

# REGISTRATION CONTRACT

## Start –up Corner

We hereby register the following company as an exhibitor:

Company name:		EU VAT Reg.-No.:
P.O. Box:	Street:	
Postal code:	City:	Country:
Telephone (incl. country + area code):	Fax (incl. country + area code):	Website:
Personal e-mail:	Name of our contact person: <input type="checkbox"/> Mr <input type="checkbox"/> Ms	

Invoice address – if different from above:

Company (full name):		EU VAT Reg.-No.:
P.O. Box:	Street:	
Postal code:	City:	Country:
Telephone (incl. country + area code):	Fax (incl. country + area code):	Internet:
Personal e-mail:	Name of our contact person: <input type="checkbox"/> Mr <input type="checkbox"/> Ms	

Range of the goods exhibited / manufactured (published in exhibitor list on show website):

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We hereby book (please fill in):

space incl. standard fittings

please tick:

Row stand Start - up Corner (one sides open)	4 m <sup>2</sup>	<input type="checkbox"/> GHC 4000
Corner stand Start - up Corner (two sides open)	4 m <sup>2</sup>	<input type="checkbox"/> GHC 5000
Registration fee:		included
Exhibitor's presentation in the exhibition's Industry Portal:		included

With this registration we accept all points of the General Conditions of Participation.

**\*All prices are exclusive of VAT. The Ghanaian VAT of 17,5% will be added\***

Place / date

Company stamp

Legally binding signature

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## Start –up Corner

### HALL PLAN

<input type="checkbox"/> your logo on all printed and digital hall plans	EUR	150
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### E-NEWSLETTER

presentation in show newsletter - database of 23,264 industry professionals – logo + hyperlink + company description (200 characters incl. blanks)

<input type="checkbox"/> pre-show newsletter	EUR	450
<input type="checkbox"/> post-show newsletter	EUR	450
<input type="checkbox"/> pre- and post-show newsletter	EUR	700

### E-SHOT

to exhibition database of + 23,264 industry professionals  
your content and design – your email address as sender  
address – incoming replies directly to your email account  
– detailed statistics (click and opening rates)

<input type="checkbox"/> pre-show e-shot	EUR	850
<input type="checkbox"/> post-show e-shot	EUR	850

### CATALOGUE ADVERTS

<input type="checkbox"/> back cover	EUR	1,700
<input type="checkbox"/> front cover inside	EUR	1,400
<input type="checkbox"/> back cover inside	EUR	1,300
<input type="checkbox"/> A5 full page	EUR	800
<input type="checkbox"/> A5 half page	EUR	500

### PRE-REGISTRATION ADVERTISING

bookable by one company only – first come first serve

<input type="checkbox"/> logo + hyperlink on visitor pre-registration website	EUR	400
<input type="checkbox"/> logo + hyperlink in pre-registration confirmation email	EUR	600

### ON-SITE ADVERTISING

<input type="checkbox"/> logo on all exhibition badges (Exhibitors, Visitors, Press, VIP) (bookable by <u>one</u> company only)	EUR	900
<input type="checkbox"/> 2,500 lanyards with your logo at the visitor registration (produced by us, bookable by <u>one</u> company only)	EUR	2,500
<input type="checkbox"/> pens with your logo at the visitor registration area (min. 500 pens designed and produced by you, bookable by <u>one</u> company only)	EUR	400
<input type="checkbox"/> branded bags in entrance area (designed and produced by you)	EUR	500
<input type="checkbox"/> 1 roll-up banner in the registration area (designed and produced by you, bookable by <u>two</u> companies only)	EUR	300
<input type="checkbox"/> production of roll-up banner / (rental but your design)	EUR	140
<input type="checkbox"/> 80 signpost stickers leading from entrance to your stand (incl. printing and sticking on the floor – bookable by two companies – minimum stand size 18m <sup>2</sup> )	EUR	450
<input type="checkbox"/> your logo on hostess uniforms for visitor registration (bookable by <u>one</u> company only)	EUR	1,600

Place / date

Company stamp

Legally binding signature

# General Conditions of Participation

## 1. Registration

Registrations will only be accepted if the enclosed form is completed in full, accepting the General Conditions of Participation.

Conditions or provisions contained in the registrations will not be accepted. Requests for particular locations, which will be considered as far as possible, do not constitute preconditions of participation. No guarantee is given in respect of the presence of competitors. Registration alone does not constitute acceptance by the organiser. Registration is not considered to have been effected until it has been received by the organiser, and it is binding until it has been accepted or definitely refused.

