

China International Hardware Show 2021
 October 8 – 10, 2021
 Shanghai New International Expo Centre (SNIEC)



Koelnmesse Ltd., Hong Kong, Kowloon Bay, Wang Chiu Rd, 33, Exchange Tower, Unit 1112

1. SPACE APPLICATION FORM

We wish to participate in China International Hardware Show 2021:

Name of Company (English): _____

Name of Company (Chinese): _____

Address (English): _____

Address (Chinese): _____

Postal Code / City: _____ Country: _____

Contact Person: Mr. Ms. _____ Position: _____

Tel : _____ Fax : _____

Email : _____ Website : _____

I am a Manufacturer Agent / Distributor representing the following brands at CIHS 2021: _____

Space Requirement (please tick appropriate box):

- | | | |
|--|----------------------|---------------------------|
| <input type="checkbox"/> Space only (min. 18 sqm) | EUR 225 / sqm | Size requested: sqm _____ |
| <input type="checkbox"/> Space with standard shell scheme service (min. 9 sqm) | EUR 285 / sqm | Size requested: sqm _____ |
| <input type="checkbox"/> Space with premium shell scheme service (min. 18 sqm) | EUR 305 / sqm | Size requested: sqm _____ |
| <input type="checkbox"/> Catalogue Logo insertion into Alphabetical List of Exhibitors | EUR 65 | |
| <input type="checkbox"/> Catalogue Ad (1 page, full color) | EUR 580 | |

Securing booth before December 31, 2020 can get 5% early bird discount. More than 54sqm can get additional 5% discount.

We would like to exhibit in the following Main Product Categories (please tick appropriate box, Support multi-choice)

- | | | | |
|---|---|--|---|
| Tools | DIY & Building hardware | Lock, Work safety & Accessories | Processing equipment |
| <input type="checkbox"/> Hand tools | <input type="checkbox"/> Building material & components | <input type="checkbox"/> Locks & keys | <input type="checkbox"/> Metal processing equipment |
| <input type="checkbox"/> Power tools | <input type="checkbox"/> Furniture hardware | <input type="checkbox"/> Security equipment & system | <input type="checkbox"/> Testing equipment |
| <input type="checkbox"/> Pneumatic tools | <input type="checkbox"/> Decorative metalware | <input type="checkbox"/> Work safety & protection | <input type="checkbox"/> Surface treatment equipment |
| <input type="checkbox"/> Mechanical tools | <input type="checkbox"/> Fasteners | <input type="checkbox"/> Lock accessories | <input type="checkbox"/> Pump & Valve |
| <input type="checkbox"/> Grinding abrasives | <input type="checkbox"/> Nails | | |
| <input type="checkbox"/> Welding tools | | <input type="checkbox"/> Garden products | <input type="checkbox"/> Others, please specify:
_____ |
| <input type="checkbox"/> Tool accessories | | | |

Global Opportunities:

We are interested in the following Koelnmesse events around the world. Please send us further information.

- EISENWARENMESSE - International Hardware Fair Cologne, Germany
 Asia Pacific Sourcing Cologne, Germany Hardware Forum Italy

Data Protection Notice:

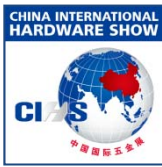
You can read our Data Protection Notice in the complete participation documents and at any time under www.koelnmesse.com/data-protection-notice. We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

I hereby permit and agree that Koelnmesse Ltd. may pass on my personal data to its parent company Koelnmesse GmbH and its subsidiaries and commercial agents and may use the data entered on this form from the aforementioned persons for sending me information by e-mail about future similar trade fairs/events/platforms organized in China and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at www.koelnmesse.com/data-protection-notice. I can withdraw my consent at any time in the future (by sending an e-mail to dataprivacy@koelnmesse.de)

By signing and returning the application form, we acknowledge that the General and the Special Sections of Koelnmesse's Conditions of Participation as well as the stipulations of the Koelnmesse Service Portal (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.

