

# Application

Start of stand allocation: 1 October 2019

Phone +49 40 3569-2114, Fax +49 40 3569-2159  
hanseferd@hamburg-messe.de  
hanseferd.de

Please click here for  
the online application.

The equestrian  
trade fair experience

24–26 April 2020

10 – 19 h



All required fields are marked in BOLD. Please complete in block letters.

1. **Company** (if EU entrepreneur: full company name including legal form and address according to VAT registration): \_\_\_\_\_

please tick:  **private person**  **registered entrepreneur** (or legal entity with VAT-Reg.-No.) VAT-Reg.-No. (EU): \_\_\_\_\_

Commercial/Company Reg.-No. (non-EU): \_\_\_\_\_ Country of the head office: \_\_\_\_\_

Address/P.O. Box: \_\_\_\_\_

Country abbr.: \_\_\_\_\_ Postcode: \_\_\_\_\_ Town/City: \_\_\_\_\_

Phone incl. country code: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Internet: \_\_\_\_\_

2. **Contact person** First name \_\_\_\_\_ Surname \_\_\_\_\_

Department \_\_\_\_\_ Function \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

E-mail \_\_\_\_\_

3. **Correspondence address** as 1.  other : \_\_\_\_\_

4. **Invoice address** as 1.  as 3.  other : \_\_\_\_\_

5. **E-mail for electrical invoicing:** \_\_\_\_\_

**We agree to receive e-mail information from Hamburg Messe und Congress GmbH. We can withdraw this consent at any time with effect for the future.**

6. Application is herewith made for the inclusion of \_\_\_\_\_ co-exhibitors. (Please use the application for co-exhibitors.)

7. The following **products/services** will be presented (please itemize): \_\_\_\_\_

## Prices/Costs (plus VAT)

8. <b>Order exhibition space</b> (minimum 9 sq.m.) _____ sq.m., if possible _____ m wide and _____ m deep.		9. <b>Placement requirements:</b>
<b>Stand requirements</b>	Price (participation fee)	<input type="checkbox"/> same as HansePferd Hamburg 2018 or Hall _____ Stand-no. _____
	All-inclusive package (participation fee plus stand construction, AUMA fee (German trade fair association), media package, details: <a href="http://www.hanseferd.de">www.hanseferd.de</a> )	
	per sq. m exhibition space	10. <b>Register horse boxes</b>
Row stand, 1 side open	<input type="checkbox"/> € 77.–	_____ stable accommodation (per 3 x 3 m) incl. initial litter at € 160.– each
Corner stand, 2 sides open	<input type="checkbox"/> € 81.–	<input type="checkbox"/> Placement in area with low visitors' influx
Front stand, 3 sides open	<input type="checkbox"/> € 85.–	11. <b>Mandatory payments</b> (except all-inclusive package)
Island stand, 4 sides open	<input type="checkbox"/> € 87.–	<input checked="" type="checkbox"/> Media package per main exhibitor: € 98.–
		<input type="checkbox"/> Media package per co-exhibitor: € 98.–
		<input checked="" type="checkbox"/> AUMA fee per sq.m.: € 0.60
		Stand design: Minimum requirements (e.g. stand partitions) see <a href="http://hanseferd.de/applicationforms">hanseferd.de/applicationforms</a>

12. **Technical Details** (This information is necessary for stand location.) Max. floor load/sq. m \_\_\_\_\_ kg (only required if over 450 kg/sq. m)

Height of stand/fair item: \_\_\_\_\_ m (only required if over 3.50 m) **Two floor stand:** yes  no  **Water supply/outlet:** yes  no

13. **General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe und Congress GmbH shall be an integral part of the contract. They are applicable in the version valid at the time of signing of contract, and can be inspected at [hanseferd.de/applicationforms](http://hanseferd.de/applicationforms).**

We are also happy to send you these documents by e-mail on request (please contact: [info@hanseferd.de](mailto:info@hanseferd.de)). In case of application on behalf of a foreign exhibitor by an inland agent the inland agent is liable for the obligations of the foreign exhibitor resulting from this agreement.

