

Essential information

Please also refer to our enclosed Conditions of Participation.



ISM 2022

The world's largest trade fair for sweets and snacks
30.01-02.02.2022

1 Opening hours

For exhibitors:

Sunday - Tuesday from 8:00 a.m. to 7:00 p.m.
Wednesday from 8:00 a.m. to 5:00 p.m.

For visitors:

Sunday - Tuesday from 9:00 a.m. to 6:00 p.m.
Wednesday from 9:00 a.m. - 4:00 p.m.

2 Application

The **Online Exhibitor Form** on the ISM website can be used. It has to be filled in completely and has to be sent to Koelnmesse by clicking the button "Send binding application".

As an alternative, the print form 1.10 can be handed in. It has to be handed in by every main exhibitor. Please fill in the form completely and provide it with a company stamp and a legally valid signature. The application is only valid when accompanied by the list of products on **Form 1.30**. Co-exhibitors* or additionally represented companies need to be registered using **Form 1.20** or **Form 1.21** respectively. A separate list of products (**Form 1.30**) has to be filled in for each of these companies.

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

Start of hall planning: 04.07.2021

3 Participation costs

The minimum stand size is 12 m².
The participation fee (plus VAT) is:

for applications until 30 April 2021	EUR 188,00 per m²
for applications as of 1 May 2021	EUR 235,00 per m²

– Application forms received by Koelnmesse GmbH –

For applications received by **30 April 2021** and occupation of a stand area of over 199 m², the participation fee per m² from the 200th m² amounts to Euro 177.00, insofar as you have previously taken part in the ISM 2018, 2019 and 2020 events as a main exhibitor and the participation fee has been paid in full for each; this does not apply to organisers of group stands.

In addition, a flat rate energy fee* of Euro 11.00 per m² will be imposed. The down payment for exhibitors who have not participated in the previous event shall total Euro 19.50 per m² - plus the costs for the obligatory marketing services (Marketing Package); see Item 7.2, Special Participation Conditions.

All prices are net prices plus 19 % VAT.

The rental fee for stand area does not include the cost for any constructions.

*see Item 3 of the Special Section of the Conditions of Participation

4 All-inclusive-stand package ISM 2022/ turn key-stands

Make use of the offer by Koelnmesse GmbH and rent a turn key stand. The stands are available in different versions.

Information on the complete stand package and further turn key-stands can be obtained from Koelnmesse stand construction department:

Phone +49 221 821-3998; Email: standbau-services@koelnmesse.de;
Website: <https://koelnmesse.mystand-configurator.de>

5 Build up period

Start of build up period: Thursday, 27 January 2022, 8:00 a.m.

End of build up period: Saturday, 29 January 2022, 8:00 p.m.

Build up should be completed by **8:00 p.m. on 29 January 2022.**

6 Dismantling period

Start of dismantling period: 4:00 p.m. on Wednesday, 02 February, 2021.

02.02.2022: from 4:00 p.m. consistently to

03.02..2022: midnight

04.02.2022: 7:00 a.m. – 6:00 p.m.

From 03.02.2022, midnight till 04.02.2022, 7:00 a.m. dismantling is not possible!

Dismantling may not begin earlier than **4:00 p.m.** on 2 February 2022.

A contractual penalty of up to Euro 5,000.00 may be imposed for violating this agreement. See Item 1.3 of the Special Section of the Conditions of Participation.

7 Stand area confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand **starting** in September 2021.

8 Technical guidelines/services

The Technical guidelines can be found online and be downloaded from www.ism-cologne.com or on www.service.ism.de. Furthermore, you can order the Technical guidelines in print at any time. Our entire range of services can be found in the Service Shop online order system. You will receive your login dates after having received your stand confirmation.

This does not apply to group participants.

Please note the order deadlines.

9 Height regulation

The permitted stand height (incl. signage, transparencies and any other advertising/promotional structures) has been set at **4.50 metres**. Koelnmesse GmbH may authorise a greater height on application provided the hall structural or technical installations do not prevent this. Structures on the boundaries of the space allocated next to neighbouring exhibitors may not have advertising/promotional material above 2.50 meters. The Technical guidelines can be downloaded from the exhibition homepage.

Two-storey constructions are not allowed.

10 Scaled sketches of stands

Sketches of stands can be provided on a scale of 1:200 upon request by the **exhibiting companies.**

11 Cancellation/non-participation

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

12 Invoice

You will receive the invoice for the participation fee **starting in** November 2021. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation. Codes for your free exhibitor passes will be sent to you separate from the invoice.

13 VAT reimbursement

As a rule, Koelnmesse GmbH provides exhibitors (proprietors) with a uniform service – a so-called event service – in accordance with Art. 3a.4., Par. (2) of the German ordinance on the application of VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse GmbH will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. If, in exceptional cases, services are not provided as uniform offerings in the sense described above and statutory VAT is charged, foreign exhibitors (proprietors) may receive a refund of the invoiced VAT provided they fulfil the legal requirements.

Further details are available on www.bzst.bund.de.

