



MARKETING & PRESENTATION  
OPPORTUNITIES, SPONSORSHIPS

#ZPreconnect

14-16  
SEPTEMBER  
2021  
KÖLN

9-23  
SEPTEMBER  
VIRTUAL

**NOW  
HYBRID**

[www.zukunft-personal.com](http://www.zukunft-personal.com)



# MARKETING OPPORTUNITIES ONLINE

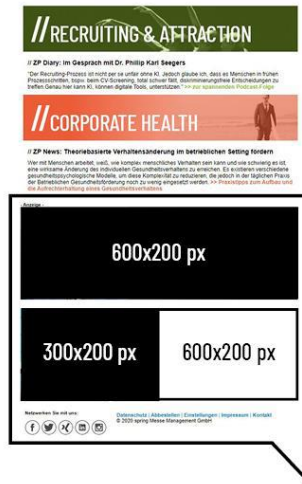
## NEWSLETTER

The weekly newsletter is sent to around 36,000 subscribers and contains information on ZP events and all highlight topics: Recruiting & Attraction, Operations & Services, Learning & Training, Corporate Health and Future of Work.

Newsletter advertisement | starting at € 1,750.00

Ad space incl. link in the weekly newsletter; max. 3 ads per newsletter can be placed on a first come first served basis. The following sizes are available:

- SMALL: 300 x 200 px
- PANORAMA: 600 x 200 px
- COMBI: 300 x 200 px mit max. 50 characters headline and up to 200 characters text (incl. spaces)



BUCHBARE WERBEFLÄCHEN

## WEBSITE ZP365

The website ZP 365 is the Zukunft Personal content & community platform with news, faces, insights, highlights and topics around the digital and analog world of work!

Page Impressions per month: 90.000+

Banner | starting at € 750.00

hyperlink) on the ZP 365 website; available as image ad or image-text ad (max. 215 characters incl. spaces and headline) on the homepage and selected subpages

Media Ad | starting at € 1,690.00

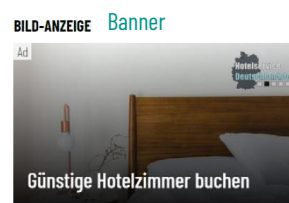
Exclusive placement of an ad (format 405 x 405 px, 72 dpi) on the ZP 365 website; available as image ad with play icon and video in pop-up: format 16:9 (HD or Full HD), max. 45 seconds, on the homepage and on selected subpages; additional posting of the video on the ZP YouTube channel and/or Vimeo

Big Size Ad | starting at € 1,590.00

Exclusive placement of a large ad (format 1,650 x 316 px, 72 dpi incl. hyperlink) on the ZP 365 website; available as picture-text ad (max. 480 characters incl. spaces and headline) on the homepage and selected subpages

Big Size Ad Video | starting at € 1,690.00

Exclusive placement of a large ad (format 1,650 x 316 px, 72 dpi incl. hyperlink) on the ZP 365 website; available as image-text ad (max. 480 characters incl. spaces and headline) with video in pop-up: Format 16:9 (HD or Full HD), max. 59 seconds, on the homepage and selected subpages; additional posting of the video on the ZP YouTube channel and/or Vimeo

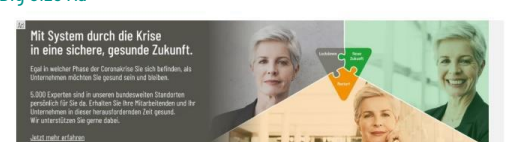


TOUCHPOINTS FOR THE WORLD OF WORK

// ZP UPDATES - WHAT'S NEW?

