

Special Conditions

for AMERICANA 2025



DEFINITIONS

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

OSC: Exhibitors receive an access code for the Messe Friedrichshafen Online Service Center (hereafter referred to as „OSC“) upon stand admission. Media features as well as technical and organizational orders must be executed via the OSC.

General Conditions of Participation available at:
www.messe-friedrichshafen.com/company/exhibiting-guidelines

1. GENERAL EVENT INFORMATION

1.1 Opening times:

AMERICANA will take place from September 3 - 7, 2025 at the MFN exhibition grounds in Friedrichshafen.

The exhibition is open on Wednesday until Saturday from 9 a.m. to 6 p.m.

The right to alter the opening times due to serious reasons is reserved. Changes will be announced in good time.

Access for exhibitors: 1 hour before start of the exhibition and ends 1 hour after the end of the exhibition.

1.2 Set-up and dismantling times:

1.2.1 Set-up:

Friday, August 29, to Monday, September 1, 2025:

from 7 a.m. to 6 p.m.

Tuesday, September 2, 2025:

from 7 a.m. until show starts.

Advanced stand set-up has to be approved by the project management and is subject to charge.

1.2.2 Dismantling:

Sunday, September 7, 2025 from 5:30 p.m. until the day after.

Monday, September 8, to Tuesday, September 9, 2025:

from 7 a.m. to 4 p.m.

Early dismantling is not permitted. Please note the MFN General Conditions of Participation. In the event of premature dismantling, a contractual penalty of € 50,00 / sqm will apply.

1.3 Additional deadlines:

Registration requested by: January 31, 2025

Start of hall allocation: February 1, 2025

1.4 Entry regulation:

Riding motorcycles in the halls is not permitted for insurance reasons. Please note that a deposit will be charged for each vehicle when entering the exhibition grounds during set-up:
Car: € 150,00 ; Truck / Sprinter: € 200,00 (cash only).

2. REGISTRATION AND ADMISSION

Registration for AMERICANA 2025 must be made using the online form, which must be completed in full, or the PDF registration form, which must be completed in full and signed with a legally binding signature. The exhibitor hereby declares to MFN his serious wish to participate. Submission of the online or PDF registration form does not constitute a claim to admission.

MFN shall submit a written placement proposal to the exhibitor, which requires the exhibitor's consent within the response time set. The exhibitor's agreement to the placement constitutes the contractual offer from which the exhibitor can no longer unilaterally withdraw once it has been received by MFN.

The contract with MFN for participation in the event shall only come into effect upon MFN's confirmation of participation, 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 reallocation, etc.) after the contract has been concluded may incur additional costs.

By submitting the placement agreement, which does not constitute a claim to participation, the exhibitor accepts the Special Conditions of Participation of AMERICANA. Furthermore, the exhibitor accepts the General Terms and Conditions of Participation, the Technical Guidelines, the House Rules, the Data Protection Regulation and all other Terms and Conditions of Participation, which can be found at www.messe-friedrichshafen.com/company/exhibiting-guidelines

3. PARTICIPATION FEE / EXHIBITOR PASSES

3.1 Participation fee:

The participation fee includes the provision of the floor space, a certain number of codes for exhibitor passes (see item 3.2), exhibitor service by the project management, provision of the exhibition's in-house information systems, target group specific marketing of the AMERICANA, hall security, cleaning of the halls and complimentary promotional material for the exhibitor's own visitor advertising.

The fees pertain to the entire duration of the exhibition. If a two-storey stand is approved, 50 % of the stand rental fee will be charged for the space of the upper structure.

3.2 Exhibitor passes:

The number of **codes*** for exhibitor passes included in the participation fee shall be determined by the following scale:

Until 10 sqm	2 codes	51 sqm – 60 sqm	7 codes
11 sqm – 20 sqm	3 codes	61 sqm – 70 sqm	8 codes
21 sqm – 30 sqm	4 codes	71 sqm – 80 sqm	9 codes
31 sqm – 40 sqm	5 codes	From 81 sqm	10 codes
41 sqm – 50 sqm	6 codes		

* you will receive the codes for exhibitor passes as soon as the booth rental invoice is fully paid.

3.3 Co-Exhibitor

The co-exhibitor fee is € 575.00/co-exhibiting company. Definition of co-exhibitor: see General Conditions of Participation. Co-exhibitors shall receive 2 codes for exhibitor passes free of charge.

4. SERVICES & ADDITIONAL SERVICES

4.1 Additional Services:

After admission, all services may be ordered via the OSC. You will receive the access code for service orders and media entries with the acceptance documents / per e-mail.

4.2 Stand construction requirements:

The general stand height is 2.50 m. Stands that exceed this height in whole or in part must be submitted with a plan to the project management for approval at least 4 weeks before the start of construction. Ceiling suspensions are also subject to approval. Double-decker stands must be registered with a valid structural analysis (subject to a fee). Further details on stand construction can be found in the Technical Guidelines:

www.messe-friedrichshafen.com/company/exhibiting-guidelines

4.3 Hall floor:

The hall floor is made of rare asphalt. Colour defects are possible (re-colouring is not possible). The use for floor covering is strongly recommended. Various floor coverings can be booked in the OSC.

