

Registration deadline : 31 July 2019

1. Stand registration FRUIT LOGISTICA 2020

Language for correspondence German English



5-7 February 2020

Messe Berlin GmbH
Messedamm 22
14055 Berlin

Tel. +49 30 3038 0

E-Mail
fruitlogistica@
messe-berlin.de
www.fruitlogistica.de

Exhibitor name (contractual partner) Legal form

For each alteration of invoice an additional handling fee of 80.00 EUR plus VAT will be charged.

Street

Postal code City Country

Website Company email

+ Phone Fax

Ms. Mr. Contact person first name Last name

+ Phone Email of contact person

Product key numbers (Please use product group index)

Product key numbers input fields

Yes We will be installing a machine on our stand. Exhibitors with machines on their stands will be placed exclusively in one of the machinery halls.

No

Branch codes (choose one or more)

- Agent, Retailer, Association/Institution, Press/Media, Grower/Producer, Research organisation, Shopfitting, Technical services, Manufacturer, Wholesaler/Distributor, Storage, Transport/Handling, Exporter, Importer, Marketing organisation, Packaging

We would like to be listed in the alphabetical exhibitor directory under the following letter: []

IMPORTANT: The above exhibitor's details will be used for the exhibitor's entry in the FRUIT LOGISTICA Virtual Market Place@ and Exhibition Guide without taking responsibility for the correctness of these data. You can check, update and complete your data in the Virtual Market Place@. All changes submitted by 21 November 2019 will be included in the Exhibition Guide.

Invoicing address (if different from above) Legal form

For each alteration of invoice an additional handling fee of 80.00 EUR plus VAT will be charged.

Street

Postal code City Country

Empty rectangular box

Date



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2. Choice of stand space

Exhibitor name (contractual partner)

In accordance with exhibition terms and conditions we would like to order the following:

All prices exclude statutory VAT.

Basic package (items 1.-4. incl.)

1. Stand rental

Stand size and shape

(Stand rental costs for space only)

- Row stand, one side open 203.- EUR/m²
- Corner stand, two sides open 217.- EUR/m²
- Peninsula stand, three sides open 231.- EUR/m²
- Island stand, four sides open 245.- EUR/m²
- Two-storey structure 203.- EUR/m²
Upper floor _____ m²

Desired size:

(Minimum stand size: 12 m²)

Front	Depth	Total
_____ m	x _____ m	= _____ m ²

2. Power consumption

3. Water consumption

4. Exhibitor passes:

up to 20 m² of rental space 4 passes and for every additional 10 m² 1 additional pass.

5. Media-Package (compulsory) see FRUIT LOGISTICA Media-Package (point 4)

- Primary exhibitors: 509.- EUR
- Co-exhibitors: 95.- EUR (invoiced to the primary exhibitor)

6. Association of German Trade Fair Industry (AUMA) fee: 0.60 EUR/m²

Data Protection

Consent to passing on personal data to partner companies

Our partner companies will be pleased to support you with your company's trade fair presence. For data-protection reasons, your consent is required for passing on your contact data to our partners. You can revoke your consent at any time for the future. Please also heed the information in the enclosed data protection information for exhibitors.

I consent to Messe Berlin GmbH sending my contact data, i.e. my name, my telephone number, my email address, my fax number and the address of the company I have registered in the stand registration to third parties so that they can offer me additional services in their own name such as logistics services, for the preparation and staging of my trade fair participation and to optimise and support my company's trade fair presence. The currently known recipients are Agility Logistics GmbH, Schenker Deutschland GmbH and Fruitnet Media International GmbH. Due to the changing or expanding service offerings, other service providers may be added. I can revoke this consent to use my personal data and email address requested as part of the stand registration at any time with effect for the future. An email message to datenschutz@messe-berlin.de shall be sufficient.

IMPORTANT: Every exhibitor is obliged to correctly equip and furnish the stand and to staff it with personnel for the duration of the exhibition. Stands may not be dismantled on 5 and 6 February before 18.00 h and Friday, 7 February 2020 before 16.00 h. If the exhibitor fails to comply with this regulation, the organizer is entitled to impose a penalty up to 5,000 EUR per day.

