Application
Closing date: 1 October 2023

Phone +49 40 3569 2167/2163, Fax +49 40 3569 692398
sales@hamburg-open.de
hamburg-open.de

Please click here for the online application.

HAMBURG OPEN
17 – 18 January 2024

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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 electronical 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 the HAMBURG OPEN 2023 & valid until 30.04.2023)	❏ same as HAMBURG OPEN 2023 or Hall _____ Stand no _____	
Exhibition space (without stand construction) (minimum size 20 sq. m) _____ sq. m, if possible _____ m wide and _____ m deep.	❏ € 275.– per sq. m	❏ € 235.– 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)	❏ € 359.– per sq. m	❏ € 319.– per sq. m	**Broadcast** ❏ Acquisition ❏ Live Production & Post Production – Hardware ❏ Live Production & Post Production – Software ❏ Audio ❏ Playout & Distribution ❏ Quality Control & Services	**Media and Event Technology** ❏ Media Technology ❏ Event Technology ❏ Services
All-inclusive package premium (minimum size 10 sq. m, limited to 10 exhibitors) _____ sq. m, if possible _____ m wide and _____ m deep. Additional marketing services included (details www.hamburg-open.de/all-inclusive-package)	❏ € 399.– per sq. m	–		
			11. Mandatory payments	
Open air grounds	❏ € 109.– per sq. m		❏ Co-exhibitor fee per co-exhibitor € 235.–	

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 organiser (via DokuSign, online via tablet or print and sign)

Classified directory 2024

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

HAMBURG OPEN

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 2024

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	Tel.: +49 40 3569 0	info@hamburg-messe.de
P.O. Box 30 24 80 · 20308 Hamburg	Fax: +49 40 3569 2203	hamburg-messe.de
Messeplatz 1 · 20357 Hamburg		
– hereinafter called **HMC** –		

Event title: **HAMBURG OPEN**

Venue: HMC fairground, hall B6
Messeplatz 1
20357 Hamburg

Event duration: **17 – 18 January 2024**

Project management: Business Development

Alexandra Neises   Tel.: +49 40 3569 2163
Project Manager   E-mail: alexandra.neises@hamburg-messe.de

Sibylle Klötzer   Tel: +49 40 3569 2167
Project Manager   E-mail: sibylle.kloetzer@hamburg-messe.de

Deadline for registrations: 1 October 2023

Opening times: Wednesday, 17 January 2024   10.00 – 18.00 hrs   Get-together   18.00 – 22.00 hrs
Thursday, 18. January 2024   10.00 – 16.00 hrs

Assembly times: Monday, 15 and Tuesday, 16 January 2024   07.00 – 22.00 hrs

Disassembly times: Thursday, 18 January 2024   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).

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 of the trade fair media (online list of exhibitors), free visitor Wi-Fi as well as digital advertising materials.

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
a) The charge for co-exhibitors is € 235 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 2024. 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 2024.

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 OnlineServiceCenter.

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 printed invitations or 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.

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 2024

Event-specific additions to General Terms of Participation (ATB), Technical Regulations (TR)
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HAMBURG OPEN

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.
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.
Early dismantling: (clause 7.3 ATB) early departure of stand	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 2023

Phone +49 40 3569 2167/2163, Fax +49 40 3569 692398
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HAMBURG OPEN

17 – 18 January 2024

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: € 235.00 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 2024:
(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 electronical 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 2024.

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 (via DokuSign, online via tablet or print and sign)

Classified directory 2024

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HAMBURG OPEN

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❏ 1.6.6 Cloud Services
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2 Media and Event Technology

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❏ 2.1.13 AR / VR
❏ 2.1.14 Software Solutions
❏ 2.1.15 Others

2.2 Event Technology
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❏ 2.2.6 Others

2.3 Services
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❏ 2.3.5 Media & Publications
❏ 2.3.6 Education & Training
❏ 2.3.7 Others