



MAKE PUBLISHING SUCCESSFUL
47th meeting of the global publishing community

A spirit of innovation is in the air!
START-UP PARK AT DCX

10 – 12 October 2017 | Messe Berlin

DCX 
Digital
Content
Expo
www.DCX-expo.com

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MAKE PUBLISHING SUCCESSFUL



Basic idea:

On the START-UP PARK, as a young company (less than 3 years on the market) you will have the opportunity to present yourself at attractive special conditions. The openly integrated presentation area offers you the possibility to present your ideas and entrepreneurial spirit in a 30-minute lecture – and by doing so, causing the passing visitors to stop as well as motivate them to get involved.



Scope of services:

There will be an exhibition space of approx. 100 sqm, which can accommodate up to 24 start-ups.



Components for joint use:

- Presentation area including lighting and sound
- Plasma screen (excl. laptop)
- Collective cubicle with high racks, coat rack
- shared advertising panel incl. company name (up to 20 characters)
- 2.30 m x 0.75 m bridge-shaped high-tables

Individual components for each participating start-up:

- a total of 2 presentation slots on three days, each unit: 30 minutes
- 2 bar stools, 1 electrical socket
- printed logo

Advertising measures for each participating start-up:

- Marketing package /booking charge incl. basic entry in exhibition catalogue with company logo
- listing in the online directory at www.mediainnovations.news
- 2 exhibitor badges
- up to 50 codes for a free 3-day-ticket to invite your customers (please order via the online exhibitor handbook)
- Additional advertising material can be ordered at no charge in the online exhibitor handbook

REGISTRATION AND BOOKING FORM



DCX - Digital Content Expo | 10.-12. October 2017
Messe Berlin / Hall 21/22

INFORMATION FOR THE EXHIBITORS' LIST IN ALL COMMUNICATION CHANNELS

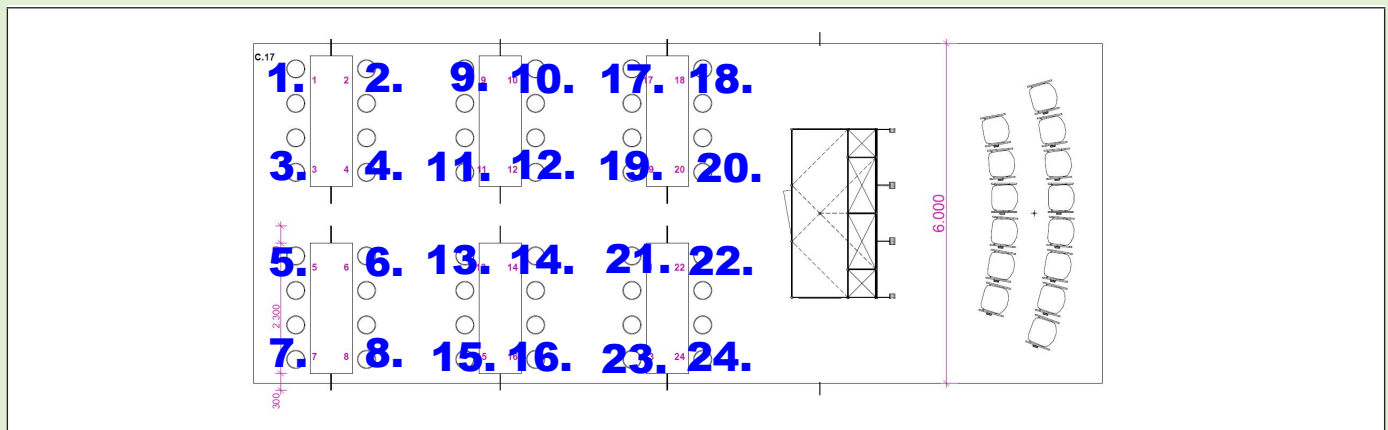
Company name:

Alphabetical listing:

WE HEREBY BINDINGLY REGISTER FOR THE ABOVE MENTIONED EXHIBITION

	Normal Price	WAN IFRA Members
<input type="radio"/> Start-Up Park	<input type="radio"/> 1.350.- €	<input type="radio"/> 1.250.- €

Stand number (1-24):



Position	1	2	3	5	6	8	9
10 Oct	9:10 AM	9:45 AM	10:20 AM	10:55 AM	11:30 AM	12:05 PM	12:40 PM
11 Oct	1:50 PM	2:25 PM	3:00 PM	3:35 PM	4:10 PM	4:45 PM	
12 Oct							3:00 PM

Position	10	15	16	17	18	23	24
10 Oct	1:15 PM	1:50 PM					
11 Oct			9:10 AM	9:45 AM	10:20 AM	10:55 AM	11:30 AM
12 Oct	3:35 PM	4:10 PM	12:05 AM	12:40 PM	1:15 PM	1:50 PM	2:25 PM

All prices are in Euro. The statutory value added tax of currently 19% shall be added.