With this stand registration we accept the data protection regulations, the **Conditions of Participation** and the **General Terms of Business** for Messe Berlin Trade Fairs and Exhibitions. Place of performance and court of jurisdiction: Berlin, Germany.

Date _____



Usually goods and services performed in Germany by a business entity are subject to value-added-tax (VAT). If certain conditions are met however, we do not have to charge German VAT to our customers. To enable Messe Berlin GmbH and its subsidiaries to issue invoices without German VAT, please complete the following form.

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Messe Berlin GmbH
 Messedamm 22
 14055 Berlin

Tel. +49 30 3038 0

E-Mail
 fruitlogistica@
 messe-berlin.de
 www.fruitlogistica.de

Company (contractual partner)		Legal form
Street, number		
Post Code	City	Country
Website		Email

Please use our firm details from the stand registration (recipient of services)

Please mark the appropriate box with an "X"

Business, resident in the European Union
 The company qualifies as an entrepreneur in terms of VAT and is established in the EU (sect. 2 German VAT Act, article 9 EC VAT Directive)

Business, resident outside the European Union
 The company is established outside the European Union. The Company is registered with the tax office under the name and address mentioned above.

The Company is registered with the tax office under the name and address mentioned above. For any services rendered to us by Messe Berlin GmbH and its subsidiaries the following VAT Identification Number shall be used:

For any services rendered by Messe Berlin GmbH and its subsidiaries, please refer to our enclosed tax residency certificate (business certificate, commercial register extract) and the informal English translation.

_____ **Valid VAT Identification Number**

Please note that Messe Berlin GmbH and its subsidiaries reserves the right to refuse the confirmation provided by the customer, if these documents are not considered as being sufficient to confirm the tax residency of the customer.

Please note that we will verify the VAT ID mentioned via VIES (VAT Information Exchange System) which is provided by European Authorities. If there is a mismatch between your information and the database the VAT ID will be regarded as being invalid.

We confirm that all services which are ordered and rendered under this agreement will be used for business purposes. The VAT Identification Number / confirmation of tax residency shall be used by Messe Berlin GmbH and its subsidiaries for any services requested under this agreement. We will inform Messe Berlin GmbH or its subsidiaries about any changes in that respect immediately.

This declaration of consent can be withdrawn at any time in written form, which is to be addressed to Messe Berlin GmbH, Abt. Bilanzierung & Steuern, DE-14055 Berlin. We are aware that if we are not a registered company or the documentation provided is insufficient (non verification of the enterprise), Messe Berlin GmbH and its subsidiaries will be obliged under the German VAT Law to charge German VAT, in addition to the agreed net amount.

_____ **Date**

4. FRUIT LOGISTICA Media-Package

The Media-Package includes both a listing in the printed Exhibition Guide and an online entry on the Virtual Market Place®, the online catalogue. Your company data for both entries will automatically be taken from your stand registration form. You can check, update and complete your data in the Virtual Market Place®. For any questions regarding the editing of your information, please contact the editorial team. The data from your online entry will then also be used for the Exhibition Guide. **Deadline: 21 November 2019.**

	Primary exhibitor 509.00 EUR excluding VAT	Co-exhibitor 95.00 EUR excluding VAT
BASIC ENTRY	Virtual Market Place® <ul style="list-style-type: none"> Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, branch codes, entry in the product key numbers) Exhibition Guide <ul style="list-style-type: none"> Basic company entry (company name, country, hall and stand) 	Virtual Market Place® <ul style="list-style-type: none"> Basic company entry (company name, postal address, hall and stand number, telephone, fax, email, branch codes, entry in the product key numbers) Exhibition Guide <ul style="list-style-type: none"> Basic company entry (company name, country, hall and stand)
	Exclusively in Virtual Market Place® <ul style="list-style-type: none"> 3 contact persons with email and telephone Company profile (max. 4,000 characters) Company logo Link to social media profiles (facebook, twitter, YouTube etc.) Link to homepage Presentation of up to 10 products in text (max. 4,000 char. per product) and picture with link to the products on the exhibitor's homepage. <u>Please note:</u> Only products and services in accordance with the product group index are admitted. Link to videos on the exhibitor's homepage Entry of up to three keywords under which the exhibitor wishes to be found 	Exclusively in Virtual Market Place® <ul style="list-style-type: none"> 1 contact person with email and telephone Company profile (max. 4,000 characters) Company logo Link to homepage Presentation of 1 product in text (max. 4,000 char.) and picture with link to the product on the exhibitor's homepage. <u>Please note:</u> Only products and services in accordance with the product group index are admitted.

