
Definitions

MFN: Messe Friedrichshafen GmbH, shall hereafter be referred to as “MFN”.

OSC: Upon acceptance of their stand application, exhibitors will receive access credentials for the Messe Friedrichshafen Online Service Center, hereinafter referred to as “OSC”. Media entries as well as technical and organizational orders must be submitted via the OSC using the corresponding online forms.

Participation Guidelines: The General Participation Guidelines (General Terms and Conditions, hereinafter referred to as “GTC”) are available at:

<https://www.messe-friedrichshafen.com/organizer/exhibiting-guidelines>

1. Opening Hours

The AMERICANA will take place from Wednesday, September 1, 2027, to Sunday, September 5, 2027, at the MFN exhibition grounds in Friedrichshafen. The exhibition is open from Wednesday to Saturday from 9 am – 6 pm and Sunday from 9 am - 5 pm.

The right to alter the opening times due to serious reasons is reserved. Changes will be announced in good time. Exhibitors will be admitted no earlier than one hour before the start of the event and no later than one hour after the end of the event.

2. Set-Up and Dismantling Times

2.1 Set-Up

Friday, August 27 to Monday, August 30, 2027:	7 am – 6 pm
Tuesday, August 31, 2027	7 am – 10 pm

Early set-up is only possible after consultation with the project management team and can be requested via the OSC (subject to a fee).

2.2 Dismantling

Sunday, September 5, 2027:	5:30 pm – 12 pm
Monday, September 6, 2027:	7 am – 6 pm
Tuesday, September 7, 2027:	7 am – 4 pm

Safety Notice: For safety reasons, exhibitors in Hall A2, where the horses are stabled, may only begin dismantling their stands after the horses have been loaded.

Early dismantling is generally not permitted. Please refer to the relevant provisions in the GTC. In the event of unauthorized early dismantling, a contractual penalty of €50.00 per m² will be charged.

2.3 Additional deadlines

Registration requested by:	January 31, 2027
Hall and stand allocation planning begins:	February 1, 2027

3. Registration / Admission

Registration for AMERICANA 2027 is made by completely filling out the online form which must be completed in full and signed with legally binding effect. With this intention to exhibit, the company declares to MFN its sincere interest to participate as an exhibitor. The submission of the online registration form does not constitute a claim to admission.

MFN shall submit a written placement proposal to the exhibitor, which shall require the written consent of the exhibitor within the response time set for him. Consent shall also be deemed to have been granted if the exhibitor does not respond within the specified deadline. The exhibitor's acceptance of the placement constitutes the contractual offer, from which the exhibitor can no longer withdraw once it has been received by MFN.

The contract with MFN for participation shall only be concluded upon confirmation of participation by MFN, which constitutes acceptance of the contract. Subsequent significant adjustments to the contract at the request of the exhibitor (e.g. change of contractual partner, request for replacement, etc.) after the contract has been concluded may incur additional costs. If stands are set up larger than confirmed during setup, an additional charge will be assessed for the booth space.

MFN reserves the right to make reasonable changes to the location and size of booths for planning reasons, even after the placement proposal has been submitted.

By sending the placement agreement, which does not yet constitute a claim to participation, the exhibitor accepts the Special Conditions of AMERICANA. The exhibitor also accepts the General Terms and Conditions of Participation, the Technical Guidelines, the House Rules, the Data Protection Guidelines as well as all further conditions of participation listed at <https://www.messe-friedrichshafen.com/organizer/exhibiting-guidelines>

3.1 Invoice

If the exhibitor/contractual partner wishes the invoice to be rewritten due to a change of name, change of legal form or change of address of the invoice recipient or similar, a fee of € 50.00 shall be payable for each invoice amendment. If invoices are addressed to a third party on the instructions of the contractual partner, the contractual partner shall nevertheless remain the debtor until the respective invoice has been settled in full.