This contract contains all provisions between the parties. No additional verbal agreements have been concluded.

Amendments or cancellation of the contract require the written form.

ADDRESS OF THE BENEFIT RECIPIENTEN	SEND THE INVOICE TO (IF DIFFERENT)	With this contract the benefit recipient confirms the general terms and conditions of the fairground and the organiser as well as the special conditions of participation and the technical guidelines.
Company name:	Company name:	Company stamp:
Responsible stand organiser/manager:	Street name/house number:	Name of signatory in printed characters:
Street name/house number:	Postcode/city/country:	
Postcode/city/country:		Place/date: Legally binding signature:
Telephone number of stand organiser/manager :		
E-Mail address of stand organiser/manager:		
PO number:		
VAT identification number:		



Fax: + 49 621 40166 400
info@publishing-exhibition.org

PUBLISHING Exhibition GmbH & Co. KG
Rheinikastraße 2, 68159 Mannheim, Germany | T +49 621 40166 121
GF: Alexander Petsch

Special Conditions for Participation IFRA – World Publishing Expo & DCX – Digital Content Expo 2017

1. Organiser:

The exhibition IFRA – World Publishing Expo & DCX – Digital Content Expo 2017 is organised by:

PUBLISHING Exhibition GmbH & Co. KG

Rheinkaistr. 2
68159 Mannheim, Germany

Phone: +49 621 40166 121

Fax: +49 621 40166 400

E-Mail: info@publishing-exhibition.org

2. Venue:

Messe Berlin
Messedamm 22
14055 Berlin
Germany

3. Duration:

October 10-12, 2017, 09:00 am – 05:30 pm

Assembling:

October 8th, 2017 08:00 am – 10:00 pm

October 9th, 2017 08:00 am – 08:00 pm

Dismantling:

October 12th, 2017 06:00 pm – 10:00 pm

October 13th, 2017 08:00 am – 06:00 pm

4. Allocation of space:

Stand space will be allocated on a “first come, first served” basis (Please see point 3 “Allocation of space” in the general conditions for participation).

5. Participation fees:

The price for raw space without stand fitting is 359.- EUR /sqm + 19% VAT.

6. Minimum stand size:

The minimum stand size for raw space and modular booth stand is 15 sqm.

7. Marketing package / Registration fee:

Exhibitors and co-exhibitors are required to pay a marketing package / registration fee each to the organiser. The marketing package / registration fee is EUR 690.00 + 19% VAT and includes:

- entry in the alphabetical list of exhibitors in the exhibition catalogue with: company name, logo (if provided by the exhibitor), address, phone number, fax, e-mail, internet address
- exhibitor passes
- invitation tickets (free entry) at a special price of 1.00 EUR each
- 2 tickets for the exhibitors' evening
- general advertising expenses
- administrative expenses
-

8. Entry in the exhibition catalogue:

The entry in the catalogue is obligatory for both exhibitors and co-exhibitors and includes the entry into the alphabetical list of exhibitors with the company's name and logo (if provided by the exhibitor), address, phone number, fax, e-mail, internet address.

10. Modular stand construction:

Modular stand “Basic”: 165.00 EUR / sqm

Modular stand “Premium”: 185.00 EUR/ sqm

For the stand fittings of our modular stand systems “Basic” and “Premium”, see “Stand construction packages & Exhibition concepts” in the current valid version.

Contact: **form foundation GmbH,
Goerzallee 299, D-14167 Berlin
E-Mail: info@form-foundation.de
www.form-foundation.de**

11. Transportation and handling exhibits:

Transportation work on the exhibition grounds will be undertaken by a company appointed by the organiser. Accordingly this firm will take over objects delivered by the exhibitor or its forwarders at the boundary of the exhibition grounds and continue their transportation on the exhibition grounds. The costs of the firm authorised to undertake transportation on the exhibition grounds are to be paid by the exhibitors directly to the transportation firm.

