



## APPLICATION FORM

Company:
Street (no P.O.Box):
City/Zip:
Country:
Company head or director: (full name)
Official in charge:
Telephone: _____ Fax: _____
Mobile phone:
E-Mail:
Internet:
Facebook/Instagram:
VAT-ID-No.:

### Co-exhibitors → have to be registered

Co-Exhibitor fee: EUR 175.- plus VAT  
Media entry fee: EUR 89.-

Company:
Contact Person:
Street (no P.O.Box):
City/Zip:
Country:
Telephone: _____ Fax: _____
Mobil phone:
E-Mail:
Internet:
Invoice address: <input type="checkbox"/> Exhibitor <input type="checkbox"/> Co-exhibitor
Facebook/Instagram:
VAT-ID-No.:

### Exhibition areas → Please tick

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> Bakeware and accessories                | <input type="checkbox"/> Dishes, kitchen aprons and accessories  | <input type="checkbox"/> Journals and books          | <input type="checkbox"/> Tools and aids        |
| <input type="checkbox"/> Bakery products                         | <input type="checkbox"/> Kitchen appliances and utensils         | <input type="checkbox"/> Packaging and gift articles | <input type="checkbox"/> Workshops and courses |
| <input type="checkbox"/> Baking ingredients and cake decorations | <input type="checkbox"/> Chocolate, confectionary and patisserie | <input type="checkbox"/> Miscellaneous: _____        |  |

### Exhibits/Products → all products must be specified!

#### Exhibits

Products Exhibitor:	We are: Manufacturer	Representative Importeur
1.	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>

Products Co-exhibitor:	We are: Manufacturer	Representative Importeur
1.	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>

(If space is not sufficient, please add a separate sheet)

### We would like to book the following stand space:

The minimum depth of the stand is 2 meters.

\* Stands higher than 2.50 m must have special authorization by the exhibition management.

Stand dimensions Max. stand height is 2.50 m *	Length	Width	Space	stand rental fee
	m	m	sqm	EUR/sqm
Terrace stand				81.-
Corner stand				85.-
Two corner stand				88.-
Island stand				91.-

**Includes:** Partition walls incl. pillars (without graphic design), two exhibitor passes per 10 sqm exhibition area.

**Own booth:**  YES (There are no partition walls and pillars provided by Messe Friedrichshafen)

### → EARLY BIRD DISCOUNT: 10 % on the stand area until February 28<sup>th</sup>, 2021

According to § 2 of the General Exhibiting Guidelines, this application cannot be regarded as admission.

The contract shall be based upon: – the General Exhibiting Guidelines  
– the Special Terms of Participation "B"

We hereby apply for exhibition space at my cake 2021 and accept the exhibition conditions:

### Important

**Floor covering will not be provided by Messe Friedrichshafen. Floor covering should be used!**

### Ancillary costs

AUMA charge: 0.60 EUR/sqm  
Media flat rate: 89.00 EUR  
Waste disposal: 1.20 EUR/sqm

All information on ancillary costs can be seen in the Special Terms of Participation "B"

**Place/Date:**

**Company stamp/Signature**

All prices given are net prices. The statutory VAT will be charged separately where applicable.  
Place of jurisdiction is Tettngang.

# SPECIAL TERMS OF PARTICIPATION "B"

## FOR MY CAKE 2021



### 1. DURATION AND PLACE OF EXHIBITION:

The my cake will take place from Saturday, June 12<sup>th</sup> to Sunday, June 13<sup>th</sup>, 2021 at the exhibition grounds in Friedrichshafen.

**There will be two visitor slots:**

**Opening hours visitors:** Saturday + Sunday 9 a.m. – 2 p.m. and 2 p.m. – 7 p.m.

**Opening hours exhibitors:** Saturday + Sunday 8 a.m. – 8 p.m.

The right to alter the opening hours on serious reasons is reserved. Such changes will be announced on time.

### 2. ADMISSION

Admitted are all companies whose exhibited products correspond within the scope of exhibition. Admission will be decided upon by MESSE FRIEDRICHSHAFEN GmbH and confirmed in writing.

