

Application

Closing date: 1 October 2020

Phone +49 40 3569 2166/2167, Fax +49 40 3569 692398
sales@hamburg-open.de
hamburg-open.de

Please click here for
the online application.

HAMBURG OPEN

20–21 January 2021

1. **Company** (if EU entrepreneur: full company name including legal form and address according to VAT registration)

private person registered entrepreneur (or legal entity with VAT-Reg.-No.) **VAT-Reg.-No. (EU)** _____

Commercial/Company Reg.-No. (non-EU) _____ Country of the head office _____

Address/P.O. Box _____

Country abbr. Postcode _____ Town/City _____

Phone _____ Fax _____

E-mail (company) _____ Internet _____

Director first name/surname _____

2. **Contact person** E-mail _____

First name _____ Surname _____

Department _____ Function _____

Phone _____ Mobile _____

3. **Correspondence address** as 1. other _____

4. **Invoice address** as 1. as 3. other _____

5. **E-mail for electrical invoicing** _____

6. Application is herewith made for the inclusion of _____ co-exhibitors. (Please use the application for co-exhibitors.)

7. The following **products/services** will be presented (please itemize) _____

Prices/Costs (plus VAT)

8. Order exhibition space			9. Placement requirements/remarks	
Participation Catering and participation "Get-Together" always included	Standard price	Rebooking price (for exhibitors of HAMBURG OPEN 2020 only)	<input type="checkbox"/> same as HAMBURG OPEN 2020 or Hall _____ Stand no _____	
Exhibition space (without stand construction) (minimum size 20 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep.	<input type="checkbox"/> € 199.– per sq. m	<input type="checkbox"/> € 185.– per sq. m	10. Main category	
All-inclusive package (minimum size 6 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep. Additional stand construction included (details www.hamburg-open.de/all-inclusive-package)	<input type="checkbox"/> € 259.– per sq. m	<input type="checkbox"/> € 249.– per sq. m	Broadcast <input type="checkbox"/> Acquisition <input type="checkbox"/> Live Production & Post Production – Hardware <input type="checkbox"/> Live Production & Post Production – Software <input type="checkbox"/> Audio <input type="checkbox"/> Playout & Distribution <input type="checkbox"/> Quality Control & Services	Media and Event Technology <input type="checkbox"/> Media Technology <input type="checkbox"/> Event Technology <input type="checkbox"/> Services
All-inclusive package premium (minimum size 10 sq. m, limited to 10 exhibitors) _____ sq. m, if possible _____ m wide and _____ m deep. Marketing services, parking space, additional stand construction included (details www.hamburg-open.de/all-inclusive-package)	<input type="checkbox"/> € 299.– per sq. m		11. Mandatory payments	
Open air grounds	<input type="checkbox"/> € 99.– per sq. m		<input type="checkbox"/> Co-exhibitor fee per co-exhibitor € 200.–	

12. **Technical details** (required for stand allocation) Water supply/outlet Two floor stand

Max. floor load/sq. m _____ kg (if > 450 kg/sq. m) Height of stand/fair item: _____ m (if > 3.0 m)

13. **General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe and Congress GmbH shall be an integral part of the contract. They are applicable in the version valid at the time of signing of contract, and can be inspected at hamburg-open.de/applicationforms.**

We are also happy to send you these documents by e-mail on request (please contact: info@hamburg-open.de). In case of application on behalf of a foreign exhibitor by an inland agent the inland agent is liable for the obligations of the foreign exhibitor resulting from this agreement.

Place and date

Surname, first name

Signature (please print and sign)



Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 0
Fax +49 40 3569 2203
info@hamburg-messe.com · info@cch.de
hamburg-messe.com · cch.de

MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board:
State Secretary Andreas Rieckhof
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125
Hamburg Commercial Bank
BIC: HSHNDE33
IBAN: DE10 2105 0000 0228 1300 00

Classified directory 2021

Annex to registration as main exhibitor · Please return by fax to +49 40 3569 692398



Company

1 Broadcast

1.1 Acquisition

- 1.1.1 Cameras
- 1.1.2 Lenses & Accessories
- 1.1.3 Camera Accessories (Camera Grips, Batteries, Memory Cards)
- 1.1.4 Lighting
- 1.1.5 Drones/Camera Robotics/Pedestals
- 1.1.6 Bags & Cases
- 1.1.7 Others

1.2 Live Production & Post Production – Hardware

- 1.2.1 IP Infrastructure
- 1.2.2 Signal Processing/Interface/Modular
- 1.2.3 Storage, Archive
- 1.2.4 Studio Infrastructure, KVM
- 1.2.5 Cables & Connectors
- 1.2.6 Production Servers & Storage
- 1.2.7 Virtual Sets & Augmented Reality
- 1.2.8 Studio Furniture
- 1.2.9 Monitors (Video)
- 1.2.10 Others

