

Rules for Exhibitors 2019 for the fair Insights-X



Introduction

The following Rules for Exhibitors, the Important information and Technical regulations and the NürnbergMesse site regulations constitute the contractual basis for participation in Insights-X 2019 and are thereby part of the exhibitor's offer (as per Item 8 of the Rules for Exhibitors) for concluding a contract of participation with Spielwarenmesse eG.

1. Name of fair

5th Insights-X

2. Venue

Nürnberg Exhibition Centre, 90471 Nürnberg, Germany

3. Duration of fair

Wednesday, 9 October – Saturday, 12 October 2019

Fair times: Daily from 9 am – 6 pm, on last day from 9 am – 5 pm.

Admission times for exhibitors: Daily from 7 am. The stands must be occupied by not later than 8:45 am. Safety regulations require that the halls and outdoor area be vacated by not later than 8 pm.

Admission times for visitors: Daily from 9 am – 5 pm, on last day from 9 am – 4 pm.

4. Organizer

Spielwarenmesse eG, Herderstraße 7
90427 Nuremberg, Germany
Tel. +49 911 99813-0, Fax +49 911 99813-898
www.insights-x.com, info@insights-x.com

Nürnberg District Court GnR.43
Tax no.: 241 106 70105

Hereinafter referred to as 'fair organizer'.

5. Products on display

The articles ("products") admitted as exhibits are divided into the following product groups:

1. Writing Utensils and Equipment
2. Paper and Filing
3. Artistic and Creative
4. Desktop
5. Bags and Accessories
6. Stationery and Gift Articles

The fair organizer expressly reserves the right to change the admitted articles or rename or integrate new or other product groups and segments.

6. Exhibiting fee

6.1 The exhibiting fee excl. stand construction package, per square metre of floor space (min. 9 m²) is

6.1.1 for Early Bird **application until 31 December 2018:**

Row stands	(1 side open)	145.00 €
Corner stands	(2 sides open)	170.00 €
Head stands	(3 sides open)	184.00 €
Block stands	(4 sides open)	189.00 €

6.1.2 for **application from 1 January 2019:**

Row stands	(1 side open)	161.00 €
Corner stands	(2 sides open)	189.00 €
Head stands	(3 sides open)	204.00 €
Block stands	(4 sides open)	209.00 €

6.2 The exhibiting fee incl. stand construction package per square metre of floor space (9 – 36 m²) is

6.2.1 for Early Bird **application until 31 December 2018:**

Row stands	(1 side open)	255.00 €
Corner stands	(2 sides open)	280.00 €
Head stands	(3 sides open)	294.00 €
Block stands	(4 sides open)	299.00 €

6.2.2 for **application from 1 January 2019:**

Row stands	(1 side open)	271.00 €
Corner stands	(2 sides open)	299.00 €
Head stands	(3 sides open)	314.00 €
Block stands	(4 sides open)	319.00 €

6.2.3 Terms & Conditions and scope of **the stand construction package**

The participation in the fair can be registered inclusive of a stand construction package for stand sizes measuring between 9 – 36 m².

Specifications:

- Maxima stand system with stand partition walls in white; material: aluminium-untreated surface, wall height 2.50 m (upper panel 3.50 m)
- Lighting, 1 x 100 W spotlight per 2 m²
- Company logo on stand's frame design
- Charcoal-grey carpeting
- 1 meeting table, white table top
- 4 upholstered chairs black/charcoal grey
- 1 waste paper basket
- Power connection up to 3 kW (230 V/16 A) incl. triple power outlet, ground fault circuit interrupter
- Flat charges for power consumption generated from regenerative energy sources
- Daily stand cleaning
- Additionally for stands measuring between 15 – 36 m²: 1 cabin 1 x 1 m with door (lockable) and coat rack

6.3 Two-storey stands

Two-storey stands are available as of 50 m² floor area and are subject to the following terms:

The price per m² for the upper storey area is charged at 50 per cent of the floor area rate for in-line stands (161 €/m², price exclusive of stand construction package, exclusive of Early Bird Special, see Item 6.1.2). Applications for two-storey stands require special approval from the fair organizer.

6.4 Further information

Parts of a square metre will be charged as full units.

The exhibiting fee is for a package of services and includes both the hire of the stand space and the extensive special services rendered by the fair organizer, but not other services as per these Rules for Exhibitors or other services of the fair organizer (e.g. in the Online Service Center) that are provided at extra cost.

The exhibiting fee and all other charges stated are net prices in euros and subject to the addition of the statutory rate of VAT applicable at the time of the event and payable at the legally stipulated place.

If the VAT changes in the period between invoicing and the next fair, an adjustment will be made in accordance with the applicable regulations. The exhibitor is obliged to provide the fair organizer with proof of his company status under the terms of the Value Added Tax Act on request.

The fair organizer is obliged to collect the AUMA fee of 0.60 € per m² net of stand space (hall and outdoor area) from the exhibitors. This amount will be charged by the fair organizer and paid direct to the Association of the German Trade Fair Industry (AUMA). AUMA as the central association of the German exhibition industry represents the interests of exhibitors, visitors and organizers and

informs and advises potential exhibitors from Germany and abroad.

Further information on the Internet at: www.auma.de

The **waste disposal fee** is 2 € net per m² stand area (as per Item 32 below and Item 6.1 of the Technical regulations).

All prices are subject to any additional taxes and duties levied in the exhibitor's own country. The fair organizer is entitled to pass on the charges for such taxes and duties even if they were not known or not levied at the time of the application.

The fair organizer reserves the right to define certain display areas and stand construction package to change or supplement the exhibiting fees and Rules for Exhibitors for such areas.

7. Marketing package

The marketing package is mandatory for all exhibitors and their co-exhibitors and will be charged by the fair organizer in addition to the participation fees. The marketing package runs at 425 € for every exhibitor and co-exhibitor.