Name and title of signatory

Company stamp and legally binding signature



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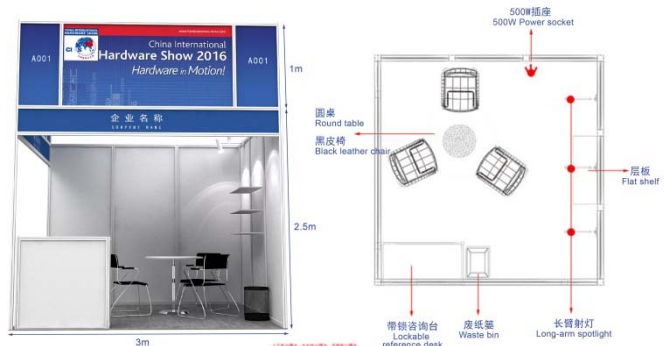
2. Invoice address: Only applicable if invoice address is different from address provided above!

Name of Company (English): _____
 Name of Company (Chinese): _____
 Address (English): _____
 Address (Chinese): _____ Postal Code: _____
 Tel: _____ Fax: _____ Email: _____

3. SHELL SCHEME SPECIFICATIONS

A) Standard Shell Scheme

	*9 sqm
Carpet	As per stand space
System wall elements (2.5mH)	As per stand space on all closed sides
Fascia Board with Chinese & English Company Name and Booth Number	On all open sides
Lockable Info. Counter	1
Round Table	1
Leather Chair	3
Waste Paper Basket	1
Flat Shelf	3
Single phase socket(up to 500w)	1
100W Longarm Spotlight	3
Daily Booth Cleaning	Included in package



B) Premium Shell Scheme

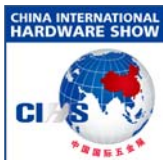
	*18 sqm
Carpet	As per stand space
System wall elements (2.5mH)	As per stand space on all closed sides
Fascia with Stand Number, Company Name in Chinese & English and Logo	On all open sides
Lockable Info. Counter	1
Round Table	1
Leather Chair	3
Tall Showcase (1.0mx0.5mx2.5m)	1
Shelf Rack (for storage)	2
Potted Plant 1m Height	2
Waste Paper Basket	1
Flat Shelf	3
Single phase socket(up to 500w)	1
100W Longarm Spotlight	6
Storage room (2m x 1m)	1
Daily Booth Cleaning	Included in package



Booth facilities listed above are subject to change at the discretion of the organisers without prior notice. If exhibitors do not want any item in the booth package, they must accept that the cost of the package will not change and there will be no compensation by other equipment.

Additional furniture and electrical items can be rented from the official stand contractor. Please place your order by completing the respective forms in the Exhibitor Service Manual and returning these by the stipulated deadline.

***The picture of Standard Shell Scheme or Premium Shell Scheme is for reference only. The organiser reserves the right to make changes without prior notice.**



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Conditions of Participation Special Section on CIHS2021

1

The fair
The organizers
The venue
The dates

(a)
China International Hardware Show 2021
is being organized by

Koelnmesse (Beijing) Co., Ltd,
Unit 2101, Landmark Tower II,
No. 8 Dongsanhuan North Road,
Beijing 100004
P.R. China
&
China National Hardware Association
Room 903, Suite C Building 5# Baiziyuan,
No.16 Baiziwan Road, Chaoyang District
Beijing 100124
P.R. China
- hereinafter referred to as the organizer.

(b)
Venue

Shanghai New International Expo Center (SNIEC)
Add: 2345 Longyang Road, Pudong New Area Shanghai P.R.C. 201204
Tel: +86 21 28906888 28906666
Fax: +86 21 28906777
E-mail: info@sniec.net
Website: www.sniec.net

(c)
The exhibition will be held from Friday 8th to Sunday 10th October 2021 at the Shanghai New International Expo Center (SNIEC).

(d)
The exhibition is open to visitors from 09:00 a.m. to 5.00 p.m. (Friday and Saturday) and 09:00 a.m. to 2:00 p.m. (Sunday) and for exhibitors from 8.30 a.m. to 5.30 p.m. (Friday and Saturday) and 08:30 a.m. to 2:30 p.m. (Sunday)

(e)
The period for setting up is from Wednesday 6th October to Thursday 7th October, 2021. The period for dismantling is on Sunday 10th October 2021, from 3.00 p.m.

2
Eligibility to take part

(a)
Exhibitors should be manufacturers of goods that are included in the nomenclature of the exhibition (cf. No. 1 "Space Application Form") and if they are produced by the exhibitor at his own manufacturing plant or are offered as parts or accessories thereof.

