

Special Terms of Participation (B) Early bird

The General Terms and Conditions of Participation A and the Technical Guidelines of Messe München GmbH shall apply, insofar as the present Special Terms of Participation do not contain any provisions in derogation thereof.

Duration:

Monday, 19 to Wednesday, May 21, 2025

Opening hours visitors:

Monday to Tuesday	09:00 – 18:00
Wednesday	09:00 – 17:00

Opening hours exhibitors:

Monday to Tuesday	07:30 – 18:00
Wednesday	07:30 – 17:00

Organizer and financing body:

 Messe München GmbH
 Am Messesee 2
 81829 München
 Germany

 Tel. +49 89 949-11558
info@theoutdoor.show
<https://theoutdoor.show>

All prices indicated below are net and subject to applicable value-added tax.

B 1 Application

The application is to be submitted online at <https://theoutdoor.show>. The application can also be filed via an application form, which can be requested from the exhibition organizer. It is to be submitted to Messe München GmbH fully completed and signed.

The early bird application deadline is Tuesday, **December 31, 2024**.

B 2 Eligibility

Admissible as exhibitors are all German manufacturers; all manufacturers from abroad or their German branch establishments; main importers; specialist dealers or service companies authorized by manufacturers; and those firms that are authorized by a manufacturer's works to exhibit its products. Main importers and authorized specialist dealers may only exhibit exhibits from manufacturers which are not represented at this trade fair/exhibition themselves.

All exhibits must correspond to the product index of the respective trade fair/exhibition and be designated by name and exact type in the application. Objects other than those announced and admitted must not be exhibited. The Messe München GmbH exhibition organizer has the final decision on admission.

B 3 Participation fee, advance payment for services (cf. A 7)

The net **early bird participation fees** per m² space are:

The minimum stand size is **15 m²** (except Start-up Area and special areas)

Row stand (1 side open)	EUR 116
Corner stand (2 sides open)	EUR 132
End stand (3 sides open)	EUR 142
Island stand (4 sides open)	EUR 149
Outdoor exhibition area	EUR 75

Two-story stand construction

On two-story constructions, the upper floor space is charged at **50%** of the respective ground floor rate.

The participation fee covers the stand space rental and moreover comprises extensive services provided by Messe München GmbH, which include in particular: advice on stand planning, advice on the technical conditions and requirements on site regarding stand design, advice on setting up and dismantling the stand, concept and public relations work for the fair, visitor marketing and visitor acquisition for the fair, preparation and organization of trade-fair related opening events, press conferences, presentations and exhibitor evenings, insofar as these are organized by Messe München GmbH, the preparation and implementation of forums and special shows, insofar as these are organized by Messe München GmbH or third parties on behalf of Messe München GmbH, the provision of exhibitor passes for authorized persons in accordance with clause B 11 "Exhibitor passes," the provision of ticket vouchers for visitors in accordance with clause B 12 "Vouchers," the provision of advertising media, the lighting, heating and air-conditioning of all the exhibition

spaces, basic guard service for the event site, regular cleaning of general areas, the provision of loudspeaker systems used for informing visitors to the fair, and other visitor information systems including signage, the provision of visitor lounges, meeting rooms and catering facilities for exhibitors, visitors and the press within the exhibition premises, the deployment of first-aid operatives as well as traffic routing to and within the event site.

Mandatory communication fee

Exhibitors will be charged a communication fee for each of their stands amounting to **EUR 545**. This fee includes the basic entry in the trade fair media (OutDoor Guide and online catalog and app, cf. B 10 Media services). It also covers other communication services as set out in provision B 10 "Media services (Print and Internet)." Exhibitors can book other entries in the respective advertising media for extra charges. Prices for the additional listing and promotion opportunities are given in the Exhibitor Shop. An e-mail with further information will be sent to exhibitors by the media services partner contracted by Messe München GmbH.

Advance payment

The advance payment for exhibitor services ("Advance payment," cf. A 7) is **EUR 15/m²** of rented exhibition space.

Admission vouchers for customers

Included in the participation fee are a limited number of redeemed vouchers for customers (cf. B 12).

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Cont. B 3 Participation fee, advance payment for services (cf. A 7)

AUMA charge

The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a charge of **EUR 0.60/m²** of rented exhibition space. This amount is charged by Messe München GmbH and transferred directly to AUMA.