12. Catering:

Food and drink supply may only be ordered at the catering service officially appointed by the organiser.

13. Terms of payment:

Please see point 7 of the “General conditions for participation”. All payments should quote invoice number and customer ID. All invoices are to be paid to the account printed on the business document. Please make sure to submit the correct invoice address. Changes of the invoice address may be charged with EUR 20.00.

14. Technical Guidelines:

The technical guidelines of PUBLISHING Exhibition GmbH & Co. KG and all regulations and guidelines concerning the fairgrounds will be made available for the exhibitor. These regulations have to be taken notice of and accepted as binding.

15. Operation of the Stand

It is the exhibitor's obligation to provide an appropriate floor covering for the admitted stand space.

The stand space booked/rented by the exhibitor will in general not be separated through walls by the organiser. If the stand is directly adjoining another stand space, or the end of the exhibition space or the exhibition hall, the exhibitor has to separate his stand by partitioning wall(s).

These partitioning walls can either be brought by the exhibitor or can be ordered from the organiser's stand builder. The relevant requirements and stand construction regulations can be found in the technical guidelines.

The above mentioned prices require the additional VAT of Germany, currently 19%.

PUBLISHING Exhibition GmbH & Co. KG
December 2016

General Conditions of Participation

1. Registration

Registering for participation in the event/booking additional services can only be made by sending a completed registration form with a legally binding signature to arrive with the organiser, Publishing Exhibition GmbH & Co. KG, Rheinkaistrasse 2, DE-68159 Mannheim by the given deadline, and by accepting these conditions of participation. The registration is binding, irrespective of final acceptance. Conditions and reservations on registration are not allowed and shall be regarded as not having been submitted. The registration deadline for the event in question is set out in the attached „Specific Conditions of Participation“.

2. Acceptance of registration

The exhibitor will be accepted:

- subject to the exhibition space available and
- provided they fulfil the conditions specified in these „General Conditions of Participation and the „Specific Conditions of Participation“ and
- provided their exhibition material is in accordance with the overall framework and underlying concept of the event.

Exhibitors who have not fulfilled their financial obligations from earlier events may be excluded from the event. The despatch of the acceptance confirmation marks the conclusion of the contract between Publishing Exhibition GmbH & Co. KG and the exhibitor. If the exhibitor has not received the floor plan indicating his position before booking, a plan will be enclosed with the acceptance confirmation showing the stand's location and dimensions. Publishing Exhibition GmbH & Co. KG is not liable for any differences in dimensions between the specified and actual size of the stand. Publishing Exhibition GmbH & Co. KG reserves the right to allocate the exhibitor a stand in a location other than that indicated in the acceptance confirmation, to move or close entrances, linking walkways and exits to the exhibition grounds and to the halls and to carry out other structural modifications provided that the organiser has a substantial interest in carrying out such measures due to particular circumstances. Following acceptance by Publishing Exhibition GmbH & Co. KG, the registrations and obligations to pay the participation fee remain legally binding even if, for example, the relevant authorities do not comply, either in part or in full, with the exhibitor's import requests or if the exhibition material fails to arrive at the event in time (e.g. owing to loss, delays in transport or customs) or fails to arrive in time at the event for any reason at all or the entry visas for the exhibitor or his agent are not obtained in time. With respect to the scope of services covered by the participation fee, reference is made to the „Specific Conditions of Participation“. If the exhibitor has issued orders to Publishing Exhibition GmbH & Co. KG for paid services outside the scope of the Specific Conditions of Participation, he shall be invoiced for the costs incurred. Stands shall be handed over to the exhibitor or his agent before the start of the event. Stands that are not taken over by the exhibitor or his agent in accordance with the agreement, may be used for another purpose without the exhibitor being able to assert any claims above and beyond the rights included in point 9. Publishing Exhibition GmbH & Co. KG is entitled to revoke an acceptance if it was issued on the basis of false assumptions or information or the acceptance requirements subsequently cease to apply.

3. Allocation of stand areas

Stand space is allocated on a first come, first served basis. The exhibitor is not entitled to a specific size or location of the stand. Neither is the exhibitor entitled to a particular position following acceptance. In particular, Publishing Exhibition GmbH & Co. KG is allowed to carry out a reduction in the square metres booked if the available exhibition space is oversubscribed, or alternatively may increase the stand space by no more than 15%.