(b)
Admission is also open to exhibitors displaying items which, in accordance with the list of goods are in keeping with the overall theme of the event and which the exhibitor has had manufactured under his own name, provided that the items in question are aimed at retailers and other marketing agents.

(c)
You can as well take part as a servicing company with your own products if your service activity is mentioned in the list of main product categories (cf. No. 1 "Space Application Form").

(d)
The organizer will decide upon the acceptance of firms or products.

3

Participation fees

Your participation will entail the following fee:

(a)

Stand fee

aa)
In the halls per square metre excluding stand construction, stand partition walls and electrical connection (minimum size 18 sqm) **225,-- EUR/sqm**
The construction of the stand shall be the obligation of the exhibitor.

ab)

In the halls per square metre with Standard stand construction (minimum size 9 sqm) **285,-- EUR/sqm**

ac) In the halls per square metre with Premium stand construction (minimum size 18 sqm)

305,-- EUR/sqm

The stand fee includes the rent for the exhibition space for the entire duration of the event including the build up and dismantling periods, a specific number of exhibitor badges, the use of all general technical and service facilities in the fair halls like lighting, ventilation, air conditioning, use of electricity on the stand, general surveillance of the halls and cleaning of the aisles, consulting on organizational matters by Koelnmesse Co., Ltd. employees, catalogue entry according to Item 7 and one free copy of the catalogue.

The stand costs do not include the installation and use of compressed air, the installation of water connections and the use of water on the stand.

Double-storey stands are applicable for contracted ground area of 100 sqm and above, and that the minimum length of any dimension of that area is 6 meters (to be considered on a case-by-case basis). The contracted floor area of the upper tier shall not exceed 30% of the contracted floor area of the lower tier of the particular booth. The rental rates for the contracted floor area at the upper tier shall be one third (1/3) of the rental for the lower tier: EUR73 / sqm

The fee for Standard shell scheme construction includes:

General setting up and dismantling of the stand, incl. all additional costs consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Fascia Board with Company Name in English and Chinese
- Booth furniture per booth (9 sqm): 1 Lockable Info. Counter, 1 Round Table, 3 Leather Chair, 1 Waste Paper Basket, 3 Flat Shelf, 1 Single Phase Socket (up to 500w), 3 Longarm Spotlight (100W)

The fee for Premium shell scheme construction includes:

General setting up and dismantling of the stand, incl. all additional costs consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Fascia Board with company name in English and Chinese
- Booth furniture per booth (18 sqm): 1 Lockable Info. Counter, 1 Round Table, 3 Leather Chair, 1 Waste Paper Basket, 3 Flat Shelf, 1 Single phase socket (up to 500w), 6 Longarm Spotlight (100W), Storage room (2m*1m), Tall Showcase (1.0m x 0.5m x 2.5m), 2 Potted Plants

(b)

Co-exhibitor fee

As far as accommodation of other firms will be permitted on the stand (see figure V of the General Conditions of Participation). EUR385 will be charged for each co-exhibitor. This includes the catalogue entry according to item 9. All and any costs caused by the co-exhibitor or services additionally ordered shall be payable separately.

(c)

Administrative fee

Once a space rental invoice is issued, any changes in payment currency raised by exhibitors will be subject to an administrative fee of **EUR260**, which will be added to the participation fees according to the changed payment currency.

(d)

Payment terms

If the application is received by the organizer, an invoice of the said amount will be issued and sent to you. This invoice is to be paid in full before commencement of the event according to the terms of payment as indicated on the invoice. If an exhibitor fails to pay according to the abovementioned terms and payment schedule, the organizer reserves the right to release without notice to the exhibitor the stand space reserved for exhibitor and any deposits paid are non-refundable.

4

Fitting and arrangement of the stands

(a)

Please take into account that where necessary hall pillars and other permanent construction features are contained in the rented stand spaces, the participation fee is calculated on the basis of the exact measurements of the stand space allocated.

(b)

Stand construction will only commence if the exhibitor orders stand construction.

