

# Special Terms and Conditions of Participation for the Smart Country Convention 2025

Version: October 2024

## § 1 Event/organiser

- 1.1 The Smart Country Convention (hereinafter referred to as “**SCCON**” or “**event**”) is organised by Bitkom e.V. (“**bitkom**”), Albrechtstraße 10, 10117 Berlin, Germany, and executed by Messe Berlin GmbH (**MB**) as the legal and commercial sponsor.
- 1.2 MB shall be entitled to assert all claims arising from the execution of the event

## § 2 Dates

- 2.1 **Duration of the Smart Country Convention:**  
 Tuesday, 30 September 2025 to  
 Thursday, 2. October 2025
- 2.2 **Cancellation free of charge:**  
 Wednesday, 30. April 2025  
**Registration deadline:**  
 30 June 2025  
 Registrations received subsequent to this date shall only be considered subject to availability.
- 2.3 **Opening hours for visitors:**  
 On all event days from 9:00 AM to 6:00 PM  
 SCCON Networking Night on 30 September 2025, 6:00 PM to 10:00 PM  
 SCCON Startup Award Night on 1 October 2025, 6:00 PM to 9:00 PM
- 2.4 **Opening hours for exhibitors:**  
 On all event days from 8:00 AM to 7:00 PM.
- 2.5 **Start of set-up:**  
 Samstag, 27. September 2025  
 hub27: daily 7:00 AM to 10:00 PM  
 Hall 25: daily 7:00 AM to 10:00 PM

If it is necessary to set up the stand at an earlier point in time, i.e. before 27. September 2025, this shall be subject to prior authorisation and costs. The costs for early set-up are EUR 350 per day (set-up possible between 7:00 AM and 10:00 PM) plus statutory VAT. If the relevant hall is available, authorisation shall be granted upon receipt of the application.

### Stand builders:

Montag, 29. September 2025, 10:00 PM

From 3:00 PM, decorative stand construction only.

### 2.6 Start of dismantling:

Thursday, 2 October 2025, from 6:00 PM

### Stand dismantlers:

Sunday, 5 October 2025, until 10:00 PM

Subject to change, please note the following information later if necessary.

**Each exhibitor shall be obligated to fully equip their stand and staff it with qualified personnel every day during visitor opening hours for the entire duration of the event. Dismantling of the stand on Thursday 2 October 2025, before 6:00 PM (end of event) shall not be permitted.**

Should the exhibiting company violate this provision, the organiser shall be entitled to demand a contractual penalty to be determined in accordance with the provisions of the General Terms and Conditions of Participation of MB. The exhibiting company may provide evidence that the organiser has incurred no (or only significantly less) damage. This shall not affect the possibility of asserting further claims.

### § 3 Authorisation and placement

- 3.1 Only companies that correspond to the event's underlying theme shall be admitted as exhibitors.
- 3.2 Startups shall also be admitted who
  - develop new innovative concepts for digitalisation and have a topical proximity to the Smart Country Convention and
  - were established after 1 January 2019.
- 3.3 MB shall be entitled to provide the exhibitor with a stand area that differs from the stand location, i.e. to change the location, type, shape, dimensions and/or size of the exhibitor's stand area or stand, provided that such changes are deemed necessary for technical or operational reasons, and are made to an extent that is reasonable for the exhibitor, thereby taking into account the exhibitor's interests. Should subsequent changes result in a reduced participation fee, the difference shall be refunded to the exhibitor. Further claims against MB are hereby excluded.
- 3.4 Each exhibitor shall be obligated to take note of the information made available to him, i.e. to ascertain, in particular, about the spatial and technical requirements for the individual stand construction, the location, the exact dimensions and any installations of the stand allocated to him.

### § 4 Participation prices and remuneration for ancillary and additional services

- 4.1 The participation fee owed for participation in the event shall include the package services described when booking a partner package in hub27 in accordance with Clause 4.2, or when booking a "Startup Special" package in accordance with Clause 4.3. Should stand space be booked outside of hub27 in the neighbouring halls in accordance with Clause 4.4, the participation fee shall only include the rental price for the stand space. The exhibitor shall be invoiced separately for ancillary costs, the "AUMA fee" and the obligatory media package when booking stand space in the neighbouring halls. The remuneration for

the services and products accompanying the event shall be based on the prices for ancillary and additional services listed in the Exhibitor Shop.

