

# World Publishing Expo 2016

10-12 October 2016, Messe Wien, Vienna

## Exhibitor's Manual for World Publishing Expo 2016

10 - 12 October 2016, Vienna



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## **General**

### **01. Title, Patronage, Organization and Purposes**

- (1) The World Publishing Expo 2016 will take place in the exhibition hall C and foyer D of Reed Messe Wien from 10 to 12 October 2016.
- (2) The World Publishing Expo 2016 will be organized by WAN-IFRA, the world's leading Association for Newspaper and Media Publishing, Frankfurt am Main.
- (3) Contractual partner is WAN-IFRA CH, hereinafter referred to as WAN-IFRA. It will demonstrate the latest state of technical development in the news media industry.

### **02. Venue and General Contacts**

#### **Reed Messe Wien**

Hall C, Entrance D (near metro station U2  
Krieau)  
Messeplatz 1  
A-1020 Vienna, Austria

Tel. +43 (0)1 727 20-0  
Fax +43 (0)1 727 20-4709

[info@messe.at](mailto:info@messe.at)  
[www.messe.at](http://www.messe.at)

#### **General Contractor**

**Gielissen Exhibition & Event Services**  
Alyssa Schipper  
Exhibition & Event Coordinator

Tel.: +31 (0) 20 581 14 11  
E-Mail: [ifra@gielissen.nl](mailto:ifra@gielissen.nl)

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#### **WAN-IFRA Contact**

WAN-IFRA CH  
Rotfeder-Ring 11  
60327 Frankfurt am Main  
Germany

Tel.: +49.69.240 063-0  
Fax: +49.69.240 063-300  
<http://www.worldpublishingexpo.com>

#### **Exhibitor Services**

Diseree Joy Alcantara  
Exhibitor Service Specialist

Tel.: +49.69.240 063-285  
E-Mail: [diseree.alcantara@wan-ifra.org](mailto:diseree.alcantara@wan-ifra.org)

### 03. Opening, set-up and disassembly times

(1) The exhibition will be open for the public on Monday, Tuesday, Wednesday (10, 11, and 12 Oct. 2016 respectively) from 9.30h to 18h. The organizers reserve the right to change the opening hours and the opening dates. Special demonstrations or receptions prior to official opening hours in the morning or after official closing in the evening are possible. For security reasons, these demonstrations or receptions must be reported to the World Publishing Expo Manager not later than 12 h of the day before. Exhibitors may be required to have additional guard service on the stand and may be charged for additional lighting and power.

(2) Set-up of the stands may start Friday, 7 October, 2016, at 8 h. **Stands must be finished not later than Sunday, 9 October, 2016 at 16 h. Power in the halls will be available from 8 h to 20 h daily.** Longer working hours are possible. Please contact the Gielissen Representative by 26 September, 2016 because hall personal must be available at the given times. Bulky and/or heavy goods must be entered and placed at the stands during the first working day of the construction period, in order to avoid nuisance to other exhibitors. Exhibitors undertake to start construction of their stands in good time so as not to exceed the period fixed for this purpose. **The aisles have to be kept free for the use of all other exhibitors at any time.**

(3) Dismantling may not start before Wednesday, 12 October, 2016 at 19 h as this is time consuming. The exhibition halls must be cleared by Friday, 14 October 2016 at 12 h noon. Any goods of participants and parts of stands still present on the premises of the Reed Messe Wien after expiration of the above-mentioned dismantling period may be dismantled and stored at the expense and risk of the exhibitor concerned.

### 04. List of exhibitors, Entrance Passes and Fees

(1) A list of exhibitors will be constantly updated and will contain the company name of each exhibitor. Information supplied by the exhibitors will be included in the online catalogue which will be published not later than 1<sup>st</sup> August. WAN-IFRA is not responsible for any omission or mistake. Exhibitors must have complied with the terms of payment in order to be included in the published exhibitor lists.

