



spoga horse, 04.-06.02.2023

## Special Participation Conditions

### 1 Organiser, event, venue and dates, visitor admission

#### 1.1 Title

The spoga horse is being organised by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, Germany.

The event will be held at the Cologne Exhibition Centre from Saturday, 4 February 2023 to Monday, 6 February 2023.

#### 1.2 Opening hours

For visitors

Saturday, 4 February 2023	9:00 a.m. - 6:00 p.m.
Sunday, 5 February 2023	9:00 a.m. - 6:00 p.m.
Monday, 6 February 2023	9:00 a.m. - 4:00 p.m.

For exhibitors:

Saturday, 4 February 2023	8:00 a.m. - 7:00 p.m.
Sunday, 5 February 2023	8:00 a.m. - 7:00 p.m.
Monday, 6 February 2023	8:00 a.m. - 5:00 p.m.

#### 1.3 Build up and dismantling

##### Build up

Tuesday, 31 January-Wednesday, 1 February 2023	7:00 a.m. - 10:00 p.m.
Thursday, 2 February 2023	7:00 a.m. - midnight
Friday, 3 February 2023	midnight - 6:00 p.m.

**Build up has to be completed not later than 6:00 p.m. on Friday, 3 February 2023. The aisles must be completely cleared by this time.** Information regarding early build up can be obtained from the spoga horse team.

##### Dismantling

Monday, 6 February 2023	4:00 p.m. - midnight
Tuesday, 7 February 2023	midnight - midnight
Wednesday, 8 February 2023	midnight - 6:00 p.m.

Admission for dismantling personnel

Monday, 6 February 2023	from 4:00 p.m.
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Driveway Truck

Monday, 6 February 2023	from 7:00 p.m.
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The stand may not be partially or completely cleared, nor may exhibits be packed away, before the official start of dismantling. Koelnmesse has the right to impose a fine up to 5,000.00 Euro for each time that an exhibitor violates this regulation. The size of the fine will depend on the seriousness of the violation. Koelnmesse may in addition/as an alternative ban the exhibitor in question from participating in the following event. Dismantling of all stands and exhibits must be finished by 6:00 p.m. on Wednesday, 8 February 2023.

#### IMPORTANT:

**The dismantling may begin not earlier than 4:00 p.m. on Monday, 6 February 2023 and ends on Wednesday, 8 February 2023 at 6:00 p.m.**

#### 1.4 Visitor admission

spoga horse is a trade fair. Only trade visitors are admitted.

### 2 Eligibility to participate

#### 2.1 Exhibitors

Only manufacturers that are entered in the Commercial Register or in the Handicrafts Register are permitted to participate at spoga horse. Such producers must exhibit products that correspond to the focus of the event (see the list of product group entries). You may only participate as an exhibitor if the exhibited products are manufactured or developed by your company itself or developed or produced on its behalf and exclusively marketed or, in the case of services, exclusively provided by your company. You can exhibit for

the companies you represent as a trade representative, sales company, association and importer insofar as the products exhibited are not offered by any other company at the trade fair and you possess the necessary rights to present the exhibits.

Koelnmesse also requires proof of nature of the manufacturer's business or of the activities as the manufacturer's sales company or importer be submitted in appropriate form on demand. Decisions on company admissions, eligible products and the location of exhibitor stands will be made by Koelnmesse. In the event of a rejection, you will receive a separate letter. All exhibited products and services must correspond to the focus of the event. See the list of product group entries of the event. The products must be new ex-works. Products and services that do not correspond to the list of product group entries and used products may not be exhibited or offered.

#### 2.2 Co-exhibitors

The participation of co-exhibitors at spoga horse is possible. A special application and an acceptance by the organiser are required for the use of the stand area by a co exhibitor, see Item V, General Participation Conditions.

### 3 Participation fee and other costs

#### 3.1. Participation fee

**Application until 26 August 2022\*:** EUR 200.00 per each m<sup>2</sup>

**Application from 27 August 2022\*:** EUR 225.00 per each m<sup>2</sup>

**\*date of receipt by Koelnmesse**

The participation fee for stand area does not include the cost for any constructions.

