

Essential information

Please also refer to our enclosed Conditions of Participation



spoga horse (autumn), 06. - 08.09.2020

The application documents include

Essential information

The forms:

- 1.10 Application for main exhibitor*
- 1.11 Enclosure to the application for main exhibitor
- 1.20 Application for co-exhibitors
- 1.21 Application for additionally represented companies
- 1.30 List of Products*
- Z.03 Infoscout (Trade representative search)
***Must be returned**

General Section of the Conditions of Participation

Special Section of the Conditions of Participation

1 Opening hours

For visitors

Sunday, 6 September 2020	9:00 a.m.-6:00 p.m.
Monday, 7 September 2020	9:00 a.m.-6:00 p.m.
Tuesday, 8 September 2020	9:00 a.m.-5:00 p.m.

For exhibitors:

Sunday, 6 September 2020	8:00 a.m.-7:00 p.m.
Monday, 7 September 2020	8:00 a.m.-7:00 p.m.
Tuesday, 8 September 2020	8:00 a.m.-6:00 p.m.

2 Application

The **Online-Application** can be used on spoga horse website.

Alternatively, you can submit the **print application forms**. In this case **form 1.10** has to be submitted by each main exhibitor. Please fill out the application form completely, stamp it with your company seal, and have a responsible person sign it. The application is only valid when accompanied by the list of products on **Form 1.30**. Co-exhibitors* or additionally represented companies* are required to register using **Form 1.20/1.21**. A separate list of products – **Form 1.30** – must be filled in for each of these companies.
*see Item V, General Section of the Conditions of Participation

3 Participation fees

Participation fees (per m² floor area):

The space rental amounts:

Application until 28.02.2020:*	EUR 184.00 EUR for each m ²
Application from 29.02.2020:*	EUR 208.00 EUR for each m ²

* **date of receipt by Koelnmesse**

In addition, a flat rate electricity fee of EUR 11.50 per m² and an AUMA fee of EUR 0.60 per m² are charged, see the Special Section of the Conditions of Participation, Item 3.

The co-exhibitor fee costs euro 400.00, see Item 3.5, Special Section of the Conditions of Participation.

The rental fee for stand area does not include the cost for any build up.

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 14.50 per m² – plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Section of the Conditions of Participation. 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 Turnkey stands / Koelnmesse Service stands

Koelnmesse GmbH offers turnkey stands. These stands are available in various designs.

For any questions regarding the stand construction, please contact:

services@koelnmesse.de, Tel. +49 221 821-3998, Fax +49 221 821-3999

More detailed information: www.spogahorse.com

5 Build up

Monday, 31 August 2020	9:00 a.m.-midnight
Tuesday, 1 September - Friday, 4 September 2020	midnight-midnight
Saturday, 5 September 2020	midnight-6:00 p.m.

Build up has to be completed on 5 September 2020 by 6:00 p.m. at the latest. The aisles must be completely cleared by this time. Early build up is *not* possible.

6 Dismantling times

Tuesday, 8 September 2020	5:00 p.m.-midnight
Wednesday, 9 September 2020	midnight-midnight
Thursday, 10 September 2020	midnight-6:00 p.m.

Dismantling may begin not earlier than 5:00 p.m. on 8 September 2020 .

7 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand in April 2020 or thereafter.

8 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from 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 letter with your stand confirmation in or after April 2020.

Please take note of the submission deadlines!

9 Maximum stand height / special build up

The permissible stand height is 3.0 meters. This is also the maximum allowable height for all company and product signs and all types of advertising.

If your stand deviates from the build up guidelines in any way, or if you are planning to have special build up, please submit your plans to Koelnmesse (Department Exhibition Facilities) in duplicate for perusal no later than six weeks prior to the beginning of the event. In addition, lighting equipment may be suspended from the hall ceiling. Please note that for any objects hanging from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand build up.

10 Scale drawings of stands

Sketches of stands can be provided on a scale of 1:200 upon request by the exhibiting company.

11 Withdrawal / 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. The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The event's organizer can assent to a request for release from the contract by way of exception if the stand area thus made available can be rented to someone else. In this case, the organizer is authorised to charge a flat-rate of 25% of the participation fee for the costs incurred. If the space cannot be re-rented, the full participation fee must be paid. See Item II, General Section of the Conditions of Participation.