1.3 Live Production & Post Production – Software

- 1.3.1 Sales & Traffic
- 1.3.2 Business Management Systems
- 1.3.3 Library & Storage Management
- 1.3.4 Workflow/Asset Management
- 1.3.5 Orchestration
- 1.3.6 Network Management Systems
- 1.3.7 Studio Automation
- 1.3.8 Social Media Integration
- 1.3.9 Encoding & Transcoding
- 1.3.10 2D/3D Graphics & Animation
- 1.3.11 Video Editing
- 1.3.12 VFX/SFX
- 1.3.13 Others

1.4 Audio

- 1.4.1 Audio Consoles
- 1.4.2 Digital Audio Workstations
- 1.4.3 Audio Processing & Monitoring
- 1.4.4 Audio Production & Recording
- 1.4.5 Audio Networking
- 1.4.6 Microphones
- 1.4.7 Headphones & Headsets
- 1.4.8 Monitor Loudspeakers
- 1.4.9 Others

1.5 Playout & Distribution

- 1.5.1 Playout Automation
- 1.5.2 Playout Servers
- 1.5.3 Integrated Playout (Channel In A Box)
- 1.5.4 Transmission Encoding & MUX
- 1.5.5 Content Management Systems
- 1.5.6 Content Delivery Networks
- 1.5.7 Cable Transmission
- 1.5.8 Wireless Transmission (e.g. Satellite, Terrestrial)
- 1.5.9 VoD/IPTV/OTT/Streaming/Online Video Platforms
- 1.5.10 Interface & Conversion
- 1.5.11 Others

1.6 Quality Control & Services

- 1.6.1 Testing & Monitoring
- 1.6.2 System Integration
- 1.6.3 Rental & Hire Services
- 1.6.4 Playout Services
- 1.6.5 Satellite Services
- 1.6.6 Cloud Services
- 1.6.7 Consulting
- 1.6.8 Organisations
- 1.6.9 Media & Publications
- 1.6.10 Education & Training
- 1.6.11 Others

2 Media and Event Technology

2.1 Media Technology

- 2.1.1 Conferencing Systems
- 2.1.2 Presentation Systems
- 2.1.3 Control Systems
- 2.1.4 Audio, Video & Image Processing
- 2.1.5 Video Projection & Displays
- 2.1.6 Projection Screens
- 2.1.7 Digital Signage
- 2.1.8 Collaboration
- 2.1.9 Audio Guiding & Interpretation
- 2.1.10 Intercom
- 2.1.11 Call Management Systems
- 2.1.12 Audio Systems
- 2.1.13 AR/VR
- 2.1.14 Software Solutions
- 2.1.15 Others

2.2 Event Technology

- 2.2.1 Lighting & Lighting Control
- 2.2.2 Show Control
- 2.2.3 Video Projection, Walls & Displays
- 2.2.4 Rigging & Staging
- 2.2.5 Acoustics
- 2.2.6 Others

2.3 Services

- 2.3.1 System Integration
- 2.3.2 Rental & Hire Services
- 2.3.3 Consulting
- 2.3.4 Organisations
- 2.3.5 Media & Publications
- 2.3.6 Education & Training
- 2.3.7 Others



Specific Terms of Participation 2021

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

**HAMBURG
OPEN**

Event and legal entity:

Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
– hereinafter called **HMC** –

Tel.: +49 40 3569 0
Fax: +49 40 3569 2203

info@hamburg-messe.de
hamburg-messe.de

Event title:

HAMBURG OPEN

Venue:

HMC fairground

Event duration:

20–21 January 2021

Project management:

Business Development

Meike Strauch
Project Manager

Tel.: +49 40 3569 2167
E-mail: meike.strauch@hamburg-messe.de

Swantje Boretius
Project Manager

Tel.: +49 40 3569 2166
E-mail: swantje.boretius@hamburg-messe.de

Deadline for registrations

1 October 2020

Opening times:

Wednesday, 20 January 2021 10.00–18.00 hrs
Thursday, 21 January 2021 10.00–16.00 hrs

“Get-Together” 18.00–22.00 hrs

Assembly times:

Monday, 18 and Tuesday, 19 January 2021
Wednesday, 20 January 2021

07.00–22.00 hrs
07.00–09.30 hrs

Disassembly times:

Thursday, 21 January 2021

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).
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).

Exhibitor passes: (see clause 16 ATB)

Every exhibitor will receive 3 exhibitor passes free of charge. Further exhibitor passes may be ordered on payment of a charge of **€ 25 incl. VAT** per pass, from the Online Service Center.
NO exhibitor passes are needed for assembly and disassembly.

Media package: (see clause 14 ATB)

The charge for the mandatory marketing package is included in the stand fee. This fee includes an entry in all of the trade fair media (printed & online list of exhibitors), free visitor Wi-Fi as well as advertising materials (visitor flyer).

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 € 200 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 2021. 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 2021.

