

Application as sponsor

2 October 2019
Exhibition Center Nuremberg NCC Mitte



Silk Road 2019 – Doing business in new markets

Please return to
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg, Germany
seidenstrasse@nuernbergmesse.de
www.seidenstrasse.bayern

Please send us the application documents **once only!**
(Post or e-mail)

Return date immediately

Company name of sponsor _____

Proprietor/Manager _____

Street _____

Postcode, Town, Country _____

Tel. (Company) _____ Fax (Company) _____

E-mail (Company) _____

Internet _____

VAT Reg No

Person to contact _____

Tel. _____ Fax _____

E-mail _____

Correspondence address* _____

Invoice address/Authorized recipient* _____

* only if different

Entry in the list of congress under name

Application as sponsor (please mark as applicable) and acceptance of the conditions for participation

We want to participate in the congress "Silk Road 2019 – Doing business in new markets" as **sponsor** and we book the following package.

Services	<input type="checkbox"/> SILVER SPONSOR	<input type="checkbox"/> GOLD SPONSOR
Congress tickets including food and beverages (2 coffee breaks, lunch and drinks)	6	10
Stand area in the foyer, including power connection up to 3 kW (excluding stand construction)	9 m ²	12 m ²
Free WLAN	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Naming of your company as a sponsor at www.seidenstrasse.bayern	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your logo in the entrance area	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your logo on the congress room big screen	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press work (press information, e.g. in the form of an interview with a representative of your company, including information sent to the daily newspaper, business and industry press; access to press conference for two of your employees)		<input checked="" type="checkbox"/>
2 tickets to the exclusive dinner on the night before the event in the city of Nuremberg	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your investment (EUR plus VAT)	7,500	15,000

Custom solution: We can also create a customized sponsor package for you (value up to **EUR 5,000** plus VAT) to meet your particular requirements. Please contact us.

We are interested in stand construction.

Invoicing will take place before the event.

Cancellation: You can cancel in writing until 31 July 2019 free of charge. For cancellations from 1 August 2019 the full amount is payable.

We have taken note of the attached Conditions for Participation incl. the information on data protection and the admission criteria and we accept them on all points.

The stated company data and exhibits can already be recorded and published.

We can object to the promotional use of our data by NürnbergMesse GmbH at any time by letter (NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg) or e-mail (data@nuernbergmesse.de).

Place and date

Company stamp and authorized signature

Partner:

Organizer:



Bayerisches Staatsministerium für
Wirtschaft, Landesentwicklung und Energie



IHK
Industrie- und Handelskammern
in Bayern

NÜRNBERG MESSE





Conditions for Participation as exhibitor/sponsor in the congress Silk Road 2019 – Doing business in new markets on 2 October 2019

1. Venue, duration, opening hours

Venue: Exhibition Center Nuremberg, NCC Mitte
Duration: Wed 2 October 2019
Opening hours: 9:00 – 18:00

2. Organizer

NürnbergMesse GmbH
Messezentrum, 90471 Nürnberg, Deutschland
T +49 9 11 86 06-0, F +49 9 11 86 06-82 28
seidenstrasse@nuernbergmesse.de
www.seidenstrasse.bayern
www.nuernbergmesse.de
CEOs: Dr. Roland Fleck, Peter Ottmann
Registration Number HRB 761 Nürnberg
Chairman of the Supervisory Board: Albert Füracker, MdL
Bavarian State Minister of Finance, Regional Development and Regional Identity

3. Contractual terms

The terms for participation in the congress Silk Road 2019 are the Conditions for Participation as exhibitor/sponsor in the congress Silk Road 2019 as well as the NürnbergMesse site regulations, the organizational, technical and other conditions notified to the exhibitor/sponsor before the exhibition begins. If NürnbergMesse provides additional exhibition services through a ServicePartner in response to a separate order, the general terms and conditions of business of the respective ServicePartner shall prevail over these Special Conditions for Participation in case of discrepancies.

4. Conclusion of contract

The registration as an exhibitor/sponsor takes place by sending in the completed form "Application as exhibitor/Application as sponsor". The contract between the exhibitor/sponsor and the organizer is concluded with the receipt of the confirmation of participation by the organizer.

5. Cancellation

The exhibitor/sponsor can cancel in writing until 31 July 2019 free of charge. For cancellations from 1 August 2019 the full amount is payable. This regulation also applies to no-shows without cancellation.

6. Payment conditions

Exhibitors/Sponsors may be charged the full package price on confirmation of participation. Invoices are payable in full. All payments are to be made in EURO without charges, quoting invoice number. If the exhibitor/sponsor enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the exhibitor/sponsor from his obligation to pay. An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The exhibitor/sponsor is to provide proof of payment.

