



demopark 2025

+ Lawn & Turf Show

Flugplatz Eisenach-Kindel | 22nd–24th June 2025

www.demopark.de



Terms and Conditions of Participation in demopark 2025

1 Name of the event

demopark 2025 + Lawn & Turf Show

2 Organiser

VDMA Services GmbH
Lyoner Strasse 18, D-60528 Frankfurt am Main, Germany
Tel: +49(0)69 6603-1892, Email: info@demopark.de
Website: www.demopark.de

Chairman of the Supervisory Board: Henrik Schunk
Managing Directors: Holger Breiderhoff, Sven Laux, Dr Ralph Wiechers
TAX ID: 045 234 36106, VAT ID: DE114156212
Register court: Frankfurt District Court HRB 10883

3 Conceptual support

VDMA e.V. - Agricultural Machinery,
Lyoner Strasse 18, 60528 Frankfurt am Main, Germany

4 Contractual basis

The contractual relationship between the Exhibitor and VDMA Services GmbH shall be governed by these Terms and Conditions of Participation, the registration forms, the technical guidelines and all other provisions (e.g. Exhibitor News) that the Exhibitor receives prior to the start of the event. By sending the online form, the applicant accepts them.

5 Exhibition venue and dates

5.1 Exhibition venue

Flugplatz Eisenach-Kindel, Am Flugplatz, 99820 Hørselberg, Germany

5.2 Exhibition dates

Sunday, 22nd June 2025 to Tuesday, 24th June 2025

5.3 Opening hours

Daily, 9:00 a.m. to 6:00 p.m.
On the three exhibition days, exhibitors may enter the exhibition grounds from 7:00 a.m. On 22nd June and 23rd June 2025, the grounds must be vacated by 8:00 p.m.

5.4 Set-up dates and times

Tuesday, 17th June 2025 7:00 a.m. – 10:00 p.m.
Wednesday, 18th June 2025 7:00 a.m. – 10:00 p.m.
Thursday, 19th June 2025 7:00 a.m. – 10:00 p.m.
Friday, 20th June 2025 7:00 a.m. – 10:00 p.m.
Saturday, 21st June 2025 7:00 a.m. – 6:00 p.m.

5.5 Dismantling dates und times

Tuesday, 24th June 2025 6:00 p.m. – 10:00 p.m.
Wednesday, 25th June 2025 7:00 a.m. – 7:00 p.m.
Thursday, 26th June 2025 7:00 a.m. – 7:00 p.m.

6 Eligibility for participation

All domestic and foreign manufacturers and service providers, as well as companies authorised by a manufacturer to exhibit its products, are eligible to participate as exhibitors. All exhibits and service offerings must comply with the exhibition programme of this trade fair (see Section 7). Exhibitors are not permitted to exhibit products that do not comply with the exhibition programme of demopark.

Items that are found to violate industrial property rights (in particular rights in respect of trademarks, designs and utility models, and/or patents) are not permitted. Products that violate the provisions of industrial property protection in Germany must be removed immediately, while the Exhibitor will not be approved to participate in future events.

Items that violate these provisions may be removed by VDMA Services GmbH at the Exhibitor's expense.

7 Exhibition programme

Exhibitors must assign the planned exhibits and services to the product categories of the exhibition programme in the application. This is mandatory for participation. The entries will be included in the exhibitor directories.

8 Exhibition space fee

8.1 Outdoor area

The exhibition space fee in the outdoor area is €32.50 per square metre, regardless of the ground condition. The exhibition space must be at least 100 square metres (minimum depth and width of 10 m). Deviations from this will only be possible in justified exceptions. In such cases, a surcharge of 50% of the exhibition space fee will be due.

The space may be situated on concrete or grass. Where possible, requests will be accommodated by VDMA Services GmbH. For the demonstration of machinery, exhibitors can rent a demonstration area at a price of €6.50 per square metre. The demonstration area is located behind the respective exhibition space and may be up to three times its size.

The spaces will be allocated at the discretion of VDMA Services GmbH. All prices are exclusive of the statutory VAT.



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8.2 Turf Tent

In the Turf Tent, the exhibition space fee per square metre is:

Row stand (one side open) €140.00 per m²

Corner stand (two sides open) €153.00 per m²

Peninsula stand (three sides open) €165.00 per m²

Block stand (four sides open) €175.00 per m²

The exhibition space fee does not include any structures. The Exhibitor is required to furnish their exhibition space with walls, carpeting and a header board.

The minimum space size in the Turf Tent is 9 square metres. All prices are exclusive of the statutory VAT.

8.3 Pagoda Tent

The demopark campus is located in aisle F. The pagoda tents stand next to each other and are adjacent to the demopark lecture forum. There will also be a catering area with an adjoining relaxation area.

