

Definitions

MFN: Messe Friedrichshafen GmbH shall hereafter be referred to as „MFN“.

OSC: Exhibitors receive an access code for the Messe Friedrichshafen Online Service Center (hereafter referred to as "OSC") upon stand allocation. Media features as well as technical and organizational orders must be executed via the OSC.

General Conditions of Participation available at: www.messe-friedrichshafen.com/exhibiting-guidelines.

General event information

1. Opening times

VERTICAL PRO will take place from November 14 to November 15, 2025, at the MFN exhibition grounds in Friedrichshafen. The exhibition is open on Friday from 9 a.m. to 6 p.m. and from 9 a.m. to 5 p.m. on Saturday. The right to alter the opening times due to serious reasons is reserved. Changes will be announced in good time. Access for exhibitors: 1 hour before start of the exhibition.

2. Set-up and dismantling times

2.1 Set-up:

Wednesday, November 12, 2025: 7:00 a.m. - 8:00 p.m.

Thursday, November 13, 2025: from 7:00 a.m. continuously to the beginning of the fair on Friday,
November 14, 2025, 9:00 a.m.

Advanced stand set-up must be approved by the project management and is subject to charge.

2.2 Dismantling:

Saturday, November 15, 2025: from 5:00 p.m. (access for vehicles once permission is given)

Sunday, November 16, 2025: 7:00 a.m. - 8:00 p.m.

Monday, November 17, 2025: 7:00 a.m. - 4:00 p.m.

Early dismantling is not permitted. Please note the MFN General Conditions of Participation.

2.3 Additional deadlines:

Registration deadline: June 30, 2025

Start of hall planning: August 2025

3. Registration and admission

Registration for VERTICAL PRO 2025 is made by completely filling out the online form. With this intention to exhibit, the exhibitor declares to MFN its sincere interest to participate as an exhibitor. The submission of the online registration form does not constitute a claim to admission. MFN shall submit a written placement proposal to the exhibitor, which shall require the written consent of the exhibitor within the response time set for him. The exhibitor's acceptance of the placement constitutes the contractual offer, from which the exhibitor can no longer withdraw once it has been received by MFN. The contract with MFN for participation shall only be concluded upon confirmation of participation by MFN, which constitutes acceptance of the contract. By sending the placement agreement, which does not yet constitute a claim to participation, the exhibitor accepts the Special and General Terms and Conditions of Participation, the Technical Guidelines, the House Rules, the Data Protection Guidelines as well as all further conditions of participation (<http://www.messe-friedrichshafen.com/exhibiting-guidelines>).

If the exhibitor wishes to have the invoice rewritten due to a change in name, change in legal form or change in the address of the invoice recipient, or similar, the exhibitor must pay an amount of EUR 50.00 for each invoice change. If invoices are addressed to a third party on the instructions of the exhibitor, the exhibitor remains the debtor until the respective invoice has been paid in full.

4. Participation fee / Exhibitor passes / Co-Exhibitors

4.1 Option 1: Booking stand space only 110.00 €/sqm)

The participation fee includes the provision of the exhibitor space, a certain number of exhibitor passes (based on the booth size), WIFI, waste disposal up to 80 L per day (please see [general terms and conditions](#)) and electricity consumption up to 3 kW (the electricity connection has to be ordered via the OSC for a fee).

Option 2: Booking complete stand package (259.00 €/sqm)

The complete stand package includes the provision of the exhibitor space, stand walls, carpet, lighting (number depending on the booth size), electricity connection and consumption up to 3 kW, waste disposal up to 80 L per day, media package, certain number of exhibitor passes (depending on stand size), WIFI and stand construction and dismantling.

Option 3: Booking Start-Up Package (33.00 €/sqm)

The Start-Up Package includes the provision of the exhibitor space in the START-UP AREA in hall B5, stand walls, OSB counter and 2 bar stools, electricity connection and consumption up to 3 kW, waste disposal up to 80 L per day, media package, certain number of exhibitor passes (depending on stand size), WIFI and stand set-up and dismantling. The offer is only valid for start-ups that are not older than 5 years (please submit a copy of the business registration or comparable proof with your application) and whose innovative product thematically fits VERTICAL PRO.

All booking options also include the provision of the exhibition's own information systems, exhibitor support by the project management, target-groups specific marketing of the event, hall security, cleaning of the halls and free advertising materials for exhibitor's own visitor advertising. Should a two-story stand be approved, 50 % of the participation fee will be charged for the space of the upper structure.

4.2 The number of exhibitor passes included in the participation fee shall be determined by the size of the stand and will be shown on the invoice. Additional exhibitor passes can be ordered via the OSC (subject to charge).

