

## Essential information

Please also refer to our enclosed Conditions of Participation.



International Hardware Fair Saudi Arabia

### The registration documents include

Essential information

The forms:

- 1.10 Registration for Main Exhibitor (Main Exhibitors only)
- 1.11 Enclosure to the registration for Main Exhibitor (Main Exhibitors only)
- 1.12 Registration for Group Stands (Group Organisers only)
- 1.20 Registration for Co-exhibitors (Main Exhibitors only)
- 1.30 List of products: Trend topics/ Target and Sales markets
- 1.31 List of products
- 1.40 Show insurance
- Conditions of Participation Special Section
- Special Conditions for Organiser of Group Participations (Group Organisers only)
- Conditions of Participation General Section
- General Data Protection Notice
- Koelnmesse subsidiaries, representatives and information centers

### 1 Registration

Form 1.10 must be submitted by each Main Exhibitor. Please fill in the form completely and provide it with a company stamp and a legally valid signature. The registration is only valid when accompanied by the list of products on **Form 1.30 and 1.31**. Co-exhibitors\* need to be registered using **Form 1.20** respectively. A separate list of products (**Form 1.30 and Form 1.31**) has to be filled in for each of these companies.

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

### 2 Participation fees

Raw space:

The minimum stand size is 12 m<sup>2</sup>. The participation fee (plus VAT) is

- in the exhibition halls:

for registrations 459.00 USD per m<sup>2</sup>

The rental fee for stand area (raw space) does not include the cost for any constructions.

Shell Scheme Package:

The minimum stand size is 9 m<sup>2</sup>. The participation fee (plus VAT) is

- in the exhibition halls:

for registrations 539.00 USD per m<sup>2</sup>

The following mandatory additional fees will be added to the invoice:

- |   |            |
|---|------------|
| - Show Insurance  | 165.00 USD |
| - Media Package (Internet Listing, Catalogue Entry, Online Matchmaking) | 275.00 USD |
| - Registration Fee  | 59.00 USD  |

(Mandatory for every Main Exhibitor and each Co-exhibitor – will be invoiced to the Main Exhibitor. For more information, please see form 1.40 and paragraph 3.2 in the Special Conditions of Participation)

All prices are net prices plus VAT.

### 3 Stand confirmation

Once your company has been accepted for participation, you will receive a

confirmation of your stand.

### 4 Technical Manual

The specifications of the RICEC Riyadh International Convention & Exhibition Center Technical Manual, which will be made available by the RICEC Riyadh International Convention & Exhibition Center after publication, must be complied with. Every exhibitor is obliged to read this Manual and obey all instructions.

Please note the order deadlines.

### 5 Withdrawal / non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organiser can agree to the request for release from the contract only in exceptional cases if the stand space not required can be rented to another exhibitor. In this instance the organiser is entitled to demand a general reimbursement of the costs incurred corresponding to 25% of the participation fee. If the space cannot be re-rented, the full participation fee must be paid. Please see Item II of the "General Conditions of Participation".

### 6 Invoicing

You will receive the invoice for the stand area along with your stand confirmation letter. Please observe the terms and conditions of payment listed under Item IV of the general Conditions of Participation.

### 7 Venue

RICEC Riyadh International Convention & Exhibition Center  
2446 King Abdullah Rd  
12451 Riyadh, Saudi Arabia

### 8 Important Contacts

website: <https://www.hardwarefair-saudi.com/>

International Director - Koelnmesse GmbH

Ina Karschöldgen

Tel. +49 221 821-2837, e-mail: [ihf-saudi@koelnmesse.com](mailto:ihf-saudi@koelnmesse.com)

Sales Director - dmG events

Samer Itani

Tel. +971 50 884 5740, e-mail: [sameritani@dmgevents.com](mailto:sameritani@dmgevents.com)

### 9 Koelnmesse representatives abroad

Koelnmesse has representative offices in over 100 countries. They will gladly assist you at any time. A list of these offices is available on the Internet at [Sales network | Koelnmesse](#)

Please send to:

Kristina Ivlev  
Project Assistant  
Mobile: +49 176 1256-3483  
E-Mail:  
ihf-saudi@koelnmesse.com



16-18 June 2025

Customer number:

3 1 8 0

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Name of Main Exhibitor:

## Registration for Main Exhibitor

1.10

Must be returned. List of products (Form 1.30 and 1.31) must be filled in for registration to be valid.

### 1 Main Exhibitor

#### 1.1 Address:

Company/Name:

Street:

P.O. Box:

Postal Code / City:

Country:

Tel.:

Fax:

E-mail:

Invoicing E-mail:

Internet:

President / Owner:

(please give first and last name)

☐ Mr ☐ Ms

Register first letter  
of company name:

Contact person for the exhibition is:

☐ Mr ☐ Ms

Tel.:

Fax:

E-mail:

#### 1.2 We are:

- |   |   |
|---|---|
| <input type="checkbox"/> Manufacturer       | <input type="checkbox"/> Wholesale                |
| <input type="checkbox"/> Import/ Export     | <input type="checkbox"/> Trade representative     |
| <input type="checkbox"/> Sales Organisation | <input type="checkbox"/> Association/ Institution |
| <input type="checkbox"/> Retail             | <input type="checkbox"/> Trade press              |

#### 1.3 VAT ID number:

(Required information for companies from EU countries)

Saudi Arabia Tax Registration Number:  
(if available)

#### 1.4 Subsidiary/branch of parent company/group:

Company/Name:



Street:

Postal Code / City:

Country:

### 2 Stand requests:

(subject to availability)

#### 2.1 According to the Conditions of Participation we order

☐ Raw Space 459.00 USD per m<sup>2</sup>  
(min 12m<sup>2</sup>)

☐ Shell Scheme 539.00 USD per m<sup>2</sup>  
Package (min 9m<sup>2</sup>)

All prices are net prices and subject to VAT.

Area in total m<sup>2</sup>

Frontal  
width in metres

min

max

Depth in metres

min

max

We prefer a:

☐ Terrace stand

☐ Two-corner stand

☐ Corner stand

☐ Island stand

Deviations from the requested type of stand do not provide grounds for an objection to be made under item II, para. 2 of the General Section of the Conditions of Participation.

#### 2.2 We have noted that the following mandatory additional fees will be added to the invoice:

Show Insurance	165.00 USD (plus VAT)
Media Package	275.00 USD (plus VAT)
Registration Fee	59.00 USD (plus VAT)

Mandatory for every Main Exhibitor and each Co-exhibitor; will be invoiced to the Main Exhibitor. For more information, please see form 1.40 and paragraph 3.2 in the Special Conditions of Participation

### 3 Products or Services to be exhibited

The registration is only valid with the attached list of products!

Please indicate your products / services on form 1.30. Only goods listed here are permitted at International Hardware Fair Saudi Arabia.

#### Data Protection Notice:

You can read our Data Protection Notice in the complete participation documents and at any time under [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice).

We would like to stay in touch with you in the future, in order to keep you appropriately informed of events and similar services. That's why we would like to ask for your consent to contact via electronic media.

☐ I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organised in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the complete document containing the participation documents. It can also be accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice). I can withdraw my consent at any time in the future (by sending an e-mail to [dataprivacy@koelnmesse.de](mailto:dataprivacy@koelnmesse.de))

By signing and returning this registration form, we acknowledge that the General and the Special Sections of Koelnmesse GmbH's Conditions of Participation are binding for our participation. In addition to the regulations of Koelnmesse GmbH, we agree to be bound to the regulations of RICEC Riyadh International Convention & Exhibition Center, insofar as these regulations apply directly or analogously.

X

Date, Place, Stamp, Legally binding signature of the Main Exhibitor

Please send to:

Kristina Ivlev  
Project Assistant  
Mobile: +49 176 1256-3483  
E-Mail: ihf-saudi@koelnmesse.  
com



16-18 June 2025

Customer number:

3 1 8 0

Name of Main Exhibitor:

## Enclosure to the registration for Main Exhibitor

Invoice address /  
Address for correspondence

1.11

### 1 Invoice address - if different from Main Exhibitor

If the **invoice** should be charged to address other than the one of the Main Exhibitor please enter below:

Company/Name:

Contact Person:

Street:

Postal Code/City:

Country:

Tel.:

Fax:

E-mail:

#### Important!

The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment.

