

# APPLICATI ON FORMS

10.-12.11.2020



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# SPECIAL CONDITIONS FOR PARTICIPATION

## IPM DUBAI 2020



### 01 Title of event

IPM DUBAI –  
Middle East's Festival for Flowers, Plants and Technology

### 02 Fair management/organisation

MESSE ESSEN GmbH  
Messeplatz 1  
45131 Essen, Germany  
P.O. Box 10 01 65, 45001 Essen, Germany  
Fon +49. (0) 201. 72 44-720  
Fax +49. (0) 201. 72 44-513  
Torben.Brinkmann@messe-essen.de  
and  
planetfair Dubai LLC  
P.O. Box 29278  
Dubai, UAE  
Fon +971 (0)4. 3314570  
Fax +971 (0)4. 3314580  
tarek.sibai@planetfair.com

### 03 Venue

Dubai World Trade Center

### 04 Duration of exhibition and opening hours

Tuesday, November 10, 2020 to  
Wednesday, November 11, 2020 daily 10 a.m. - 6 p.m.  
Thursday, November 12, 2020, Matchmaking Program

### 05 Assembly dates

For exhibitors without turnkey stand  
November 8, 2020, 8 a.m. to 8 p.m.  
For exhibitors with turnkey stand  
November 9, 2020, 10 a.m. to 8 p.m.

### 06 Dismantling dates

November 11, 2020 as of 6 p.m.  
Dismantling to be finished by: November 12, 2020, 3 p.m.

### 07 Product groups/categories

See reverse side of this application form.

### 08 Space rentals

The following rates per square metre of floor space have been set:	345.00 \$/m <sup>2</sup>
Minimum stand space:	9 m <sup>2</sup>
Turnkey stand per square metre of floor space:	123.00 \$/m <sup>2</sup>
Registration fee	
(Except exhibitors of IPM ESSEN):	390.00 \$
Co-exhibitor charge:	390.00 \$
The fee may be charged by MESSE ESSEN GmbH or planetfair Dubai LLC later.	

### 09 Terms of payment

All stand rent invoices are due without deduction immediately after the date they were issued. The execution of this contract and its countersigning by planetfair Dubai LLC or MESSE ESSEN GmbH is deemed conclusive evidence of the exhibitors agreement to pay the full fees due. The application is non-cancellable by the exhibitor. Invoices for miscellaneous services or for supplies ordered separately are due at the time the services were rendered or the supplies provided, but not later than the date they were issued.

All due dates are to be fully complied with. The full and timely payment of the participation fee by the due date is the pre-requisite for taking possession of the exhibition space by the exhibitor. No factual deviation from this rule shall be deemed to be a waiver or postponement of payment. Any objections to the invoice shall only be considered if made within 14 days of the date of the invoice and in writing.

### 10 Exhibition programme/ sales regulations

IPM DUBAI is a business to business event. Direct selling is prohibited. The sale of exhibits on the last day in particular is forbidden before 5.30 p.m. In the case of infringements, MESSE ESSEN GmbH and planetfair Dubai LLC reserves the right to exclude the relevant exhibitors from the following event.

### 11 Stand design

Stand walls, floors, the walls of the halls, columns, installations (water, electrical, etc.) and fire protection installations may not have things stuck or nailed to them or be painted or damaged in any other way. Any damages occurring are to be borne by the exhibitor and will be charged to the exhibitor. Any installations (water, electrical, etc.) and fire protection installations and columns located within the allocated stand area are to be left accessible at all times. Floor coverings must be fixed to the floor with the aid of double-sided tape.

### 12 Catalogue

The standard catalogue entry is free of charge. For advertising rates, please refer to the application form.

### 13 Combating product piracy

The exhibitor makes a binding and irrevocable declaration that the products exhibited by him were created by himself or that the products are admissible copies or reproductions of other suppliers or other third parties. Furthermore, the exhibitor undertakes to respect the preferential industrial property rights of third parties. If the exhibitor is informed of such an infringement of property rights in a proper manner during participation at the event, the exhibitor undertakes in advance to remove products affected by this from his stand.