(c)

Any planned structure must be approved in advance by the organizers and the hall proprietor in writing. The stand must be constructed to comply with the dimension of the space allocated. Plans for non-standard structures or designs for stands with meeting rooms or where technical calculations are required, as well as plans for technical fittings should be submitted to the organizer and the hall proprietor in duplicate for perusal not later than 6 weeks prior to the beginning of the event. In the event of these plans having to be scrutinized by the proprietor of the halls, the organizer shall assume responsibility for forwarding them as commissioned by and for the account of the exhibitor and shall notify the exhibitor of the outcome. The organizer will not release the exhibitions space in question for construction work until the results of the inspection have been received.

Any other fitting and arrangement of the stand is left to the exhibitor but should be appropriate for the event in question. The exhibitions company's name must be clearly visible on each stand.

Each Shell Scheme exhibitor will receive a stand sign with number of the booth according to the stand confirmation. The stand sign has to be clearly visible during all the exhibition time.

5

Intellectual Property

Your participation will entail the following commitment for Intellectual Property:

Our Company agrees to abide by the regulations of **Protection Measures for Intellectual Property**, and accept the **Exhibition Intellectual Property Complaint Processing Programs** made by the sponsor and its complaint agency according to law. From the date we submit the application form to the completion of the Fair (on 10th October 2021), our Company makes the following commitments:

(a) Make self-inspection of the intellectual property rights involved in the exhibition items according to relevant regulations.

(b) We will not use display products, display panels, display booth, publicity materials and so on which infringe on their intellectual property rights.

(c) Make complaints according to the complaint programs stipulated by the sponsor or its complaint agency, without prejudice to the smooth process of the Fair; the complaint programs are as follows:

(1) The participants who hold the valid identity documents of the current China International Hardware Show (hereinafter referred to as the Fair) have the right to complain to the Intellectual Property Office once discovering that the display products, display product packaging, publicity materials and any other display part on the booth in the hall are suspected of infringing on others' intellectual property rights.

(2) When making a complaint, the complainant should firstly show the ownership certificate to the staffs in the Intellectual Property Office.

Regarding the same infringement case of intellectual property complaint which has been processed by the Intellectual Property Office in the last Fair and reoccurs in the current Fair, the complainant should also show the legal documents which have been followed and processed through legal actions after the end of the last Fair. If the complainant cannot show the relevant documents, the Intellectual Property Office has the right not to accept the complaint. The Intellectual Property Office doesn't accept the same complainant's repetitive complaints against the same defendant on the same intellectual property right.

(3) After the validity of the aforesaid relevant documents is verified by the Intellectual Property Office, the complainant should fill in Application for Complaint.

(4) After receiving the Application for Complaint, the Intellectual Property Office should promptly arrange the staffs to process the complaint.

(5) While the Intellectual Property Office is investigating and processing the complaint case, the defendant should assist the staffs of the Intellectual Property Office in investigating the complaint articles. After it is affirmed that the complaint articles infringe on others' intellectual property rights after investigation, the defendant should promptly show evidences to prove its legal ownership of the complaint contents and demonstrate the noninfringement.

(6) If the defendant cannot effectively demonstrate "non-infringement" for the suspected infringing articles on the spot, the staffs of the Intellectual Property Office have the right to temporarily detain the articles, and the defendant should promptly sign the Letter of Commitment, and promise not to display the suspected infringing articles any more from the moment when infringement is affirmed if it cannot provide effective demonstrations. The Letter of Commitment is in duplicate and respectively kept by the defendant and the Intellectual Property Office.

(7) The defendant can provide the supplementary non-infringement demonstration to the Intellectual Property Office within half workday if it has objection to the processing result made by the Intellectual Property Office. If the demonstration is valid, the Intellectual Property Office should promptly return the articles which are temporarily detained and allow the defendant to continue displaying the complaint articles; if the demonstration is invalid or no demonstration is supplemented, the original processing decision should be upheld.

(d) The exhibitors should actively cooperate with the sponsor or the complaint agency and relevant intellectual property administrative departments and judicial departments in inquiry, inspection, evidence collection and other related work during the Fair.

(e) The complaint materials submitted by the exhibitors must be accurate, complete, true, legal and valid.

(f) The exhibitors should not make malicious complaints, and bear the corresponding legal liabilities for the losses to the sponsor or the defendants by malicious complaints.

(g) The exhibitors whoever break the Letter of Commitment are willing to accept the penalty from the sponsor or the complaint agency.