## 2. Acceptance

No legal right to acceptance exists. Exhibitors which do not meet their financial obligations vis-à-vis the company organising the exhibition or which have contravened these conditions can be excluded from acceptance.

In the case of overbooking the right of selection is reserved. Acceptance of exhibitors will be confirmed in writing and is only valid for the exhibitor named in the letter of confirmation. Sending of an acceptance constitutes conclusion of an exhibition agreement between the organiser and the exhibitor.

The organiser is entitled to withdraw acceptance if it was given on the basis of false premises or information or the preconditions of acceptance are subsequently no longer applicable.

## 3. Allocation of stand location and change of stand location

Booth space will be allocated on a first come first serve basis.

Giving reasons, the organiser may, if circumstances should so dictate, allocate a location other than the one stated in the acceptance or alter the size of the stand by a maximum of 15 %.

## 4. Terms of payment

On acceptance the exhibitor will be requested to pay 50 % of the full participation fee as deposit as well as the registration fee and the charge for the exhibitor's presentation in the industry portal. Any complaints must be made in writing immediately on receipt of the request for payment as a deposit. Objections raised at a later date cannot be considered.

The request for payment of 50 % of the full participation fee and 100 % of the registration fee and the charge for the exhibitor's presentation in the industry portal is due for immediate payment without deductions. The balance of 50 % is payable no later than eight weeks prior to the commencement of the exhibition.

The invoices for products and services ordered in addition are payable on the date given on the invoice. For invoices which are not paid on time the organiser has the right to charge a reminder fee on top of the invoice amount and / or interest payable on arrears of 2 % higher than the European Central Bank discount rate valid at that time. Please remit your payments quoting invoice number and name of the fair.

In the case of delayed payment on the part of the exhibitor (also in the case of space not fully paid for) the organiser shall be entitled to withdraw from the contract for the entire space allocated and dispose of it at its discretion.

## 5. Registration fee

Exhibitors and co-exhibitors are required to pay to the organiser a registration fee according to the Registration Contract.

The registration fee includes:

- Print Catalogue
  - o Entry in the alphabetical list of exhibitors (company, address, hall/stand number)
  - o Company profile up to 300 characters including spaces
- Free exhibition catalogue, issued at the exhibition
- Issuance of identity badges for participants
- General advertising expenses
- Administrative expenses

## 6. Charge for the exhibitor's presentation in the industry portal

With the industry portal the organiser provides the exhibitors with valuable and selected marketing tools to enable them to make the most of their participation in the exhibition and to ensure a maximum impact on the market. The costs of the exhibitor's presentation in the show's industry portal are met by exhibitors and co-exhibitors in form of an obligatory one-off charge for which the hirer of the stand will be issued an invoice in conjunction with the participation fee. No reduction can be granted if only parts of the entry are used, in particular if the exhibitor does not meet deadlines. Once registered, exhibitors will automatically receive documents enabling them to order an upgraded package of services as well as additional services (e.g. online-advertising).

The industry portal is an interactive online community that allows exhibitors and visitors to connect before, during and after the exhibition. The organiser's editorial team will assist exhibitors to create their listing so that customers can easily locate their services through the powerful search engine. An entry in the industry portal for each exhibitor and co-exhibitor is included into the charge for the exhibitor's presentation in the show's industry portal. The exhibitors can continuously update their corporate profile. The entry is activated all year round, 365 days a year, 24 hours a day.

The entry includes the following services:

- Entry of company name, address, contact details, hidden e-mail address
- 1 contact person with name, position and hidden e-mail address
- Hall / Stand number
- Company profile (maximum 2,000 characters including spaces)
- Presentation of 2 products or services (maximum 2,000 characters including spaces and one photo each)
- Index of products: 2 allocations to the exhibitor's products or services
- Index of products: 5 allocations to your company
- New product: Possibility of continuously marking 1 product or service as new
- Link from your industry portal entry to your website
- Possibility of continuously updating your internet entry
- All-year-round-support by the editorial team
- Banner for your website or email signature, which shows you are exhibiting and that you can link to your industry portal entry

## 7. Co-exhibitors and joint stands

Without the consent of the organiser, exhibitors are not permitted to make available all or parts of the stand allocated to them to third parties either in return for payment or free of charge. No advertising or promotion of firms not named in the acceptance is permitted on the stand.