Place and date

Surname, first name

Signature (please print and sign)

## Hamburg Messe

Hamburg Messe und Congress GmbH · P.O. Box 30 24 80 · 20308 Hamburg · Messeplatz 1 · 20357 Hamburg · Germany · Phone +49 40 3569-0 · Fax +49 40 3569-2203 · [info@hamburg-messe.com](mailto:info@hamburg-messe.com)  
[hamburg-messe.com](http://hamburg-messe.com) · Managing Directors: Bernd Aufderheide (President and CEO), Uwe Fischer · Chairman of the supervisory board: Johann C. Lindenberg · Commercial Register: Local Court Hamburg (HRB 12 054)  
Legal form: limited liability company · VAT-Reg.-No.: DE811214125 · HSH Nordbank AG · Sort Code: 210 500 00 · Account-No.: 0228 130 000 · BIC: HSHNDE33 · IBAN: DE10 2105 0000 0228 1300 00

# Classified directory 2020

Annex to registration as main exhibitor

Company



Please return to [hanseferd@hamburg-messe.de](mailto:hanseferd@hamburg-messe.de)

## Specification of subject matter (exclusively for the online media of HansePferd Hamburg)

Please tick requested entries.

### 1. Equestrian sports/special accessories

- 1.01. Distance riding
- 1.02. Dressage
- 1.03. Carriage driving
- 1.04. Leisure riding
- 1.05. Racing, trotting
- 1.06. Gaited horse sport, Icelandic horses
- 1.07. Iberian riding style
- 1.08. Classical-baroque riding style
- 1.09. Polo
- 1.10. Show jumping
- 1.11. Therapeutic riding
- 1.12. Eventing
- 1.13. Vaulting
- 1.14. Horse trekking
- 1.15. Western riding
- 1.16. Horsemanship
- 1.17. Miscellaneous

### 2. Equipment/clothing/accessories

- 2.01. Computer embroidery
- 2.02. Whips, crops, spurs, bits and other accessories
- 2.03. Leather articles/chaps/half-chaps
- 2.04. Cleaning supplies and tools
- 2.05. Equestrian clothing
- 2.06. Helmets/hats
- 2.07. Riding boots and shoes
- 2.08. Saddles and equipment
- 2.09. Special and customized equipment
- 2.10. Sport and leisure clothing
- 2.11. Textile accessories (e.g. rugs, halters, saddle pads, lunges)
- 2.12. Bridles/harnesses
- 2.13. Tournament supplies (trophies/ribbons/stable plaques)
- 2.14. Child-clothing
- 2.15. Miscellaneous

### 3. Publishing/media

- 3.01. Specialised books and magazines
- 3.02. Calendars/posters/photographs
- 3.03. Videos/DVDs/music
- 3.04. Children's books
- 3.05. Miscellaneous

### 4. Feed

- 4.01. Feed supplements
- 4.02. Feed/basic feed/mixed feed/hay etc.
- 4.03. Feeding technology and concepts
- 4.04. Miscellaneous

### 5. Gift items/artwork

- 5.01. Accessories/horse-related gifts
- 5.02. Artwork/paintings/photography
- 5.03. Children's gift items
- 5.04. Miscellaneous

### 6. Healthcare

- 6.01. Alternative healing/therapy methods
- 6.02. Diagnostic/therapeutic devices
- 6.03. Clinics and therapy centres
- 6.04. Parasite protection/insect repellents
- 6.05. Therapy techniques/therapeutic equipment
- 6.06. Veterinary products
- 6.07. Miscellaneous

### 7. Equestrian facility/stable construction

- 7.01. Equestrian facility/stable construction
- 7.02. Indoor/outdoor arena construction
- 7.03. Fences/mirrors/accessories
- 7.04. Riding surfaces
- 7.05. Riding surface care
- 7.06. Irrigation and watering systems
- 7.07. Miscellaneous