(2) For their stand personnel the exhibitors receive free of charge five entrance passes for a stand up to 20m<sup>2</sup>, for each additional 10m<sup>2</sup> one additional pass. Over and above this quota additional entrance passes, can be bought from WAN-IFRA for EUR 45.–, plus VAT for a season ticket, or EUR 15.–, plus VAT for a daily ticket. They can in no case be returned or refunded. Lost passes cannot be replaced. Exhibitors are not allowed to sell or give to third parties passes allotted to them.

**Please access the expo exhibitor website to download exhibitor badges order form. A user name and password will be sent to you separately.**

### 05. Entrance Fees for Visitors

(1) For 2016 we have a slight different price structure than in previous years. As from 1<sup>st</sup> June 2016, tickets cost EUR 49 rising to EUR 99 from 1<sup>st</sup> September (season tickets

only). On-site registration will cost EUR 149 per person. Season ticket will give access to the exhibition and the conferences.

(2) Exhibitors may use vouchers for admission tickets to the World Publishing Expo available for download from the exhibitor website for their business contacts at a reduced price beforehand from WAN-IFRA, Frankfurt am Main. Exhibitors will be charged only for the vouchers actually exchanged.

**Please access the expo exhibitor website to download e-vouchers order form. A user name and password will be sent to you separately.**

#### **06. Regulations and stand space allocation**

(1) The exhibitors will properly mark their stands. The exhibitors are responsible for set-up and fitting of their stands. Exhibitors may not commence stand construction until all invoices issued by WAN-IFRA, independent of event or reason have been paid in full. Exhibitors shall be liable for any damage done to the premises by their installations or exhibits. Exhibitors are bound to procure all the necessary information relating to the location and exact measurements of, and the possible fittings for, the stand space allotted to them. They may inspect the said stand space upon request to the Project Manager of the Reed Messe Wien.

(2) **Every exhibitor is required to submit stand drawings to WAN-IFRA for approval. Drawings submitted by stand builders will neither be approved nor forwarded to exhibitors.** No stand building may begin before the approval has been granted.  
**Send your stand drawings by e-mail to: [diseree.alcantara@wan-ifra.org](mailto:diseree.alcantara@wan-ifra.org)**

**Deadline for submission of plans for approval is 12 August, 2016.**

(3) **Maximum height:** for exhibits or decorative elements is 3 m. Exceptions are possible (absolute maximum height is 7 m from the hall floor where the ceiling allows) but must be submitted to and accepted by WAN-IFRA. **Elements above 3 m must be located at least 2 m from the border to neighboring stands unless the neighbor is in agreement.**

(4) **Walls on borders:** on the open sides of a stand space no walls are to be erected. Exceptions may be granted providing that a minimum of 50 cm is left between the wall and the border of the stand space and that the wall be no longer than half of the length of the stand and not higher than 3 m.

(5) **Platforms:** the height of the platform may not exceed 10 cm. The sides of the platform must be closed. The platform must be laid down within the limits of the stand.

(6) **Rigging:** the maximum rigging height is 7 m, where rigging is possible. For questions regarding the feasibility of hanging elements from the ceiling, please contact Gielissen Exhibition & Event Services which has the exclusive right for this service.

**Final permission for hanging these elements (in addition to lighting or structural wires, only banners or fascia boards with company names and/or logos are allowed) is required from WAN-IFRA. (Follow procedure under "Maximum height" above.)**

(7) **Multi-storey construction:** for application regulations and permission contact WAN-IFRA. After WAN-IFRA has granted approval, the exhibitor submits the application, including construction plans and statics appraisal report, to Reed Messe Wien for approval that shall be subject to the observance of its technical regulations. Acceptance of the construction statics is realized on site after the stand has been built. The acceptance shall be granted by a civil engineer assigned by Reed Messe Wien. The costs of performing the acceptance shall be invoiced to the exhibitor by:

**Approval and inspection fees will be applied.**

**Please note that exhibitors will also be charged stand space rental for the amount of floor space per storey.**

#### **07. General Contractor**

The official General Contractor at World Publishing Expo 2016 is:

##### **Gielissen Exhibition & Event Services**

##### **Exhibition & Event Services**

P.O. Box 8112, 1005 AC Amsterdam

The Netherlands

Exhibitors are free to use another stand builder of their choice.

