

12th to 15th September 2019 in Mühlengeez
29th trade fair - agriculture and nutrition,
fishing, forestry, hunting and gardening



DEADLINE
May 31th, 2019

MAZ Messe- und Ausstellungszentrum
 Mühlengeez GmbH
 Grabenstraße 16
 18273 Güstrow
 Germany



Tel.: + 49 (0)3843 77 333-0
 Fax: + 49 (0)3843 77 333-20
 mela@maz-messe.de
 www.mela-messe.de

Application **main exhibitor:**
 (download: www.mela-messe.de)

Completed by organizer only!
 Client-Nr.:

Stand-Nr.:

Details of exhibiting company:

MANDATORY ENTRY	company:	
	street, house number:	postal code, town, country:
	contact person:	
	phone:	fax:
	mobile:	email:

Invoice recipient: (needed only when performance recipient is not invoice recipient)

company:	
street, house number:	postal code, town, country:
contact person:	division:
phone:	fax:
mobile:	email:

MANDATORY ENTRY	Category of business: (tick as appropriate) <input type="checkbox"/> producer <input type="checkbox"/> merchant <input type="checkbox"/> service provider <input type="checkbox"/> association
	Exhibition products/content description: (Entry only used to check admission; no publishing in MeLa-Guide!) short description of products, services etc, which are presented/sold at MeLa _____ _____

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Booking:

Every exhibition booth is offered without furniture, electricity and water supply. The look of the exhibition stand has to be common for trade fairs. All following prices are calculated plus value added tax (19 % in Germany).

HALLS 2 - 4	category	at least	size in sq.m.	wid in sq.m.	depths in sq.m.	basic price
	exhibition stand in line open at 1 side	12 sq.m.				60,00 Euro/sq.m.
	exhibition stand at a corner open at 2 sides	18 sq.m.				71,00 Euro/sq.m.
	peninsular stand open at 3 sides	25 sq.m.				73,50 Euro/sq.m.
	Island stand open at 4 sides	30 sq.m.				76,00 Euro/sq.m.
plus proportionate heating costs according to § 4 special terms						8,00 Euro/sq.m.
plus service fee according to § 5 special terms						150,00 Euro once
exclusive stand construction, electricity, water supply, furniture for rent					order at Cyborg Tel. +49 (0)395 430 440 www.mela-messe.de/standbau.html	
remarks: _____						

OUTSIDE	category	size in sq.m.	wid in sq.m.	depths in sq.m.	basic price	
	up to 29 sq.m.				30,00 Euro/sq.m.	
	from 30 sq.m.				25,00 Euro/sq.m.	
	from 50 sq.m.				18,00 Euro/sq.m.	
	from 100 sq.m.				15,00 Euro/sq.m.	
	from 500 sq.m.				12,00 Euro/sq.m.	
	from 1.000 sq.m.				10,50 Euro/sq.m.	
plus service fee according to § 5 special terms					150,00 Euro once	
exclusive stand construction, electricity, water supply, furniture for rent					Order at Cyborg Tel. +49 (0)395 430 440 www.mela-messe.de/standbau.html	
remarks: _____						

The organizer has to be notified about every co-exhibitor according to § 6 special terms. Every co-exhibitor is calculated with 80.00 €. For the application of a co-exhibitor a special form has to be filled in.

IMPORTANT IMPORANT	town, date:	company stamp:
	name in printed letters:	
	signature:	

With your signature you acknowledge the general terms (also to be found on www.mela-messe.de).



**DAS BESTE IM
SEPTEMBER!**



Messe- und Ausstellungszentrum Mühlengiez GmbH

**MAZ Messe- und Ausstellungszentrum
Mühlengiez GmbH**

Grabenstraße 16
18273 Güstrow

Telefon: 03843 77 333-0
Telefax: 03843 77 333-20

E-Mail: maz@maz-messe.de
Internet: www.maz-messe.de

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH | Grabenstraße 16 | 18273 Güstrow

Data Privacy Policy

Consent to disclosure of personal data to business partners

Our business partners would be pleased to support the appearance of your company at the trade fair. Data protection law requires that we obtain your consent to the disclosure of your contact information to our partners. You can withdraw this consent from us at any time with effect for the future. Please note the enclosed **information about data protection law for exhibitors**.

I agree that MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH may transfer my contact information, i.e. my name, my phone number, my email address and my fax number, to third parties for the purpose of optimising and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as special entries in MeLa-Guide, logistics services, stand construction. The presently known recipients are Cyborg Messebau-Zelte GmbH, Ulrich Rieck & Söhne Int. Sped. GmbH & Co. KG. More service providers may be added as and when the service offering changes or is expanded. I can withdraw this consent to the use of my personal data and email address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an email to maz@messe.de.

.....
Place and date

.....
Name in printing letters

.....
Stamp and legally binding signature

Data Privacy Statement for exhibitors

Data privacy protection is and has always been a top priority at MAZ Messe- und Ausstellungszentrum GmbH. We have set out our general principles for the protection of your personal data in the Data Protection Policy of MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH, which you can find at www.maz-messe.de. Your personal data which you have provided to us during your exhibitor stand registration will only be used for the purposes set forth in this Data Privacy Statement which supplements our general Data Protection Policy.

