



GEMA
CustomerCenter
Berlin 11506

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Internet www.gema.de

 Not yet a customer

MUSIC AT TRADE FAIR STANDS/BOOTHS

INFORMATION ON THE EXHIBITOR

Salutation	Name, first name
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Street no.	Postcode City
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(Mobile) phone	Website
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E-mail	Value added tax identification number
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Are you a member of one of GEMA's general contractual partners?

<input type="checkbox"/> No	<input type="checkbox"/> Yes	Name of the overall contract partner	Member since (DD.MM.YYYY)
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BILLING ADDRESS (IF DIFFERENT)

Salutation	Name, first name
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Company/association/society	Function
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Street no.	Postcode City
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INFORMATION ON THE TRADE FAIR

Street no.	Postcode City
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Where is your stand located? In closed rooms In the marquee/pavilion Outdoors

Duration of the fair (from - to)	Name/number of the exhibition	Stand number	Stand/action area in sqm
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Stand: 06.02.2023

INFORMATION ON MUSIC AND MEDIA

What media do you use at your stand?

Radio

CD/MP3/streaming

Video (DVD/MPEG/streaming)

Number of screens **up to**
42 Inch (106 cm) diagonal

Number of screens **over**
42 Inch (106 cm) diagonal

TV

Number of screens **up to**
42 Inch (106 cm) diagonal

Number of screens **over**
42 Inch (106 cm) diagonal

Do you only play public service channels on these screens?

Yes No

BUSINESS FILMS AND PROMOTIONAL VIDEOS

Note: In order for us to be able to license your business films and promotional videos, we ask you to fill out the form „AV Produktion Wirtschaftsfilm“ and send it to us by e-mail to kontakt@gema.de. If you have already purchased a licence, please enter the title and your licence number here:

1	Title of the film/video	Licence number
2	Title of the film/video	Licence number
3	Title of the film/video	Licence number

SHOWS AND ACTIONS WITH MUSIC (e.g. FASHION SHOWS)

Date	Number of shows	Duration in min./sec.	Music takes place through ¹
1	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
2	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
3	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
4	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
5	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
6	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
7	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

¹ **A** = Live music **B** = Audio (CD/MP3/vinyl/streaming) - Original sound carrier **C** = Video (DVD/MPEG/streaming) - Original picture sound carrier
D = Audio (CD/MP3) – self-made copies **E** = Video (DVD/MPEG) – self-made copies

STAND PARTIES OR OTHER EVENTS

1 Number of visitors

Music takes place through¹

What net expenses do you have for these events?

Artists' fees (e.g. musicians, performers, DJs, etc.)	<input type="text" value="€"/>	Other costs for the use of music:	
Costs for accommodation of the artists, catering etc.	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Fees for moderation	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Costs for stage technology/technical equipment	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Sum 1	<input type="text" value="€"/>		Sum 2 <input type="text" value="€"/>
			Carry forward Total 1 <input type="text" value="€"/>
			Total <input type="text" value="€"/>

2 Number of visitors

Music takes place through¹

What net expenses do you have for these events?

Artists' fees (e.g. musicians, performers, DJs, etc.)	<input type="text" value="€"/>	Other costs for the use of music:	
Costs for accommodation of the artists, catering etc.	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Fees for moderation	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Costs for stage technology/technical equipment	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Sum 1	<input type="text" value="€"/>		Sum 2 <input type="text" value="€"/>
			Carry forward Total 1 <input type="text" value="€"/>
			Total <input type="text" value="€"/>

3 Number of visitors

Music takes place through¹

What net expenses do you have for these events?

Artists' fees (e.g. musicians, performers, DJs, etc.)	<input type="text" value="€"/>	Other costs for the use of music:	
Costs for accommodation of the artists, catering etc.	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Fees for moderation	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Costs for stage technology/technical equipment	<input type="text" value="€"/>	_____	<input type="text" value="€"/>
Sum 1	<input type="text" value="€"/>		Sum 2 <input type="text" value="€"/>
			Carry forward Total 1 <input type="text" value="€"/>
			Total <input type="text" value="€"/>

¹ A = Live music B = Audio (CD/MP3/vinyl/streaming) - Original sound carrier C = Video (DVD/MPEG/streaming) - Original picture sound carrier
 D = Audio (CD/MP3) – self-made copies E = Video (DVD/MPEG) – self-made copies



MUSIC FOR ALL GEMA IS YOUR PARTNER

Music has a value. For you and for your customers

Set the right tone. Your customers will thank you for it.

- Music has a positive influence on body, mind and soul. This is a scientifically proven fact.
 - Targeted use of music acts as a boost to sales. In this way you can increase your turnover. This has also been proved.
 - Music is the acoustic visiting card of your company. You can use it to set yourself apart from your competitors.
- All in all, music contributes to your business success.

Music has a price. Because music authors have to live as well

Creative achievements do not appear out of the blue. They are the result of hard work. That is why there are such things as patents, for example, so that inventors can benefit from the exploitation of their ideas. And it's just the same with music: it doesn't happen on its own.

Composers, lyricists and music publishers therefore have a legally vested right to a reasonable remuneration. For your company this means that music can only be communicated to the public with the permission and remuneration of the music authors. That is only fair: they don't work for free either.

Music has an address. And it is GEMA

GEMA has two main functions: first of all, we help you to easily obtain all the rights to use music, and we pass on your licence payments to the composers, lyricists and music publishers.

- You have access to the whole worldwide repertoire of music.
- You are on the safe side, because your use of music is legal.
- With GEMA you have just one contact partner and it is not up to you to negotiate with the owners of exploitation rights all over the world. Your administrative costs are virtually nil.
- You decide for yourself about the terms of your licensing agreement.
- You can of course set off the costs of the music you use against tax as an operating expense. And the VAT shown in the licence statement can also be deducted as input VAT.