It is possible to hire chairs, tables and other furniture, movable wooden platforms, floor coverings and other soft furnishings, flowers and plants for the duration of the exhibition through Gielissen who will be present in the building during the construction period of the exhibition and during the exhibition itself and they will contact the exhibitors directly.

A Gielissen webshop (GOEM – Gielissen Online Exhibitor Manual) form will be available from April 2016, where below services can be ordered. Log-in details should be communicated to each exhibitor.

- AV
- Carpet & floors
- Catering services
- Floral
- Furniture rental
- Graphics & decorations
- Hostesses
- Internet Connections
- Parking
- Rigging
- Shell scheme additions
- Spotlight & sockets
- Stand cleaning, Stand security
- Waste removal
- Water connections, Main electrical connections, Compressed air

- Other equipment

## 08. Flooring

- (1) The stand floor must be adequately covered, e.g. with carpeting or carpet tiles. Should any adhesive tape from carpet tiles and the like remain on the hall floor after the exhibition, the exhibitor will receive a bill from the Reed Messe Wien to cover the cost of its removal.
- (2) For special floor coverings (concrete slabs, sand, gravel etc.) written permission must be applied for from the Reed Messe Wien. Before such materials may be brought into the building, the floor must be covered with plastic.

## 09. Electricity

(1) The stands can be connected to the building's electricity mains (voltage: 220/380 V, 50 cycles), provided these connections be made by the electrical engineering firm appointed and approved by the organizers.

**Please place your orders through Gielissen Webshop (GOEM). Please observe the deadline.**

(2) The electricity connections are placed in service points situated in the floor of the building. The installations at the stands shall comply with the relevant regulations laid down by the VDE standard. Each installation must be tested by an approved electrician prior to connection to the building's mains. Installations at the stands can only be changed in consultation with the aforementioned firm.

(3) **Exhibitors are requested to submit a description of the electrical installations required (accompanied by a sketch of the stand) to the above installation company by 28 August, 2016.** The installation company can also carry out the entire electrical installation of the stand. In this case it is requested that exhibitors mark which duct in the stand should be used for mains connections.

(4) Power in the halls will be available from 8 h to 20 h daily during the build-up period. Should electricity be needed for working on the stand outside these hours, the exhibitor must contact the Gielissen Representative at the Service desk in due time. Exhibitors using a refrigerator on their stand or needing 24-hour power for their equipment are advised to apply for both day and night current. An order form will be available in due time.

## 10. Water connections

(1) These connections shall be made exclusively through Gielissen Webshop (GOEM). Please order your connections 5 weeks prior to the show, and send a sketch showing them the connection points.

(2) Please make your orders through your personal Exhibitor Website and through Gielissen Webshop (GOEM).

## **11. Connections for Compressed Air**

- (1) These connections shall be made exclusively through our service partner. Please order your connections 5 weeks prior to the show, and send a sketch showing the connection points to Gielissen (GOEM).
- (2) Exhibitors may use their own compressors subject to permission granted from the Municipal Fire Brigade and from Gielissen (GOEM).

**Please make your orders through Gielissen Webshop (GOEM). Please observe the deadline.**

## **12. Cleaning Services, Waste removal**

- (1) Cleaning of the stands will be done prior to the first show day and daily after exhibition hours upon special request and against special payment. **(If a party is being held on the stand after exhibition hours, the exhibitor must notify the cleaning company when access to the stand is possible.)**
- (2) During the construction and dismantling periods exhibitors must order containers for rubbish (wood, paper/carton and waste products) to their stand. The rates listed will be charged to the exhibitor.
- (3) Chemical waste has to be reported in advance to WAN-IFRA (we do not have special waste containers on for every type of chemical, but can obtain them), and then deposited in the special chemical waste containers, preferably in the original packaging or at least with a product label attached. Stand numbers must be marked on each bottle. Removal costs will be charged to the exhibitor.