7. Modification

The organizer reserves the right to cancel, postpone or relocate the exhibition, to shorten or lengthen the exhibition, or for technical, official or other in the opinion of the organizer compelling reasons to assign the exhibitor/sponsor another space or to modify and reduce the size of the space. This does not give the exhibitor/sponsor the right to withdraw from the rental agreement.

8. Exhibitor claims, written form, place of fulfillment, jurisdiction

All exhibitor claims against the organizer must be made in writing. The statutory period of limitation begins on the last day of the exhibition. Agreements that deviate from these or supplementary terms must be in writing. German law and the German text shall prevail. Place of fulfillment and jurisdiction is Nuremberg. However, the organizer reserves the right to bring his claims before the court of the place at which the exhibitor/sponsor has his place of business.

9. Photographs, drawings, films

The organizer is entitled to have photographs, drawings and films made of the exhibition, exhibits and exhibition constructions and stands and to use these for publicity or press purposes without exhibitors/sponsors being able to object for any reason. This also applies to photographs produced directly by the press or television with the consent of the organizer. For photographs, drawings and films of stands against payment, exhibitors must only use service contractors authorized by the organizer and in possession of a relevant permit. Only these service contractors may be commissioned before or after the official daily opening hours. Other service contractors are not admitted during these hours. Exhibitors/sponsors are not permitted to produce photographs, drawings and films of the stands and exhibits of other exhibitors.

10. Liability, insurance, accident prevention

The organizer bears unlimited liability only in cases of intent or gross negligence and for damages due to loss of life, bodily injury or damage to health.


In all other cases the organizer shall be liable only

- in the event of a breach of cardinal obligations. Cardinal obligations are obligations of fundamental importance for the proper execution of the contract and which the exhibitor can expect to be regularly fulfilled;
- if the organizer is legally obliged to take out liability insurance cover or this is usually the case;
- if the organizer has claimed a special degree of trust or occupies a qualified position of trust.

In these cases, however, the organizer is only liable for typical foreseeable damage (hence not usually liable for consequential damage) and then only up to a limit of EUR 100,000 for each case of damage. The liability limitation applies only to businessmen, juristic persons under public law and special public assets. More over, liability due to slight or ordinary negligence is excluded. This liability limitation also applies to the conduct of the organizer's performing and vicarious agents. The exhibitor/sponsor is liable for any damage to persons or objects caused culpably by himself, his employees, his representatives or his exhibits and equipment.

11. Data protection notice

Personal data will be processed by the organizer as the controller within the meaning of data protection law, and where applicable by our service partners, with due regard to the data protection regulations applicable to the support and information provided to customers and interested parties and the performance of the offered services (legal basis: Art. 6 para. 1 letter b EU-GDPR). In accordance with the principle of data minimisation and data avoidance, only that data which is absolutely necessary for the aforementioned purposes will be processed. Personal data will of course be treated as confidential and protected as best as possible by means of appropriate security measures. Only authorised persons engaged in providing technical, commercial and customer administration support will have access to your data. Naturally, appropriate job processing agreements have been concluded to the extent legally required. Personal data will be retained until the contractual relationship with the organizer is terminated and also until the data is no longer needed for other legal reasons (e.g. due to statutory retention periods). Every exhibitor/sponsor has the right to complain about this data processing to the competent data protection supervisory authority and may demand, subject to fulfilment of



the legal conditions, information, rectification, erasure or restricted processing, object to the processing or assert his right to data transferability. NürnbergMesse GmbH, Exhibition Centre, 90471 Nuremberg / data@nuernbergmesse.de or its data protection officer (datenschutz@nuernbergmesse.de) will be glad to answer any questions on this subject.

12. Data use for promotional purposes

The organizer has an interest in cultivating the customer relationship with its exhibitors/sponsors and providing them with information and offers about its own similar events and services. Therefore, the data transmitted with the submission of the application (company name, address, telephone/fax number and e-mail address) will be processed by the organizer and where applicable by its service partners to transmit appropriate event-related information and offers by e-mail in accordance with Art. 6 para. 1 letter f EU-GPDR. **Objection to the use of data for purposes of direct promotion can be notified to the organizer at any time;** this also applies to profiling if it is directly related to the direct advertising. Once the objection is notified, the data will no longer be processed for this purpose. The objection can be notified without observing formal requirements and without indication of reasons and without incurring separate costs aside from the customary transmission costs at basic rates. The objection should be addressed to NürnbergMesse GmbH, Messezentrum, 90471 Nuremberg, or data@nuernbergmesse.de.

13. Severability clause

If any provisions of these Conditions for Participation are partially void or incomplete, this shall not affect the validity of the remaining provisions and the contract. In such cases, the parties agree to replace the void or missing provision by a provision that most closely relates to the business purpose intended by the parties.