Music is fun. That's why there's a licence.

Obtaining a licence for legal use of music is an easy matter.

- If our agent has already paid you a visit, he will attend to all the formalities for you.
- Or you can give us a call. Our customer advisor will then talk to you about all the details of the music you plan to use.
- In both cases you will be given an offer. You should take your time and go through the contract carefully. As soon as you have signed and returned the contract and paid the agreed amount, you will have your own personal licence.
- Online Price calculator www.gema.de/portal

QUESTIONS AND ANSWERS ABOUT GEMA

What are authors' rights?

Authors' rights affect, among other things, music, texts (e.g. novels, poetry or song lyrics) and pictures (e.g. photographs, films or paintings). Throughout the world there are national laws and international agreements to protect the rights of the authors.

Who holds which music rights?

The copyright for music is held by the relevant composers, lyricists and music publishers. Wherever their works are played ("exploited"), they are entitled to claim payment.

What does GEMA have to do with this?

GEMA – or in its long form the "Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte" (Society for musical performing and mechanical reproduction rights) – is a so-called "collecting society". This means that composers, lyricists and music publishers in Germany have organised themselves into the economic association of GEMA and given it the mandate to administer their rights on their behalf. GEMA currently has about 78,000 members.

What do you get from GEMA?

In simple words: You have legal access to music from all over the world, because GEMA is the German collecting society representing the worldwide repertoire of music. This therefore also includes music from abroad. To this end, GEMA cooperates closely with its sister societies in all countries of the world.

What obligations do you have with respect to GEMA?

You have to report the music used in your company in advance. If this has not yet been done, you can enter into an appropriate agreement with GEMA now. If you play or perform music without obtaining the relevant exploitation rights, this can result in compensation claims and cost you up to double the normal royalty. In addition, all organisers of live musical events are obliged by law to submit their music programmes. It is advisable to complete and return the cue-sheet forms provided by GEMA.

What rights do you have with respect to GEMA?

You can decide for yourself which exploitation rights you intend to use. GEMA is obliged to give you these rights ("licences") on reasonable terms.

What are the costs for the legal use of music?

There are a large number of individual royalty rates, which are tailored to the type of music you use. You should talk to your GEMA agent or your GEMA advisor in the Regional Office about which solution would be best in your case.

What responsibilities does GEMA have?

GEMA has several responsibilities:

1. It examines whether and where copyrighted music is performed, communicated to the public, broadcast, reproduced or distributed. This also includes, for example, music played in shops and offices.
2. It investigates who holds which authors' rights.
3. It collects the royalties due for the use of music rights.
4. It distributes the revenues to the composers, lyricists and music publishers entitled to receive royalties after deducting its own administrative costs (approx. 15 %).

What happens to the money that I pay?

About 85 % of the revenue goes to the music creators. You can therefore be sure that your payments to GEMA do actually end up with the right recipients. Another thing you should know is that GEMA does not itself make any profit. It is prohibited from doing so by law.

Who controls GEMA?

GEMA is supervised by the state. Its work is subject to supervision and control by the German Federal Ministry of Justice through the German Patents and Trademarks Office, the German Federal Cartel Office, and the Berlin Senator of Justice.

Who is liable to make payments to GEMA?

Anyone who is responsible for the organisational and economic side of music used in public. This includes, for instance, restaurateurs, retailers, associations, hoteliers, hairdressers, doctors, videothèques, bus companies. You can find out from your GEMA advisor whether you are one of GEMA's customers.

What duties do the GEMA agents have?

They represent the interests of lyricists, composers and music publishers on behalf of GEMA. Each GEMA agent can of course prove his identity to you. Let him advise you at your convenience.

DO YOU HAVE ANY QUESTIONS?

We are glad to be here for you.

You will reach us:

T +49 30 588 58 999 (14 ct/Minute)

E kontakt@gema.de

TRADE FAIRS

*Tariff for the communication to the public of GEMA repertoire works
for entertainment purposes without event character at trade fairs and exhibitions*

Tariff WR-MES

01/01/2024 (29)

Net amounts plus currently 7 % value-added tax

I. ROYALTY RATES

1. via audio recordings

per stand/booth € 20,70 per day

2. via radio broadcasts

per stand/booth € 13,90 per day

3. via television shows

3.1. per television € 7,20 per day

3.2. Large screen* or television wall
per initiated 100 m² of stand/booth
space € 13,90 per day

4. via audiovisual recordings

4.1. per playback device (=monitor) € 34,80 per day

4.2. Large projection* or video wall
per initiated 100 m² of stand/booth
space € 69,40 per day

*Large screens within the meaning of the royalty rates are screens with screen sizes of more than 42 inches.

II. GENERAL PROVISIONS

1. Scope of application

The royalty rates apply to the communication to the public of GEMA repertoire works in the GEMA repertoire for entertainment purposes without event character

- a) communication to the public via video and audio recordings
- b) communication to the public via radio and television shows

exclusively at trade fairs and exhibitions, insofar as the stands/booths have an area size of up to 1,000 m² and use is made in the exhibitor's own name and own account.

2. Timely acquisition of the consent

The royalty rates only apply, if GEMA's consent is obtained in good time prior to the commencement of use.

3. Scope of the consent

The consent only comprises the rights to which GEMA is entitled to.

The royalty rates are payable irrespective of the number of works of the GEMA repertoire played and irrespective of the extent to which the granted exploitation right is used.

4. General agreement discount

Members of organisations with whom GEMA has concluded a general agreement for this tariff shall be granted a discount in line with the contractual provisions of said general agreement.