Fixed waste-disposal fee

The mandatory, flat-rate waste disposal fee in the amount of **EUR 7/m²** is to cover the disposal of all waste generated at the exhibitor's booth during setup and dismantling and throughout the duration of the trade fair. The disposal of production waste, entire stand elements and complete exhibition stands is not covered by this fee

OutDoor Start-up Area

Companies (start-ups) from the sports business that meet all of the following criteria can participate and be admitted as exhibitors at ISPO Brandnew:

- All companies that are not older than ten years at the time of application,
- have never been listed as ISPO Munich/OutDoor exhibitors before (except Start-up Area)
- and employed no more than 50 employees.

Registration for ISPO Brandnew and the Start-up Area is binding.

Messe München GmbH will allocate the exhibition booths of the start-up companies and determine their location. The preferences of the exhibitors will be taken into account as far as possible. There is no entitlement to the implementation of specific placement preferences. If these preferences cannot be fulfilled this does not entitle the exhibitor to terminate the exhibition contract.

B 4 Co-exhibitors

The participation of companies as co-exhibitors (cf. A 4) is on principle possible. Participation is, however, subject to Messe München GmbH's prior authorization. The registration fee for co-exhibitors is free of charge. Admission can only be granted if the co-exhibitor would also be eligible as an exhibitor. However, a mandatory communication fee in the amount of **EUR 545** will be levied for each co-exhibitor. The mandatory communication fee for each co-exhibitor includes the same services as for the main exhibitor (cf. B 3).

The admission of co-exhibitors is limited. Only from an approved stand size of **20 m²** by the exhibitor, participation as a co-exhibitor is possible. For an exhibitor stand size of **20 m²**, a maximum of one co-exhibitor is permitted. One additional co-exhibitor is permitted for each additional **12 m²**.

All co-exhibitors must be registered by the main exhibitor. The application is to be submitted online at <https://theoutdoor.show>. The application can also be filed via an application form, which can be requested from the exhibition organizer. It is to be submitted to Messe München GmbH fully completed and signed.

The application deadline is Monday, **March 31, 2025**.

The participation of firms as additionally represented companies (cf. A 4) is not possible.

For each co-exhibitor without Messe München GmbH admission, Messe München GmbH is entitled to demand a penalty charge of **EUR 1,000** from the exhibitor. Furthermore, Messe München GmbH may demand that co-exhibitors without Messe München GmbH admission vacate the stand. Should the exhibitor fail to comply with Messe München GmbH's vacation demand without delay, Messe München GmbH has the right of extraordinary cancellation in respect of the contractual relationship between Messe München GmbH and the exhibitor.

B 5 Terms of payment (cf. A 7)

The amounts invoiced in all invoices issued by Messe München GmbH in connection with the event are to be transferred in euros, without deductions and free of all charges to one of the accounts specified in the respective

invoice, indicating the customer number. The times of payment specified in the invoices are binding and are to be complied with.

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B 6 Dates of setting up and dismantling (cf. A 15)

Setup

May 16 to 18, 2025

Truck check-in during setup and dismantling:

Vehicles over **7.5 t** must register at the truck (LKW) check-in on site. Further information will be made available with the traffic guide.

On the last day of setup, May 18, 2025, all delivery and stand-construction vehicles must be removed from the halls and the outdoor exhibition area by 18:00 at the latest. Vehicles which are still in the halls or the outdoor exhibition area after this time will be removed by Messe München GmbH at the risk and expense of the respective exhibitor. Furbishing work and decoration in the exhibitor's own stand space is possible until 20:00.

An extension of the setup time is permissible only in exceptional cases and with the prior written consent of Messe München GmbH, Technical Exhibition Services Division.

Dismantling

May 21 (after closing time) until 23, 2025

An extension of the dismantling time is permissible only in exceptional cases and with the prior written consent of Messe München GmbH, Technical Exhibition Services Division.

B 7 Stand design and equipment

Stand designs for stands larger than **100 m²** or stand structures exceeding **3 m** in height or with a stand covering require prior authorization. Dimensioned drawings including floor plans and elevations on a scale of 1:100 must be submitted in duplicate to Messe München GmbH, Technical Exhibition Services Division for approval no later than 6 weeks before setup begins.

Halls, general

One-story construction

The maximum construction height is **6 m**. The maximum advertising height (upper edge) is **7.50 m**.

