

Italian Joint Participation at Grüne Woche 2025

Contract for Overall Design and Stand Construction

Messe Berlin and its Italian representative, P&G EXHIBITIONS-MARKETING-MEDIA/Milan, are the organizers of the Italian joint participation at Grüne Woche 2025.

In connection with the stand registration of Grüne Woche, the exhibitor must commission the overall design and the basic construction/equipment in accordance with this Form. The order for the stand construction must be handed in **by 22. November 2024 at the latest, otherwise no stand space can be offered or a late booking surcharge of 20% will be charged.**

The additional conditions for exhibitors of the Italian joint participation as well as the General Conditions of Participation of Messe Berlin and the Special Conditions of Participation of the Grüne Woche apply.

The service includes:

- Overall stand and hall design including lighting
- Walls
- Floor covering: PVC
- Sales counter with supports and pent roof
- Cabin (storage)
- Lighting
- Fascia with exhibitor name
- 3,3 kW basic connection with 1 pc. 3-fold plug strip
- Lounge area for visitors



We hereby order the overall stand design and the basic stand equipment for our trade fair participation for a size of _____m² at a price of € 168.00 per m² plus VAT at the statutory rate. This includes a share in costs for the overall design of the joint stand.

Deadline: 22. November 2024

Date and Place

Company stamp and legally binding signature



Additional Conditions for Exhibitors of the Italian Join Participation at the Grüne Woche 2025

In addition to the General Terms and Conditions of Messe Berlin and the Special Terms and Conditions of the Grüne Woche, Messe Berlin issues the following additional conditions of presentation for exhibitors of the joint participation:

- Only Italian products from the food and agricultural sector may be offered and sold in the Italian Joint Participation (proof of origin must be provided upon request). The exhibiting company must be based in Italy. Cultural exhibits or tourist services related to regional specialties may also be presented to liven up the participation.
- Admission and allocation of the requested stand spaces will be carried out exclusively by Messe Berlin in cooperation with the Italian representative of Messe Berlin, P&G EXHIBITIONSMARKETING-MEDIA in Milan. The main focus is on a balanced and high-quality offer.
- To ensure a representative joint participation, a uniform design and decoration will be realized. Exhibitors will be obliged to use a frame stand construction offered by Messe Berlin, which includes stand construction, floor covering, electrical connection, fascia lettering and daily cleaning.

**Stand construction must be ordered by 22. November 2024 at the latest using a separate form.
After this deadline, a late fee of 20% will be charged.**

Costs:

Stand rental	170,00 EUR/m ² , plus surcharges: Corner- (10%), Peninsula- (20%) and Island stand (30 %) pro m ²
Stand construction	168,00 EUR/m ²
AUMA fee	0,60 EUR/m ²
Media Package co-exhibitors	150,00 EUR

All prices are subject to statutory value added tax (19 %).

- Additional services for the individual design of the stands can be ordered in BECO Shop – the online shop for exhibitors. These services will be invoiced separately after completion of the event.
- Company-owned stand construction is only possible from a stand area of at least 100 m² but is also subject to the criteria of a high-quality product as well as a representative appearance, which must be proven with appropriate documentation.
- The usual legal regulations (price labeling, restaurant permit, liquor license, trade and competition law, law on the protection of minors, etc.) must be strictly observed. You will find further information on this in our information on management of stands.

We accept the above Additional Terms and Conditions as a supplement to the General Terms and Conditions of Messe Berlin and the Special Terms and Conditions of the Grüne Woche.

Date and Place

Company stamp and legally binding signature