

Application conditions Startup Days

21 - 22 January 2025

§ 1 Scope of application; definitions

- 1.1 These application conditions of Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany (hereinafter also referred to as "**MB**") apply to the Green Week Startup Days event (hereinafter referred to as the "**event**") and describe the requirements and participation conditions for startups applying.
- 1.2 These application conditions apply in addition to the special participation conditions of Green Week (hereinafter "**BTB**"), other event-specific guidelines and the technical guidelines of the Berlin ExpoCenter City event site (hereinafter "**technical guidelines**"), the house rules and the fire safety regulations, part A (collectively referred to as the "**terms and conditions of MB**"). The latest version of the terms and conditions of MB are available on the event's website in the downloads section or at www.messe-berlin.de. The exhibiting company shall be obliged and shall be responsible for ensuring that the persons it employs at the event and other vicarious agents are also aware of all the obligations incumbent on them under the joint participation agreement.

§ 2 Dates

Duration of the event

21 – 22 January 2025

Registration deadline

15 November 2024

Subject to change, please note the following information later if necessary.

§ 3 Eligibility and admission

- 3.1 Only startups from the agtech and food industry will be admitted as exhibitors at the event. These can be
- mature companies with a scalable and market-ready product,
 - but also young companies that have just been founded.
 - And companies that can demonstrate that their idea supports at least one of the 17 UN Sustainable Development Goals.

The Andreas Hermes Academy decides on admission in co-operation with Green Week.

- 3.2 To apply for a place at the event, please use the application form on the website during the registration period: Green Week – Startup Days <https://www.gruenewoche.de/de/events/startup-days/>

The application process is only complete once all the required details have been entered in the application form and any additional submissions have been made.

The following information must be provided during the registration process:

- Company name, street, house number, postcode, city, country, e-mail, website, telephone
Contact person: first name, surname, e-mail, telephone, address – if different from company address – (voluntary information)
- Management details (voluntary)
- Details of the startup: month of foundation, year of foundation, description of the business idea/product, taking into account the selection criteria mentioned under item 3.1.

The participants guarantee that the information and image material submitted with the application can also be used for communication in various channels and that the participants have the necessary usage rights.

Participants shall indemnify MB against any third-party claims and compensate MB for any damage incurred by

MB within this context, including any legal defence costs incurred.

- 3.3 The exhibitor will receive a confirmation of receipt of their application by e-mail; this neither constitutes admission to the event nor can it be seen as definitive confirmation of participation.

- 3.4 The official application deadline for the event is 15 November 2024. All applications received will then be notified of the result of the selection process by e-mail to the e-mail address provided by the contact person by the end of the year at the latest.

§ 4 Presentation area

- 4.1 Attendance at the event is free of charge.
- 4.2 The free Startup Days package includes:
- Participation in the Startup Day pitch
 - 1x presentation counter/table with two chairs
 - Space for poster displays/roll-ups (dimensions to be agreed with the organiser in advance) brought along by oneself
 - Exhibitor passes
 - General hall supervision
 - Stand cleaning
 - Media package basic entry (see media package info sheet)

§ 5 Liability

It is agreed that there are no mutual claims between MB and startups that qualify to participate in the startup area.

§ 6 Right to use image material

The participating startups grant MB a non-exclusive usage right free of charge, unlimited in time and space, which is used by MB within the context of the presentation of the product/company in the various communication channels of MB (e.g. website, social media, press coverage) – including the industrial property rights used (e.g. trademarks). The data protection provisions of MB apply here. Participants are aware that no separate remuneration will be paid for the transfer of use.

§ 7 Cancellation

MB may cancel or terminate the event at any time without any claims being asserted against MB. MB may subsequently exclude individual participants if, for example, the participants' offer violates applicable law. The participants alone shall examine any tax implications. Any invalid clause shall not render these participation conditions invalid; it shall be replaced by an economically comparable provision.