### 8. Horse husbandry

- 8.01. Stalls
- 8.02. Free stall barns/active stables
- 8.03. Doors/gates/windows
- 8.04. Troughs/hay racks
- 8.05. Floor coverings/litter
- 8.06. Lighting/lamps
- 8.07. Monitoring systems
- 8.08. Tack room equipment/tack storage cabinets
- 8.09. Solaria/equine sun treatment
- 8.10. Yard and stable equipment
- 8.11. Cleaning systems and equipment
- 8.12. Horse and stable hygiene
- 8.13. Windbreaks
- 8.14. Training equipment/horse walkers
- 8.15. Exercise pens/paddocks
- 8.16. Fencing systems
- 8.17. Solar energy/biogas plants etc.
- 8.18. Miscellaneous

### 9. Horseshoeing/hoof care and protection

- 9.01. Alternative hoof protection
- 9.02. Equipment and products for hoof/horseshoeing
- 9.03. Hoof care products
- 9.04. Miscellaneous

### 10. Training/services

- 10.01. Training/schooling of horse/rider/driver
- 10.02. Professional training/employment opportunities
- 10.03. Sanctuaries and retirement stables
- 10.04. Horse boarding stables/liveries
- 10.05. Riding schools and organisations
- 10.06. Software/information/consultancy services
- 10.07. Training centres
- 10.08. Associations/clubs
- 10.09. Insurances/solicitors
- 10.10. Miscellaneous

### 11. Breeding/horses

- 11.01. Stud horses/insemination
- 11.02. Stud farms/upbringing facilities
- 11.03. Horse trading
- 11.04. Horse breeds
- 11.05. Miscellaneous

### 12. Equestrian tourism

- 12.01. Regions/tourist associations/tour operators
- 12.02. Holiday riding centers
- 12.03. Horse trekking
- 12.04. Children's equestrian holidays
- 12.05. Miscellaneous

### 13. Transportation/vehicles

- 13.01. Utility vehicles
- 13.02. Off-road vehicles/cars
- 13.03. Horse trailers and transporters
- 13.04. Technical equipment for vehicles and trailers
- 13.05. Miscellaneous

### 14. Carriages/driving

- 14.01. Carriages, sulkies, sleighs
- 14.02. Harness, reins, whips
- 14.03. Carriage accessories
- 14.04. Miscellaneous

### 15. Western riding

- 15.01. Western riding equipment
- 15.02. Western riding saddles
- 15.03. Western riding clothing
- 15.04. Western horse breeds/breeding
- 15.05. Miscellaneous

### 16. Icelandic Village

- 16.01. Icelandic horse equipment
- 16.02. Icelandic horse saddles
- 16.03. Holidays with Icelandic horses
- 16.04. Icelandic horse breeding
- 16.05. Miscellaneous

### 17. Dogs

- 17.01. Dog food/health
- 17.02. Dog training/schools
- 17.03. Dog accessories/clothing
- 17.04. Miscellaneous

### 18. Catering

- 18.01. Catering

Place and date

Surname, first name

Signature (please print and sign)

Hamburg Messe

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# Specific Terms of Participation 2020

Event-specific additions to General Terms of Participation (ATB), Technical Regulations (TR)  
and House Rules of Hamburg Messe and Congress GmbH (HMC)



## Event and legal entity:

Hamburg Messe und Congress GmbH  
P.O. Box 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
— hereinafter called **HMC** —

Tel.: +49 40 3569-0  
Fax: +49 40 3569-2203

info@hamburg-messe.de  
hamburg-messe.de

## Event title:

**HansePferd Hamburg 2020 – The equestrian trade fair experience**

## Venue:

HMC Fairground

## Event duration:

**Friday, 24<sup>th</sup> to Sunday 26<sup>th</sup> April 2020**

## Project management:

Fairs & Exhibitions 1

Sonja Tegtmeier  
Project Director

Tel.: +49 40 3569 2114  
E-mail: hanseferd@hamburg-messe.de

## Deadline for registrations / Start of space allocation:

1<sup>st</sup> October 2019

## Opening times:

Daily, 10:00 am–07:00 pm

GalaShow daily from 7:30 pm

## Assembly times:

Tue., 21<sup>st</sup> and Wed., 22<sup>nd</sup> April 2020  
Thu., 23<sup>rd</sup> April 2020