**Please place your orders through Gielissen Webshop (GOEM).**

## **13. Insurance**

- (1) Exhibitors are responsible for their exhibition goods, stand-building and packaging materials in the building or on the premises. The organizers shall not undertake to have these goods insured.
- (2) The organizers decline all responsibility, in all cases and at all times, for the loss, disappearance, theft, etc. of goods exhibited.

## **14. Transport, Customs Formalities, Official Forwarding Agent, Packing Materials**

The official forwarding agent for World Publishing Expo 2016, Schenker Deutschland AG, has exclusive rights for the following activities:

- a) Transport within the halls;
- b) Loading and unloading of goods within the halls by means of fork-lift trucks, cranes etc.
- c) Organization of the order in which goods will be delivered into and removed from the halls;
- d) Removal, storage and delivery of packing materials;
- e) Renting of working platforms, etc.;



f) Custom clearance.

**Contact:**

**Schenker Deutschland AG**

Mr. Tobias Sielaff

Tel.: +49 211 650 459 -21

Mobil: +49 152 375 386 89

Email: Tobias.Sielaff@dbschenker.com

This company will also help in transporting goods to and from Vienna.

**Please access the expo exhibitor website to download shipment order forms. A user name and password will be sent to you separately.**

**15. Parking Facilities**

- (1) Exhibitors can use the parking building D provided they have their exhibitor pass and a valid parking ticket, which can be ordered for the entire exhibition through the Gielissen Webshop GOEM.
- (2) Motorists are requested to observe the directions of car park attendants. An order form for reserving parking passes will be available via the Gielissen Webshop GOEM.

**16. Meeting Room Rental**

**This year exceptionally no meeting rooms will be available on the fair ground.**

**17. Hotel Accommodation**

AUSTROPA is the exclusive contact address for obtaining hotel accommodation for stand employees and for visitors during the exhibition.

**AUSTROPA INTERCONVENTION**

Claudia Stelzer

Congress Manager / Sales

Verkehrsbüro Kongress Management GmbH

Lassallestraße 3, 1020 Wien

T: +43 1 588 00 516

F: +43 1 588 00 520

Email: [expo2016@austropa.at](mailto:expo2016@austropa.at)

Austropa.at

**18. Hostesses**

- (1) Exhibitors may enlist the services of hostesses – multilingual if necessary – at their stands for the duration of the exhibition or for a limited period of time but for at least a minimum of 5 hours.

**Please place your orders through Gielissen Webshop GOEM, which will be available from April 2016. Please observe the deadline.**

## **19. Restaurant/Stand Catering**

**Please also refer to paragraph 26.1.**

A special price-list has been established for drinks to be served at the stands which will be communicated in good time before the opening of the exhibition.

Please submit your wishes directly to:

### **GMS GOURMET GmbH**

Anita Iser

Head of Sales & Marketing Event Catering

Oberlaaer Straße 298

A-1230 Wien

Mobil: +43 (0) 664 / 839 43 83

Tel.: +43 (0) 50 / 876-2513

Fax: DW -5522

[Anita.iser@gourmet.at](mailto:Anita.iser@gourmet.at)

[www.gourmet.at](http://www.gourmet.at)

## **20. Receptions**

(1) A catering service is available to provide drinks and food for cocktail parties at the stands. Details will all be gladly given by:

### **GMS GOURMET GmbH**

Anita Iser

Head of Sales & Marketing Event Catering

(See contact details under 19. Restaurant/Stand Catering)

(2) Receptions held on the stands outside official opening hours must be reported to the Expo Manager 7 working days prior to the event.

The Catering department must also receive all orders at the latest by that time.

## **21. Trade Press Centre**

(1) Exhibitors may place information packets for the trade press in the Trade Press Centre. The centre (reserved for WAN-IFRA-accredited trade journalists) will be open from 12 h on Sunday, 9 October 2016. WAN-IFRA sets up and runs this centre and also co-ordinates the exhibitors' press conferences.