Applications for the inclusion of a co-exhibitor must be made to the organiser in writing. The co-exhibitor is required to pay to the organiser the registration fee and the charge for the exhibitor's presentation in the industry portal according to the Registration Contract. In the case of domestic exhibitions the statutory value-added tax will be payable in addition. In all cases the party hiring the stand will be liable for the registration fee and the charge for the exhibitor's presentation in the industry portal of the co-exhibitor. The co-exhibitor is subject to the same terms and conditions as the main exhibitor. Co-exhibitors may be included in the catalogue and the industry portal, provided that the entry conditions are complied with, the pertinent fees are paid and the information to appear is received in time.

The organiser may authorise large joint stands of exhibitors, provided that they can be incorporated into an appropriate subdivision of the exhibition. All regulations apply to each exhibitor. If a stand is allocated to two or more firms jointly, each firm is jointly and severally liable vis-à-vis the organiser.

Firms exhibiting on a joint basis should name a joint representative in their registration.

## 8. Cancellation or non-participation

After acceptance no cancellation or reduction of the area of the stand on the part of the exhibitor is possible. The entire participation charge, the registration fee, the charge for the exhibitor's presentation in the industry portal and costs which have actually been incurred are payable. The restructuring of unused space by the organiser to maintain the overall visual impression does not release the exhibitor from its obligation to pay. Should an exhibitor choose not to occupy stand space allocated to it and the organiser be in a position to let this space to another party (not a restructuring occupancy), the exhibitor will be liable for 25 % of the participation charge plus 100 % of the registration fee plus 100 % of the charge for the exhibitor's presentation in the industry portal. In the case of non-participation on the part of a co-exhibitor, the full amount of the registration fee shall be payable.

## 9. Liability and insurance

It is the responsibility of the exhibitor to insure the goods exhibited against all risks in connection with transportation, setting-up and dismantling and during the exhibition, in particular against damage, theft etc. The exhibitor shall be liable to compensate the organiser for any damage caused by it to the exhibition space rented, stand material, electricity, water and sewage systems or any other property of the organiser. The organiser does not accept any liability for loss of or damage to the goods exhibited or other valuables which belong to the exhibitor, its representative or persons employed by or invited by it, including loss or damage due to water, fire, explosion, whirlwinds, lightning, flooding or other instances of force majeure, damage or injuries inflicted on the exhibitor, its representatives and other persons employed by it or invited by it, irrespective of the cause of such injuries or damage.

In particular the organiser accepts no liability for damage to exhibition goods or their removal in cases in which use was made of the decorating department.

With its acceptance of the conditions of participation the exhibitor explicitly releases the organiser and firms acting on its behalf from any rights of recourse whatsoever on the part of third parties. No right to claim damages exists.

## 10. Circular letters

The exhibitors will be informed by the organiser in circular letters of details concerning the preparations and running of the exhibition.

The organiser does not accept any liability for any consequences of disregarding these circular letters.

## 11. Transportation

Transportation work on the exhibition grounds will be undertaken by a firm appointed by the organiser. Accordingly this firm will take over transportation of objects delivered by the exhibitor or its forwarders at the boundary of the exhibition grounds and continue their transportation of objects on the exhibition grounds. The exhibition management will not accept delivery of any consignments and does not accept any liability for loss or incorrect delivery.

The costs of the firm authorised to undertake transportation on the exhibition grounds are to be paid by the exhibitors to the transportation firm directly.

## 12. Reserved rights

In the case of important reasons beyond its control the organiser has the right to postpone the exhibition, to curtail or prolong it, to close it for certain periods, to close it completely or in part, or to cancel it. In such justified exceptional circumstances, as in all cases of force majeure, the exhibitors do not have any right to withdraw or adjust the participation charges, nor do they have any right to claim damages. Should the exhibition not take place for the reasons stated above, the exhibitor can be called upon to pay up to 25 % of the participation charge to cover general costs. Larger individual sums can only be considered if the exhibitor has ordered additional services for which charges are made. Should the organiser be responsible for the cancellation, no sums shall be owed. No right to damages vis-à-vis the organiser exists.

## 13. Limitation period

All claims of the exhibitors against the organiser shall lapse after a six-month period. The limitation period begins to run from the end of the month in which the final day of the exhibition fell.

## 14. Final provisions

With its registration for participation the exhibitor accepts in full as legally binding the General Conditions of Participation as well as the house and grounds rules in force at the exhibition venue. Additional agreements, special permissions or other kinds of arrangements require the written consent of the organiser.

## 15. Place of performance and venue

Place of performance and venue in respect of all obligations of both parties is Heidelberg. The laws of the Federal Republic of Germany are applicable.

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