

Specific Terms of Participation 2025

Event-specific additions to General Terms of Participation (ATB) and Technical Regulations (TR) of Hamburg Messe and Congress GmbH (HMC)

Event and legal entity:

Hamburg Messe und Congress GmbH Tel.: +49 40 3569 0
P.O. Box 30 24 80 · 20308 Hamburg Fax: +49 40 3569 2203
Messeplatz 1 · 20357 Hamburg
- hereinafter called **HMC** -

info@hamburg-messe.de
hamburg-messe.de

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| Event title: | POLARIS CONVENTION 2023– Your Community Universe | |
| Venue: | HMC Fairground | Hall B1 – B4, ground floor & B7, Entrance East |
| Event duration: | 10 – 12 October (Fri – Sun, 3 days) | |
| Project management: | Exhibition Management | |
| | Anja Holinsky Event Manager POLARIS | Tel.: +49 40 3569 2162 E-mail: anja.holinsky@hamburg-messe.de |
| Opening times: | Friday, 12 noon – 8 p.m. Saturday, 10 a.m. – 8 p.m. Sunday, 10 a.m. – 6 p.m. | Exhibitors have access with an exhibitor pass 1 hour before and after the opening times of the convention. |
| Assembly times: | October 09, 2025 (Thu.) | 7 a.m. – 10 p.m. |
| | October 10, 2024 (Fri.) | 7 a.m. – 10 a.m. |
| Disassembly times: | October 12, 2025 (Sunday) | 6 p.m. – 0 a.m. |
| | October 13, 2025 (Mon.) | 7 a.m. – 10 p.m. |
| Early stand assembly / Extended disassembly: | Any requests for early stand assembly / extended disassembly times must be submitted in writing to the Trade Fair and Exhibition Technology Department and approved (see Online Service Center / approvals and applications). An entitlement of approval does not exist. If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de). | |
| Exhibitor passes: (see clause 16 ATB) | Up to a stand size of 4 m² the exhibitor receives 2 exhibitor passes , up to 8 m² the exhibitor receives 3 exhibitor passes , up to 16 m² the exhibitor receives 4 exhibitor passes free of charge. Two additional passes will be issued free-of-charge for every further 10 m ² . Further exhibitor passes may be ordered on payment of a charge of € 45 incl. VAT per pass, from the Online Service Center. NO exhibitor passes are needed for assembly and disassembly. | |
| Registration fee for co-exhibitors: (see clause 4.3. ATB) | Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products/services. The main exhibitor registers his co-exhibitors via his online registration. The charge for co-exhibitors is € 150 plus VAT per co-exhibitor, and will be invoiced to the main exhibitor. | |
| Exchange of exhibitor | The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement. | |
| Direct Sales | The POLARIS CONVENTION is a consumer exhibition. Exhibitors are allowed to sell directly to visitors at their exhibition stand. When selling Lucky / Loot or Surprise Bags or similar, it should be noted that the buyer must be able to recognise from the outside which products are contained therein, including a clearly recognisable price indication | |

