

# Order form for fairground media

Event year: \_\_\_\_\_ Event number: \_\_\_\_\_

**Contracting party and invoice recipient:**  
(Invoices are always addressed and sent to this contracting party.)

**Messe Frankfurt Medien und Service GmbH**  
Media Services  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main, Germany  
Phone + 49 69 75 75-0  
www.messefrankfurt.com

**Contact details:**

Company name  
and legal form:\*

MF customer number: \* 

Order number: \* 

VAT ID  
(EU):\*

Tax number  
(Non-EU):\*

Mobile phone  
(with country code):

Contact person:\*

Street address:\*

Hall / stand number:\*

Postcode / Town/City:\*

Country:\*

Length:

Email address:\*

Width:

Area:

\* The fields marked with an asterisk are mandatory  
and must be filled in.

**Your point of contact:**

If you have any questions, please contact:

Media Services

Phone:

+49 69 75 75-69 23

Email:

vera.scholz@messefrankfurt.com



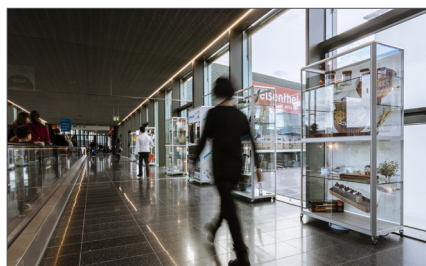
**Dekora – Wall display cases along the Via Mobile**  
Present your products outside of your stand –  
along Via Mobile, the walkway connecting all halls.

Format: Different formats upon request

per item

Normal price

€540.00



**Dekora Spezial – Stand-alone display case**

Use your products to attract visitors' attention with our stand-alone display cases along Via Mobile  
and in the hall foyers.

Format: Different formats upon request

per item

€690.00

Company name and legal form:

Customer number:

Hall / stand number:



Normal price

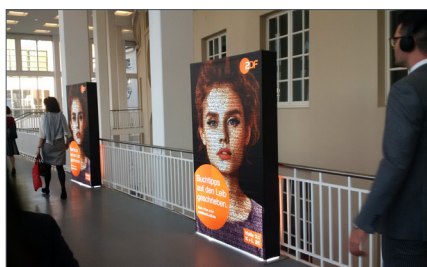
#### Triangle tower – three-sided advertising tower

Combine your products with an advertising message and enable your clients to touch them. You can be sure that your advertising message does not get any closer to your target group!

Format: w 60 cm x h 200 cm, three-sided, illuminated from inside

per item €1,150.00

per item incl. brochure rack €1,250.00



#### Slim Box – Illuminated advertising space

Extremely elegant: Our Slim Boxes! Use this particularly, fashionable way to present your best side.

Format: Front view: w 120 cm x h 200 cm, Side view: w 20 cm x h 200 cm, illuminated from inside

per item €1,550.00

per item incl. brochure rack €1,670.00



#### XL Slim Box – illuminated advertising space

Particularly elegant! Our XL Slim Box cuts a good figure everywhere.

Format: Front view: w 120 x h 300 cm, Side view: each w 30 x h 300 cm, illuminated from inside

per item €2,300.00



#### Lumio – Transparency poster along Via Mobile

The bright, shiny posters along the moving walkways can't be missed.  
 per item incl. transparency production on Back-lit-film, assembly, disassembly

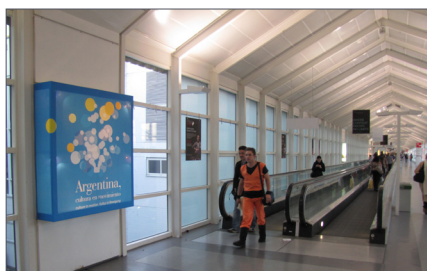
Format: w 121,5 cm x h 125,5 cm

per item €900.00

Company name and legal form:

Customer number:

Hall / stand number:



Normal price

#### Corpus\_S – Three-dimensional advertising space

Looking sharp will get you noticed! This three-sided advertising space is easy to see from any angle.