In addition, the maximum construction height (clearance) alongside the hall walls must be observed (see description of halls and outdoor exhibition grounds).

The partition walls facing the neighboring stand must be kept white, neutral, free of installations and clean above a height of **2.50 m**. It is recommended that exhibitors install partition walls (height **2.50 m**) as demarcation to neighboring stands. Messe München GmbH supplies partition walls only at the request and expense of the exhibitor. Partition walls or additional cabin walls (height **2.50 m**) can be ordered in the Exhibitor Shop. In the case of advertising structures directly facing adjoining stands, there must be a minimum distance of **2 m** to the stand perimeters. Flashing or changing lights must not be used for advertising purposes. The stand design must be adapted to suit the type of rented stand (row, corner, end, island stand), e.g. by partition wall systems. The exhibition stand should also meet the character of the respective trade fair to preserve the visual identity of the event. Messe München GmbH is entitled to demand changes in stand design on this account.

In order to preserve the character of OutDoor as a communications and business trade show, exhibitors are requested to ensure an open stand design. Messe München GmbH is entitled to demand changes in the exhibition stand design in this context.

Stand designs can only be approved if the open sides of the stands have a uniformly open design. Erecting closed walls is permitted, provided they do not take up more than 70% of the total length of that stand side.

Stand construction approval

As a matter of principle, every planner/designer of an exhibition stand is responsible for compliance with public statutory regulations, insofar as applicable to exhibition stands, and compliance with Messe München GmbH's Technical Guidelines as well as the General Terms of Participation. No approval of plans from Messe München GmbH is necessary given compliance with the following requirements:

- stand and/or advertising structures no higher than **3 m**
- stand area no larger than **100 m²**
- stand is without covering.

Any stand concepts in non-compliance with the aforementioned requirements are to be submitted in duplicate for approval to Messe München GmbH's Technical Exhibition Services Division, containing to-scale stand design plans (ground plan, elevations and sectional drawings) no later than 6 weeks prior to official setup date. If items are to be suspended from the hall ceiling, the work involved must be carried out by Messe München GmbH's contractors. The placing of motor vehicles of any kind on the stand area for exhibition or decorative purposes is prohibited and is permissible only in exceptional cases on the prior written consent of the Exhibition Management. Moreover, multi-story stands and special constructions (such as bridges, stairs, cantilever roofs, galleries, etc.) are as a general rule subject to separate approval. Further information can be found in the "Building Regulations" under "Applications" in the Exhibitor Shop. **Please note under all circumstances the requirements set out in the Technical Guidelines and the information included in the individual notices.** For further processing, the exhibitor service forms for ordering additional stand services will be made available to you online via our Exhibitor Shop in due time, or sent to you per e-mail.

B 8 Technical installations

The technical services designated accordingly in the Technical Guidelines such as the provision of installations to supply the stand with electricity and water can be ordered only from Messe München GmbH. Wired telecommunications equipment may only be provided by Messe München GmbH; Deutsche

Telekom AG and other network operators are not authorized at the exhibition center. To connect his own stand area, the exhibitor may operate his own wireless LAN network at his stand after prior written approval from Messe München GmbH; the specifications of Messe München GmbH are to be complied with.

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B 9 Sales regulations

Open selling or other provision of goods and services from the stand is not permissible. Exhibited articles may be delivered to purchasers only after the end of the fair. It is not permitted to show the selling price openly. Under

No. 64 GewO (German trade regulation act), it is permissible to sell only to commercial resellers, commercial consumers and bulk purchasers.

B 10 Media services (Print and Internet)

The mandatory communication fee for main exhibitors, co-exhibitors and exhibitors on joint stands includes the following media services:

- Basic entry with address and communication data, hall and stand number in the online catalog and in the app
- 5 entries in the product directory in the online catalog and in the app
- Naming of all brands (without logo), publication in the brand directory in the online catalog and in the app
- Social media links in the exhibitor profile in the online catalog and in the app
- Entry with stand name (without logo) and stand number in all hall plans
- Entry with company name, hall and stand number in the OutDoor Guide.

This mandatory communication fee is invoiced by Messe München GmbH (cf. B 3 Mandatory communication fee). Exhibitors can book additional listings, e.g. in the product directory and other presentation opportunities in these communication media via the Exhibitor Shop. An e-mail with further information will be sent to applicants in good time by the media service partner commissioned, who handles these extra listings with the applicant in his own name and on his own account. Messe München GmbH assumes no responsibility for the accuracy and completeness of the trade fair media (print and online).