We have adopted the following principles:

1. Name of the Controller

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is the controller and service provider responsible for data storage and processing. Further details and contact options can be found in the imprint. If you have any queries, suggestions or comments relating to the topic of data protection, feel free to send an email to the Data Protection Officer of MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH.

1.1 Management board

Christin Mondesi

1.2 Address of the controller

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH
Grabenstraße 16
18273 Güstrow
GERMANY
maz@maz-messe.de

1.3 Address of our Data Protection Officer

Data Protection Officer
Holger van Wanrooy
Messe Berlin GmbH
Messedamm 22
14055 Berlin
GERMANY
datenschutz@messe-berlin.de

2. Categories of personal data

The following categories of data are collected during standard registration: company name and the name of the contact person, street and house number, post code and city or town, country, phone number, fax number, email address, company data and billing information.

3. Purposes of use and legal foundations

3.1. We process your personal data for the purpose of establishing and carrying out your company's contractual relationship with MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH (legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

3.2. If you are or your company is an exhibitor with registered offices outside Germany, we may disclose those data for the purpose of optimising support to our representative in your home country which is responsible for your company and which will assist you with any queries relating to your participation in the trade fair, e.g. regarding stand construction and promoting your presence, and also provide assistance in handling visa matters and generally support you during the fair.

You can find the representative which is responsible for your company at <https://www.messe-berlin.de/en/Company/MesseBerlinWorldwide/index.jsp>.

Disclosure of your contact details is made on the basis of Art. 6 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in the provision of the best possible support to our exhibitors taking into consideration local particularities of your place of business. **Please note the right of objection you have in this regard (see below "Your rights").**

3.3. In addition, we may use your personal data for the purpose of contacting you in order to provide you with relevant information during the trade fair and inform you about subsequent events. Subsequent events also mean other trade fairs held or carried out by MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH in Germany and abroad whose products or services exhibited at the fair are thematically related to the products or services exhibited at the fair for which you have registered. For these purposes we may also disclose your data to other companies in our corporate group. The basis for this is Art. 6 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in providing optimised support to our customers during and after the trade fair and the promotion of the same and similar products from the trade fair portfolio of our corporate group. **Please note the right of objection you have in this regard (see below "Your rights").**

3.4. We may also use your personal data for the purpose of presenting you offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes we may also disclose your data to other companies in our corporate group (Cyborg Messebau- und Zelte GmbH, Ulrich Rieck & Söhne Int. Sped. GmbH & Co. KG). The basis for this is Art. 6 Para. 1 S. 1 lit. f GDPR. The legitimate interest lies in providing comprehensive support services from a single source for the continuing improvement of the trade fair and for the purpose of quality assurance. **Please note the right of objection you have in this regard (see below "Your rights").**

3.5. To the extent that you have given us your explicit consent, we may disclose your personal data to the third parties mentioned in the declaration of consent for the purpose of promotional communications so that we can offer you additional services relating to your appearance at the trade fair. The legal basis for this is Art. 6 Para. 1 S. 1 lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

3.6. An integral part of the package of services provided under the contract is a promotional services. More information about this can be found in the "Aussteller-Service-Mappe". For the purpose of carrying out these services we may disclose your data to other service providers with whom we will enter into data processing contracts so that they can contact you. The data collected from you separately or provided and uploaded by you, if a print catalogue or guide is to be published, will be published in the print catalogue and/or guide, online in the Virtual Market Place® and possibly in the relevant trade fair app in order to optimise your company's trade fair participation and to increase its presence in the market. The personal data published in the Virtual Market Place® and the app can be changed and deleted at any time. Data processing is performed for the purpose of carrying out your company's contractual relationship with MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH (legal basis: Art. 6 Para. 1 S. 1 lit. b GDPR).

If a print catalogue is created for the trade fair or a trade fair app has been installed and you have given us your explicit consent, in some cases you may be offered separate additional services for the print catalogue, and if available, the app in these media for your trade fair participation by our service providers in their own name in accordance with point 3.4. The legal basis for this is Art. 6 Para. 1 S. 1 lit. a GDPR. In some cases, we may also market these additional services ourselves in accordance with point 3.3. or through other service providers used by us and acting on our behalf. In the latter case we enter into data processing agreements contracts. **Please note the right of objection you have in this regard (see below "Your rights").**

4. Data transmission to third countries

Transfer of personal data to our representatives and companies in our corporate group located in third countries will only take place where the European Commission ("EU Commission") has decided that the third country ensures an adequate level of protection (in accordance with Art. 45 Para. 3 GDPR) or appropriate safeguards have been provided in accordance with Art. 46 GDPR. Adequacy decisions in accordance with Art. 45 Para. 3 GDPR have been adopted by the EU Commission for our representatives in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay. For all other representatives and companies in the corporate group that have their registered offices in a third country there are model data protection clauses approved by the EU Commission in accordance with Art. 46 Para. 2 lit. c GDPR in place. In the latter case we will provide copies upon request (e.g. by email).

5. Your rights

You can assert these rights as a data subject: the right of access to, the right to erasure and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory authority.