Format: different formats upon request

per item

€860.00



#### Corpus\_M – Three-dimensional wall advertisement

Meet your customer's interest directly at the entrance City!

Format: Front view: w 243 cm x h 110 cm, Side view: each w 30 cm x h 110 cm

per item

€1,250.00



#### Billboard advertising: You jump out from the crowd

Arouse even more interest among trade fair visitors and use your advertising at strategically important points, for example with

- banners
- advertising walls
- escalators
- advertising side surfaces
- mirror advertising
- floor graphics

Format: different formats upon request

Price on request



#### Promotion

A charming smile speaks more than thousand words. Which is why our promotional offers are both popular and extremely effective. Give visitors something to take away with them – at the most attractive locations on the fairground.

Approval of 2 promoters each at defined positions / walkways.

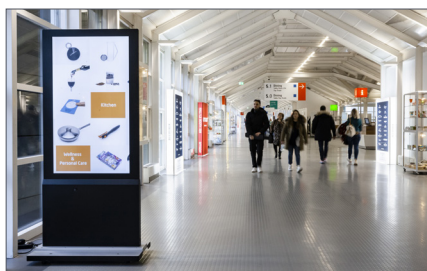
Price per hour (team of two):

€300.00

Company name and legal form:

Customer number:

Hall / stand number:

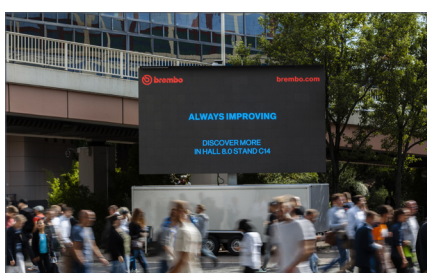


Normal price

#### ePosters – Multimedia terminals along the central walkways and in the hall foyers

Use the advantages of a digital advertising medium. Use the ePoster to present yourself at ten hotspots on the exhibition grounds. Whether as a slide show, flash animation or video film - the terminal with an integrated flat screen can be used for interactive and multimedia advertising. Flat screen can be used interactively and multimedia.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	each 20 seconds of advertising time	€1,650.00
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	each 30 seconds of advertising time	€1,950.00



#### LED TRAILER – Large screen on the Agora

Video is vibrant! The digital future belongs to our LED TRAILERS.

At flexible outdoor locations on the exhibition ground, the large screens ensure that your advertising is guaranteed to catch the eye.

Format: Image area: w 600 cm x h 337,5 cm

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	per 30 seconds commercial (every 5 minutes):	€3,000.00
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#### Oktavo – Advertising towers at entrance City, in front of the Congress Centre Oktavo or on the fairground

Sometimes modesty is best left to others: Place your advertising message so it towers high at entrance City and Congress Center. Highly visible and high: The central positions on the fairground are between the halls and can also be seen from the Via Mobile.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	each 8 m-Tower (w 230 cm x h 800 cm, three-sided)	€7,500.00
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	each 10 m-Tower (w 230 cm x h 1.000 cm, three-sided)	€9,050.00

Normal price



#### Hall facade megaposters: make a big statement

With the megaposters on the outer walls of the exhibition halls, you can reach your target group even before they have entered the trade fair halls. The striking megaposters can already be seen from a great distance and from the main paths around the exhibition grounds.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	different formats	price on request
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Company name and legal form:

Customer number:

Hall / stand number:



#### Omen – Flags on the fairground

Show your true colors by hoisting your flags on the fairgrounds.  
 Format possible up to w 150 cm x h 400 cm.



per item

€480.00

Messe Frankfurt Venue GmbH collects and uses the data you provide here to process your order.  
 Further information according to article 13 and 14 GDPR please find under [messefrankfurt.com/privacy](https://messefrankfurt.com/privacy).