The marketing package comprises the following:

- **Entries in official Insights-X media (7.1):**
 - **Company profile:**
 - Entry in the alphabetical exhibitor directory (company name, address, contact details, registered email and web addresses, hall/stand number)
 - Appears in the print and online catalogue and the mobile app
 - **Product profile:**
 - Listing in one product category in the product group directory (company name and hall/stand number)
 - Appears in the print and online catalogue and the mobile app
 - **Presentation in the hall plan:**
 - Company logo in the online hall plan (all year round)
 - Company logo in the hall plan in the mobile app (all year round)
 - Company name in the stand in the printed VisitorGuide
 - Company name in the floor plans in front of the halls (exhibition grounds)
 - **Contact:**
 - One contact with contact details
 - Appears in the online catalogue
- **Invitation vouchers (7.2):**

Unlimited number of voucher codes for free entrance passes for all your business partners
- **Marketing materials (7.3):**

Personalised banners, QR codes, letter stickers and more to promote your participation in the fair

7.1 Entries in official Insights-X media

To vouch for a complete listing of the official trade fair catalogue in the interest of all exhibitors and trade visitors, every exhibitor and co-exhibitor shall effect a listing in the official trade fair catalogue with the publishing house commissioned by the fair organizer, NEUREUTER FAIR MEDIA GmbH. No business other than the named publisher is authorised by the fair organizer to create a trade fair catalogue. The fair organizer will transfer the address data supplied in the online application by data transfer to the publisher. The publisher shall provide in good time the order records as well as the specific terms and conditions for the listing with the Online Service Center of the fair Insights-X. The mandatory listing published in the print and online media includes the name of the exhibitor/co-exhibitor in an alphabetically-structured directory, incl. of an entry in the product directory.

Publishing their name in the list of products as part of the compulsory entry is obligatory for every exhibitor/co-exhibitor and serves to clearly assign the exhibitor/co-exhibitor to his exhibited products.

The compulsory entry must agree with the company information given on the online application forms and be located at the appropriate position in the alphabetical assignment in the catalogue. The entry of the exhibitor/co-exhibitor in the list of products must agree with the official nomenclature of the fair and is assigned to the fair catalogue. The company information and product entries can also be called up electronically via the exhibitors database on the Internet home page of the fair Insights-X before, during and after the fair using the relevant search function and via the visitor information system during the fair. The assignment to the list of exhibitors according to a certain trade name or another name differing from the company information can only be made as an additional entry – e.g. with cross-reference to the compulsory entry. Additional entries can be published in the fair catalogue at extra cost, which is invoiced by the publisher. The additional entries and advertising possibilities and the prices are shown on the order forms of the publisher (see Online Service Center).

The exhibitor is obliged to check the accuracy and completeness of the proof copies or proof files sent to him by the publisher. Any deviations from the information given on the online application form, e.g. change of address, are to be notified in writing to both the publisher and the fair organizer without undue delay. The fair organizer accepts no responsibility for the correctness and completeness of the compulsory data and its transfer to the catalogue and all other media.

The exhibitor (also co-exhibitors and companies in pavilions) is solely responsible for the legal and especially fair trading admissibility of the advertisements and exhibitor entries published at his request in the fair catalogue, exhibitors database and visitor information system of the

fair organizer. If third parties assert claims against the fair organizer due to the legal or fair trading inadmissibility of advertisements or exhibitor entries, the exhibitor shall fully release the fair organizer from all claims asserted, including all costs of the necessary legal defence on the part of the fair organizer. If the information to be supplied for the mandatory entry, inclusive of the entry to be listed in the product directory, is not communicated or not communicated in full by the date requested by the publisher, Spielwarenmesse eG is entitled, for the account of the exhibitor and without liability as to accuracy, to supplement the details based on the documents available to it and include it in the official print and online media for the fair.

The company logo will be published in the online hall map and in the hall plan of the mobile App on the Internet site, www.insights-x.com/en. Only graphic formats can be processed (no Word files, presentations etc.). Further details are available from the publisher.

The company's website and email address will be linked in the online catalogue at www.insights-x.com/en.

The company name will be published in the floor plan in the printed VisitorGuide as well as in the floor plans in front of the halls (exhibitions grounds).

7.2 Invitation vouchers

After receipt of the admission documents and receipt of payment of the exhibiting fee every exhibitor will receive an email which contains voucher codes for free entrance passes which offer complimentary access to the fair for trade visitors or business partners. Other invitation vouchers can be ordered from the Online Service Center.

The invitation voucher codes must not be transferred to third persons against a charge. Any misuse will lead to the invitation voucher codes being cancelled.

7.3 Marketing materials

All exhibitors can access via the website www.insights-x.com/en/exhibitors/downloads and in the Online Service Center personalised banners, QR codes, letter stickers and more that can be used free of charge to promote their presence at the fair.

8. Application

The application must be submitted to the fair organizer online using the Online Service Center (OSC) at www.insights-x.com/en/exhibitors and is binding on the exhibitor applying. An online application sent via the Online Service Center is also valid without a signature and stamp.

The registration form must be completed in full. Spielwarenmesse eG expressly reserves the right not to process incomplete registrations.

Reservations and conditions (e.g. exclusion of competition) are not admissible when registering. If these are entered in the application form, they will only be legally valid if the fair organizer has given its written approval. With his application the exhibitor recognises these terms of participation, the supplementary conditions of the Online Service Center and the terms and conditions of the order forms, be they in hard copy or as an electronic document, in accordance with the terms of use of the Online Service Center of the fair organizer, as binding.

All stated contract texts are available for inspection in the offices of Spielwarenmesse eG, Herderstraße 7, 90427 Nuremberg. Any contradictory or supplementary terms of business of the exhibitor are excluded, even if this is not expressly stated. The exhibitor is obliged to comply with all applicable public regulations concerning the selection, construction and operation of his stand, especially all local, building and factory inspectorate regulations, including the design regulation on the construction and operation of places of assembly.