4. Sub-exhibitors

Stand areas are generally only allocated as a complete unit and only to a single exhibitor. An exhibitor is only allowed to include a previously named sub-exhibitor on his stand if he has received prior written consent from Publishing Exhibition GmbH & Co. KG. Sub-exhibitors are all companies exhibiting or appearing on the stand with their own staff and their own products in addition to the main exhibitor. They are also regarded as sub-exhibitors when they have close economic or organisational ties with the main exhibitor. Publishing Exhibition GmbH & Co. KG shall only give its consent to the inclusion of a sub-exhibitor when the sub-exhibitor in question has accepted the „General Conditions of Participation“ in writing. The sub-exhibitor is subject to the same provisions as the main exhibitor. Additionally represented companies are those whose goods or services are offered by an exhibitor although they themselves are not exhibiting. Otherwise, advertising or promotion by companies that have not been accepted as exhibitors is strictly prohibited. The main exhibitor is liable for any negligence of his sub-exhibitors and their vicarious agents just as he would be liable for any negligence of his own and the negligence of his own vicarious agents. The main exhibitor and sub-exhibitor are jointly and severally liable towards Publishing Exhibition GmbH & Co. KG.

5. Marketing package/registration

Exhibitors and sub-exhibitors/additionally represented companies are required to pay a marketing package/registration fee to Publishing Exhibition GmbH & Co. KG in accordance with the registration form and the „Specific Conditions of Participation“.

6. Grant Licence

With the booking of a lecture the exhibitor allows the recording and use of the lecture materials and evacuates Publishing Exhibition GmbH & Co. KG, Rheinkaistrasse 2, 68159 Mannheim,

Germany, and the HRM Research Institute GmbH, Rheinkaistrasse 2, 68159 Mannheim, Germany, to multiply temporally and spatially unrestricted right to use the materials for the aforementioned purposes including the right to copy, to spread and access the material to the public – free of charge as well as with costs. The right is only granted to Publishing Exhibition GmbH & Co. KG /HRM and it is not further transferable without the exhibitors agreement. Furthermore, it is entitled to work with the material as far as the work is not disfigured.

The exhibitor guarantees being the owner of copyrights and/or the owner of the exclusive rights to use the above named materials as well as being entitled to the aforementioned concession of right and that the given licensed materials are free from the rights of third person. If it becomes known that the right belongs to a third party, the exhibitor commits to communicate this to the licensee, immediately.

The exhibitor agrees on the publication of the licensed contents and admit their publication on the event website or/and www.hrm.ch. Verbal special agreements were not met.

7. Payment conditions

Following acceptance, the exhibitor undertakes to pay 50% of the stand fee and 50% of the marketing package/registration fee as a deposit. The remaining 50% of the stand rental and marketing package/registration fee is to be paid on receipt of the invoice and no later than six weeks before the start of the exhibition. In case of nonpayment of the complete stand price and marketing package/registration fee the Publishing Exhibition GmbH & Co. KG reserves the right to forbid the set-up of the stand. The invoice for additional (advertising) services ordered by the exhibitor is to be paid by the due date specified on the invoice. If the payment deadline is not met, Publishing Exhibition GmbH & Co. KG is entitled to withdraw from the contract and make other use of the stand area/the (advertising) service. If other use is made of the stand area/the (advertising) service, point 8 of the General Conditions of Participation shall apply accordingly.

8. Assignment, set-off, right of retention

The assignment of claims against Publishing Exhibition GmbH & Co. KG, set-off against the participation fee and the enforcement of a right of retention are excluded.

9. Withdrawal

Publishing Exhibition GmbH & Co. KG is entitled to withdraw from the contract if bankruptcy or insolvency proceedings have been instituted in respect of the exhibitor's assets. The exhibitor is to inform Publishing Exhibition GmbH & Co. KG of such a circumstance immediately. Following acceptance, the exhibitor is not allowed to withdraw from the contract. Nevertheless, should the exhibitor waive his right to the stand area allocated to him/ refrain from taking up the advertising service/sponsoring booked by him, he must still pay the full participation fee. To preserve the overall impression of the event, Publishing Exhibition GmbH & Co. KG is entitled to direct another exhibitor to a non-occupied stand or use the stand in another meaningful way. The same applies to the need to cover up an advertising space that has become free with another advertising service – the payment obligation continues to apply here too. If need be, a stand space/an advertising service can also be made available free of charge if no substitute exhibitor can be obtained. Only in the case of an actual new rental of stand area (this shall only apply if all stand spaces were already allocated at the time of the cancellation and a new exhibitor could only be accepted due to the cancellation of the first exhibitor) does the first exhibitor have a right to a refund of the net rental fee without marketing package and registration fee, less the additional costs incurred through the cancellation, for example rescheduling, new acquisition etc. These additional costs amount to a flat rate of 40% of the stand fees of the first exhibitor. The first exhibitor is expressly entitled to prove that re-renting the stand actually resulted in lower costs or no additional costs at all.