### **Please contact:**

**WAN-IFRA**

**Michael Spinner-Just**

Tel.: +49.69.240063.264

E-Mail: [michael.spinnerjust@wan-ifra.org](mailto:michael.spinnerjust@wan-ifra.org)

## 22. Internet connection

(1) Internet, phone, fax connection, etc., may be ordered exclusively via **your personal Exhibitor Website and via Gielissen Webshop GOEM, which will be available from April 2016. Please observe the deadline.**

## Administrative / Legal Conditions

### 23. Liability

(1) It is understood that neither WAN-IFRA nor the Reed Messe Wien, nor the legal entities which own, lease and/or operate these halls, or their employees, shall be responsible or liable for accidents to any person or persons or for loss of or damage to any property belonging to an exhibitor or any person or persons while in transit to or from the exhibition halls or while in the exhibition halls or otherwise.

(2) The exhibitor assumes complete responsibility and liability for all loss, damage or destruction of the property of the exhibition halls caused by equipment used by the exhibitor or otherwise brought onto the premises or into the halls of the Reed Messe Wien on his behalf.

(3) The exhibitor also assumes full responsibility and liability for all injury to any and all persons or damage to property in any way connected with his display caused by the exhibitor, his agents, representatives or employees.

(4) The exhibitor indemnifies and agrees to absolve the sponsoring and operating association, the Reed Messe Wien, their members, officers, directors and employees from any and all liability whatsoever arising from any or all damage to property or personal injury caused by the exhibitor or his agents, representatives, employees or any other person.

### 24. General Safety Precautions

(1) Structures, installations, fittings, decorations and demonstrations must not in any way endanger or otherwise inconvenience the exhibition, the exhibitors or the visiting public.

(2) WAN-IFRA reserves the right to remove or modify any installation which does not comply with these rules. In no case shall modifications of this nature give right to any claim for compensation whatsoever.

### 25. Fire Regulations

(1) **Written permission from WAN-IFRA** (please always enquire from Reed Messe Wien) **is required before any of the following may be used in the building:**

- > Equipment for demonstration purposes, cooking, frying or baking with gas or electricity;
- > Compressed or liquefied gases;

> Fire-accelerating liquids.

(2) The same restrictions apply to the use of open fire for demonstrations. Demonstrations with open fire are not permitted.

Note: flame proofing = impregnation with fire-retarding chemicals.

(3) Please note that Hall C is a non-smoking hall. No exceptions allowed. Smoking areas are located outside the premises.

**For stand construction etc., only non-inflammable materials or the materials listed in bold type in sections a) to j) below, may be used and then only if they satisfy the relevant regulations.**

**a) Soft board**

All surfaces must be coated, according to the instructions for use, with an approved fire-retardant paint or enamel, or must have been flame proofed by the manufacturer, whereby each sheet should have been clearly marked as such by the manufacturers.

**b) Wood, hardboard, plywood, multi-ply, chip board**

These materials should be at least 3.5 mm thick.

**c) Glass**

For outer walls and partitions: only safety glass or reinforced glass with embedded cross-wire reinforcement; for ceilings: only reinforced glass with embedded cross-wire reinforcement.

**d) Textile used vertically (hanging-free)**

Non-inflammable fabric: care should be taken that a fabric has not been made inflammable as a result of treatment for special purposes. Inflammable fabric: the fabric must be made as fireproof as possible by flame proofing or by gluing it to a base of non-inflammable material or to one of the materials mentioned in paragraphs a) to c). Non-inflammability must be demonstrated when tested. Should either fabric come into contact with fire or high temperatures, it may not give off irritating or noxious gases or fumes, nor may it drip or melt.

**e) Textile used horizontally (velum)**

Non-inflammable natural and man-made fibers must be braced by metal wires at intervals of 35 cm or by crosswire with a mesh size of 70 cm. In contact with fire or at high temperatures, the fabric may not give off irritating or noxious gases or fumes, nor may it drip or melt. Inflammable natural fiber must be flame proofed and braced by metal wires as described above.