#### 4.2 Partner packages in hub27

hub27 serves as the event's "lighthouse" and can be booked as a package, i.e. the package booking includes – depending on the partner package booked – a variety of services.

Partner packages	Participation fees	
Basic packages		
Basic-S	EUR 16,000	For Bitkom members
	EUR 20,000	Regular/ Other
Basic-M	EUR 24,000	For Bitkom members
	EUR 34,000	Regular/ Other
Basic-L	EUR 60,000	For Bitkom members
	EUR 75,000	Regular/ Other

Authorities, ministries and public companies can book both the "Basic" packages in hub 27 and the hall space in the neighbouring halls at the discounted Bitkom member price.

Partner packages	Participation fees	
Premium packages		
Premium-Advanced	EUR 87,500	For Bitkom members
	EUR 115,000	Regular/ Other
Premium-Premium	EUR 142,000	For Bitkom members
	EUR 192,000	Regular/ Other
Premium-Platinum	EUR 260,000	For Bitkom members
	EUR 335,000	Regular/ Other

Partner packages	Participation fees	
Administration-Package plus stand construction*		
Premium-Advanced	EUR 87,500	When booking the “Public Administration-Special” (exclusively for public authorities, ministries and public companies), the Bitkom member discount is taken into account. This shall only apply if stand construction is booked at the same time via MB or its subsidiaries. The Administration-Special offer for public Administration shall only apply to the “Premium-Advanced”, “Premium-Premium” and “Premium-Platinum” packages in hub27 and for the hall areas in the neighbouring halls.  *The stand construction is customised individually according to the customer’s wishes. Stand construction costs shall be charged according to the design, and shall be included in an individual offer.
Premium-Premium	EUR 142,000	
Premium-Platinum	EUR 260,000	

All partner packages in hub27 shall comprise the stand space rental – including the ancillary costs incurred (general hall supervision, hall lighting, aisle cleaning, heating, water and electricity consumption).

Electricity via Schuko is included in the Basic packages. Water must be ordered separately. For the premium packages, the water and electricity connection must be

ordered as an additional service in the Exhibitor Shop.

The **Basic packages** shall each include:

- Turnkey design stand in hub27 including stand construction
- Standardised roof branding with the exhibitor name as text
- Basic illumination of the stand area.
- Variable number of co-exhibitors, who must be registered separately (and shall be subject to a fee)

Details of the scope of services can be found in the enclosed service description from page 10 or

at the event's website at <https://www.smartcountry.berlin/en/>.

The **Premium packages** shall each include:

- Emphasised stage presence
- Uniform roof branding with the exhibitor name as text, and the option to choose the interior colour of the roof branding
- Basic illumination of the stand area, as well as the option to freely design the stand area according to the design specifications
- Stand construction is not included
- Variable number of co-exhibitors, who must be registered separately (and shall be subject to a fee)

Details of the scope of services can be found in the enclosed service description from page 10 or

at the event's website at <https://www.smartcountry.berlin/en/>.

Stand space rental – including incidental costs (general hall supervision, hall lighting, aisle cleaning, heating, water and electricity consumption). The water and electricity connection must be ordered as an additional service in the Exhibitor Shop.

Stand construction in hub27 shall be subject to certain design guidelines, in order to fit in with the overall spatial concept.

**\*\*\* DISCOUNT \*\*\***

**Early Bird at hub27**

- 10% upon registration by 31.01.2025

The date of receipt regarding the registration documents or the date of receipt of the registration via the Exhibitor portal by MB shall apply for the utilisation of the Early Bird discounts.