### 3. APPLICATION AND CONFIRMATION

Anyone wishing to register (participation and ordering a stand) for my cake shall please do so using the registration form, which shall be completed in full and signed with a legally binding effect. This registration is a contractual offer of the exhibitor which requires the acceptance by MESSE FRIEDRICHSHAFEN GmbH. Submitting the application form does not grant right to acceptance. MESSE FRIEDRICHSHAFEN GmbH shall submit the exhibitor a stand proposal. As soon as this is accepted in writing by the exhibitor, MESSE FRIEDRICHSHAFEN GmbH will send the written confirmation of participation (per post or e-mail) with details of the allocated stand and the enclosed invoice for participation fees. This shall be valid for admission to my cake. The authorization shall only apply for the company registered with the registered products and as an exhibitor you shall be obliged to exhibit the specified products and keep the stand occupied for the entire duration of the exhibition.

### 4. EXHIBITS

The application form must contain exact details of the exhibited products. Those exhibits that are not included can be removed from the stand by the organizer after commencement of the exhibition and at the exhibitor's cost. This is especially the case if, due to incorrect definitions (collective groupings), competitive goods are located either next to one another or in close proximity to one another. Further, exact details are required from exhibitors of wholesale goods of the manufacturer, with commercial address, and the exhibited articles.

### 5. COMMERCIAL PROPERTY RIGHTS

MESSE FRIEDRICHSHAFEN GmbH 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 that an exhibitor at one of MESSE FRIEDRICHSHAFEN GmbH's events has violated laws of the kind mentioned in paragraph 1, MESSE FRIEDRICHSHAFEN GmbH is entitled to bar that exhibitor from the next event of this kind after the court decision is res judicata if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

### 6. CANCELLATION

In the case of a withdrawal on the part of the exhibitor after written confirmation of the stand proposal, the cancellation fees will be calculated in accordance with Section 7 of the enclosed General Exhibiting Guidelines. Cancellation fee: After confirmation of the stand by the exhibitor 100 % of the stand rental.

### 7. SALES REGULATIONS

For advertising purposes, and subject to the observation of good taste, over-the-counter sales are permitted as a matter of principle. If samples of foodstuffs are to be offered for consumption on site, or if food and drinks are to be sold on site, statutory provisions, in particular those of the Food Hygiene Regulation and the Food and Utensils Law in their current amendments, must be observed. Any enquiries or questions should be addressed to the Regional Office of Lake Constance, Veterinary Inspection Office, Glärnischstr. 1-3, 88045 Friedrichshafen.

### 8. OFFICIAL REGULATION

Under the terms of the Price Indication Act of March 14, 1985, (BGBl. 14.03.1985), the generally applied price of an article must be shown. Where open food and drink are offered for sale, the stand must be equipped with a water supply and wastewater outlet. In addition, persons serving food and drink must be in possession of a valid official Health Certificate. Exhibitors are responsible for obtaining necessary authorizations. The use of liquid gas equipment inside the halls is absolutely prohibited.

### 9. BOOKING AND ASSIGNMENT OF STANDS

MESSE FRIEDRICHSHAFEN GmbH will endeavor to satisfy wishes regarding location and size of the stand considering the arrangement inside the halls. Stand allocation will be based on the data stated in the exhibitor's form submitted with the application. Deviations are to be expected for technical reasons. With the official confirmation of admission, a layout plan will be submitted showing the position of the exhibitor's stand.

### 10. STAND RENT, FEES

Inline stand EUR/sqm 81.- (minimum size 6 sqm)  
Corner stand EUR/sqm 85.- (minimum size 9 sqm)  
Front stand EUR/sqm 89.- (minimum size 15 sqm)  
Island stand EUR/sqm 91.- (minimum size 25 sqm)

Includes: Partition walls incl. pillars, two exhibitor passes per 10 m<sup>2</sup> exhibition area.

#### Ancillary costs:

AUMA charge: EUR 0.60/sqm  
Media flat rate: EUR 89.-  
Waste disposal: EUR 1.20/sqm

**Co-exhibitor fee:** Per registration EUR 175.- (plus EUR 89.- media flat rate).

The prices are valid for the entire duration of the trade fair.

