

»» **Get on board.**

smart times 2016

Hamburg

Germany, 26th to 27th August 2016.



smart



Exhibitor guidance.



smart – a Daimler brand

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1. General information

smart times is the biggest community event of the brand smart. In 2016 the international smart community meets for the 16th time to celebrate their car. For ten years, Austria was hosting smart times. Since summer 2011 it has been hosted by changing European countries. On its annual journey smart times has already presented itself in Riccione (Italy), Antwerp (Belgium), Lucerne (Switzerland), Cascais (Portugal) and last year in Budapest (Hungary). smart times 2016 will be hosted from 26th to 27th of August in Hamburg (Germany).

Exhibitors applying for participation should follow the philosophy of smart and contribute positively to the event.

All further information on the event can be found on www.facebook.com/smarttimes and www.smart.com/smarttimes.

Further: Sign in online and get your welcome goodie on www.smarttimes16.com.

1.1 Gender clause

All references to persons, owners and occupants in this guidance shall mean to include both genders, and their use shall be considered synonymous with the terms he and she.

2. Definition of terms

2.1 The organizer

The organizer of the event on behalf of Daimler AG, smart is:

MK Marketing GmbH
Haekkelstraße 23a
A – 1230 Vienna
Commercial register: FN 236182b
VAT number: ATU57298409

If the term organizer is mentioned in the following exhibitor guidance all team members from the mentioned company are included.

In case of any questions please contact:

Name: Manuel Gebetshammer

E-Mail: manuel.gebetshammer@lautstark.com

Phone: +43 699 15 20 10 62

Name: Andrea Petto

E-Mail: andrea.petto@daimler.com

Phone: +49 151 586 130 94

2.2 Exhibitor

An exhibitor according to these guidelines is a person or company without exception that has the intention to present and/or sell its products at smart times 2016 in the way according to point 1. It is explicitly prohibited that an exhibitor is acting as smart club at the same time or that a smart club is presenting oneself additionally as exhibitor at smart times 2016.

Furthermore, an exhibitor according to these guidelines is a person or company that has filled the application form completely and has received a confirmation of the registration and the reservation of the stand at the exhibition area.

2.3 Exhibition duration

The regular exhibition duration of smart times 2016 on the event area (see attachment 2 venue plan) takes place as following:

Friday, 26. August 2016: 10.00 a.m. – 10.00 p.m. *
Saturday, 27. August 2016: 10.00 a.m. – 10.00 p.m.*

*subject to change

2.4 Event / Exhibition area

The event/ exhibition area of smart times 2016 is directly integrated into the Event area. Exhibition area (see attachment 2 venue plan).

2.5 Exhibition stand

Exhibition stand means each limited space allocated to a certain exhibitor.

The organizer of smart times 2015 is trying to offer the same conditions to all exhibitors. Due to this fact, it is the aim of the organizer to harmonize the appearance of all exhibitors, to create a homogeneous exhibition area, and give all exhibitors equal possibilities to present themselves.

3. Application

3.1 Procedure of application

The registration as an exhibitor is possible via application form (see attachment 1). After the application the exhibitor gets a temporary affirmation, which is fixed after payment.

3.2 Order of applications

The number of exhibition stands on smart times 2016 is limited. To guarantee the best use to capacity of exhibition stands, the organizer selects the exhibitors in the order of the incoming payments and not in the order of bookings. The allocation of the exhibition area to the exhibitors falls alone to the discretion of the organizer. The organizer may decline single bookings without further explanation. The organizer reserves the unrestricted right to reduce booked exhibition space, if the event situation or scenario and land-use planning so requires.

4. Booking and packages

4.1. Booking

The booking has to be done via fax to +43 1 99 71 22 199 or via mail to manuel.gebetshammer@lautstark.com. The booking is binding and may not be cancelled. (see 5)

4.2 Outdoor Exhibitor Package

Package Outdoor includes:

- exhibition space of 50m² (width: 5m, length: 10m)
- 1x 220 Volt power supply
- free access to exhibition area during time of construction and deconstruction
- All company logos will be published in the smart times programme as part of the list of exhibitors (The logo has to be provided until the 30th April 2016 in the following data form: file size of 3 MB minimum; width: 500 pixels min.; resolution of 300 dpi min.; format: jpg, png or open eps. In case of eps please

guarantee that all fonts are converted)

The logo must be send to lautstark without being asked to. In case of non-transmission the exhibitor will not be shown in the smart times program – there is no entitlement to any financial compensation. In case of the transmission of the logo in insufficient quality, lautstark is not liable for potential faults of print quality (in the program as well as on the tent-branding).

Price of the Outdoor Exhibitor Package: € 179,00,- (excl. taxes)

4.3 Package Exhibition

Alternately or in addition to own equipment, it is possible for exhibitors to rent additional equipment. For offers and fees for additional equipment see the attachment “Exhibition Catalogue”.

