

## Essential information

Please also refer to our Conditions of Participation.



IDS 2021  
39th International Dental Show  
Cologne, 09.–13.03.2021

### 1 Opening times

For exhibitors: Daily from 08:00 a.m. to 07:00 p.m.  
For visitors: Daily from 09:00 a.m. to 06:00 p.m.

**Trade Dealer Day is on 09 March 2021**

### 2 Application

The **Online-Application** can be used on IDS website. This form must be completed in full and sent to Koelnmesse by clicking on the "Submit binding application" button.

Alternatively, you can submit the **print exhibitor form 1.10**. This must be submitted by each main exhibitor. Please complete this application form in full and stamp it with your company stamp and a legally valid signature. It is only valid together with the list of products, **form 1.30**. Please register co-exhibitors\* or additionally represented companies\* on **forms 1.20 + 1.21** and complete a separate list of products (**form 1.30**) for each of these companies.

\*see Conditions of Participation General Section, figure V.

### 3 Application deadline:

**Application deadline 31 March 2020 (Start of hall planning)**

### 4 Participation fees

Renting a stand area costs 283.00 Euro per m<sup>2</sup> (minimum stand space 12 m<sup>2</sup>). In addition, energy is charged for at 9.50 Euro per m<sup>2</sup>.

Koelnmesse shall be entitled to charge a reasonable down payment for the services used for the event in question – e.g. electrical and water connections, stand cleaning, etc. The down payment for services shall be assessed on the basis of the services charged for the previous event. For exhibitors who have not participated in the previous event, the down payment shall total to 36.50 Euro per m<sup>2</sup> – plus the obligatory media services (Media Package) in the amount of 399.00 Euro.

Once the event has ended, a separate final invoice for services will be issued; the down payment will be applied towards this amount. The invoice shall fall due for payment immediately following receipt. If the amount of the down payment should exceed the fees actually incurred for services, the amount by which the down payment exceeds actual charges shall be refunded to the exhibitor. The exhibitor shall have no claim to payment of interest on the down payment.

All prices are net prices and do not include VAT. **The participation costs for stand area does not include the cost for any constructions.** See Conditions of Participation Special Section, item 6.

### 5 Media services (Media Package)

The media services offered by Koelnmesse are the comprehensive and attention-grabbing solution for all stages of your trade-fair communication. Use of the media services listed in the condition of the participation, special section under item 10 is mandatory for all represented companies, co-exhibitors and other companies represented and costs 399.00 Euro. Our official contractual partner, Neureuter Fair Media, provides you with all order information and documents for the offered media services. Please note that your company's participation requires Koelnmesse's approval. Therefore this approval is also a prerequisite for any offers or order confirmations. **Please note: The editorial deadline is 25.11.2020.**

#### A note on unofficial exhibitors' directories

So-called registration offers for seemingly official exhibitors' directories lead to confusion and enquiries from numerous exhibitors. Without having been

asked, the providers of these exhibitors' directories are sending forms that give the impression that these are galley proofs or invoices from the publisher commissioned with publication of the official fair media. In fact, however, these so-called registration offers are order forms for an entry in directories of companies or exhibitors and do not involve the official fair media of Koelnmesse GmbH. The official media are exclusively issued by Koelnmesse GmbH, in cooperation with the media publishing house commissioned by Koelnmesse GmbH. Entries in the official fair media can only be ordered through Koelnmesse GmbH or through the media publisher commissioned by Koelnmesse GmbH for the media in question.

### 6 Turnkey stands/Koelnmesse stand-construction

**Ms. Köhn, Tel.: +49 221 821-2727, Fax +49 221 821-2188, e-mail: m.koehn@koelnmesse.de**

Why not take advantage of the Koelnmesse turnkey stands? These stands are available in various designs and can be ordered online: <http://stand.koelnmesse.com> You will find more detailed information on our website: [www.ids-cologne.de](http://www.ids-cologne.de).

### 7 Construction period

Tuesday, 02 March - Saturday, 06 March 2021 07:00 a.m. - midnight  
Sunday, 07 March 2021 00:00 a.m. to  
Monday, 08 March 2021 08:00 p.m.

Construction must be completed by 08:00 p.m. on 08 March 2021 at the latest. At that time the aisles must be completely cleared.

### 8 Dismantling

#### Dismantling of all stands and exhibits in halls 2, 3 and 11:

Saturday, 13 March 2021 06:00 p.m. to  
Sunday, 14 March 2021 midnight  
Monday, 15 March 2021 07:00 a.m. - midnight  
Tuesday, 16 March 2021 07:00 a.m. - 06:00 p.m.

#### Dismantling of all stands and exhibits in halls 4, 5 and 10:

Saturday, 13 March 2021 06:00 p.m. to  
Monday, 15 March 2021 midnight

Dismantling may begin not earlier than 06:00 p.m. on 13 March 2021. Clearing the trade fair stand before the official end of the event represents a serious breach of the Conditions of Participation. In the event of any violation of this condition Koelnmesse reserves the right to exclude the exhibitor from subsequent events.

### 9 Stand space confirmation

If your company has been registered, you will receive your stand space confirmation **up from June 2020.**

### 10 Technical Guidelines/Services

You may download the Technical Guidelines from the trade fair website or from [www.koelnmesse-service-portal.com](http://www.koelnmesse-service-portal.com). Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data in a separate e-mail after receiving your stand confirmation.

**Please take note of the submission deadlines for the order forms!**

### 11 Maximum stand height

The stands may be no more than **4.00 metres** high. This is also the maximum allowable height for all company and product signs and all types of advertising. Constructions suspended from the ceiling in order to illuminate

the trade fair stand (insofar as they are not connected to the stand and do not form a visual unit with it) may, with the written permission of the organisers, be attached higher than the maximum construction height of 4.00 metres. **Two-story constructions are not allowed.**

## 12 Scale drawings of stands

A sketch of the stand on a scale of 1:200 will be supplied with the stand space confirmation in order to clearly identify any built-in units on your stand space.