07:00 am–10:00 pm  
07:00 am–08:00 pm

## Disassembly times:

Sun., 26<sup>th</sup> April 2020  
Mon., 27<sup>th</sup> April 2020  
Tue., 28<sup>th</sup> April 2020

08:00 pm–midnight  
midnight–10:00 pm  
07:00 am–10:00 pm

Exhibitors at hall B7 (GalaShow-hall) will receive separate assembly and disassembly times.

## Early stand assembly / Extended disassembly:

Any requests for early stand assembly / extended disassembly times must be submitted in writing to the Trade Fair and Exhibition Technology Department and approved (see Online Service Center / approvals and applications). There is no claim to get an approval. If you have any questions, please contact the Trade Fair and Exhibition Technology Department (Tel.: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de).

## Exhibitor passes: (see clause 16 ATB)

Up to a stand size of 10 sqm exhibitor will receive 4 exhibitor passes free of charge. One additional pass will be issued free-of-charge for every further 10 sqm or part of sqm. Further exhibitor passes may be ordered **on payment of a charge of €18.– plus VAT** per pass, from the Online Service Center.  
NO exhibitor passes are needed for assembly and disassembly.

## Participation fee (see clause 5 ATB)

From a stand size of 80 sqm approved by HMC the participation fee reduces by 5%. Equal from a stand size of 150 sqm by 10%. Discounts refer to net-fee and are not valid for the all-inclusive package.

## Media package: (see clause 14 ATB)

The cost of the mandatory media package (including standard entries with address and contact data and your entries in the directory complete range of products & services and the directory of products and brands,) in the online and print directories of exhibitors and the app) is € 98.– plus VAT for the main exhibitor and each co-exhibitor. The deadline for entries in the directories is 21<sup>st</sup> February 2020. If this deadline is not met, existing data will be used from the registration / approval. Exhibitors with registration / approval after the above deadline will get an entry in the online directory of exhibitors only on payment of the full charge. If you have any questions, please contact our partner A. Sutter Fair Business GmbH (Telephone: +49 201 52353 508 / email: hanseferd@fair.sutter.de)

## Registration charge for co-exhibitors: (see clause 4.3. ATB)

Co-exhibitors must be notified to HMC in writing with indication of company name, address, and products/services. Please complete the separate registration form for this purpose. No charge is made for co-exhibitors. The only charge for co-exhibitors is the media package of € 98.–, which is invoiced to the main exhibitor.

## Health certificate:

The "Important Information for exhibitors with horses" will be part of the contract. It will be sent to the exhibitor with his approval. Exhibitors with horses undertake to bring only registered horses, which are free of infectious diseases, to the exhibition grounds. All equine passports and health certificates must be shown at the request of the exhibition management or their contracted veterinarian. At the same time, each and every exhibitor brings his horse at his own risk. Any health problems, contagious diseases etc., and the consequences caused or spread by horses brought onto or around the exhibition centre, will be regarded as a force majeure for which the HMC cannot be held liable. The exhibitor must indemnify the HMC in full of all claims, including thirdpartyclaims, in connection with this.

## Appropriate horsemanship:

All exhibitors and actors commit themselves to appropriate horsemanship on the basis of the FN's ethical principles. These are available on <http://www.pferd-aktuell.de/tierschutz/ethische-grundsaeetze/etische-grundsaeetze>

## Hall access

Until the end of the GalaShow post processing actors have access to the halls where the horses are kept. For exhibitors without reference to the horses the halls are opened from 8:00 am to 8:00 pm.