4.3 The co-exhibitor fee is € 230.00/co-exhibitor plus media entry fee. Definition of co-exhibitor: see [General Conditions of Participation](#). Co-exhibitors shall receive 3 exhibitor passes free of charge.

5. Terms of payment

Invoices are due immediately. The payment terms on MFN's invoices are decisive, please note the bank details.

6. Stand cancellation / cancellation fee

If the exhibitor cancels participation once admission has been granted, the exhibitor is obliged to pay a compensation fee (see General Conditions of Participation). Cancellation prior to the assignment of the stand is free of charge. After the stand has been allocated to your company, a cancellation will cause the following fees:
100 % of the participation fee.

Stands that have not been occupied by 8:00 p.m. on November 13, 2025 may be reallocated by the project management.

7. Approval of stand construction and stand technology

The regular stand height is 3.50 m. Stands which wholly or partially exceed this height must be submitted with a plan to the project management for approval at least 4 weeks before the start of the construction work. Please consider the maximum construction height of 6.00 m. The maximum height for ceiling suspensions (lighting, audio-visual equipment, no banners) is 7.50 m upper edge of the truss. Two-story stands (space subject to charge) need to be applied for with a verifiable calculation (subject to charges). A fee of € 250 will be charged for the examination

of the structural analysis. Further details can be found in the MFN Technical Guidelines (www.messe-friedrichshafen.com/exhibiting-guidelines).

8. DEMO + TEST AREA

MFN provides the DEMO + TEST AREA free of charge for demonstration and test purposes. The exhibitor undertakes to use and provide only certified, fully functional and flawless products in the DEMO + TEST AREA. MFN assumes no duty of care for test products brought in. Use of the DEMO + TEST AREA is at the user's own risk. MFN accepts no liability for damage to property or personal injury.

9. Sales Regulations

Direct Sales is not permitted.

10. WiFi

MFN has its own WiFi, which exhibitors and visitors can log onto. Exhibitor's own WiFi must be registered and comply with specific conditions. Registration and prerequisites can be accessed via the OSC.

11. Use of operations equipment

For logistical and safety reasons, the use of cranes, forklifts and lifting platforms/hydra ladders is exclusively limited to the official contract partners of MFN. These services can be ordered via the OSC.

12. Guarding / Liability

MFN does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are the property of the stand personal or the exhibitors. Stand guarding can be ordered via the OSC.

13. Use of Music / GEMA

Exhibitors must register the use of copyright music, videos, or movies with the German authority GEMA. Registration forms are available at: www.messe-friedrichshafen.com/exhibiting-guidelines.

14. Floor Covering

The hall floor is made of row asphalt. Color defects are possible (re-coloring not possible). The use of floor covering is recommended.

15. Catering

MFN has official exclusive contract partners for catering and beverage services – addresses can be found via the OSC.

16. Additional services

In addition to the participation fee, the acceptance of the following services is obligatory:

- The AUMA fee of € 0.60/sqm to be paid by the exhibitor will be invoiced by MFN for the AUMA and passed on (see General Conditions of Participation).
- Media entry fee for exhibitor and co-exhibitor (already included in the complete stand package and Start-Up package): For the mandatory entry a fee of € 250.00 will be charged, additional entries are subject to charge. The entry needs to be edited prior to the show by the exhibitor in the OSC by October 9, 2025, by the latest.

Special Conditions of Participation for VERTICAL PRO 2025



All a.m. services and additional services can be ordered via the OSC after admission. You will receive the access code for service orders and media entries by e-mail with the admission documents.

17. Pricing / Reverse-Charge-Procedure

All quoted prices are net prices. If the statutory value added tax applies, it will be invoiced in addition. Please note the explanations regarding the reverse charge procedure and the VAT identification number in the General Conditions of Participation.

18. Reservations, force majeure, cancellation, and other changes to the event

Unforeseen events, in particular cases of force majeure (for example natural disasters, war, terror, failure, or massive disruptions in traffic and/or communication links, as well as special epidemic risks when contagious diseases occur) which make it impossible or irresponsible to hold the event as planned, entitle MFN to postpone, shorten and extend an event, to completely cancel its opening and to close an already started event temporarily, finally, in individual parts or in total. (More details: www.messe-friedrichshafen.com/exhibiting-guidelines).

19. Legal notices

Serious violations of the exhibition terms and conditions give MFN the right to close stands immediately and to clear them off without requiring court action. This applies to cases of advertising in contravention and in case of advertising for political or ideological purposes.

The German version of the contract is binding.

Place of fulfillment: Friedrichshafen, place of jurisdiction: Tettnang/Ravensburg
HRB-No. 1179 Registration Court, District Court Tettnang