

## Essential information in brief

Please also refer to our enclosed Conditions of Participation.



THE TIRE COLOGNE 2024,  
04.-06.06. 2024

### The registration documents include

Essential information in brief

The forms:

1.10 Registration for main exhibitor\*

1.11 Enclosure to the registration for main exhibitor

1.20 Registration for co-exhibitors

1.30 List of Goods\*

**\*Must be returned**

Conditions of Participation, Special Section

General Conditions of Participation

Koelnmesse subsidiaries, representatives and information centres

### 1 Opening times

For exhibitors: daily from 09:00 a.m. to 07:00 p.m.

For visitors: Tue - Thu: 10:00 a.m. - 6:00 p.m.

### 2 Registration

To register, please use the online exhibitor form, which you can find on the website of THE TIRE COLOGNE. This must be completed in full and then sent to Koelnmesse via the "Send binding registration" button.

Alternatively, the 1.10 form can be submitted completely filled out, with a company stamp and a legally valid signature. It is valid exclusively with the submission of the List of Products Form 1.30.

Co-exhibitors or additionally represented companies register using Form 1.20 or 2.21. A separate List of Products Form 1.30. must be completed for each of these companies.

### 3 Participation fees

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

	<b>Early Bird I</b> (until 30.06.2023)	<b>Standard rate</b> (from 01.07.2023)
Terrace stand	162,00 EUR	172,00 EUR
Corner stand	167,00 EUR	177,00 EUR
Two-corner stand	170,00 EUR	180,00 EUR
Island stand	172,00 EUR	182,00 EUR
Outdoor space	83,00 EUR	88,00 EUR
Two-storey		50% from stand costs

In addition, an AUMA fee\* of 0.60 Euro per sqm and also a power cost flat rate of 16.50 Euro per sqm are charged.

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 Euro 20.00 per sqm – 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.

### 4 Marketing Services (Marketing Package)

The marketing services offered by Koelnmesse are the comprehensive and attention-grabbing solution for all stages of your trade fair communication. Use of the marketing services listed under Item 7.1 (Special Participation Conditions) is mandatory for all represented companies and co-exhibitors and costs:

Euro 1,499.00 per main exhibitor, group organiser and group participant  
Euro 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.

Please note: The editorial and advertising deadline is April 12th, 2024.

#### A note on unofficial exhibitors' directories

So-called registration offers for seemingly official exhibitors' directories lead to confusion and enquiries from numerous exhibitors. Without having been asked, the providers of these exhibitors' directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. In fact, however, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH. The official media are exclusively issued by Koelnmesse GmbH, in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official fair media can only be ordered through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

### 5 Turnkey stands / Koelnmesse stands

**Tel: +49 221 821-2091**

Koelnmesse GmbH offers turnkey stands. Why not take advantage of this service? These stands are available in various designs. You can order the stands at Koelnmesse-Service-Portal.

### 6 Construction times

**Start of construction period: Thursday, 30 May 2024, 06:00 a.m.**

**End of construction period: Monday, 03 June 2024, 08:00 p.m.**

### 7 Dismantling times

**Start of dismantling period: 06:00 p.m. on Thursday, 06. June 2024**

**End of dismantling period: 06:00 p.m. on Sunday, 09. June 2024**

Dismantling may not begin earlier than **06:00 p.m. on 06. June 2024**

### 8 Stand confirmation

Once your company has been accepted for participation, you will receive a confirmation of your stand space.

## 9 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com). You also have the option of requesting the Technical Guidelines in printed form and on CD-ROM. Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data in a separate email after receiving your stand confirmation.

## 10 Stand height / special constructions

As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval any drawings for one-storey stands that do not exceed 4.00 m in height. All other stands and designs must be approved, particularly if the stand features special structures or meeting areas, or static calculations are required. Rear walls must be neutral in design. Plans for the trade fair stand must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, but at least **six weeks before the event commences**. These documents, which must be suitable for inspection, consist of a ground plan, views and design cross sections with all measurements.

\*see Item 4 of the Special Section of the Conditions of Participation

## 11 Withdrawal / non-participation

Cancelling registration is possible up to the point that an admission or stand confirmation has been received. This incurs a cancellation fee in the amount of 500.00 Euro. Release from the contractual agreement is no longer possible after an admission or stand confirmation has been issued. The organizer can agree to the request for release from the contract only in exceptional cases if the stand space not required can be rented to another exhibitor. In this instance the organizer is entitled to demand a general reimbursement of the costs incurred corresponding to 25 % of the participation fee. If the space cannot be re-rented, the full participation fee must be paid. This is pursuant in particular to the Conditions of Participation, General Section, section II.

## 12 Invoicing

You will receive the invoice for the stand area from February 2024. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

## 13 VAT refunds

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

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. 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).

## 14 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which construction work begins to the final day of dismantling:

- 3 exhibitor passes for a stand up to 20 sqm
- For each additional 10 sqm up to 100 sqm 1 additional pass
- For each additional 20 sqm over 100 sqm 1 additional pass

We will send you your exhibitor passes in a separate mail as a voucher code. Additional exhibitor passes can be purchased on our homepage or from the Exhibitor Services office.

## 15 Work passes

Together with the exhibitor passes, you will receive free work passes that allow personnel to access the fairgrounds during the construction and dismantling periods.

## 16 Conceptual sponsor

The conceptual sponsor is the Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (BRV).

## 17 Koelnmesse offices abroad

Koelnmesse has representative offices in over 80 countries, as well as in Berlin. They will gladly assist you at any time. The contact details are enclosed with your registration documents or on our website [www.koelnmesse.com](http://www.koelnmesse.com)

## 18 Other

The Koelnmesse Service Portal ([www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com)) contains further information on advertising and media services and the "Infoscout" visitor-information system.

## 19 Important contacts

	Tel.: +49 221 821-	E-Mail	
Project Team THE TIRE COLOGNE	-2572, -3714, -2093	l.riedeberger@koelnmesse.	
Press	-2366		
Protocol	-2502		
Outdoor and hall advertising	-2896	adspaces@koelnmesse.de	
Marketing Package, advertising material	-2824	marketingpaket@koelnmesse.	
Visitor services	+49 1806 121000		
Accounts department	-2378		
Cash office (additional exhibitor passes & catalogues)	-2996		
Congresses, special events, conference rooms	-2223	P. Steinleger@koelncongress.	
Security office north	-2551, -2552		
Security office east	-2550, -2549		
Turnkey stands service	-2091		
Technical services	-3575	acceptance@koelnmesse.	
Exhibition facilities	-2184		
Car parking	-3998	logistik@koelnmesse.de	
Traffic controlling (truck parking)	-2670	logistik@koelnmesse.de	
Forwarding agents (customs clearance/storage/transport) – Schenker	+49 221 981310		
Security	-2818		
Arranging personnel – Hostesses/service staff – Construction/dismantling stuff	+49 221 28492-05/-06 -2882		
Restaurants/stand catering	+49 221 2849444		
Hotel accommodation	-2479	hotel-	