4. Participation fee general

4.1 Participation fee

The participation fee includes the provision of the exhibition space, exhibitor support by the project management, the provision of the fair's own information systems, target group-specific marketing of the event, hall security, cleaning of the halls, free advertising materials for the exhibitor's own visitor advertising and a certain number of codes for exhibitor passes (see in 4.3). The prices apply to the entire duration of the exhibition. If a double-deck stand is approved, the floor area of the upper level will be charged at 50% of the participation fee.

4.2 Participation possibilities

- Exhibition stand
- Holiday on horse
- Lifestyle area
- Investment goods
- Start-Up area
- Associations and organizations
- Ranch Boulevard
- Trainer Alley
- Handmade area
- Open-air ground

The conditions for the above-mentioned participation options can be viewed at www.americana.de/en/exhibitors/registration.

4.3 Exhibitor Passes

The number of codes* for exhibitor passes included in the participation fee is based on stand size:

Up to 10 m ² :	2 codes
11 m ² – 20 m ² :	3 codes
21 m ² – 30 m ² :	4 codes
31 m ² – 40 m ² :	5 codes
41 m ² – 50 m ² :	6 codes
51 m ² – 60 m ² :	7 codes
61 m ² – 70 m ² :	8 codes
71 m ² – 80 m ² :	9 codes
81 m ² and above:	10 codes

*You can obtain your exhibitor passes in the OSC under the "Passes" tab.

5. Co-Exhibitors

Companies without their own stand space that share the stand space of other exhibitors—so-called co-exhibitors—must be registered. A fee of € 595.00 is charged per co-exhibitor. Co-exhibitors receive two complimentary exhibitor passes. Participation in the marketing and media package is mandatory for co-exhibitors.

6. Terms of payment

The participation fee is due in full immediately upon receipt of the invoice. The same applies to all other MFN invoices. Please note the payment due dates and information about the bank accounts on the MFN invoices.

7. Stand cancellation / Cancellation fee

If the exhibitor fails to participate after admission has been granted, the exhibitor is obliged to pay a cancellation fee amounting to 100% of the participation fee. Cancellation of the application is possible free of charge until admission. Stands that have not been occupied by 6 pm on August 31, 2027, may be allocated to other exhibitors by the MFN project management.

8. Stand construction requirements

The regular stand height is 2.50 m. Stands which wholly or partially exceed this height must be submitted with a plan to the project management for approval at least 4 weeks before the start of the construction work. Please consider the maximum construction height of 6.00 m. The maximum height for ceiling suspensions (lighting, audio-visual equipment, no banners) is 7.50 m upper edge of the truss. Double-decker stands must be registered and accompanied by valid structural calculations (subject to a fee). If a double-decker stand is approved, 50% of the participation fee will be charged for the footprint of the upper level. Ceiling suspensions also require approval. Further details on stand construction are available in the Technical Guidelines <https://www.messe-friedrichshafen.com/organizer/exhibiting-guide-lines>.

9. Direct Sales

The sale of goods, services and animals is generally permitted. All offered goods, services and animals must be marked by price tags. The prices must include the German VAT and all additional costs. The European WEEE Directives must be complied with.

10. Wi-Fi

MFN provides free Wi-Fi for exhibitors and visitors. Exhibitor-operated Wi-Fi networks must be registered and comply with specified requirements. Registration details and requirements are available in the OSC.

11. Use of operations equipment

For logistic and safety reasons, the use of cranes, forklifts and lifting platforms/ hydra ladders is exclusively limited to the official contract partners of MFN. These services can be ordered via the OSC.

12. Security

MFN does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are the property of the stand personal or the exhibitors. Stand guarding can be ordered via the OSC. MFN recommends booking a stand security in the OSC for the entire duration of the exhibition as well as for the set-up and dismantling period.