ADDITIONAL ENTRIES (with costs)	Exhibition Guide <ul style="list-style-type: none"> Advertisements Extended company entry with logo in alphabetical list A-Z Advertising closing date 3 January 2020	Contact: Fruitnet Media International Mon.-Fri., CET 09:00-16:30 h T +49 211 9910440 F +49 211 6911746 katalog@fruchthandel.de
	Virtual Market Place® <ul style="list-style-type: none"> Banner advertising Upgrade co-exhibitor Additional product entries 	Contact: Editorial Team Virtual Market Place® Mon.-Fri., CET 09:00-18:00 h T +49 30 3038 2180 F +49 30 3038 2172 content@virtualmarket.fruitlogistica.de
For detailed information about upgrades and additional services, please visit www.fruitlogistica.com > Exhibitors > Virtual Market Place		

Duration:

All online Advertising Box services are valid from **1 November 2019** until **31 October 2020**. During this period you can update your entry as often as you like.

5. FRUIT LOGISTICA product group index 2020

Only the products and services listed below are admitted.

Exhibitors with machines on their stands will be placed exclusively in one of the machinery halls.

Fresh products

- 110 Fresh fruit
- 120 Fresh vegetables
- 125 Mushrooms
- 130 Potatoes
- 140 Nuts • dried fruit
- 150 Fresh convenience products
- 160 Fresh herbs • sprouts • spices
- 170 Flowers • plants
- 180 Organic products
- 190 Fair trade products
- 195 Frozen fruits and vegetables

Technical systems

- 205 Seeds • variety development • nursery trees
- 210 Cultivation equipment/systems
- 215 Post-harvest technical systems • modified atmosphere technology • product monitoring technology
- 220 Cooling systems
- 225 Ripening equipment
- 230 Packing/sorting machinery
- 235 Packaging technology and machinery
- 240 Processing technology and machinery
- 245 Packaging materials/containers
- 250 Weighing systems • labelling • barcoding
- 255 Bulk containers • containers for transport/storage • pallets
- 260 POS installations and vending technology
- 265 Recycling • waste disposal • cleaning systems
- 270 Greenhouses • greenhouse technology
- 280 Digital technologies • applications

Logistics

- 310 Transport companies • transport systems
- 320 Transport services • customs clearance services
- 330 Fruit terminals • port handling • ports • cold storage and warehouse facilities
- 340 Wholesale markets • producer markets/auctions
- 350 Tracking systems (RFID/barcode/GPS)

Services

- 410 Quality control and certification
- 420 Food safety control and certification
- 430 Digital inventory management systems and services
- 440 Advertising/sales promotion/marketing/PR agencies
- 450 Market research • statistical services
- 460 Trade and professional associations • research and educational institutions • government/official representations
- 470 Press and media • exhibitions and conferences
- 480 Financial/insurance services

Informations according to EU-General Data Protection Regulation (GDPR) for exhibitors



Messe Berlin GmbH attaches great importance to data protection. We have set out our general principles for the protection of your personal data in the Data Protection Policy of Messe Berlin GmbH, which you can find at www.messe-berlin.de. Your personal data which you have provided to us during your exhibitor stand registration will only be used for the purposes set forth in this Data Privacy Statement which supplements our Data Protection Policy on our website under www.messe-berlin.de.