You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

6. Period for which data are stored

In so far as personal data were used for the purpose of establishing a contractual relationship, they are stored for the periods of retention stipulated by commercial and tax laws. In so far as processing is performed on the basis of Art. 6 Para. 1 S. 1 lit. f GDPR, the data will be erased after we have received your objection and to the extent that processing takes place on the basis of Art. 6 Para. 1 S. 1 lit. a GDPR after we have received your objection.

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Fax: +49 (0) 3843 77 333-20
mela@maz-messe.de
www.mela-messe.de

Exhibitor Data MeLa-Guide & Web:

Following information is needed for the obligatory entry in the official MeLa-Guide and in the index of exhibitors on the website of the MeLa. Costs of this entries are included in the service fee (§ 5 special terms).

DATAS WILL BE PUBLISHED IN MELA-GUIDE AND ON WEBSITE	company entry				
	company:				
	street, house number:	postal code, town:			
	phone:	fax:			
	email:	website:			
exhibition products/content description (maximum 160 characters incl. blanks; complete in printed letters)					
number of classified directory (max. 5 entries; see directory of branches next page)					
1st sector:	<input style="width: 20px; text-align: center;" type="text"/>	2nd sector:	<input style="width: 20px; text-align: center;" type="text"/>	3rd sector:	<input style="width: 20px; text-align: center;" type="text"/>
4th sector:	<input style="width: 20px; text-align: center;" type="text"/>	5th sector:	<input style="width: 20px; text-align: center;" type="text"/>		
presentation of logo (check applicable)					
We wish an additional presentation of our company logo in MeLa-Guide 2019 for the price of 50.00 Euro/logo (plus value added tax).					
<input type="checkbox"/> yes (please provide your logo as .jpeg or .pdf per email (mela@maz-messe.de))					
<input type="checkbox"/> no					
Presentation of advertisement					
We wish a consultation about an advertisement in the official MeLa-Guide 2019.					
<input type="checkbox"/> yes					
IMPORTANT	town, date:	Company stamp:			
	signature exhibitor:				
	exhibitor name in printed letters:				

With your signature you acknowledge the general terms (also to be found on www.mela-messe.de).



Plant production	
1.0	procedures, operating material
1.1	tractors, traction engine, equipment, spare parts
1.2	heavy transport technology, equipment, spare parts (e.g. telescopic loaders, front loader, rear handler)
1.3	cultivation, flooring, floor maintenance, harvest
1.4	fertilization, plant protection, watering
1.5	harvest of grains, root crops, forage
1.6	preparation, storage, processing
1.7	seeds and seedlings
1.8	other resources for plant production

production of animals, breeding	
2.0	stock animals, breeding programs, reproduction
2.1	construction of barn, hall and fence, equipment
2.2	equipment for production, livestock farming, opening of pasture, air-conditioning technology
2.3	storage, preparation, distribution, manufacturing of animal feed
2.4	milking, cooling and feeding technology
2.5	dung and liquid manure technology
2.6	animal transport, lifting, weighing technology
2.7	animal feed, feed additives
2.8	veterinary medicine, hygiene, grooming, animal identification
2.9	cleaning supplies, disinfectant
2.10	other operating material for animal production
2.11	equipment for livestock
2.12	horse riding equipment, saddler

ecological agriculture	
3.0	ecological and biological products
3.1	associations
3.2	plant production
3.3	animal breeding and livestock farming
3.4	ecological farming and biogas

gardening	
4.0	fruits, vegetables, specialized crops
4.1	production of timber, plants
4.2	garden technology, gardening tools, equipment
4.3	garden house, greenhouse, garden furniture, garden accessories

landscaping, municipal technology	
5.0	lawn care
5.1	sweeping (jobs)
5.2	ground work
5.3	composting
5.4	summer and winter service

energy	
6.0	renewable resources
6.1	renewable resources
6.2	wind energy, installations
6.3	energy crops
6.4	biomass
6.5	gas, biogas
6.6	power generation, water generation
6.7	water, sewage, heating technology

6.8	fuels
6.9	building material, insulating material
6.10	services
6.11	power supply, energy saving
6.12	electric mobility

forestry and forest products	
7.0	silviculture, forest management
7.1	harvest, transport, processing
7.2	machinery
7.3	lubricants

food industry	
8.0	equipment
8.1	meat products
8.2	fish products
8.3	bakery products
8.4	dairy products, egg products, protein products
8.5	vegetarian products, vegan products
8.6	fruits, vegetables, herbs, soups
8.7	drinks
8.8	confectionery
8.9	marketing, packaging
8.10	direct marketing

agricultural services	
9.0	business management, accounting
9.1	economic services, management consulting
9.2	hardware, software
9.3	assurances, financial services
9.4	specialized literature, magazines, publishers
9.5	research
9.6	jobs, education, studies, further education
9.7	societies, associations, organizations, institutions, ministries

fishing	
10.0	fish, fishing, associations
10.1	fishing equipment, clothes, accessories

hunting	
11.0	equipment
11.1	clothes
11.2	district equipment

Agriculture in general	
12.0	light trailers, pick-ups, SUVs
12.1	old technology
12.2	work clothes
12.3	craft with rural relation
12.4	tools
12.5	live and spare time in rural areas

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Application **co-exhibitor**

(download: www.mela-messe.de)


The admission of a co-exhibitor on the stand of exhibition has to be explicitly recorded with this form. This can only be done by the main exhibitor (exhibition representative). The admission is granted, when there is no explicit rejection by the organizer. All correspondence related to the co-exhibitor is done with the main-exhibitor. The fee of the co-exhibitor has to be paid by the main exhibitor. The fee for a co-exhibitor is 80.00 € per co-exhibitor. It includes the entry in the MeLa-Guide and on the website www.mela-messe.de (alphabetically and sorted by branch of industry). The supply with free exhibitor-passes is regulated in the Exhibitor Service Manual. All prices plus VAT.

