

Essential information

Please also refer to our enclosed Conditions of Participation.



Anuga 2021
Cologne, 09.-13.10.2021

1 Opening times

For exhibitors: Saturday to Wednesday from 9:00 a.m. to 7:00 p.m.
For visitors: Saturday to Wednesday from 10:00 a.m. to 6:00 p.m.

2 Application

Form 1.10 must 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. Please enclose the list of products on **Form 1.30 and Form 1.31** with your registration. Application for Anuga Organic is only valid in combination with **form 1.32**.

Co-exhibitors* or additionally represented companies* need to be registered using **Form 1.20/1.21**. A separate list of products **Form 1.30 and Form 1.31** has to be filled out for **each of these companies**.

*see Item V of the General Section of the Conditions of Participation

Hall planning starts on 1 October 2020.

3 Participation costs / Early bird discount

Application until 31 Oct. 2020 **280.00 EUR/sqm** (early bird discount)

Application from 1 Nov. 2020 **290.00 EUR/sqm**

plus 10.00 EUR/sqm proportional energy costs

plus 0.60 EUR/sqm AUMA fee

plus 1.030.00 EUR marketing package

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

The price is based on the date the application forms are received by Koelnmesse GmbH. The recommended minimum stand size is 12 sqm. In addition to the participation fee including stand rental fee, a flat-rate energy fee* in the amount of EUR 10.00 per sqm plus an AUMA fee* in the amount of EUR 0.60 will be charged.

The flat-rate energy fee as well as the AUMA fee will also be charged on storage space and the upper floors of two-storey stands. Use of the marketing services listed under Item 7.1 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

EUR 1.030.00 per main exhibitor, group organiser and group participant
EUR 250.00 per co-exhibitor and other represented companies

Koelnmesse GmbH is entitled to collect an adequate down payment for the services provided at an event (e.g. electrical and water installations, etc.). A separate invoice will be drawn up for the services provided after the trade fair is over; the down payment will be credited towards this amount. Value added tax will be added to all prices quoted here.

*see Item III of the Special Section of the Conditions of Participation

4 Turn key-stands/ Koelnmesse GmbH stands

Take advantage of Koelnmesse GmbH's offer and rent a turn key-stand. These stands are available in various designs.

Further information on the **Completely outfitted stand Anuga** (including stand rental fee, stand construction, build up and dismantling of stand, energy flat-rate fee, AUMA fee, cleaning and waste disposal during the fair) can be found in the **Form S.12**.

Tel. +49 221 821 3998

e-mail: services@exhibitor.koelnmesse.de

5 Build up period

Build up period begins: Wednesday, 29 September 2021, 7:00 a.m.

Build up period ends: Friday, 8 October 2021, 8:00 p.m.

After build up, all aisles must be cleared of all structures and the stand construction must be finished.

Note for the build up period:

29.09 - 04.10.2021 - 7:00 a.m. to 12:00 a.m./midnight halls closed
from 12:00 a.m./midnight to 7:00 a.m.

as of 05.10.2021 - 12:00 a.m./midnight to 12:00 a.m./midnight
halls open at all times

08.10.2021 - 12:00 a.m. to **8:00 p.m.** (8:00 p.m. end of build up)

Please note that **October 3rd** is a national holiday in Germany, which could affect the traffic situation for trucks.

6 Dismantling period

Dismantling period begins: Wednesday, 13 October 2021, from 6:00 p.m.

Dismantling period ends: Sunday, 17 October 2021, 12:00 a.m./midnight

The stand may not be partially or completely cleared, nor may exhibits be packed away, before 6:00 p.m. on 13 October 2021. In the event of any infringement, Koelnmesse GmbH reserves the right to impose a **contractual penalty of up to EUR 5,000** and/or refuse the exhibitor permission to participate in the next event.

Note for the dismantling period:

13.10.2021 (last day) 6:00 p.m. to 12:00 a.m./midnight

14.- 17.10.2021 12:00 a.m./midnight to 12:00 a.m./midnight (12:00 a.m./midnight end of dismantling)

7 Stand area confirmation

In the event that your company is admitted to Anuga you will receive a stand area confirmation **as of February 2021**. A contract is valid only after the stand is confirmed. You will receive scaled sketches of and stand location plans with the stand area confirmation.