### 2 Address for correspondence - if different from Main Exhibitor

If **correspondence** should be sent to address other than the one of the Main Exhibitor please enter below:

Company/Name:

Contact Person:

Street:

Postal Code/City:

Country:

Tel.:

Fax:

E-mail:

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Date, Place, Stamp, Legally binding signature of the Main Exhibitor

Please send to:

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Project Assistant  
Mobile: +49 176 1256-3483  
E-Mail:  
ihf-saudi@koelnmesse.com



16-18 June 2025

Customer number:

3 1 8 0

Customer number: [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

Name of Main Exhibitor:

## Registration for Co-exhibitors\*

List of products (Form 1.30) must be  
filled in for registration to be valid

1.20

In accordance with Item V of the General Section of the  
Conditions of Participation, we hereby register the following Co-  
exhibitors at our stand:

Company/Name:

[ ]

Street:

[ ]

Postal Code / City:

[ ]

P.O. Box:

[ ]

Country:

[ ]

Tel.:

[ ]

Fax:

[ ]

E-mail:

[ ]

Internet:

[ ]

Contact person:

☐ Mr ☐ Ms

[ ]

E-mail

Contact person:

[ ]

Company/Name:

[ ]

Street:

[ ]

Postal Code / City:

[ ]

P.O. Box:

[ ]

Country:

[ ]

Tel.:

[ ]

Fax:

[ ]

E-mail:

[ ]

Internet:

[ ]

Contact person:

☐ Mr ☐ Ms

[ ]

E-mail

Contact person:

[ ]

Please provide a separate list of products (Form 1.30) for each  
Co-exhibitor that you register.

### \*Explanation "Co-exhibitors":

Co-exhibitors are companies with their own products and their own  
personnel that use the stand area of a Main Exhibitor. Companies  
within groups and subsidiaries count as Co-exhibitors.

X

Date, Place, Stamp, Legally binding signature of the Main Exhibitor

Customer number:

3 1 8 0

Customer number: [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

The company is:

- ☐ Manufacturer  
☐ Import/ Export  
☐ Sales organisation  
☐ Retail

- ☐ Wholesale  
☐ Trade representative  
☐ Trade press  
☐ Association/  
Institution

The company is  
represented with:

- ☐ own products  
☐ own staff

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Saudi Arabia Tax Registration Number:

(if available)

The additional mandatory fees for Show Insurance (USD 165.00),  
Media Package (USD 275.00) and Registration Fee (USD 59.00) for  
each Co-exhibitor will be invoiced to the Main Exhibitor.  
(For more information, please see form 1.40 and paragraph 3.2 in the  
Special Conditions of Participation)

Customer number:

3 1 8 0

Customer number: [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

The company is:

- ☐ Manufacturer  
☐ Import/ Export  
☐ Sales organisation  
☐ Retail

- ☐ Wholesale  
☐ Trade representative  
☐ Trade press  
☐ Association/  
Institution

The company is  
represented with:

- ☐ own products  
☐ own staff

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Saudi Arabia Tax Registration Number:

(if available)

The additional mandatory fees for Show Insurance (USD 165.00),  
Media Package (USD 275.00) and Registration Fee (USD 59.00) for  
each Co-exhibitor will be invoiced to the Main Exhibitor.  
(For more information, please see form 1.40 and paragraph 3.2 in the  
Special Conditions of Participation)

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commercial agents, to send me information by e-mail about future similar trade fairs/events/  
platforms that are organised in Germany and abroad. A list of the subsidiaries and commercial  
agents of Koelnmesse GmbH, as well as further details about data protection, can be found in the  
complete document containing the participation documents. It can also be accessed at any time  
at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice).

I can withdraw my consent at any time in the future (by sending an e-mail to  
[dataprivacy@koelnmesse.de](mailto:dataprivacy@koelnmesse.de))

Please send to:

Kristina Ivlev  
Project Assistant  
Mobile: +49 176 1256-3483  
E-Mail:  
ihf-saudi@koelnmesse.com



16-18 June 2025

## Sector segment(s) and target/sales markets

Must be returned by

– Main exhibitors

– Co-exhibitors

Please fill in and return with your application

1.30

### Name of main exhibitor:

(Please also fill in if co-exhibitor is indicated)

### Name of co-exhibitor:

(Please fill in a separate list of product group entries for each co-exhibitor)

☒ (Please cross the corresponding items)

#### Our target/sales markets are:

##### Africa

- ☐ South Africa
- ☐ West Africa
- ☐ East Africa
- ☐ North Africa

##### The Americas

- ☐ USA
- ☐ Canada
- ☐ Mexico
- ☐ Colombia
- ☐ Brazil
- ☐ Others Central America
- ☐ Others South America

##### Asia

- ☐ China
- ☐ Japan
- ☐ South East Asia
- ☐ India
- ☐ Middle East

##### Europe

- ☐ Western Europe
- ☐ Northern Europe
- ☐ Southern Europe
- ☐ Russia
- ☐ Turkey
- ☐ Others Eastern Europe

##### Oceania

- ☐ Australia
- ☐ New Zealand
- ☐ Others Oceania

#### Global Opportunities

We are interested in the following Koelnmesse trade fairs around the world. Please send us further information:

- |   |  |
|---|--|
| <input type="checkbox"/> Germany, Cologne   EISENWARENMESSE-INTERNATIONAL HARDWARE FAIR | <input type="checkbox"/> Italy, Bergamo   International Hardware Fair Italy  |
| <input type="checkbox"/> Germany, Cologne   Asia-Pacific Sourcing                       | <input type="checkbox"/> China, Shanghai   China International Hardware Show |
| <input type="checkbox"/> Indonesia, Jakarta   International Hardware Fair Indonesia     | <input type="checkbox"/> Colombia, Bogotá   El Gran Salón Ferretero          |
| <input type="checkbox"/> India, New Delhi   International Hardware Fair India           |  |

I hereby permit Koelnmesse GmbH, as well as its responsible subsidiary abroad and its commercial agents, to send me information by e-mail about future similar trade fairs/events/platforms that are organized in Germany and abroad. A list of the subsidiaries and commercial agents of Koelnmesse GmbH, as well as further details about data protection, can be accessed at any time at [www.koelnmesse.com/data-protection-notice](http://www.koelnmesse.com/data-protection-notice). I can withdraw my consent at any time in the future (by sending an e-mail to [dataprivacy@koelnmesse.de](mailto:dataprivacy@koelnmesse.de)). This consent is voluntary and applies only in the event that I have indicated my interest in one or more trade fairs by placing a check mark.

Please send to:

Kristina Ivlev  
Project Assistant  
Mobile: +49 176 1256-3483  
E-Mail:  
ihf-saudi@koelnmesse.com



16-18 June 2025

Client number:

3 1 8 0

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Main exhibitor:

### List of product group entries

Must be returned by

– Main exhibitors

– Co-exhibitors

Please fill in and return with your application

1.31

#### Name of main exhibitor:

(Please also fill in if co-exhibitor is indicated)

#### Name of co-exhibitor:

(Please fill in a separate list of product group entries for each co-exhibitor)

This list of product group entries must be completed in order for your exhibitor application to be valid.

☐ Hand tools

☐ Fasteners

☐ Power Tools

☐ Cutting and Welding Equipment

☐ Building Material Hardware

☐ Home Improvement

☐ Abrasive

☐ Garden Equipment

☐ Plumbing

☐ Electrical Hardware Accessories

☐ Paints & Accessories

☐ Machine Tools

☐ DIY

☐ Industry Services

☐ Workshop & Fixing Technology

☐ Building & Furniture Fittings

☐ Automotive Supplies & Accessories

Please send to:

Kristina Ivlev  
Project Assistant  
Mobile: +49 176 1256-3483  
E-Mail:  
ihf-saudi@koelnmesse.com



16-18 June 2025

Customer number:

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## SHOW INSURANCE - Compulsory Requirement

Notification by the Local Organiser,  
dmg events:

**1.40**

Events of the type, size, and attendance numbers are exposed to wide range of damaging incidents. Even the smallest incident that occurs within a single stand can affect the entire event. It is not just about replacement or repair of damaged items, but it is about delivering a world class, successful event while knowing that the required safety net is in place.

Dmg events has designed an insurance programme to cover liability towards third parties during the event. The programme also includes additional cover that we think is appropriate and indispensable for the event, such as cover for third party liability, physical loss of personal property and physical loss of money. Please note that your contractors are not covered by the insurance programme. The client shall arrange and maintain its own insurance against all other relevant risks not covered by the insurance programme.

This insurance cover is compulsory under the Special Conditions of Participation and the organiser dmg events has taken out the cover in line with the provision of the applicable law and the stipulations of the Special Conditions of Participation. The cost (USD 165.00) of this cover will be charged to the exhibitor and shall be payable in accordance with the Space Contract.

If this invoice is not paid, then regrettably we will be constrained to restrict the exhibitor's access to the venue and exhibitor badges will not be issued till payment is made.

