

Specific Terms of Participation 2025

Event-specific additions to General Terms of Participation (ATB) and Technical Regulations (TR) 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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Fax: +49 40 3569 2203

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

Event title: Seatrade Europe Cruise and River Cruise Convention

Venue: HMC Fairground

Event duration: 10–12 September 2025

Project management: Exhibition Management 2

Christoph Lücke
Director

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Exhibition Manager

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Conference Manager

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Deadline for registrations/ Start of space allocation:

Exhibitors will be allocated "first come first served". Space allocations start in October 2024.

Opening times:

Wednesday, 10 September 2025	10:00–18:00 hrs
Thursday, 11 September 2025	10:00–18:00 hrs
Friday, 12 September 2025	10:00–14:00 hrs

Assembly and disassembly times:

The assembly and disassembly times will be announced in advance of the event (seatrade-europe.com).

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 (OSC)/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 four exhibitor passes per full 12 sq. m free of charge.
Exhibitors within the Newcomers Boulevard, Tech Zone and Destination Discovery Zone will receive two exhibitor passes free of charge per stand package booked.
Additional passes may be ordered via the Online Service Center (OSC).
NO exhibitor passes are needed for assembly and disassembly.

Exhibitor conference passes:

Exhibitors will receive one exhibitor conference pass per 12 sq. m free of charge. The total number of free exhibitor conference passes per exhibitor is limited to five free passes.
Exhibitors within the Newcomers Boulevard, Tech Zone and Destination Discovery Zone will receive one exhibitor conference pass free of charge per stand package booked.

Event media: (see clause 14 ATB)

The charge for the mandatory marketing package for Destination Pavilions is € 1,495 plus VAT (Destination Pavilion: Any destinations or ports serving the cruise industry within a region or country that represent more than 5 businesses on the stand). The charge will be invoiced to the Destination Pavilion organizer (main exhibitor).
The charge for the mandatory marketing package for main and co-exhibitors outside of Destination Pavilions is € 495 each plus VAT. This fee includes an entry in all of the trade fair and the Visitor Information System, plus free visitor Wi-Fi.
The deadline for requesting an entry in the trade fair media 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).

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 register your co-exhibitors separately for this purpose.
The charge for co-exhibitors outside of Destination Pavilions is € 300 plus VAT per co-exhibitor and will be invoiced to the main exhibitor.

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 2025. For further information see Online Service Center (OSC)/approvals and applications.



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Invitations:	Invitation codes for inviting customers can be ordered free of charge in the Online Service Center (OSC)/exhibitor ticket shop. The exhibitor ticket shop also provides you with a list of the invitations which have been used and, after the exhibition has started, a list of the invitations with admittance. Please track which customer received which invitation code before sending them out in order to be able to evaluate the invitations after the show. The exhibitor is not entitled to receive the complete customer data.
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 Online Service Center (OSC).
Reductions in size of stand space:	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 8.2 ATB.
Cancellation of stand: (see clause 8.2 ATB)	In the event of cancellation after acceptance, clause 8 of the General Terms of Participation shall apply.
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 the 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. The other party must be notified about any such Service Fee adjustment in textual form. HMC may, without being obliged to do so, sign such notification and may choose to do so using the DocuSign software. In the event of a dispute, the competent court of law may review the appropriateness of change of service fee. Any Service Fee adjustment must be announced one month prior to the beginning of the scheduled time for the event at the latest.
Miscellaneous / Specific points for the event:	
Stand types:	Space only minimum 24 sq. m € 525 per sq. m – plus VAT early bird rate (until 10 April 2025) € 560 per sq. m – plus VAT (as of 11 April 2025) Shell Scheme minimum 12 sq. m € 655 per sq. m – plus VAT early bird rate (until 10 April 2025) € 685 per sq. m – plus VAT (as of 11 April 2025) What is included? <ul style="list-style-type: none">• Back walls, white, height approx. 2.50 m• Cabin, 1 sq. m, equipped with a coat rack and a lockable door• Expo truss beam, top edge height approx. 2.50 m• Fascia board featuring company name (max. width 180 cm)• Ribbed Carpet, in dark blue, blue, grey, anthracite, green or red (other colours upon request)• 1 LED spotlight, 10 W, per 3 sq. m stand space• 1x Table, 70x70 cm, height 74 cm, white• 4x Upholstered Chairs, anthracite/chrome• 1x Bar stool, black/chrome• 1x Information Counter; WxHxD=100x100x50 cm, white, lockable• 1x Wastepaper basket• 3 kW electrical connection (incl. consumption, 1 socket, stand earthing)• Daily cleaning (cleaning carpet, wiping tables and counters, vacuuming chairs)• Daily waste disposal (provision of a 60 l garbage bag per day, including disposal)