Special Conditions for Participation in the trade fair embedded world 2027 for Exhibitors

As per January 2026

1. Venue, duration, opening hours

Venue:	Exhibition Center Nuremberg	
Duration:	Tue 16 – Thu 18 March 2027	
Opening hours:	Tue 16 – Wed 17 March 2027	9:00 – 18:00 daily
	Thu 18 March 2027	9:00 – 17:00

2. Not applicable

3. Organizer

NürnbergMesse GmbH
Messezentrum, 90471 Nürnberg, Germany
T +49 9 11 86 06-0
embedded-world@nuernbergmesse.de
www.embedded-world.de/en
www.nuernbergmesse.de
CEO: Peter Ottmann
Registration Number HRB 761 Nürnberg
Chairman of the Supervisory Board: Albert Füracker, MdL
Bavarian State Minister of Finance and Regional Identity

4. Contractual terms for exhibitors and start-ups

The contractual terms for participation in the trade fair embedded world 2027 for exhibitors are in addition to the present Special Conditions for Participation in the Trade Fair embedded world for exhibitors and General Conditions for Participation in Fairs and Exhibitions (including Supplementary Agreement), the NürnbergMesse site regulations, the organizational (e.g. exhibitor information), technical (e.g. Online ExhibitorShop) and other conditions notified to the exhibitor before the event begins.
For start-ups, the provisions set out in the General Terms and Conditions of Participation for Trade Fairs and Exhibitions and in these Special Terms and Conditions of Participation for Exhibitors at the embedded world 2027 trade fair apply accordingly, unless deviating provisions are expressly agreed for start-ups.

5. Admission/Stand space confirmation

For applications up to and including 12 March 2026, and thus within the pre-booking period for embedded world 2027, the following shall apply in addition to point 2 of the General Terms and Conditions of Participation for Trade Fairs and Exhibitions: If the exhibitor cancels the order for the stand space before the contract is concluded, they shall be obliged to pay a processing fee of EUR 395.

5.1 Relocation of stand space

A one-time relocation of stand space is possible free of charge. A fee of EUR 350 net will be charged for each additional relocation.
If the relocation takes place after receipt of the stand space confirmation and results in a reduction in stand space, the provisions on partial cancellation in accordance with point 7 of the 'General Terms and Conditions of Participation for Trade Fairs and Exhibitions' shall also apply.

6. Exhibitors, start-ups and approved exhibition goods

Admissible as exhibitors are: manufacturers, importers, wholesalers, representatives and publishers, domestic and foreign, offering only those products and services that can be assigned to the product groups provided. All exhibition goods must be described in detail in the application. Products (copies, counterfeits, etc.) that violate the regulations for the protection of industrial property rights in Germany are not admitted.
Following companies are permitted to participate as a start-up: International companies that are younger than 5 years and whose business model is in the area of embedded systems (product/solution/idea/service). Start-ups may partake in the event a maximum of 3 times and have not participated as a direct exhibitor.

7. Rental in exhibition halls for exhibitors
per m² (rounded up to nearest full m²) stand space

Pre-Booking price until 12 March 2026 inclusive

EUR 365	In-line stand	(1 side open)
EUR 421	Corner stand	(2 sides open)
EUR 440	Peninsula stand	(3 sides open)
EUR 458	Block stand	(4 sides open)

Regular price until 15 January 2027 inclusive

EUR 383	In-line stand	(1 side open)
EUR 442	Corner stand	(2 sides open)
EUR 462	Peninsula stand	(3 sides open)
EUR 481	Block stand	(4 sides open)

Last-Minute price from 16 January 2027

EUR 397	In-line stand	(1 side open)
EUR 458	Corner stand	(2 sides open)
EUR 478	Peninsula stand	(3 sides open)
EUR 498	Block stand	(4 sides open)

Minimum stand space is 9 m².
The type of stand allocated depends on planning; an entitlement to a certain type of stand does not exist.

The rental includes:
- Rental of the stand space during assembly, exhibition and dismantling
- General guarding of the the exhibition halls.
- General lighting for the exhibition halls
- General cleaning of the passage ways
- Assembly and dismantling passes
- Exhibitor passes in accordance with the 'Exhibitor Passes' section
- Marketing services for direct exhibitors

An administrative fee of EUR 0.60 per m² of stand space in exhibition halls will be charged and remitted to the AUMA (Association of the German Trade Fair Industry).
The waste disposal service includes the professional removal and recycling of any waste generated at the stand during assembly and dismantling as well as for the entire duration of the trade fair. The flat fee for this is EUR 6.40/m² and is charged up to a maximum area of 500 m². The disposal of production waste accumulated during the event, entire stand elements or complete exhibition stands must be ordered separately. It is strictly forbidden to bring any waste with you, any violation will be charged to the exhibitor. We reserve the right to take further measures. Waste is disposed of in accordance with the Technical Regulations.