10. Animals

Animals are not allowed inside the exhibition halls with the exception of guide dogs for the blind.

11. Exhibition goods

Strongly smelling, inflammable exhibition goods/services or exhibition goods/services whose demonstration entails loud noise may only be exhibited with the prior consent of Publishing Exhibition GmbH & Co. KG. Exhibits must not be removed during the event.

12. Operation of the stand

The exhibitor undertakes to lay a suitable floor covering or arrange to have a floor covering laid on the stand area allocated to him. The exhibitor also undertakes to screen off their stand with partition walls if it borders directly onto another stand area or onto the end of the event area or floor space. Furthermore, the exhibitor undertakes to keep the stand equipped with the registered goods throughout the entire duration of the trade fair/exhibition and, unless the stand has been expressly rented as a representation stand, to keep it staffed with qualified personnel. No stand may be partially or completely cleared before the end of the exhibition. Any exhibitors failing to comply with these regulations shall incur a contractual penalty amounting to half the stand rental. The relevant requirements and stand construction rules are to be found in the Technical Guidelines.

13. Stand design and stand construction boundaries

Exhibits can be placed up to the aisle boundaries. Control panels and operators or similar must always be located within the stand boundaries. Approx. 30% of each open side may be taken up by a closed wall. Exceptions to this rule require the consent of Publishing Exhibition

General Conditions of Participation

GmbH & Co. KG. Efforts must be made to ensure that the attractiveness of the opposite and neighbouring stands are not adversely affected. Publishing Exhibition GmbH & Co. KG is entitled to either remove or have modified any stand construction elements that have not been approved/permitted at the cost and risk of the exhibitor. Please see point 4.3.1. of the Technical Guidelines for further details.

14. Advertising

Advertising of any kind, especially distributing printed advertising material and approaching visitors, is only permitted within the stand itself. The distribution of printed advertising material or information which serves the exhibitors themselves and takes place outside the stand requires the written consent of the exhibition management.

15. Booking of additional advertising services and sponsoring

a) The following documents are relevant for the booking of additional advertising services/sponsoring: the General Conditions of Participation, the current price list, the services specified in the current annual promotional flyer and the order confirmation of Publishing Exhibition GmbH & Co. KG. Publishing Exhibition GmbH & Co. KG reserves the right to refuse bookings of additional advertising services and sponsoring, also individual advertisements within an outline agreement at their own discretion. The refusal of the booking will be communicated in an appropriate manner.

b) Additional advertising services tied to a specific time and place cannot be granted unless this has been expressly agreed in writing. Publishing Exhibition GmbH & Co. KG generally reserves the right to withdraw from the implementation of services already booked for technical or other reasons without there being any right to compensation on the part of the exhibitor/registrant.

c) Publishing Exhibition GmbH & Co. KG is generally unable to exclude competitors unless the exclusion of competitors is part of the advertising service itself. Text advertisements and such advertisements that are not recognizable as advertising from their design, shall be marked as an „advertisement“.

d) When producing the advertising service/sponsoring itself, Publishing Exhibition GmbH & Co. KG guarantees the flawless typographic reproduction of the same. Slight colour deviations are within the common tolerance range of the printing process. Any inappropriate or damaged printing material shall be returned to the exhibitor. If defects are not immediately identifiable in the printing material and only become clear during the printing process, the exhibitor is not entitled to make any claims in the event of an unsatisfactory print. Publishing Exhibition GmbH & Co. KG does not assume any liability for any changes made over the telephone. Proofs are only sent if expressly requested. If the exhibitor fails to send proofs or corrections back by the advertising deadline or a deadline specified by Publishing Exhibition GmbH & Co. KG, authorisation to print shall be deemed to have been granted. The obligation to keep printing materials ends 3 months after the appearance of the booked service. The booking and payment obligation shall remain legally binding even if printing material/printing templates were not submitted to Publishing Exhibition GmbH & Co. KG in time.

e) The exhibitor is to bear the costs for the production of printing material/final artwork. When printing material is delivered late, the exhibitor is to bear any additional costs incurred. The exhibitor guarantees to Publishing Exhibition GmbH & Co. KG that the content of the booked advertising services/sponsoring does not breach any legal provisions and that the rights of third parties are not violated.

