	Free-of-charge cancellation is possible within the period specified in the placement proposal, or until confirmation without placement proposal. In the event of cancellation after stand confirmation, clause 8 ATB shall be applicable.
Early dismantling: (clause 7.3 ATB)	Dismantling of the stand before the period set for dismantling is a breach of contract. HMC is entitled to impose a penalty charge of € 1,000. The same shall apply if the entire stand personnel leave before the end of the exhibition.
Insurance: (see clause 21.7 ATB)	Any insurance requirements or damage reports should be sent to: versicherung@hamburg-messe.de. Insurance policies can also be booked via the OnlineServiceCenter.
USK-Registration - Unterhaltungssoftware-Selbst-Kontrolle (Entertainment software control)	<p>All youth protection regulations can be achieved by using privacy screens. Access control is nevertheless necessary. The responsible authority will check compliance with the law for the protection of minors at POLARIS and it can initiate appropriate legal measures in the event of violations.</p> <p>In the event of violations, in addition to the closure of the exhibition stand, exhibitors may face fines of considerable amounts.</p> <p>Content up to and including USK 12 can be presented openly at POLARIS. The appropriate USK sticker must be displayed clearly visible (recommendation: at least 3.5 x3.5 cm) at or next to all game stations. The USK provides corresponding templates for printing under this link.</p> <p>USK 16 / 18 areas are also to be marked clearly visible. The USK does not provide stickers! IARC markings e.g. from the Google Play Store or Nintendo eShop do not apply to public events such as POLARIS.</p> <p>Content marked USK 16 / 18 or without USK mark: This content may only be shown to the respective age group. Separate rooms, averted monitors and privacy screens must be used to ensure that younger visitors cannot see this content. Access control of the stand areas by stand personnel must be ensured by the exhibitors.</p> <p>In the case of displays showing content with the USK 12 rating, exhibitors must ensure that younger visitors are allowed to watch, but not to play themselves. In the case of content with the USK 0 or USK 6 rating, no precautions need to be taken during stand construction.</p> <p>The responsibility for compliance with these requirements lies solely with the exhibitors.</p>
Exhibitor-WiFi	<p>Included in the participation fee, each exhibitor receives WiFi access for one device per exhibitor (main exhibitor only).</p> <p>The provision of WiFi access data for a maximum of 1 end device per exhibitor applies to the entire event period including the official set-up and the first day of dismantling. Internet access can be used in Halls B1 and B4.</p> <p>The 5GHz frequency band is used to ensure the best possible performance. The speed of the individual user is 4-16mbit/s depending on the amount of total users in the hall.</p> <p>Before the start of the convention, the exhibitor will be sent the access data for a device.</p> <p>Exhibitors who need WiFi access for more than one device at their stand can conveniently book the desired internet connection for a fee via the online service center or send their request to customerservice@hamburg-messe.de.</p>

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Invitations:	<p>Invitations (digital invitation codes) can be ordered in the exhibitor ticket shop (accessed via the Online Service Center).</p> <p>a) Exhibitors can invite their customers to the event by sending them invitations for free admission. After the end of the convention, any invitations which have been used by the customers will be charged to the exhibitor at a discounted rate of 26 €. The pricing for invitations is shown at the Online Service Center (OSC).</p> <p>b) Exhibitors also have the possibility to offer a discounted invitation rate to visitors. With the Discount Invitation Code the visitor pays the reduced admission fee himself and the exhibitor bears no costs.</p> <p>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.</p>
Hybrid Package: (s. Ziffer 14 ATB)	<p>All confirmed exhibitors are published in the exhibitor directory. The POLARIS media are made available on site via a free visitor WLAN.</p> <p>The deadline for entries in the POLARIS media will be communicated in good time by the organizer. If this deadline is not met, existing information from the exhibitor registration will be used. Exhibitors who register / are confirmed after the submission deadline will only receive an entry in the online exhibitor directory.</p> <p>In addition, exhibitors have the option of booking a Hybrid Package via Online Service Center (OSC). The deadline for booking a Hybrid Package is September 13, 2024.</p> <p>The fee for a Hybrid Package is € 500, plus VAT. A Hybrid Package includes the following services:</p> <ul style="list-style-type: none">- Participation in the sticker game in the app: A QR code will be attached to the stand, which visitors can scan during their visit to activate the company sticker.- Point of interest on the virtual map in the app: The stand appears on the virtual orientation map of the POLA-RIS app along with the company logo.- Clicking on the logo opens a pop-up containing a self-chosen image and company information.- Click buttons for 3 social media channels as well as to the website are available within this pop-up.- Mentioning in the catalogue.
