

Exhibitor guidelines for applicants

BMW Motorrad Days 2020, July 3-5, Garmisch-Partenkirchen

1 Preamble

By signing the application documents for BMW Motorrad Days 2020, the applicant indicates acceptance of the following guidelines. These guidelines shall apply without restriction and remain valid if the organiser or lead agency approves participation of the applicant or if additional agreements have been made.

BMW Motorrad (organiser) and its lead agency George P. Johnson GmbH (organising agency) are entitled at any time to make arrangements that go beyond the provisions contained in the exhibitor guidelines in the interest of safety with respect to stand construction.

2 Application, acceptance, rejection and rental fees

It is not possible to take part in the application process without sending a complete application form to bmd-exhibitors@gpj.com no later than January 22, 2020. Applications received after this date cannot be taken into consideration.

The standard fee for a 5 × 5 m exhibition tent for the duration of the event is EUR 2,500 plus VAT (19%). This amount includes assembly and dismantling as well as electricity costs and a header sign with your company name. The fee depends on factors such as your chosen stand size and the selected cooperation package.

Applicants will receive confirmation of receipt together with details of the expected exhibition fees (in case of acceptance as exhibitor) once the documents have arrived. As soon as the selection of exhibitors has been agreed, all applicants will receive notification of acceptance or rejection by email. If the response is positive, detailed exhibitor guidelines will be sent out together with a final exhibition fee, which must be paid on time. If the invoice amount due for participation is not received on time, the right to an exhibitor tent will lapse.

The withdrawal of a participant must be communicated in writing. The participant concerned is not entitled to a refund of the invoice amount.

3 Subletting and competing products

It is not permitted to enlarge the allocated exhibition space or to present one's own company or another company outside the provided exhibition space (e.g. pop-up displays or distributing flyers) without the prior written consent of the organiser or lead agency.

Any intention to sublet or share the tent with a second company must be communicated in the application. Subletting or sharing exhibition space is strictly prohibited without the prior written consent of the organiser or lead agency.

Any infringement will result in immediate exclusion from the event without any right to reimbursement of the exhibition fee.

Since this is a BMW Motorrad brand event, the exhibitor agrees not to offer any products as part of its on-site range that are in direct competition with BMW Motorrad products.

4 Assembly and dismantling

Stand construction will take place on Thursday, July 2, 2020. Dismantling work will begin after the event ends on Sunday, July 5, 2020.

5 Opening times

The event will officially open for visitors on Friday, July 3, 2020 at 9.00 a.m. and close on Sunday, July 5, 2020 at 04.00 p.m. Early dismantling on Sunday, July 5, 2020 before 04.00 p.m. is prohibited in any form and will result in a penalty for violation of the exhibitor guidelines.

The following opening times apply for the exhibitor tents:

Friday	from 9 a.m. to 9 p.m.
Saturday	from 9 a.m. to 9 p.m.
Sunday	from 9 a.m. to 4 p.m.

Opening times deviating from these require written authorisation from the Organiser and/or the lead agency, George P. Johnson GmbH.

6 Exhibitor tents and equipment

6.1 Exhibitor tents

Following confirmation of participation and timely receipt of the rental fee, the organiser or lead agency will provide each exhibitor with an aluminium frame tent with a pointed roof for the duration of the event as well as an assembly and dismantling service, power and a header sign featuring the company name. The approximate dimensions of the tent are as follows:

Span width: 5.00 × 5.00 m
Side height: 2.26 m
Ridge height: 5.16 m
Roof angle: 20°



(for illustration purposes only)

The tent is equipped with a wooden floor or cassette flooring and has indirect tent roof lighting as well as a 230 V power supply (multiple socket).

6.2 Equipment

The interior of the tent can be customised by the exhibitor.

6.3 Communication

The Organiser shall provide the Exhibitor with a header sign featuring its company name to mark its tent. The Exhibitor shall specify the exact wording of its company name (not including logo, address, website or similar) in the exhibitor information for this purpose.

7 Stand construction provisions

7.1 Appearance

The equipment and design of the stand and the necessary structure may be determined by the exhibitor. However, the exhibitor must take into account the character and overall appearance of the event and submit a stand concept to the lead agency together with the application by January 22, 2020. The organiser and lead agency are entitled to request changes to the stand design in connection with the foregoing.

7.2 Drinks dispensing systems

As a rule, it is not permitted to install and operate drinks dispensing systems on the stand. This requires approval from the organiser or lead agency.

7.3 Food

All catering offered on the stand during the event, in particular alcoholic beverages and food, is to be obtained from the exclusive caterer Käfer Service GmbH.

The exhibitor is not permitted to sell food and beverages. When providing samples for consumption on the spot, the legal provisions must be observed, in particular the Food Hygiene Ordinance (see appendix).

7.4 Storage facilities

There are not storage facilities on the event site; the Organiser will not provide any storage facilities.

8 Agreement

The exhibitor acknowledges the conditions of participation by submitting an application. If any of these provisions should be or become invalid, the remaining conditions of participation shall remain unaffected.

9 Choice of law and jurisdiction

German law applies. If the parties are commercial entities, the agreed place of jurisdiction is the domicile of George P. Johnson GmbH.

Last revised: Ostfildern, November 2019