In the case of online application, the exhibitor receives electronic confirmation of receipt from the fair organizer. This does not constitute admission for the purposes of Item 10.

The application constitutes the exhibitor's offer, which is irrevocably binding on the exhibitor until 30 June 2019.

The offer is considered accepted by the fair organizer if it has admitted the exhibitor as per Item 10 by this date and has sent him the invoice as per Item 17.

The offer does not cease automatically on expiry of the above-mentioned binding period, but is maintained as a revocable offer with effect from 1 July 2019 and extended until cancelled by the exhibitor the fair organizer must be notified of such cancellation in writing. The offer ceases on receipt of the cancellation by the fair organizer, unless the fair organizer has previously declared its acceptance in the subsequent stand allocation procedure by admitting the exhibitor and sending the invoice.

9. Registration fee, Cancellation

Upon application, a registration fee in the amount of net 400 € is due. An invoice is sent to the exhibitor following receipt of the online application via e-mail. The invoice is payable to the account of Spielwarenmesse eG named under **Item 17** of the Rules for Exhibitors. Should the registration fee not be effected, the fair organizer will refrain from processing the respective application, however, the exhibitor will remain obligated to pay the fee even if the respective application is cancelled.

If an exhibitor cancels their registration with the trade fair organiser's consent following payment of the registration fee but before approval, the registration fee paid shall be forfeited; there is no entitlement to a refund. Moreover, the exhibitor must pay a processing fee on top (reimburse-

ment of expenses) amounting to 20% of the expected participation fee. The expected participation fee is calculated based on the information on the required stand provided by the exhibitor during registration. The processing fee is due immediately once the trade fair organiser issues the relevant invoice.

The registration fee will be deducted from the invoice for the exhibiting fee if the exhibitor is admitted or refunded in the event of non-admission. If the invoice is not paid by the due date after approval and invoicing or the application is withdrawn by the exhibitor after admission, the registration fee paid is forfeited and no entitlement to a refund exists.

10. Admission

The contract to exhibit comes into force on notification of admission, which is sent by letter, fax or other means of electronic transfer and is also valid without a signature. The decision as to whether an exhibitor, co-exhibitor and exhibits should be admitted or not rests with the fair organizer. A legal claim to admission does not exist.

Only companies that supply their exhibited products exclusively to commercial resellers, commercial consumers or bulk customers can be admitted as exhibitors. Companies that supply their products directly to end consumers are not admitted.

The contract is based on the exact description of items provided for exhibition. Only articles listed in the application may be exhibited. The display of articles that are not admitted according to the fair rules, violate legal provisions or offend against good taste is prohibited. The fair organizer is entitled to demand the removal of such articles at the exhibitor's expense and risk. The display of exhibits that can be regarded as a means of propaganda or as signs of organizations in breach of the constitution, especially former national socialist organizations (e.g. swastikas, SS runes, etc.) within the meaning of §§ 86, 86 a of the German Penal Code (StGB) is strictly prohibited.

Note: A product that is not allowed to be sold in the European Union because it does not fulfil the statutory requirements may only be exhibited if it is indicated that the product does not fulfil these requirements and cannot be purchased for sale in the European Union until the relevant compliance is established (§ 3 Para. 5 Product Safety Act).

If an exhibitor opposes an order to remove such exhibits, he shall be liable to a contractual fine of 10 per cent of the invoiced exhibiting fee for each day on which the exhibits in question continue to be displayed.

The fair organizer is entitled to reject applications at its own discretion. Admission may be revoked if the necessary requirements are not or no longer met.

Together with the admission the exhibitor shall receive as a first-time exhibitor the respective access data for the future password-protected use of the Online Service Center. First-time exhibitors are those exhibitors who did not participate in the respective previous trade fair.

11. Exhibition activities outside the fair site

If an exhibitor rents showrooms in Nuremberg or its surroundings during the fair Insights-X and exhibits or offers articles belonging to the range of the fair Insights-X during the fair's opening hours, the fair organizer shall be authorized to cancel the existing exhibiting contract with the exhibitor and his stand with immediate effect. Furthermore, the exhibitor shall be liable to a contractual fine equal to 25 per cent of the invoiced exhibiting fee, without prejudice to the right of the fair organizer to claim compensation for further damages.

12. Brand and product piracy

Exhibiting products or offering services at the fair Insights-X is prohibited if their manufacture, sale, distribution, possession or advertising violates the laws on the protection of intellectual property or industrial property rights.

If an exhibitor submits to the fair organizer an enforceable legal ruling such as a temporary injunction prohibiting another exhibitor from manufacturing, selling, distributing, possessing or advertising all or some of the products exhibited or services offered, the fair organizer is entitled to cancel the exhibiting contract in force with this exhibitor for products cause and without notice and to immediately close his stand by self-redress. The exhibitor affected by these measures will be excluded from participation in subsequent fair Insights-X.

The fair organizer will cancel the above-mentioned sanctions if it is proved by the exhibitor concerned that the enforceable legal ruling which led to the imposition of sanctions has been cancelled or amended either itself or only in terms of its enforceability such that the conditions for cancellation of the contract, stand closure and exclusion from further fairs no longer exist.

If the fair organizer adopts measures or rules for the protection of intellectual property or industrial property rights during the fair Insights-X and an exhibitor who is accused of violating the relevant rights of another exhibitor by exhibiting or offering exhibits at the fair Insights-X fails to comply with these measures or rules, the fair organizer shall be entitled to exclude this exhibitor from participation at subsequent fair Insights-X. Claims for damages by the exhibitors concerned against the fair organizer due to execution of the measures described above in accordance with the contract are excluded, except in case of intent or gross negligence.