**I hereby place a binding order.**

☐

This order is subject to our terms and conditions of supply in the attachment.  
 Prices are per item in € and do not include VAT.



I hereby confirm that I have read and accepted the terms and conditions of supply in the attachment.

Please save this form in PDF form for your own records before sending.



## **General Terms and Conditions of Messe Frankfurt Medien und Service GmbH (Advertising Services) for the provision of advertising media (Version 01/2018)**

By ordering advertising media, the customer accepts the General Terms and Conditions of Messe Frankfurt Medien und Service GmbH (hereinafter MFS). These conditions apply without exceptions. Any terms or conditions of the customer to the contrary of or deviating from these terms and conditions shall not be recognised, unless MFS has explicitly agreed to them.

### **A. Advertising media on the fairground**

The following applies to the individual advertising media on the fairground:

#### **Dekora / Dekora Spezial (display cabinets):**

For technical reasons, changes may be made to the floor display cabinets "Dekora Spezial" regarding the display cabinet type, which shall not require the consent of the ordering party. The key for the display cabinet shall be available at the gate, level 2, at the MFS service counter, unless nothing to the contrary has been agreed upon. The display cabinet must be provided with display units no later than 8 p.m. on the day before the trade show. The display cabinets may be decorated on the inside and the outside (top, side, not front), but at a maximum of up to 30 cm wide. If adhesive elements are used, these must be removed without any residue in order to avoid any additional cleaning cost for the customer. The customer shall be held responsible for any damage to the cabinets caused by decoration (adhesive residue, holes, scratches, or the like). MFS recommends that the customer take out insurance coverage for the items that are exhibited. Respective insurance companies may be found in Shop for Exhibitor Services (electronic exhibitor ordering system of Messe Frankfurt). The buyer must remove all items from the cabinet by the end of the second dismantling day (6 p.m.). The key may remain in the open cabinet as it will be collected by MFS.

#### **Slim Box/Triangle Tower:**

The production, assembly, and dismantling of the screens will be carried out only by MFS.

#### **Lumio (slide displays):**

The assembly and dismantling of the slides will be carried out only by MFS. If the customer does not request the return of the slides it has provided by the day before the trade show ends, MFS shall recycle the slides.

#### **Oktavo/Trigo/ Megaposter:**

MFS shall produce, assemble, and dismantle the large areas directly.

#### **Promotional:**

These require the approval of the respective trade show management in coordination with MFS.

The following general terms and conditions shall apply to all advertising media on the fairground:

### I. Provision, Prices and Due Date

1. The order of the customer is binding. An effective contract is only concluded upon the order confirmation by MFS.
2. The advertising media is provided for the duration of the trade show. An extension requires a written agreement with MFS.
3. The location of the advertising media may differ slightly without such deviation requiring the customer's approval.
4. The customer must communicate to MFS and/or its service partner the dates by which the advertising must be delivered by the date stated in the order confirmation. Otherwise, a timely provision of the advertising media cannot be warranted.
5. Only the customer shall be responsible for the accuracy and admissibility of the information provided by the customer in the advertising media. The customer shall hold MFS harmless of all third-party claims in this context.
6. The customer shall not be entitled to sublet the advertising media to a third party that is not an exhibitor at the respective trade show or to make them available in any other way without a prior written approval by MFS.
7. The use of the provided advertising media for trade shows that must be considered competitive trade shows of the Messe Frankfurt Group is not authorised.
8. The prices are based on the MFS price list that is valid for the trade show or on a separate written agreement that has been entered into.
9. The total amount shall be due prior to the provision of the service by MFS immediately upon receipt of the invoice.
10. The customer must communicate all information necessary for the invoice generation in advance. Should changes become necessary due to missing or wrong information, MFS shall charge the customer a processing fee in the amount of EUR 150.00.
11. In the event of a default in payment, MFS expressly reserves the right to refuse provision.
12. The house rules of Messe Frankfurt Venue GmbH shall apply.

