



The world's largest
trade fair for sweets
and snacks

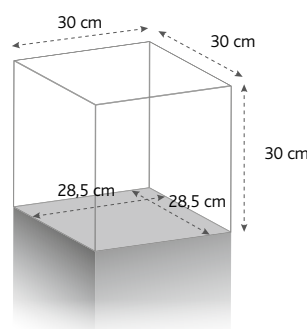
COLOGNE, 30. 01. - 02. 02. 2022

THE FUTURE & HEART
OF SWEETS & SNACKS

Application New Product Showcase

1. Participation in the New Product Showcase 2022

Participation is subject to a charge. Provision of a display window on the presentation display area with general illumination by means of a truss system with spotlights costs **Euro 695.00 plus statutory VAT** (participation fee per display window, **presentation of no more than two products per display window**). The space available for product presentation on the display window plinth is approx. 28.5 cm x 28.5 cm. The plinth is 100 cm high and is covered by an acrylic hood measuring 30 cm x 30 cm x 30 cm.



Your contact:

Carolyn Tiedemann

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E-mail c.tiedemann@koelnmesse.de

Product delivery and collection

Registered products or dummy products must be sent to the following address by **10 January 2022**, at the sender's cost:

Schenker Deutschland AG, Pfälzischer Ring, parking 22, 105, 50679 Köln;
reference: c/o ISM 2022 / New Product Showcase, NAME OF THE EXHIBITOR.

If you want the products back, you must pick them up from the exhibition area on Wednesday **2 February 2022** between 4:00 p.m. and 6:00 p.m. Official supervision ends at 6:00 p.m. Any products that are not collected will be sent back to their owners for a fee upon request, failing which they will be destroyed at Koelnmesse's expense.

2. Entry in the New Product Showcase 2022 online participant directory

Entry in the online participant directory from which the product description on the display window is generated, is online only via a web portal. Exhibitors are responsible for setting up the information material about their products.

Following receipt of your written application by e-mail you will receive a password and detailed instructions from November 2021 onwards, how to include your product description in the New Product Showcase online participant directory for ISM 2022.

Information material about the products

Exhibitors shall be responsible for providing information material about their products. Exhibitors provide the information themselves via a special ISM web-portal – bilingually and with an image. There will be no subsequent translation by Koelnmesse GmbH.

These data are used to create the online participant directory and a product sheet (DIN A5 portrait format).

Advertising displays, banners and stand-up displays are not permitted owing to limited space.

I will be participating with (please make your selection accordingly!):

☐ **a display window:** This display window will be used to present: ☐ 1 product ☐ 2 products

Note:
If a product is offered in different flavours, it is considered to be a single product!

Name product 1

Number of flavours

Date of market launch

Product is organic: ☐ yes ☐ no

Segments:

- ☐ Chocolate, chocolate products ☐ Sugar confectionery ☐ Biscuits ☐ Snack foods
☐ Trend & Natural Snacks

Description product 1

Name product 2

Number of flavours

Date of market launch

Product is organic: ☐ yes ☐ no

Segments:

- ☐ Chocolate, chocolate products ☐ Sugar confectionery ☐ Biscuits ☐ Snack foods
☐ Trend & Natural Snacks

Description product 2

☐ **a display window:** This display window will be used to present: ☐ 1 product ☐ 2 product

Note:
If a product is offered in different flavours, it is considered to be a single product!

Name product 1

Number of flavours

Date of market launch

Product is organic: ☐ yes ☐ no

Segments:

- ☐ Chocolate, chocolate products ☐ Sugar confectionery ☐ Biscuits ☐ Snack foods
☐ Trend & Natural Snacks

Description product 1

Name product 2

Number of flavours

Date of market launch

Product is organic: ☐ yes ☐ no

Segments:

- ☐ Chocolate, chocolate products ☐ Sugar confectionery ☐ Biscuits ☐ Snack foods
☐ Trend & Natural Snacks

Description product 2

3. Address

Company

Tel.

E-mail

Contact person ☐ Mr. ☐ Ms.

Customer No.

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4. Conditions governing participation in the New Product Showcase for ISM 2022

Only exhibitors at ISM 2022 are entitled to participate in the New Product Showcase. Only products that, after verification of their eligibility for exhibition, correspond to the ISM 2022 list of goods, were created after 1 February 2021 and are genuine new developments can be presented. The exhibitor warrants that the products he has registered are his own new developments and that the presentation of the products does not infringe any property rights or other third-party rights. Should third parties take action against Koelnmesse GmbH on the grounds that their rights were infringed upon by the exhibitor or by a product presented by the exhibitor, the exhibitor shall indemnify Koelnmesse GmbH against any such claims.

Expressions of wishes to participate will be considered depending on availability at the time the application for the New Product Showcase is received by Koelnmesse GmbH; the exhibitor shall be informed in writing should the application be declined. Please note that the number of display windows is limited. Our invoice will be sent out from November 2021 onwards. Free of charge cancellations are possible until the invoice document has been sent out. After this a 25 % cancellation fee of the participation fee is due. Please inform us latest by 17 January 2022 of any display window cancellation. Koelnmesse GmbH is entitled to limit the number of products per exhibitor and to make acceptance for the New Product Showcase section contingent upon additional product information and corroboration that the development is new. **The design of the New Product Showcase section and placement of the products is the responsibility of Koelnmesse GmbH.** Koelnmesse GmbH shall not be liable for the loss of or damage to the products. The general conditions of participation in ISM 2022 shall apply. I agree to the product descriptions being published in the online participant directory from 30 January 2022 onwards.

I acknowledge the general conditions of participation in ISM 2022 the conditions governing participation in the New Product Showcase for ISM 2022 as binding.

Data protection policy:

The details entered on this form are automatically collected by Koelnmesse GmbH and used for the purpose of processing of this operation, in line with the regulations of the Federal Data Protection Law of the Federal Republic of Germany.

☐ I hereby permit Koelnmesse GmbH

to use the details entered on this coupon for sending information and advertising of industry events of Koelnmesse GmbH and its affiliated companies (according to § 15 AktG) at home and abroad, in line with the regulations of the Federal Data Protection Law of the Federal Republic of Germany. You can forbid this use of personal data at any time under ism@koelnmesse.de

Place, date

Legally binding signature and company stamp