Unfortunately, we cannot accept any other specific or event-related or global policy you may already have in place or propose to take in satisfaction of the insurance requirement mandated in the Space Contract Regulations, even if such policy contains matching cover. If this invoice is not paid, then regrettably we will be constrained to restrict the exhibitor's access to the venue and exhibitor badges will not be issued till payment is made.

Unfortunately, we cannot accept any other specific or event-related or global policy you may already have in place or propose to take in satisfaction of the insurance requirement mandated in the Space Contract Regulations, even if such policy contains matching cover.

For more information about the insurance, please refer to <https://www.hardwarefair-saudi.com/insurance.pdf>

# Conditions of Participation Special Section



International Hardware Fair Saudi Arabia

## 1 Organiser, event, venue and dates, visitor admission

### 1.1 Title

International Hardware Fair Saudi Arabia 2025 is being organised by Koelnmesse GmbH, Messeplatz 1, 50679 Köln, Germany and dmg events, Office 502, Al Madar building Ad Diyar Street, Al Ulaya District, 12611, Riyadh, Saudi Arabia

- hereinafter referred to as the organisers.

The event will be held at the RICEC Riyadh International Convention & Exhibition Center, from Monday, 16 June 2025 to Wednesday, 18 June 2025.

### 1.2 Opening times

For exhibitors:

Monday, 16 June 2025 and Tuesday, 17 June 2025 from 2:30 p.m. to 9:30 p.m., Wednesday, 18 June 2025 from 2:30 p.m. to 9:30 p.m.

For visitors:

Monday, 16 June 2025 and Tuesday, 17 June 2025 from 3:00 p.m. to 9:00 p.m., Wednesday, 18 June 2025 from 3:00 p.m. to 9:00 p.m.

### 1.3 Stand construction and dismantling

#### 1.3.1 General provisions

Work may be carried out in the halls and outdoor areas during the general construction and dismantling times from Friday, 13 June to Sunday, 15 June 2025 from 8:00 a.m. (to 6:00 p.m. on the last day of construction) insofar as no deviating provision has been specified.

#### 1.3.2 Stand construction

Stand construction may begin at 8:00 a.m. on Friday, 13 June 2025.

Construction must be completed by no later than 6:00 p.m. on Sunday, 15 June 2025. The aisles must be completely cleared by this time.

#### 1.3.3 Stand dismantling

Dismantling of the exhibition stand and the goods presentation may not begin before the end of the event at 10:00 p.m. on Wednesday, 18 June 2025.

dmg events will send out detailed instructions regarding the build set up and dismantling to all exhibitors well in advance.

### 1.4 Visitor admission

International Hardware Fair Saudi Arabia 2025 is a trade fair. Only trade visitors are granted admission.

## 2 Eligibility to participate

### 2.1 Exhibitors

Only manufacturers that are entered in the Commercial Register or in the Handicrafts Register are permitted to participate at International Hardware Fair Saudi Arabia 2025. Such producers must exhibit products that correspond to the focus of the event (see the list of products). You may only participate as an exhibitor if the exhibited products are manufactured or developed by your company itself or developed or produced on its behalf and exclusively marketed or, in the case of services, exclusively provided by your company. You can exhibit for the companies you represent as a trade representative, sales company, association or importer insofar as the goods exhibited are not offered by any other company at the trade fair and you possess the necessary rights to present the exhibits.

The organisers also require that proof of the nature of the manufacturer's business or of the activities as the manufacturer's sales company or importer is submitted in the appropriate form on demand. Decisions on company admissions, eligible products and the location of

exhibitor stands will be taken by the organisers. In the event of a rejection, you will receive a separate letter.

All exhibited products and services must correspond to the focus of the event. See the accompanying list of products, forms 1.30 and 1.31. The products must be new ex-works. Products and services that do not correspond to the list of products and used products may not be exhibited or offered.

### 2.2 Co-exhibitors

It is possible for co-exhibitors to participate at International Hardware Fair Saudi Arabia 2025. A special application and acceptance by the organisers is required for the use of the stand area by a co exhibitor (see Item V of the General Section of the Conditions of Participation). A co-exhibitor must meet the following conditions to use a stand area:

No more than 2 co-exhibitors can be applied for. The forms 1.20 and 1.30 and 1.31 have to be completely filled out and the main exhibitor has to sign it with a legally binding signature and submit it to Koelnmesse.

Enabling a co-exhibitor to participate on the stand area without first obtaining the approval of Koelnmesse is a serious violation of the Conditions of Participation. In the event of any violation of this condition, Koelnmesse is entitled to impose a fine of up to 5,000.00 USD (depending on the severity of the violation) for each such violation and/or to exclude the exhibitor from subsequent events. The stipulations of Item V of the General Section of the Conditions of Participation are not affected.

### 2.3 Group participation

It is possible for group participants to participate at International Hardware Fair Saudi Arabia. A special application and approval by the group organiser is required for the use of the stand area by a group participant (see Item V of the General Section of the Conditions of Participation).

## 3 Participation fee and other costs

### 3.1.1 Participation fee per m<sup>2</sup> of raw space (minimum size 12 m<sup>2</sup>)

The participation fee does not include the provision of stand partition walls or other special construction elements.

The participation fee will be calculated according to the dimensions of the stand area allocated. Hall pillars and other fixed construction elements present in the rented stand area do not provide grounds for a reduction in the participation fee.

**The participation fee for raw space in the exhibition halls is (plus VAT):**

for registrations 459.00 USD per m<sup>2</sup>

The participation fee for raw space includes the rental for the exhibition space for the entire duration of the event including the build up and dismantling periods, a specific number of exhibitor badges, the use of all general technical and service facilities in the exhibition halls like lighting, ventilation, air conditioning, use of electricity on the stand, general surveillance of the halls and cleaning of the aisles; advice on organisational matters provided by the organisers' employees, catalogue entry according to Item 3.2.3.

The participation fee does not include the installation and use of compressed air and/or the installation of water connections at the stand.

Two-storey exhibition stands are applicable for booked floor space of 60 m<sup>2</sup> and above (to be considered on a case-by-case basis).

### 3.1.2 Participation fee per m<sup>2</sup> for Shell Scheme Package (minimum size 9 m<sup>2</sup>)

**The participation fee for Shell Scheme Package (plus VAT) is:**

for registrations 539.00 USD per m<sup>2</sup>

The participation fee for the Shell Scheme Package includes the rental for the exhibition space for the entire duration of the event including the build up and dismantling periods, equipment, construction and dismantling of the stand, a specific number of exhibitor badges, the use of all general technical and service facilities in the exhibition halls like lighting, ventilation, air conditioning, electrical consumption, general surveillance of the halls and



cleaning of the aisles; advice on organisational matters provided by the organisers' employees, catalogue entry according to Item 3.2.3.

The participation fee does not include the installation and use of compressed air and/or the installation of water connections at the stand.

### 3.2 Other costs

**The following fees are mandatory for every main exhibitor, co-exhibitor, group organiser (with own stand space) and group participant:**

#### 3.2.1 SHOW INSURANCE (required by the local organiser dmg events)

The obligatory fee is 165.00 USD (plus VAT).

The insurance programme provided by the local organiser dmg events covers the following risks

(a) Third party liability for USD 2 million; (b) physical loss of personal property USD 20,000 (c) physical loss of money USD 20,000

The details of this insurance programme are included in the terms & conditions of participation of dmg events, namely in no. 17 and Appendix D. These Terms & Conditions are available on request.

The Client shall arrange and maintain its own insurance against all other relevant risks not covered by the insurance programme.

For more information about the insurance, please refer to <https://www.hardwarefair-saudi.com/insurance.pdf>

**3.2.2** The insurance cover prescribed in item 3.2.1 will be taken out by the organiser and the costs (USD 165.00) thereof charged to the exhibitor, the amount and manner of which will be paid in accordance with the issued invoice. No specific, event-related or global policy taken out or proposed to be obtained by the exhibitor shall be acceptable, even if such policy should contain comparable cover.

#### 3.2.3 MEDIA PACKAGE

The obligatory fee is 275.00 USD (plus VAT).

The Media Package includes:

- We will create a professionally designed email template personalised with your company name, logo, and stand details at no cost.
- Promote your participation with us on social media with our personalised social media post for you.
- Request banners and email signatures to enhance your website and email communications, boosting your participation.
- Receive personalised WhatsApp invitation from us to share with your clients directly online.
- Tell us the top 3 visitor profiles you would like to meet at the event, and we will extend invitations on your behalf. Reach out to [marketing@hardwarefair-saudi.com](mailto:marketing@hardwarefair-saudi.com)
- If you're conducting live demos at your stand, let us know. We may feature them in our newsletter and social media channels
- FREE Lead retrieval app for exhibitors: Effortlessly capture sales leads using your own Smartphone!