MANDATORY ENTRY	main exhibitor:	
	We apply for admission of the following company on our stand: (If you want to register more than one co-exhibitor please copy this form.)	
	co-exhibitor	
	company:	
	contact person:	division:
	street, house number:	postal code, town, country:
	phone:	fax:
mobile:	email:	

MANDATORY ENTRY	Category of business: (check applicable category)
	<input type="checkbox"/> producer <input type="checkbox"/> merchant <input type="checkbox"/> service provider <input type="checkbox"/> association
MANDATORY ENTRY	Exhibition products/content description: (entry used only to check participation, no publishing in MeLa-Guide!)
	short description of products, services etc, which are presented/sold at MeLa. <hr/> <hr/>

MANDATORY	town, date:	company stamp main exhibitor :
	signature main exhibitor :	
	name main exhibitor in printed letters:	

With your signature you acknowledge the general terms (can also be found on www.mela-messe.de)

Please turn over 

General terms and conditions MeLa 2019



1. Registration

1.1 Application for exhibition stand

The application for participation in a trade fair or exhibition (event) is done with the form "application". The form has to be completed carefully. It has to be signed with a legally binding signature. The application is an irrevocable commitment by the exhibitor to MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH and is effectual until the beginning of the event.

1.2 Contract content

Essential components of the contract are

- a) Application form,
- b) Special terms for participation,
- c) Rules incorporated in the Exhibitor Service Manual (Aussteller-Service-Mappe),
- d) General terms and conditions.

In case of non-agreement regulations apply in order given above.

1.3 Acceptance of contract conditions

With signature of the application form the exhibitor accepts the terms and conditions of participation (see article 1.2) as well as the regulations included in the Exhibitor Service Manual. The exhibitor ensures that all employees at the event receive the complete contract.

2. Co-exhibitors

Participation of collective/cooperative exhibitors is notifiable and has to be announced to the organizer in writing with the appropriate form. If several exhibitors want to lease exhibition space together they have to appoint an authorized representative (main exhibitor). MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH will only negotiate with the main exhibitor. The authorized representative is liable for any violations by the co-exhibitors as well as for his own actions. The participating exhibitors are liable as joint debtors to MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH.

3. Conclusion of contract

3.1 Confirmation of order

Acceptance of registration is the decision of MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH and will be disclosed by the use of a written confirmation order (acceptance of the exhibitor and its exhibition goods)

3.2 Limitation of exhibitors and exhibition goods

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is authorized to refuse participation of individual exhibitors when there are factual and justifiable reasons. In particular, when the available space is limited or a thematic affiliation is missing, as well as limiting the event to specific exhibitor groups, if this is necessary to promote the purpose of the event. The same applies to the exhibition goods.

3.3 Application deviations

When MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH accepts the application for the exhibition space or the exhibition goods with extensions, limitations or other changes MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is bound to the amended contract for 2 weeks.

4. Space allocation

4.1 Principle

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH allocates stands considering the theme and classification of each event as well as the available space. Special requests will be considered if possible.

4.2 Changes of neighbouring stands

The exhibitor has to accept that locations of other exhibition stands may change from the time of acceptance to the beginning of the exhibition. Claim for compensation is out of question on both sides.

4.3 Exchange, allocation to third parties

Exchanging allocated stand space with another exhibitor as well as partially or completely entrusting it to a third party without proper agreement of MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is not permitted.

5. Exhibition goods

5.1 Removal, exchange

Only the goods agreed upon may be exhibited. They may only be removed from the designated area in agreement with MAZ Messe- und Ausstellungsservice Mühlengiez GmbH. Exchanges may only be made with written permission of MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH. Times for exchanges of exhibition goods can be found in the Exhibitors Service Manual.

5.2 Exclusion

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH may request that exhibition goods that are not included in the contract, goods that are irritating or that prove to be dangerous, or goods that do not promote the purpose of the event will be removed. Should the request not be fulfilled MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH will remove the goods with judicial assistance at the expense of the exhibitor.

5.3 Direct sale

Direct sale is permitted. The price of the exhibited goods has to be clearly labelled. In particular, the exhibitor has to acquire and abide the commercial and health permits. Details are described in the Exhibitor Service Manual.

5.4 Intellectual property rights

The exhibitor has to guarantee copy rights and other commercial property rights on exhibited goods. Six months of protection on trademarks and registered patent entries are only valid at the beginning of an exhibition if the Federal Minister of Justice has made a public announcement in the Federal Law Gazette for a specific exhibition.