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| Copyright | <p>In the case of copyrighted works, exhibitors assure that they are either the sole copyright owner of the products or that they are selling original products and that they have the corresponding usage rights or are entitled to do so for other reasons. The same applies to other industrial property rights (e.g. trademark rights, patent rights, design rights) or personal rights.</p> <p>The exhibitor further assure that he can prove this with appropriate evidence.</p> <p>The exhibitor releases the organizer from any claims against third parties in the event of a violation of the aforementioned regulations.</p> |
| Exhibit protection: | <p>Subject to a decision by the Federal Justice Ministry, HMC offers exhibitors a certificate for submission to the German Patent and Trade Mark Office that the exhibit to be protected (consumer/investment product, design/utility model) has been exhibited at POLARIS. For further information see Online Service Center / approvals and applications.</p> |
| Advance payment for expected additional costs: (see clause 5.3 ATB) | <p>No additional advance payment is required for POLARIS.</p> |
| Insurance: (see clause 21.7 ATB) | <p>Any insurance requirements or damage reports should be sent to: versicherung@hamburg-messe.de. Insurance policies can also be booked via the Online Service Center (OSC).</p> |
| Cost element clause: | <p>In the event that the utility or labour costs payable by HMC (e.g., energy costs for electricity or gas, costs of water; wages, etc.) change during the six-month period beginning after the conclusion of the contract and ending at the end of the scheduled time for the event, without HMC being able to reasonably influence this change, HMC may, at its reasonably exercised discretion, adjust the Service Fees by an appropriate amount, provided that the changes have an immediate impact on the (pro-rated) purchasing costs incurred by HMC. In case of a cost increase, the amount added to the Service Fees must not exceed the increase in HMC's purchasing costs, and HMC shall offset this added amount against any reduction of other costs incurred by HMC elsewhere if applicable.</p> <p>The other party must be notified about any such Service Fee adjustment in textual form. HMC may, without being obliged to do so, sign such notification and may choose to do so using the DocuSign software. In the event of a dispute, the competent court of law may review the appropriateness of change of service fee. Any Service Fee adjustment must be announced one month prior to the beginning of the scheduled time for the event at the latest.</p> |
| Reductions in size of stand space: | <p>The stand space specified in the acceptance is binding. After acceptance, any reductions in stand space requested by the exhibitor are possible only in consultation with HMC, and do not lead to reduction in stand rent. If HMC succeeds in renting out the stand space to a third party, an administrative fee amounting to 25% of the (proportional) participation fee for the space not used by the exhibitor is payable in accordance with clause 8.2 ATB.</p> |
| Withdrawal of registration prior to acceptance: (see clause 2.2 ATB) | <p>Free-of-charge cancellation is possible within the period specified in the placement proposal, or until confirmation without placement proposal. In the event of cancellation after stand confirmation, clause 8 ATB shall be applicable.</p> |
| Compulsory presence and operation: (clause 7.7 ATB) | <p>The exhibitor is obliged to be present and operate his stand during the opening hours and for the entire duration of the fair, including the last day of the fair</p> <p>Dismantling of the stand before the period set for dismantling is a breach of contract. HMC is entitled to impose a penalty charge of € 1,000.</p> |

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| <p>USK-Registration - Unterhaltungssoftware-Selbst-Kontrolle (Entertainment software control)</p> | <p>All youth protection regulations can be achieved by using privacy screens. Access control is nevertheless necessary. The responsible authority will check compliance with the law for the protection of minors at POLARIS and it can initiate appropriate legal measures in the event of violations.</p> <p>In the event of violations, in addition to the closure of the exhibition stand, exhibitors may face fines of considerable amounts.</p> <p>Content up to and including USK 12 can be presented openly at POLARIS. The appropriate USK sticker must be displayed clearly visible (recommendation: at least 3.5 x3.5 cm) at or next to all game stations. The USK provides corresponding templates for printing under this link.</p> <p>USK 16 / 18 areas are also to be marked clearly visible. The USK does not provide stickers! IARC markings e.g. from the Google Play Store or Nintendo eShop do not apply to public events such as POLARIS.</p> <p>Content marked USK 16 / 18 or without USK mark: This content may only be shown to the respective age group. Separate rooms, averted monitors and privacy screens must be used to ensure that younger visitors cannot see this content. Access control of the stand areas by stand personnel must be ensured by the exhibitors.</p> <p>In the case of displays showing content with the USK 12 rating, exhibitors must ensure that younger visitors are allowed to watch, but not to play themselves. In the case of content with the USK 0 or USK 6 rating, no precautions need to be taken during stand construction.</p> <p>The responsibility for compliance with these requirements lies solely with the exhibitors.</p> |
| <p>Exhibitor-WiFi</p> | <p>Included in the participation fee, each exhibitor receives WiFi access for one device per exhibitor (main exhibitor only).</p> <p>The provision of WiFi access data for a maximum of 1 end device per exhibitor applies to the entire event period including the official set-up and the first day of dismantling. Internet access can be used in Halls B1 - B4 as well as B7.</p> <p>The 5Ghz frequency band is used to ensure the best possible performance. The speed of the individual user is 4-16mbit/s depending on the amount of total users in the hall.</p> <p>Before the start of the convention, the exhibitor will be sent the access data for a device.</p> <p>Exhibitors who need WiFi access for more than one device at their stand can conveniently book the desired internet connection for a fee via the online service center or send their request to customerservice@hamburg-messe.de.</p> |
| <p>Hybrid Package: (s. Ziffer 14 ATB)</p> | <p>All confirmed exhibitors are published in the exhibitor directory on the website and are featured in the map. The POLARIS media are made available on site via a free visitor WLAN.</p> <p>The deadline for entries in the POLARIS media is September 10, 2025. If this deadline is not met, existing information from the exhibitor registration will be used.</p> <p>In addition, exhibitors have the option of booking a Hybrid Package via Online Service Center (OSC). The deadline for booking a Hybrid Package is September 10, 2025.</p> <p>The fee for a Hybrid Package is € 500, plus VAT. A Hybrid Package includes the following services:</p> <ul style="list-style-type: none"> - 1x sticker in the POLARIS gaming app (regular price: €2,000 per sticker): Participation in the sticker game in the app. A QR code is attached to your stand which enables visitors to unlock your company sticker - 1x partner logo on a banner wall on site |
| <p>Merch-Package</p> | <p>Merch-Packages can be booked in blocks of 4 m² each, up to a total space of 20 m² in a row, equalling 10 Merch Packages in a row. The standing depth is always 2m. Regardless of the amount of booked Merch-Packages in a row, only 1 230V power line is available.</p> <p>A Merch-Package costs € 1,000 plus VAT. Until December 31, 2025 the Early Bird Rate of € 880 plus VAT applies. The Merch-Package includes the following services:</p> <ul style="list-style-type: none"> - 1 Table (HxWxD: 74x160x80cm) - 2 Chairs - 4 m² space (standard: 2m-depth), incl. Auma-fee (0,60 € per m²) - 2m rear wall (supporting elements will be provided if necessary for static purposes) - Electricity (regardless of the number of packages booked, 1 power line is available) - Exhibitor-WiFi <p>Incl. 2 exhibitor passes</p> |