The exhibitor takes explicit note that, in the event of an infringement of this obligation, Messe Essen GmbH and planetfair Dubai LLC is entitled to exclude the exhibitor from further participation at the ongoing or future events if the relevant conditions in accordance with the special conditions of participation of the event are fulfilled.



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# I.B CONTRACT



Please fax back to  
MESSE ESSEN GmbH  
+49(0)201 7244 513  
or planetfair Dubai LLC  
+971(0)4 331 4580

Name, Company

Street

Postal code, city

Country

Phone Fax

eMail/Internet

Managing director or person duly authorized to sign

Contact trade fair Phone

Webpage

EU Value Added Tax Identification Number

**We hereby contract** the following space and additional services,  
as per conditions of participation:

- ☐ Space, indoor floor space only. Base rate includes: General aisle cleaning  
and security of the hall booked \_\_\_\_ m<sup>2</sup> x 345.00 \$ = \_\_\_\_ .00 \$

Desired stand form:

- ☐ row stand ☐ corner stand  
☐ island stand ☐ end stand

No stand supplement will be charged.

Island, end, corner and row stands are limited and will be  
offered upon availability

- ☐ Turnkey Stand Construction with  
lighting, display equipment,  
furniture etc. booked \_\_\_\_ m<sup>2</sup> x 123.00 \$ = \_\_\_\_ .00 \$

- ☐ Registration fee (except exhibitor of IPM ESSEN) = 390.00 \$

- ☐ Co-exhibitor charge = 390.00 \$

- ☐ Advertising in the official catalogue
- |   |                         |
|---|-------------------------|
| <input type="checkbox"/> 1/1 page 4 colours       | 1,932.00 \$             |
| <input type="checkbox"/> 1/2 page 4 colours       | 1,378.00 \$             |
| <input type="checkbox"/> 1/1 page black and white | 1,237.00 \$             |
| <input type="checkbox"/> 1/2 page black and white | 681.00 \$ = ____ .00 \$ |

- ☐ Total cost = \_\_\_\_ .00 \$

The organizer reserves a right to add a 5% VAT surcharge as regulations demand.



MESSE ESSEN GmbH

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**Important: Please complete the product groups'  
list on the reverse side.**

By signing this contract, we accept as binding in all parts the  
Special Conditions for Participation and General Terms and  
Conditions IPM DUBAI 2020:

City, Date

Signature, company stamp of the  
Exhibitor

# PRODUCT GROUP INDEX



Our exhibits belong to the following product groups (Please mark ☐):

## 1 PLANTS

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> 1.1 Cut flowers          | <input type="checkbox"/> 1.4 Hydroponics      | <input type="checkbox"/> 1.7 Perennials       |
| <input type="checkbox"/> 1.2 Flowering pot plants | <input type="checkbox"/> 1.4.1 Young plants   | <input type="checkbox"/> 1.7.1 Young plants   |
| <input type="checkbox"/> 1.2.1 Young plants       | <input type="checkbox"/> 1.4.2 Finished goods | <input type="checkbox"/> 1.7.2 Finished goods |
| <input type="checkbox"/> 1.2.2 Finished goods     | <input type="checkbox"/> 1.5 Nursery plants   | <input type="checkbox"/> 1.8 Palms            |
| <input type="checkbox"/> 1.3 Green plants         | <input type="checkbox"/> 1.5.1 Young plants   | <input type="checkbox"/> 1.8.1 Young plants   |
| <input type="checkbox"/> 1.3.1 Young plants       | <input type="checkbox"/> 1.5.2 Finished goods | <input type="checkbox"/> 1.8.2 Finished goods |
| <input type="checkbox"/> 1.3.2 Finished goods     | <input type="checkbox"/> 1.6 Vegetable plants | <input type="checkbox"/> 1.9 Bonsai           |
|   | <input type="checkbox"/> 1.6.1 Young plants   | <input type="checkbox"/> 1.10 Seeds           |
|   | <input type="checkbox"/> 1.6.2 Finished goods | <input type="checkbox"/> 1.11 Flower bulbs    |