6. Conditions of payment

6.1 Settlement date

Space rent, according to the confirmation order has to be paid, stating customer and invoice number, until the dates which are given in the special terms for participation, to MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH accounts which are listed on the invoice. The sum is due when the invoice is issued. The closing invoice is issued following the end of the event.

6.2 Subrogation, setting off

Subrogation against MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is excluded. Setting off claims is only permitted if the counter claims are indisputable or legal.

6.3 Complaints

Objections to the invoice can only be considered if they were given to MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH in written form within 14 days after the invoice has been issued.

6.4 Lessor's lien

To ensure its requirements MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH reserves the right of lessor's lien and can sell the pledged property freehand after a written announcement. MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is only liable for any damages done to the pledged property in case of deliberate intention or gross negligence.

7. Liability, Insurance

7.1 MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is liable to full extent for damages that have been caused by deliberate act or gross negligence by MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH or its authorized representatives or managing staff.

7.2 Messe- und Ausstellungszentrum Mühlengiez GmbH is liable on the merits for damages caused by vicarious agents acting gross negligently. Liability extent is limited for such damages and when caused, they must be calculated typical for the present contract.

7.3 MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is liable on the merits of any essential contractual obligation infringement. Essential contractual obligations are those which must be adhered to having particular importance for the attainment of the contractual purpose (cardinal obligations).

When violation of cardinal obligations is given – if it is no case as described in clause 7.1 - liability extent is limited for such damages to the development that is typical for contracts of this kind.

7.4 Limitations of liability according to paragraph 1 to 3 do not apply to liability for non-fulfilled warranted features, to liability according to the Product Liability Law and to claims arising from injury to life, bodily injury or health.

7.5 MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is not strictly liable for initial shortcomings of the rental property (warranty liability).

7.6 The exhibitor is liable according to the legal regulations. Moreover the exhibitor is liable for damages which are caused by his exhibits (e. g. overturned marquees or exhibits). It is recommended to make an insurance for exhibitors. Details can be found in the Exhibitor Service Manual.

8. Cancellation, non-attendance of the exhibitor, withdrawal of MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH

8.1 Cancellation, non-attendance of the exhibitor

Space rent has also to be paid in full when the exhibitor has cancelled its participation or does not attend without cancellation. If the exhibitor cancels its participation and the space can be rented otherwise MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH reserves the right to invoice the initial exhibitor with 25% of cost sharing of the total rent price. The full space rent has to be paid if the space agreed upon is rented out by MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH, but either the total space area is reduced or the rent price is reduced due to the cancellation/non-attendance. The exhibitor has to present proof that these costs or not in this amount were not incurred by MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH. The right to assert further claims is reserved by MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH. Assertion of further claims is reserved. The use of all MeLa related documents (e. g. advertising materials, invitations, exhibition passes etc.) is reserved to exhibitors of the

MeLa 2019. Already handed out documents cannot be used anymore and have to be returned to MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH before the MeLa 2019 takes place.

8.2 Withdrawal by Messe- und Ausstellungszentrum Mühlengiez GmbH

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH has the right to withdraw when

- a) The complete rent payment has not been received by the date stipulated in the invoice and the exhibitor has not effected payment within the additional respite;
- b) The rented space is not visibly occupied at least 24 hours before the official opening;
- c) The exhibitor violates the domiciliary right and does not refrain from behaviour after a warning;
- d) The requirements for participation are no longer fulfilled or facts become known which, if would be known in time, would have lead to non-admission, to MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH, afterwards. This applies in particular, if an application for bankruptcy and insolvency proceedings has been made as well as illiquidity of the exhibitor. The exhibitor has to inform MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH about the occurrence of such events immediately.

Messe- und Ausstellungszentrum Mühlengiez GmbH is authorised to claim compensations in the cases mentioned above. Clause 8.1 applies.

9. Force majeure

9.1 Event cancellation

If MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH is hindered to hold the event for reasons neither them nor the exhibitor is responsible for, the space rent is no longer applicable. However MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH can invoice the exhibitor for commissioned work and the costs incurred if the exhibitor does not show evidence that the results of the work are not of interest for the exhibitor.

9.2 Rescheduling the event

Should MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH be able to reschedule and carry out the event, the exhibitor will be informed immediately. The exhibitors have the right to cancel participation within two weeks after being notified of the new scheduled date. The space rent does not apply in this case.

9.3 Commenced event

If the MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH has to shorten or cancel an event that has already begun due to cases of force majeure, the exhibitor has no right to receive a refund for space rent or a discount.

10. Exhibitor passes

10.1 Exhibitor passes

For the period of the exhibition or trade fair exhibitors receive a limited amount of exhibitor passes which allow free entrance for each attending staff member. Conditions are stated in the Exhibitor Service Manual

10.2 Common rules

The exhibitor passes are issued by company. They are transferable as written in Exhibitor Service Manual. Additional passes are available for extra costs.

11. Photographing, audio recordings

MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH has the right to photograph, draw, film and make video recordings of the course of the exhibition, exhibition constructions and stands, and exhibited ob-

jects to use them for advertising or press releases, without any objection from the exhibitor for any reasons. This also applies to recordings made by the press or television in agreement with MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH.