The organizer is open to new ideas, suggestions and encouragement of the exhibitor. On request, the organizer is able to make you individual offers.

4.4 Not included services

Included are only the services explicitly mentioned under 4.2. Please note that waste disposal and WiFi are not provided by the organizer. We recommend individual usage of prepaid internet cards.

4.5 Deposit

Please note that the exhibitor has to transfer a deposit for pollution, destruction or waste disposal to the exhibitor. The deposit will be retransferred at the end of the exhibition from the organizer to the exhibitor if there is nothing to make a complaint about regarding the above mentioned topics.

Price deposit: € 1.000,00,- (excl. taxes).

5. Cancellation and withdrawal

It is not possible to cancel or withdraw the booking of an exhibition package. The exhibitor guarantees to manage the place due to his description in the registration in order to ensure a proper presentation. The organizer has the right to exclude the exhibitor from the event in case of a failure of this regulation. The subleasing of the exhibition stand is forbidden.

6. Terms of payment

The complete amount of the chosen package (+ deposit) has to be paid via transfer at the latest 14 work days after temporary application confirmation.

The amount has to occur to the following account:

Account holder: MK Marketing GmbH

Account number: 50980180003

Bank code: 12000

IBAN: AT851200050980180003

BIC/SWIFT: BKAUATWW

Please don't forget to add the subject “Exhibitor st16” and your name/your company's name to every bank transfer. Transfers, which cannot be assigned, will not be taken account of.

We put forward that all the possible taxes bound to the banking actions or the transfer (such as foreign transactions) have to be paid by the exhibitors. Charging will be made in €.

7. Construction and deconstruction

7.1 Construction

Construction of the exhibition equipment has to be finished before the official opening of the event, which means Friday, 26th of August 2016, 10.00 am. If this date and time can't be followed, the exhibitor has to inform the organizer early.

Construction times are:

Thursday,	25. August 2016, from 09.00 a.m. until 04.00 p.m.
Friday,	26. August 2016, from 08.00 a.m. until 10.00 a.m.
Saturday,	27. August 2016, from 09.00 a.m. until 10.00 a.m.

7.2 Deconstruction

It is prohibited to start with deconstruction before the official beginning of deconstruction of the event. The official deconstruction time starts Sunday, 28th of August 2016 09.00 a.m. and ends Sunday, 28th of August 2016 at 04.00 p.m.

8. Registration and approval

8.1 Exhibitor registration

The exhibitor has to report to the smart times check-in desk or to a contact person of the organizer before the construction of the exhibition stand. There the exhibitor gets the construction approval and a first briefing of their stand (view 8.3).

8.2 Entrance event area

The entrance to the event area has to be done via the southern gate. Every car will get an access card, which has to be placed visible on it, as well as every person will get an access bracelet.

8.3 Approval

The approval of exhibitor stand construction is only given if all due accounts are balanced. After having received the approval, the exhibitor can start with stand construction.

9. Performance on the exhibitor stand

9.1 Obligation of presence

The exhibitor is committed to occupy the stand and to provide staff during the whole exhibition duration.

9.2 Terms of lease

The exhibition stand and all provided material and additional equipment belong to the organizer. Adaptation, modification and especially nailing, screwing, welding, adherence, painting and repapering is not allowed. For possible losing or damage the exhibitor is liable in the amount of replacement cost.

9.3 Construction height

The maximum height of any stand construction may not be more than 2,5 meters.

9.4 Sound systems

The usage of loud speaker and sound systems needs a written agreement of the organizer in advance. The permission will only be granted if surrounding exhibitors will not be affected. The permission can be revoked in any case of disturbance.

9.5 Cleaning

The exhibitor is responsible for the cleaning of the exhibition stand. Waste, especially packing material may not be visible on the exhibition stand during event time. Furthermore the exhibitor is committed to clear the exhibition stand completely by the end of the official deconstruction. In any case of not following these rules, the organizer will take care of clearance at the expense of the exhibitor.

9.6 Behaviour

During the whole event the exhibitor has to appear in adequate clothing and has to follow the good conventions of the business world.

9.7 Life Tuning

During smart times 2016 the exhibitor has the possibility to make Life Tuning on visitor's cars. The exhibitor has to take care that the deployed personnel meets the required qualifications. Further, the used materials and parts have to meet all current quality standards. For damages caused by Life Tuning on vehicles, only the exhibitor is liable.

9.8 Food & Beverage

All forms of gastronomical activities at the exhibition stand are not permitted. Distribution of food & beverages needs a written agreement of the organizer in advance. If beverages are distributed, it is not allowed to use glasses.

9.9 Animals

Animals are prohibited on the entire smart times 2016 event area (Großmarkt Hamburg).

