



Binding registration to participate in the „Smart Village“
imm cologne & LivingKitchen 2021 (18 - 24 January 2021)

REPLIES BY E-MAIL TO j.degner@koelnmesse.de

Koelnmesse GmbH is organizing the project “Smart Village”. The aim of this cooperation is to present and discuss intelligent solutions for the living worlds of furnishings and interior design. In a special area in Hall 1plus, a model house with an outdoor area will be set up on a prospective floor area of 1,000 m², equipped with smart and connectable products, materials and furnishings, decorated and interconnected.

The participation fee depends on the date of registration. It is:

- € 16,000 until 30 September 2020
- € 19,800 from 1 October 2020 on

Participants who paid to take part in the “Let’s be smart” project during imm cologne 2020 will receive a 20% discount on the participation fee.

Your registration data:

Our company wishes to participate in this project with its products and/or materials and/or furnishings. We are hereby bindingly registering as participants of the “Smart Village” project.

Company: _____

Contact Person: _____

Customer number: _____

Address: _____

Country: _____

VAT-Nr.: _____

Phone: _____

E-Mail: _____

Reference

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www.koelnmesse.com

Executive Board:
Gerald Böse
(President and Chief Executive Officer)
Oliver Frese
Herbert Marner

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

Deutsche Bank AG Köln
BIC / SWIFT DEUT DE DK
IBAN DE94 3707 0060 0124 5430 00

Sparkasse KölnBonn
BIC / SWIFT COLS DE 33
IBAN DE59 3705 0198 0070 1429 63

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We would like to contribute the following products/materials/furnishings:

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We agree that Koelnmesse will decide whether to grant their final approval to the products/materials/furnishings. We do not claim any exclusive rights and, if applicable, we accept the participation of competitors. To enable Koelnmesse to reach a decision, we are sending detailed electronic information about the materials/products to: j.degner@koelnmesse.de.

In addition, the following agreements apply:

- 1. Scope of services to be provided by Koelnmesse:**
 - 1.1. Koelnmesse will integrate the products/materials of the participant into the “Smart Village” project in Hall 1plus. Koelnmesse as well as the companies commissioned by it will also be available for contact on site during the trade fair and the construction and dismantling periods.
 - 1.2. Koelnmesse as well as the companies commissioned by it will implement the networking of the products and materials made available by the participants, to an extent that is technically feasible and financially reasonable.
 - 1.3. The following communication measures will be carried out for the “Smart Village” project in order to address the media, exhibitors and visitors. The participants will be integrated into the overall concept.
 - 1.3.1. A virtual online tour of the “Smart Village”.
 - 1.3.2. A press content kit about the “Smart Village” during the trade fair. This kit will contain high-quality images and video material.
 - 1.3.3. Production of a short film about the “Smart Village”, featuring the individual product presentations.
 - 1.3.4. A targeted approach to and ongoing support for relevant design, technology and trend bloggers.
 - 1.3.5. Sector-specific PR in the areas of design, lifestyle and technology directed at relevant journalists before and after the trade fair on behalf of the “Smart Village”.
 - 1.3.6. Presentation of the “Smart Village” project on the trade fair’s website www.imm-cologne.de in the Events section.
 - 1.3.7. The “Smart Village” area will be integrated into the press tour as a stopping point.
 - 1.3.8. During the trade fair, there will be daily tours for visitors through the “Smart Village” area.
 - 1.4. In addition, the following participant-specific communication measures will be conducted for each participant:
 - 1.4.1. Integration into the social media communications regarding the “Smart Village”.
 - 1.4.2. Mention of the participant in the press content kit for the “Smart Village”.
 - 1.4.3. Display of the participant’s logo in the following advertising spaces:

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- (a) a centrally located sponsorship wall on site in the respective area
 - (b) information boards located at central points throughout the exhibition centre
 - (c) the Events section of the trade fair website www.imm-cologne.de, including a link to the participant's website.
 - 1.5. During the trade fair, Koelnmesse permits the participant to lay out information brochures free of charge in the Press Center and in the online exhibitors' press compartment.
 - 1.6. Koelnmesse will provide the participant with the following admission tickets to imm cologne & LivingKitchen 2021:
 - 5 free-of-charge exhibitor passes
 - 2 free-of-charge parking permits
 - Unlimited number of free-of-charge season ticket voucher codes.
 Participants can order additional passes that will be subject to a fee.
 - 1.7. Koelnmesse insures all exhibits as part of the overall insurance of the area, insofar as Koelnmesse is notified of the insurance values in corresponding form on or before 1 January 2021. Insurance can no longer be guaranteed if the notification is received after 1 January 2021.
 - 1.8. Koelnmesse does not offer food or beverages free of charge to stand personnel. As a participant, you have the option of ordering Catering Credit Cards in a value of your choice online ahead of time at <https://messe.aramark.de/koeln/en/catering-card/>. These Catering Credit Cards can be used at the snackpoints and restaurants on the exhibition grounds.
- 2. Services provided by the participant:**
- 2.1. The participant informs Koelnmesse by sending it a product list of the goods to be exhibited in good time. This is important for the insurance policy as well as for smooth planning.
 - 2.2. The participant ensures that the products/materials are delivered punctually and free of charge before the start of the trade fair.
 - 2.3. The participant ensures that the products/materials are set up punctually and free of charge before the start of the trade fair.
 - 2.4. The participant ensures that appropriate contact persons are available to visitors and media representatives on site during the trade fair.
 - 2.5. The participant ensures that the products/materials are dismantled and removed within the set deadline and free of charge after the end of the trade fair.
 - 2.6. Any necessary disposal or storage of materials, furniture, products, packaging material or similar items after construction and dismantling is the responsibility of the participant. Material that is not disposed of by the participant will be forwarded and the forwarding costs will be charged.
 - 2.7. Dismantling begins on the last day of the trade fair, Sunday, 24 January 2021, at 5:00 p.m. and must unconditionally end on Wednesday, 27 January 2021, at 6:00 p.m. In order to ensure that dismantling proceeds smoothly for all participants, the participants are obligated to collect their materials/products starting at 5:00 p.m. on 24 January 2021. Any

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costs that may arise for additional assistance with dismantling in order to prevent unnecessary delay in dismantling will be invoiced.

- 2.8. The dismantling, packing and removal of the products/materials after the end of the event is the responsibility of the participant. The participant is responsible for providing appropriate packaging materials.
- 2.9. The precise and mandatory dates will be communicated to you by Koelnmesse by 1 October 2020.

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3. Additional agreements:

- 3.1. This registration as a participant is binding. This registration requires confirmation by Koelnmesse.
- 3.2. Logo artwork in .jpg format, as well as printable logo artwork, must reach Koelnmesse on or before 15 November 2020.
The advertising services listed above can be provided only after this file has been received by Koelnmesse. In the case of print advertising services, reproduction can no longer be guaranteed after 1 December 2020.
- 3.3. Advertising of the following nature is prohibited:
 - Advertising that is, or could be, in violation of the law
 - Advertising of a party-political nature, especially advertising for elections
 - Advertising whose content or design is contrary to standards of public decency
 - Advertising for nicotine, alcohol or other addictive substances
- 3.4. Koelnmesse assumes no liability for advertising success.
- 3.5. The Technical Guidelines of Koelnmesse for imm cologne and LivingKitchen 2021 apply.
- 3.6. Koelnmesse assumes no liability for any loss or damage of any kind to the supplied advertising materials, materials and products insofar as the loss or damage is not the result of gross negligence or wilful intent. The materials and products brought in will be insured against theft for the duration of the event at the expense of Koelnmesse, provided the exhibitor indicates the replacement value of each individual product in this registration document or in an attached list that has been coordinated with Koelnmesse. Claims to compensation for damages against Koelnmesse for breaches of duty on the part of Koelnmesse that do not concern essential contractual duties are excluded, unless such breaches are due to gross negligence or to deliberate culpable behaviour on the part of Koelnmesse and/or its assistants and vicarious agents. This limitation of liability does not apply insofar as Koelnmesse has strict liability under statutory regulations for loss of life, physical injury or impaired health as a consequence of negligence or intent.
- 3.7. The participant guarantees that his or her works do not infringe any intellectual property rights or similar rights of third parties. Should Koelnmesse be subjected to claims from third parties on the grounds that their rights have been infringed by the participant or by a service provided by the participant, the participant shall release Koelnmesse from all such claims.
- 3.8. Your information on this form will be automatically processed and used by Koelnmesse in accordance with the stipulations of the



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Bundesdatenschutzgesetz (Federal Data Protection Act) of the Federal Republic of Germany and within the framework of the fulfilment of Koelnmesse's contractual obligations.

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- 3.9. Alterations and supplements to this contract as well as collateral agreements must be made in writing to be valid. This shall also apply to the annulment of this written-form clause. No collateral agreements have been made.
- 3.10. The place of performance and court of jurisdiction is Cologne. The aforementioned stipulations are subject exclusively to the laws of the Federal Republic of Germany.

Binding registration:

Place, date

legally binding signature and company stamp