8 Service provisions/Technical Guidelines

You may download the Technical Guidelines from www.anuga.com or from www.service.anuga.de. You also have the option of requesting the Technical Guidelines in printed form. Our entire range of services can be ordered online at the Service Shop. You will receive log-in details as of **March 2021**, after receipt of your stand area confirmation.

Please observe the particular deadlines for ordering the services!

9 Maximum stand height/special constructions

The maximum height for structures or advertising material of all stand constructions (incl. signs, banners and other advertising and construction elements) is determined separately for each hall, to the extent that existing structures within the hall can individually accommodate any. Exceeding the limits of the maximum structure and advertising heights of any kind (lighting, screens and any stand construction) must be applied for and approved by Koelnmesse GmbH at the **latest six weeks before build up commences**. The rear walls of stands should be decorated in a neutral white manner.

Hall 1plus: 8.00 m	Hall 4.2: 5.00 m	Hall 9: 8.00 m
Hall 2.1: 5.50 m	Hall 5.1: 5.00 m	Hall 10.1: 5.00 m
Hall 2.2: 5.00 m	Hall 5.2: 5.00 m	Hall 10.2: 5.00 m
Hall 3.1: 4.25 m	Hall 6: 8.00 m	Hall 11.1: 4.50 m
Hall 3.2: 5.00 m	Hall 7: 8.00 m	Hall 11.2: 4.50 m
Hall 4.1: 5.00 m	Hall 8: 8.00 m	Hall 11.3: 5.00 m

The maximum height for structures or advertising material of all stand constructions in passages and boulevards is 3.00 m.

10 Cancellation/non-participation

As a rule, the contractual relationship can no longer be terminated after admission/stand area confirmation. Koelnmesse GmbH can only consent to a request for release from the contract if the stand area made available can be rented to someone else. In this case, a flat-rate fee amounting to 25 % of the participation fee is charged for the costs incurred. If the area cannot be rented to another exhibitor, the full participation fee must be paid*.

*see Item II of the General Section of the Conditions of Participation

11 Invoice

You will receive the invoice for the participation fee including stand rental fee of **August 2021**. Invoice amounts are payable immediately upon receipt of the invoice.

12 VAT identification number

As a rule, Koelnmesse GmbH provides exhibitors (proprietors) with a uniform service – 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 GmbH 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 GmbH in writing of any changes to their VAT identification numbers.

13 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:

- three passes for a stand of up to 20 sqm
 - one pass for each further unit or part unit of 10 sqm up to a stand area of 100 sqm
 - one additional pass for each additional 20 m² or part thereof above 100m²
- The exhibitor passes can be retrieved via the pass portal. You will receive the access data after distribution of the participation invoice. Additionally required exhibitor passes can also be ordered in the pass portal. After the fair, only the redeemed and entered passes will be charged.

14 Work passes

You will also receive free passes that allow your personnel access to the fair grounds during the construction and dismantling periods. 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 also need to be retrieved in the pass portal. All passes are for specific individuals and are non-transferable.

15 Priority Ticket/Special Guest Card

All exhibitors are entitled to purchase visitor tickets at a reduced price in order to invite their business partners to the fair. Priority Tickets, costing **EUR 42.00** per ticket plus VAT, entitle the holder to a one-day visit and can be ordered in the pass portal of Anuga.

Special Guest Card, costing **EUR 96.00** per card plus VAT, grant the holder access to the fair grounds within the exhibitor opening times (9:00 am - 7:00 pm). Before and after the visitor opening hours (10:00 am - 6:00 pm), however the holder of a Special Guest Card must be accompanied by an exhibitor with an exhibitor pass. During the visitor opening hours, the holder of a Special Guest Card is granted access without being accompanied by an exhibitor. The Special Guest Card are valid for all five days of the fair and can be ordered in the Anuga pass portal.

16 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 71 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs.

EUR 1030.00 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 21.07.2021.

Unofficial lists of exhibitors

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 publishing house 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.