10. Liability

The organizer does not take over any responsibilities for exhibition goods or equipment at the exhibition stand and excludes all liabilities for any damages and losses in this respect. The exhibitor may not use floor-anchoring (especially for tents). The exhibitor is liable for all damages caused to the ground of the exhibition area. The exhibitor takes over the responsibility for all kinds of damages for the organizer, which occur through his/her participation. The organizer is not liable for any damages to the exhibitor's equipment caused by the forces of nature (especially storms). These mentioned points refer to all assistants, as well as relatives and all authorized persons of the exhibitor in the same way.

11. Surveillance and insurance

11.1 Surveillance

The exhibitor takes over the responsibility for the stand, the exhibits and preventive fire protection. The event location is guarded by a security company of the organizer, but the organizer does not take over any surveillance for the exhibitor's stand and equipment.

In particular, the adherence of the locally common regulations concerning the presentation of vehicles with petrol and diesel engines in exhibition halls has to be guaranteed by the exhibitor.

11.2 Insurance

The organizer is not insured on thievery or harm of exhibition goods. We recommend the exhibitors to close an exhibition insurance and/or liability insurance.

12. Vehicle agreements

12.1 General agreement on vehicles

We ask for your understanding that it is only allowed to pass the event location with a smart vehicle without any exception. During construction and destruction times the event area may be accessed with other cars.

12.2. Parking

Transport vehicles etc. have to be placed on special parking areas beside the event location (see attachment site plan). For any damages on the parking areas (breakdown, break-in, burglary etc.) caused from third parties the organizer cannot be held liable in any case.

13. Advertising

13.1 Advertising on the exhibition stand

Any kind of advertisement is only permitted within the exhibition stand. All additional advertising actions, dispensations etc. have to be permitted by the organizer previous to the event.

13.2 Advertising previous to the event

The exhibitor is asked to advertise his participation at smart times 2016. Therefore the organizer offers the following material for free download:

- Logo smart times 2016
- smart times 2016 teaser movie

Both files can be implemented on exhibitor's homepage, newsletter, Email signature etc.

14. Instruction of the organizer and provision of information

The exhibitor is committed to allow the organizer to enter his stand at any time. The exhibitor and his staff have to follow the instruction of the organizer. In case of fire danger or any other danger all present persons have to leave the endangered rooms quickly and according to the instruction of supervisor or the organizer.

14.1. Picture/Sound/Video

We point out explicitly that on smart times 2016 picture, video and sound recording is done and used for commercial marketing and communication. With your order of an exhibitor package you approve the usage of all these data.

Attachment 1 – Exhibitor application form

(Only complete applications can be accepted)

Please fax to: +43 1 99 71 22 199 or please send to: manuel.gebetshammer@lautstark.com

Exhibitor Data

(Please fill in legible and in capital letters)

Company:	Telephone:
Contact person on location:	Fax:
Street:	Mobile Phone:
Country, ZIP, City	Commercial register:
E-Mail Address:	VAT Reg. No.:
Product field:	
Displayed products:	

Life Tuning

Yes:

No:

Short description:

Package

Package Outdoor _____ x € 179,- (excl. taxes.)

I agree to the exhibition guidelines as well as to the general terms and conditions of the organizer. This application is binding.

(Only complete applications can be accepted)

Signature, Date, Company stamp

mk marketing gmbh
haeckelstr. 23a
1230 vienna
austria
10/13

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fax +43 (1) 997 1221 99
skype lautstark_wien
office@lautstark.com
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hg wien fn236182b
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gf martin egger
gf frau ke bohla
uid atu57298409

bank für tirol und vc
kto 123-036840
blz 16300
iban at76 1630 0001
bic/swift btvaat22

Attachment 2 – Order Form Exhibition material

Please note that prices are quoted for the rental period of 25th to 28th of August.

Assembling time: 25th of August: 09.00 a.m. to 04.00 p.m.

Dismantling time: 28th of August: 09.00 a.m. to 04.00 p.m.

Please fax order together with the signed application form to: +43 1 99 71 22 199 or please send to: manuel.gebetshammer@lautstark.com

Company:	
Contact Person:	
Billing Address: (Street, Country, ZIP, City)	
Telephone number / fax / E-Mail:	
Vat Reg. No:	

Extra notifications:

I agree to the exhibition guidelines – especially to points 9.2 and 9.3 – as well as to the general terms and conditions of the organizer. This application is binding. I am aware that shown pictures are examples and that real measures, appearances can differ.

No	Item	Quantity
01	Lounge Kit Sofa	
02	Lounge Kit Cube	
03	Beer Benches	
04	Beer Benches incl. covering	
05	Bar stool	

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06	High table round	
07	Chair	
08	Table	
09	High table	
10	Ashtray	
11	Counter #1	
12	Counter #2	
13	Shelves	
14	Exhibitor branding wall	
15	Glass cabinet	
16	Fridge	
17	Power Supply	
18	Beach Flag	
19	Tent Pagoda	

Attachment 3 – Venue plan

Version: 20th January 2016

2= Exhibitors

CONFIDENTIAL!



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