The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of entries placed in the trade fair media (print and online) of Messe München GmbH at the instigation of the exhibitor. Should third parties assert claims against Messe München GmbH on account of the impermissibility of the entries under law in general or the law on competition, the placer of the entries shall hold Messe München GmbH fully safeguarded against all claims asserted including all costs of any necessary legal defense on the part of Messe München GmbH. The same applies to entries from exhibitors, co-exhibitors and exhibitors on joint stands that the respective exhibitor has arranged in the Messe München GmbH trade fair media (print and online).

The official media services partner for this trade fair is:

jl.medien GmbH
Inselkammerstraße 11
82008 Unterhaching
Germany
Tel. +49 89 666166-31
info@outdoor-mediaservices.com

B 11 Exhibitor passes

For the duration of the fair, each exhibitor receives a specific number of free exhibitor passes for his stand:

In the halls

up to 20 m² of stand size	3 exhibitor passes
as from 21 m² for every further 10 m² or part thereof	1 exhibitor pass (in addition)
as from 101 m² for every further 20 m² or part thereof	1 exhibitor pass (in addition)

Additional exhibitor passes can be ordered online at <https://theoutdoor.show/exhibitors/exhibitor-services>. Exhibitor passes are intended for stand staff only and may not be passed on to third parties. In case of abuse, Messe München GmbH is entitled to withdraw the exhibitor pass. Adding co-exhibitors does not increase the number of free exhibitor passes.

The exhibitor pass entitle the holder to free use of local public transport (MVV—Munich Transport and Tariff Association).

B 12 Vouchers

Exhibitors and companies on joint stands have the opportunity to invite customers to the event free of charge with admission vouchers.

A contingent (depending on the size of the exhibitor) of online vouchers that are redeemed are included in the participation fee and are not charged for.

B 13 Photo, film and video shooting (cf. A 10)

In deviation from A 10 of the Conditions of Participation A, approval for photography, filming and video recording of the exhibitor's own stand is no longer required during the official set-up and dismantling times, or during exhibitor opening hours.

Written permission is now only required outside these times (i.e. during night closing times) and is compulsorily linked to the booking of an accompanying security guard. All information on this will be published in the Exhibitor Shop in the relevant leaflet.

The use of drones is expressly prohibited at all times (set-up, running time, dismantling).

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B 14 Stand parties

Stand parties on the exhibition stand require authorization by Messe München GmbH and must be notified by April 30, 2025 at the latest. Events may start no earlier than 18:00 and must end no later than 22:00. Until 22:30, the necessary clearing-up work may be undertaken on the stand area. By 23:00 at the latest, all persons must have left the fairgrounds. The exhibitor is responsible for ensuring that the attendees of his stand party do not access other trade fair booths or touch any exhibits located there. The exhibitor is to ensure that the attendees of his stand party follow the instructions of the safety and security service employed by Messe München GmbH. The minimum scope of the

safety and security services necessary is determined by Messe München GmbH. The exhibitor indemnifies and holds Messe München GmbH harmless in connection with the stand party.

The services provided by Messe München GmbH in connection with each stand party are charged to the exhibitor in the final invoice. To ensure a smooth, uninterrupted event, we recommend that you consult with your booth neighbors of the planned party in advance. Please note that the volume of musical renditions on the stand may not exceed **70 dB (A)**.

B 15 Deliveries

Consignments, letters and other mail to be delivered to the exhibitor's stand must carry the following details:

- Name of the event
- Stand number of the exhibition stand
- Name of the exhibitor
- Am Messesee 2, 81829 Munich, Germany

Messe München GmbH does not take delivery of consignments, letters and other mail intended for exhibitors or third parties. Exhibitors are advised not to deposit shipments or other objects unsecured in the hall or the outdoor exhibition area during setup and dismantling times.

Services with regard to the receipt and dispatch of consignments are offered by the authorized freight forwarders at the exhibition center.

B 16 Fashion shows and events

Fashion shows and events on the stand must be notified in writing to the Exhibition Management in due time. For stand parties, separate arrangements apply (see B 14 Stand parties).

B 17 Alterations

Messe München GmbH reserves the right to make alterations and additions in matters affecting technical arrangements and safety.

Status: September 2024