## 13 Billing

You will receive the invoice for the stand area **up from October 2020.**

## 14 Costs in the event of non-participation

Cancelling application is possible up to the point that an admission or stand space confirmation has been received. This incurs a cancellation fee in the amount of 500.00 Euro.

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed\*. The organizer can agree to the request for release from the contract only in exceptional cases. If the stand space not required can be rented to another company, 25 % of the participation fee will be charged to defray the costs incurred. If the stand cannot be re-rented, the full participation fee must be paid.

\*see Conditions of Participation General Section, figure II

## 15 Reimbursement of VAT

As a rule, Koelnmesse provides exhibitors (proprietors) with a uniform service – a so-called event service – in accordance with Art. 3a.4., Par. (2) of the German ordinance on the application of the VAT (UStAE). The place of performance for such services is the recipient's headquarters. Koelnmesse will therefore invoice foreign exhibitors (proprietors) according to the reverse charge accounting mechanism without charging any German VAT. If, in exceptional cases, services are not provided as uniform offerings in the sense described above and statutory VAT is charged, foreign exhibitors (proprietors) may receive a refund of the invoiced VAT provided they fulfil the legal requirements.

Further details are available on the Internet at: [www.bzst.bund.de](http://www.bzst.bund.de).

## 16 Exhibitor passes

As an exhibitor, you will receive free exhibitor passes that are valid from the first day of construction until the last day of dismantling.

- 4 exhibitor passes for a stand measuring up to 18 m<sup>2</sup>
- 1 additional pass for each 6 m<sup>2</sup> or part thereof.

**The exhibitor passes free of charge will be at your disposal after the invoice for the participation costs has been sent.** Additional exhibitor passes for stand personnel can be ordered afterwards online on the IDS website (Participation and planning > For exhibitors > Service Portal > Exhibitor and stand construction passes) against payment. After the fair, only the redeemed and entered passes will be charge

## 17 Work passes

You will also receive free passes that allow people commissioned by you or who work on your behalf to access the fair grounds in order to construct and dismantle your stand. These passes are only valid up to the start and after the end of the event. They do not entitle the holders to enter the grounds during the event.

- 2 passes for a stand of up to 18 m<sup>2</sup>
- 1 pass for each additional 6 m<sup>2</sup> or part thereof.

These passes will also be at your disposal after the invoice for your participation costs has been sent. Additional work passes can be ordered afterwards online on the IDS website (Participation and planning > For exhibitors > ServicePortal > Exhibitor and stand construction passes) free of charge.

## 18 Koelnmesse foreign representatives

Koelnmesse has representative offices in over 100 countries. They will gladly assist you at any time. You can find a list of the representatives in that file or in the internet under [www.koelnmesse.de](http://www.koelnmesse.de).

## 19 Important Contacts

	Tel.: +49 221 821-	Fax: +49 221 821-	E-Mail
IDS Project Team: Director Mr. Thomas Maxein	-3579	-3271	t.maxein@koelnmesse.de
Project Assistants			
Ms. Carina Heide Mr. Stephan Uebbing	-2086 -2086	-3271 -3271	c.heide@koelnmesse.de s.uebbing@koelnmesse.de
Sales Manager Ms. Verena Blank (Hall 10)	-3732	-3271	v.blank@koelnmesse.de
Sales Manager Ms. Susanne Donges (Halls 4 + 5)	-3783	-3271	s.donges@koelnmesse.de
Sales Manager Ms. Carmen Wolber (Halls 2, 3 +11)	-3893	-3271	c.wolber@koelnmesse.de
Press relations	-2721	-3544	l.stumpf@koelnmesse.de
Protocol	-2595	-3402	a.strupp@koelnmesse.de
Accounts department	-2378	-2506	c.riegermann@koelnmesse.de
Visitor services	+49 180 677 3577	+49 221 821-99 1160	ids@visitor.koelnmesse.de
Exhibitor Service Additional exhibitor passes or ticket vouchers Technical services and down payment	-2994 -3998	-3437 -3437	tickets@koelnmesse.de services@exhibitor.koelnmesse.de
Koelnmesse-Service-Portal	-3666	-3999	koelnmesse-service-portal@koelnmesse.de
Congresses, special events, conference rooms	-2223	-3430	p.steinleger@koelnkongress.de
Security office east	-2550, -2549	-3450	o.messewache@koelnmesse.de
Stand construction	-2727	-2188	m.koehn@koelnmesse.de
Media package, advertising material	-2824		ids@neureuter.de
Media services	+49 201 36547 238	+49 201 36547 300	pape@neureuter.de
Event technology	-2156	-3419	
Approval of stand plans			acceptance@koelnmesse.de
Parking permits for cars	-3998	-3999	
Parking permits for trucks	-2670	-3429	
Forwarding agents (customs clearance / storage / transport) – Schenker	+49 221 981310	+49 221 981318817	fairs.koeln@dbschenker.com
Surveillance and security services	-2456, -2818	-3435	
Employment office – service staff / hostesses – construction / dismantling staff	+49 221 2849206 +49 221 8212882	+49 221 8800066 +49 221 45559636	pts@pts-services.com services@exhibitor.koelnmesse.de
Restaurants, catering / stand catering	+49 221 2848584	+49 221 2848599	vertrieb.koelnmesse@aramark.de
Accommodation	-3857	-3739	hotel-services@koelnmesse.de
Advertising space	-3998	-3999	marketing-services@koelnmesse.de
GEMA	+49 231 57701230	+49 23157701230	kontakt@gema.de