**4.3 “Startup Special” package outside hub27**

Early Bird price (registration by 31.01.2025)

EUR/m<sup>2</sup> 2,250

Regular price: EUR/m<sup>2</sup> 2,500

The “**Startup Special**” package shall include:

- Back panel and lockable counter
- Plug & Play, power connection incl. cable outlet socket & WiFi included in the package
- Exhibitor name as text
- Additional branding possible
- Basic illumination
- Stand space rental including incidental costs and “AUMA fees”

**4.4 Startup Special package incl. speaker slot Startup outside hub27**

Early Bird price (registration by 31.01.2025)

EUR/m<sup>2</sup> 2,750

Regular price: EUR/m<sup>2</sup> 3,000

The “**Startup Special**” package includes:

- Back panel and lockable counter
- Plug & Play, power connection incl. cable outlet socket & WiFi included in the package
- Exhibitor name as text
- Additional branding possible
- Basic illumination
- Stand space rental including incidental costs and “AUMA fees”
- A 10-minute pitch on the startup stage is also included

**“Start Up One Day Special”:**

- High table and bar stool incl. branding area and locker for one day
- Plug & Play, power connection included. Cable outlet socket & WiFi included in package
- Basic illumination

**EUR 1,250** for Bitkom members/non-members

**Podcast Studio package**

- Podcast studio for up to four people
- 60 min. usage time per slot
- High-quality recording technology
- Technical support

**EUR 1,950** for Bitkom members/non-members

**Career Day:**

Participation in the Career Day as a career partner:

- High table and bar stool – incl. branding area and locker for one day in the Career Lounge
- Plug & Play, power connection incl. cable outlet socket & WiFi included in the package
- Participation in Career Day programme formats – such as “speed dating” or company pitches

EUR 2,500

**4.5 Stand areas outside hub27**

**Additional space (just stand space without stand construction)** can be rented in the neighbouring halls.

Each square metre (or part thereof) shall be charged in full. The minimum stand size is generally 12 m<sup>2</sup>. The minimum size for block stands is 50 m<sup>2</sup>. (Stand space in the halls without stand construction).

The participation fee per square metre shall depend on the time of receipt of the application by MB:

**4.6 Early Bird price**

The participation fee for BITKOM MEMBERS is per m<sup>2</sup> when registering via the

exhibitor portal from activation up to and including 31.01.2025

<b>Row stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>250</b>
<b>Corner stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>265</b>
<b>Head stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>280</b>
<b>Block stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>305</b>
<b>Outdoor area/outdoor terrain</b>	<b>EUR/m<sup>2</sup></b>	<b>230</b>

The participation fee for NON BITKOM MEMBERS is per m<sup>2</sup> when registering via the exhibitor portal from activation up to and including 31.01.2025

<b>Row stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>265</b>
<b>Corner stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>280</b>
<b>Head stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>295</b>
<b>Block stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>320</b>
<b>Outdoor area/outdoor terrain</b>	<b>EUR/m<sup>2</sup></b>	<b>230</b>

#### 4.7 Regular price

For all registrations submitted after 29.02.2024 via the exhibitor portal, the following regular rental prices shall apply:

The participation fee for BITKOM MEMBERS amounts to 01.02.2025

<b>Row stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>275</b>
<b>Corner stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>295</b>
<b>Head stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>315</b>
<b>Block stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>335</b>
<b>Outdoor area/outdoor terrain</b>	<b>EUR/m<sup>2</sup></b>	<b>250</b>

The participation fee for NON BITKOM MEMBERS amounts to 01.02.2025

<b>Row stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>290</b>
<b>Corner stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>315</b>
<b>Head stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>330</b>
<b>Block stand area</b>	<b>EUR/m<sup>2</sup></b>	<b>350</b>
<b>Outdoor area/outdoor terrain</b>	<b>EUR/m<sup>2</sup></b>	<b>250</b>

At SCCON 2025, two-storey construction is not possible in hub27.

In the neighbouring halls, EUR 149 shall be charged per 1 m<sup>2</sup> of realised upper floor area in the case of two-storey structures, provided that the complete stand construction documents are submitted six weeks before the start of the event (cf. Technical Guidelines MB, 4.2 et seq.). The upper floor shall be charged at EUR 200 per square metre upon a later submission.

4.8 The participation fee shall only include the stand space rental. In addition thereto, there shall be a flat-rate service charge of EUR 16.90 per m<sup>2</sup> of stand space, which shall include general hall supervision, hall lighting, aisle cleaning, energy and gas consumption.

4.9 An additional fee of EUR 0.60 per square metre shall be charged in accordance with the agreements with the Association of the German Trade Fair Industry (AUMA).

4.10 The participation fee for co-exhibitors shall be EUR 490 per co-exhibitor – including media package – even for joint stands. This shall be charged to the main exhibitor.

