

# Specific Terms of Participation 2023

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



## Polaris Convention 2023

<b>Event and legal entity:</b> Hamburg Messe und Congress GmbH    Tel.: +49 40 3569 0    info@hamburg-messe.de P.O. Box 30 24 80 · 20308 Hamburg    Fax: +49 40 3569 2203    hamburg-messe.de Messeplatz 1 · 20357 Hamburg - hereinafter called <b>HMC</b> -		
<b>Event title:</b>	<b>POLARIS CONVENTION 2023– Your Community Universe</b>	
<b>Venue:</b>	HMC Fairground	
<b>Event duration:</b>	<b>13 – 15 October 2023 (Fri – Sun, 3 Days)</b>	
<b>Project management:</b>	Business Development	
	Anja Holinsky Project Manager	Tel.: +49 40 3569 2162 E-mail: anja.holinsky@hamburg-messe.de
<b>Opening times:</b>	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.
<b>Assembly times:</b>	October 10 – 12, 2023 (Tue. /Thu.)	7 a.m. – 10 p.m.
	October 13, 2023 (Fri.)	7 a.m. – 10 a.m.
<b>Disassembly times:</b>	October 15, 2023 (Sunday)	6 p.m. – 0 a.m.
	October 16, 2023 (Mon.)	7 a.m. – 10 p.m.
	October 17, 2023 (Tue.)	7 a.m. – 10 p.m.
<b>Early stand assembly / Extended disassembly:</b>	Early stand assembly is not possible. Any requests for extended disassembly on October 18, 2023 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).	
<b>Exhibitor passes:</b> (see clause 16 ATB)	Up to a stand size of <b>4 m<sup>2</sup></b> the exhibitor receives <b>2 exhibitor passes</b> , up to <b>8 m<sup>2</sup></b> the exhibitor receives <b>3 exhibitor passes</b> , up to <b>16 m<sup>2</sup></b> the exhibitor receives <b>4 exhibitor passes</b> free of charge. Two additional passes will be issued free-of-charge for every further 10 m <sup>2</sup> . Further exhibitor passes may be ordered <b>on payment of a charge of € 40 incl. VAT</b> per pass, from the Online Service Center.  NO exhibitor passes are needed for assembly and disassembly.	
<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 → available online.  The charge for co-exhibitors is <b>€ 150 plus VAT per co-exhibitor</b> , and will be invoiced to the main exhibitor.  Each Co-exhibitor receives 1 exhibitor pass free of charge.	
<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 POLARIS. For further information see Online Service Center / approvals and applications.	

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<p><b>USK-Registration</b> - Unterhaltungssoftware-Selbst-Kontrolle (Entertainment software control)</p>	<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 <a href="#">link</a>.</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>
<p><b>Reductions in size of stand space:</b></p>	<p>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.</p>
<p><b>Cancellation of stand:</b> (see clause 8.2. ATB)</p>	<p>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.</p>
<p><b>Cost element clause</b></p>	<p>HMC may, at its reasonably exercised discretion, adjust the prices subject to this contract (pursuant to German Civil Code (BGB), Section 315) to reflect the development of costs relevant for price calculation. A price increase may be considered, and prices shall be lowered as appropriate, for example, in response to higher or lower costs incurred for the procurement of energy, or as warranted otherwise by changes of the cost situation due to new legal conditions affecting the event hereunder (such as a higher legal minimum wage). In the event of cost increases of a particular cost type, such as electricity costs, the prices charged by HMC may only be raised to the extent that the cost increase is not offset by decreasing costs in other areas, such as sales. If any costs, such as electricity costs, are lowered, HMC must lower its prices accordingly unless the lower costs are partially or entirely offset by higher costs in other areas. In exercising its reasonable discretion, HMC will choose the timing of any price change to avoid accounting for cost reductions in a manner that will put the Exhibitor at a disadvantage relative to cost increases, in other words, HMC will make sure that cost reductions will be reflected in its prices to the same extent as cost increases.</p>
<p><b>Early dismantling:</b> (clause 7.3 ATB)</p>	<p>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.</p>
<p><b>Insurance:</b> (see clause 21.7 ATB)</p>	<p>Any insurance requirements or damage reports should be sent to: <a href="mailto:versicherung@hamburg-messe.de">versicherung@hamburg-messe.de</a>. Insurance policies can also be booked via the OnlineServiceCenter.</p>
<p><b>Exhibitor-WiFi</b></p>	<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 A1 and A4.</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 <a href="mailto:customerservice@hamburg-messe.de">customerservice@hamburg-messe.de</a>.</p>

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<b>Invitations:</b>	<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 <b>charged to the exhibitor at a discounted rate</b>. 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 <b>exhibitor bears no costs</b>.</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>
<b>Hybrid Package: (s. Ziffer 14 ATB)</b>	<p>All confirmed exhibitors are published in the exhibitor directory (online, app, catalogue). 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, 2023.</p> <p>The fee for a Hybrid Package is <b>€ 500, plus VAT</b>. A Hybrid Package includes the following services:</p> <ul style="list-style-type: none"><li>- 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.</li><li>- Point of interest on the virtual map in the app: The stand appears on the virtual orientation map of the POLARIS 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.</li><li>- Full-page advertisement (or edited as an editorial contribution) in the catalogue.</li></ul>
<b>Merch-Package</b>	<p>Merch-Packages can be booked in blocks of 4 m<sup>2</sup> each, up to a total space of 20 m<sup>2</sup> 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 <b>€ 650 plus VAT</b>. Until <b>March 31, 2023</b> the Early Bird Rate of <b>€ 550 plus VAT</b> applies. The Merch-Package includes the following services:</p> <ul style="list-style-type: none"><li>- 1 Table (HxWxD: 74x160x80cm)</li><li>- 2 Chairs</li><li>- 4 m<sup>2</sup> space (standard: 2m-depth), incl. Auma-fee (0,60 € per m<sup>2</sup>)</li><li>- 2m rear wall (supporting elements will be provided if necessary for static purposes)</li><li>- Electricity (regardless of the number of packages booked, 1 power line is available)</li><li>- Exhibitor-WiFi</li><li>- Incl. 2 exhibitor passes</li></ul>
<b>Artist-Package</b>	<p>The Artist Area is an exhibition area of POLARIS 2023 especially designed for artists, creators &amp; 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 (4m<sup>2</sup> or 8m<sup>2</sup>). Application deadline for artist packages is <b>July 16, 2023</b>.</p> <p>The Artist-Package costs <b>€ 165, plus VAT</b> and includes the following services:</p> <ul style="list-style-type: none"><li>- 1 Table (HxWxD: 74x160x80cm)</li><li>- 2 Chairs</li><li>- 4 m<sup>2</sup> space (standard: 2m-depth), including AUMA-Fee (60 Cents per m<sup>2</sup>)</li><li>- Incl. 2 exhibitor passes</li></ul> <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 July 17, 2023. The costs for the withdrawal after receipt of this confirmation, are as follows:</p> <ul style="list-style-type: none"><li>- Until August 24, 2023: free of charge</li><li>- Until September 8th, 2023: 50% of the stand rental</li><li>- From September 22, 2023: 100% of the stand rental</li></ul>