

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** –

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

Event title: **Seatrade Europe** Cruise and River Cruise Convention

Venue: **Congress Center Hamburg, Halle H**
Congressplatz 1
20355 Hamburg

Event duration: **8 – 10 September 2021**

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Deadline for registrations / Start of space allocation:

Exhibitors will be allocated "first come first serve". Space allocations start in March.

Opening times: Wednesday, 8 September 2021 10:00 – 18:00 hrs
Thursday, 9 September 2021 10:00 – 18:00 hrs
Friday, 10 September 2021 10:00 – 14:00 hrs

Assembly times: 6 September 2021 07:00 – 20:00 hrs
7 September 2021 07:00 – 20:00 hrs

Disassembly times: 10 September 2021 14:00 – 24:00 hrs
11 September 2021 07:00 – 20:00 hrs

Early stand assembly/ Extended disassembly:

Any requests for early stand assembly/extended disassembly times 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)

Exhibitors will receive exhibitor passes free of charge according to their stand size. Further exhibitor passes may be ordered free of charge from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly.

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

The Marketing package for exhibitors is free of charge. It includes an entry in all of the trade fair media (printed & online list of exhibitors, app, and Visitor Information System), plus online matchmaking, free visitor Wi-Fi as well as advertising materials (posters, visitor bulletin, mailing labels), if available.

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.

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.
No charge is made for co-exhibitors.

Exchange of exhibitor:

The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.

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 Seatrade Europe 2021. For further information see Online Service Center / approvals and applications.

Invitations:

Exhibitors can invite their customers to the event by sending them invitations. 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.



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Miscellaneous/ Specific points for the event:

Stand types:

Space only

minimum 32 sq. m

€ 440 per sq. m **early bird rate** (ends 15th June 2021)

€ 481 per sq. m

- An area of the exhibition space (no power, walls or carpet included, additional services can be ordered in the OSC)
- conference places at 50% discount

Shell Scheme

minimum 12 sq. m

€ 546 per sq. m **early bird rate** (ends 15th June 2021)

€ 573 per sq. m

- Stand walls, 2.5 m high
- Fascia board with company name (max. 15 letters) and stand number
- Carpet
- Furniture package
 - 1 lockable cabin incl. coat rack
 - 1 lockable counter
 - 1 paper bin incl. 1 60 l bin liner per day
 - 1 table, 70 x 70 cm
 - 4 chairs
 - 1 barstool
 - 1 spotlight per 3 sq. m of stand space
 - 3 kW electric socket incl. consumption
- Daily stand cleaning
- conference tickets at 50% discount

Please note:

For technical reasons we regret that we are unable to allow exhibitors to build their own stand within a shell scheme stand.

Newcomers Boulevard

set 8 sq. m

Set rate € 3,456

- Stand walls, 2.5 m high
- Fascia board with company name (max. 15 letters) and stand number
- Carpet
- 1 lockable counter
- 1 Bar stool
- Lighting
- 3 kW electric socket incl. consumption
- Daily stand cleaning
- conference tickets at 50% discount

Please note:

For technical reasons we regret that we are unable to allow exhibitors to build their own stand within the Newcomers Boulevard.