

Essential information

Please also refer to our enclosed Conditions of Participation.



gamescom

Cologne, 25 - 29 August 2020

The application form includes

Essential information/checklist

Checklist

The forms:

- 1.10 Application for main exhibitor*
- 1.11 Enclosure to the application for main exhibitor
- 1.12 Application for group stands
- 1.20 Application for co-exhibitors*
- 1.21 Application for additionally represented companies*
- 1.30 List of Goods*
- 1.31 List of Goods – Merchandising
- S.13a business area: Meeting Rooms 12 - 20 sqm
- S.13b business area: Meeting Rooms 21 up to 50 sqm
- Important information for group organizers
- Regulations: Own stand construction in the gamescom business area
- Conditions of Participation Special Section
- General Conditions of Participation
- Youth Protection Information for gamescom 2020
- Data Protection Notice
- Koelnmesse subsidiaries, representatives and foreign representations
- ***Must be returned**

1 Duration of event

From 25.08.2020 (Tuesday) to 29.08.2020 (Saturday)

2 Opening hours

For visitors

a) entertainment area:

- | | |
|----------------|-------------------------|
| 1. Tuesday* | 09:00 a.m. - 07:00 p.m. |
| 2. Wednesday** | 09:00 a.m. - 08:00 p.m. |
| 3. Thursday** | 09:00 a.m. - 08:00 p.m. |
| 4. Friday | 09:00 a.m. - 08:00 p.m. |
| 5. Saturday | 09:00 a.m. - 08:00 p.m. |

b) business area:

- | | |
|--------------|-------------------------|
| 1. Tuesday | 09:00 a.m. - 07:00 p.m. |
| 2. Wednesday | 09:00 a.m. - 08:00 p.m. |
| 3. Thursday | 09:00 a.m. - 08:00 p.m. |

* Trade Visitors and Media Day. The organiser can grant access to a limited number of private visitors on Tuesday.

**Admission for private visitors from 10:00 a.m.. The organiser can grant access to a limited number of private visitors on Wednesday and Thursday from 9:00 a.m..

On 28.08. and 29.08.2020 the gamescom business area will remain closed.

Note: exhibitors may enter halls at 7.00 a.m. and one hour after end of exhibition.

3 Application

Form 1.10 must be submitted by each main exhibitor. Please fill out the application form completely, stamp it with your company seal, and have a responsible person sign it. The application is only valid when accompanied by the list of goods on **Form 1.30/1.31**. Co-exhibitors* are required to register using **Form 1.20/1.21**. A separate list of goods – **Form 1.30/1.31** – must be filled in for each of these companies.

Alternatively the "Online-Application" can be used on the gamescom webpage. The application forms must be completely filled in and sent to Koelnmesse by clicking the button "submit binding application".

*see Item V of the General Conditions of Participation

Hall layout planning starts in: January 2020

4 Participation costs*

Rent of the stand area costs:

entertainment area

(on application up until 13.02.2020)

Stand rental fee	for Terrace stand (one side open)	for Corner stand (two sides open)
up to 150 sqm	143.00 Euro / sqm	149.50 Euro / sqm
up to 500 sqm	126.50 Euro / sqm	132.50 Euro / sqm

Stand rental fee	for Two corner stand (three sides open)	for Island stand (four sides open)
up to 150 sqm	154.50 Euro / sqm	162.00 Euro / sqm
up to 500 sqm	138.00 Euro / sqm	143.50 Euro / sqm
501–1.000 sqm	120.50 Euro / sqm	126.50 Euro / sqm
from 1.001 sqm	97.00 Euro / sqm	102.00 Euro / sqm

Late booking surcharge from 14.02.2020 15.00 Euro / sqm

Two-storey 48.00 Euro / sqm

Outdoor space up until 13.02.2020 69.00 Euro / sqm
Outdoor space from 14.02.2020 74.00 Euro / sqm

business area

(on application up until 13.02.2020)

Stand areas in the business area can only be booked by companies that also have a stand of their own in the entertainment area. This provision does not apply to companies that do not have products relevant to end users. The exact rules are specified in the "Conditions of Participation, Special Section", Item 3.