Invitations:

Exhibitors can invite their customers to the event by sending them invitations free of charge.
Invitations can be ordered in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order digital codes in the exhibitor ticket shop or to send the invitations to your customers directly from the 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.

Participation “Get-Together”:

A “Get-Together” for exhibitors and visitors will take place on the first evening of the event. Admission is free and is 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.



Specific Terms of Participation 2021

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



Stand types:

Exhibition space only (without stand construction)

Minimum size 20 sq. m

€ 199 per sq. m – plus VAT (Standard price)

€ 185 per sq. m – plus VAT (Rebooking price for exhibitors of HAMBURG OPEN 2020 only)

An area of the exhibition space (no power, walls or carpet included), catering, participation "Get-Together"
Additional services can be ordered in the OSC.

All-inclusive package

Minimum size 6 sq. m

€ 259 per sq. m – plus VAT (Standard price)

€ 249 per sq. m – plus VAT (Rebooking price for exhibitors of HAMBURG OPEN 2020 only)

Stand cleaning, waste disposal, standard electrical installation (3 kW electric socket incl. consumption), hall lighting, stand walls (rear wall + minimum 1 m side wall; depending on the format), carpet, catering, participation "Get-Together"
Additional services can be ordered in the OSC.

All-inclusive package premium

Minimum size 10 sq. m, limited to 10 exhibitors

€ 299 per sq. m – plus VAT

Stand cleaning, waste disposal, standard electrical installation (3 kW electric socket incl. consumption), hall lighting, stand walls (rear wall + minimum 1 m side wall; depending on the format), carpet, catering, participation "Get-Together"

In addition: parking space, marketing services (e.g. space for product presentation in the visitor newsletter, naming as premium partner on the website, etc.)

Additional services can be ordered in the OSC.

Open air grounds

€ 99 per sq. m – plus VAT

An area of the exhibition space in the open air grounds (no power, walls or carpet included), catering, participation „Get-Together“
Additional services can be ordered in the OSC.

Reductions in size of stand space: (see clause 8.6 ATB)

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 8.6 ATB.

Cancellation of stand: (see clause 8.2 et seq. 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, clauses 8.2 et seq. ATB shall be applicable.

Early dismantling: (clause 7.3 ATB)

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.

AUMA (association of the German trade fair industry) fee:

The AUMA fee of € 0.60 per sq. m plus VAT is included in the participation fee.

Application co-exhibitors

Closing date: 1 October 2020

Phone +49 40 3569 2166/2167, Fax +49 40 3569 692398
sales@hamburg-open.de
hamburg-open.de

**HAMBURG
OPEN**
20–21 January 2021

Please note that all co-exhibitors must be registered and require permission to attend from Hamburg Messe und Congress GmbH.

Co-exhibitors: Co-exhibitors are companies other than the main exhibitor with representation by their own staff in a rented stand area. They are also considered to be co-exhibitors if they are associated with the main exhibitor in financial or organisational terms.

Registration fee: € 200.00 excluding VAT per co-exhibitor.

Name of the main exhibitor

Registration No.

We hereby request the following co-exhibitor to be included at HAMBURG OPEN 2021:

(To register additional co-exhibitors, please use copies of this form.)

Company (if EU entrepreneur: full company name including legal form and address according to VAT registration)

private person registered entrepreneur (or legal entity with VAT-Reg.-No.) VAT-Reg.-No. (EU)

Commercial/Company Reg.-No. (non-EU)

Country of the head office

Contact Person

Address/P.O. Box

Country abbr. Postcode

Town/City

Phone

Fax

E-mail (company)

Internet

E-mail for electronic invoicing

The following **products/services** will be presented (please itemize)

Please tick your main product categories/service areas in the attached list to register as a co-exhibitor at HAMBURG OPEN 2021.

By submitting this registration, the undersigned accepts the General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe und Congress GmbH. Furthermore, the undersigned undertakes to extend these terms and rules to any co-exhibitors. They can be inspected at hamburg-open.de/applicationforms. The main exhibitor agrees that the co-exhibitor is allowed to place orders via the online service centre at his own expense.

Place and date

Surname, first name main exhibitor

Signature main exhibitor (please print and sign)



Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 0
Fax +49 40 3569 2203
info@hamburg-messe.com · info@cch.de
hamburg-messe.com · cch.de

MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board:
State Secretary Andreas Rieckhof
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125
Hamburg Commercial Bank
BIC: HSHNDE33
IBAN: DE10 2105 0000 0228 1300 00

Classified directory 2021

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HAMBURG OPEN

Company

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- 1.2.1 IP Infrastructure
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2 Media and Event Technology

2.1 Media Technology

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2.2 Event Technology

- 2.2.1 Lighting & Lighting Control
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2.3 Services

- 2.3.1 System Integration
- 2.3.2 Rental & Hire Services
- 2.3.3 Consulting
- 2.3.4 Organisations
- 2.3.5 Media & Publications
- 2.3.6 Education & Training
- 2.3.7 Others

