

Specific Terms of Participation 2027

Event-specific additions to General Terms of Participation (ATB) and Technical Regulations (TR)
of Hamburg Messe and Congress GmbH (HMC)

**HAMBURG
OPEN**

20–21 January 2027

Event and legal entity: Hamburg Messe und Congress GmbH P.O. Box 30 24 80 · 20308 Hamburg Messeplatz 1 · 20357 Hamburg - hereinafter called HMC -		info@hamburg-messe.de hamburg-messe.de
Event title:	HAMBURG OPEN	
Venue:	HMC Fairground, hall B6 Messeplatz 1 20357 Hamburg	
Event duration:	Two days	
Project management:	Exhibition Management 1	
	Laura Bihlmaier Exhibition Manager	Tel.: +49 40 3569 2163 E-mail: laura.bihlmaier@hamburg-messe.de
	Malte Flachbart Exhibition Manager	Tel: +49 40 3569 2167 E-mail: malte.flachbart@hamburg-messe.de
Deadline for registrations / Start of space allocation:	1 October 2026	
Opening times:	Wednesday, 20 January 2027 Get-together 18:00 – 22:00 hrs	10.00 – 18.00 hrs
	Thursday, 21 January 2027	10.00 – 16.00 hrs
Assembly times:	Monday, 18 and Tuesday, 19 January 2027	07.00 – 22.00 hrs
Disassembly times:	Thursday, 21 January 2027	16.00 – 24.00 hrs
Early stand assembly / Extended disassembly:	Any requests for early stand assembly / extended disassembly times must be submitted in writing to the Trade Fair and Exhibition Technology Department and approved (see Online Service Center / approvals and applications). An entitlement of approval does not exist. If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de).	
Early dismantling: (clause 7.7 ATB) <i>early departure of stand</i>	Dismantling of the stand before the period set for dismantling is a breach of contract. HMC is entitled to impose a penalty charge of € 200.	
Exhibitor passes: (see clause 16 ATB)	Up to a stand size of 20 sq. m exhibitor will receive 3 exhibitor passes free of charge. One additional pass will be issued free-of-charge for every further 10 sq. m or part of sq. m. Further exhibitor passes may be ordered on payment of a charge of € 42,- incl. VAT per pass, from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly.	
Marketing package / Trade Fair Media: (see clause 14 ATB)	The charge for the mandatory marketing package is included in the stand fee. This fee includes an entry in all the trade fair media (online list of exhibitors), free visitor Wi-Fi as well as digital advertising materials.	

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Registration charge for co-exhibitors: (see clause 4.3. ATB)	Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products/services. Please complete the separate registration form for this purpose The charge for co-exhibitors is € 589 plus VAT per co-exhibitor , and will be invoiced to the main exhibitor.
Exchange of exhibitor	The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.
Exhibit protection:	Subject to a decision by the Federal Justice Ministry, HMC offers exhibitors a certificate for submission to the German Patent and Trade Mark Office that the exhibit to be protected (consumer/investment product, design/utility model) has been exhibited at HAMBURG OPEN 2027. For further information see Online Service Center / approvals and applications.
Advance payment for expected additional costs: (see clause 5.3 ATB)	No additional advance payment is required for HAMBURG OPEN 2026.
Insurance: (see clause 21.7 ATB)	Any insurance requirements or damage reports should be sent to: versicherung@hamburg-messe.de . Insurance policies can also be booked via the Online Service Center (OSC).
Invitations:	Exhibitors can invite their customers to the event by sending them invitations free of charge. After the end of the event, any invitation which have been used by the costumers will be charged to the exhibitor. Invitations can be ordered with digital codes in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order digital codes in the exhibitor ticket shop. The exhibitor ticket shop also provides you with a list of the invitations which have already been used and, after the exhibition has started, a list of the invitations with admittance.
Reductions in size of stand space:	The stand space specified in the acceptance is binding. After acceptance, any reductions in stand space requested by the exhibitor are possible only in consultation with HMC, and do not lead to reduction in stand rent. If HMC succeeds in renting out the stand space to a third party, an administrative fee amounting to 25% of the (proportional) participation fee for the space not used by the exhibitor is payable in accordance with clause 8.2 ATB.
Cancellation of stand: See clause 8.2 ATB)	Free-of-charge cancellation is possible within the period specified in the placement proposal, or until acceptance without placement proposal. In the event of cancellation after acceptance, clause 8 ATB shall be applicable.
Participation "Get-together":	A "Get-together" for exhibitors and visitors will take place on the first evening of the event. Admission is free via the fair ticket or exhibitor pass. In order to maintain security, HMC reserves the right to limit admission to a certain number of persons in the event of an increased volume.
Cost element clause	HMC may, at its reasonably exercised discretion, adjust the prices subject to this contract (pursuant to German Civil Code (BGB), Section 315) to reflect the development of costs relevant for price calculation. A price increase may be considered, and prices shall be lowered as appropriate, for example, in response to higher or lower costs incurred for the procurement of energy, or as warranted otherwise by changes of the cost situation due to new legal conditions affecting the event hereunder (such as a higher legal minimum wage). In the event of cost increases of a particular cost type, such as electricity costs, the prices charged by HMC may only be raised to the extent that the cost increase is not offset by decreasing costs in other areas, such as sales. If any costs, such as electricity costs, are lowered, HMC must lower its prices accordingly unless the lower costs are partially or entirely offset by higher costs in other areas. In exercising its reasonable discretion, HMC will choose the timing of any price change to avoid accounting for cost reductions in a manner that will put the Exhibitor at a disadvantage relative to cost increases, in other words, HMC will make sure that cost reductions will be reflected in its prices to the same extent as cost increases.