### LIVE DEMONSTRATIONS

- Real-time lead capture and viewing on and off the show floor
- Export leads to Excel for easy follow-up
- Instantly email prospects from the system to request follow-up
- Post-show real-time reporting and analytics
- Edit and qualify leads with notes
- Compatible with iPhone and Android devices
- Works with or without internet connectivity
- Single login for multiple users in a single company
- Search for 'dmg events Lead Retrieval' in your App Store
- Download the App
- Enter the logins provided by the organiser
- You are now ready to scan your leads
- Please note that logins will be sent two weeks and one day prior to the event.

The 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.

If an exhibitor has still not submitted an order to the official contractual partners by the editorial and advertising deadline, the exhibitor's particulars shall be added to the official fair media, subject to charge, on the basis of the information provided on the respective application form 1.10. Where possible, applications and orders received later will also be included in the official fair media. If the organisers receive orders and applications later than the editorial and advertising deadline, the organisers shall accept no guarantee for provision of any marketing services. In such cases, no claims will be recognised, regardless of their nature, but particularly claims for reductions in cost for inclusion in the official media or claims for damages will not be recognised.

### Responsibility/release of the organisers from liability

Official fair media is published by the organisers which in turn are entitled to commission another company with the concrete execution thereof and with advertisements.

The exhibitor is responsible for the content of advertisements and entries, and for any damages resulting therefrom. The organisers do not accept responsibility for printing errors, incorrect placement, errors and omissions or faulty printing.

The organisers do not guarantee that the web pages will be accessible at all times and that participants can call them up flawlessly and without incorrect content or technical difficulties being encountered. The organisers are not liable for incorrect information that is produced or disseminated by participants and/or third parties (including cooperation partners) and that is related to the ordering of catalogues for trade fairs and exhibitions of the organiser on the Internet. The organisers are especially not liable for e-mails or data entries that the system fails to accept and/or receive because they do not conform to the stipulations of these Conditions of Participation or to the website's technical requirements.

The organisers are not liable for the offers made by third parties.

### 3.2.4 Registration Fee

The obligatory fee is 59.00 USD (plus VAT).

### 3.3 VAT

All prices stated are net prices. The statutory VAT will be charged separately where applicable.

### 3.4 Costs in the event of non-participation

#### 3.4.1 After receipt of acceptance/stand area confirmation

You cannot normally withdraw from the contract after you have received the admission/stand area confirmation. The regulations contained in Item II of the General Section of the Conditions of Participation apply.

In the event of non-participation, companies that have registered for a trade fair must pay compensation. Provided the reserved stand area can be rented to a third party, this compensation amounts to 25% of the participation fee.

**3.4.2** You are entitled to prove that no damages were incurred or that the costs were significantly less extensive than the amount charged.

## 4 Stand sizes and construction

### 4.1 Stand size

The minimum stand size is 12 m<sup>2</sup> for raw space and 9 m<sup>2</sup> for the Shell Scheme Package.

Please note that hall pillars and other fixed construction elements may be present in the rented stand area. Minor deviations from the requested stand size do not justify an objection being filed under Item II of the General Section of the Conditions of Participation.

Trade fair partition walls for separating the stand area are not automatically provided.

The raw space fee does not include stand construction.

#### 4.2 Responsibility

Exhibitors are advised to read the whole of the exhibitor manual and the Technical Manual provided by dmg events to all exhibitors so that they are fully conversant with all elements of working at the Venue. From a contractor point of view, please pay particular attention to the contractor information, electrical information, standfitting information, health & safety information as well as to the Technical Manual.

All of these provisions apply to both the company's own as well as to independent stand designers, decorators, and signwriters and to all persons, inasmuch that they carry out activities that are commissioned by the exhibitor or on the exhibitor's behalf in connection with the construction, dismantling, design and operation of the stand.

The exhibitor is responsible for ensuring that all regulations are complied with. The exhibitor must supervise construction personnel and other persons working on their behalf to ensure that they adhere to the regulations. The stipulations of the General Section of the Conditions of Participation and the Technical Manual are not affected.

#### 4.3 Maximum stand height

The maximum permissible stand height is set at 4 m, insofar as this is permitted by the hall ceiling and any fixed structures that may be present.

#### 4.4 Notice of approval

Stand construction may not commence until the exhibitor has received a copy of the organiser's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It merely states that the organisers have no objections in the context of stand design/arrangement. If requested to do so by the organisers, the exhibitor is obliged to submit any additionally required information relating to the stand immediately.

There is no obligation on the part of the organisers to ensure the observance of other provisions.

Nevertheless, if an infringement of the relevant provisions is found to have been committed, the organisers can, for this reason, also refuse to issue the notice of approval. Please be informed of the fact that in exceptional cases — on request and at your own expense — the stand construction documents must be submitted to the responsible authorities for examination.

Irrespective of official approvals of the stand, any objections made by the organisers concerning the stand must be responded to immediately. In case of imminent danger, the organisers are entitled to determine at their absolute discretion the measures necessary and have these implemented at the exhibitor's expense.

#### 4.5 Form of stand

The following terms are used for the stand forms:

Terrace stand:	one side open
Corner stand:	two sides open
Two-corner stand:	three sides open
Island stand:	four sides open

Deviations from the requested stand shape do not justify an objection being raised under Item II of the General Section of the Conditions of Participation.

#### 4.6 Construction and design of the stands

The stand must be built to comply with the form of the stand confirmed.

The arrangement of the stand is left to the exhibitor, but should be appropriate for the event in question.

The exhibitor has to obtain information on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand space. Banners and company signs are not permitted to protrude into the aisles. The organisers also offer a completely outfitted all-inclusive package.

## 5 Exhibitor and contractor badges

### 5.1 Exhibitor badges

Each exhibitor receives badges free of charge and valid for the period from the first day on which construction work begins until the final day of dismantling.

The number of badges corresponds directly with the space booked as follows:

Stand size m <sup>2</sup>	Allocation of badges
9-15	10
16-25	15
26-50	20
51-100	25
101-120	30

Exhibitors and their personnel, who need to access the exhibition halls, must register online for an exhibitor badge (please see the dmg events Exhibitor Manual).

### 5.2 Contractor badges

Contractors must observe the regulations for contractor badges by dmg events Protocol and Security Department as stated in the Technical Manual.

## 6 Rules on selling

In view of the specialist nature of the event, direct sales of exhibits or samples from the stands are not permitted. Furthermore, exhibits may not carry a price tag.

This regulation does not apply to printed matter such as trade publications and specialist journals.

The organisers have the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. The organisers also have the right to immediately close the stands of any exhibitors, who commit such violations while International Hardware Fair Saudi Arabia 2025 is still in progress and without a court order. Claims on the part of the exhibitor for damages or refunds are ruled out in the event of such measures.

## 7 Commercial property rights

The organisers do 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 *res judicata* that an exhibitor has in connection with one of the organisers' events violated laws of the kind mentioned in paragraph 1, the organisers are entitled to ban that exhibitor from the next event of this kind after the *res judicata* court decision, if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

## 8 Non-permissible advertising/violations of the Conditions of Participation

In order to ensure that the overall character of the event is safeguarded and the exhibitors and visitors are protected from irritating or illegal activities, in particular the following advertising measures are forbidden:

- Exceeding the binding specified stand height
- Advertising activities outside the rented stand area without the prior written permission of the organisers
- Advertising of an ideological or political nature

The exhibitor bears responsibility for the legality of competitions, raffles etc. In the event of severe violations of the Conditions of Participation, the organisers may immediately close the exhibitor's stand and clear it without resorting to legal assistance. Claims of all kinds — especially claims for damages — are ruled out in this case.

## **9 Requirement for a written document**

All explanations must be specified in writing.

## **10 Severability clause**

Should individual or several provisions of these conditions be or become invalid in whole or in part, the validity of the remaining provisions and of the contract shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions.

Should the invalidity of a provision have arisen from a specific figure stated therein with regard to performance or time (deadline or date), the nearest legally permissible figure shall replace the invalid one in the provision.

## **11 General Section of the Conditions of Participation, Technical Manual**

The stipulations of the General Section of the Conditions of Participation and the Technical Manual are not affected.

Status: November 2024

## General Section of the Conditions of Participation International Hardware Fair Saudi Arabia

### I Registration

Registration can be carried out by post.

#### 1. Postal registration process

To indicate your intention to take part in the event, you must return to us a completely filled in and signed registration form (Registration). Alternatively, you can scan the completed and signed participation documents and send them to us via e-mail to the e-mail address given in the registration form. A digital signature can also be provided instead of the scanned signature.