8. Complete rental stand for exhibitors

All charges of complete rental stands are calculated per m² of stand space (rounded up to nearest full m²), in addition to rental charge for stand space in exhibition halls (see item 7). All pictures are examplary pictures.

Rental includes:
- Hire of complete stand:
  You will find all models at www.standconfigurator.com.

The organizer is responsible for assembling and dismantling the complete rental stand.
The complete rental stand and its fittings must not be pasted over, nailed, painted or damaged in any way. The exhibitor is liable for damage done during the rental period and will be charged with the costs.
The basic type of complete rental stand can be fitted out additionally in the same system at extra cost.
Respective orders can be carried out in the Online ExhibitorShop.

8.1 Start-up Package

When booking the start-up package, exhibitors receive the following in addition to 5 m² of stand space:
- AUMA fee
- Marketing services
- Waste disposal service (see point **14 Marketing services for exhibitors (= direct exhibitors)**)
- 3 free exhibitor passes
- Stand equipment (furniture and 3 kW power connection, including consumption)
- 5-minute start-up pitch
- Logo display at the stand
- Basic and regular cleaning

Regular price until 15 January 2027: EUR 2,890
Last-Minute price from 16 January 2027: EUR 3,090
The cancellation conditions set out in Section 7 of the General Terms and Conditions of Participation for Trade Fairs and Exhibitions apply to the start-up package, whereby the cancellation fee specified therein is calculated on the basis of the total price of the start-up package, depending on the time of cancellation.

Right to make changes and scope of services of the start-up package
The start-up area is a project that is redesigned and further developed each year. The organiser reserves the right to adjust the scope of services and individual components of the packages offered for organisational or conceptual reasons, provided this is reasonable for the start-up and does not significantly impair the overall character of the event. All services mentioned in the documents are non-binding and do not constitute a guaranteed commitment. We expressly reserve the right to make changes, additions or deviations.
If changes occur that are unreasonable for the start-up, it is entitled to withdraw from the contract within 14 days of notification of the change. Further claims, in particular for damages, are excluded, unless there is intent or gross negligence on the part of the organiser.

9. Payment conditions for exhibitors

Any payments are due by the date shown on the respective invoice. Invoices are payable in full. All payments are to be made in EURO without charges, quoting invoice number.
If the exhibitor enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the exhibitor from his obligation to pay.

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The issue of an invoice to an invoice addressee who is not the contractual partner or recipient of the service is only admissible if the invoice clearly, explicitly and verifiably indicates who the actual recipient of the service is and that the invoice addressee is only the postal address of the invoice. For this reason, NürnbergMesse has issued the invoice c/o the invoice addressee you have stated, cf. Section 14.5 Para. 3 p. 1 ff. of the German VAT Implementation Decree (UStAE).
For subsequent changes to the invoice for which the exhibitor is responsible, NürnbergMesse may charge a processing fee of EUR 50.
An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The exhibitor is to provide proof of payment.
The exhibitor agrees to transmission of invoices by the organizer via e-mail (electronic billing).

10. Insurance

Exhibitors are obliged to make their own adequate insurance arrangements. Insurance for exhibitors (transport and duration of event) is advisable and can be arranged through a collective insurance contract taken out by the organizer.

11. Assembly and dismantling, passes

Assembly:	Fri 12 –	Sun	14 March 2027	7:00–24:00 daily
		Mon	15 March 2027	7:00–20:00

Advanced set-up is only permitted from a stand size of 50 m² and after approval in text form by the event team. The price is EUR 480 per early set-up day. In case of violation, the exhibitor will be charged regardless of the stand size and per stand area, a fee of EUR 1,500 plus the price for the early set-up day (EUR 480).