13. Allocation of stands

The allocation of stands is undertaken by the fair organizer in a manner fitting to the theme of the fair, and will be notified by letter, as a rule together with the invoice. The exhibitor has no claim to the allocation of a particular stand space even if he has exhibited on the same spot for years. Special wishes concerning the stand will be given favourable consideration, if possible.

The minimum size of each stand is 9 m². Smaller stand spaces are only rented in exceptional cases.

The exhibiting contract between the fair organizer and the registering exhibitor takes effect on sending the "admission/invoice" to the exhibitor or, if agreed, to the invoice addressee named by the exhibitor. The exhibitor can lodge objections in writing by registered letter within two weeks after receipt of the stand allocation. The effectiveness of the exhibiting contract concluded is not affected by any objection. The fair organizer will do its best to take corrective measures, but is not legally obliged to do so.

The fair organizer is entitled – also subsequently after the conclusion of the exhibiting contract – to make changes to the stand allocation, especially to the exhibitor's stand space, in deviation from the admission confirmation, allocate a space in another position or a space of a different kind, size and dimensions, provided this is necessary for reasons of safety, public order, official requirements or because the fair is oversubscribed and other exhibitors must be admitted or because changes in the stand allocation are necessary for a more efficient utilization of the rooms and spaces required for the fair. Such subsequent changes must not, however, exceed an extent that can reasonably be expected of the exhibitor. If subsequent changes result in a lower exhibiting fee, the amount of the difference is to be refunded to the exhibitor. Further claims against the fair organizer are excluded.

The fair organizer is entitled to relocate or close the entrances and exits of the fair site and halls, and to make other structural changes.

The exhibitor must expect discrepancies of up to 5 cm in the dimensions of his stand due to variations in the thickness of the stand partition walls. Claims regarding discrepancies in size will not be accepted by the fair organizer. Partition walls, projecting walls, pillars, downpipes and fire extinguisher cabinets are part of the allocated stand space. Exhibitors or their stand designers are obliged to obtain information about layout and exact dimensions on site before starting planning work. If necessary, layout diagrams of stand spaces and the immediate surroundings with dimensions can be requested from the fair organizer, but no responsibility can be accepted for the accuracy of this information. These conditions are acknowledged when the stand is accepted. Justified complaints must be made to the fair organizer without delay after occupying the stand, so that any faults can be remedied. Late complaints can-

not be considered and do not constitute a reason for claims against the fair organizer. The fair organizer is excluded from liability for claims for any kind of damages arising out of violations of the contract in connection with stand allocation, provided the fair organizer has not acted with intent.

14. Stand partition walls

Stand limitations are mandatory unless a stand construction package (see Item 6.2) has been booked or an independent stand system or any other rental stand is used. Stand partition walls can be ordered in a variety of designs from the Online Service Center. The rent for stand partition walls is not included in the exhibiting fee. The rental prices include assembly and dismantling. Plastic-coated system wall elements are not to be nailed, screwed, wallpapered or painted. The exhibitor is liable for damage caused by improper handling of walls, e.g. due to use of screws, nails, aggressive adhesives, etc.

15. Design and layout of stands

In addition to the following regulations, the technical guidelines apply which are made available to the exhibitor with the admission documents/from the Online Service Center.

Exhibitors are responsible for the design and equipment of stands and the necessary assembly. The exhibitor must ensure that the stand design matches the character and image of the fair Insights-X. The fair organizer is entitled to specify changes in stand design in this connection. The design of stands and presentation of exhibits must ensure an open approach to customers. **At least 70 per cent of the sides of the stand facing gangways must be open.**

Stands that adversely affect the overall image of the fair or the hall will not be accepted by the fair organizer. The same applies to inadmissible advertising (find further explanation in the Online Service Center under "important information"). The exhibitor is responsible for laying a uniform covering on the floors of the stand (see instructions in "Important Information" in the service documents).

The stands must be joined as closely as possible and without loss of space.

The allocated stand space must not be exceeded.

If the exhibitor or his appointed stand construction company fails to comply with the stand construction regulations or other legal provisions, the exhibitor shall be liable for all damage resulting from the violation of these provisions. The extent of damage will be determined by an assessor appointed by the fair organizer. The assessor's findings shall be binding on both parties.

It is possible to hang objects from the facilities provided for this purpose in accordance with the relevant regulations DGVU Regulation 17 (formerly BGV C1).

If suspension from the ceiling is essential or light sources cannot be created in any other way, plans must be submitted to the fair organizer in good time for approval. The necessary application forms are contained in the Online Service Center. The fair organizer reserves the right to specify further requirements regarding the layout of the stands.

A contract penalty of 10 per cent of the invoiced exhibiting fee is payable in the event of non-compliance with the stand construction rules.

The exhibitor is responsible for compliance with the stand construction rules and safety regulations.

Single-storey stands

The minimum construction height is 2.5 m. The maximum construction height is 4.5 m.

The backs of any construction elements (e.g. partitions, advertising media, banners, company logos, etc.) facing neighbouring stands must be white, clean and impeccable in appearance above a height of 2.5 m and must not contain any text or graphics. Text and graphics are permitted if there is a minimum distance of 1 m to the neighbouring stand on each side of the construction element with heights from 3 m to 3.5 m and a minimum distance of 2 m to the neighbouring stand with heights from 3.5 m to 4.5 m.

The fair organizer may allow deviations in individual cases.

The hall must be visible from conference rooms and other rooms on the stand. This can be achieved

- a) by visual contact with the stand, provided the rest of the hall area is visible from the stand, or
- b) by direct visual contact between the room and the hall area.

The visual link must exist in both a sitting and standing position. The recommended dimensions of the visual link are 0.2 m x 0.8 m (W x H).