- Neue Folge des MOOVE Podcasts - Jetzt reinhören!
- HR Innovation Award 2020: And the winner is ...
- Employer Branding in KMUs - created with DEBA
- Startups: Neuer Wind für HR

Big Size Ad



Ja, ich will den Newsletter.

kostenlos | unverbindlich | jederzeit

JETZT ANMELDEN

# MARKETING OPPORTUNITIES ONLINE

## WEBSITE ZP365

Advertorial Ad | starting at € 2,000.00

Exclusive placement of an ad with editorial text for the duration of one week on the homepage of the ZP 365 website or in the news section of the subpages; available in 3 varieties:

1. Teaser: Image format 390 x 200 px, 72 dpi, max. 70 characters headline incl. spaces and max. 190 characters text incl. spaces.
2. Author box: Image format 150 x 150 px, 72 dpi, max. 400 characters text incl. spaces and link.
3. Editorial article: Image format 1,090 x 450 px, 72 dpi, max. 6,000 characters text incl. spaces.

Featured Exhibitor | starting at € 590.00

Exclusive placement and listing of the exhibitor logo as Featured Exhibitor for the duration of one week on the dedicated event page of the ZP 365 website: format 250 x 143 px, 72 dpi; placement in alphabetical order with limitation of max. 18 exhibitors.

ZP RECOMMENDS | € 995.00

The ZP editorial team recommends expert videos on the virtual Best Practice and Solution Stage incl. e-mail capture. Embedded on the ZP 365 website, in the weekly ZP 365 newsletter, and the ZP social media channels (including logo placement on the post); Anyone interested can watch the expert video after leaving their e-mail address. The data will be made available to you subsequently.

ZP RECOMMENDS is available weekly.



Advertorial Ad



Auf der ZP Europe Virtual finden Sie die gesamte Bandbreite an HR-Produkten und -Dienstleistungen. Es erwarten Sie internationale Aussteller aus den Bereichen Recruiting & Attraction, Operations & Services, Learning & Training, Corporate Health und Future of Work.

Die News der Aussteller Zur Ausstellerriste

### // FEATURED EXHIBITORS DER ZP EUROPE VIRTUAL



### // AUSSTELLERLISTE DER ZP EUROPE VIRTUAL

Vom 12. - 18. Oktober 2020 erwarten auf der ZP Europe Virtual über 100 Aussteller aus der gesamten HR-Branche auf Sie! In den virtuellen Personalsalons können Sie an jedem der fünf Online-Tagungen alle der geliebten Top-Aussteller der HR-Branche digital anwachen.

## Featured Exhibitor

Das war der Future of Work Day 2020 → ZP empfiehlt: Interview mit Tim Leberecht → Neue Umfrage: Krisenhelfer New Work? → Startups: Neuer Wind für HR →

Am 5. Dezember stand das Highlight Topic Future of Work im Fokus. Wie den interaktiven Web Sessions informieren Sie die Experten Mitarbeiter Experience und New Work. Interessiert an den spannenden Einblicken und Best Practices?

Christina Blassberg interviewt Besteller-Autor und Managementguru Tim Leberecht zu Business-Romantic und dem Konzept von Gewinnern und Verlierern in Organisationen. Im Fokus steht dabei sein neues Buch "Die Diktatur der Gewinner".

New Work braucht Selbstorganisation und Eigenverantwortung - Wird das Neue Arbeitsmodell zum Krisenhelfer, zur Baugrunder für resiliente Unternehmen? Ihre Meinung ist uns wichtig - Nennen Sie kostenlos an der Umfrage von manageGemeinsam teil!

Feel the Silicon Valley Spirit: Die Startup-Gründer sind begeistert - Wie viele frischen Wind für Ihre HR-Arbeit. Entdecken Sie Jungunternehmer und prüfen Sie von den zukunftsweisenden Ideen & Produkten!



ZP RECOMMENDS



# MARKETING OPPORTUNITIES ON-SITE

## ADVERTISING MATERIAL

### Exhibition bags | € 11,550,00

The exhibition bags will be offered to each visitor free of charge upon arrival of the event. The exclusive design of the bags in terms of size and look will be agreed with the organiser; production and delivery are the responsibility of the exhibitor. Delivery to the fair ground by Friday before the exhibition. Remaining stocks can be collected at the information desk by the end of the exhibition.