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We have adopted the following principles:

1. Name of the Controller

Messe Berlin GmbH is the controller and service provider responsible for data storage and processing. Further details and contact options can be found in the imprint. If you have any queries, suggestions or comments relating to the topic of data protection, feel free to send an email to the Data Protection Representative of Messe Berlin GmbH.

1.1 Management board

Dr. Christian Göke (Chairman), Dirk Hoffmann

1.2 Address of the controller

Messe Berlin GmbH, Messedamm 22, 14055 Berlin
GERMANY
central@messe-berlin.de

1.3 Address of our Data Protection Officer

Data Protection Officer
Messe Berlin GmbH, Messedamm 22, 14055 Berlin
GERMANY
datenschutz@messe-berlin.de

2. Categories of personal data

The following categories of data are collected during standard registration: name of the exhibiting company that you represent ("your company"), its address (street and house number, post code and city or town, country), your name as contact person for the company that you represent and your contact data (phone number, fax number, email address), other company data such as its legal representatives and billing information.

3. Purposes of use and legal foundations

3.1 Fulfilment of contract

We process your personal data for the purpose of establishing and carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

3.2 Supporting companies resident outside Germany

If you are or your company is an exhibitor with registered offices outside Germany, we may disclose the data for the purpose of optimising support to our representative in your home country which is responsible for your company and which will assist you with any queries relating to your participation in the trade fair, e.g. regarding stand construction and promoting your presence, and also provide assistance in handling visa matters and generally support you during the fair.

You can find the foreign representative responsible for your company at www.messe-berlin.de/Unternehmen/MesseBerlin-Weltweit/index.jsp.

The contact data are transferred on the legal basis of Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in the provision of the best possible support to our exhibitors taking into consideration local particularities of your place of business.

Please note the right of objection you have in this regard (see below "Your rights").

3.3 Contacting for information and advertising purposes

In addition, we may use your personal data for the purpose of contacting you in order to provide you with relevant information during the trade fair and inform you about opening, side and subsequent events. Subsequent events also mean other trade fairs held or carried out by Messe Berlin GmbH in Germany and abroad. For these purposes we may also disclose your data to other companies in our corporate group. The legal basis for this is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in providing optimised support to our customers before, during and after the trade fair and the promotion of the same and similar products from the trade fair portfolio of our corporate group. **Please note the right of objection you have in this regard (see below "Your rights").**

3.4 Offers for fair-accompanying services

We may also use your personal data for the purpose of presenting you with offers for trade fair-related services such as stand construction services, catering, facility services and hostess services. For these purposes we may also disclose your data to other companies in our corporate group (MB Capital Services GmbH, Capital Catering GmbH, Capital Facility GmbH, CSG-Team GmbH). The legal basis for this is Art. 6 (1) 1st sentence lit. f GDPR. The legitimate interest lies in providing comprehensive support services from a single source for improving the overall image of our trade fairs and events and for the purpose of quality assurance. **Please note the right of objection you have in this regard (see below "Your rights").**

3.5 Transfer of personal data to third parties

In so far as you have given us your express consent, we transfer your data to the third parties named in the consent declaration for the sending of advertising information so as to provide you with additional services in conjunction with your trade fair presence. The legal basis for this is Art. 6 (1) 1st sentence lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

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3.6 Handling the promotion / media packages

3.6.1 Standard services

The performance package in the contract includes a promotion / media package. To render the services therein, we pass on your data to service providers with which we have data processing contracts so that they can contact you. The additional information you yourself provide, in so far as included in the promotion package, will be published in the print catalogue / guide, online in the Virtual Market Place® and in the relevant trade fair app in order to optimise your company's trade fair participation and to increase its presence in the market. The personal data published in the Virtual Market Place® and the app can be changed and deleted at any time. The data collected separately from you are processed for the purpose of carrying out your company's contractual relationship with Messe Berlin GmbH (legal basis: Art. 6 (1) 1st sentence lit. b GDPR).

