

ESSEN MOTOR SHOW 2021

27.11. – 05.12.2021/ 26.11.2021 Preview Day

NEWSLETTER TO ALL EXHIBITORS

Dear Sir/Madam,

In order to make your preparations for ESSEN MOTOR SHOW 2021 easier,  
we have put together some important information and documents for you in this newsletter.  
Please forward this letter to your stand constructors if applicable.

**Important information!**

The Technical Guidelines of MESSE ESSEN GmbH are a vital element of your participation in the trade fair and must be adhered to. The exhibitor assumes the duty to ensure public safety on the stand area allocated to him by MESSE ESSEN GmbH. Exhibition stands, including furnishings and exhibits, as well as advertising media, must be set up in a sufficiently secure manner in order to ensure that public safety and order, especially as concerns life and health, are not endangered.

During setup and dismantling works, it must be ensured that any potential impact from hazards arising from the work remains exclusively restricted to the allocated stand areas. Assuming that the form and design of the stand comply with the [Technical Guidelines](#), there is no requirement to submit drawings for approval for single-floor stand structures in the halls.

Upon request, MESSE ESSEN GmbH will give exhibitors the opportunity to have stand construction plans that are submitted on time (in duplicate with clear dimensions in floor plan and elevation) reviewed by a structural engineer contracted by MESSE ESSEN GmbH for a fee.

Beyond this, all other stand structures, mobile stands, special structures and designs require permits.

The costs incurred for this are to be found on the form [A0.2b Approval of special structure](#).

All permits are only valid for the relevant event.

The Technical Guidelines can be found on our homepage under [www.essen-motorshow.de](http://www.essen-motorshow.de) in the section [Exhibitor service/Approval & important information](#).

We wish you and your team all the best with your preparations for ESSEN MOTOR SHOW 2021 and hope you will have a successful trade fair here in Essen.

Kind regards,

Your ESSEN MOTOR SHOW 2021 team

# Essen Motor Show 2021

The PS-festival

27.11.-05.12.2021, (PREVIEWDAY: 26.11.2021)



## SETUP/DISMANTLING

### SETUP Thursday, 18.11.2021-24.11.2021

from 7 a.m. to 8 p.m., Thursday 25.11.2021 from 7 a.m. to 6 p.m., remaining work within the stand area until 8 p.m.

**DISMANTLING Sunday 05.12.2021** from 6 p.m. within the stand area, vehicular access to the site from 7:30 p.m.

### Additional costs (return date 07.10.2021):

Advanced setup €280 per stand

Extended setup/dismantling €175 per stand

Night-time setup/dismantling €480 per stand

**Please remember authorisation for your stand constructor!**

## LOGISTICS

**Please note! Deposit of €100 payable upon vehicular access to the outdoor exhibition area!**

→ Traffic guidelines

Preordered **Access tickets of dismantling** will be delivered to your stand during the fair.

### Contact

York Kadszuhn

Telephone: +49 (0)201 72 44-269

Email: [logistik@messe-essen.de](mailto:logistik@messe-essen.de)

## SECURITY/STAND PARTY

While the trade fair is on, exhibitors are **permitted to be on the trade fair site** one hour before it starts and one hour after it finishes. Appropriate authorisation is required outside of opening times.

### Contact

Michael Bylma

Frank Kistner

Telephone: +49 (0)201 72 44-270

+49 (0)201 72 44-264

Email: [michael.bylma@messe-essen.de](mailto:michael.bylma@messe-essen.de) [frank.koestner@messe-essen.de](mailto:frank.koestner@messe-essen.de)

## WASTE

For any **waste** that is not reported or is left behind in the halls, an **increased fee** of €200/m<sup>3</sup> or €3/m<sup>2</sup> for carpeted floors will be levied.

## STAND EQUIPMENT

### RETURN DATE 29.10.2021

Floor coverings

Labelling

Refrigeration and electrical equipment

Rental furniture

Plants

Cleaning

## STAND CONSTRUCTION PERMIT

The **stand construction permit form** must be submitted **6 weeks prior to the start of setup**. Further information on the stand construction permit is available in section 4 of the Technical Guidelines.