4.11 Part of the participation contract is a media package (mandatory), the scope of which is set out in Clause 6 of these General Terms and Conditions of Participation. The price shall be EUR 490 per exhibitor. Remuneration for the co-exhibitor shall be invoiced to the main exhibitor.

4.12 All prices quoted shall be understood as net prices and shall not include statutory VAT.

## § 5 Payment terms

The entire participation fee shall become due and invoiced upon conclusion of the contract in accordance with Clause 3.4 of the General Terms and Conditions of Participation of MB (advance payment invoice). All other services shall be invoiced with a final invoice after the event has taken place, thereby taking into account any advance payments already made.

Withdrawal or cancellation up to and including **30 April 2025** shall be free of charge, i.e. MB shall not charge a participation fee (when booking a partner package) or stand rental (when booking stand space).

5.1 The invoice and customer number must be stated on payment.

5.2 If, subsequent to the agreement on placement and stand space having been made, the exhibitor takes up additional stand space with the consent of MB, the additional amount resulting from said increase in stand space shall be paid either with the advance invoice or the final invoice.

The exhibitor shall be charged EUR 210 plus VAT for each subsequent invoice amendment.

## **§ 6 Media packages**

With the “Media” package, MB offers its exhibitors a package of selected marketing tools to optimise their trade fair participation and market presence. Further regulations in this regard can be found under Clause 6 of the General Terms and Conditions of Participation of MB.

Acceptance of said “Media” package is mandatory. The costs are charged in the form of a lump sum.

The “Media” package shall include the presentation on the website, in the SCCON app and on the SCCON online platform:

- Listing in the exhibitor directory
- Company logo & company profile
- Contact person in the company profile
- Linking the social media channels in your profile
- Link to the company website
- Linking of videos
- Display of up to 3 products
- 8 entries in the product group directory (segments)

- Presentation of products, job adverts and exhibitor news

## **§ 7 Exhibitor passes**

Exhibitors shall be entitled to the following number of free exhibitor passes, which shall be valid for the entire duration of the event:

- 4 pieces for 10 m<sup>2</sup> floor space
- 1 piece for each additional 10 m<sup>2</sup> completed.

Additional exhibitor passes can be purchased for a fee in the Exhibitor Shop. The exhibitor passes shall already be valid during set-up and dismantling; no additional set-up and dismantling passes shall be required.

## **§ 8 Assembly and dismantling passes**

Each exhibitor shall receive the required number of passes for set-up and dismantling free of charge. Set-up and dismantling passes shall not be valid for the duration of the Smart Country Convention. The assembly and dismantling passes must be ordered independently in the Exhibitor Shop and made available to each service provider (stand construction, agency, etc.). Access to the event site shall also not be possible during set-up and dismantling without a valid pass.

## **§ 9 Exhibitor Shop**

Following admission, exhibitors may use the Exhibitor Shop on the event website <https://beco.messe-berlin.de/de/in-halte/eshop/index.html> to ascertain everything they need to know about service providers, installations, stand construction and design, insurance, parking permits, public relations and advertising, and to place any necessary orders online. The order deadlines must be observed; any delays shall be subject to surcharges.



## § 10 Technical guidelines

Express reference is hereby made to the ExpoCenter City Technical Guidelines, which can be downloaded from the MB download area and the exhibitor portal, together with all the design, fire protection, building regulations and other safety provisions contained therein.

### 10.1 Stand design/appearance (hall areas outside hub27)

**Individual stand:** walls adjacent to visitor aisles must be broken up by the installation of transparent showcases, niches, displays, etc. in order to remain true to the event's open character as an exhibition stand. The closed portion of an aisle side may not exceed 30%; a closed wall may be a maximum of 3 metres long and must incorporate graphical designs on the aisle side. The tenant is obliged to erect a more stable, neutral partition wall against the directly adjacent neighbouring stand without any advertising message. The rear sides of stands with a height of 2.50 m or more that border on neighbouring stands must be kept neutral so as not to impair the design of the neighbouring stand. The maximum construction height is 6 metres including suspensions.

For complex stand constructions (e.g. double storeys), we recommend that you send a stand sketch to [messetechnik@messe-berlin.de](mailto:messetechnik@messe-berlin.de). This should be done at least six weeks before the event.