Quantity of exhibition bags: 5,000

Dimensions preferably: 42 x 38 cm (standard size canvas bag -fits A4 documents etc.) plus approx. 40 -70 cm handle; without bottom

Booking is not possible two consecutive years; price excl. production.



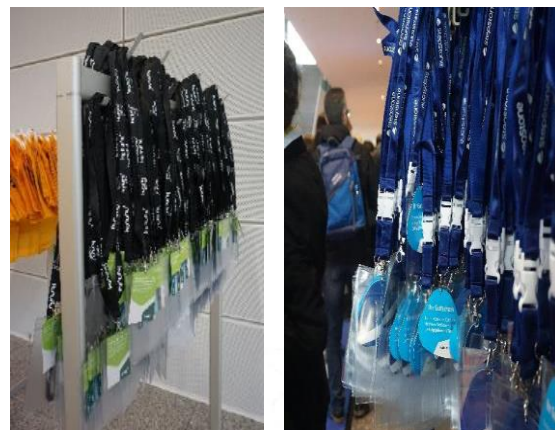
Exhibition Bag

### Lanyards | € 9,950.00

The lanyards serve as a name tag at the exhibition and will be offered to each visitor free of charge upon arrival. The individual design of the visitor lanyards will be made in consultation with the organiser. The badge covers for the visitor tickets are provided by the organiser. Production, attachment of the badge covers and, if applicable, a voucher or flyer to the lanyards are the responsibility of the exhibitor or the production facility. Delivery to the fair ground by Friday before the exhibition. Remaining stocks can be collected at the information desk by the end of the exhibition.

Quantity lanyards: 7,500

Booking is not possible two consecutive years; price excl. production.



Lanyards

# MARKETING OPPORTUNITIES ON-SITE

**Window graphics South Entrance | € 45,350.00**

**Special Deal ZP Reconnect: € 38,550.00**

Individually designed advertising space on the window front inside the South Entrance. 42 window panes of 2.94 x 1.14 m each with a total area of 140.76 m²; price includes production and installation.



Window graphics South Entrance

**Mega banner South Entrance | € 34,320.00**

**Special Deal ZP Reconnect: € 29,150.00**

Individually designed mega banner located above the cash desk, format 30 x 7.0 m, visible to all arriving visitors; material: PVC Frontlit, B1; price incl. production and installation.

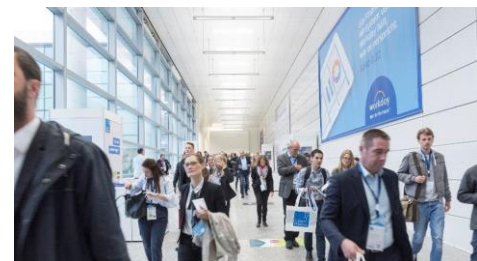


Mega banner South Entrance

**Banner after turnstiles | € 7,650.00**

**Special Deal ZP Reconnect: € 6,500.00**

Individually designed banner located after the turnstiles of the South Entrance, format 7,5 x 4,0 m, material: PVC Frontlit, B1; max. 3 banners can be booked with allocation on a "first come-first served" basis.



Banner after turnstiles

**LED screen passage South Entrance | € 2,742.34**

**Special Deal ZP Reconnect: € 2,350.00**

Individually designed advertising on the digital display 4.8 x 2.7 m in the transition between the entrance area and the Piazza (running direction from the entrance area to the exhibition halls). Format 16:9, 1,920 x 1,090 px; run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.



LED screen passage South Entrance

# MARKETING OPPORTUNITIES ON-SITE

## ADVERTISEMENT BOULEVARD

### LED screen Piazza -Boulevard | € 4,113.50

Individually designed advertising on the digital display 7.2 x 2.7 m, between Piazza and Boulevard (walking direction entrance area to exhibition halls) format 16:9, 1,080 x 2,880 px, run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

### LED screen Boulevard -Piazza | € 4,113.50

Individually designed advertising on the digital display 7.2 x 2.7 m, between boulevard and piazza (walking direction exhibition halls to entrance area), format 24:9, 1,080 x 2,880, run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

## Advertising banner Boulevard

Individually designed advertising banners along the Boulevard leading to the exhibition halls; price includes production and installation.