### Contact

Christoph Korb

Telephone: +49 (0)201 7244-477

Email: [christoph.korb@messe-essen.de](mailto:christoph.korb@messe-essen.de)

## STAND TECHNOLOGY

Electricity, water, compressed air, suspension systems, sound and light engineering,

communications technology, Internet, audio and video technology

### RETURN DATE 29.10.2021

### Contact

Ricarda Messer

Telephone: +49 (0)201 72 44-673

Email: [ricarda.messer@messe-essen.de](mailto:ricarda.messer@messe-essen.de)

**Please remember authorisation for your stand constructor!**

## Corona: Hygieneconcept

The respective exhibitor is responsible for implementing the hygiene measures at the individual stands. You will therefore find the MESSE ESSEN GmbH hygiene concept clearly summarized on the homepage [www.messe-essen.de](http://www.messe-essen.de)

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## 1. How to get here

### 1.1. Travel preparations

In order to help you with your travel preparations and hotel reservations for ESSEN MOTOR SHOW 2021, we have set up a direct link from our homepage to our partners at the Essen Tourism Office. Their teams will be happy to assist and advise you at all times.

### 1.2. Environmental zone

You can find information on the environmental zone on our website under the heading [Arrival by car](#).

## 2. Setting up and dismantling the stand

### 2.1. Setup times

Thursday, 18/11/2021 until Wednesday 24/11/2021	07:00 - 20:00
Thursday, 25/11/2021	07:00 - 18:00
(Remaining tasks within the stand area until 20:00)	

### 2.2. Dismantling the stand

Sunday, 05/12/2021	from 18:00 within the stand area
Vehicular access to the site:	from 20:30
End of stand dismantling: Wednesday, 08/12/2021	16:00

Please note our modified access rules due to corona (see point 5) as well as our **Contact Tracing Forms** for set-up and dismantling, which mandatorily has to be filled out BEFORE entering the fair ground. The forms are integrated in the [Closed Exhibitor Area](#) and can be downloaded from there.

### 2.3. Chargeable early stand setup

For applications for [early stand set-up](#), which is chargeable, we have prepared a form. You must complete this with your exhibitor details and your desired setup date so that we can check the date for you.

#### **Contact:**

Mr Christoph Korb

Tel.: 49(0)201-7244-477

Fax: 49(0)201-7244-483

Email: [christoph.korb@messe-essen.de](mailto:christoph.korb@messe-essen.de)

#### **Contact:**

Mr Sebastian Black

Tel: + 49(0)201-7244-857

Fax: + 49(0)201-7244-483

Email: [sebastian.black@messe-essen.de](mailto:sebastian.black@messe-essen.de)

## 2.4. Freight forwarding services

Our forwarding partner is Schenker Deutschland AG. If you have any queries, please get in touch with:

**Contact:**

Mr Hans-Joachim Firmenich

Tel.: +49(0)201-959791-0

Fax: +49(0)201-959791-25

Email: [fairs.essen@dbschenker.de](mailto:fairs.essen@dbschenker.de)

## 2.5. National insurance cards / work permits

Please inform your stand construction company that the Duisburg main customs office will check the staff's national insurance documentation.

## 2.6. Vehicular access to the trade fair site

### General

In order to ensure trouble-free transport to the trade fair site during the setup and dismantling times, all vehicles must be removed from the trade fair site immediately after the loading process. Car park P2 is available as an intermediate parking area for the vehicles. Leaving vehicles parked on the trade fair site is subject to special conditions. Vehicles which are left illegally parked on the trade fair site or which block emergency routes will be towed away at the cost of the person responsible or the owner. It is possible to drive onto the trade fair site in return for a deposit of € 100.00. This deposit will be refunded upon exit within the time noted on the deposit slip.

Please note the [traffic guide](#) on our website.

### Setup

We request that all exhibitors, stand construction companies and suppliers who have to drive onto the trade fair site go first to the check-in at car park P9 from Tuesday, 23/11/2021. Access to the site will be organised from here.