## 2 TECHNOLOGY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 2.1 Greenhouse Construction                                | <input type="checkbox"/> 2.2 Measuring and regulation equipment                           | <input type="checkbox"/> 2.5.2 Turf growing pots                             |
| <input type="checkbox"/> 2.1.1 Greenhouses  | <input type="checkbox"/> 2.3 Heating systems  | <input type="checkbox"/> 2.5.3 Papar plant propagation                       |
| <input type="checkbox"/> 2.1.2 Tables   | <input type="checkbox"/> 2.4 Machinery and equipment                                      | <input type="checkbox"/> 2.6 Irrigation and drainage systems                 |
| <input type="checkbox"/> 2.1.3 Beds   | <input type="checkbox"/> 2.4.1 Machinery and equipment for sowing                         | <input type="checkbox"/> 2.6.1 Irrigation and drainage systems for the field |
| <input type="checkbox"/> 2.1.4 Shadings   | <input type="checkbox"/> 2.4.2 Machinery and equipment for planting                       | <input type="checkbox"/> 2.6.2 Well construction                             |
| <input type="checkbox"/> 2.1.5 Illumination   | <input type="checkbox"/> 2.4.3 Machinery and equipment for soil treatment                 | <input type="checkbox"/> 2.6.3 Pumps   |
| <input type="checkbox"/> 2.1.6 Exposure   | <input type="checkbox"/> 2.4.4 Machinery and equipment for manuring                       | <input type="checkbox"/> 2.6.4 Water conditioning plants                     |
| <input type="checkbox"/> 2.1.7 Air supply and ventilation equipment                 | <input type="checkbox"/> 2.4.5 Pot washing-machines                                       | <input type="checkbox"/> 2.7 Transportation and lifting equipment            |
| <input type="checkbox"/> 2.1.8 Irrigation and dehydration plants for the greenhouse | <input type="checkbox"/> 2.4.6 Potting and repotting automates                            | <input type="checkbox"/> 2.8 Commercial vehicles and trailers                |
| <input type="checkbox"/> 2.1.9 Cooling systems for greenhouses                      | <input type="checkbox"/> 2.4.7 Packaging and palletising equipment                        | <input type="checkbox"/> 2.9 Engineering for Nursery                         |
| <input type="checkbox"/> 2.1.10 Interior equipment and accessories                  | <input type="checkbox"/> 2.5 Pots   | <input type="checkbox"/> 2.10 Engineering for fruit- and vegetable growing   |
|   | <input type="checkbox"/> 2.5.1 Seedling pots, culture and transport trays made by plastic |  |

## 3 FLORISTRY

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 3.1 Florists requisites  | <input type="checkbox"/> 3.5 Candles                    | <input type="checkbox"/> 3.9 Plant pots of glass, ceramics, porcelain, plastic |
| <input type="checkbox"/> 3.2 Arts and crafts      | <input type="checkbox"/> 3.6 Gifts                      | <input type="checkbox"/> 3.10 Hand-made ceramic pottery                        |
| <input type="checkbox"/> 3.3 Decoration           | <input type="checkbox"/> 3.7 Dried flowers/silk flowers |  |
| <input type="checkbox"/> 3.4 Congratulation cards | <input type="checkbox"/> 3.8 Wickerwork                 |  |

## 4 GARDEN FEATURES, SHOP DESIGN AND INTERIOR EQUIPMENT, SERVICES

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 4.1 Garden accessories, garden decoration | <input type="checkbox"/> 4.1.4 EDV + EDV-consulting                  | <input type="checkbox"/> 4.3 Services                                     |
| <input type="checkbox"/> 4.1.1 Packaging material                  | <input type="checkbox"/> 4.1.5 Plant pots, Plant containers, outdoor | <input type="checkbox"/> 4.3.1 Associations, Municipalities, Institutions |
| <input type="checkbox"/> 4.1.2 Price labeling                      | <input type="checkbox"/> 4.1.6 Small tools                           | <input type="checkbox"/> 4.3.2 Media                                      |
| <input type="checkbox"/> 4.1.3 Selling aids                        | <input type="checkbox"/> 4.2 Shop design and interior equipment      | <input type="checkbox"/> 4.3.3 Others:                                    |