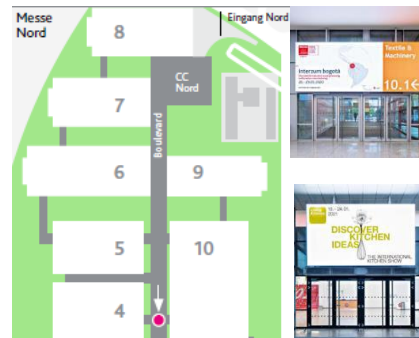
- Position A: 7.0 x 5.0 m | € 9,740.00
- Position B: 17.5 x 5.0 m | € 19,350.00
- Position C: 5.0 x 3.5 m | € 3,870.00
- Position D: 20.0 x 5.0 m | € 21,115.00
- Position 5: 17.0 x 3.5 m | € 11,150.00

### LED cube Boulevard south | € 4,113.50

Individually designed advertising on the LED cube, 7.2 x 2.7 m, between the Boulevard and the Middle Boulevard (area between halls 4 and 5); format 24:9, 1,080 x 2,880 px, on the south side of the cube facing the exhibition halls; run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

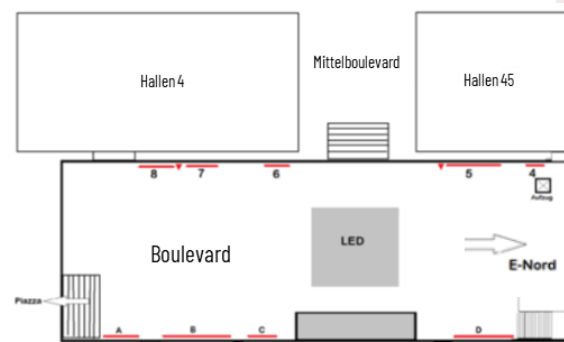
### LED cube Boulevard west | € 4,113.50

Individually designed advertising on the LED cube, 7.2 x 2.7 m, between the Boulevard and the Middle Boulevard (area between halls 4 and 5); format 24:9, 1,080 x 2,880 px, on the west side of the cube, walking direction from Piazza towards halls; run in a 10-minute loop with an advertising time of 30 seconds, on each day of the exhibition; max. 20 bookings possible.

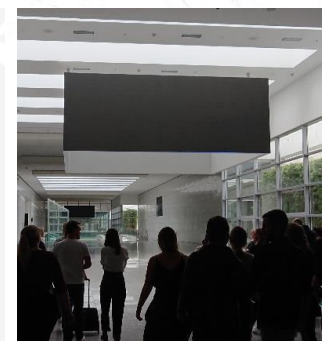


LED screen  
Piazza -  
Boulevard

LED screen  
Boulevard -  
Piazza



Advertising banner Boulevard



Advertisement  
Boulevard:  
LED cube





# MARKETING OPPORTUNITISE ON-SITE

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## ADVERTISEMENT EXHIBITION HALLS

**Banner railing above stairs | € 3,105.00**

**Special Deal ZP Reconnect: € 2,650.00**

Individually designed banner located above the stairs between the halls, format 2.5 x 1 m, total of 2.5 m<sup>2</sup>; material: PVC Frontlit, B1. Placement in consultation with the organiser.



Banner railing above stairs

**Banner side surface | € 3,950.00**

**Special Deal ZP Reconnect: € 3,350.00**

Individually designed banner located on the wall next to the stairs between the halls, format 6.0 x 2.0 m, total of 12 m<sup>2</sup>; material: PVC Frontlit, B1. Placement in consultation with the organiser.