### Dismantling evening

For vehicular access on the dismantling evening on Sunday, 05/12/2021, access tickets with call-off numbers are required. These authorise vehicular access to the trade fair site on that evening with no need to pay a deposit. Your response will enable the [access slip](#) to be delivered to your stand during the trade fair. We expect that there will be vehicular access to the site on Sunday, 05/12/2021 from 20:30 for all types of vehicle according to the sequential numbers from car park P2 and P9.

Cars without a trailer can drive onto the site on Sunday, 05/12/2021 between 18:00 and 18:30 for 30 minutes. Payment of a deposit of € 100.00 is required. There is no need to check-in for this short-term pick-up access.

**Contact:**

Mr York Radszuhn

Tel.: +49(0)201-7244-269

Fax: +49(0)201-7244-1269

Email: [logistik@messe-essen.de](mailto:logistik@messe-essen.de)

## 2.7. Set-up and dismantling passes

During set-up and dismantling, you or your stand constructor require separate set-up and dismantling passes. For this purpose, you order voucher codes in the closed exhibitor area, which can be exchanged for a free set-up and dismantling pass in the ticket store of ESSEN MOTOR SHOW. If your stand constructor will be working at your booth during the run time, you will need to generate an exhibitor pass for them.

In this way, contact tracking is also carried out via registration in the ticket store, without exhibitors having to know the names of the individual stand builders.

Your exhibitor season ticket is also valid during set-up and dismantling. Alternatively, you can also order free voucher codes in the closed exhibitor area, which can be exchanged for a free set-up and dismantling pass in the ticket store.

Further information you find in our [FAQs](#).

## 2.8. Setup and dismantling power supply

The power connection ordered for the stand is normally made available from the last setup day and it is switched off 2 hours after the end of the event.

Any additional power supply that is required is provided free of charge on the hall walls, columns and gates up to a maximum of 10 kW/CEE 16 A. Any power supply in addition to this or an early activation of the connection you have ordered will be subject to a charge.

Please order this using form [B1.4 Electricity](#). Applications for setup and dismantling power supply from 6 kW must be submitted 1 week before the start of setup. Costs for this are € 111.30 plus power consumption for setup and dismantling.

**Contact:**

Elektro Peters

Tel.: +49(0)201-7244- 411

Mobile: +49(0)1633829060

Email: [wolff@messe-essen.de](mailto:wolff@messe-essen.de)

### 3. Exhibitor Services

On our website [www.essen-motorshow.de](http://www.essen-motorshow.de), you will find all the information and order forms for setting up and equipping your stand, advertising and organisational material, website and press services. In addition, you will find all the information you need there, for instance regarding the environmental zone, traffic guidelines, information on how to get here, etc.

Specific services (including suspensions of any kind from the hall ceiling and roof constructions of the exhibition halls, main electrical, water and compressed air connections, sprinkler systems, underfloor installations and foundation work, surveillance, forwarding services on the trade fair site, telephone and data connections) must always be ordered through MESSE ESSEN GmbH and are exclusively provided by a contracting company of MESSE ESSEN GmbH.

Please pay particular attention to the Technical Guidelines and the General Business and Delivery Terms and Conditions of MESSE ESSEN GmbH. Furthermore, we recommend taking out exhibition insurance.

In order to ensure that our service companies can execute your orders on time, could you please submit all requests and order forms by **29 October 2021** to MESSE ESSEN GmbH. If rental items or services are ordered after the registration deadline, MESSE ESSEN GmbH assumes no responsibility for complete and punctual contractual performance. Please note that from the first official set-up day we will have to charge a 35 % surcharge for all orders.

Please also note that cancellations of services are only possible in writing up to 2 weeks before the start of the event. If cancellations are made at a later time, the full rental price will be charged.

For all questions relating to orders, please get in touch with

**Contact:**

Mrs Ricarda Messer

Tel.: +49(0)201-7244-673

Fax: +49(0)201-7244-445

Email: [ricarda.messer@messe-essen.de](mailto:ricarda.messer@messe-essen.de)

#### 3.1. Office Exhibitor Services

During ESSEN MOTOR SHOW 2021, the trade fair management and exhibitor service office is located in front of Hall 6 on the first floor. Here, you will find all the right contact partners from exhibitor trade fair services to assist you. You can place additional service orders there, if necessary.