By signing and returning the registration form, you acknowledge that the General and the Special Sections of the Conditions of Participation are binding. In addition, the specifications of the dmg events Technical Manual, which will be made available by dmg events after publication, must be complied with. Every exhibitor is obliged to read this Manual and obey all instructions.

2. You can download the Conditions of Participation from the event homepage.

3. The registration is binding on you as of its delivery to Koelnmesse. It cannot be subject to provisos or reservations; in particular requests for specific stand locations do not constitute a condition for participation.

4. The registration can only be revoked prior to your receipt of the acceptance/stand area confirmation when this is permitted by the Special Section of the Conditions of Participation. In this case, you have to pay a fee as stipulated in the Special Section of the Conditions of Participation.

### II Acceptance

1. The organiser decides on your participation on the basis of the stipulations valid for all of the participants in the event (acceptance/ stand area confirmation).

There are no legal claims to be admitted. In the event that the organiser receives more registrations corresponding to the admission requirements prior to the deadline for submission of registrations than there is available exhibition space, the organiser will decide which applications for registration are approved according to the organiser's reasonable discretion.

If you have previously failed to fulfil your financial obligations to the organiser or have not fulfilled them punctually, your company can be excluded from acceptance.

2. The contract comes into force with the confirmation of acceptance/stand area confirmation, both of which are valid without signature.

#### 3. Validity of the acceptance

The acceptance/stand area confirmation only applies to the respective event, the company registered and named in the acceptance and the products and services registered. Products and services that do not correspond to the Index of Goods may not be exhibited or offered.

The assignment of a stand area is carried out by the organiser in accordance with the exhibition topic area within the event to which the products you have registered belong.

Exhibitors do not have a right to have a stand area assigned to them of a particular shape, in a particular hall or a specific area within a hall. The

exhibitor can specify a minimum and a maximum stand area during registration. Any acceptance by the organiser that is within the specified size range is according to contract. Deviations from the average value of the specified desired sizes of up to 20 % are also according to contract.

An agreement is necessary in the case of greater deviations outside the desired size. This agreement is granted at the latest with the payment of the participation price.

The organiser is entitled to revoke the acceptance if it was granted on the basis of incorrect statements or if the participant subsequently fails to meet the conditions for acceptance.

#### 4. Change after acceptance

The organiser is entitled to relocate or close entrances and exits, and to make structural changes to the trade fair halls for good cause (e.g. fire, fire protection, other hazard prevention) and taking into account your legitimate interests after acceptance without you deriving any rights from such changes.

In individual cases with good cause and taking into account your legitimate interests, the organiser is furthermore entitled to subsequently assign a different stand area to the one already allocated in the acceptance and to change the size and dimensions of the stand area. If the size of the stand area is reduced, the difference in the participation fee will be refunded to you.

In the event that the date or location of the event has to be changed due to good cause and this change can reasonably be demanded of you then the corresponding changes must be accepted; the acceptance/stand area confirmation is replaced by the organiser's corresponding notification of the changes. A change of location means a change to a location outside the exhibition centre.

You will immediately be notified should the stand area not be available for reasons beyond the organiser's control. In this case, you have the right to receive a refund of the participation fee.

In such cases, there is no entitlement to claim damages that go beyond this refund.

#### 5. Rights of withdrawal

The organiser may withdraw from the contract if there is good cause. Such good cause is particularly the case if an application has been submitted to initiate insolvency proceedings or if such an application has been rejected due to a lack of assets. You must notify the organiser immediately if this is the case.

It is no longer possible for the exhibitor to withdraw a registration after the acceptance/stand area confirmation has been received.

As an exhibitor, you bear the sole risk for the following complications: products that are planned for the presentation cannot be imported as a result of the legal regulations valid at the event location or for other reasons; products arrive at the event location late, damaged or not at all (e.g. because they have become lost or are affected by transport or customs delays); you, your staff, your stand personnel or the personnel charged with the construction of your stand are delayed or prevented from arriving at the event location, e.g. due to the refusal of a visa. You remain obligated to pay any and all costs that have been agreed upon.

The organiser can consent to a request for release from the contract by way of exception if the stand area made available can be assigned to a third party in return for payment. This only applies when all space (stand area) of the event has been allocated and to the extent that the space that becomes available can be rented to an exhibitor to whom no or only a correspondingly smaller area could be allocated due to the lack of availability of free space (stand area). Unless specified otherwise in the Special Section of the Conditions of Participation, the organiser is then authorised to demand a flat-rate amount of 25 % of the participation fee for the costs incurred without further evidence. If the stand area cannot be transferred to a third party for a fee, the contract remains in force and the participation fee must be paid in full. The

occupation of the stand area that is no longer reserved by another participant who has already been admitted to the event and assigned a stand area is not considered to be a rental to a third party against payment, as two areas were merely exchanged.

If the Special Section of the Conditions of Participation stipulate that you must purchase a Marketing Package, the specified price has to be paid in the event that you withdraw from the contract. This does not affect your liability for catalogue fees, stand construction fees or other costs, particularly if they involve services from third parties or have arisen due to services that have already been provided.

You shall be entitled to prove that no damages were incurred or that the costs were significantly less extensive than the fee charged.

The co-exhibitor fee must be paid in full in the event a company that has been accepted as a co-exhibitor does not participate.

### III. Construction, design and operation of the stands

1. As an exhibitor, you are responsible for ensuring that your trade fair participation, and especially the construction and design of your stand, comply with all the legal standards valid in Saudi Arabia as well as the regulations of these conditions and the Special Section of the Conditions of Participation and the Technical Manual including any hygiene regulations. This also applies to the persons working on behalf of the exhibitor, who must be supervised to ensure that they adhere to the stipulations.

2. Additional regulations, especially those of an event-related nature, can be found in the Special Section of the Conditions of Participation and in the Technical Manual.

3. Any additional technical services that may be required, in particular the installation of electricity, water and safety measures, the hiring of local personnel, etc., can be ordered from the online service shop of dmg events and are invoiced separately. Orders placed by third parties (in particular by stand construction companies) in connection with the construction, furnishing and design of your stand area are considered to have been commissioned by the exhibitor and at the exhibitor's expense.

4. The registered and authorised products must be on display at the stands for the entire duration of the event. Stand personnel must also be in attendance throughout this entire time. Clearing the trade fair stand before the official end of the event represents a serious infringement of these Conditions of Participation and entitles the organiser to pursue claims for damages and to exclude your company from future participation in events of the Koelnmesse Group.

5. Products and services may only be presented within the stand area listed in the acceptance/confirmation of the stand area. You may not distribute products, flyers and other advertising materials in other areas of the exhibition centre without first receiving the organiser's written permission.

6. The legal stipulations of Saudi Arabia need to be complied with during the presentation and sale of products and services. Products that are not intended to be offered or are not approved for sale worldwide must bear a corresponding note or a country-specific label.

7. The organiser can require that you remove products that do not correspond to the Index of Goods, the presentation of which would not comply with legal stipulations of Saudi Arabia or that may cause a significant interference with the operation of the trade fair or give rise to a hazard to the safety of exhibitors and visitors due to smells, noises or any other emissions or due to their appearance.

### IV. Participation fee and other costs/Terms of payment

1. The participation fee for the standardised event services covers the rental of the stand area for the duration of the event and the construction and

dismantling periods stipulated in the Special Section of the Conditions of Participation; a specific number of exhibitor and construction and dismantling passes; the use of technical and service facilities at the exhibition centre; general hall security; cleaning of the generally accessible hall areas; general hall lighting; and advice on organisation, advertising and public relations work for your participation.

In addition, the participation fee includes services provided by the organiser as part of the general visitor marketing activities. At the organiser's discretion, these activities especially include a selection of the following services: Placing of advertisements, direct marketing measures (e.g. publication and dispatch of newsletters and other information to potential visitors by mail, fax, or other means of electronic transmission), provision of an online ticket shop, and event-related Internet domains. The standardised event services also include the provision and supply of energy covered by the flat-rate energy fee; in this respect, please note the corresponding regulations of the Special Section of the Conditions of Participation.

The event services also encompass the inclusion in a list of exhibitors. This is obligatory for each exhibitor, co-exhibitor and group participant. Please note the corresponding regulations of the Special Section of the Conditions of Participation.

2. The participation fee does not include the provision of stand partition walls or other special construction elements unless the exhibitor decided to participate with the Shell Scheme Package.