The fair organizer provides a free service for checking stand plans of single-storey stands submitted on time. For a stand space of 80 m² or more, two copies of the stand plans, for a stand space of 400 m² or more, three copies of the stand plans must be submitted for examination to Spielwarenmesse eG without further request. Spielwarenmesse eG's right to claim stand plans from each single exhibitor keeps unaffected. No legal claim to processing exists for stand plans submitted after 31 July 2019.

Two-storey stands

Two-storey stands are possible for a rented floor space of 50 m² or more subject to the approval of the fair organizer.

Special technical requirements must be fulfilled to comply with building, fire and other safety regulations for two-storey stands. The respective form is available in the Online Service Center.

Following documents are required for the inspection and approval of two-storey stands as a complete document in digital form (PDF):

- Informal **description of stand**
- **Application for permit** for two-storey stand structure (application form available in the Online Service Center)
- **Stand drawings** (two-storey stand in conjunction with ground-level exhibition area) in a suitable scale, e.g. 1:100 (floor plans, views, sections) and ceiling plan with dimensions of closed ceiling area(s)
- **Stand safety test certificate** (structural) incl. construction drawings
- **Order for sprinkler system or for heat differential detectors** (only in halls 4A, 7A and 11)
- **Plan drawing showing the layout of sprinkler heads** (1 sprinkler head per 10 m² covered by the stand) or of heat differential detectors (only in halls 4A, 7A and 11)

All documents must reach the fair organizer by not later than **31 July 2019**.

Once the above-mentioned documents have been examined, the stand design will be authorized with the fair Insights-X stamp of approval and returned to the exhibitor. Only stand designs bearing this stamp are cleared for construction.

The price per m² for the upper storey area is charged at 50 per cent of the respective floor area rate for 1 open side stands (161 € / m², price exclusive of stand construction package, exclusive of Early Bird Special, see Item 6.1.2). Applications for **two-storey stands require special approval** from the fair organizer.

The net approval fee is 6.40 € per m² of built-over stand space, subject to a minimum of 890 € net per stand.

Invoices will be sent with the building authorization.

Note:

The fair organizer expressly reserves the right to make changes after submission of detailed plans and in connection with compliance with the requirements of the relevant authorities. Stand numbers will be mounted by the fair organizer. The max. permissible height for advertising is the same as the maximum permissible height of the stand.

16. Assembly and dismantling

Assembly: Monday, 7 October 2019 from 7 am continuously (from Tuesday, 8 October 2019, 6 pm only deco-

rations works are allowed on the stand space, gangway areas are to be kept clear).

Dismantling: From Saturday, 12 October 2019 from 5 pm until Sunday, 13 October 2019, 10 pm. The halls are open non-stop from Saturday night to Sunday morning so that the stand can be dismantled without interruption.

The asphalt floors of the halls may not be painted. To prevent damage to the hall floors, only double-sided adhesive tape Tesa no. 55735 and Fermoflex no. 1362 may be used for laying carpets etc. The fixing of bolts, anchors, etc. is prohibited.

The storage of exhibition goods and decoration materials and the execution of preparatory and assembly work in other stands is prohibited. The gangways must be kept unobstructed at all times.

Stand assembly must be completed by 8 pm on Tuesday, 8 October 2019. If a stand is still unoccupied at 3 pm on Tuesday, 8 October 2019 and the fair organizer has not been informed accordingly by that time, it is authorized to dispose of the stand. The stand can be used for other purposes or specially decorated. The exhibitor must bear any additional costs (see also Item 17 and 19).

Dismantling of stands may be started at 5 pm on 12 October 2019. **No stand or part of a stand may be closed or dismantled and no exhibits removed or packed before the time specified for the start of dismantling.**

In the event of violation of this contractual obligation, the exhibitor is to pay the fair organizer a fine amounting to 50 per cent of the invoiced exhibiting fee. The gangway areas are to be kept clear for approx. one hour starting at 5 pm at the last fair day. Exhibits or stand materials are not to be placed in the gangways during this time to ensure that the carpets can be removed without hindrance. The fair organizer as landlord refers to its right of lien as regards the exhibits.

After dismantling the stands, the stand space must be restored to its original condition. Damage caused by negligence, improper handling, etc. must be repaired or compensated by the exhibitors. Adhesive tapes used for floor coverings must be removed after dismantling the stand.

The costs of any damage to the hall floor will be charged to the exhibitor.

Stands not dismantled, or exhibits remaining in stands, will be removed and stored at the exhibitor's expense after the final date of dismantling.

17. Terms of payment

An invoice will be sent together with the official confirmation of admission to the fair. The invoice amount must be paid by 30 June 2019. Invoices issued after 30 June 2019

must be paid immediately. Payments should be made in full to one of the accounts stated on the invoice. Invoiced by:

Spielwarenmesse eG, Herderstraße 7, 90427 Nuremberg
Germany

Any bank charges incurred must be paid by the exhibitor.

Payments can be done by credit card (VISA, MasterCard, American Express).

In the event of default on payment, interest on arrears shall be payable at a rate of 8 percentage points above the base lending rate. The assertion of claims for further or higher damages is not excluded.

The fair organizer is entitled to terminate the exhibiting contract without notice if the exhibitor fails to settle the payments stipulated in this contract despite reminder action. In this case, the exhibitor remains obliged to pay the full contractually agreed exhibiting fee, but the fair organizer must credit any expenditure saved and any revenue obtained by hiring out the stand space elsewhere.

In the event of full or partial re-renting of the assigned space – excluding the swapping of all or parts of the space with another exhibitor involving surrendering the previously assigned space – a flat rate for compensation amounting to 25 per cent of the invoiced exhibitor fee is payable, plus any additional services which have been booked.

The exhibitor's right to demonstrate that such a loss has not resulted or is far lower than the agreed fixed amount of compensation remains unaffected.

The right to occupy the stand is assured only by compliance with the contractually agreed payment dates and full settlement of all amounts invoiced.

