

FAQs about SMM 2020 / For Exhibitors

1. **When will SMM take place?**

SMM has been postponed to the period from 2 until 5 February 2021.

2. **Why has SMM been postponed?**

Hamburg Messe und Congress GmbH (HMC) is postponing SMM 2020 because of the Coronavirus pandemic and its global impact on major events and international travelling.

3. **What safety precautions will be in place at the next event?**

The dynamic of the spread of the coronavirus is changing from day to day. Hamburg Messe und Congress GmbH is in constant communication with the responsible health authorities to jointly assess the situation. Comprehensive health protection measures appropriate for the given conditions will be taken and announced publicly in a timely manner for the rescheduled SMM in February 2021.

4. **I just read that the trade fair has been postponed. What is going to happen now?**

In a first step all affected parties were notified. Your contact persons at HMC are available to answer all your questions and help you rearrange your trade fair participation. SMM will take place at the new date basically the way it was originally planned. The hall occupancy, booked stand locations, and supporting programme will be as planned, notwithstanding any unavoidable changes. We expect the trade fair to run its normal course over the four days, but we reserve the right to shorten the duration of the event if deemed appropriate.

5. **Will my contract with Hamburg Messe und Congress GmbH remain in force for the new date?**

According to paragraph 15 of the General Conditions of Participation of Hamburg Messe und Congress GmbH, the existing agreement between us remains in force for the rescheduled event. If you can demonstrate credibly that your participation at the new date would not be feasible, we grant you the right to withdraw from the contract. In this case we ask you to notify us in writing within a week after receiving notification of the new dates for SMM 2020.

6. **Will our admission remain effective?**

Your admission including the access information and placement will remain in effect. No further action is required on the exhibitor's part since the existing agreement remains in force in case of postponement of the event.

Once you have been granted admission we are unable to cancel it free of charge.

7. **What HMC charges should I expect if I do not go along with the postponement?**

In the case that you can submit proof that your participation would constitute an unreasonable burden, we grant the right to withdraw from the contract. In this case we reserve the right to bill you a compensation fee of up to 25% of the participation fee to cover our expenses, rather than charging you the standard cancellation fee.

In such a case we ask you to notify us in writing within a week after receiving notification of the new dates for SMM 2020.

8. **May I reduce the size of my stand for economic reasons, and will I be charged a cancellation fee if I do so?**

Any change of the size of the exhibition area assigned to an exhibitor and/or its co-exhibitors requires the approval of HMC at HMC's discretion, and HMC is under no obligation to grant such an approval. HMC reserves the right to charge an administrative fee pursuant to paragraph 8.4 for reducing the size of the exhibition slot. However, in view of this challenging situation we strive to arrive at a mutually acceptable solution. Please approach your HMC contact before taking any further action.

9. **Will all existing contracts and booked services remain valid?**

Yes, all services you have booked and all agreements made will remain in effect unless the service partners contracted by HMC are unable to deliver. Your orders placed through the

services booking shop will be adjusted automatically to reflect the new dates. Please remember to rearrange any services you may have contracted externally without involving HMC.

10. Will the exhibitor ID cards, vouchers and visitor tickets remain valid?

Yes, all exhibitor ID cards, invitations and visitor tickets remain valid.

11. Is it possible to return any trade fair and conference tickets?

Yes.

12. Will my travel expenses be reimbursed, in particular the costs of plane tickets, railway tickets, rental vehicles or hotel accommodation?

No, HMC cannot reimburse you for cancellation fees relating to any contracts with third parties.

13. Will HMC reimburse us for our expenses incurred for services booked with third-parties (such as catering services, agencies etc.)?

No. Any services ordered from third parties are exclusively subject to the contractual relationship between the parties to the contract. Therefore HMC will not reimburse you for any related costs.

14. Who will bear the costs resulting from cancelling my stand construction order and hotel bookings?

All cancellation costs related to services an exhibitor has ordered from third parties must be settled with the respective party based on the applicable contract terms and conditions. Therefore HMC will not reimburse you for any related costs.

15. I am an exhibitor. What will happen with the services I ordered through the services booking shop if I am unable to participate in the rescheduled event or my participation is not feasible?

You may cancel any services you have ordered through HMC free of charge if you can credibly demonstrate that your participation in the rescheduled event is not feasible.

16. We had already booked some ceiling suspensions/electricity connections etc. Will those bookings be carried over?

All bookings of services will remain valid if at all possible.

17. Might the trade fair be postponed again or is this the last-resort date for the fair?

While we will not postpone the trade fair a second time, we do not participate in any speculation. The next scheduled SMM will be in September 2022.

No legal claims may be derived from the information contained in this overview. We shall not be held liable for any errors or omissions. Revised 30-04-2020