3.6.2 Special services

Besides the standard services you can order special services for the print catalogue, the online catalogue or the app. We market these additional services ourselves or through other service providers used by us and acting on our behalf. In the latter case we enter into data processing agreements contracts. Or our service providers market their services for the print catalogue and the app in their own name. In that case, we pass your data on only if you have given your express consent. The legal basis for this is Art. 6 (1) 1st sentence lit. a GDPR. **Please note the right of objection you have in this regard (see below "Your rights").**

3.7 Other order processing

3.7.1 In order to carry out specific processing activities in conjunction with your stand registration, we resort to external service providers („processors“) for organizational reasons, e.g. to mail documents. Processors will process your personal data on the basis of a data processing contract with Messe Berlin GmbH.

3.7.2 In order to provide our visitors with current information about the latest trends and developments in the event-specific industries (e.g. as catalogues and on the website), we engage external service providers who will contact you by phone to ask about your company's product innovations and place them in the various media. The legal basis for this is a legitimate interest (Art. 6 (1) 1st sentence lit. f GDPR). The data will be processed on the basis of a data processing contract.

3.7.3 To boost the efficiency of your acquisition activities with trade visitors to our fairs, we offer you a lead tracking service, which you can book as an additional service in our online order tool. To market this service, we sometimes engage service providers (processors), who will be available to you both as a contact partner for implementing this service and for support during the event. The legal basis for this data processing is a legitimate interest (Art. 6 (1) 1st sentence lit. f GDPR) in promoting the success of our customers' trade fair presence and thereby enable the best possible support.

Processors will process your personal data on the basis of a data processing contract with Messe Berlin GmbH.

4. Data transfer to third countries

Transfer of personal data to our representatives and companies in our corporate group located in third countries will only take place where the European Commission ("EU Commission") has decided that the third country ensures an adequate level of protection (in accordance with Art. 45 (3) GDPR) or appropriate safeguards have been provided in accordance with Art. 46 GDPR. Adequacy decisions in accordance with Art. 45 (3) GDPR have been adopted by the EU Commission for our representatives in Andorra, Argentina, Canada, New Zealand, Switzerland and Uruguay. For all other representatives and companies in the corporate group that have their registered offices in a third country there are model data protection clauses approved by the EU Commission in accordance with Art. 46 (2) lit. c GDPR in place. In the latter case we will provide copies upon request (e.g. by email).

5. Your rights

You can assert the following data subject rights: right to information, erasure, transfer and rectification of your personal data and the right to restriction of processing. If you are of the opinion that any data processing has violated data protection law, you have the right to lodge a complaint with the relevant supervisory authority (<https://www.datenschutz-berlin.de/>).

You can withdraw your given consent to the disclosure of your personal data for promotional purposes at any time and without the need to give reasons with effect for the future. To the extent that data processing is performed on the basis of legitimate interests, you have the right to object.

6. Storage period

Stored personal data will be erased, once they are no longer needed for achieving the pertinent purpose of their processing. In so far as the processing is effected on the basis of your consent (Art. 6 (1) 1st sentence lit. f GDPR) or due to a legitimate interest of Messe Berlin GmbH (Art. 6 (1) 1st sentence lit. a GDPR), the data in question will no longer be processed for the purpose in question, and where appropriate, erased after receipt of your revocation or objection.

Despite this, where there are commercial- or tax-law retention requirements, the data will be erased only after the end of the statutory periods.

7. Photography/filming at the trade fair

The event will be photographed and filmed for a lively presentation of the trade fair. The photographers deployed are identified appropriately. The recordings will be published in various media for both press and marketing purposes. The legal basis for this is the legitimate interest (Art. 6 (1) lit. f) GDPR) in informing the public about its events and using the recordings for promotional purposes to draw attention to further events. Please note your right to object to this (see above "Your rights"). In particular cases, especially when filming groups of people, we reserve the right to continue the data processing if the editing of the recordings either entails a manifestly disproportionate effort or other mandatory reasons outweigh the interests of the data subjects in the editing thereof. If photographers take individual photographs of you, you will be asked for a separate consent declaration and separately informed about your pertinent rights in detail once again.