### Opening hours:

Setup	Time
Thursday, 18/11/2021	08:00 - 16:30
Friday, 19/11/2021	08:00 - 16:30
Saturday, 20/11/2021	08:00 - 16:00
Sunday, 21/11/2021	08:00 - 16:00
Monday, 22/11/2021	08:00 - 16:30
Tuesday, 23/11/2021	08:00 - 16:30
Wednesday, 24/11/2021	08:00 - 18:30
Thursday, 25/11/2021	08:00 - 20:30
Exhibition duration	Time
Friday 26.11.2021 (Preview Day)	08:00 - 18:30
Saturday, 27/11/2021	08:00 - 18:30
Sunday, 28/11/2021	08:00 - 18:30
Monday, 29/11/2021	09:00 - 18:30
Tuesday, 30/11/2021	09:00 - 18:30
Wednesday, 01/12/2021	09:00 - 18:30
Thursday, 02/12/2021	09:00 - 18:30
Friday, 03/12/2021	09:00 - 18:30
Saturday, 04/12/2021	08:00 - 18:30
Sunday, 05/12/2021	08:00 - 19:00
Dismantling	Time
Monday, 06/12/2021	08:00 - 13:00

### 3.2. Shell scheme stands

Exhibitors can acquire shell scheme stands directly through MESSE ESSEN GmbH. The four types of stand, "BASIC", "ECONOMY", "COMFORT" and "PREMIUM" are a complete package which can of course be individually upgraded to meet your requirements. You will find an overview of the rental system stands on our homepage under the heading [exhibitor service/stand construction](#).

**Contact:**

Ms Lea Weiler

Tel.: +49(0)201-7244-672

Fax: +49(0)201-7244-854

Email: [lea.weiler@messe-essen.de](mailto:lea.weiler@messe-essen.de)

### 3.3. Waste disposal

All waste created during the event or the setup/dismantling of the stand is to be handed over by the originator of the waste (exhibitor/stand constructor) to the waste proprietor (MESSE

ESSEN GmbH). Due to statutory provisions, the waste proprietor is obliged to ensure proper disposal. (The provisions of the KrWgG – Law on Life Cycle Management – apply in the version valid at the time, along with the associated implementation rules and ordinances and the state laws and municipal by-laws.) For any waste that is not reported or is left behind in the halls, an increased fee of € 200.00 /m<sup>3</sup> or € 3.00 /m<sup>2</sup> for carpeted floors will be levied.

**Contact for cleaning:**

Mr Klaus Bujok  
Tel.: 49(0)201-7244-873  
Fax: 49(0)201-7244-447  
Email: [klaus.bujok@messe-essen.de](mailto:klaus.bujok@messe-essen.de)

**Contact for waste disposal:**

Ms Britta Claassen  
Tel: + 49(0)201-7244-463  
Fax: + 49(0)201-7244-447  
Email: [britta.claassen@messe-essen.de](mailto:britta.claassen@messe-essen.de)

### **3.4. Stand partition walls**

If you do not have your own stand system, you can request stand partition walls through MESSE ESSEN GmbH using the form [A2 System stand elements](#). It is provided on a rental basis at a price of € 38.00 per running metre (white), including setup and dismantling.

You can place an order for these walls using form A2.1. Please avoid damaging the stand material or pasting anything onto it. We would like to make you aware that you will be invoiced after the end of the trade fair for cleaning stand material that has been soiled or had items adhered to it or for acquiring a replacement for stand material that has been damaged. Please therefore handle the materials carefully. Hang your graphics using hooks, or simply stick items on selectively using only adhesives that can be removed without leaving any residues. (e.g. Tesa powerstrips). You can obtain hooks in Service Center Mitte, in front of Hall 6 on the first floor, the adhesive can be purchased in the Messeshop in the outdoor exhibition space 2 next to Hall 2.

### **3.5. Floor coverings**

It is also necessary to provide the rented stand area with a floor covering. You can choose between carpets or higher-quality floor coverings. To make your selection, please use our forms [A7.1 – A7.10 floor coverings](#), which you can find on our homepage, [www.essen-motorshow.de](http://www.essen-motorshow.de) under the heading Exhibitor services/ Stand equipment/ Floor coverings.