The Pagoda Tents have a standard size of 16 square metres. The rental price for a Pagoda Tent is €2,688.00. The pagodas are provided without equipment (carpets, screens, furniture, etc.). The design and equipping of the pagodas is the responsibility of the given exhibitor. In this connection, he must however consider the character and appearance of the exhibition concerned.

8.4 Co-exhibitors

Without the permission of VDMA Services GmbH, the Exhibitor may not sublet or assign the allocated exhibition space, either in whole or in part, to other companies or individuals.

Co-exhibitors shall be understood as all companies that appear in advertising on the stand alongside the main Exhibitor. This shall also apply where they have a close legal, organisational, or economic relationship with the main Exhibitor or are represented by the main Exhibitor.

Exhibitors must apply for the inclusion of co-exhibitors in writing, with the decision remaining at the discretion of VDMA Services GmbH. Applications for approval must be made using the co-exhibitor registration form. The registration fee per co-exhibitor is €950.00, plus statutory VAT.

9 Registration and late registration

9.1 Registration

Orders for exhibition spaces must be submitted using the online registration form available on the demopark website. The registration deadline is 30th September 2024. Applications received after this date will only be considered subject to space availability (see also Section 9.2). A separate registration must be submitted for each individual space. By submitting the online registration form, the Exhibitor

acknowledges the Terms and Conditions of Participation as binding. VDMA Services GmbH will confirm receipt of the registration in writing. Registration and confirmation of registration alone shall not constitute a claim to approval or to a specific size and location of the exhibition space.

9.2 Late registration

For registrations after the deadline (30th September 2024), VDMA Services GmbH will apply a surcharge of 10% of the exhibition space fee.

10 Approval

Approval decisions shall be made by VDMA Services GmbH, taking into account the Terms and Conditions of Participation, available space, as well as the overall framework and concept of the event.

Should VDMA Services GmbH receive more applications than space available before the deadline, VDMA Services GmbH will decide on approval at its sole and reasonable discretion.

Companies which, without justifiable grounds, have failed to satisfy their financial obligations to VDMA Services GmbH from previous events may be excluded from approval.

The rental agreement in respect of the exhibition space will be deemed concluded upon written confirmation of approval by VDMA Services GmbH as the Organiser.

VDMA Services GmbH shall be entitled to revoke approval where such approval has been granted based on incorrect prerequisites or information, or where the prerequisites for approval are subsequently no longer fulfilled.

11 Exhibition space confirmation/change

The sequence in which applications are received shall not be used as the sole criterion for the allocation of exhibition spaces.

The Exhibitor shall have no entitlement to be allocated a specific exhibition space. Special placement requests will be accommodated as far as possible; however, they shall not be understood to be contractually binding.

Together with the exhibition space confirmation, the Exhibitor will receive a plan showing the location, dimensions, and stand number of the respective space. Should the content of the exhibition space confirmation differ from the application, the contract will be concluded according to the information provided in the exhibition space confirmation, **unless an objection is raised in writing within two weeks of receipt. Later objections cannot be considered.**

The Exhibitor may not exchange the allocated exhibition space with another Exhibitor without the consent of VDMA Services GmbH. VDMA Services GmbH reserves the right to assign the Exhibitor a space in a different location than that confirmed, to change the size of their exhibition space, to move or close entrances and exits to the exhibition grounds and to the tent halls, and to make other structural changes, provided that it has a significant interest in such measures due to special circumstances or is obliged to do so by safety



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regulations or official orders. Any exhibitors who suffer significant inconvenience due to these measures will have the right to request a reasonable reduction in the exhibition space fee. If the Exhibitor cannot reasonably be expected to accept the changed conditions despite such reduction, they will have the right to withdraw from the contract. Claims for damages by either party shall be excluded.

12 Terms of payment

The exhibition space fee is due in two instalments upon receipt of the respective invoice. On approval, a deposit of 50% of the anticipated participation fee must be paid. The remaining exhibition space fee is due upon receipt of the second instalment invoice. Other services (e.g. media listings, additional exhibitor passes, admission vouchers, etc.) will be listed separately and charged accordingly.

All invoice amounts must be transferred without any deductions and free of charge in euro to one of the accounts stated on the invoice. If payment is not received on time, VDMA Services GmbH shall be entitled to exclude the Exhibitor and/or co-exhibitor from using the exhibition space until full payment has been made and to claim damages caused by the delay.

VDMA Services GmbH is authorised to issue electronic invoices to the Exhibitor instead of paper invoices. Electronic invoices will be sent to the Exhibitor by email in PDF format. If the Exhibitor does not wish to receive electronic invoices, an objection must be submitted in writing.

13 Withdrawal

13.1 Withdrawal by the Exhibitor

Withdrawal from the registration is possible until the registration deadline (30th September 2024).