12. Advertising

12.1 Extent

Advertisement of any character is only permitted by the exhibitor on his/her own space rented for its own company and only of its manufactured or sold exhibited products.

12.2 Authorization requirement

Advertisements via loudspeakers, slides, movies or a show (party at a stand) have to be agreed upon in written form with MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH. This also applies to using other equipment and setups in an optical and acoustical manner to achieve enhanced advertisement.

The use of model airplanes capable of video recording and capable of taking pictures, in particular drones, multi or quadro-copters, is prohibited on the whole exhibition area as well as on the parking bays belonging to the trade fair. Exceptions need a written approval by MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH

Political advertising is strictly prohibited.

13. Official authorization, legal regulations, technical guidelines

The exhibitor is responsible to attain official authorizations. The exhibitor is responsible to adhere to the regulations stipulated by the GEMA as well as commercial, police, health and any other legal regulations, in particular the „Gesetz über technische Arbeitsmittel“(Technical Safety Device). Furthermore the exhibitor has to observe the “Technical guidelines“ given in the Exhibitor Service Manual including particular regulations on stand construction and stand design as well as extensive safety regulations

14. Ordinary clause

14.1 Domiciliary right

The exhibitor is subject to the domiciliary right of MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH during the event and on the entire premises. The directives have to be observed exercised by the staff in the possession of a service certificate. It applies the house rule (see Exhibitor Service Manual)

14.2 Parking

Parking on the exhibition premises is not allowed for vehicles without permission.

14.3 Access to the exhibition premises

Vehicles without permission do not have access to the inner premises during the event. The delivery of goods and something similar are stipulated in the participation regulations.

14.4 Leaving the premises

Exhibitors and staff have to leave the premises within an hour after the daily visitor closing times and have to remove any vehicles from the premises. Except for exhibitors who deliver goods to the stand, in which case the regulations of the Exhibitor Service Manual are applied.

Persons leaving the exhibition grounds with packages need to show their authorization at the exit control.

14.5 Miscellaneous

Dogs are strictly prohibited in the exhibition and animal halls. Water required for foodstuff and the cleansing of material and articles that

come directly into contact with foodstuffs may only be taken from hygienic tap locations Taking water from the toilet rooms for this purpose is prohibited.

Spending the night on the exhibition area is prohibited. Exceptions need the written approval of MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH.

14.6 Environmental protection

The exhibitor is responsible to act environmentally friendly. The exhibitor has to observe the regulations from MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH which are stated in the Exhibitor Service Manual.

15. General regulations, dates and times

15.1 Dates and times

Assembly and dismantling times are stated in the special terms for participation.

15.2 Assembly, Exhibitor service

For planning, construction and design of stands the Exhibitor Service Manual contains the service offer of the partner companies of MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH.

15.3 Dismantling

The stands may be cleared only after the event has ended. The duration of dismantling has to be observed. After the end of this period MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH is authorized to dismantle, transport, store or have dismantled, transported or stored exhibition goods at the cost of the exhibitor. MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH is only liable for loss or damage to exhibition goods if executed deliberately or in gross negligence. Lien is implemented for any costs incurred (clause 6.4).

16. Stand design

16.1 Authorization comment

Based on the fact that the technical guidelines of arrangement and execution of the stand are followed, it is not necessary to submit drawings to get permission for one-story stands. Multi-story stands are not permitted. All other stand constructions, mobile stands and special constructions are subject to authorization. Construction plans (floor plan and view) have to be submitted in duplicate to MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH for authorization. Details are included in the Exhibitor Service Manual.

16.2 Appearance

The exhibition stand has to fit into the overall plan of the exhibition. Messe- und Ausstellungs-zentrum Mühlengiez GmbH reserves the right to prohibit or to rework any improper or inadequate construction. Costs have to be paid by the exhibitor

16.3 Equipping during opening hours

The stand has to be properly equipped and professionally staffed during the complete duration of the exhibition and the fixed opening hours.

16.4 Contractual penalty

When the exhibitor intentionally violates the above-mentioned rules MAZ Messe- und Ausstellungs-zentrum Mühlengiez GmbH can implement a penalty of 500,00 € per day if the exhibitor continued violation after a dissuasion.

17. Exhibitor Service Manual

Each exhibitor receives an Exhibitor Service Manual, which contains essential information and necessary forms regarding technical fitting standards, installations, construction, design, fittings as well as further exhibition services offered by MAZ Messe- und Ausstellungs-zentrum

Mühlengeez GmbH, insurance, PR, MeLa-Guide, hotel reservations and other services.

18. General security, cleaning

a) Security patrols of the halls and the outside grounds are performed by MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH. It is liable only for damages resulting from gross negligence. The exhibitor is responsible for security at the stand. It is recommended to take out appropriate insurance to cover any damages. Valuable objects which are easy to carry have to be locked away during the night. Private security personnel can only be implemented with a written agreement by MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH.

b) MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH is responsible for general cleaning of the premises and hall corridors. The exhibitor is responsible for stand cleaning and has to be finished by the opening of the event every day.

c) Stand cleaning and security personnel may only be assigned from the contracted companies of MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH.

d) The exhibitor or the assigned stand builder is responsible for the disposal of any caused waste. The exhibitor has to observe the regulations for environmental protection which can be found in the Exhibitor Service Manual.