### **3.6. Decorations**

We would like to ensure that you are aware that all materials used for decoration must be fire resistant and proofed in line with DIN 4102 in accordance with our Technical Guidelines point 4.4.1.1. We would also like to ensure that you are aware that floors are always covered, when considering your stand decoration. If the floors become damaged as a result of heavy exhibition equipment or if the flooring becomes dirty due to items such as decorative sand, the exhibitor will be charged for any costs that arise as a result.

### 3.7. Free WiFi

Since 1 January 2016, MESSE ESSEN GmbH has been providing all exhibitors with free of charge WiFi access in its exhibition halls at its own events. You will find the 16-digit access code to "MESSE ESSEN free WiFi" on your exhibitor pass.

## 4. Stand engineering

### 4.1. Suspensions

If you have any technical queries, please get in touch with our service partner TDA Rental GmbH.

**Contact:**

TDA Rental GmbH

Tel: +49(0)2041-76323-50

Email: [messe@tda-rental.de](mailto:messe@tda-rental.de)

### 4.2. Detailed plans and stand security

If you require detailed plans, please get in touch with:

**Contact:**

Mr Sebastian Black

Tel.: +49(0)201-7244-857

Fax: +49(0)201-7244-483

Email: [technik@messe-essen.de](mailto:technik@messe-essen.de)

Please note that exhibition stands, including furnishings and exhibits, as well as advertising media, must be set up in a sufficiently secure manner to ensure that public safety and order, especially as concerns life and health, are not endangered.

The exhibitor is responsible for structural safety and has a duty to provide proof of this.

Standing structural elements and/or special structures (e.g. free-standing walls, high exhibits, high decorative elements) that could tip over must be rated for at least a horizontally acting equivalent distributed load in qh:

qh1 = 0.125 kN/m<sup>2</sup> up to a height of 4.00 m from the upper edge of the floor

qh2 = 0.063 kN/m<sup>2</sup> for all surfaces above a height of 4.00 m

### 4.3. Neighbouring zones and stand design

The structural height is normally 2.50 m. This dimension corresponds to the height of the stand perimeter walls provided by MESSE ESSEN Essen GmbH (for a fee/see form 2.1). On request, and if stand drawings and any evidence of structural stability that may be needed are submitted, the management of the trade fair may approve different structural heights where applicable.

No gap to the neighbouring stand is required for a single-floor structure.

For two-storey constructions, the approval of the neighbouring standholder is required (if the second storey has an open construction) (point 4.3 of the Technical Guidelines). It must be ensured that the stand sides located adjacent to visitor corridors are transparent: the maximum permissible closed area is 50 %. The rear sides of stands that border neighbouring stands must be kept neutral in white, so as not to adversely affect the design of the neighbouring stand (point 4.7.1).

## 5. Hygiene concept of Messe Essen/ Corona measures

The respective exhibitor is responsible for implementing the hygiene measures at the individual stands. You will therefore find the [MESSE ESSEN GmbH hygiene concept](#) clearly summarized on the homepage [www.messe-essen.de](http://www.messe-essen.de).

### 5. 1. Entry requirements

You will only be able to enter the exhibition centre if you have proof of vaccination, testing or recovery, as outlined below:



You have been vaccinated against COVID-19 in accordance with section 2 of the Coronavirus Protection Ordinance and can provide valid documentary proof of this at the entrance to the trade fair site on the day you are attending an event;

You have recovered from a COVID-19 infection and can provide documentary proof of a positive PCR test (or other nucleic acid test) that was performed at least 28 days but no earlier than 6 months ago;

You can provide proof of a negative test in accordance with section 2 of the Coronavirus Protection Ordinance at the entrance to the trade fair site on the day you are attending an event. To avoid delays, we recommend that you, your employees and your service partners have the requisite proof (vaccination, test, recovery) in a digital format that is suitable for scanning with the CovPassCheck app. Random identity checks are carried out by presenting your photo ID (identity card or driving licence).