## Daily demonstrations

Participation in the daily demonstrations is reserved to exhibitors exclusively. The application form for the demonstration areas is to be signed by the respective exhibitor and the use of the areas is at their own risk.

## Overnight stay on exhibition premises:

It is prohibited to remain on the premises overnight. Exceptions have to be applied for in writing and can be approved by HMC in case of the necessity to care for horses. A list of camping sites in Hamburg can be provided upon request.

# Application co-exhibitors

Start of stand allocation: 1 October 2019

Phone +49 40 3569-2114, Fax +49 40 3569-2159  
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**Please note that all co-exhibitors must be registered and require permission to attend from Hamburg Messe und Congress GmbH.**

Co-exhibitors: Co-exhibitors are companies other than the main exhibitor with representation by their own staff in a rented stand area. They are also considered to be co-exhibitors if they are associated with the main exhibitor in financial or organisational terms.

Registration fee: free of charge

Media package: An entry will be made in the HansePferd Hamburg 2020 catalogue and the associated online exhibitor database. The fee for the media package is € 98.– excluding VAT.

**All required fields are marked in BOLD. Please complete in block letters.**

**Name of the main exhibitor:**

\_\_\_\_\_

**Registration No.:**

\_\_\_\_\_

**We hereby request the following co-exhibitor to be included at HansePferd Hamburg 2020:**

**Company** (if EU entrepreneur: full company name including legal form and address according to VAT registration):

\_\_\_\_\_

please tick:  **private person**  **registered entrepreneur** (or legal entity with VAT-Reg.-No.)  **VAT-Reg.-No. (EU):**

\_\_\_\_\_

Commercial/Company Reg.-No. (non-EU):

\_\_\_\_\_

Country of the head office:

\_\_\_\_\_

Contact Person:

\_\_\_\_\_

Address/P.O. Box:

\_\_\_\_\_

Country abbr.:

\_\_\_\_\_

Postcode:

\_\_\_\_\_

Town/City:

\_\_\_\_\_

Phone incl. country code:

\_\_\_\_\_

Fax:

\_\_\_\_\_

E-mail:

\_\_\_\_\_

Internet:

\_\_\_\_\_

**E-mail for electronic invoicing:** \_\_\_\_\_

The following **products/services** will be presented (please itemize): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please tick your main product categories/service areas in the attached list to register as a co-exhibitor at HansePferd Hamburg 2020.**

*\*To register additional co-exhibitors, please use copies of this form.*

**By submitting this registration, the undersigned accepts the General and Specific Terms of Participation, Technical Regulations and House Rules of Hamburg Messe und Congress GmbH. Furthermore, the undersigned undertakes to extend these terms and rules to any co-exhibitors. They can be inspected at [hansepferd.de/applicationforms](http://hansepferd.de/applicationforms). The main exhibitor accepts liability for all registered co-exhibitors (including payment obligations).**

Place and date

Surname, first name main exhibitor

Signature main exhibitor (please print and sign)



**Hamburg Messe**

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# Classified directory 2020

Annex to registration as co-exhibitor

Company



Please return to [hanseferd@hamburg-messe.de](mailto:hanseferd@hamburg-messe.de)

## Specification of subject matter (exclusively for the online media of HansePferd Hamburg)

Please tick requested entries.

### 1. Equestrian sports/special accessories

- 1.01. Distance riding
- 1.02. Dressage
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- 1.12. Eventing
- 1.13. Vaulting
- 1.14. Horse trekking
- 1.15. Western riding
- 1.16. Horsemanship
- 1.17. Miscellaneous

### 2. Equipment/clothing/accessories

- 2.01. Computer embroidery
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- 2.04. Cleaning supplies and tools
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- 3.03. Videos/DVDs/music
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- 3.05. Miscellaneous

### 4. Feed

- 4.01. Feed supplements
- 4.02. Feed/basic feed/mixed feed/hay etc.
- 4.03. Feeding technology and concepts
- 4.04. Miscellaneous