After the registration deadline, withdrawal shall only be possible with the consent of VDMA Services GmbH and upon payment of 25% of the anticipated exhibition space fee as lump-sum damages. The Exhibitor shall be entitled to prove that no damage was incurred or that the damage incurred was significantly lower.

Following approval, withdrawal or reduction of the exhibition space by the Exhibitor shall no longer be possible. If the Exhibitor decides not to use the allocated exhibition space, they must pay the entire exhibition space fee unless the space can be re-let.

The same shall apply where the space is not occupied by 6:00 p.m. on Saturday, 21st June 2025. Where the exhibition space is re-let, a compensation fee amounting to 50% of the stand rental fee shall be due. The Exhibitor shall be entitled to prove that no damage was incurred or that the damage incurred was significantly lower. A request for withdrawal must be made in writing.

13.2 Withdrawal by VDMA Services GmbH

VDMA Services GmbH shall be entitled to withdraw from the contract if an application for insolvency proceedings is filed in respect of the Exhibitor's assets. The Exhibitor must inform VDMA Services GmbH of this fact immediately. In this case, VDMA Services GmbH shall be entitled

to compensation, the amount of which will be regulated in accordance with the provisions applicable in the event of withdrawal by the Exhibitor.

14 Exhibitor directories

The standard listing in the official exhibition media (online exhibitor directories, site plan, and app) is mandatory for all exhibitors and co-exhibitors, and subject to a fee (€260.00). The information provided in the standard listing is transferred from the registration form. A second standard listing is possible subject to a fee of €140.00. The inclusion of the company logo in the online exhibitor directories is subject to a total fee of €210.00. The prices are exclusive of the statutory VAT.

15 Exhibitor passes

Depending on the size of the exhibition space, each Exhibitor is allocated a certain number of free passes.

Exhibition space	Number of free passes
under 100 m ²	2
100 m ²	3
up to 200 m ²	4
up to 300 m ²	5
up to 400 m ²	6
up to 600 m ²	8
over 600 m ²	10

Co-exhibitors shall receive two free exhibitor passes.

Additional passes can be ordered at a price of €20.00 each, plus statutory VAT.

The passes must be filled out using the company name and the name of the authorised person, and they are not transferable.

16 Exhibited items and exhibition space personnel

Only registered and approved items may be exhibited. VDMA Services GmbH may demand the removal of products that do not comply with the approval or cause significant disruptions to the exhibition operation due to odours, noise, or other emissions. No claims can be made against VDMA Services GmbH in such cases. The Exhibitor is obliged to ensure that their exhibition space is staffed during opening hours and not to clear it before the official end.

17 Set-up and dismantling

17.1 Set-up

The exhibition spaces are available for set-up from 7:00 a.m. on Tuesday, 17th June 2025. The exhibition spaces must be fully set up and equipped with the registered items to be exhibited by the end of set-up at 6:00 p.m. on Saturday, 21st June 2025.

Early set-up must be requested in advance with the exhibition management.



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17.2 Dismantling

Dismantling of the exhibition spaces may not begin until after the end of the exhibition at 6:00 p.m. on 24th June 2025. Non-compliance will result in a contractual penalty of €500.00 being imposed on the Exhibitor.

The dismantling work must be completed by 7:00 p.m. on 26th June 2025 at the latest. Exhibited items left on the grounds after this date will be removed by VDMA Services GmbH at the Exhibitor's expense.

18 Exhibitor services

Access to the Exhibitor Service Centre, where the necessary technical and organisational services can be ordered, is provided through login details sent following approval confirmation. These must be treated confidentially. VDMA Services GmbH must be notified immediately in the event of suspected misuse. VDMA Service GmbH will not be liable for damages resulting from misuse of the login details.

Orders for services via the Exhibitor Service Centre of demopark are subject to these terms and conditions, the Terms and Conditions of Use of the Exhibitor Service Centre, and the respective Terms and Conditions for Ordering Services available in the Centre.

19 Structure height and space boundaries

The structure height stated in the registration form is mandatory and binding. In the turf tent, the construction height is limited to 2.50 m. The boundaries of the allocated spaces must be observed. Aisles must remain clear of both exhibition space materials and exhibited items. Should any objects extend beyond the respective exhibition space without authorisation, VDMA Services GmbH reserves the right to have these removed.

The rear sides of the stand boundaries, advertising media, or other design elements that directly border the adjacent exhibition space must be neutral and visually impeccable. They must not contain any writing or images.

20 Demonstration areas and machinery demonstrations

Demonstration areas may not be used as exhibition spaces, i.e. no stand structures and devices (including tents, stages, trucks, etc.) may be set up on these areas. Only aids required for demonstration purposes are permitted. The parking of demonstration machines is allowed. If found to be used for other purposes, demonstration areas will be invoiced as exhibition spaces.

Machinery may be operated only by the exhibitor's demonstration personnel, in compliance with all safety regulations.