### 10.2 Stand design/appearance (hub27)

Furthermore, the following event-related guidelines and information shall apply:

The organiser's uniform construction zone shall apply in the ceiling area of hub27. The equipment included in the package prices shall include standardised ceiling branding and simple, wide-area basic illumination of the entire stand area. **Attaching or suspending your own advertising media or lighting technology is hereby prohibited.**

Additional lighting technology can be obtained from the service partner, CSG, after the space has been allocated.

In order to support the convention's open character, proprietary stand constructions are to be planned according to the following scheme

- The sides bordering a visitor corridor may be built on to a maximum height of 1.4 m in the first metre. **The erection of walls higher than 1.40 metres along a stand edge adjacent to a visitor aisle is hereby prohibited.**
- The remaining inner individual building zone may be built on **up to a maximum height of 2.5 metres**. Continuous walls may not exceed 30% of the respective stand length.
- The rear sides of stands adjacent to neighbouring stands must be 2.5 m high and made of a neutral-white panel material so as not to detract from the design of the neighbouring stand.

**The tenant shall be obligated to erect a joint-free, stable, white partition wall against the directly adjacent neighbouring stand without any advertising message.**

**The stand structures referred to in Clauses 10.1 and 10.2 must be submitted to the Technical Event Management Team for approval. The complete stand construction plans must be submitted by 1 September 2025.**

## § 11 Regulations

11.1 The exhibitor shall be responsible for **cleaning the individual stand**. Should external personnel be deployed, the cleaning service must be ordered via the Exhibitor Shop.

11.2 The exhibitor shall be responsible for the **delivery and removal** of exhibits, as well as for clearing the stand at his own expense and risk. In the interest of ensuring the orderly processing of all necessary work, the use of freight forwarders is recommended.

- 11.3 Please observe the guidelines contained in the **traffic guide** for arrivals and departures, as well as car access to the site.
- 11.4 Vehicles without a parking ticket for the exhibition grounds may only enter the grounds before and after the official opening hours. Please also refer to the **traffic guide** for the conditions for entry.
- 11.5 Exhibitors' requests for parking spaces on the exhibition grounds shall be taken into account wherever possible, but no entitlement to a specific parking space may be granted. Parking tickets can be ordered via the Exhibitor Shop.
- 11.6 Animals may not be brought onto the exhibition grounds.

#### **§ 12 Construction measures**

Should construction work be carried out on the exhibition grounds at the time of the event, Messe Berlin shall endeavour to protect the interests of exhibitors and to keep any inconvenience to a minimum. In the course of any construction work, there may also be disturbances and construction noise in the access areas. Claims of any nature whatsoever cannot be derived from this circumstance.

#### **§ 13 Official authorisations**

The exhibitor shall be responsible for ensuring that the necessary authorisations for his own (and his representatives') activities on the stand or premises are available, and that all applicable trade law or police regulations are complied with. Any doubts must be clarified with the competent authorities and – where trade law regulations are concerned – with the Charlottenburg District Office ("Bezirksamt") of Berlin.

Public Order Office ("Ordnungsamt")  
Berlin - Charlottenburg-Wilmersdorf  
Hohenzollerndamm 174-177  
10713 Berlin

#### **§ 14 Visual and acoustic representations**

- 14.1 The volume for product presentations during the event must, at all times, be such that the neighbouring exhibitors are not disturbed by the presentation. The noise emanating from a stand must, therefore, not exceed an average level (Leg) of **70 dbA** (A) at the boundaries to the stand. In order to prevent visual and acoustic disturbance impacting on other exhibitors, demonstrations must be coordinated with neighbouring stands.
- 14.2 The times of the presentations must be coordinated with the other stands, or with the respective stage programme in the respective hall. MB shall be authorised to prohibit the performances and shows at any time in the event of non-compliance. It also reserves the right to switch off the power and to close the stand in the event of a repeat offence. This shall apply mutatis mutandis to all presentations – including those using video and audio media, which are only permitted if they do not disturb neighbouring stands or block aisles.
- 14.3 Registration shall be compulsory for events at the stand (e.g. receptions), as well as for events that extend beyond the daily opening hours.