Exhibitor passes and assembly and dismantling passes are issued only after settlement of the invoiced exhibiting fee and all incidental costs due for payment.

The fair organizer reserves the right to assert the landlord's right of lien as security for outstanding debts arising out of the contract. Products, stand constructions and equipment must only be removed from the exhibition grounds once the exhibitor has met all liabilities from this contract; removing these is already contested hereby should the above not be the case.

The exhibitor/co-exhibitor shall inform the fair organizer of the ownership status in relation to these items at any time. If an exhibitor/co-exhibitor fails to meet his payment obligations, the fair organizer may retain these items at its discretion either in their totality or in part and have them publicly auctioned off at the expense of the exhibitor, or sell them directly. The statutory regulations in relation to

the realisation of pledged items – to the extent as permissible by law – shall be waived. The fair organizer does not assume any liability for damage to any such items retained unless the fair organizer can be accused of intent or gross negligence.

18. Transfer of stand space to third parties, co-exhibitors

The exhibitor is not entitled to exchange the stand space allocated to him or to transfer space or parts thereof to third parties or to permit third parties to share the stand without the prior written approval of the fair organizer.

Transfer to third parties or the allowance of shared use must be applied for by the official application form in the Online Service Center. The exhibitor is to submit a declaration of agreement to the fair organizer, which will only agree to the transfer of parts of the stands or the shared use if the exhibitor himself occupies and uses at least two thirds of the space.

Every co-exhibitor will be invoiced for the marketing package in accordance with the terms set forth under Item 7, whereby the invoice of the abovementioned approval of the fair organizer applies.

Upon receipt of the payment, co-exhibitors shall partake in the services extended by the marketing package in accordance with the terms set forth under Item 7.

The co-exhibitor(s) and the exhibitor are liable as joint debtors for all claims against co-exhibitors. If a stand is allocated to several exhibitors, all of them are jointly answerable to the fair organizer as joint debtors. If an exhibitor lets a third party all or part of the stand space or permits him the shared use of his stand space without the written confirmation of the fair organizer, the fair organizer is entitled to cancel the exhibiting contract immediately for important cause without notice and to close the stand. The exhibitor or third parties shall have no entitlement to compensation by the fair organizer.

The exhibitor shall ensure that his co-exhibitors observe the Rules for Exhibitors, the supplementary regulations in the Online Service Center, the regulations in the order forms and the instructions issued by the fair organizer. The exhibitor is liable for default by his co-exhibitors in the same way as for his own default. If co-exhibitors utilize direct services of the fair organizer, then the fair organizer shall be entitled to also invoice these services to the exhibitor himself; the exhibitor shall be jointly and severally liable.

19. Termination, non-appearance and global compensation

Statutory notice of termination of the exhibiting contract is excluded. The right of both parties to extraordinary notice to terminate for important cause remains unaffected.

If an exhibitor withdraws from the contract unilaterally and without justification, the fair organizer is entitled but not obliged to otherwise dispose of the stand space. In this case, the exhibitor remains obliged to pay the full contractually agreed exhibiting fee, but the fair organizer must credit any expenditure saved and any revenue obtained by hiring out the rented space elsewhere. In the event of full or partial re-renting of the assigned space – excluding the swapping of all or parts of the space with another exhibitor involving surrendering the previously assigned space – a flat rate for compensation amounting to 25 per cent of the invoiced exhibiting fee is payable, plus any additional services which have been booked.

If a stand is not occupied by the exhibitor by the time the fair opens, said exhibitor must also pay the costs which the fair organiser verifiably incurs for the necessary re-designing of the stand or stand space. In all the above cases the exhibitor's right to prove that such damages did not occur or were of a considerably lower amount remains unaffected. If the assets of the exhibitor are the subject of insolvency proceedings, the exhibitor is obliged to notify the fair organizer of this without delay. In this case the fair organizer is entitled to terminate the contract for important cause with out notice.

20. Force majeure

If compelling reasons beyond the control of the fair organizer or incidents of force majeure occur, the fair organizer is entitled to postpone, shorten, lengthen or cancel the fair, to evacuate and to keep evacuated, temporarily or for a longer period of time, one or more sections of the fair or the entire stand space. Claims for damages or withdrawal from the contract will not be accepted in such exceptional cases. If the fair does not take place for reasons beyond the control of the fair organizer, the fair organizer is entitled to claim up to 25 per cent of the invoiced exhibiting fee as general compensation. Amounts higher than the stated percentage can only be claimed if an exhibitor has already ordered the execution of additional work involving expenses. If the fair has to be discontinued after opening, the exhibiting fee and any other charges paid will not be refunded. The fair organizer is not liable to the exhibitor for damages and other disadvantages suffered by the exhibitor as a result of discontinuation.

21. Special agreements

All agreements, individual approvals and special arrangements deviating from these Rules for Exhibitors must be confirmed in writing, sufficiently also in electronic form or text form by the fair organizer.

22. Stand personnel

During the fair and the fixed opening hours all stands must be properly equipped, furnished with the exhibits registered and manned by trained personnel. The main

representatives of the exhibiting firms are expected to be present in person at their stands.

23. Sales

The sale of articles is permitted to commercial resellers, commercial consumers or bulk customers only. **The retail sale and price labelling of exhibited products are strictly prohibited during the whole fair, expressly including the last day.** This is also a violation of the German Board of Trade (Gewerbepolizei) regulations. Goods may only be delivered to buyers after the close of the fair. In the event of contravention, the fair organizer is entitled to close the stand involved and to claim a fine amounting to 15 per cent of the invoiced exhibiting fee for each case of prohibited over-the-counter sales.