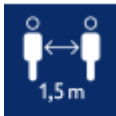
### 5. 2. Stand Construction and dismantling



Your employees and service partners are issued with personalised tickets for the construction and dismantling phases. These are scanned at the entrance to the trade fair site. You can book your tickets online via the closed exhibitors' area using the personal access data you receive from us. Surgical face masks must be worn during construction and dismantling.



### 5. 3. Standdesign



Please design your stand in such a way that it is possible to keep a distance of at least 1.5 metres between two people. Please take suitable precautions to prevent droplet or smear infection. These include: Installing transparent screens at reception desks and other interaction points Applying floor markings to guide visitors and ensure they keep their distance Providing hand sanitiser Installing generously sized meeting rooms and hospitality areas.



### 5. 4. Registration, access and admission



Your stand team and service staff must pre-register online. This will enable the authorities to trace them if necessary. It also serves to accurately record attendance figures. Exhibitor passes and passes for service staff will be scanned contact-free at the entrance. Cashless and contact-free payment (e.g. of parking tickets or in restaurants) is possible.



### 5. 5. During the event



As long as it is possible to maintain a minimum distance of 1.5 metres between two people, there is no limit on the number of visitors to a stand. For the same reason, there is no need to register who visits your stand. Surgical face masks are not required in the following areas: In outdoor spaces When seated in catering facilities, restaurants or Coffee Points Surgical face masks must be worn in the exhibition halls. Exhibitors are responsible for ensuring compliance with distancing and hygiene regulations at their own stands. Stand parties, receptions or similar must be approved separately by the event organiser.



### 5. 6. Hygiene and protection measures



Please provide hand sanitiser at your stand and also regularly disinfect your own hands. In addition, we have installed a large number of hand sanitiser dispensers and hand-washing facilities throughout the site. Please ensure that contact surfaces such as counters, tables and door handles are cleaned regularly. You should observe coughing and sneezing etiquette and keep your distance from other people. You may not participate in an event if any of the following apply: You have had contact with a Covid-19 patient in the last 14 days. You are suffering from acute and non-specific general symptoms, cold symptoms or respiratory symptoms. If you have entered Germany from another country in the past 14 days, please ensure you observe the applicable entry requirements (e.g. quarantine and testing) prior to attending a trade fair.



## 5. 6. Catering/Restaurants



All our restaurants apply the general rules for the catering sector that you are already familiar with. These include being able to remove your surgical face mask once you are seated. At our Snack Points, the same distancing rules apply as in bakeries and snack bars elsewhere. Catering staff at your stand must always wear a surgical face mask. Please choose food and drink that are individually packaged or can be easily portioned for serving. You may not provide self-service food and drink. Our catering partners will be happy to design an individual catering concept to meet your needs.

If you choose not to work with one of the Messe Essen catering partners, your service provider must prove compliance with the Coronavirus Protection Ordinance of the State of North Rhine-Westphalia.

## 6. Online media package

As an ESSEN MOTOR SHOW exhibitor, take advantage of the benefits of our online media package which is automatically an integral part of your registration. Find out about your trade fair success in our [YouTube-Video](#) in just 90 seconds. The mandatory flat fee of € 99.00 per exhibitor and co-exhibitor includes various services for you:

Online exhibitor list with company presentation, company and product description, photos, website and email address and selection of goods groups which are relevant to you. In addition to comprehensive trade fair-related news, you also have the possibility of posting information concerning your company, such as press releases, in your profile. Provide links to your social media channels and RSS feeds as well.

Product and trade fair innovations: Tell visitors and journalists all about your company and your product innovations. Media, customers and potential visitors can therefore access your press information, address, website, photos and logos in a targeted way, as all the information is linked to your exhibitor profile. You upload a text – we will make sure it is optimally tailored for specific target groups.

Stand promotions: Publicise your stand promotions. These appear on the website "News". Exhibitors are responsible for ensuring compliance with distancing and hygiene regulations at their own stands.

Interactive hall map: All the data which you enter can be called up in the interactive hall map.

Personal ESSEN MOTOR SHOW banner: Put the ESSEN MOTOR SHOW banner with your hall and stand number on your website and use the banner as an email boilerplate or download it in print quality.

You can make all the entries independently in our “closed exhibitor area”: [www.messe-essen-digitalmedia.de](http://www.messe-essen-digitalmedia.de). Your access data will be sent to you by email.