#### **§ 15 Radio frequency, radio systems**

- 15.1 The operation of radio frequency, radio systems and other transmitters for communication purposes must be reported to (and authorised by) the Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railway ("Bundesnetzagentur für Elektrizität, Gas, Telekommunikation, Post und Eisenbahnen"), Berlin Branch Office, Seidelstraße 49, 13405 Berlin, [www.bundesnetzagentur.de].



The preferred frequency bands/ranges used by MB's event-related transmission technology are listed in the ExpoCenter City Technical Guidelines under Clause 5.11.

- 15.2 The use of unregistered frequencies shall be prohibited, as other exhibitors may be permanently disturbed in their trade fair presentation and the technical equipment of third parties may be damaged.
- 15.3 In order to prevent instances of conflict, we hereby request frequency registration for the devices used for the event (manufacturer/model, frequency band, number of radio links used) by 01.09.2025 to [smartcountry@messe-berlin.de](mailto:smartcountry@messe-berlin.de).

## **§ 16 Advertising**

- 16.1 The distribution of advertising material on the stand shall only be permitted for the exhibitor's own company and only for the products exhibited by the exhibitor.
- 16.2 Advertising for other companies shall not be permitted; in particular, any advertising for customers of the manufacturer shall also be prohibited.
- 16.3 Any advertising outside the rented stand – e.g. the affixing and distribution of printed advertising material or samples and the labelling of hall walls – shall be prohibited within a defined restricted area on the event site. This shall also apply mutatis mutandis to the distribution of beverage cups or cans printed with advertising material or similar. This shall not apply to measures taken by exhibitors in connection with the promotion of activities that take place in coordination with MB, as well as in the interest of the general trade fair programme.
- 16.4 MB hereby reserves the right to remove unlawful advertising at the exhibitor's expense, and to prevent unlawful advertising. Exhibitors shall also be liable for infringements by their co-exhibitors or companies additionally represented on the stand.

- 16.5 MB hereby also reserves the right to prevent or remove – at the exhibitor's expense – any announcements whose content, in its opinion, violates legal regulations.

## **§ 17 Food and beverages**

- 17.1 When serving food and beverages (including samples) at the exhibition stands, the exhibitor must ensure strict compliance with all pertinent statutory regulations, in particular, the German Catering Act ("Gaststättengesetz") and the regulations of the Veterinary and Food Inspectorate ("Veterinär- und Lebensmittelaufsichtsamt").
- 17.2 The competent authority for applications for a catering licence (permit) with regard to the serving of alcoholic beverages at the stand is:
- Public Order Office ("Ordnungsamt")  
Berlin - Charlottenburg-Wilmersdorf  
Hohenzollerndamm 174-177  
10713 Berlin

## **§ 18 Lead transfer**

- 18.1 As part of certain sponsorship packages for the Smart Country Convention 2025, MB offers exhibitors the transfer of personal data of event participants (hereinafter referred to as "leads") under the following conditions.
- 18.2 MB shall transmit to the exhibitor (depending on the sponsorship package booked) personal data of the so-called "leads" who have expressly consented online to the transmission and processing of data for the purpose stated below as part of their registration for the event. In detail, this shall involve the following data: salutation, title, name, e-mail, organisation, industry, function, postcode, city and country of the leads in question. The exhibitor has taken note of the data protection information posted online (<https://tickets.smartcountry.berlin/page/datenschutzhinweise/>) and the declaration of consent pertaining to trade visitors.

18.3 The exhibitor and MB hereby agree that they are each independently responsible for the processing of any personal data attributable to the leads in their respective areas of responsibility. In this regard, each party shall be solely responsible for the lawfulness of the processing of this personal data and compliance with all applicable data protection laws – including the General Data Protection Regulation (GDPR) and the Federal Data Protection Act (BDSG) – together “Data Protection Acts” – in its respective area of responsibility.

18.4 The exhibitor hereby undertakes to process the personal data of the leads transmitted to it by MB solely for the purpose of establishing one-off contact by e-mail, in order to advertise its own products and services. The exhibitor shall, in any case, process the personal data transmitted to it in compliance with the applicable statutory provisions.