Banner side surface

**Floorgraphics | € 4,350.00**

**Special Deal ZP Reconnect: € 3,690.00**

Advertising space on the aisle of the exhibition hall: Package incl. 10 floorgraphics, format 1.0 x 0.5; placement in the exhibition hall in consultation with the organiser. (Other Shapes on request; minimum purchase for individual shape 25 pieces).



Floorgraphics

**Screensaver Main Stages | € 2,950.00**

**Special Deal ZP Reconnect: € 2,450.00**

Individually designed screensaver ad on all main stages: format 16:9 and 4:3, depending on the stage; fade in for 5 seconds during breaks in between sessions; max. 20 ad spaces possible.



Screensaver Main Stages

## SPONSORSHIP PACKAGES

**Keynote Sponsorship | € 11,950.00**

**Special Deal ZP Reconnect: € 10,150.00**

Sponsoring of a keynote session: available one time per Highlight Topic and may only be booked one time per exhibitor.

- 45-minute presentation on the Keynote Stage: speaker provided by the sponsor (in agreement with the organiser).
- Logo placement and naming of sponsor with the addition "powered by" in all print and digital media: exhibition catalogue, exhibition map, ZP 365 website, newsletter, social media banner
- Presence of the keynote speaker at a Meet&Greet organized by the sponsor (in agreement with the organiser)

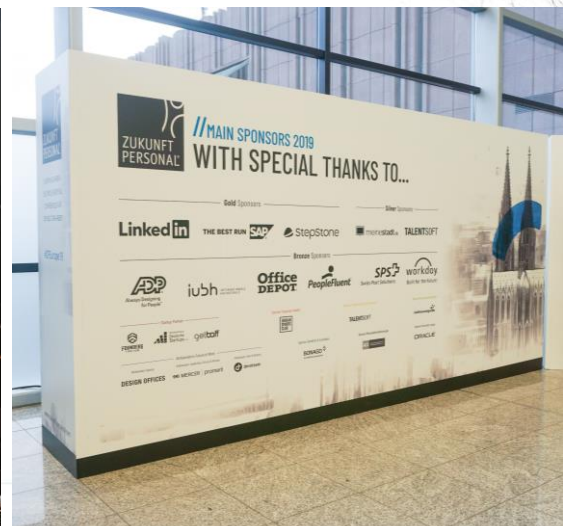


**Highlight Topic Sponsorship | € 13,000.00**

**Special Deal ZP Reconnect: € 11,050.00**

Sponsoring of a Highlight Topic: Each Highlight Topic can only be booked once.

- Mention as official sponsor of the Highlight Topic
- Logo placement on the trade fair-related event page of the ZP 365 website
- Logo placement on the sponsoring wall on site
- Logo placement on the two ceiling banners above the Meeting Village at the ZP Reconnect in Cologne
- Logo placement on all theme-related display presentations
- Company description incl. logo placement on the ZP 365 website and in the app event under "Sponsors", additional logo placement on the start page
- 1 presentation of 30 minutes on the Main Stage
- Ticket contingent of 100 day tickets to the on-site event in Cologne







## SPONSORSHIP PACKAGES

### Special Day Sponsorship | € 7,990.00

Sponsorship of one of the two Special Days (Startup | LTA & AVA): can only be booked once in each case

- Mention as official sponsor of the Special Day
- Logo placement on the event-related event page of the ZP 365 website
- Logo placement on all theme-related display presentations
- 60-minute keynote presentation during the Special Day streamed live on the event platform Swapcard
- company profile on the digital event platform Swapcard incl. logo, company, company description, contact details, linking to company website and social media profiles, session overview, document download, team overview incl. linking to contact profiles, product overview incl. linking to product profiles and individual profile header (image / video)
- 100 free day tickets to the on-site event in Cologne

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# ORDER FORM

Invoice address (if different):