## 5 PLANTS LOGISTICS

- |  |   |                                       |
|--|---|---------------------------------------|
| <input type="checkbox"/> 5.1 Airlines                                | <input type="checkbox"/> 5.4 Cold storages and warehouse facilities | <input type="checkbox"/> 5.7 Vehicles |
| <input type="checkbox"/> 5.2 Freight Forwarders                      | <input type="checkbox"/> 5.5 Cooling systems                        | <input type="checkbox"/> 5.8 Storage  |
| <input type="checkbox"/> 5.3 Packing systems and packaging materials | <input type="checkbox"/> 5.6 Lifting equipment                      |                                       |

## 6 PLANT MAINTENANCE

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> 6.1 Plant protection                         | <input type="checkbox"/> 6.1.7 Pest control                         | <input type="checkbox"/> 6.3.5 Soil cultivators        |
| <input type="checkbox"/> 6.1.1 Plant protection agents                | <input type="checkbox"/> 6.2 Earths, peats and substrates           | <input type="checkbox"/> 6.3.6 Tool accessories        |
| <input type="checkbox"/> 6.1.2 Sprayers and atomizers                 | <input type="checkbox"/> 6.3 Tools and equipment                    | <input type="checkbox"/> 6.3.7 Shredders               |
| <input type="checkbox"/> 6.1.3 Soil dampers                           | <input type="checkbox"/> 6.3.1 Implements                           | <input type="checkbox"/> 6.3.8 Garden cars and barrows |
| <input type="checkbox"/> 6.1.4 Weed-killers                           | <input type="checkbox"/> 6.3.2 Cutters and saws                     | <input type="checkbox"/> 6.3.9 Watering cans           |
| <input type="checkbox"/> 6.1.5 Disinfection                           | <input type="checkbox"/> 6.3.3 Lifting platforms                    | <input type="checkbox"/> 6.3.10 Lighting systems       |
| <input type="checkbox"/> 6.1.6 Liquid, mineral or organic fertilizers | <input type="checkbox"/> 6.3.4 Professional and protective clothing |  |

## 7 GARDEN AND LANDSCAPING EQUIPMENT

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> 7.1 Irrigation and drainage installations | <input type="checkbox"/> 7.4 Scarifiers                      | <input type="checkbox"/> 7.7 Equipment storage                           |
| <input type="checkbox"/> 7.2 Tree and plant installation systems   | <input type="checkbox"/> 7.5 Lawn mowers /-trimmers          | <input type="checkbox"/> 7.8 Equipment for garden and landscape technics |
| <input type="checkbox"/> 7.3 Grassing and planting in/on buildings | <input type="checkbox"/> 7.6 Cleaning equipment and sweepers | <input type="checkbox"/> 7.9 Tools for garden and landscape technics     |

# GENERAL TERMS AND CONDITIONS

## IPM DUBAI 2020

### I. Registration and Admittance

(1) The (rental) agreement shall be concluded with the signed contract by both parties. The relevant contract form provided by the organiser (Messe Essen GmbH or planetfair Dubai LLC) must be completely filled out by the exhibitor and furnished with a legally binding signature. By submitting the signed contract, the exhibitor accepts and submits to the "Special & General conditions for participation" applicable to the event. This also includes all persons employed by the exhibitor, any sub-exhibitors registered by the exhibitor and any other assistants. As soon as the exhibitor receives the contract signed by the organiser, on receipt of which the (rental) agreement comes into effect. The contract also becomes effective if the application is made in the form of a fax or a pdf-document.

(2) Conditions or reservations laid down by the exhibitor shall have no validity. All additional agreements, such as the ordering of services or technical connections, individual approvals and special approvals shall be subject to the written confirmation of planetfair Dubai LLC or MESSE ESSEN GmbH.