### II. Defects, Replacement, Advertising Media

1. MFS reserves the right to insignificant deviations to the measurements, shapes, and colours indicated on the advertising documents; these shall not be considered defects.
2. If the advertising media are defective, MFS shall be entitled and obligated to remedy the defects within a reasonable scope or to provide an equivalent replacement, provided the defects are reported within 24 hours upon having been taken over by the customer and at the latest by 6 p.m. of the day before the start of the trade show.
3. If defects are reported later than that, remedy of the defects or the provision of a replacement is no longer required.

4. In case it is impossible to remedy the defect or provide a replacement, MFS reserves the right to provide the customer with an equivalent or better advertising medium at the same rate. The customer shall have no further rights.

5. If the customer requests the production of corresponding advertising media (advertising banners, posters, slides, etc.), the produced advertising media shall remain the exclusive property of MFS. The customer shall not have a right to the advertising media.

### **III. Withdrawal**

1. The customer may withdraw with regard to all advertising media until 60 calendar days before the beginning of the trade show. MFS shall charge a cancellation fee in the amount of EUR 150.00 per ordered advertising medium. Any production costs already incurred at the time of the withdrawal shall be borne by the customer.

2. If the customer withdraws from the agreement at a later time, the full price shall be charged.

3. In any case, a withdrawal from the agreement shall always require a written statement of withdrawal sent from the customer to MFS.

4. If the customer or its principal has not been admitted to the respective trade show as an exhibitor, MFS shall have the right to withdraw from the agreement, notwithstanding the customer's responsibility for the entire amount.

### **B. General Terms and Conditions for advertising media on the fairground**

#### **1. Rights of third parties**

The materials forwarded by the exhibitor (copy, pictures, brands and trademarks, etc.) for advertising media must not infringe the rights of third parties. In connection therewith, MFS expressly reserves the right to remove, either in whole or in part, all the content supplied by the exhibitor in relation to the advertising media. The exhibitor will indemnify MFS against all claims of third parties at first request. This indemnification also includes reimbursement of the costs which MFS incurs through legal prosecution/defence.

#### **2. Disclaimer**

(1) MFS is not liable for losses caused by simple negligence, unless major contractual obligations are breached the fulfilment of which is essential to achieve the contractual purpose (breaching of cardinal obligations). If cardinal obligations are breached through simple negligence, MFS shall only be liable for losses typical of the contract and reasonably foreseeable when the contract was made. In such a case, MFS is not liable for indirect consequential losses.

(2) The above limitations of liability do not apply if claims are asserted as a result of an injury to life, body or health or if liability is mandatory under the German Product Liability Act or there is a warranty or fraudulent concealment of a defect or in the event of intent and gross negligence.

(3) MFS must be notified immediately of any losses.

#### **3. Place of performance and jurisdiction, German law**

(1) The contracting parties expressly agree to Frankfurt am Main as the place of performance and jurisdiction for all claims and legal disputes arising from this contract, to the extent that said parties are merchants, legal entities under public law or special funds under public law. The same applies if a party has no general place of jurisdiction in Germany.

(2) Alternatively, the special place of jurisdiction of the place of performance within the meaning of Section 29 of the German Code of Civil Procedure (Zivilprozessordnung - ZPO) is agreed, which results from the nature of the contract.

(3) The court of jurisdiction Frankfurt am Main also applies to the case of disputed dunning procedures. Once the dunning procedure takes the form of legal proceedings and the competent law court of the general place of jurisdiction of the debtor assumes the case, application is to be made for transfer to the respective law court in Frankfurt am Main.

(4) In addition, each party shall be entitled to sue the other at its residence or place of business.

(5) If any provision of these Terms and Conditions be invalid, such invalidity shall not affect the validity of the remaining provisions. The contracting parties undertake to replace the invalid provisions by valid provisions that come as close as possible to the economic purpose of the ineffective provisions.

(6) For the interpretation of these General Terms and Conditions and all other conditions, the German text and German law shall prevail.