13. GEMA

The exhibitor is responsible for ensuring that music performances during the event are registered with GEMA in good time and in full and that fees are paid. The obligation to register includes **not only GEMA-liable but also GEMA-free music performances!** If a product or image video with GEMA-free music is used on the exhibition stand, this is still subject to registration. GEMA applications and further information at: <https://www.messe-friedrichshafen.com/company/exhibiting-guidelines>. Further details as well as information on the registration process, can be found here: [GEMA Registration](#).

14. Advertising during the exhibition

Lotteries, prize draws, quizzes, competitions, giveaways, and similar promotional activities may only be conducted or distributed at the exhibitor's own stand.

15. Deposit regulations

To access the fairgrounds with a vehicle during the set-up period, a deposit needs to be paid:
Passenger cars: € 150.00, trailer € 200,00, Trucks € 200,00, vans € 200.00 → Cash payment only. This will be refunded if you exit on time.

16. Flooring

The hall flooring consists of raw asphalt and may exhibit color variations or imperfections. Recoloring is not possible. The use of floor coverings is strongly recommended for all exhibition stands. Various flooring options can be ordered through the OSC.

17. Stand parties

Stand parties require prior approval from the project management team. An application form is available in the OSC. MFN reserves the right to charge additional fees for any extra security or cleaning services required.

18. Catering

Catering and beverage services must generally be ordered through MFN's official contractual partners. Contact details are available in the OSC. External caterers must be registered with MFN and separately approved.

19. Additional services

In addition to the participation fee, the following charges apply:

- AUMA contribution: €0.60 per m² of stand space (passed on by MFN to AUMA without surcharge)
- General waste disposal fee: €1.70 per m² (maximum € 75.00)
- Media package (mandatory listing): € 290.00. All exhibitors and co-exhibitors will be listed in the visitor catalog and on the event website, including an alphabetical entry and description of the exhibition offering. Additional entries may be available, some of which may be subject to additional charges. This applies to both exhibitors and co-exhibitors. The entry should be reviewed and updated by the exhibitors / co-exhibitor in the OSC in advance. Otherwise, MFN assumes no responsibility for incorrectly listed information. The deadline for amendments will be announced when the OSC access code is provided.

After admission, all services may be ordered via the OSC. You will receive the login data for service orders and media entries with the admission by e-mail. Please note that depending on the participation price and package, additional services may already be included.

20. Pricing / Reverse Charge Procedure

All prices apply to the entire duration of the exhibition. All quoted prices are net prices. If the statutory value added tax applies, it will be invoiced in addition. Please note concerning this the explanations of the reverse charge procedure and the VAT identification number in the General Conditions of Participation.

21. Reservations, Force Majeure, Cancellation and other changes

Unforeseeable circumstances, particularly force majeure events such as (e.g. natural disasters, war, terrorism, failure or major disruption of transport and/or communication systems, special risks arising from infectious diseases) which make it impossible or irresponsible to carry out the event as scheduled, entitle MFN to postpone, shorten and extend an event, to cancel its opening altogether and to close an event that has already begun temporarily, permanently, in individual parts or as a whole. More details: <https://www.messe-friedrichshafen.com/organizer/exhibiting-guidelines>

If the event is postponed for such reasons, MFN will announce a replacement date within one month of the postponement notice. The exhibitor may withdraw from the contract within 14 days of receiving notification of the replacement date.

If an event already in progress is shortened, extended, temporarily interrupted, or permanently closed due to such circumstances, all contractual participation fees and other exhibitor costs remain payable in full.

22. Legal Notices

Oral agreements extending beyond the scope of this contract are valid only if confirmed in writing.

Violations of Exhibition Regulations: In the event of serious violations of the exhibition conditions, MFN may immediately close a stand and arrange for its clearance without court intervention. This applies particularly to advertising that violates legal provisions, public morality, or the purpose of the exhibition, as well as advertising for ideological or political purposes.

Place of performance: Friedrichshafen

Place of jurisdiction: Tettnang / Ravensburg

Commercial Register No.: HRB 1179, Tettnang District Court

The German version of the contract shall be legally binding.