(3) planetfair Dubai LLC and MESSE ESSEN GmbH may, if important circumstances require, while laying out its reasons for so doing – at variance from the admittance – allocate a stand at a different location or change the stand size by up to 5 % of the registered area.

(4) Any stand that has not been taken over by the exhibitor or his representatives within one day prior to the start of the specialist trade fair may be reallocated without the exhibitor being entitled to demand reimbursement or to make any other claims.

(5) Conflicting general terms and conditions of business of the exhibitor shall not be recognised by planetfair Dubai LLC and MESSE ESSEN GmbH.

(6) The organiser reserves the right not to grant admission to the exhibitor due to any factually justified reason, especially if the amount of space available is insufficient.

### II. Due Date and Payment Default

(1) For all money transfers in connection with this contract the parties agree upon payment in the currency of the European Union EURO. In individual cases the parties are amicably entitled to assign payment in US-Dollar or Dirham.

(2) The entire contractually agreed sum shall be due immediately after the date of invoice.

(3) In the event of non payment notwithstanding the granting of extensions under the threat of refusal, planetfair Dubai LLC and MESSE ESSEN GmbH shall be entitled to dispose of the stand area or to withdraw from the agreement.

(4) In the event of the payment deadline being exceeded without dunning, the exhibitor shall be obliged to pay planetfair Dubai LLC or MESSE ESSEN GmbH the normal banking interest rate.

(5) planetfair Dubai LLC and MESSE ESSEN GmbH shall enjoy the right of pledge and retention on the furnished exhibition goods and other stand equipment with respect to all obligations which are not fulfilled. The objects may be put into storage at the cost and risk of the applicant. These may be sold by planetfair Dubai LLC and MESSE ESSEN GmbH following written notification in the event of continued non payment. Any surplus proceeds shall be remitted to the exhibitor following the deduction of all costs.

### III. Sub-exhibitors

(1) The assignment of an allocated stand or parts thereof to sub-exhibitors or fellow exhibitors shall be subject to the prior approval of planetfair Dubai LLC or MESSE ESSEN GmbH. Sub-exhibitors or fellow exhibitors must be named separately and full addresses provided with binding effect by the exhibitor in a letter enclosed with the application, specifying the respective product programme. planetfair Dubai LLC or MESSE ESSEN GmbH shall notify the exhibitor of the admittance of one or several sub-exhibitors or fellow exhibitors. A sub-exhibitor or fellow exhibitor shall only have participatory approval following the receipt of this admittance notification.

(2) The inclusion of sub-exhibitors or fellow exhibitors without the prior approval of planetfair Dubai LLC or MESSE ESSEN GmbH shall entitle planetfair Dubai LLC or MESSE ESSEN GmbH to terminate the agreement with the exhibitor with immediate effect and to cause the stand to be cleared at the expense of the exhibitor.

(3) The exhibitor shall be liable vis-à-vis planetfair Dubai LLC and MESSE ESSEN GmbH for any fault or negligence caused by the sub-exhibitor or fellow exhibitor as he would be for his own fault or negligence.

### IV. Insurance and Liability

(1) The exhibitor or his representatives shall be responsible for properly insuring the exhibition goods as well as all other equipment and fittings against all transport, assembly and dismantling risks as well as during the event itself, in particular against damage, theft etc.

(2) planetfair Dubai LLC's and MESSE ESSEN GmbH's liability for personal injury or damage to property shall be limited in every case to intent and gross negligence.

(3) Indirect damage and loss of earnings shall be excluded from the liability.

(4) The exhibitor or his representative shall be liable for all damage caused by their participation vis-à-vis third parties, including damage caused to buildings and the exhibition grounds as well as on these and the fixtures and fittings thereof. The exhibitor shall expressly indemnify planetfair Dubai LLC and MESSE ESSEN GmbH against any possible third-party recourse claims resulting there

from which were not caused by the gross negligence or intentional behaviour of planetfair Dubai LLC and MESSE ESSEN GmbH or their vicarious agents.