17 Special Shows

Use a second pitch to advertise your products in a more targeted manner and take advantage of Anuga's special shows. More information on the content, deadline for application as well as terms and Conditions of Participation in the special shows organised by Koelnmesse GmbH can be found on www.anuga.com.

18 "Infoscout" information service for visitors

The information about your company that you submitted on **Forms 1.10 to 1.31** will be made available at the information stands in the halls for interested visitors during the event. What's more, with Koelnmesse GmbH's electronic information system "Infoscout" you can find out about **trade** representative vacancies.

You can use the **Form Z.03** to specify this offer according to products, countries or regions.

Exhibitors and visitors can use "Infoscout" free of charge.

19 Koelnmesse GmbH foreign representations

Koelnmesse GmbH has representative offices in over 100 countries. They will gladly assist you at any time. A list of these offices is attached and is also available on the Internet at www.koelnmesse.com.

Important contacts

	Tel. +49 221 821-	Fax: +49 221 821-	e-mail
Exhibitor sales · Registration, planning			
Fine Food	-2934	-993410	d.horst@koelnmesse.de
Dairy; Culinary Concepts	-3245	-993410	l.schroeder@koelnmesse.de
Organic	-2369	-993410	k.bernhardt@koelnmesse.de
Drinks; Hot Beverages	-3272	-993410	j.rieger@koelnmesse.de
Meat	-3305	-993410	k.dschumega@koelnmesse.de
Bread & Bakery	-3619	-993410	c.solbach@koelnmesse.de
Frozen Food; Chilled & Fresh Food	-2825	-993410	s.freihaut@koelnmesse.de
Exhibitor Support			
Priority Ticket			can be ordered in the pass portal of Anuga
Special Guest Card			can be ordered in the pass portal of Anuga
Additional exhibitor passes			can be ordered online
Technical Services (Electricity, water, cleaning etc.)	-3998	-3993	services@exhibitor.koelnmesse.de
Down payment for Services	-3941	-3244	services@exhibitor.koelnmesse.de
Event and congress programme	-2085	-3905	n.rau@koelnmesse.de
Visitor service · Trade visitor registration, tickets	+49 1805 204 220	-991010	anuga@visitor.koelnmesse.de
Press · Accreditation, Press boxes, photographers	-2076	-3544	p.krause@koelnmesse.de
Protocol	-2595	-3580	a.strupp@koelnmesse.de
Financial accounting · Payments, cost items, accounts	-2378	-3174	c.riegermann@koelnmesse.de
Congresses, special events, conference rooms	-2223	-3430	p.steinleger@koelncongress.de
Security office north	-2551, -2552	-3780	mewanord@koelnmesse.de
Security office east	-2550, -2549	-3450	mewaost@koelnmesse.de
Service-Shop (Online orders, services, access data, support)	-3500		service-shop@exhibitor.koelnmesse.de
Stand construction (Completely outfitted stands)	-3998	-2188	services@exhibitor.koelnmesse.de
Marketing services (Advertising space)	-2925	-3501	g.baetzgen@koelnmesse.de
Marketing Package, advertising material	+ 49221 821-2824		marketingpaket@koelnmesse.de
Event technology · Technical issues	-3666	-3999	acceptance@koelnmesse.de
Car parking	+49 221 989 459 323	-3999	parkticket-kws@wis-sicherheit.de
Parking	-2344, -2978	-3429	j.scharn@koelnmesse.de
Forwarding agents · customs clearance, storage, transport SCHENKER Deutschland AG	+49 221 981 310	+49 221 981 318 890	fairs.koeln@schenker.com
Insurance	+49 221 771 558 24	+49 1802 0250 5059	
Security	-3738	-3429	d.schneider@koelnmesse.de
Arranging personnel Hostesses/service personnel Build up/dismantling personnel	+49 211 2600 9010 -2882	+49 221 4555 9636	Staff Direct GmbH koeln. messevermittlung@arbeitsagentur.de
Restaurants/Stand catering	+49 221 284 8584		aramark@catering-koelnmesse.com
Hotel accommodation/Travel service	-3998	-3999	hotel-services@koelnmesse.de