**Contact:**

Digital Media

Tel.: +49(0)201-3101 1870

Email: [support@messe-essen-media.de](mailto:support@messe-essen-media.de)

## **7. Sales rules**

As already stated in the participation conditions see point V.4.e ESSEN MOTOR SHOW 2021, direct sales of goods from the trade fair stands is not permitted under any circumstances apart from the goods and services listed at the point of registration.

## **8. Exhibitor passes, invitation codes and parking passes**

### **8.1. Exhibitor passes**

The exhibitor passes which have been allocated to you are available for download in the [closed exhibitor area](#). You will receive access codes for the “closed exhibitor area” via email.

You have the option of amending the passes, printing them out or saving them on a smartphone. Any chargeable additional exhibitor passes can be purchased there for €38.00 each (incl. VAT). If you know your log-in details, you can make changes in Service Center Mitte, in front of Hall 6, on the first floor, on a PC. If you do not know your log-in details please contact the responsible contact person in your company.

You can obtain more information in our [FAQs](#).

### **8.2. Invitation codes**

For ESSEN MOTOR SHOW 2021, invitation codes or Preview Day vouchers which can be passed onto customers can be ordered in the [closed exhibitor area](#). These online codes can be redeemed upon registration for a “print at home ticket”. This means that your customers don't have to go to the box office.

We will invoice you for any tickets or online codes which are redeemed after the exhibition has ended at the rate of € 10.00 each or € 14.00 each for Preview Day. The standard entrance fee is € 18.00 or € 30.00 (Preview Day) incl. VAT per person. You can place your order in the “CEA” via our website.

### **8.3. Parking passes**

You can only purchase car parking tickets for exhibitors online. The online shop is integrated into the [closed exhibitor area](#). Please note that a height limit of 1.90m applies to car parks P1, P3-P9. For vehicles over 1.90m, car park P2 is available for a fee.

Exhibitors can order long-term parking tickets for the entire duration of the event. Ordered parking tickets are then immediately available to you as a download from the shop. You have the option of printing out the parking ticket or saving it on a smartphone.

The following contacts are available to assist with any queries.

**Contact:**

Mrs Ricarda Messer

Tel.: +49(0)201-7244-673

Fax: +49(0)201-7244-445

Email: [ricarda.messer@messe-essen.de](mailto:ricarda.messer@messe-essen.de)

#### 8.4. Caravan pitches

For exhibitors who arrive by caravan/camper van, there are pitches available in car park P2 **which are not supplied with utilities**. Please reserve your pitch in good time.

**Contact:**

Mr Siegfried Horn

Tel.: +49(0)201 7244-268

Fax: +49(0)201 7244-437

Email: [siegfried.horn@messe-essen.de](mailto:siegfried.horn@messe-essen.de)

#### 9. Demonstrations and advertising on the stand

##### 9.1. Demonstrations and advertising

The trade fair organiser's permission must always be sought for the use of acoustic advertising media, microphones, amplifiers, music (live or from sound recording media). In this respect, the organiser also reserves the right to attach reasonable conditions to the permits where applicable (time frames, volume or similar). Permits that have already been issued can be restricted or revoked in the interest of the trade fair/exhibition running in an orderly manner. If there is an infringement, the exhibitor is obliged to indemnify the organiser from any compensation claims which are made by other exhibitors due to disturbances as a result of violations. See also point V.10 "Advertising" of the [Terms and Conditions of Participation](#), along with point 5.9 "Scenic displays" and point 5.13 "Musical reproduction" of the [Technical Guidelines](#) on our website [www.essen-motorshow.de](http://www.essen-motorshow.de).

##### 9.2. Radio applications at ESSEN MOTOR SHOW 2021

The operation of high-frequency equipment and radio systems is subject to approval by the Federal Network Agency and must be agreed with MESSE ESSEN GmbH to ensure a uniform distribution of frequencies and to eliminate mutual interference as far as possible. The operation of high-frequency equipment and radio systems will only be approved if the equipment or systems concerned meet the requirements of the German Law on Telecommunications Systems (Gesetz über die Fernmeldeanlagen, German Federal Law Gazette Part I) and of the German



Electromagnetic Compatibility Act (Gesetz über elektromagnetische Verträglichkeit von Betriebsmitteln).