12 Invoicing

You will receive the invoice for the stand area from the middle of June 2020. Please observe the terms and conditions of payment listed under Item IV, General Section of the 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. 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. 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 online at www.bzst.bund.de.

14 Exhibitor passes

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

- 3 exhibitor passes for a stand up to 20 m²
- each additional 10 m² up to 100 m² 1 further exhibitor pass
- each additional 20 m² over 100 m² 1 further exhibitor pass
- Upper limit : max. 150 exhibitor passes

The free of charge exhibitor passes will be at your disposal after the invoice for the participation costs has been sent. Additional exhibitor passes for stand personnel can be ordered afterwards online on the spoga horse website (Participation and planning > For exhibitors > Service Portal > Exhibitor and stand construction passes) against payment.

15 Work passes

You will also receive work passes free of charge to allow your company's personnel access to the fairgrounds for purposes of construction and dismantling.

- 2 work passes for a stand up to 10 m²
- 4 work passes for a stand up to 20 m²
- each additional 10 m² up to 100 m² 1 further work pass
- each additional 20 m² over 100 m² 1 further work pass
- Upper limit : max. 150 work passes

These passes are only valid up to the start and after the end of the event.

They do not entitle the holders to enter the grounds during the event. These passes will also be at your disposal after the invoice for the participation costs has been sent. Additional work passes can be ordered afterwards online on the spoga horse website (Participation and planning > For exhibitors>Service Portal > Exhibitor and stand construction passes) free of charge.

16 Marketing Services (Marketing Packages)

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 71, Special Section of the Conditions of Participation, is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

EUR 890.00 per main exhibitor, group organiser and group participant.
EUR 250.00 per co-exhibitor and other represented companies.

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 30.06.2020.

17 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, 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 booked through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

18 Koelnmesse representatives abroad

Koelnmesse has representative offices in 80 countries. They will gladly assist you at any time. A list of these offices is available online at www.koelnmesse.de

19 Advertising

If you hand out any bags, their dimensions may not exceed 40 x 30 x 10 cm; empty bags should not be handed out.

20 "Infoscout" information service for visitors

The information about your company that you submitted on Forms 1.10 to 1.30 will be made available at the information stands in the halls for interested visitors during the event. What's more, with Koelnmesse's electronic information system "Infoscout" you can find out about **trade representative vacancies**. You can use the enclosed Form Z.03 to specify this offer according to products, countries or regions. Exhibitors and visitors can use "Infoscout" free of charge.

21 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-	Email:
Director, Mrs. Rathke	-2576	-991376	i.rathke@koelnmesse.de
Sales Managerin Exhibitors Mrs. Barkowski	-2543	-991376	a.barkowski@koelnmesse.de
Project Assistant Mrs. Langguth	-2798	-991376	s.langguth@koelnmesse.de
Press	-2486, -2721	-3544	
Protocol	-2502	-3402	
Accounts department	-2378	-2506	
Exhibitor support – Additional exhibitor passes, catalogue, entrance ticket voucher – Technical services	-2991 -3998	-3437 -3993	
Congresses, special events, conference rooms	-2201	-3430	
Security office east	-2550, -2549	-3450	
Security office north	-2551, -2552	-3780	
Turnkey stands Koelnmesse Service	-3998	-3999	services@koelnmesse.de
Marketing services/Marketing Package/Advertising material	-2824		marketingpaket@koelnmesse.de
Marketing services (Outdoor/hall advertising)	-3224	-3501	
Event Engineering	-3879, -2714, -2085	-3287	
Car parking	-3998	-3999	
Traffic controlling (truck parking)	-2670	-3999	
Forwarding agents (customs clearance/storage/transport) – Schenker	+49 221 981310	+49 221 981318890	fairs.koeln@dbschenker.com
Insurance	+49 221 77155824	0180 202505059	
Security	-2456, -2818	-3435	
Arranging personnel – Hostesses / service staff – build up / dismantling staff	+49 221 28492-05/-06 -2882	+49 221 8800066 +49 221 45559634	
Restaurants/stand catering	+49 221 2848584	+49 221 2848599	aramark@catering-koelnmesse.com
Hotel accommodation	-2087	-3739	hotel-services@koelnmesse.de
Visitor service	+49 180 6408645	+49 221 821991305	spogahorse@visitor.koelnmesse.de
GEMA	+49 231 57701 200	+49 231 57701 230	