6

Exhibitor badges and badges for stand construction staff

(a)

Exhibitors are entitled to receive free exhibitor badge accordingly to below criteria:

Size of booth	Quantity of badges (max.)
Up to 12 sqm	3
13 – 24 sqm	6
25 – 36 sqm	9
37 – 48 sqm	12
More than 48 sqm	15

The badges will be valid from the first day of the setting up until the last day of the dismantling of the stand.

You can order additional passes with the correct order form in the Exhibitor Manual.

(b)

All on site personnel of individual stand contractors for raw space exhibitors are required to apply contractor passes for move-in and move-out period. For security reasons, all workmen onsite must wear contractor passes for identification purposes.

These passes are only valid up to the beginning and after the end of the exhibition. They do not entitle the holder to enter the complex during the exhibition.

Exhibitors or their stand contractor can order these passes directly with the hall owner prior to or on the first move-in day. These passes are subject to an administration charge.

7

Rules of Sale Sales Restrictions Penalties

(a)

In view of the special trade character of China International Hardware Show 2021

(1) It is not permissible to openly mark prices on exhibited products

(2) It is not permissible to offer, sell or otherwise transfer articles which are related to the theme of this fair (cf. No. 1 "Space Application Form") to the final consumer. Such transactions are prohibited throughout the entire fair, including the initial set-up and the final dismantling phases

(b)

In view of these special trade character and prestige of China International Hardware Show 2021 and rules governing equality of opportunity, it is essential that the regulations stated in subsection 7a are observed strictly and without exception.

(c)

The organizer has the right to

(1) immediately close the stand of an exhibitor who violates (has violated) the sales restriction stated in subsection 7a. The stand will be closed while China National Hardware Show 2021 will still be in progress and without a court order being required. The organizer is entitled to retain any costs or expenses relating to his participation in the exhibition.
and/or

(2) deny admission to any exhibitor who has violated the sales restriction in subsection 7a. Compensation or claims for reimbursement by the exhibitor are ruled out in the case of the afore-mentioned measures.

8

Withdrawal / non-participation (This clause applies to exhibitors who have paid according to the invoice but had to cancel their participation for some reason.)

Due to the particularity of the exhibition industry, various preparatory expenses are incurred one year before the exhibition. The withdrawal from the exhibition at any time after application will cause additional costs for the organiser. Therefore, the exhibitors shall agree to share all costs, including already delivered work and/or received services from the organiser, but at least 25% of the total participation fee. If an exhibitor cancels their participation 120 days before the show opening, i.e. before June 8, 2021, the exhibitor shall be liable to pay 25% of the total participation fee. Any withdrawal by the exhibitor thereafter will result in 100% of the participation fee being charged as a cancellation fee.

9

Catalogue

The organizer issues for their fairs and exhibitions a catalogue which includes an alphabetical list of firms, a list of goods and advertisements. This makes the catalogue an important and up-to-date source of reference for all interested persons and also gives it added value after the fair. The space application includes free basic entry in the Trade Fair Directory, including name and address of exhibitor, telephone and fax. The reproduction of logos and texts as well as advertisements are offered separately and are subject to an extra charge (Please refer to CIHS2021 Exhibitor Manual).

All entries in the catalogue must be submitted to the organizer or to the company commissioned by the organizer 6 weeks prior to the first day of the event. The organizer of the fair reserves the right to commission a third company with the production of the catalogue.

The organizer does not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing. The advertiser shall be responsible for the subject matter of advertisements and entries and for any omission or mistake resulting from them.

10

Verbal Agreements

Any verbal agreements, individual permissions and exceptions outside the framework of this contract are not valid until confirmed in writing by the organizer.

11

Exhibitor Manual

After signing the Space Application Form and the formal admission of the exhibitor by the organizer, the exhibitor will receive the Exhibitor Manual. In this manual the exhibitor can order the different free-of-charge and chargeable services (such as additional furniture, additional stand cleaning, extra stand security, etc.) that the organizer offers. The Exhibitor Service Manual will also include technical regulations that the exhibitors have to comply with regarding their participation.