The participation costs do not include the provision of stand partition walls or other special construction elements. For two-story exhibition stands, the actual allocated area in the upper story following the technical inspection is calculated at 50% of the participation price per sqm of floor area. The participation costs are calculated according to the dimensions of the allocated stand area. Hall pillars and other fixed construction elements present in the rented stand area do not provide reasons for a reduction of participation costs.

#### 3.2 AUMA fee

The Association of the German Trade Fair Industry (Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e. V. – AUMA) charges you a fee of EUR 0.60 per m<sup>2</sup> of exhibition space for representing your interests. Koelnmesse will calculate and collect the fees in the name and on the account of AUMA.

More detailed information is available at [www.auma-messen.de](http://www.auma-messen.de).

#### 3.3 Energy costs

Exhibitors will be charged a proportional flat-rate energy fee of EUR 24.00 per m<sup>2</sup> of occupied stand area.

#### 3.4 Down payment for services

Koelnmesse shall be entitled to charge a reasonable down payment for the services used for the event in question – e.g. electrical and water connections, stand cleaning, etc. The down payment for services shall be assessed on the basis of the services charged for the previous event. The down payment for exhibitors who have not participated in the previous event shall total EUR 19,00 per m<sup>2</sup> – plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Participation Conditions.

Once the event has ended, a separate final invoice for services will be issued; the down payment will be applied towards this amount. The invoice shall fall due for payment immediately following receipt. If the amount of the down payment should exceed the fees actually incurred for services, the amount by which the down payment exceeds actual charges shall be refunded to the exhibitor. The exhibitor shall have no claim to payment of interest on the down payment.

### 3.5 Co-exhibitor fee

Insofar as the inclusion of other companies is permitted at your stand (see Item V of the General Participation Conditions and Item 2.2 of the Special Participation Conditions), a co-exhibitor fee of EUR 410.00 per company will be charged. The price of inclusion in the Marketing Package is not included in this fee, see Item 7.2, Special Participation Conditions. The co-exhibitor fee remains payable should the co-exhibitor not participate in the event.

### 3.6 Marketing services

Use of the marketing services shall be obligatory and is subject to a charge (see Item 7.1 and Item 7.2 Special Participation Conditions).

### 3.7 VAT

All prices given are net prices. The statutory VAT will be charged separately where applicable.

#### 3.7.1 VAT identification number

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service – a so-called event service – in accordance with Art. 3a.4., Par. (2) of the German ordinance on the application of the VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. Exhibitors from the European Union need to enter their valid VAT identification number in the application form in order to be considered entrepreneurs. Exhibitors must immediately notify Koelnmesse of any changes to their VAT identification numbers.

#### 3.7.2 Reimbursement of VAT

If, in exceptional cases, services are not provided as uniform offerings in the sense described above and statutory VAT is charged, foreign exhibitors (proprietors) may receive a refund of the invoiced VAT provided they fulfil the legal requirements. Further details are available on the Internet at: [www.bzst.bund.de](http://www.bzst.bund.de).

### 3.8 Costs in the event of non-participation

If you withdraw your application to participate before you receive the acceptance/stand area confirmation, you will have to pay a fee of euro 600.00.

You cannot normally withdraw from the contract after you have received the admission / stand area confirmation. The regulations contained in Item II of the General Participation Conditions apply. In the event of non-participation, companies that have registered for a trade fair must pay compensation.

Provided the reserved stand area can be rented to a third party, this compensation amounts to 25% of the participation costs. If the stand area cannot be assigned to a third party against payment, the contract remains in force and the full participation fee must be paid.

#### 3.8.1 Stand construction by Koelnmesse - Complete stands

If you have ordered a complete stand - comprising the stand area and the stand construction - from Koelnmesse, you may cancel the stand construction order only if you do so no later than six weeks before the build up period officially begins. The date on which Koelnmesse receives the exhibitor's declaration is the criterion for determining if the deadline has been met. For cancellations received after the deadline, Koelnmesse is entitled to charge a flat-rate fee for the costs incurred. These costs amount to 30% of the agreed fee in the event of a cancellation within 4 - 6 weeks prior to the start of build up, 50% of the agreed fee in the event of a cancellation within 2 - 4 weeks prior to the start of construction, and 100% of the agreed fee in the event of a cancellation at a later time or during the build up of the stand. The agreed fee has to be paid in full for individually crafted or purchased components and graphics.

