

# Services, Terms and Conditions

## ■ Services

### → Internet service for exhibitors

As an exhibitor at the world's most important technology event, you will reap the benefits of a year-round online presence at [www.hannovermesse.de](http://www.hannovermesse.de) – one of the most frequently visited exhibition websites on the Internet.

These benefits include:

- Entries in the search engine for product and exhibitor searches
- An individual presentation for your company
- Special feature on your display highlights
- Hyperlinks to your own website
- Options for online advertising

### → OBS+ Online Business Service

As an exhibitor you will receive your own personal OBS+ access data, giving you immediate online access to detailed information about all our service offerings, plus the convenience of being able to select and order your services online – all at [www.service.messe.de](http://www.service.messe.de)

### → Exhibitor Service Center

Before and during the trade show our central Exhibitor Service Center is at your service. Just tell us what you need and one of our team of service agents will attend to it.

### → Travel2Fairs

The professional incoming service Travel2Fairs can reserve hotel rooms and apartments for you and your visitors on very favourable terms. It's quick, it's easy and it's convenient. More information at: [www.travel2fairs.com](http://www.travel2fairs.com)

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## Terms and Conditions

### ■ Stand rental charges

The basic charge for renting a stand at HANNOVER MESSE is € 178 per m<sup>2</sup> (net).

### ■ Supplementary charges (in addition to basic rental charge)

**Advertising charge:** € 9.20 per m<sup>2</sup> (net)

**AUMA\* contribution and charge for Exhibitors' Committee:**

€ 0.76 per m<sup>2</sup> (net)

\*AUMA – Committee of German Industry for Exhibitions and Trade Fairs

### Charge for visitor marketing/visitor day passes

A fixed charge for each exhibitor (and each co-exhibitor where applicable) to cover the obligatory publication of company data about the exhibitor and three product groups of the exhibitor's choice in the exhibition catalogue and electronic media, as well as an unlimited number of visitor day passes, which can be ordered by exhibitors at no extra charge for the use of their invited guests (prior registration of passes is required). A graduated scale of fixed charges applies, based on the stand area booked by the exhibitor:

1 – 25 m <sup>2</sup>	€ 350 (net)	More than 500 m <sup>2</sup>	€ 1,800 (net)
26 – 100 m <sup>2</sup>	€ 550 (net)	Co-exhibitor charge	€ 290 (net)
101 – 500 m <sup>2</sup>	€ 900 (net)		

### Stands with two or more open sides

Stands with two or more open sides are subject to a surcharge.

For stands of up to 50 m<sup>2</sup>:

- 25% of basic charge for stands open on 2 sides (corner stand)
- 40% of basic charge for stands open on 3 sides (end stand)
- 60% of basic charge for stands open on 4 sides (island stand)

The above surcharges apply to stands up to 50 m<sup>2</sup> in area. For stands up to 100 m<sup>2</sup> the area in excess of 50 m<sup>2</sup> will attract a surcharge at half the above rates. For larger stands in excess of 100 m<sup>2</sup>, no surcharge is payable on the area over and above 100 m<sup>2</sup>.

### Two-storey stands

€ 71 per m<sup>2</sup> (net) – applicable to the space on the upper floor of two-storey stands

**Open-air site:** 69 per m<sup>2</sup> (net)

### Co-exhibitor charge

€ 700 per co-exhibitor of an industrial company.

Fractions of square metres will be treated as full square metres.

### Value-added tax

All prices are subject to VAT at the current rate, where applicable.

### Information for foreign exhibitors

Provided that the relevant legal conditions are met, foreign exhibitors can apply to the Federal Office of Finance (Bundesamt für Finanzen) in Bonn for a refund of Value Added Tax. Such refunds may be granted if VAT or a similar tax is not charged in your home country, or if VAT refunds are made via companies domiciled in Germany. Applications for refunds must be submitted no later than six months after the end of the calendar year in which the fair or exhibition took place.

**Early booking discount:** If you book by 31 August 2006 you will receive a discount of € 4 per m<sup>2</sup> on indoor bookings and € 2 per m<sup>2</sup> for bookings on the open-air site.

■ **fair-package:  
the easy way to exhibit**

Alternatively you have the option of booking one of our full-service packages (stand space, assembly, plus exhibitor services). Three attractive packages are available for HANNOVER MESSE 2007, offering different stand layouts and service packages. You can choose from "Classic", "Comfort" and "Premium".

→ **Classic**

The Classic package includes a modular system stand with all the essential services you need to make your presentation a success. Benefits include press services, media entries and exhibitor passes, as well as insurance cover for your stand plus fittings and furnishings. In addition HANNOVER MESSE supplies a useful "Visitor advertising" pack containing a wide selection of communication materials.



**Price example, "Classic" fair package: 15 m<sup>2</sup> row stand with many services included, starting from € 4993.40.**

→ **Comfort**

The Comfort package is the perfect solution for exhibitors who would like more in terms of services and stand furnishings. In addition to the services that come as part of the standard Classic package you'll also benefit from extras such as an entry in the HANNOVER MESSE Press Guide. Or you can have your company logo and a hyperlink prominently displayed on the HANNOVER MESSE home page.



**Price example, "Comfort" fair package: 20 m<sup>2</sup> corner stand with many services included, starting from € 8784.20.**

→ **Premium**

The total peace-of-mind package for a successful trade fair experience. As well as a fully equipped stand the package offers you a wide range of additional services, including a product hyperlink on the HANNOVER MESSE home page, two press distribution boxes and two online boxes.



**Price example, "Premium" fair package: 25 m<sup>2</sup> corner stand with many services included, starting from € 11,919.50.**

More information about all three packages and a handy price calculator can be found at: [www.hannovermesse.de/fairpackage](http://www.hannovermesse.de/fairpackage)



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You can also talk to somebody near you who speaks your language. Simply contact the local Deutsche Messe AG representative in your country. You'll find the addresses listed under: [www.messe.de](http://www.messe.de)

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**HANNOVER  
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16-20 APRIL 2007