3. The amount of the participation fee and other costs will be calculated on the basis of the dimensions of the allocated stand area and according to the rates specified in the Special Section of the Conditions of Participation. Projections, pillars, installation connections and other fixed objects are not taken into account in the calculation of the allocated floor area, which is deemed to be in accordance with the contract.

4. In the case of two-storey exhibition stands the participation fee for the stand area of the upper storey approved after technical inspection is governed by the regulations in the Special Section of the Conditions of Participation.

5. After your acceptance you will receive an invoice for the participation fee and other costs; the invoice amount is due immediately on receipt of the invoice. This also applies to all amounts that must be paid within the framework of the contractual relationship, and, in particular, to invoices, as stipulated by Item I, Paragraph 4 and Item II, Paragraph 5 of these conditions.

6. All prices are net fixed prices plus any value added tax and comparable taxes of the event location that may be payable.

7. The organiser shall have the right to increase the various prices to cover the higher costs in the event of an increase in its own production costs as a result of increased costs for manufacturing, procurement and labour as well as energy costs, fees, taxes and other public duties at the event location. The greatest amount that each individual price can rise is limited to 5 % if more than 9 months have passed between the time the contract is concluded and the date the event is held, 7.5 % if more than 18 months have passed and 10 % if more than 24 months have passed.

8. All liabilities must be settled on time in order for you to occupy the reserved stand area.

9. Failure to execute payment on time will result in interest being charged of 9 percentage points above the base rate according to Section 288 of the Civil Code of the Federal Republic of Germany. The organiser is entitled to claim any higher damages it may have suffered. Compensation for damages does not apply or is reduced if you can prove that the organiser has incurred less or no damage as a result of the failure to pay on the due date.

Should settlement of the invoice not be effected by the deadline or not be effected in full, the organiser is, in addition, entitled to terminate the contract with you and to otherwise dispose of the stand area.

10. A right of lien in the organiser's favour arising from the organiser's claim in regard to the provision of the stand area attaches to the objects brought to

the exhibition centre by you.

**11.** The exhibitor agrees to an electronic invoicing process. The dispatch of the invoice is carried out electronically via e-mail to the e-mail address supplied by the exhibitor or by post as a paper invoice at the discretion of the organiser. The exhibitor must immediately notify the organiser of any changes to its e-mail address.

**12.** Any services that have been provided by the organiser will be invoiced in US-Dollar and/or SAR. You are obligated to pay the amount shown on the invoice in the currency shown on the invoice ("billing currency"). If the organiser should be prepared, as a courtesy, to accept settlement of the invoice in a currency other than the billing currency in individual cases, without being under any obligation to do so, the exchange rate of such payment must be based on the official buying rate of the billing currency on the date the payment is received. Any exchange rate losses in relation to the billing currency after the invoice becomes due for payment are, therefore, at your expense.

**13.** Should the exhibitor have any complaints about the invoice, they must be submitted in writing or in the case of electronic invoicing also via e-mail immediately or at the latest within two weeks of receipt. Subsequent objections cannot be considered. A processing fee of 100.00 US-Dollar will be charged for every change to an invoice after your receipt of the invoice that is made exclusively at your request and without an error on the part of Koelnmesse GmbH being present.

**14.** Any projections, pillars, installation connections and other fixed objects in the stand area provided do not entitle you to any reduction in the participation fee or other costs.

**15.** You can only exercise a right of withholding or set-off against the receivables arising from the contractual relations insofar as your claims are undisputed or have been determined *res judicata*. Claims on the grounds of unjust enrichment (Section 812 of the German Civil Code) remain unaffected.

**16.** In the event that an invoice is sent to a third party at the request of the exhibitor, this does not constitute any waiver of the right to claim the account receivable from the exhibitor. You remain obligated to pay until such time as the account receivable has been settled in full.

**17.** In the event that an invoice is sent to a third party at the request of the exhibitor, this does not constitute any waiver of the right to claim the account receivable from the exhibitor. You remain obligated to pay until such time as the account receivable has been settled in full.

## V Co-exhibitors, group participations

**1.** Stand areas can only be rented in their entirety and only to one contracting party. You, as an exhibitor, may not relocate, exchange, share or otherwise make available the stand area that was reserved for you to another party in whole or in part without the organiser's prior permission.

**2.** The use of the stand area by multiple companies is only permissible when the stipulations of the Special Section of the Conditions of Participation permit the participation of co-exhibitors.

**3.** A special application must be approved by the organiser before another company (co-exhibitor) can use the stand area to exhibit its own products with its own staff. Co-exhibitors may only be consolidated companies, subsidiaries and sales companies in which the exhibitor holds shares. In exceptional cases, the organiser may also approve sales companies, in which the exhibitor does not hold shares. Furthermore, suppliers may also be approved as co-exhibitors. Koelnmesse is entitled to link the acceptance of sales companies and/or suppliers to proof of an existing business relationship with the exhibitor. Supplier in the context of this regulation is an entity that supplies components for the exhibitor's products that are on show at the trade fair. Sales company in the context of this regulation is an entity that sells products from the exhibitor in a particular country/a particular region or to a particular target group (sales channel).

The organiser has the right to require you, as the exhibitor to pay a participation fee and other costs for co-exhibitors. The organiser also has the right to limit the number of co-exhibitors for each exhibitor. In addition, the preconditions specified in Item II of these Conditions of Participation apply for the admission of co-exhibitors. These companies are subject to the Conditions of Participation - General and Special Sections as well as to the Technical Guidelines.

If you have a co-exhibitor exhibit at your stand without first obtaining the organiser's explicit permission, the organiser has the right to cancel the contract with you without prior notice and to have your stand area cleared at your risk and expense. No claims of any kind can be made against the organiser in this case, especially no claims for damages.

After acceptance, contractual relationships continue to exist exclusively between the organiser and the exhibitor, who is responsible for the culpability of its co-exhibitors as for its own culpability.

**4.** When multiple companies wish to participate in the event together on one stand area — a group participation — the General Section and the Special Section of the Conditions of Participation and the Technical Guidelines are binding for every individual company. The registration is carried out by the group organiser, who is thus also an exhibitor in the context of the existing General Section and Special Section of the Conditions of Participation and the Technical Guidelines and is responsible for ensuring that the group participants adhere to the Conditions of Participation. After acceptance/confirmation of the stand area, contractual relationships exist exclusively between the group organiser and the organiser. Exceptions exist in the case of individual orders by the group participants of services in their own name and on their own account; these are only permissible on site during the period from the first day of stand construction to the last day of the event in question.

**5.** If a stand area is jointly assigned to two or more companies, they are jointly and severally liable to the organiser.

## VI. Domiciliary rights

**1.** The organiser exercises domiciliary rights throughout the exhibition centre.

**2.** The organiser is entitled to have exhibits removed from a stand if their display violates applicable laws or is morally offensive or not in keeping with the exhibition programme. Advertising of a political or ideological nature is prohibited. In the event of serious offences against the Conditions of Participation, the Technical Guidelines or the legal stipulations, the organiser is entitled to close your stand or have it vacated.

**3.** The house and ground regulations for the Riyadh International Convention & Exhibition Centre apply in their currently valid version.

## VII. Liability for defects

The limitation period for liability for defects in deliveries of newly manufactured articles is 1 year. Liability for defects in used articles is excluded. A claim does not arise when the damage is a result of normal wear and tear, force majeure, incorrect or negligent operation, excessive use, or the failure to observe legal requirements or instructions for operation.

## VIII. Liability/indemnity

**1.** The organiser is liable without limit for claims, irrespective of their legal grounds, of intent or gross negligence. The organiser is only liable for simple negligence insofar as essential contractual obligations have been breached, and any such liability is limited to foreseeable damage typical of the contract. Essential contractual obligations shall pertain only to those contractual obligations which are indispensable for the performance of the contract and on the fulfilment of which the exhibitor may rely. Otherwise the organiser's liability for damages is excluded.



The aforementioned limitations and/or exclusions of liability do not apply to a legally mandatory specified strict liability (e.g. arising from the Product Liability Act) or the liability from the acceptance of a guarantee or in the case of loss of life, bodily injury or impaired health.

Insofar as the liability is limited or excluded by the aforementioned regulations, this also applies to the liability of the bodies, employees, legal representatives and vicarious agents and officers of the organiser (also with regard to their respective personal liabilities).