Company name: \_\_\_\_\_

TAX reg./ VAT-no.: \_\_\_\_\_

Street / P.O.Box: \_\_\_\_\_

Postcode / City: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_

Contact: \_\_\_\_\_

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Newsletter advertisement : SMALL	1.750,00 €		
Newsletter advertisement : PANORAMA	1.897,00 €		
Newsletter advertisement : COMBI	1.897,00 €		
Banner on the ZP 365 website: 1 week	750,00 €		
Banner on the ZP 365 website: 1 month	2.790,00 €		
Media Ad on the ZP 365 website: 1 week	1.690,00 €		
Media Ad on the ZP 365 website: 1 month	5.070,00 €		
Big Size Ad on the ZP 365 website: 1 week	1.590,00 €		
Big Size Ad on the ZP 365 website: 1 month	4.770,00 €		
Big Size Ad Video on the ZP 365 website: 1 week	1.690,00 €		
Big Size Ad Video on the ZP 365 website: 1 month	5.070,00 €		
Advertorial Ad on the ZP 365 website: 1 week	2.000,00 €		
Advertorial Ad on the ZP 365 website: 1 month	4.000,00 €		
Featured Exhibitor on the ZP 365 website: 1 week	590,00 €		
Featured Exhibitor on the ZP 365 website: 1 month	1.770,00 €		
ZP RECOMMENDS on the ZP 365 website: 1 week	995,00 €		
q! ´ kD½ rW w±±w´ ½Är¼½D · wr¼½ · ¼½D	± ´ ^: D	Är¼½	! qwÄr¼½
Exhibition bags	11.550,00 €		
Lanyards	9.950,00 €		
Window graphics South Entrance	38.550,00 €		
Mega banner South Entrance	29.150,00 €		
Banner after turnstiles	6.500,00 €		
LED screen passage South Entrance	2.350,00 €		
LED screen Piazza Boulevard	4.113,50 €		
LED screen Boulevard Piazza	4.113,50 €		
Advertising banner Boulevard: Position A	9.740,00 €		
Advertising banner Boulevard: Position B	19.350,00 €		
Advertising banner Boulevard: Position C	3.870,00 €		
Advertising banner Boulevard: Position D	21.115,00 €		
Advertising banner Boulevard: Position 5	11.500,00 €		



# ORDER FORM

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LED cube Boulevard south	4.133,50 €		
LED cube Boulevard west	4.133,50 €		
Banner railing above stairs	2.650,00 €		
Banner side surface	3.350,00 €		
Floorgraphics	3.690,00 €		
Screensaver Main Stages	2.450,00 €		
·±wr·w´·[^±±!:k!WD·	±´^:D	Är¼	!qwÄr½
Keynote Sponsorship	10.150,00 €		
Highlight Topic Sponsorship Recruiting & Attraction	11.050,00 €		
Highlight Topic Sponsorship Operations & Services	11.050,00 €		
Highlight Topic Sponsorship Learning & Training	11.050,00 €		
Highlight Topic Sponsorship Corporate Health	11.050,00 €		
Highlight Topic Sponsorship Future of Work	11.050,00 €		
Special Day Sponsorship Startup	7.990,00 €		
Special Day Sponsorship LTA & AVA	7.990,00 €		
½Är¼!			

NOTE: ALL PRINT DATA MUST BE SENT TO SPRING MESSE MANAGEMENT GMBH BY 31.07.2021 AT THE LATEST.:

We confirm that we have complied with the General Trade Fair and Exhibition Conditions of FAMA Fachverband Messen und Ausstellungen e.V., the Special Trade Fair and Exhibition Conditions for ZP Reconnect 2021 listed overleaf, as well as the hygiene guidelines of Koelnmesse and the organizer, the digital terms and conditions, and any changes imposed by the organizer and the trade fair center. With my signature, I confirm that I am authorized to represent the above mentioned company and that I have received and read the General and Special Trade Fair and Exhibition Terms and Conditions and the Hygiene Guidelines.

We confirm to settle the payment of the above mentioned total amount event appearance at 100 % within 30 days after receipt of the invoice.