Dismantling:	Thu	18 March 2027	17:00–24:00
	Fri	19 March 2027	7:00–24:00
	Sat	20 March 2027	7:00–19:00

Access to the halls during assembly and dismantling times is only permitted on display of special passes, which are not valid during the exhibition.
The exhibitor undertakes to adhere to the specified times, in particular to completely clear their stand space by 7 p.m. on 20 March 2027 at the latest. Should the exhibitor fail to comply with this obligation and this results in a collision with the assembly of the subsequent event, the exhibitor shall be obliged to bear all costs incurred as a result.

11.1 No dismantling of exhibition stands

The exhibition ends at **17:00** on the last day. Until this time, every exhibitor agrees
- to man his stand space with his stand personnel
- not to start dismantling the exhibition stand

The organizer will impose a contract penalty on the exhibitor for each case of contravention. **The contract penalty amounts to 20% of the net stand rental, subject to a minimum of EUR 2,000.** The organizer also reserves the right to exclude the exhibitor from exhibiting at future embedded world exhibitions.

12. Stand design

The exhibitor is responsible for the stand equipment and design. The exhibitor undertakes to comply with these requirements. In the event of non-compliance, the organiser or neighbouring exhibitors may be entitled to claim damages.

Transparency

The overriding principle governing the design of all exhibition stands is transparency. At least 50% of the total length of all aisle sides must be freely accessible and must not be obstructed.

Floor coverings

Exhibitors must lay suitable floor coverings (e.g. carpet, parquet, PVC) on the floors of their stands. Please refer to the technical guidelines in this regard. Floor coverings in the exhibition stands may only be attached with double-sided adhesive tape (exclusively solvent-free adhesive tapes: tesafix No. 4964).

Stand partition walls

The stand partition walls (hard fibre structure) may only be treated with water-soluble adhesives and may not be painted without prior wallpapering. After the event, wallpaper or other wall coverings must be removed by the exhibitor. Otherwise, the stand partition walls will be cleaned at the exhibitor's expense. All other stand partition walls, floors, hall walls, columns, installation and fire protection equipment, and other fixed hall fixtures may not be covered with adhesive, painted, or damaged in any other way. Damage will be charged to the exhibitor and invoiced.

Pillars

Any pillars, installation equipment and fire protection equipment located in the stand area are part of the allocated stand space and must be accessible at all times.

Front panel

If a rental exhibition stand is not used, a front panel must be installed on all open sides of the stand area. The front panel is not required if the necessary stand quality is ensured in another way.

Minimum height – maximum height – advertising media

The minimum height is 2.50 m. The rear sides of stand boundaries, advertising media or other design elements facing neighbouring stands that are higher than 2.50 m must be painted in a neutral, muted colour and kept clean. The rear walls must be clean and uniform in design, visually flawless and must not contain any text or graphics. The maximum height for stand construction and customer installations is 5.80 m measured from the hall floor and must not be exceeded. The hall plans and hall legends to be observed may result in a reduction of the above-mentioned maximum heights.

Two-storey stand construction

Two-storey stand construction is not permitted.

Additional requirements

We reserve the right to impose additional requirements regarding stand design.

13. Exhibitor passes

Each exhibitor will be given free passes according to stand size for his exhibition stand and operating personnel. 3 passes will be issued for up to 10 m² stand space, plus 2 passes for each further full 10 m². Start-ups receive a quota of 3 exhibitor passes free of charge. These tickets are valid during duration and also during assembling and dismantling time. Any additional exhibitor passes needed can be purchased for entitled persons at a price of EUR 25 each plus VAT at the statutory rate.
Exhibitor passes can be ordered, sent and managed in the TicketCenter. After the event only the actually used exhibitor passes minus your free quota will be charged. Exhibitor passes are also valid during the assembly and dismantling.

14. Marketing services for exhibitors (= direct exhibitors)

The event organizer provides direct exhibitors the following marketing services:
- **Company listing in official print and online media**
  Entry in the printed exhibition guide (company name, stand number) available to all visitors free of charge
- **Online profile on www.embedded-world.com**
  This profile contains:
  – Company profile: basic company information (name, address, contact details) as well as additional individualized information (e.g. logo, company descripti on 4,000 characters, publication of a PDF download)
  – 2 product/service profiles: consisting of product description (4,000 characters), pictures
  – Entry of company name and stand number in the floor plans on the website
  – Link from the exhibition website to the exhibitor's website
- **Social media assets**
  – Various graphics and designs available for use on social media channels
  – News and promotion of the event on social media channels
- **Invitation management tool**
  – Unlimited voucher codes for inviting customers (1:n code) – (Registration required)
  – Email templates and sample invitations
  – Voucher monitoring tool: reporting on redeemed voucher codes, pre-registered visitors, and no-shows
  – Branding TicketShop (individual branding of the TicketShop with your logo): Guide your invited customers through the registration process with an individually designed landing page and banners – all the way to entry onsite.
- **Exhibitor passes for booth staff and service providers**
  – Pass management in the TicketCenter
  – Exhibitor passes (amount depends on size of booth)
  – Assembly and dismantling passes for service providers
- **Press**
  – Display press releases in the press center onsite
  – Announcement of your press conference in the press center
- **Other marketing services**
  – Download service on the event website (logo, advertisement, banner)
  – Lead tracking app free of charge for one device (apps for additional devices can be purchased in the online ExhibitorShop)