14 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day of the build up to the final day of dismantling:

- three passes for a stand of up to 20 m²
- one pass for each further unit or part unit of 10 m² up to a stand area of 100 m²
- one pass for each further unit or part unit of 20 m² above this area

Additional exhibitor passes for stand personnel can be ordered online on the ISM website (Participation and planning > For exhibitors > Service Shop > Exhibitor and stand construction passes) - **from November 2021** - against payment.

15 Work passes

You will receive free work passes that allow your company's personnel access to the fair grounds during the build up and dismantling periods.

Additional work passes can be ordered online on the ISM website (Participation and planning > For exhibitors > Service Shop > Exhibitor and work passes) - **from November 2021** - free of charge.

16 Marketing services (Marketing Package)

The marketing services offered by Koelnmesse GmbH are the comprehensive and attention-grabbing solution for all stages of your trade fair communication. Use of the marketing services listed under Item 7.1 (Special Participation Conditions) is mandatory for all main exhibitors, co-exhibitors, additionally represented companies, group organisers and group participants and costs:

Euro 1,069.00 per main exhibitor, group organiser and group participant
Euro 350.00 per co-exhibitor and additionally represented companies

Our official contractual partners will provide you with all order information

and documents for the marketing services offered. Please note that your company's participation requires Koelnmesse's approval. Therefore, this approval is also a prerequisite for any offers or order confirmations.

Please note:

The editorial and advertising deadline is 30.11.2021

Admission in the print catalogue can only be confirmed if the application of the group participant(s) has been done, by the group organiser, **until 29.10.2021** midnight.

A note on unofficial exhibitors' directories

So-called registration offers for seemingly official exhibitor's directories lead to confusion and enquiries from numerous exhibitors. Without having been asked, the providers of these exhibitor's directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. In fact, however, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH. The official media are exclusively issued by Koelnmesse GmbH, in cooperation with the media publisher commissioned by Koelnmesse GmbH. Entries in the official fair media can only be ordered through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

17 Koelnmesse GmbH foreign representations

Koelnmesse GmbH has representative offices in more than 100 countries. They will gladly assist you at any time. A list of these offices is available on the Internet at www.koelnmesse.com

18 Advertising

If you hand out bags, please note that their dimensions must not exceed 40 x 30 x 10 cm; empty bags should not be handed out. The distribution of advertising material or tasting samples outside the stand area is not permitted.

Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-	e-mail
ISM Project Team Director: Sabine Schommer Project Assistant: Carolyn Tiedemann Sales Manager: Claudia Majchrowicz Sales Manager: Tyhardi Winter	-2802 -3899 -2712	-3340 -3340 -3340	c.tiedemann@koelnmesse.de c.majchrowicz@koelnmesse.de t.winter@koelnmesse.de
Exhibitor Support Vouchers (Business Tickets) Additional exhibitor passes Technical Services (electricity, water, cleaning etc.)	-2994 -2994 -3998	-3437 -3437 -3993	tickets@koelnmesse.de tickets@koelnmesse.de services@exhibitor.koelnmesse.de
Event programme/Special events	-2058	-2866	n.rau@koelnmesse.de
Visitor service - Trade visitor registration, tickets	+49 1806002200	-991220	ism@visitor@koelnmesse.de
Press - Accreditation, Press boxes, photographers	-2076, -2366	-3544	p.krause@koelnmesse.de
Protocol	-2502	-3402	c.martini@koelnmesse.de
Financial accounting - Payments, cost items, accounts	-2378	-3174	c.riegermann@koelnmesse.de
Congresses, special events, conference rooms	-2223	-3430	p.steinleger@koelnkongress.de
Security office east	-2550, 2549	-3450	mewaost@koelnmesse.de
Service Shop (Online orders, services, access data, support)	-3500		service-shop@exhibitor.koelnmesse.de
Stand construction service	-3998	-2188	services@koelnmesse.de
Marketing services (advertising space)	-3998	-3999	marketing-Services@koelnmesse.de
Advertising	-2473		b.remmel@koelnmesse.de
Marketing Package, advertising material	-2824		marketingpaket@koelnmesse.de
Exhibition facilities - Technical issues	-3666	-3999	acceptance@koelnmesse.de
Car parking	+49 221 989459323	-3999	parkticket-kws@wis-sicherheit.de
Truck parking	-2978	-3209	t.krohm@koelnmesse.de
Forwarding agents (customs clearance/storage/transport) – Schenker	+49 221 98131-0	+49221 98131-8890	fairs.koeln@dbschenker.com
Security	-2818	-3435	m.popodi@koelnmesse.de
Arranging personnel – Hostesses/interpreters/service staff, build up/dismantling personnel	+49 211 26009010 +49 173 7016180	-2882	Staff Direct GmbH koeln.messevermittlung@arbeitsagentur.de
Restaurants/Stand catering	+49 221 2848584	+49 221 2848599	aramark@catering-koelnmesse.com
Hotel accommodation/Travel services	-2479	-3999	hotel-services@koelnmesse.de