If exhibits are displayed or stand decorations used that involve electrical, magnetic or electromagnetic fields, the requirements of the 26th Regulation on the Implementation of the German Federal Immission Control Act (26. Verordnung zur Durchführung des Bundesimmissionsschutzgesetzes) must be met. The electrical installations used in exhibits and exhibition stands must be implemented in such a way that any unacceptably high levels of circuit feedback caused by harmonics in the exhibition supply network are avoided (see also point 5.3.3 [Technical Guidelines](#)).

The recording of personal data (in this case, location data and movement data, IMEI, IMSI, telephone calls) is prohibited.

You can obtain further information from the [Federal Network Agency](#).

The service centre 4/80 (DLZ 4/80) of the Federal Network Agency in Mülheim an der Ruhr is responsible for processing applications.

Federal Network Agency  
DLZ 4/80  
Aktienstr. 1-7  
45473 Mülheim  
Tel.: +49(0)208 45 07 0  
Fax: +49(0)208 45 07 180  
Email: [koel4.postfach@bnetza.de](mailto:koel4.postfach@bnetza.de)

## 10. Product piracy / preliminary injunction

In the event of infringements of the Design Law, Trade Mark Law or Copyright Law during the period when ESSEN MOTOR SHOW 2021 is running, we can put you in touch with a patent lawyer or solicitor at short notice.

**Contact:**  
Mr Ralf Sawatzki  
Tel.: +49(0)201-7244-643  
Fax: +49(0)201-7244-513  
Email: [ralf.sawatzki@messe-essen.de](mailto:ralf.sawatzki@messe-essen.de)

## 11. Prohibition of dogs

We would like to once again remind you of the general ban on dogs at MESSE ESSEN GmbH, which of course also applies to ESSEN MOTOR SHOW 2021.

Please note that no dogs may be brought onto the trade fair site.

**In regard to this, we draw your attention to the TierSG (Animal Health Act) pursuant to §§ 27, 28, 29, 62, 63 and 64.**

## 12. Prohibition of smoking

There is a general ban on smoking in the halls at ESSEN MOTOR SHOW 2021. Smoking is only permitted in the designated smoking areas.

## 13. Presence on the trade fair site outside the opening times

Exhibitors who would like to be on their stand outside the official trade fair opening times (exhibitors 08:00 – 19:00) in justified exceptional cases (stand party, night-time work, photography work, special events, etc.) need to obtain the appropriate authorisations.

In these cases, we would be grateful if you could get in touch with our contact, Mr Bylsma or Mr Kästner.

### Contact person:

Mr Michael Bylsma

Tel.: 49(0)201-7244-270

Fax: 49(0)201-7244-1270

Email: [michael.bylsma@messe-essen.de](mailto:michael.bylsma@messe-essen.de)

### Contact person:

Mr Frank Kästner

Tel: + 49(0)201-7244-264

Fax: + 49(0)201-7244-1264

Email: [frank.kaestner@messe-essen.de](mailto:frank.kaestner@messe-essen.de)

## 14. § 23 StVG (Road Traffic Act) - Commercial marketing

§23 StVG prohibits the commercial marketing of parts which must be designed according to a type approved by the KBA and are not marked with the assigned approval mark. A list of these vehicle parts can be found in § 22a of the StVZO (Road Traffic Licensing Regulations). This particularly applies to tyres, windscreens, brakes, illuminating devices and the lamps intended for them as well as security belts and other restraint devices.

We would like to ask you to take note of this when marketing products.

## 15. Deposit confirmation certificates for exhibitors

If you still do not have a valid exhibitor pass on the first day of the trade fair, at the entrance (trade fair information) and entrance gates, you will receive a deposit confirmation certificate, which entitles you to enter the trade fair site.

A security deposit of € 50.00 will be levied, which you will be refunded within 90 minutes upon presentation of a valid exhibitor pass at the respective entrance.

We wish you every success for your trade fair preparations.

Kind regards,

Your ESSEN MOTOR SHOW 2021 team