**Waste disposal:** Garbage and waste from stand building and dismantling has to be registered and disposed of by the exhibitor. Disposal of waste that is left on the exhibition grounds after the show will be invoiced to the exhibitor. If necessary, please order the appropriate form from Messe Friedrichshafen – otherwise higher costs will be charged for disposal. Disposable carpets (floor covering) should be disposed of by the exhibitor. For waste disposal (max. 80 l per fair day) during the trade fair MESSE FRIEDRICHSHAFEN GmbH charges EUR 1.20 EUR/sqm stand space.

**AUMA fees:** The Association of German Trade Fair Industry representing the interests of trade fair business charges all exhibitors EUR/sqm 0.60 per exhibition space. MESSE FRIEDRICHSHAFEN GmbH has agreed to assume the calculation and collection of the fees in the name of, and on the account of, AUMA.

### 11. STAND CONSTRUCTION/VOLUME CONTROL

Stands exceeding the standard height of 2.50 meters or special constructions must be submitted with the stand plans to the project management for approval not later than four weeks prior to the construction work. The replaying of music at exhibition stands or the use of audiovisual resources using sound system are also subject to approval. Stands not occupied by June 12<sup>th</sup>, 2021, 8:30 a.m., can be passed on otherwise by the organizer. In this case, the organizer is not obliged to allocate the exhibitor a new stand. However, if the organizer allocates the exhibitor a new stand, he may additionally charge the exhibitor with 10% of the initial fee for special expenditure. The stand may only be removed after the exhibition has been terminated.

### 12. MEDIA ENTRY

All companies exhibiting will be included in the directory of exhibitors and on the website of MESSE FRIEDRICHSHAFEN GmbH. If known and available, the e-mail and Internet addresses of the exhibiting companies will also be listed and linked. Via our Online Service Center (OSC) it is also possible to upload images and products.

### 13. ADVERTISING

Flyers, posters and other publicity material may only be displayed/exhibited on the display stand space that has been rented. Furthermore, distributing flyers, putting up posters and using other publicity material within the trade fair grounds is strictly forbidden. Distribution or display of publicity that has not been approved will be charged to the advertiser. You have the opportunity of booking advertising space.

### 14. TERMS OF PAYMENT

All amounts invoiced by the exhibition management are to be paid as due without discount in accordance with the conditions of payment on the invoice. This provision is deemed a special agreement as defined by clause 6 of the General Terms and Conditions of Participation. Only when the agreed payment deadlines have been observed is the right to a stand ensured. Outstanding service bills must be paid by the stand staff during the exhibition. Failure to comply with the terms of payment and to meet deadlines may lead to exclusion from the exhibition and invoicing of any expenses incurred plus default interest at the customary bank rates.

### 15. VALUE-ADDED TAX

All prices stated are net; value added tax will be charged at the statutory rate where applicable.

### 16. VIOLATION OF EXHIBITION TERMS AND CONDITIONS

Violation of the exhibition terms and conditions gives MESSE FRIEDRICHSHAFEN GmbH the right to close your stand immediately and to clear it off without requiring court action. This applies in particular to cases of advertising in contravention of the law, against good morals or directed against the purposes of the exhibition and in case of advertising for political or ideological purposes.

### 17. TECHNICAL DOCUMENTATION

Together with the admission confirmation and stand rental invoice the exhibitor will receive all necessary information for ordering utility connections, furniture and carpeting rental, etc.. Orders for electricity, water supply, parking tickets can be made directly via our OSC.

### 18. VERBAL AGREEMENTS

Verbal agreements over and above the scope of the present contract are enforceable only if they have been confirmed in writing.

### 19. DEADLINES

The invoices issued shall be payable immediately 100 % without any discount.

**Stand assembling:** from June 11<sup>th</sup>, 2021 (7 a.m. – 8 p.m.)

**Stand disassembly:** June 13<sup>th</sup>, 2021 (from 7 p.m. – 10 p.m.)

until June 14<sup>th</sup>, 2021 (8 a.m. – 6 p.m.)

You will receive the final assembling and disassembling deadlines with your stand allocation; exceptions only in agreement with the project management.

Registration please by: March 31<sup>st</sup>, 2021

Place of performance: Friedrichshafen, Place of jurisdiction: Tettngang/Ravensburg HRB-Nr. 1179 Register Court District Court Tettngang