4.4 WIFI:

MFN has its own WIFI, which exhibitors and visitors can log onto. Exhibitor's own WIFI must be registered and comply with specific conditions. Registration and prerequisites can be accessed via the OSC.

4.5 GEMA:

Exhibitors have to register the use of copyright music, videos or movies with the German authority GEMA. Registration forms are available at: www.messe-friedrichshafen.com/exhibiting-guidelines

4.6 Stand parties:

Stand parties must always be approved by the project management and can be registered via the OSC. MFN reserves the right to charge a fee for additional required security and cleaning.

4.7 Catering:

MFN has official exclusive contract partners for catering and beverage services – addresses can be found via the OSC. Any other company must be registered with MFN.

4.8 Guarding / Liability:

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.

4.9 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.

4.10 Additional services:

In addition to the participation fee, the acceptance of the following services is obligatory:

- Flat fee for general waste disposal: € 1.30/sqm stand space (max. € 70.00)
- The AUMA fee of € 0.60/sqm to be paid by the exhibitor will be invoiced by MFN for the AUMA and passed on (see General Conditions of Participation).
- All exhibitors will be included in a guide and on the website of the show. An entry will be made in the alphabetical directory with information about the exhibitor's offerings. A flat media fee of € 270.00 will be charged for the mandatory entry in the exhibitors directory (exhibitors and co-exhibitors). The entry should be edited in advance by the exhibitor in the OSC, otherwise MFN does not assume any responsibility for false media entries. The deadline for the close of editing will be announced with the notification of the OSC access code.
- Please note that depending on the participation price and package, additional services may already be included.

5. SPECIALS

5.1 Direct sales:

Direct sales of products and services is generally permitted. All offered products and services have to be declared with price tag. The prices have to include German VAT and all additional costs.

5.2 Advertising during the trade fair:

Tomboles, competitions, quizzes, prize draws, the distribution of promotional gifts or similar may only be held or distributed at the exhibitor's own stand.

6. TERMS OF PAYMENT

All invoices are to be paid in full immediately after receipt of invoice without any deductions. This provision is deemed a special agreement as defined by clause 6 of the General Terms and Conditions of Participation. The right to occupy a stand is secured only if the contractually agreed payment deadlines have been met. Stand staff must be able to pay outstanding service bills (e. g. electricity, partition walls) during the exhibition.

7. STAND CANCELLATION / CANCELLATION FEE

- Withdrawal from registration is possible free of charge until admission
- If the exhibitor withdraws after admission, the exhibitor is obliged to pay a cancellation fee of 25% of the participation fee if the stand can be rented out again. If this is not the case, the exhibitor is obliged to pay 100% of the participation fee.
- Stands that are not occupied by 6 p.m. on September 2, 2025 may be re-rented by the project management

8. LEGAL NOTICES

8.1 Verbal agreements:

Verbal agreements that go beyond this contractual framework shall only apply after written confirmation.

8.2 Violation of the exhibition conditions:

In the event of serious violations of the exhibition conditions, MFN may close a stand immediately and clear it itself without having to seek legal assistance. This applies in particular to advertising that is contrary to legal regulations, morality or the purpose of the exhibition, as well as advertising for ideological or political purposes.

Place of fulfillment for both parties is Friedrichshafen

Place of jurisdiction: Tettang/Ravensburg

HRB No. 1179 Register court, Tettang local court

The German version of the contract is legally binding

8.3 Pricing/ reverse charge procedure:

The prices refer to the entire duration of the trade fair. All prices quoted are net prices. If statutory VAT is applicable, it will be charged additionally. Please note the explanations on the reverse charge procedure and the VAT identification number in the General Terms and Conditions.

9. RESERVATIONS, FORCE MAJEURE, CANCELLATION AND OTHER CHANGES TO THE EVENT

9.1 Unforeseen events:

Unforeseen events, in particular cases of force majeure (e.g. natural disasters, war, terror, failure or massive disruption of transport and/or communication links as well as special risks in the event of infectious diseases), which make it impossible or irresponsible to hold the event as planned, entitle MFN to postpone, shorten and extend an event, to cancel its opening completely and to close an event that has already begun temporarily, permanently, in individual parts or as a whole. Further details:

www.messe-friedrichshafen.com/company/exhibiting-guidelines

9.2 Participation fee

9.2.1 In the case that an event is postponed for a reason specified in 9.1, the following applies: MFN will determine a replacement date no later than one month after the announcement of the postponement of an event. The exhibitor has the right to withdraw from the exhibitor contract within 14 days of receiving notification of the replacement date.

9.2.2 If an already started event is shortened, extended or closed (temporarily, permanently, in individual parts or in total) for one of the reasons specified in section 9.1, then the payments to be made by the exhibitor according to the exhibitor contract - the participation fee as well as any costs to be borne by the exhibitor - must be paid in full.