### 5. Gift items/artwork

- 5.01. Accessories/horse-related gifts
- 5.02. Artwork/paintings/photography
- 5.03. Children's gift items
- 5.04. Miscellaneous

### 6. Healthcare

- 6.01. Alternative healing/therapy methods
- 6.02. Diagnostic/therapeutic devices
- 6.03. Clinics and therapy centres
- 6.04. Parasite protection/insect repellents
- 6.05. Therapy techniques/therapeutic equipment
- 6.06. Veterinary products
- 6.07. Miscellaneous

### 7. Equestrian facility/stable construction

- 7.01. Equestrian facility/stable construction
- 7.02. Indoor/outdoor arena construction
- 7.03. Fences/mirrors/accessories
- 7.04. Riding surfaces
- 7.05. Riding surface care
- 7.06. Irrigation and watering systems
- 7.07. Miscellaneous

### 8. Horse husbandry

- 8.01. Stalls
- 8.02. Free stall barns/active stables
- 8.03. Doors/gates/windows
- 8.04. Troughs/hay racks
- 8.05. Floor coverings/litter
- 8.06. Lighting/lamps
- 8.07. Monitoring systems
- 8.08. Tack room equipment/tack storage cabinets
- 8.09. Solaria/equine sun treatment
- 8.10. Yard and stable equipment
- 8.11. Cleaning systems and equipment
- 8.12. Horse and stable hygiene
- 8.13. Windbreaks
- 8.14. Training equipment/horse walkers
- 8.15. Exercise pens/paddocks
- 8.16. Fencing systems
- 8.17. Solar energy/biogas plants etc.
- 8.18. Miscellaneous

### 9. Horseshoeing/hoof care and protection

- 9.01. Alternative hoof protection
- 9.02. Equipment and products for hoof/horseshoeing
- 9.03. Hoof care products
- 9.04. Miscellaneous

### 10. Training/services

- 10.01. Training/schooling of horse/rider/driver
- 10.02. Professional training/employment opportunities
- 10.03. Sanctuaries and retirement stables
- 10.04. Horse boarding stables/liveries
- 10.05. Riding schools and organisations
- 10.06. Software/information/consultancy services
- 10.07. Training centres
- 10.08. Associations/clubs
- 10.09. Insurances/solicitors
- 10.10. Miscellaneous

### 11. Breeding/horses

- 11.01. Stud horses/insemination
- 11.02. Stud farms/upbringing facilities
- 11.03. Horse trading
- 11.04. Horse breeds
- 11.05. Miscellaneous

### 12. Equestrian tourism

- 12.01. Regions/tourist associations/tour operators
- 12.02. Holiday riding centers
- 12.03. Horse trekking
- 12.04. Children's equestrian holidays
- 12.05. Miscellaneous

### 13. Transportation/vehicles

- 13.01. Utility vehicles
- 13.02. Off-road vehicles/cars
- 13.03. Horse trailers and transporters
- 13.04. Technical equipment for vehicles and trailers
- 13.05. Miscellaneous

### 14. Carriages/driving

- 14.01. Carriages, sulkies, sleighs
- 14.02. Harness, reins, whips
- 14.03. Carriage accessories
- 14.04. Miscellaneous

### 15. Western riding

- 15.01. Western riding equipment
- 15.02. Western riding saddles
- 15.03. Western riding clothing
- 15.04. Western horse breeds/breeding
- 15.05. Miscellaneous

### 16. Icelandic Village

- 16.01. Icelandic horse equipment
- 16.02. Icelandic horse saddles
- 16.03. Holidays with Icelandic horses
- 16.04. Icelandic horse breeding
- 16.05. Miscellaneous

### 17. Dogs

- 17.01. Dog food/health
- 17.02. Dog training/schools
- 17.03. Dog accessories/clothing
- 17.04. Miscellaneous

### 18. Catering

- 18.01. Catering

Place and date

Surname, first name main exhibitor

Signature main exhibitor (please print and sign)

Hamburg Messe

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