21 Soil preparation (digging, tilling and excavator work)

Soil preparation (digging, tilling and excavator work) can only be performed in designated areas and exclusively after coordination and approval by VDMA Services GmbH. A flat rate of €140.00, plus statutory VAT, is charged for the use of these areas.

Damage or alterations to the ground surfaces caused by soil process-

ing or the application of materials (such as bark mulch, etc.) must be completely removed by the exhibitors at their own expense after the event. Where the Exhibitor fails to perform such restorations or in the event of improper restorations, the organiser reserves the right to have such work performed or corrected by a third party at the Exhibitor's expense.

22 Security

General security of demopark is arranged by VDMA Services GmbH, which, however, does not assume liability for losses or damage. Security services will be provided from 7:00 a.m. on Tuesday, 17th June 2025 until 7:00 p.m. on Thursday, 26th June 2025. Outside of these times, it shall be the responsibility of each Exhibitor to take greater care to ensure the security of their items. VDMA Services GmbH does not guarantee continuous surveillance and monitoring of the exhibition grounds.

The Exhibitor alone shall be responsible for the security of their exhibition space and exhibited items during set-up and dismantling, exhibition hours, and outside of the exhibition opening hours. Additional exhibition space security can be booked via our service partner.

23 Permits, rights, commercial protection

The Exhibitor shall be responsible for ensuring that they hold all the permits, rights, and certificates that are necessary for their activities, offers, products, and for engaging employees at the exhibition spaces; the Exhibitor must comply with the applicable regulations.

24 Organiser's rights

VDMA Services GmbH reserves the right to reschedule, curtail, extend, or cancel the event for good cause (e.g. force majeure) or other reasons not attributable to the Organiser, and to close or cancel the event in whole or in part.

In such cases, the Exhibitor shall have no right to compensation. In the event of a complete cancellation before the start of the event, the Exhibitor shall remain obliged to pay a contribution towards the event's preliminary costs amounting to 25% of the participation price. In the case of a complete or partial rescheduling, or a curtailment, the contract shall be deemed to be concluded for the changed duration, unless the Exhibitor objects in writing within a period of two weeks after notification of the change. In the event of objection, the Exhibitor must pay a contribution amounting to 25% of the participation price. Should VDMA Services be compelled to curtail an ongoing event due to force majeure or other reasons not attributable to the Organiser, the Exhibitor shall have no right to a full or partial refund or to a waiver of the participation price. VDMA Services GmbH also reserves the right to cancel the event at its reasonable discretion and with due consideration given to the legitimate interests of the exhibitors if the economic viability of the event cannot be secured. Upon cancellation, the mutual obligations of the contracting parties shall be nullified. However, VDMA Services GmbH will refund any payments already made by the Exhibitor for services not yet rendered at the time of cancellation.



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25 Liability

For damages resulting from injury to life, limb or health caused intentionally or through gross negligence on the part of VDMA Services, its legal representatives, or vicarious agents, the liability of VDMA Services shall be governed by statutory provisions.

VDMA Services shall not be liable for damages caused by slight negligence on the part of the Organiser, its legal representatives, or vicarious agents. The foregoing exclusion of liability shall not apply to violations of such obligations the fulfilment of which is the basic prerequisite for the due execution of the contract and the compliance with which the Exhibitor may regularly rely upon (essential contractual obligations). In these cases, the Organiser's liability shall be limited to foreseeable damages typical of the contract in question.

The Exhibitor will indemnify VDMA Services from all claims and shall be liable for all damages caused to third parties through the Exhibitor's participation in the exhibition, including damage to buildings on the exhibition grounds and their facilities.

VDMA Services will not assume any financial risk on behalf of the Exhibitor.

26 Insurance

The Exhibitor alone shall be responsible for insuring the exhibited items against all risks during transport and the event, especially against damage, theft, etc. Exhibitors are therefore strongly advised to ensure sufficient trade fair and/or exhibition insurance coverage. Current business and product liability insurance with a coverage amount of at least €5 million for personal and property damage is a prerequisite for participation in demopark.

27 Accident protection

The Exhibitor undertakes to equip the exhibited machinery and appliances with protective devices that comply with the accident prevention regulations of the trade associations. Otherwise, VDMA Services GmbH reserves the right to prohibit the operation of the machinery and appliances at its discretion.

28 Domiciliary rights

VDMA Services GmbH shall exercise domiciliary rights for the duration of the event including set-up and dismantling times. The instructions of on-site employees must be followed.

29 Place of jurisdiction

The place of performance and jurisdiction for all mutual obligations, especially for the payment reminder procedure, shall be Frankfurt am Main. The mutual rights and obligations arising from this contractual relationship shall be subject to the laws of the Federal Republic of Germany.

The German version of this text shall be binding.