19. Technical Installations

Electricity, water and telephones as well as other services in the halls and on the outside grounds are provided by authorized partners of MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH. Details are stated in the Special Terms for Participation.

20. Photographing

Photographs, film or video recordings made for exhibitors shall only be made during daily opening hours and only by certified photographers or film and video production companies with permission from MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH. Before opening and after closing only these authorized personnel has access to the exhibition grounds on all days of the event. Other photographers and production companies have no access to the exhibition premises.

21. Gastronomic provision

Gastronomic provision is only assigned to the authorized partners of MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH.

22. Data protection regulations

We collect, use and process your personal data for the purposes of substantiating, fulfilling and processing your contract with MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH as well as for market research. In order to fulfil our contractual obligations, it is necessary to forward some of your information to MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH subsidiaries and partner companies that process the data on our behalf.

If you have authorised us to do so, we share your information with the affiliated enterprises and official partner companies to enable them to offer you their own supplementary services or other similar services. This information is also made available to official MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH foreign representatives and partner companies outside of Germany.

Your information is used in accordance with legal stipulations and only for the defined purposes. Any declaration of consent you have provided to MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH can be withdrawn at any time.

23. Conclusion

23.1 Written form

Deviations to the content of the contract (clause 1.2) as well as secondary agreements are only binding if they have been confirmed in writing by MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH.

23.2 German Law

The mutual rights and responsibilities deriving from this contract agreement and the reason of this contract are subject to German Law.

23.3 Place of jurisdiction

Place of performance is Mühlengeez (Güstrow), Germany. If the defendant is a merchant or a corporate body under public law or if the defendant has no general domestic place of jurisdiction then choice of jurisdiction of the prosecutor is Rostock or the general place of jurisdiction of the defendant.

23.4 Statute of limitations

Claims made by the exhibitor to MAZ Messe- und Ausstellungszentrum Mühlengeez GmbH underlie the statute of limitations in 6 months as long as no imperative legal regulations override this regulation.

23.5 Severability clause

Should individual terms of this terms of Participation be invalid, the remaining terms remain valid. The invalid term will be modified in an appropriate way to achieve the intended purpose.



1. Event/Organizer

MeLa is a trade fair for agriculture and nutrition, fishery, forestry, hunting and gardening (ideational and commercial offers).

2. Dates and times

Duration of the event

12th to 15th September 2019

Registration deadline

May, 31st 2019

Opening hours

12th to 15th September 2019: 9.00 am - 06:00 pm

Construction phase

Stand construction takes place in the time from 08:00 am to 06:00 pm from September, 5th to September, 7th 2019 and from 8:00 am to 4:00 pm on September, 8th

Stand insertion takes place in the time from 08:00 am to 08:00 pm from September, 9th to September, 11th 2019

Dismantling phase

The dismantling can only be carried out after closing time on September, 15th from 06.30 pm at the earliest and have to be concluded in the halls on September, 17th 2019 and on the grounds on September, 18th 2019 at 06:00 pm each day.

3. Admission requirements

Exhibitors accepted to MeLa are:

Companies and institutions from agriculture, nutrition, forestry and fishery, hunting and gardening branches; manufacturers of technical articles and equipment for agricultural handling and processing as well as for the gardening branch as well as companies from energy, renewable energies and renewable resources.

4. Renting prices

Group A (hall 1)

Exhibitors of nutrition from Mecklenburg-Western Pomerania

All kind of stands **72,00 €**

This net rent price is for 1 m² space including a standard stand package (stand walls, cabin 2m², carpet, fascia, 1 table + 2 chairs, lighting) actual VAT will be added. Detailed information on the stand package will follow with the registration. Each new square meter even when partially used will be charged in full. If additional space is required and allocated, the additional payment is due.

Group B (hall 2 to 4)

exhibitors of all authorized branch of industries in the halls

stand in line **60,00 €**

stand at corner **71,00 €**

peninsular stand **73,50 €**

insular stand **76,00 €**

The net rent price is for 1 m² space. Furthermore a flat-rate of 8,00 € per sq.m. heating costs will be charged. VAT will be added (19%) to all net prices.

Each new square meter even when partially used will be charged in full. If additional space is required and allocated, the additional payment is due.

Group C

Exhibitors in the authorized **outdoor areas**

Basic price (up to 29 sq.m.) **30,00 €**

from 30 sq.m. **25,00 €**

from 50 sq.m. **18,00 €**

from 100 sq.m. **15,00 €**

from 500 sq.m. **12,00 €**

from 1.000 sq.m. **10,50 €**

All prices are nett prices and are the price for 1 sq.m. VAT will be added (19%) to all prices. Each new square meter even when partially used will be charged in full. If additional space is required and allocated, the additional payment is due.

5. Service fee

The main exhibitor is charged with a service fee in the amount of 150,00 € plus VAT.

Services included in the service fee:

5.1

Basic entry of the main exhibitor in the exhibition catalogue as well as an entry on the official website in the exhibitor list. The basic entry includes the company name, mailing address, exhibition goods as well as indoor hall or outdoor stand number in the alphabetical list and in the list of companies. Each exhibitor will receive a printed catalogue.