24. Exhibitor passes, control of personnel

Each exhibitor admitted to the fair will receive a number of electronic pass codes according to the size of the stand. A personalised exhibitor pass can be generated online using an electronic pass code and then printed. For his personnel. Exhibitor passes are intended for stand and service personnel only. They are not transferable and must not be passed to third parties. In the event of misuse the relevant exhibitor shall pay a fixed amount of damages of 40 € per incident of misuse detected. Each person employed at the fair must have a pass issued in his exhibitor's name and must display this pass prominently.

Exhibitors will receive two passes for stands up to 10 m², plus another free pass for each additional space of 10 m² (or part thereof), up to a maximum of 40 passes. Sharing with co-exhibitors has no influence on the number of passes issued.

Each co-exhibitor receives two free exhibitor passes, provided he has settled his payment obligations to the fair organizer (see Item 18).

For two-storey stands, exhibitors receive additional free passes based on the size of the top floor.

Additional passes required can be purchased (for authorized persons only). **The electronic pass codes will be sent to exhibitors via e-mail after full settlement of the exhibiting fee and all additional charges payable.**

25. Advertising, stand party

Advertising of any kind is only permitted within the stand space allocated to the exhibitor. Advertising measures outside the allocated stand space (e.g. outdoor advertising, walking-acts etc.) are subject to approval, which must be applied for using only the official forms of the fair organizer (see Online Service Center). The organization of stand parties requires registration and approval; stand parties are subject to the respective guidelines and registration conditions.

The fair organizer reserves the right to restrict or cancel all approvals, if this appears necessary in the interest of maintaining an orderly fair. Advertising activities that violate the law, are morally offensive or of an ideological or political nature are prohibited inside the exhibition site.

Stand lettering, advertising carriers, exhibit lettering, company logos and trademarks must not exceed the specified height. All demonstrations and presentations and all forms of visual, moving or acoustic advertising must not disturb participants at other events, cause visitors to gather round and block the gangways, or drown out the fair's own public address systems in the halls.

The volume at the edge of the stand must not exceed 70 dB(A).

The fair organizer is entitled to restrict or prohibit demonstrations that cause noise, visual disturbances, dirt, dust, vibrations or other emissions or which for other reasons lead to a substantial adverse effect on the event or the event participants.

Musical performances are subject to a charge (see Online Service Center).

Flashing, rotating or rapidly moving advertising aids and moving word displays are not permitted at the edge of the stand.

The distribution of printed matter and the use of advertising aids are only permitted on exhibitors' own stands. The fair organizer reserves the right to impose further restrictions in special cases. In the event of prohibited distribution outside the stand space, the fair organizer will charge the responsible company for the cost of removal and disposal.

The fair organizer is entitled to enter the stand to check for compliance with the above regulations. It is also entitled to remove, cover over or otherwise prevent advertising that violates the above regulations at the cost and risk of the exhibitor/co-exhibitor.

26. Creation and use of visual material, photos, drawings, etc.

It is not permitted to photograph, film or otherwise record any fair activity, stands or individual exhibits, except by the press and exhibitors or their authorized agents within their own stands. The fair organizer is entitled to confiscate the recorded material in the event of violation.

The fair organizer is entitled to arrange the creation of visual material of any kind, especially photos, drawings and films of fair activity, including the exhibitor's stand and exhibits, and to use such material for press publications and promotion purposes for the fair organizer and its subsidiaries. The exhibitor hereby agrees to the aforementioned and in the event that third-party rights exist

to the stand or parts of it will ensure that the third parties concerned grant their consent for the purposes of the provisions. The use of such illustrations that show products exhibited on the exhibitor's stand require the approval of the exhibitor.

Only press photographers, other professional photographers and artists authorized by the fair management are permitted to undertake commercial photography and drawing work at the fair.

27. Smoking

If smoking at and/or in the Nürnberg exhibition centre is not generally or partially restricted or prohibited by legal regulations at the start of or during the period stated in Item 3, the fair organizer is entitled to impose an appropriate ban on smoking at the start of the fair and allow smoking only in the areas provided for this purpose.

28. Security measures

The fair organizer will arrange for watchmen to patrol the halls and the grounds, but cannot assume any responsibility for the stands and exhibits during the opening hours or during assembly and dismantling. Exhibitors are responsible for guarding their own stands and products.

Special guards can be requested only through the appointed security company Engelhardt & Co., Messezentrum 1, 90471 Nürnberg, Germany.

The general security service provided by the fair organizer does not extend the limited liability of the fair organizer as described in Item 29 below.

29. Liability

The fair organizer shall be liable for bodily injury (damages as a result of harm to life, body or health) arising out of a breach of obligations for which the fair organizer, its legal representatives, employees or agents are responsible and for damage arising out of a breach of obligations due to intention or gross negligence on the part of the fair organizer, its legal representatives, employees or agents. The fair organizer shall also be liable for other damage arising out of a negligent breach of cardinal obligations by the fair organizer, its legal representatives, employees or agents. The liability of the fair organizer in these cases shall be restricted to cases of typical damage and not consequential damage, and then only to an amount of five times the exhibiting fee, subject to a maximum amount of 100,000 € per incident of damage; this limitation of liability applies only to companies and legal entities in public law and special public assets. The fair organizer shall not be liable under any circumstances for damage and losses concerning the goods or stand equipment brought to the fair by exhibitors/co-exhibitors, who are businessmen or legal entities in public law or special public assets. It is irrelevant in such cases whether the damage and losses

occur before, during or after the fair. The same applies to vehicles parked on the exhibition site by exhibitors, co-exhibitors, employees or appointed representatives.

Note:

In Germany, the regulations of the Minimum Wage Act also apply during the term of the Insights-X and during erection and dismantling times. The exhibitor and the co-exhibitor undertake to observe the regulations of the Minimum Wage Act if they have an obligation to do so by law and to hold Spielwarenmesse eG harmless to this extent from any liability if third parties should make claims against Spielwarenmesse eG, whether in whole or only in part. In addition, the above liability ruling applies accordingly.