Direct exhibitors agree to purchase the marketing services at a price of EUR 1,290 that will be invoiced with the stand rental fee. Marketing services are included in the cost of the start-up package. There is no price reduction for partial use of marketing services. In the case of last-minute registrations, some marketing services may not be available.

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The exhibitor has sole responsibility for all material, in particular images, provided by the exhibitor. The exhibitor shall indemnify the organizer against all third-party claims asserted in relation to material provided.

15. Co-exhibitors

Co-exhibitors are companies who appear on the exhibitor's (= direct exhibitor's) stand and present their own products with their own personnel. Their independence must also be recognizable without physical separation.
Co-exhibitors are only admissible if they fulfill the conditions for participation in the event and the information requested on the application is be effected online by accurately completing and sending the online form and if need be additional confirmation of a link received by e-mail.
Co-exhibitor registration is only possible for exhibitors, start-ups cannot register co-exhibitors.
If the registration of a co-exhibitor is cancelled four weeks before the show, the exhibitor will be obligated to pay a processing fee of EUR 300.

15.1 Particpation fee co-exhibitor

The exhibitor is obligated to pay a processing fee per co-exhibitor and to purchase the marketing services indicated below for a total price of EUR 300. A price discount cannot be granted if the services are utilised only in part.

15.2 Marketing services for co-exhibitors

The event organizer provides co-exhibitors the following marketing services:

- **Company listing in official print and online media**
  Entry in the printed exhibition guide (company name, stand number) available to all visitors free of charge
- **Online profile on www.embedded-world.com**
  This profile contains:
  – Company profile: basic company information (name, address, contact details) as well as additional individualized information (e.g. logo, company descripti on 4,000 characters, publication of a PDF download)
  – 2 product/service profiles: consisting of product description (4,000 characters), pictures
  – Entry of company name and stand number in the floor plans on the website
  – Link from the exhibition website to the exhibitor's website
- **Social media assets**
  – Various graphics and designs available for use on social media channels
  – News and promotion of the event on social media channels
- **Invitation management tool**
  – Unlimited voucher codes for inviting customers (1:n code) – (registration required)
  – Email templates and sample invitations
  – Voucher monitoring tool: reporting on redeemed voucher codes, pre-registered visitors, and no-shows
- **Exhibitor passes for booth staff and service providers**
  – Pass management in the TicketCenter
  – Exhibitor passes (amount depends on size of booth)
- **Press**
  Display press releases in the press center
- **Other marketing services**
  – Download service on the event website (logo, advertisement, banner)
  – Lead tracking app free of charge for one device (apps for additional devices can be purchased in the online ExhibitorShop)

The co-exhibitor has sole responsibility for all material, in particular images, provided by the co-exhibitor. The co-exhibitor shall indemnify the organizer against all third-party claims asserted in relation to material provided.

16. Data transfer to partners

In addition to item 24 of the General Conditions for Participation in Fairs and Exhibitions, it should be noted that the data provided by the exhibitor when submitting the registration (company name, address, telephone/fax number and e-mail address) will be passed on by the organiser to our partner and organiser of the accompanying conferences, Componeers GmbH, and will be stored, processed and used by the latter in relation to the event and for information purposes (advertising).

17. Exhibitor claims, written form, place of fulfillment, jurisdiction

All exhibitor claims against the organizer must be made in text form (§ 126b BGB). The statutory period of limitation begins on the last day of the exhibition.
Agreements that deviate from these or supplementary terms must be in text form (§ 126b BGB).
German law and the German text shall prevail.
Place of fulfillment and jurisdiction is Nürnberg. However, the organizer reserves the right to bring his claims before the court of the place at which the exhibitor or start-up has his place of business.