**3.8.2** You shall be entitled to prove that no damages were incurred or that the costs were significantly less extensive than the amount charged.

## 4 Stand sizes and build up

### 4.1 Stand size

Please note that hall pillars and other fixed construction elements may be present in the rented stand area. Minor deviations from the requested stand size do not entitle an objection to be made under Item II of the General Participation Conditions. Trade fair partition walls for separating the stand area are not automatically provided.

### 4.2 Responsibility

The build up, design and operation of the stand must adhere to all regulations valid in Germany (including the regulations of the Sonderbauverordnung, the Arbeitsschutzgesetz (industrial safety law), the industrial safety regulations, the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the professional associations in the currently valid versions). All these provisions apply to both the company's own as well as to independent stand designers, decorators, and signwriters and to all persons, in as far as they perform activities as commissioned by the exhibitor or on the exhibitor's behalf in connection with the build up, dismantling, design and operation of the stand. The exhibitor is responsible for ensuring that all regulations are complied with. The exhibitor must supervise build up personnel and other persons working on their behalf to ensure that they adhere to the regulations. The stipulations of the General Participation Conditions and the Technical Guidelines are not affected.

### 4.3 Maximum stand height

The maximum permissible stand height is set at 5 m, insofar as this is permitted by the hall ceiling and any fixed structures that may be present. As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for onestorey stands that do not exceed the permitted height. All other stands and designs must be approved, particularly if the stand features special structures or meeting areas, or static calculations are required. Plans must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, and at least 6 weeks before the event commences. These documents, which can be scrutinized, consist of ground plans, views and design cross sections with all measurements.

### 4.4 Notice of approval

Build up may not commence until the exhibitor has received a copy bearing Koelnmesse's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse has no objections in the context of stand design/arrangement. If requested to do so by Koelnmesse, the exhibitor is obliged to submit any additionally required information relating to the stand immediately. There is no obligation on the part of Koelnmesse to ensure the observance of other provisions. Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse can, for this reason, also refuse to issue the notice of approval. You have been informed of the fact that in exceptional cases – at your request and on your account – the stand construction documents must be submitted to the responsible authorities for scrutiny. Irrespective of official approvals of the stand, any objections made by Koelnmesse concerning the stand must be responded to immediately. In case of imminent danger, Koelnmesse is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

### 4.5 Form of stand

The following terms are used for the stand forms:

Terrace stand:	one side open
Corner stand:	two sides open
Two-corner stand:	three sides open
Island stand:	four sides open.

Deviations from the requested stand shape do not entitle an objection to be made under Item II, General Participation Conditions.

### 4.6 Build up and design of the stands

The stand must be build up to comply with the form of the stand confirmed. The arrangement of the stand is left to the exhibitor but should be appropriate for the event in question. The exhibitor has to obtain information

on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand space. Banners and company signs are not permitted to encroach into the aisles. Koelnmesse also offers a completely outfitted turnkey stand system. Orders can be placed at <https://service.spogahorse.com/>.

## 5 Exhibitor and work passes

### 5.1 Exhibitor passes

As an exhibitor you will receive codes for free exhibitor passes digitally, valid from the first day of assembly to the last day of dismantling:

- 3 exhibitor passes for a stand up to 20 m<sup>2</sup>
- each additional 10 m<sup>2</sup> up to 100 m<sup>2</sup> 1 further exhibitor pass
- each additional 20 m<sup>2</sup> over 100 m<sup>2</sup> 1 further exhibitor pass
- Upper limit: max. 150 exhibitor passes

The codes for the passes are provided to the customer in digital form and must be redeemed online via the event's ticket shop. The passes and travel tickets can only be used via the app of the respective event. The registration in the app must use the same data as used at the ticket shop. Additional exhibitor passes for stand personnel can be ordered afterwards online on the spoga horse website [www.spogahorse.com](http://www.spogahorse.com) against payment.