30. Insurance

The exhibitor/co-exhibitor shall be liable for any damage culpably caused to persons or property by the exhibitor/co-exhibitor, his employees or representatives or by his exhibition products and stand fittings. In order to offer all exhibitors the possibility of suitable insurance protection, the fair organizer has concluded a skeleton contract with an insurance company, which every exhibitor can use to obtain insurance cover (see Online Service Center). Every exhibitor is obliged to conclude such an insurance policy and to pay the premium (including insurance tax) by the due date. This insurance policy can be concluded either with the insurance partner of the fair organizer or with another approved insurance company in the European Union. At the request of the fair organizer shall be provided the respective proof.

31. Heating, lighting, electricity and water supply

The fair organizer is responsible for general heating and lighting of the exhibition halls.

A request for the provision of electricity and water in the stands should be made by using the special form. Installation and consumption will be charged to the exhibitors if it is not included in the stand construction package.

Only firms authorized by the fair organizer are permitted to make the necessary connections. All orders should be submitted to the fair organizer and will be handed to these firms. Bills for installation and consumption will be sent directly to the exhibitors in accordance with directives issued by the fair organizer.

All built-in connections for electricity and telephone – the exhibitor should ask the fair organizer for details about the connecting possibilities before ordering – are also at the disposal of the neighbouring stand if necessary. If cables have to be covered in order to avoid the risk of tripping, the costs must be paid by the exhibitor placing the order. Claims for compensation cannot be derived from this. For connection to the water supply the neighbouring stand concerned must be informed.

The occupiers of the stands are liable for all damage caused by uncontrolled consumption of electric power. The fair organizer accepts no responsibility for interruptions or fluctuations of the supply systems or special connections. Careful attention should be paid to fire and trade inspectorate safety regulations (see Online Service Center).

32. Cleaning and disposal

The fair organizer will arrange the cleaning of the site, halls and passages. Exhibitors are responsible for cleaning their stands, which should be finished daily by not later than 7 pm or in the morning before the opening of the fair. Stands can be cleaned by the exhibitor himself or an official ServicePartner can be commissioned.

In addition to stand cleaning, exhibitors are responsible for the daily disposal of waste from their stand spaces during the event and for the disposal of waste produced during assembly and dismantling. In order to meet exhibitors' aforementioned obligations, Spielwarenmesse eG uses the services of an official service partner to ensure waste is disposed of correctly. The disposal of production waste and fair stands is excluded from this. The requirements of the Commercial Waste Ordinance (Gewerbeabfallverordnung) are met when the waste disposal is handled by the service partner appointed by Spielwarenmesse eG. The disposal costs for exhibitors which arise in relation to this are covered by payment of the waste disposal fee as per Item 6 of the Rules for exhibitors. The waste management rules as per Item 6.1 of the Technical regulations remain unaffected apart from that.

33. Transportation

All shipments that cannot be made by the exhibitor's own means of transport should be handled by the official forwarding agents of the fair, since they have sufficient storage space on the fair site. The company Kühne + Nagel (AG & Co.) KG as well as Schenker Deutschland AG have been appointed as official forwarding agents for the fair.

34. Right of admission

Only German and international trade visitors are admitted to the fair, especially buyers of products from the product groups represented at the fair, service providers of the exhibiting companies and specific groups defined by the fair organizer. All visitors must identify themselves as such. The right of admission shall be determined by the fair organizer, § 315 German Civil Code (BGB).

Persons under 16 years of age will not be admitted – excluding children up to the age of 6 months accompanied by an approved fair participant.

Children and young persons under 16 years of age belonging to authorized fair participants are looked after during

their stay at the fair free of charge in the day care center in accordance with the arrangements for child care.

Animals are not allowed on the fair site.

35. Limitation period

Provided the fair organizer has not committed any act of intent, all exhibitor's claims against the fair organizer expire by limitation six months after the end of the month in which the last day of the fair occurs. Provided the fair organizer has not committed any act of intent, all exhibitor's claims against the fair organizer are to be asserted in writing within a time limit of three months after the last day of the fair.

36. Legal authority

The fair organizer exercises legal authority throughout the exhibition site during the whole period of the fair Insights-X, and during assembly and dismantling of the stands.

37. Contract penalties

In the event of more than one contract penalty being imposed in accordance with these Rules for Exhibitors, only the highest of such penalties shall be payable. Contract penalties imposed are not accumulated.

38. Place of fulfilment and jurisdiction

If the exhibitor is a businessman, a legal entity in public law or special public asset, the place of jurisdiction for all obligations arising out the contract is Nürnberg in the Federal Republic of Germany.

If the exhibitor is a businessman, a legal entity in public law or special public asset or has no general place of jurisdiction in the Federal Republic of Germany, Nürnberg is agreed as the place of jurisdiction. The fair organizer is also entitled to the option of taking proceedings against the exhibitor at the court responsible for the exhibitor's place of business.

German law shall prevail.

39. Statement on data processing

The data supplied by the exhibitor are recorded and stored in the database of the fair organizer. The trade fair organiser and the companies affiliated with the same use the personal data supplied by the exhibitor for advertising purposes; in particular they use the supplied email address for promotion of their own products or services. The exhibitor can object to future advertising at any time. The data will not be used for any other purpose or disclosed to third parties, except for service providers appointed by the fair organizer. The data protection policy of Spielwarenmesse eG also applies, which is available on the Internet at: www.spielwarenmesse-eg.de/dataprotection

40. Use of the word mark Insights-X and the figurative mark

The word mark Insights-X and the design mark have been registered as trademarks in Germany. Their use is subject to the approval of Spielwarenmesse eG.

Consent will be granted if their use complies with the CD guidelines of the fair organizer, available on the Internet at: http://www.spielwarenmesse-eg.de/fileadmin/Corporate/ISX_CDGuide_EN.pdf