5.2

A lump sum will be invoiced for garbage collection, final cleaning and general administrative costs.

6. Co-exhibitor

The co-exhibitor's registration is mandatory and has to be done by the main exhibitor in written form towards the organizer. For every co-exhibitor a fee is put on the main exhibitor

In the amount of **80,00 €**

plus VAT. This includes the basic entry of the co-exhibitor in the exhibitor catalogue and on the official internet site in the exhibitor list (alphabetically and list of branch of industry). Every co-exhibitor gets free exhibition passes. The amount of free passes is settled in the Exhibitor Service Manual. All prices plus the legal value added tax.

In case of non-registration of a co-exhibitor, the MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH demands a penalty by the amount of 100,00 Euro + VAT, for every co-exhibitor which is not declared, from the main exhibitor.



7. Advertising space

Main exhibitors and co-exhibitors get the possibility to rent advertising space throughout the trade fair.

The advertising possibilities and prices are settled in the Exhibitor Service Manual.

8. Payment terms

The total stand rent is due immediately after confirmation of order or down payment invoice, at the latest by the date stated in the invoice and has to be transferred to one of the accounts stated in the invoice from the MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH. Please state invoice number and customer number.

9. Advertising, stand construction, sales

The distribution of brochures and other advertising material is only permitted from within exhibitor's own stand. Music performances are only allowed with the authorization of the MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH and neighbouring exhibitors. PA systems are not permitted.

The use of parking space for visitors as advertising space is not allowed. Exhibitors' transport vehicles have no permission to park on visitor parking spaces; instead these have to be parked on designated areas. For detailed information you may ask the organizer. Acting against the rules, the affected vehicle will be towed away at owner's expense.

The construction of tents in the open air from a size of 15 sq.m. needs approval by the organizer. The main exhibitor has to apply for this permission in written form by the organizer. The written approval has to be deposited at the exhibition stand throughout the entire trade fair and has to be shown to the organizer on demand. By lack of this permission the organizer may require the immediate removal or cause them. The costs are borne by the main exhibitor.

Stand construction in Hall 1:

Sales counters, bars and display cabinets have to be arranged with a gap of at least 1 m to every stand border. This does not include advertising material (e.g. brochure stands).

All visitor's ways in the halls and in the open area are always to be kept clear.

Direct sales are permitted.

10. Technical guidelines, device and production safety law, guidelines protection law

The exhibitor has to observe the Technical Guidelines given with the authorization in the Exhibitor Service Manual. The exhibitor is required to adhere to the regulations according to the device and production safety law and protection law, which are especially noted in the conclusion.

The MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH has to be informed about exhibition goods which exceed a mass of 500kg/sq.m. or dimensions of 2,20 m high x 2,30 m width. The information has to occur in written form with the application. Should the situation arise of resulting costs for admission and application of these exhibition goods are these borne by the exhibitor. The MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH will inform the exhibitor about these costs before confirmation of the order.

11. Exhibitor passes

Exhibitors get exhibitor passes which they get for free at the exhibition office in hall 2 at the beginning of construction phase.

Regulations about the number of exhibitor passes which the exhibitor gets for free are stated in the Exhibitor Service Manual.

Additional exhibitor passes can be bought (see Exhibitor Service Manual).

12. Public authorities' authorizations

The exhibitor is responsible for the acquisition and abidance of necessary authorizations including commercial and health regulations as well as the exhibitor's staff present at the stand and on the exhibition grounds for exercising activities. For any existing doubts contact the appropriate authorities or question pertaining to commercial regulations contact the county Güstrow for General Ordinal Affairs (Landkreis Rostock / SG Allgemeine Ordnungsangelegenheiten).

13. Exhibition of animals

When the exhibition of animals is planned, the number, animal race, age and origin with note of the stand registration have to be forwarded. When exhibiting animals the regulations and requirements stipulated by the veterinary surgeon and police are authoritative.

14. Giving out samples

At stands where samples are given out to visitors free of charge, the regulations from the supervisory agency for veterinary and food have to be strictly observed. Water required for foodstuffs and the cleaning of material and articles that directly come into contact with foodstuffs may only be taken from hygienic tap locations. Taking water from the toilet room is prohibited.

15. Youth Protection Act

In the interest of all participating exhibitors and visitors the MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH informs you in due form of the Youth Protection Act in public, paragraph 4. We kindly ask you to inform your stand manager.

16. Exhibitor Service Manual

With the confirmation of order and the payment account each exhibitor receives an Exhibitor Service Manual, which contains essential information and necessary forms regarding to technical fitting standards, installations, construction, design, fittings as well as further exhibition services offered by the MAZ Messe- und Ausstellungszentrum Mühlengiez GmbH, insurance, PR, catalogue, hotel reservations and other services. You can also download the Exhibition Service Manual at our homepage www.mela-messe.de. It will be available earliest in July.

17. Federal Data Protection Law (BDSG)

Personal data of our business partners will be saved and processed according to the purposes stipulated in the contract and according to paragraphs 28 and 29 of the BDSG.

18. General terms and conditions

Object of these Terms for Participation is also the included General Terms and Conditions for the MeLa 2018.