Merch-Package	<p>Merch-Packages can be booked in blocks of 4 m² each, up to a total space of 20 m² in a row, equalling 10 Merch Packages in a row. The standing depth is always 2m. Regardless of the amount of booked Merch-Packages in a row, only 1 230V power line is available.</p> <p>A Merch-Package costs € 700 plus VAT. Until December 31, 2023 the Early Bird Rate of € 650 plus VAT applies. The Merch-Package includes the following services:</p> <ul style="list-style-type: none">- 1 Table (HxWxD: 74x160x80cm)- 2 Chairs- 4 m² space (standard: 2m-depth), incl. Auma-fee (0,60 € per m²)- 2m rear wall (supporting elements will be provided if necessary for static purposes)- Electricity (regardless of the number of packages booked, 1 power line is available)- Exhibitor-WiFi- Incl. 2 exhibitor passes
Artist-Package	<p>The Artist Area is an exhibition area of POLARIS 2023 especially designed for artists, creators & clubs. The exhibition area for artists/creators/clubs will be curated. A panel of experts decides which registered artists/creators/clubs will be admitted. The examination is based on the online registration of an artist package. An artist/creator/club can apply for no more than two artist packages (4m² or 8m²). Application deadline for artist packages is April 30, 2024.</p> <p>The Artist-Package costs € 170, plus VAT and includes the following services:</p> <ul style="list-style-type: none">- 1 Table (HxWxD: 74x160x80cm)- 2 Chairs- 4 m² space (standard: 2m-depth), including AUMA-Fee (60 Cents per m²)- Incl. 2 exhibitor passes <p>Tablecloths or similar coverings or decorative elements are not provided. Exhibitor catering or party tickets can be ordered online for a fee.</p> <p>Participants must be at least 18 years old. The artists must mainly have self-designed products in their range. Fan art must not predominate. No AI-generated works may be sold. Without exception, all products in the range must be suitable for children. Nor may they be presented or sold with censorship.</p> <p>The confirmation of participation (or cancellation) will be sent from beginning of May, 2024. The costs for the withdrawal after receipt of this confirmation, are as follows:</p> <ul style="list-style-type: none">- Until August 23, 2024: free of charge- Until September 16, 2024: 50% of the stand rental- Later: 100% of the stand rental

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Indie Dev Area Paket	<p>Independent developers can present game titles at the POLARIS Indie Dev Area. One spot must be registered for each title. It is not mandatory to staff a spot. The Indie Area will be curated and the spots will be awarded from August 16, 2024. The review will be based on online registration for an Indie Dev Package at a price of €550 plus VAT.</p> <p>A spot on the Indie Dev Area includes the following services:</p> <ul style="list-style-type: none">- 1x PC, screen, peripherals- ½ Table, 1 chair- Electricity and cleaning- Grafik- 2 Exhibitor passes, including free registration to Matchmaking (Business Meetings) <p>If the registered game is a Steam game, participants will be part of our exclusive STEAM Card promotion, which will be distributed to Germany's top influencers and press.</p> <p>Confirmation of participation or cancellation will be sent from August 17, 2024. After receipt of the confirmation, a withdrawal is possible, the costs for the withdrawal are as follows:</p> <ul style="list-style-type: none">- Until 23rd August 2024: no charge- Until 16th September 2024: 50% of participation fee- Later: 100% of participation fee
Career Area Paket	<p>In the POLARIS Career Area, companies have the opportunity to address the IT-savvy Polaris participants for recruitment and to present the career opportunities. A package in the Career Area costs €1,650 (until December 31, 2023 at the early bird price of €1,570) and includes the following services:</p> <ul style="list-style-type: none">- 1 Table (HxWxD: 74x160x80cm)- 2 Chairs- 4 m² space (standard: 2m-depth), incl. Auma-fee (0,60 € per m²)- 2m rear wall (supporting elements will be provided if necessary for static purposes)- Electricity (regardless of the number of packages booked, 1 power line is available)- Exhibitor-WiFi- Incl. 2 exhibitor passes, including free registration to Matchmaking (Business Meetings)