2. A strict guarantee liability on the grounds of initial defects of the area provided is excluded.
3. A reduction of the fee due to material defects shall only be considered if the organiser has been notified in writing during the term of the contract of the intention to reduce the fee. Claims to reduction and/ or rights of retention of the exhibitor can only be asserted insofar as they are based on legally determined or uncontested claims. Exhibitor's claims for repayment according to Section 812 of the German Civil Code remain unaffected.
4. If and to the extent that the organiser provides water, district heating, gas and electricity from the supply networks of utility companies, the exhibitor shall not assert any further claims for damages in the case of liability on the part of the organiser in the event of service disruptions than those to which the organiser is entitled under the relevant provisions vis-à-vis the respective utility company. The exhibitor shall immediately notify the organiser and directly notify the utility company supplying the service of any damage in writing.
5. If the organiser is compelled to temporarily vacate or permanently close the exhibition area or parts thereof, to reschedule the event, shorten or extend it due to force majeure, or for other reasons beyond its control, then the exhibitor is not entitled to any rights, in particular, to claims for damages against the organiser.
6. Liability continues to be subject to the legal burden of proof rules, which are unaffected by this clause.
7. The organiser does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are the property of the stand personnel. Therefore the organiser does not assume any liability for the loss of objects, equipment, structures and other valuables brought in by exhibitors and third parties, unless Koelnmesse has assumed custody for a fee. The possibility of hiring hall and stand security personnel for a fee is expressly pointed out.

The organiser transfers the general surveillance of the trade fair halls and the outdoor areas, the oversight of the exterior grounds, and the checks at the entrances to security agencies and their uniformed guards and non-uniformed personnel.

Every visitor and exhibitor in the trade fair halls must be in possession of a valid admission ticket or exhibitor pass and show it to the aforementioned security personnel upon request. The exhibitor will notify those service providers it has commissioned that they will require an admission ticket (e.g. construction or dismantling pass). The surveillance and security of individual stands or parts of stands is not included in this general oversight.

8. In the event of contracts that provide for the procurement of certain items, then, unless otherwise expressly agreed in individual cases, the organiser does not assume the risk of procurement.
9. Each exhibitor is obliged to carry a show insurance as specified in the Special Terms of Participation, section 3.2.1. The organiser does not conclude specific insurance for the stand. The organiser recommends that the exhibitor insure its participation risk against the normal insurable risks such as fire, burglary, simple theft, damage, water damage etc. including the risks of transport to and from the event itself and at its own expense and that it ensure adequate insurance cover for the construction, trade fair, and dismantling periods including the periods of transport to and from the event.

All cases of theft and damage must be immediately reported to the organiser

and thereafter notified in writing.

Stand security personnel may only be hired from the security companies commissioned by the organiser.

10. The exhibitors are also responsible for compliance with all laws, guidelines and other regulations applicable in Saudi Arabia if the content of the organiser's Conditions of Participation deviate from such regulations. They are obligated to inform themselves in good time and comprehensively about the relevant regulations at the event location and to obtain the necessary knowledge.

The organiser is not obligated to provide any notification or information in this regard.

11. As an exhibitor, you are liable to the organiser and third parties for any damage that you, your personnel, your employees or third parties commissioned by you or other third parties that you use to fulfil your obligations culpably inflict on the organiser or third parties. You shall indemnify the organiser in this respect from all claims of third parties. The Technical Guidelines as well as the information contained in the organiser's circulars on questions concerning the preparation and implementation of the event must be strictly observed.

12. The exhibitor shall irrevocably indemnify the organiser from all claims by third parties insofar as these are based on the exhibitor's presentation, the design of the exhibitor's stand, the products presented at the exhibitor's stand, or the intellectual content of these products violating the rights of third parties (in particular, but without being limited to, copyrights, the rights to names and images, trademark rights, competition rights and personal rights) or other statutory provisions. This indemnity obligation encompasses all of the associated costs and expenses (in particular, but without being limited to, warning and legal costs as well as court fees).

## IX. Assertion of claims/period of limitation

1. Claims against the organiser that are discernible to the exhibitor — of whatever type — must be submitted to the organiser in writing immediately, normally during the course of the event. The date on which the organiser receives the claim will be the sole criterion for determining if it has been received by the deadline. Claims which are received at a later date cannot be considered. This also applies to claims that would have been discernible with due diligence.
2. Claims against the organiser arising from the contractual relationship as well as all other claims relating thereto, shall become statute-barred after 6 months. The limitation period shall commence at the end of the month, in which the closing date of the event falls.

This does not apply to damage claims resulting from (i) loss of life, bodily injury or impaired health, (ii) Germany's Product Liability Act, (iii) essential contractual obligations and (iv) damages caused by the organiser's grossly negligent or intentional actions. The statutory periods of limitation apply in such cases.

## X. Place of performance/place of jurisdiction/valid law

1. The place of performance is the seat of the organiser. The place of jurisdiction is Cologne, provided you are a merchant, a legal person governed by public law, or a special asset regulated by public law. This also applies to processes relating to documents, notes, and cheques. The organiser may also at its discretion assert claims at the court of the city in which you have your registered seat or your branch office.
2. All legal relationships between you and the organiser are subject to Federal German Law and the German text is authoritative.

## **XI. Reservations / force majeure, cancellation of the event**

1. The organiser shall have the right to reschedule, shorten, extend or cancel the event, as well as to terminate the event temporarily or definitely, in part or in whole, insofar as such an action is required due to compelling reasons for which it is not responsible or unforeseen events such as force majeure, natural disasters, wars, strikes, terrorist attacks or the large-scale breakdown or obstruction of traffic, supply and/or communication links, epidemics or pandemics. The organiser shall immediately notify the exhibitor of such circumstances, provided it is not also prevented from doing so by force majeure. In such cases, the exhibitor has no claim to recompense for the resulting damages.

2. In case the event is cancelled as a result of one of the cases mentioned in Item XI Paragraph 1, the exhibitor is obligated to cover the costs of the services already provided to the exhibitor if the organiser requests it to do so.

3. Cases of force majeure that prevent the organiser or its service partners from fulfilling some or all of their obligations release the organiser from its obligations until the force majeure ceases. The organiser shall immediately notify the exhibitor of such circumstances, provided the organiser is not prevented from doing so by force majeure as well. Strikes, lockouts, regulatory intervention and the impossibility of providing auxiliary materials such as electricity in sufficient amount are considered to be the equivalent of force majeure, unless they are of short duration or caused by the organiser.

## **XII. Final provisions**

1. Only those stipulations in Item I Paragraph 1 respectively Paragraph 2 apply to the contractual relationship. Divergent or supplementary terms from the exhibitor do not become part of the contract even if the organiser does not specifically object to them. This applies especially to diverging conditions of payment.

2. Should some of the provisions be invalid or incomplete, the validity of the remaining provisions and the contract shall not be affected. In this case, the parties to the contract undertake to replace the invalid provision or to fill the gap with a provision that comes closest to fulfilling the economic purpose being pursued by the parties to this contract.

3. Any amendments to the contract must be in text form. The same shall also apply to any amendment or cancellation of the text-form clause itself.

Status: November 2024



## 1 Controller/Contact

The Controller as defined under the data protection laws is

Koelnmesse GmbH  
Messeplatz 1  
50679 Cologne, Germany

Our Data Protection Officer can be contacted as follows:  
[datenschutz-km@koelnmesse.de](mailto:datenschutz-km@koelnmesse.de)

For trade fairs outside Germany, our Data Protection Officer can be contacted as follows:  
[dataprivacy@koelnmesse.de](mailto:dataprivacy@koelnmesse.de)

## 2 Your rights as data subject

If your personal data are processed, you are a data subject as defined in the GDPR and you have the following rights with respect to the Controller:

### Right of objection

**You have the right to file an objection at any time against processing of your personal data, carried out on the basis of Art. 6 (1) sentence 1 lit. e) or f) GDPR, for reasons resulting from your particular situation. This also applies to any Profiling based on these provisions.**

**The Controller will then no longer process your personal data, unless he/she can demonstrate compelling reasons for the processing warranting protection, and these prevail over your interests, rights and liberties, or if the processing is for the purpose of asserting, exercising or defence of legal entitlements.**

**If your personal data are processed in order to carry out direct advertising, you have a right to file an objection at any time against the processing of your personal data for the purpose of such advertising. This also applies to Profiling insofar as it is connected with such direct advertising.**

**If you object to processing for the purpose of direct advertising, your personal data will no longer be processed for these purposes.**

**In connection with the use of services of the information society and notwithstanding Directive 2002/58/EC, you have the possibility of exercising your right of objection via automated procedures that use technical specifications.**

You can demand **information** on whether we process personal data concerning you. If such processing is carried out, you can demand further information on this processing, in particular the purposes, categories of personal data, recipients or the categories of recipients, planned storage duration etc.