Place / Date

Company stamp

Signature

# DIGITAL SALES REGULATIONS

## 1. PARTIES

- 1.1 "The Customer" whose registered office is stated in the agreement and  
1.2 "Organiser": spring Messe Management GmbH (VAT nr.: 200408521) whose registered office is at Am Friedensplatz 3, D-68165 Mannheim, Germany ("the Organiser").

## RECITALS

A The Customer wishes to enrol in the Event (as defined below), which is being organised and promoted by the Organiser.

## 2. AGREEMENT

### Definitions and Interpretation

- 1.1 In this Agreement including the Schedules (except where the context otherwise requires) the following words shall have the following meanings:  
**Business Day:** any day which is not a Saturday, a Sunday or a bank or public holiday in Germany;  
**Event:** as specified in the Digital Sales Order Form;  
**Event Dates:** as specified in the Digital Sales Order Form;  
**Materials:** all banners, advertisements, posters, publications programmes, brochures, press releases, and other promotional materials associated with the Event whether printed or digital and on the event website;

### Event Marks:

the marks, logos and any other symbols the Organiser shall use to identify the Event which are the intellectual property rights of either the Organiser which are used (in accordance with this Agreement) or by the customer for the purposes required under the terms of this Agreement;

**Fee:** the sums payable by the Customer to the Organiser as set out in the agreement. For the avoidance of doubt such sums shall be exclusive of Value Added Tax;

**Term:** This agreement starts upon acceptance of the Digital Sales Order Form by the Organiser and shall remain in force until the end of the Event.

## 3. CUSTOMER'S OBLIGATIONS

- 3.1 In consideration of the grant of Rights the customer hereby agrees:  
3.1.1 to pay the Fee set out in the agreement; for the avoidance of doubt, the Fee is due within 14 days after invoicing.

## 4. ORGANISER'S OBLIGATIONS

In consideration of the timely and proper performance of customer's obligations herein Organiser hereby agrees:

- 4.1 To use its reasonable endeavours to procure that the Event is conducted in a first-class professional manner;

## 5. INTELLECTUAL PROPERTY RIGHTS

All intellectual property rights in the Event Marks shall be the sole and exclusive property of the Organiser together with any goodwill and the Customer shall not acquire any rights in the Event Marks.

## 6. MUTUAL INDEMNITY

The customer and the Organiser mutually undertake to indemnify each other against all liabilities claims demands actions costs damages or loss arising out of any breach by either of them of any of the terms of this agreement PROVIDED THAT the same is the subject of an adverse judgment of a court of competent jurisdiction or settled with the others prior written consent (not to be unreasonably withheld or delayed).

## 7. CANCELLATION

- 7.1 The customer may cancel this agreement by Notice to the Organiser. In the event of cancellation by the Customer, the total amount payable as set out in the Digital Sales Order is immediately payable  
7.2 The parties hereby agree that the above constitutes a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the customer

## 8. CONFIDENTIALITY

Each party undertakes that it will not at any time hereafter use, or communicate to any person, except to its professional representatives or advisers or as may be required by law or regulatory authority, any confidential information concerning the business or affairs of the other party which may come to its knowledge and each of the parties shall use its reasonable endeavours to prevent the publication or disclosure of any confidential information concerning such matters.

## 9. NOTICES

Without prejudice to the right to serve notices by any other means any notice served under this agreement shall be in writing. Any notice which has been sent by first class prepaid post shall be deemed to be received 48 hours thereafter (excluding Saturdays Sundays and public holidays). For the purposes of this agreement all notices shall be sent to the parties at the addresses given above unless such other address is notified to the other party in writing.

## 10. FORCE MAJEURE

Should the Event be cancelled, moved, curtailed or adversely affected by any cause not within the reasonable control of the Organiser including but not limited to war, fire, national emergency, labour dispute, strike, lockout, civil disturbance, Act of God, or non-availability of

the platform on which the event is held or otherwise for any reason, including technical reason, the Organiser shall be under no obligation to refund the Fee and shall be under no liability to the Customer for any other person in respect of any actions, proceedings, claims, demands, losses (including consequential losses) costs or expenses whatsoever which may be brought against or suffered or incurred by the customer as the result thereof.