16. Transport

Only the on-site haulage contractor authorised by Publishing Exhibition GmbH & Co. KG is allowed to transport exhibition goods on the exhibition grounds. The exhibitor must bear the costs for the on-site haulage contractor and pay fees directly to the haulage contractor.

17. Insurance and liability

Insuring the exhibition goods against all transport risks and during the event, in particular against damage, theft etc. is the responsibility of the exhibitor. The exhibitor assumes liability for all damage caused to third parties by his participation in the exhibition, including damage caused to buildings on the exhibition grounds and their fixtures and fittings. Publishing Exhibition GmbH & Co. KG is not liable for personal injury or damage to property under any circumstances. In particular, the organiser is not liable for damage to exhibits or their theft even when, in an individual case, the stand construction or decoration has been taken on. Furthermore, by accepting these Conditions of Participation, the exhibitor expressly releases Publishing Exhibition GmbH & Co. KG from any possible legal claims by third parties. All claims of the exhibitor against Publishing Exhibition GmbH & Co. KG shall be statute-barred within 6 months. The limitation period begins at the end of the month in which the final day of the event falls.

18. Circulars

Following acceptance of the stand area, exhibitors will be informed by circulars about matters concerning preparation and implementation. The exhibitor is solely responsible for any consequences resulting from failure to observe these circulars.

19. Restriction

Publishing Exhibition GmbH & Co. KG is entitled to postpone, shorten, extend or cancel the event as well as temporarily or permanently close individual parts or the entire event if unforeseeable events require such action. In the case of postponing, shortening, extending,

closing or cancelling the event and in all cases of force majeure, the exhibitor has no right to withdraw from the contract or to receive compensation. If the event is cancelled, Publishing Exhibition GmbH & Co. KG is not liable for any loss or other disadvantages that may arise for the exhibitor. At the request of Publishing Exhibition GmbH & Co. KG, the exhibitor is obliged to pay a share of max. 40% of the exhibition fees representing his share of the costs incurred in preparing the event. If Publishing Exhibition GmbH & Co. KG is itself responsible for the cancellation of the event, no charges will be made.

20. Technical Guidelines

The exhibitor shall be provided with the Technical Guidelines of Publishing Exhibition GmbH & Co. KG and all the regulations and guidelines relating to the exhibition grounds and must take note of such regulations and guidelines and agree to be bound by them. On a case-by-case basis, the General Terms and Conditions of the Exhibition Grounds take precedence. The Technical Guidelines and General Terms and Conditions of Business of the Exhibition Grounds are provided with access to the exhibitor handbook and with the order forms typical of an exhibition. At the request of the contractual partner, the Technical Guidelines and General Terms and Conditions of Business of the exhibition grounds can also be sent.

21. Data collection, processing and use

The exhibitor agrees that his personal and company data may be collected, saved and processed by Publishing Exhibition GmbH & Co. KG and may be disclosed to contractual partners of Publishing Exhibition GmbH & Co. KG for the purpose of providing services in connection with exhibition participation.

22. Final provisions/place of jurisdiction

This contract contains all the agreements made between the parties. No additional oral agreements have been made. Any changes and cancellations of the contract must be made in writing. If any individual provisions in this contract are ineffective or become ineffective, this shall not affect the effectiveness of the remaining provisions. Instead of the ineffective provision, a provision will be used in this case which comes as close as possible to the commercial intention of the ineffective provision in a manner permitted by law. The mutual rights and obligations arising from this contractual relationship are subject to German law. The place of jurisdiction is Mannheim. This place of jurisdiction also applies to legal actions by Publishing Exhibition GmbH & Co. KG against the non-authorized agent of the registrant. The General Conditions of Participation were drawn up in German and then translated into other foreign languages. If in any doubt or in the case of a discrepancy, the German version is the authoritative version for both contractual parties.

Publishing Exhibition GmbH & Co. KG

September 2016