You have a right to **correction** and/or completion of your data

You can demand the **restriction of the processing** of your personal data under certain circumstances: If the processing of your personal data has been restricted, these data — with the exception of their storage — can only be processed with your consent, or for the assertion, exercise or defence of legal entitlements, or to protect the rights of another natural or legal person, or for reasons of an important public interest on the part of the EU or a member state.

Under certain circumstances, you can demand the **erasure** of the personal data concerning you. If the Controller has made your personal data public and is obliged to erase them, he/she shall, with consideration for the available technology and implementation costs, take appropriate measures, including of a technical nature, to inform Controllers, responsible for the data processing and processing the personal data, that you, as data subject, have demanded that they delete all links to these personal data, or have demanded the deletion of copies or replications of these personal data.

If you have asserted the right of rectification, erasure or restriction of processing with respect to the Controller, the latter is obliged to inform all recipients, to whom your personal data have been disclosed, of this rectification or erasure of the data or of the restriction of processing, unless this proves to be impossible or involves disproportionate expense. You have a right with respect to the Controller to be **informed** of these recipients.

You have a right to **receive** your personal **data**, provided by you, in a structured, commonly-used and machine-readable format. You also have a right to insist that these data be transferred directly to another controller, insofar as this is technically possible. Liberties and rights of other persons must not be impaired as a result.

You have the right to **revoke** your data protection **declaration of consent** at any time. Revocation of the consent shall not affect the legality of the processing, carried out on the basis of the consent, up until the revocation. Within certain limits, you have the right not to be subjected to a decision, based exclusively on automated processing — including Profiling — that is legally effective against you or that significantly impairs you in a similar manner.

## 3 Right to complain to a supervisory body

Notwithstanding any other administrative-law or judicial remedy, you have a right to complain to a supervisory authority, in particular in the member state of your residence, your place of work or the place of the suspected violation, if you are of the opinion that the processing of your personal data violates the GDPR.

The supervisory body with which the complaint has been filed, will inform the complainant of the status and the results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

## 4 Information in the event of data collection via third parties

If we collect your personal data via third parties, this can involve the following categories of personal data: name, contact data as well as further information, for example concerning your responsibilities. If we do not receive these contact data directly from you, we receive them from the company for which you work and/or with which we are in contact. This can involve in particular an exhibitor or another cooperation partner with which we exchange services.

The possibility also exists of us receiving your contact data from commercial agents working for us.

## 5 Purposes and legal basis of the processing

a) If you conclude a contract with us, we process your data for contract initiation, execution and settlement. This concerns the purchase of tickets as well as the contractual relationship as exhibitor, if you are acting as a natural person, for example businessman, in this respect. This also includes the creation of user accounts on the platforms offered by us, unless a separate data protection notice on the handling of your data is provided there. The data processing can also be for the purpose of administering your participation in an event or competition.

The legal basis for the handling of your data is Art. 6 (1) sentence 1 lit. b) GDPR, if this handling concerns the contractual exchange of services with you.

b) We may possibly also process data on you even if you yourself are not a customer, but rather a contact person of a business or cooperation partner.

In this respect, the legal basis for the handling of your data is Art. 6 (1) sentence 1 lit. f) GDPR.

c) We process your data in order to provide you with the accreditation for this event. If you have given your consent during accreditation, your data will be

used to send you press information. To do so, your data will be stored in our database even after the event is over.

The legal basis for the handling of your data is Art. 6 (1) sentence 1 lit. b) GDPR, if this handling concerns the contractual exchange of services with you. Insofar as you have given your consent to the sending of press information, Art. 6 (1) sentence 1 lit. a) GDPR is the legal basis for the handling of your data. You can revoke such consent at any time with effect for the future.

d) We also process data for other purposes that are in our interests, specifically in order to:

- provide you with product information concerning relevant products and services.
- carry out measures aimed at improving and developing services and products, so as to be able to approach you individually with customised offers and products.
- carry out market and opinion research, or have this carried out by market and opinion research institutes. This enables us to obtain an overview of the transparency and quality of our products, services and communication, and to align or design these in the interests of our customers.

The legal basis for this handling of your data is Art. 6 (1) sentence 1 lit. f) GDPR, § 7 (3) UWG as well as Art. 6 (1) sentence 1 lit. a) GDPR, provided you have issued consent. You can revoke any such consent at any time with effect for the future.

e) As far as your data are collected exclusively for the purpose of traceability of new infections with the Coronavirus SARS-CoV-2, the legal basis for the handling of your data is § 2a CoronaSchVO NRW.

## 6 Justified interest

If we use data within the framework of the above weighing-up of interests, our justified interest lies in enabling direct advertising (see Recital 47 GDPR), provided your privacy-law interests do not outweigh our advertising interests in each individual case.

If we use data in the context of contract initiation or fulfilment with a business or cooperation partner, our interest when handling your data lies in enabling and maintaining a dialogue with the respective business or cooperation partner, typically within the framework of a contractual or other relationship. If you act as contact person in this respect — typically in your function as employee of these companies — you typically have no opposing interest if this interaction with us is part of your work duties.

## 7 Recipients of your data

If and insofar as you have issued us with corresponding consent, we shall forward your data within the limits of this consent.

We shall also forward your data to service providers who are bound by instructions and whose work supports the provision of our services for you, on our behalf and in accordance with our instructions. These can be IT service providers, print service providers, call centres if you call in, and similar service providers. In addition, we pass on your data to third parties if and insofar as this is necessary to fulfil the contract concluded with you and order processing is out of the question.

In individual cases we also forward your data to third parties who use the data on their own responsibility: finance and tax authorities, police and investigation authorities (given the existence of a legal basis), official registration bodies (if forwarding is prescribed by law), insurance companies, banks and lending institutions (payment processing), market partners, commercial agents, auditors, lawyers, accountants or similar third parties.

## 8 Transfer of data to a third country

The transfer of data to third countries is planned if this is necessary for fulfilment of a contract, or if you issue us with express consent to forward the data to third parties.

If we transfer your data to service providers or group companies outside the European Economic Area (EEA), the transfer will only be made if the third country has been certified by the EU Commission as having an adequate level of data protection (Art. 45 (1) GDPR), or given the existence of other adequate data protection guarantees as defined in Art. 47 GDPR.

## 9 Duration of the storage of your data

If we have received your data for the processing of the contractual relationship with you as ticket purchaser or as natural person, as exhibitor, or for the purpose of an advertising approach or for the processing of your participation in an event or competition, we shall store your data and shall erase these after the event or when the contractual relationship with you has ended, when all reciprocal claims have been fulfilled and if no other statutory retention obligations or statutory justifying reasons for the storage exist. If you have a user account, your user data will be stored until this user account is deleted.

If we have collected your data solely on the basis of the CoronaSchVO NRW, these data will be stored or deleted in accordance with the periods resulting from this regulation.

If you have given us your consent (e. g. to receive information on products and services or press releases), we will store your data until you revoke your consent.

Retention obligations exist in particular under the German Commercial Code (HGB) and the German Tax Code (AO). If such obligations apply and concern documents with your data, we shall erase your data upon expiry of the statutory retention obligations. As a rule therefore ten years from the end of the year in which the contractual relationship with you has ended.

If we use your data in the context of the contract initiation or fulfilment with a business or cooperation partner, we shall store your data and shall erase them as soon as these are no longer required, for example if our relationship with the business or cooperation partner ends, if you yourself no longer act as contact person or similar.

## 10 Necessity of providing your data

The provision of the data by you and the collection of the data by us for the processing of the contractual relationship with you as ticket purchaser or as natural person or as exhibitor, is necessary for conclusion of the contract. Without the data we cannot conclude a contract with you or provide invocable services. This also applies if you wish to create and use a user account or to be accredited as a media representative.

The same applies in cases in which you wish to be approached by us for advertising purposes, or wish to participate in events or competitions.

If we collect your data in the context of contract initiation or fulfilment with a business or cooperation partner, the provision of the data is typically necessary for the contractual relationship with the company for which you work; we would be typically unable to provide services without the data.

## 11 Automated decisions in individual cases or Profiling measures

No automated decision making or profiling takes place, neither for the creation and execution of the contractual relationship with you, nor for advertising approaches, nor for the processing of your participation in events or competitions.

If you have a user account on one of our platforms and are logged in there, we evaluate your interests on the basis of the actions you have taken in order to send you information on products and services tailored to your interests. An automated decision making process does not take place.

(last amended 15 September 2020)

**Koelnmesse Tochtergesellschaften,  
Repräsentanzen und Auslandsvertretungen**

***Koelnmesse subsidiaries, representatives  
and foreign representations***

A list of the subsidiaries, representatives and foreign representations of Koelnmesse GmbH can be found here: <https://www.koelnmesse.com/location-and-services/services-worldwide/sales-network/>