## 11. CONTRAS

- 11.1 The Customer agrees that the Organiser can issue invoices on the customer's behalf for all goods and services made by them to the Organiser (The Self Bill Arrangement).  
11.2 The Customer agrees The Self Bill Arrangement will be in force for a period of 15 months from the date of signature of this agreement.  
11.3 The Customer will not issue VAT invoices for goods and services covered by The Self Bill Arrangement.  
11.4 The Customer agrees to inform The Organiser if they cease to be registered for VAT, change their VAT registration number transfer their business as a going concern or if they change their name or registered office  
11.5 The Organiser agrees to inform The Customer if the issue of self-billed invoices will be outsourced to a third party.

## 12. CANCELLATION

- 12.1 The Organiser may terminate this agreement or suspend its performance of all or any of its obligations immediately and without liability for compensation if the customer fails to comply with any of its obligations under this agreement.  
12.2 The Organiser may at any time, at its sole discretion, cancel or postpone the Event. The Organiser will notify the Customer as soon as possible if the Event is cancelled or postponed. Except where such cancellation is due to a Force Majeure Event, if the Event is cancelled, the Organiser will repay to the Exhibitor (without interest) any Fees paid by the Customer to the Organiser and the booking will be cancelled. If the Event is postponed this Agreement will remain in force for the new dates

## 13. REPRESENTATIONS AND WARRANTIES

- 13.1 Each party warrants and undertakes to the other that:  
13.1.1 it has full authority to enter into this agreement and is not bound by any agreement with any third party that adversely affects this agreement; and  
13.1.2 it has and will maintain throughout the Term, all necessary powers, authority and consents to enter into and fully perform its obligations under this agreement.  
13.2 The Customer represents and warrants that:  
13.2.1 it owns or is solely entitled to use the Customer's Marks and any other material supplied to the Organiser in relation to this agreement and the Organiser shall be entitled to see evidence to this effect on request;  
13.2.2 the Organiser's use of the Customer's Marks will not infringe the rights of any third party

## 14. ENTIRE AGREEMENT

This Agreement constitute the entire agreement between the parties and supersede and extinguishes all previous drafts, agreements, arrangements and understanding between them whether written or oral, relating to their subject matter.

## 15. LAW AND JURISDICTION

All contracts between the Organiser and the Customer relating to the event shall be governed by and construed in accordance with German law and the parties shall submit to the exclusive jurisdiction of the German Courts.

## 16. MISCELLANEOUS

- 16.1 Nothing contained in this agreement shall be deemed to create any relationship of partnership joint venture or agency between the parties hereto.  
16.2 The Customer shall not assign sub-licence divest or otherwise seek to delegate any of its rights and obligations hereunder without the Organiser's prior written consent.  
16.3 A waiver by either party of a breach of any term or condition of this agreement in any one instance shall be in writing and shall not be deemed as a continuing waiver or a waiver of any subsequent breach unless so provided for by the written notice.  
16.4 Should any term of this agreement be considered void or voidable under any applicable law the said term shall be severed or amended in such manner as to render the remainder of this Agreement valid or enforceable unless the whole commercial object is thereby frustrated.  
16.5 This agreement contains the entire agreement of the parties with respect to the subject matter of this agreement and supersedes all prior agreements and arrangements (whether written or oral) in relation to such subject matter between the parties. No amendments shall be made to this agreement unless made in writing and signed by a representative of both parties.  
16.6 The Events are provided for reference purposes only are not intended, nor should they be used, as a substitute for professional advice or judgement or to provide legal advice with the respect to particular circumstances.  
16.7 Whilst reasonable efforts are made to keep the Event up to date, the Customer should obtain independent verification or advice before relying upon any piece of information in circumstances where loss or damage may result.

Mannheim, June 2020 | spring Messe Management GmbH