



Anuga 2023,
7.-11.10.2023

Essential information

Please also refer to our enclosed Conditions of Participation.

1 Opening times

For exhibitors: 7.-11.10.2023 from 9:00 a.m. to 7:00 p.m.
For visitors: 7.-11.10.2023 from 10:00 a.m. to 6:00 p.m.

2 Application

The Koelnmesse online tool on the Anuga website is used for online registration. The application forms must be filled in and be sent to Koelnmesse by clicking on the button "submit binding application".

Application for Anuga Organic is only valid in combination with form 1.32.

Hall planning starts on 1 October 2023.

Registrations for other participation opportunities such as the Startup Area, the Halal Market and the Organic Market will continue to be made via PDF forms, which will be available for download on the Anuga website.

3 Participation costs

Renting a stand area costs:
Application until 30 Sep. 2022 EUR 299.00/ sqm (early bird discount)
Application from 1 Oct. 2022 EUR 309.00/ sqm (standard rate)

In addition, a flat rate electricity fee of **EUR 22.50** per sqm and AUMA fee of **EUR 0.60** per sqm are charged. Furthermore, entry in the Marketing Package costs **EUR 1,120.00** (see Item 7.2, Special Participation Conditions).

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 based on the services charged for the previous event. The down payment for exhibitors who have not participated in the previous event shall total **EUR 30.00** per sqm – plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Participation Conditions.

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.

All prices are net prices and do not include the obligatory VAT. **The rental fee for stand area does not include the cost for any constructions.**

4 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 7.1 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs:

EUR 1,120.00 per main exhibitor, group organiser and group participant
EUR 350.00 per co-exhibitor and additionally represented company

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 **19/07/2023**.

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, 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.

5 Turnkey-stands/ Koelnmesse GmbH stands

Take advantage of Koelnmesse GmbH's offer and rent a turnkey-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 on the website of Anuga: www.anuga.com.

Tel. +49 221 821 3998
email: services@exhibitor.koelnmesse.de

6 Construction times

Build up period begins: Wednesday, 27 September 2023, 7:00 a.m.
Build up period ends: Friday, 6 October 2023, 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:

| | |
|------------------|--|
| 27.09.-2.10.2023 | 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 3.10.2023 | 12:00 a.m./midnight to 12:00 a.m./midnight halls open at all times |
| 06.10.2023 | 12:00 a.m. to 8:00 p.m. (8:00 p.m. end of build up) |

Please note that on 1 October the "Cologne Marathon" is planned and on 3 October there is a national holiday, which might affect the traffic situation for trucks in Germany.

7 Dismantling period

Dismantling period begins: Wednesday, 11 October 2023, from 6:00 p.m.
Dismantling period ends: Sunday, 15 October 2023, 12:00 a.m./ midnight

Note for the dismantling period:

| | |
|-----------------------|--|
| 11.10.2023 (last day) | 6:00 p.m. to 12:00 a.m./midnight |
| 12.-15.10.2023 | 12:00 a.m./midnight to 12:00 a.m./midnight (12:00 a.m./ midnight end of dismantling) |

The stand may not be partially or completely cleared, nor may exhibits be packed away, before 6:00 p.m. on 11 October 2023.

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.

8 Entry to the exhibition grounds during construction and dismantling

Access to the exhibition grounds for set-up and dismantling is only possible with a booked time slot (eSlot)! Vehicles without a booked eSlot (eslot.koelnmesse.com) will not be granted admission and must register for an on-

site check-in at the Logistics Centre at P22. With the navigation app NUNAV, you will be guided directly to your charging point on the exhibition grounds without stopping at P22. Please be sure to follow our instructions on traffic routing, as well as the arrival and departure times to the exhibition halls, which you can find on the event homepage.

9 Stand space confirmation

If your company is admitted to Anuga you will receive a stand area confirmation as of **March 2023**. 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.

10 Service provisions/ Technical guidelines

You can find our technical Guidelines on our website www.anuga.com or at the online ordering system www.service.anuga.com. Here you will also find all our services. **Please note the deadlines by which individual services must be ordered.** You will receive the login data for the Koelnmesse Service-Shop after receipt of the stand space confirmation from **April 2023**.

Please observe the particular deadlines for ordering the services!

This does not apply to group participants.

11 Stand height and stand limitation

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. Plans must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, and **at least 6 weeks before the event** begins. These documents, which can be scrutinized, consist of ground plans, views and design cross sections with all measurements. (See Item 4 of the Special Section of the Conditions of Participation). The rear walls of stands should be decorated in a neutral white manner. The exhibitor must ensure that stand partition walls with a height of at least 2.50 m are placed at the closed stand boundaries.

| | | |
|------------------|------------------|-------------------|
| Hall 1: 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.

12 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

13 Invoicing

You will receive the invoice for the stand area starting in **August 2023**. Invoice amounts are payable immediately upon receipt of the invoice. Please observe the terms and conditions of payment listed under Item IV of the

General Conditions of Participation.

The information on the invoice address given during the registration is binding. Issuing a new invoice for reasons for which Koelnmesse GmbH is not responsible is subject to a fee. A flat-rate fee of **EUR 100.00** will be charged for each new invoice.

14 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 online application tool to be considered entrepreneurs. Exhibitors must immediately notify Koelnmesse GmbH in writing of any changes to their VAT identification numbers.

15 Exhibitor passes

Each exhibitor receives free of charge and valid for the period of the trade fair:

- 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 sqm or part thereof above 100 sqm

The codes for the passes are provided to the customer in digital form and must be redeemed online via the Anuga ticket shop. The passes and travel ticket scan can only be used via the app of Anuga. The registration in the app must use the same data as used at the ticket shop. Additionally required codes can be ordered online via www.anuga.com for a fee. After the event, we will only invoice you for the passes that are used and that go beyond the free quota.

16 Work passes

You will also receive free codes that allow people commissioned by you or who work on your behalf to access the exhibition centre to construct or dismantle your stand. These codes 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. You will receive the codes digitally with the exhibitor passes.

17 Voucher/ Special Guest Voucher

As an exhibitor, you can purchase discounted visitor tickets to invite your business partners. One Voucher at a price of **EUR 38.00** plus VAT, entitles the holder to a one-day visit and can be purchased via the Ticket Shop. After the event, only the vouchers redeemed will be charged.

Special Guest Voucher at a price of **EUR 118.00** each plus VAT entitle the holder to visit the fair for five days and to enter the exhibition grounds during exhibitor opening hours (9:00 a.m. - 7:00 p.m.). However, during the period before and after visitor opening hours (10:00 a.m. - 6:00 p.m.), the holder of the Special Guest Voucher must be accompanied by an exhibitor with an exhibitor pass. Within the visitor opening hours, the holder of the Special Guest Voucher may also enter without being accompanied by an exhibitor. The Special Guest Voucher can also be ordered via the Ticket Shop.

18 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.

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.