**f) Bales of straw, cardboard, rush and straw mats**

The material must be made as near fireproof as possible by being immersed for at least 24 hours in a fire-retardant medium and must be able to pass an on-the spot test.

**g) Synthetics Film and foils (with or without textile backing)**

Must be affixed to a base of non-inflammable material or to one of the materials listed under paragraphs a) to c) above, in order to render it as near fireproof as possible. On contact with fire, or at high temperatures, the material should not give off irritating or noxious gases or fumes, nor should it drip or melt and it must be able to pass an on-the-spot test to this effect. Sheeting must be made as near fireproof as possible; on contact with fire, or at high temperatures, the material should not give off irritating or noxious gases or fumes, nor should it drip or melt. For foam plastic and rubber (e.g. for lettering) the same rules apply as for sheeting unless there is no more than 2 dm<sup>3</sup> per square meter of stand surface area.

**h) Paper products (wallpaper, crepe paper, photographic paper)**

The paper must be entirely glued to a base of non-flammable material or to one of the materials listed in paragraphs a) to c) above, or have been fireproofed.

**i) Inflammable drinking cups**

These are permitted provided there are sufficient flame-dousing metal litter bins available; these bins must be regularly emptied outside the building.

**j) Lighting**

Ornamental light fittings with incandescent or halogen (12 and 220 V) are permitted if:

- They comply with Association for Electrical, Electronic & Information Technologies (**VDE electrical standards**)

- They are made of non-flammable material or of a near fireproof synthetic which does not start to drip when heated and if the brackets are of a type generally available;
- The installation is stable;
- the source of light is placed at a distance of at least 15 cm from any inflammable material, or the reflected rays cannot fall on inflammable material within a 30 cm radius of the reflector.

(3) **Gas discharge lamps are permitted if:**

- They comply with Association for Electrical, Electronic & Information Technologies (**VDE electrical standards**)

- see above conditions. Fluorescent tube fittings (plastic) are permitted if:

The light aperture is made of a self-extinguishing material which, in case of combustion, does not give off irritating or noxious fumes and is of a type generally available;

- The distance between these fittings and the outer walls of the stand is at least 50 cm;
- The total surface of a number of inter-connected fittings is no greater than 3.5 m<sup>2</sup>;
- The distance between two such groups of fittings is at least 1 meter;
- The material used to hang the fittings is metal or at least 10 mm-thick wood.

**Flame proofing of stand materials Take Note!**

The following are not permitted in the building:

- > Easily inflammable or explosive substances, gases and dangerous goods, including radioactive and chemical substances;
- > goods or appliances which cause a nuisance by virtue of smell, sound, light or any other means;
- > Balloons;
- > Goods not mentioned in the participant's application form. All of which shall be at the discretion of the organizers and/or the Fire Brigade.

**Vehicles, Vessels, machinery, etc.**

Before exhibits such as vehicles, vessels, machinery etc. powered by fuel engines may be brought into the building, fuel tanks and pipelines must be emptied and tanks securely closed. This does not apply to vehicles etc. using diesel oil or other fuel with a combustion point above 55 C Battery clamps must be loosened.

If vehicles are exhibited in which 220 V interior lighting has been fitted, a plug connection must be used so that in the event of an emergency, the current can be quickly disconnected.

**Neon appliances**

Neon appliances and equipment must meet the provisions of Association for Electrical, Electronic & Information Technologies (VDE electrical standards).

Notwithstanding the above, the following regulations apply to the connections and/or switches:

- > A maximum of two neon appliances (which must meet the provisions of VDE electrical standards) may be connected by way of a plug which must be within reach;
- > Where several neon appliances are mounted alongside one another, they must be fitted with one (1) central fire emergency switch;
- > Neon appliances and equipment which are difficult to reach or are part of the stand construction must be fitted with a fire emergency switch;
- > Neon appliances and equipment which do not meet the requirements of Association for Electrical, Electronic & Information Technologies (VDE electrical standards) must always be fitted with a fire emergency switch.