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| Artist-Package | <p>POLARIS offers especially designed areas for artists (artist alley), creators (cosplay area) & clubs (tabletop area). The exhibition area for artists/creators/clubs will be curated. A panel of experts decides which registered artists/creators/clubs will be admitted. The examination is based on the online registration of an artist package. An artist/creator/club can apply for one artist package only (4m²). Application deadline for artist packages is April 30, 2025.</p> <p>The Artist-Package costs € 180, plus VAT and includes the following services:</p> <ul style="list-style-type: none"> - 1 Table (HxWxD: 74x160x80cm) - 2 Chairs - 4 m² space (standard: 2m-depth), including AUMA-Fee (60 Cents per m²) - Incl. 2 exhibitor passes <p>Tablecloths or similar coverings or decorative elements are not provided. Exhibitor catering or party tickets can be ordered online for a fee.</p> <p>Participants must be at least 18 years old. The artists must mainly have self-designed products in their range. Fan art must not predominate. No AI-generated works may be sold. Without exception, all products in the range must be suitable for children. Nor may they be presented or sold with censorship.</p> <p>The confirmation of participation (or cancellation) will be sent from beginning of May, 2025. The costs for the withdrawal after receipt of this confirmation, are as follows:</p> <ul style="list-style-type: none"> - Until June 23, 2025: free of charge - Until September 1st, 2025: 50% of the stand rental - Later: 100% of the stand rental |
| Indie Dev Area Paket | <p>Independent developers can apply to present game titles at the POLARIS Indie Dev Area. For application one spot must be registered for each title. It is not mandatory to staff a spot. The Indie Area will be curated and the spots will be awarded from August 16, 2024. The review will be based on online registration for an Indie Dev Package at a price of €600 plus VAT.</p> <p>A spot on the Indie Dev Area includes the following services:</p> <ul style="list-style-type: none"> - 1x PC, screen, peripherals - Electricity and cleaning - Grafic - 1 Exhibitor pass <p>If the registered game is a Steam game, participants will be part of our exclusive STEAM Card promotion, which will be distributed to Germany's top influencers and press.</p> <p>Confirmation of participation or cancellation will be sent from September 1st, 2025. After receipt of the confirmation, a withdrawal is possible, the costs for the withdrawal are as follows:</p> <ul style="list-style-type: none"> - Until 31st August 2025: no charge - Until 16th September 2025: 50% of participation fee <p>Later: 100% of participation fee</p> |