### V. Withdrawal

(1) planetfair Dubai LLC and MESSE ESSEN GmbH shall be entitled to withdraw from the agreement in the event of an application being made to open composition or bankruptcy proceedings against the assets of the exhibitor, or in the event of an application of this nature being rejected on the grounds of insufficient assets. The exhibitor shall be obliged to notify planetfair Dubai LLC or MESSE ESSEN GmbH thereof without delay.

(2) Should planetfair Dubai LLC or MESSE ESSEN GmbH withdraw from the agreement for the reasons specified in I. (4) or II. (2), then the exhibitor shall nevertheless remain obliged to pay the total invoice sum.

### VI. Non-participation

Should the exhibitor cancel his participation or withdraw from the contract, he shall be obliged to pay the full costs of participation.

In principle any cancellation of the contract must be made in writing.

### VII. Reservations, force majeure, cancellation and moving:

The organiser is authorised to move, shorten, temporarily close entirely, or cancel the trade fair for cause (e.g., industrial action, force majeure). The organiser is entitled to refrain from carrying out the event under equitable discretion and with due consideration of the justified interests of the exhibitors if its commercial viability does not appear secure. The cancellation or postponement is up to three months before the first running day of the trade fair. Should the event be cancelled due to reasons that are not the responsibility of the organiser or due to force majeure, the organiser is entitled to a cost contribution from the exhibitor amounting to 25% of the participation fee. Cancellation annuls the contracting parties' reciprocal performance obligations; cancellation does not entail any claims for refund of expenses already incurred or compensation for damages. However, insofar as it is responsible for the cancellation, the organiser shall refund any payments already made to it by the exhibitor for services that had not yet been performed at the time of cancellation. In the event of complete or partial relocation or shortening, the Agreement shall be considered as concluded for the modified duration unless the exhibitor objects in writing by a deadline of one week from notification of the change; in this case, the organiser is entitled to claim a cost contribution from the exhibitor amounting to 100% of the participation fee. The agreed prices shall not be reduced. All services shall be performed within the scope of the available capacities. If the organiser is forced to shorten an event that has already begun due to force majeure or for other reasons for which it is not responsible, the exhibitor shall not be entitled to complete or partial refund or to any waiver of the participation fee.

### VIII. Guarantee

Complaints issued on the grounds of any possible defects in the stand or the exhibition area must be forwarded to planetfair Dubai LLC or MESSE ESSEN GmbH in writing without delay following occupation, at the latest on the last day of preparatory assembly, thus enabling planetfair Dubai LLC and MESSE ESSEN GmbH to rectify any possible defects. Complaints issued at a later date cannot be recognised, and shall not lead to any claims being made against planetfair Dubai LLC and MESSE ESSEN GmbH.

### IX. Miscellaneous

(1) The exhibitor may only set-off claims against planetfair Dubai LLC and MESSE ESSEN GmbH if these relate to claims arising out of § 537 or § 538 BGB (German Civil Code). In other respects only if the exhibitor's counterclaim is uncontested or recognised by declaratory judgement. The exhibitor may only assert a right of retention insofar as this is based upon claims arising out of the present agreement.

(2) Claims of the exhibitor shall have a 6-month period of limitation. The period of limitation shall start at the end of the month during which the final day of the respective event falls.

(3) The exhibitor has to ensure that his exhibition stand is presented in a typical manner throughout the exhibition. This includes the stand make-off with walls, carpet, presence of stand personnel and display of exhibits and promotional material on the stand. Failure to meet these terms will result in a flat fee fine of 5.000 EUR. In addition any damages over and above this amount which can be proved by the organiser, may be charged to the exhibitor.

### X. Place of Performance and Place of Jurisdiction

The place of performance shall be Dubai.

For all current and future claims arising out of the business relationship with merchants, including claims based on bills of exchange or cheques, the exclusive place of jurisdiction shall be München.

The same place of jurisdiction shall apply in the event of the exhibitor not having a general place of jurisdiction within Germany, in the event of his relocating his domicile or ordinary place of residence abroad or in the event of his domicile or ordinary place of residence not being known at the time of the issuing of the complaint.

### XI. Applicable Law

The applicable law shall be exclusively the law of the Federal Republic of Germany.