### **Fire Brigade**

Throughout the construction and dismantling periods and during the exhibition itself, members of the fire brigade are present in the building. For any queries concerning materials to be used, please contact the Reed Messe Wien.

## **26. General**

**26.1. Without the previous written consent from or on behalf of the organizers, the exhibitor will not be allowed:**

- a) to bring beverages and/or articles of food of any nature whatsoever into the exhibition building (or to have them brought into these buildings) or to store them except those purchased from Catering Services; to sell refreshments and/or food and beverages within the exhibition building or on the adjacent grounds; to offer beverages and/or food free of charge to persons within the building and on the adjacent grounds unless they are made available on the exhibitor's stand and have been purchased from Catering Services.
- b) To organize lotteries, run contests or to be engaged in typical market vending practices, advertise goods and services not admitted to the exhibition respectively for enterprises or institutions having no stand space at the exhibition.
- c) To hold inquiries among the visitors and exhibitors of the exhibition or to have them held within the exhibition halls or on the adjacent grounds.
- d) Except where the agreement of the management has been obtained, the exhibitors are not allowed to remove goods from their stands during the exhibition.

**26.2. The exhibitor will not be allowed:**

- a) to hire out or to grant the use of stand space allocated to him to third parties in part or in full or to exchange stand space with another exhibitor;
- b) to be engaged in activities which, in the opinion of the organizers, are injurious to or interfere with the exhibition as a joint manifestation, also if these activities are not directed against the exhibition as such but are directed against one or more exhibitors or groups of exhibitors, in so far as such activities are not in keeping with common practice in competition;
- c) to have goods at the stand which cause a nuisance owing to their offensive smell or in any other way or to set in action any device producing objectionable noise or light effects, and/or to keep them available;

- d) to make changes in or at the exhibition building and i.e. to affix to, to cut, to break open, to drill in, to nail and/or to cause damage in any other way to floors, walls, ceilings, columns and the like;
- e) to affix any poster or other publicity and advertising material at or outside the stand taken by him to columns, walls, ceilings, girders etc. of the exhibition building;
- f) to distribute price lists, circulars and the like or to advertise in any other way or to attract the attention to the enterprise, its activities or products, anywhere in the exhibition building and on the premises, except at his own stand;
- g) to distribute advertising material having no or no direct relation to the goods exhibited by him and goods and services which have been admitted to the exhibition and to distribute advertising material of any nature whatsoever, which may cause a nuisance or damage;
- h) to use or place descriptions, signs and the like of names and brands which may be misleading or objectionable to exhibitors at other stands and to visitors of the exhibition;
- i) to make use of the stand space taken by him or to perform acts that, in the organisers' opinion, through music, noise, passage impediment, blockage of light and/or view would create a hindrance, danger or damage or give rise to a situation which would be equal to unfair competition;
- j) To have installations and exhibits protrude beyond the stand. Care must be taken to ensure that fire extinguishers, emergency exits and control cabinets are freely accessible;
- k) to have dangerous objects, protruding sharp installations or other installations that constitute a danger without suitable protection;
- l) To cover exhibits during the hours that the exhibition is open. The management is entitled to have the coverings removed without any liability on its part.

## **27. Important Notice**

(1) The organizers will have the right to take the following action, without intervention of the court, if necessary at the expense of the exhibitor, against him, his personnel, persons working for him or on his instruction, and holders of exhibitor's passes and/or permanent admission tickets made available to him, who act in contravention of any provision of these rules of the Conditions of Participation or who do not comply with a direction given by or on behalf of the organizers:

- a) withdraw exhibitor passes and/or permanent admission tickets furnished to him and refuse the person(s) involved admission to the exhibition building with immediate effect;
- b) have his stand closed down or have it fully or partly cleared and use the space which has thus become available;
- c) keep possession of the goods displayed and of anything built or fitted by the exhibitor, and store them for the account and at the risk of the exhibitor without the latter having the right to claim any refund of sums already paid or compensation for damage incurred in whatever form and from whatever cause, all this without prejudice to the obligations entered into by him towards the organizers;
- d) Exclude the exhibitor in question from participation in exhibitions to be organized in the future.