12

General Conditions of Participation

We would like to draw your attention to the provisions contained in the General Section of the Conditions of Participation which shall form part of this agreement between the organizer and the exhibitor. The same shall apply for "house rules". Any and all disputes arising out of or in relation to your participation in the above mentioned fair shall be subjected exclusively to the laws of China. Place or jurisdiction shall be the competent court at the registered office of the organizer.

*In case of any dispute, the Chinese version shall prevail.

Data Protection Notice

1 Controller/Contact

The Controller as defined under the data protection laws is

Koelnmesse GmbH
Messeplatz 1
50679 Cologne, Germany

Our Data Protection Officer can be contacted as follows:
datenschutz-km@koelnmesse.de.

2 Your rights as data subject

If your personal data are processed, you are a data subject as defined in the GDPR and you have the following rights with respect to the Controller:

Right of objection

You have the right to file an objection at any time against processing of your personal data, carried out on the basis of Art. 6 (1) lit. e or f GDPR, for reasons resulting from your particular situation. This also applies to any Profiling based on these provisions.

The Controller will then no longer process your personal data, unless he/she can demonstrate compelling reasons for the processing warranting protection, and these prevail over your interests, rights and liberties, or if the processing is for the purpose of asserting, exercising or defence of legal entitlements.

If your personal data are processed in order to carry out direct advertising, you have a right to file an objection at any time against the processing of your personal data for the purpose of such advertising. This also applies to Profiling insofar as it is connected with such direct advertising.

If you object to processing for the purpose of direct advertising, your personal data will no longer be processed for these purposes.

In connection with the use of services of the information society and notwithstanding Directive 2002/58/EC, you have the possibility of exercising your right of objection via automated procedures that use technical specifications.

You can demand **information** on whether we process personal data concerning you. If such processing is carried out, you can demand further information on this processing, in particular the purposes, categories of personal data, recipients or the categories of recipients, planned storage duration etc.

You have a right to **correction** and/or completion of your data

You can demand the **restriction of the processing** of your personal data under certain circumstances: If the processing of your personal data has been restricted, these data — with the exception of their storage — can only be processed with your consent, or for the assertion, exercise or defence of legal entitlements, or to protect the rights of another natural or legal person, or for reasons of an important public interest on the part of the EU or a member state.

Under certain circumstances, you can demand the **erasure** of the personal data concerning you. If the Controller has made your personal data public and is obliged to erase them, he/she shall, with consideration for the available technology and implementation costs, take appropriate measures, including of a technical nature, to inform Controllers, responsible for the data processing and processing the personal data, that you, as data subject, have demanded that they delete all links to these personal data, or have demanded the deletion of copies or replications of these personal data.

If you have asserted the right of rectification, erasure or restriction of processing with respect to the Controller, the latter is obliged to inform all recipients, to whom your personal data have been disclosed, of this

rectification or erasure of the data or of the restriction of processing, unless this proves to be impossible or involves disproportionate expense. You have a right with respect to the Controller to be **informed** of these recipients.

You have a right to **receive** your personal **data**, provided by you, in a structured, commonly-used and machine-readable format. You also have a right to insist that these data be transferred directly to another controller, insofar as this is technically possible. Liberties and rights of other persons must not be impaired as a result.

You have the right to **revoke** your data protection **declaration of consent** at any time. Revocation of the consent shall not affect the legality of the processing, carried out on the basis of the consent, up until the revocation. Within certain limits, you have the right not to be subjected to a decision, based exclusively on automated processing — including Profiling — that is legally effective against you or that significantly impairs you in a similar manner.

3 Right to complain to a supervisory body

Notwithstanding any other administrative-law or judicial remedy, you have a right to complain to a supervisory authority, in particular in the member state of your residence, your place of work or the place of the suspected violation, if you are of the opinion that the processing of your personal data violates the GDPR.

The supervisory body with which the complaint has been filed, will inform the complainant of the status and the results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

4 Information in the event of data collection via third parties

If we collect your personal data via third parties, this can involve the following categories of personal data: name, contact data as well as further information, for example concerning your responsibilities. If we do not receive these contact data directly from you, we receive them from the company for which you work and/or with which we are in contact. This can involve in particular an exhibitor or another cooperation partner with which we exchange services.

The possibility also exists of us receiving your contact data from commercial agents working for us.