### 5.2 Work passes

You will also receive free passes to enter the exhibition grounds for persons who work on your behalf or on your account in connection with the construction and dismantling of the stand. These passes are only valid until the start of the event or after it has ended, but do not entitle you to enter the grounds during the event:

- 2 work passes for a stand up to 10 m<sup>2</sup>
- 4 work passes for a stand up to 20 m<sup>2</sup>
- each additional 10 m<sup>2</sup> up to 100 m<sup>2</sup> 1 further work pass
- each additional 20 m<sup>2</sup> over 100 m<sup>2</sup> 1 further work pass
- Upper limit: max. 150 work passes

You will receive the passes digitally with the exhibitor passes. Please pass on these codes for working passes to your employees who will be working at the exhibition grounds. The voucher codes have to be exchanged personally for a valid ticket in the ticket shop after registration. Additional work passes can be ordered online on the spoga horse website [www.spogahorse.com](http://www.spogahorse.com) free of charge.

### 5.3 Transfer of passes forbidden

All passes are for specific individuals and are non-transferable. Transferring a pass to a third party – whether sold or given – is not permitted and represents a severe violation of the Conditions of Participation, in accordance with Item V, General Participation Conditions.

## 6 Rules on selling

In view of the nature of the event, direct sales of exhibits or samples from the booths are not permitted. Furthermore, exhibits may not carry a price tag. This regulation does not apply to printed matter such as trade publications and specialist journals. Koelnmesse has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse also has the right to immediately close the stands of any exhibitors who commit such violations. Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

## 7 Marketing Services (Marketing Package)

### 7.1 Scope of obligatory marketing services

Koelnmesse issues official trade fair media to accompany this event

**The components of these media for main exhibitors, group organiser and group participants are as follows:**

- Entry in the alphabetical list of exhibitors in the fair catalogue (Visitor Guide), the app and additional online trade fair media
- Display of the logo in the alphabetical list of exhibitors in the fair catalogue (Visitor Guide), the app and additional online trade fair media

- Ten product group entries in the fair catalogue (Visitor Guide)
- Unlimited number of product group entries in the app and additional online trade fair media
- Unlimited number of trademark entries basic in the app and additional online trade fair media
- One product entry premium in the app and additional online trade fair media including product photo and product description
- Networking participation incl. scheduling tool
- Integrated Leadtracking
- Provision of unlimited number of ticket codes requiring registration
- Provision of free advertising material

**The components of these media for co-exhibitors are as follows:**

- Entry in the alphabetical list of exhibitors in the fair catalogue (Visitor Guide), the app and additional online trade fair media
- Ten product group entries in the fair catalogue (Visitor Guide)
- Unlimited number of product group entries in the app and additional online trade fair media
- Networking participation incl. scheduling tool

### 7.2 Costs for the obligatory marketing services (Marketing Package)

Use of the marketing services listed under Item 7.1 Special Participation Conditions is mandatory for all participating companies and co-exhibitors and costs:

EUR 1,199.00 per main exhibitor, group organiser and group participant.  
EUR 350.00 per co-exhibitor.

Our official contractual partners will provide you with all order information and documents for the marketing services offered. Please note that your company's participation requires Koelnmesse's approval. Therefore, this approval is also a prerequisite for any offers or order confirmations.

If an exhibitor still has not submitted an order to the official contractual partners by the editorial and advertising deadline, the exhibitor's particulars shall be added to the official fair media, subject to charge, on the basis of the information provided on the respective registration. Where possible, registrations and orders received later will also be included in the official fair media. If Koelnmesse receives orders and registrations later than the editorial and advertising deadline, Koelnmesse shall accept no guarantee for provision of any marketing services. In such cases, there shall be no claims recognised, regardless of their nature, but particularly claims for reductions in cost for inclusion in the official media, or claims for damages.

### 7.3 Special data protection provisions for lead tracking

Trade fair visitors can voluntarily register. Other terms may apply, particularly when visitors can only purchase certain types of tickets by registering. Koelnmesse GmbH forwards the personal data from registered visitors to third parties only if the visitors first agree to have their data used in this way.