### Service description Partner packages:

#### Special package startup

including stand construction to ensure the overall concept's uniformity

**Price: EUR 2,500**

- 5 Visitor tickets for your partners and customers
- 2 Exhibitor passes
- Media package

#### Special package startup incl. Speaker Slot Startup

including stand construction to ensure the uniformity of the overall concept

**Price: EUR 3,000**

- 5 Visitor tickets for your partners and customers
- 2 Exhibitor passes
- Media package
- 10-minute pitch on the startup stage included

#### Partner packages Basic S

**– Stand area: 10 m² in hub27**

including stand construction to ensure the overall concept's uniformity

**Non-Bitkom member EUR 20,000**

**Bitkom member EUR 16,000**

- 10 Visitor tickets for your partners and customers
- 4 Exhibitor passes
- Media package

#### Partner packages Basic M

**– Stand area: 20 m² in hub27**

including stand construction to ensure the overall concept's uniformity

**Non-Bitkom member EUR 34,000**

**Bitkom member EUR 24,000**

- 20 Visitor tickets for your partners and customers
- 5 Exhibitor passes
- Media package

#### Partner packages Basic L

**– Stand area: 50 m² in hub27**

including stand construction to ensure the overall concept's uniformity

**Non-Bitkom member EUR 75,000**

**Bitkom member EUR 60,000**

- 50 Visitor tickets for your partners and customers
- 8 Exhibitor passes
- Media package

50% randomly selected leads from people who have consented to the disclosure: salutation, title, name, e-mail, organisation, industry, function, postcode, city and country

#### Partner packages Advanced

**– Stand area: 100 m² in hub27**

**Non-Bitkom member EUR 115,000**

**Bitkom member EUR 87,500**

- 100 Visitor tickets for your partners and customers
- 13 Exhibitor passes
- 3x Air Time/lecture or panel
- Media package

100% of leads from people who have consented to the transfer: salutation, title, name, e-mail, organisation, industry, function, postcode, city and country

- Mention in mailings & flyers
- On-site branding

In addition:

- Publication of editorial content in the news feed of the website (one news article)
- 2x VIP passes for the bluelounge

### Partner packages Premium

– Stand area: 200 m<sup>2</sup> in hub27

<b>Non-Bitkom member</b>	<b>EUR 192,000</b>
<b>Bitkom member</b>	<b>EUR 142,000</b>

- 200 Visitor tickets for your partners and customers
- 23 Exhibitor passes
- 3x Air Time / lecture or panel
- 1x workshop in the workshop area
- Media package

100% of leads from people who have consented to the transfer: salutation, title, name, e-mail, organisation, industry, function, postcode, city and country

- Mention in mailings & flyers
- On-site branding

In addition:

- Publication of editorial content in the website's news feed (two news articles)
- Placement in social media
- 4x VIP passes for the bluelounge

### Partner packages platinum

– Stand area: 400 m<sup>2</sup> in hub27

<b>Non-Bitkom member</b>	<b>EUR 335,000</b>
<b>Bitkom member</b>	<b>EUR 260,000</b>

- 400 Visitor tickets for your partners and customers
- 43 Exhibitor passes
- 3x Air Time/lecture or panel
- 2x workshops in the workshop area
- 1x C-Level Keynote on the Plaza

100% of leads from people who have consented to the transfer: salutation, title, name, e-mail, organisation, industry, function, postcode, city and country

### Platinum branding

- Prominent and highlighted placement as a platinum partner on the website
- Media package
- Mention in mailings & flyers
- On-site branding

In addition:

- Emphasised publication of editorial content in the news feed of the website
- Exclusive placement in social media
- Native ad: placement of content in the event newsletter
- Mention in press release on the event
- Logo on event ticket
- Option for the exclusive provision of lanyards
- Logo display on stage screens between lectures
- VIP visits to the partner stand as far as possible
- 6x VIP passes for the bluelounge

### Partner packages Authorities Special

– Stand area: 100 - 400 m<sup>2</sup> in hub27

**Price:** depending on the package selected  
Choice from 4 material variants. A desired colour can be freely defined as an accent (RAL/Pantone).

- 3x Air Time/lecture or panel
- up to 400 Visitor tickets
- up to 2 workshops in the workshop area

package only bookable with stand construction. An additional quotation will be issued for stand construction.

### Partner packages Co-exhibitor

– in hub27: EUR 490

- 5 Visitor tickets for your partners and customers
- 2 Exhibitor passes
- Media package