5 Purposes and legal basis of the processing

We process your data for contract initiation, execution and settlement. This concerns the purchase of tickets as well as the contractual relationship as exhibitor, if you are acting as a natural person, for example businessman, in this respect. The data processing can also be for the purpose of administering your participation in an event or competition.

The legal basis for the handling of your data is Art. 6 (1) lit. b) GDPR, if this handling concerns the contractual exchange of services with you.

We may possibly also process data on you even if you yourself are not a customer, but rather a contact person of a business or cooperation partner.

In this respect, the legal basis for the handling of your data is Art. 6 (1) lit. f) GDPR.

We also process data for other purposes that are in our interests, specifically in order to:

- provide you with product information concerning relevant services.
- carry out measures aimed at improving and developing services and products, so as to be able to approach you individually with customised offers and products.
- carry out market and opinion research, or have this carried out by market and opinion research institutes. This enables us to obtain an overview of the

transparency and quality of our products, services and communication, and to align or design these in the interests of our customers.

The legal basis for this handling of your data is Art. 6 (1) lit. f) GDPR as well as Art. 6 (1) lit. a) GDPR, provided you have issued consent. You can revoke any such consent at any time with effect for the future.

6 Justified interest

If we use data within the framework of the above weighing-up of interests, our justified interest lies in enabling direct advertising (see Recital 47 GDPR), provided your privacy-law interests do not outweigh our advertising interests in each individual case.

If we use data in the context of contract initiation or fulfilment with a business or cooperation partner, our interest when handling your data lies in enabling and maintaining a dialogue with the respective business or cooperation partner, typically within the framework of a contractual or other relationship. If you act as contact person in this respect — typically in your function as employee of these companies — you typically have no opposing interest if this interaction with us is part of your work duties.

7 Recipients of your data

If and insofar as you have issued us with corresponding consent, we shall forward your data within the limits of this consent.

We shall also forward your data to service providers who are bound by instructions and whose work supports the provision of our services for you, on our behalf and in accordance with our instructions. These can be IT service providers, print service providers, call centres if you call in, and similar service providers.

In individual cases we also forward your data to third parties who use the data on their own responsibility: finance and tax authorities, police and investigation authorities (given the existence of a legal basis), official registration bodies (if forwarding is prescribed by law), insurance companies, banks and lending institutions (payment processing), market partners, commercial agents, auditors, lawyers, accountants or similar third parties.

8 Transfer of data to a third country

The transfer of data to third countries is planned if this is necessary for fulfilment of a contract, or if you issue us with express consent to forward the data to third parties.

If we transfer your data to service providers or group companies outside the European Economic Area (EEA), the transfer will only be made if the third country has been certified by the EU Commission as having an adequate level of data protection (Art. 45 (1) GDPR), or given the existence of other adequate data protection guarantees as defined in Art. 47 GDPR.

9 Duration of the storage of your data

If we have received your data for the processing of the contractual relationship with you as ticket purchaser or as natural person, as exhibitor, or for the purpose of an advertising approach or for the processing of your participation in an event or competition, we shall store your data and shall erase these after the event or when the contractual relationship with you has ended, when all reciprocal claims have been fulfilled and if no other statutory retention obligations or statutory justifying reasons for the storage exist.

Retention obligations exist in particular under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with you has ended.

If we use your data in the context of the contract initiation or fulfilment with a

business or cooperation partner, we shall store your data and shall erase them as soon as these are no longer required, for example if our relationship with the business or cooperation partner ends, if you yourself no longer act as contact person or similar.

Retention obligations exist under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with the business or cooperation partner has ended.

10 Necessity of providing your data

The provision of the data by you and the collection of the data by us for the processing of the contractual relationship with you as ticket purchaser or as natural person as exhibitor, is necessary for conclusion of the contract. Without the data we cannot conclude a contract with you or provide invoicable services.

The same applies in cases in which you wish to be approached by us for advertising purposes, or wish to participate in events or competitions.

If we collect your data in the context of contract initiation or fulfilment with a business or cooperation partner, the provision of the data is typically necessary for the contractual relationship with the company for which you work; we would be typically unable to provide services without the data.

11 Automated decisions in individual cases or Profiling measures

No automated decision making or profiling takes place, neither for the creation and execution of the contractual relationship with you, nor for advertising approaches, nor for the processing of your participation in events or competitions.

(last amended 12 July 2018)

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