Neither the exhibitor, nor Koelnmesse GmbH nor any other third party can require visitors to take part in lead tracking in the event app and so to pass on their personal data. The exhibitor is obliged to delete the personal data that it has received as a result of lead tracking in individual cases if it is requested to do so by Koelnmesse GmbH or the visitor in question. Koelnmesse GmbH is not liable for the accuracy and completeness of the visitor registration data.

The exhibitor may only forward the personal data received as a result of lead tracking to third parties if and to the extent that the exhibitor has received express consent from the respective visitor. The exhibitor undertakes to use the personal data received as a result of lead tracking only in accordance with the legal regulations, especially those relating to data protection, and only for the exhibitor's own purposes. In this respect, the exhibitor shall exempt Koelnmesse GmbH from all claims by third parties. Existing BSafe regulations still apply.

### 7.4 Responsibility/release of Koelnmesse from liability

Official fair media are published by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, Germany, which in turn shall be entitled to commission another

company with concrete execution and with advertisements.

Advertisers are responsible for the content of their advertisements and entries and are liable for any damages related thereto. With regard to Koelnmesse's liability, the regulations on liability contained in the general section of the Conditions of Participation apply.

Koelnmesse GmbH is not liable for damage to property and persons caused by the use of the event app for the lead tracking service unless it can be proved that Koelnmesse GmbH acted deliberately or with gross negligence. Liability is limited to foreseeable damages. Participants use the event app for the lead tracking service at their own risk.

Although Koelnmesse strives to provide correct information, it does not guarantee the currentness, accuracy and completeness of the supplied information nor is it liable for such. Koelnmesse does not bear any responsibility for the service's technological availability. Warranty or damage claims of all kinds are excluded if the technology breaks down or malfunctions in some other way. Maintenance, security and capacity-related issues as well as events over which Koelnmesse has no control (e.g. disturbances of the public communication networks, power outages, etc.) can lead to brief disruptions or a temporary suspension of the services. Koelnmesse does not guarantee that the web pages will be accessible at all times and that participants can call them up flawlessly and without encountering incorrect content or technical difficulties. Koelnmesse is not liable for incorrect information that is produced or disseminated by participants and/or third parties (including cooperation partners) and that is related to the ordering of admission tickets and catalogues for trade fairs and exhibitions of the Koelnmesse Group on the Internet.

Koelnmesse is especially not liable for e-mails or data entries that the system fails to accept and/or receive because they do not conform to the stipulations of these Conditions of Participation or to the website's technical requirements. Koelnmesse is not liable for the offers made by third parties, especially not if they related to the use of the lead tracking service. Koelnmesse does not guarantee that all links and references to external content that are found during the use of the lead tracking service are correct or complete.

## 8 Commercial property rights

Koelnmesse does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense. If a final court decision has determined res judicata that an exhibitor in connection with one of Koelnmesse's events has violated laws of the kind mentioned in paragraph 1, Koelnmesse is entitled to bar that exhibitor from the next event of this kind after the res judicata court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights. You will find more detailed information in the No Copy! brochure.

## 9 Non-permissible advertising/violations of the Conditions of Participation

In order to ensure that the overall character of the event is safeguarded and the exhibitors and visitors are protected from irritating or illegal activities, in particular the following advertising measures are forbidden:

- Exceeding the binding specified booth height
- Advertising activities outside the rented stand area without the prior written permission of Koelnmesse
- Advertising of an ideological or political nature

The exhibitor bears responsibility for the legality of competitions, raffles etc. In the event of severe violations of the Conditions of Participation, Koelnmesse may immediately close your stand and clear it without resorting to legal assistance. Claims of all kinds – especially claims for damages – are excluded in this case.

## 10 Requirement for a written document

All explanations must be specified in writing.

## 11 Severability clause

Should individual or several provisions of these conditions be or become invalid in whole or in part, the validity of the remaining provisions and of the contract shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions. Should the invalidity of a provision have arisen from a specific figure given therein with regard to performance or time (deadline or date), the nearest legally permissible figure shall replace the invalid one in the provision.

## 12 General Participation Conditions, Technical Guidelines

The stipulations of the General Participation Conditions and the Technical Guidelines are not affected.