(2) The exhibitor shall comply with the directions given by or on behalf of the organizers, the municipal authorities of Vienna, Gielissen Exhibition & Event Services, the Reed Messe Wien,

the fire department and other authorities in respect of the construction, equipment, safety, maintenance and dismantling of the stand space taken by him.

- a) The organizers reserve the right to give compulsory directions to the exhibitor as regards the execution of work in or to, and the use of, the exhibition buildings and the adjacent grounds.
- b) In case of non-compliance with a direction given by or on behalf of the organizers and/or the authorities mentioned above the provisions deemed necessary may be made by or on behalf of the organizers at the exhibitor's expense.

(3) If an exhibitor has failed to meet his obligations, especially payments, towards the organizers and others in respect of the exhibition, the organizers and other contractors respectively, may:

- a) keep possession of the goods of the defaulting exhibitor present in the exhibition buildings or have them stored at the expense and risk of the exhibitor concerned in order to promote that these obligations will yet be met, without any intervention of the court;
- b) Place the collection of the amounts due by the exhibitor out of their hands and charge to the exhibitor all costs both in and out of court attendant upon the collection of the amounts due, whether or not increased by the legal rate of interest then applicable, as from the date of the amounts due.

(4) At the end of the exhibition the exhibitors shall leave the stand space allocated to them in the same condition as it was when it was made available to them before the commencement of the period of construction.

#### **28. Distribution of Advertising Literature and Other Kinds of Publicity**

- (1) Advertising literature may only be distributed by exhibitors from their stands.
- (2) **All other kinds of publicity within the exhibition halls may only be conducted by special permission of the World Publishing Expo administration.**

#### **29. Film and Video-Taped Projections**

- (1) Projectors (TV screens) must be placed in the stand and screens must be flame proofed.
- (2) Fire extinguishers must be on hand next to projectors.
- (3) The aisles have to be kept free.

#### **30. Sound Projection/Sound Amplification**

- (1) Sound amplification by means of loudspeakers, if it is considered disturbing, can be forbidden by the World Publishing Expo administration.

#### **31. Other Measures**

As a general rule WAN-IFRA may take any measure that it deems necessary to ensure the success of the exhibition and the safety of exhibitors and other persons.

#### **32. Emergency Clause**

- (1) WAN-IFRA reserves the right to modify these conditions if necessary. If for political or economic reasons or due to any other circumstance beyond WAN-IFRA's control the



exhibition should have to be cancelled, its size reduced, its dates and/or times or its character changed, exhibitors do not have the right to withdraw and can make no claims for indemnification.

(2) If the exhibition were unable to open, rentals or sums of money already paid would remain the property of the organizers up to an amount corresponding to the costs already incurred.

### **33. Final Provisions**

(1) The organizers have the right to take decisions on any development not provided for in these regulations and make any necessary amendment or addition to the same with immediate effect.

(2) In signing the Stand Space Booking Contract, exhibitors declare their acceptance of these "Conditions of Participation" as well as all instructions in the documents for exhibitors, circulars, etc., and authorize the organizers in their name and on their behalf to arrange the exhibition according to the above conditions and rules.

(3) They assume full individual responsibility for the payment of the total expenses incurred by themselves, by the organizers or by third parties in connection with the installation of their stand.

**Exhibitors undertake to submit all cases of controversy to WAN-IFRA prior to commencing legal proceedings.**

### **34. Jurisdiction**

(1) The parties declare that they are agreed to submit any dispute that may arise out of the execution or interpretation of these regulations to German jurisdiction at the proper court in Darmstadt.

(2) **The English version of these Conditions of Participation is binding.**