Exhibitors **with** a stand area in the gamescom entertainment area:

Stand package:	12 sqm – 20 sqm	> 20 sqm
Participation fee:	211.00 Euro / sqm	202.00 Euro / sqm
Own stand construction: location fee	94.00 Euro / sqm	
Late booking surcharge	from 14.02.2020	15.00 Euro / sqm

Exhibitors **without** a stand area in the gamescom entertainment area:

(Surcharge for companies without products relevant to end users: 500.00 Euro)

Stand package:	12 sqm – 20 sqm	> 20 sqm
Participation fee:	260.00 Euro / sqm	251.00 Euro / sqm
Own stand construction: location fee	143.00 Euro / sqm	
Late booking surcharge	from 14.02.2020	15.00 Euro / sqm

Additional costs

(Valid for exhibitors with a stand in the entertainment area and/or in the business area)

We will also charge a flat-rate fee per square meter of 10.00 Euro for energy costs* and an AUMA fee* of 0.60 Euro. 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. The down payment for exhibitors who have not participated in the previous event shall total 35.50 Euro per square metre - plus the costs for the obligatory marketing services (Marketing Package); see Item 8.2, Special Participation Conditions. The costs given are net prices, not including German VAT.

The rental fee for stand area does not include the cost for any constructions.

*see Item 3 of the Special Section of the Conditions of Participation

5 Special day: 25.08.2020 Media and Trade Visitor Day

(official press day)
Tuesday, 25.08.2020, 09:00 a.m. – 07:00 p.m.

6 Build up period

business area / halls 1.1, 2.1, 2.2, 3.1*, 3.2, 4.1, 4.2
20.08.2020: 06:00 a.m. - 12:00 p.m./midnight
21.08. - 23.08.2020: 00:00 a.m. - 12:00 p.m./midnight
24.08.2020: 00:00 a.m. - 06:00 p.m.

entertainment area / halls 5 - 10
15.08.2020: 06:00 a.m. - 12:00 p.m./midnight
16.08. - 20.08.2020: 06:00 a.m. - 12:00 p.m./midnight.
21.08. - 23.08.2020: 00:00 a.m. - 12:00 p.m./midnight
24.08.2020: 00:00 a.m. - 06:00 p.m.

***Note:** The outdoor and logistic areas of hall 3.1 have to be fully vacated by 24.08.2020 at 07:00 a.m.. From this point on, it is no longer possible to make further deliveries with vehicles nor use the logistic areas of hall 3.1.

7 Dismantling period

business area / halls 1 - 4
27.08.2020: 08:00 p.m. - 12:00 p.m./midnight
28.08. - 29.08.2020: 00:00 a.m. - 12:00 p.m./midnight

entertainment area / halls 5.2, 10.1:
29.08.2020: 08:00 p.m. - 12:00 p.m./midnight
30.08.2020: 00:00 a.m. - 12:00 p.m./midnight

entertainment area / halls 5.1, 6, 7, 8, 9, 10.2:
29.08.2020: 08:00 p.m. - 12:00 p.m./midnight
30.08.-31.08.2020: 00:00 a.m. - 12:00 p.m./midnight

On 29 August 2020 dismantling personnel obtain admission from 08:00 p.m. Trucks will be permitted to enter from 10:00 p.m.

Please note that the dismantling deadlines are mandatory and must therefore be observed. Depending on the hall in question, all stands and exhibits must be completely dismantled by 12 midnight on 29, 30 or 31 August. Moreover, all of the stand construction materials and other objects must have been completely removed from the halls and the outdoor area by these deadlines. Koelnmesse will remove and destroy all materials and objects that remain in the halls or the outdoor area after these deadlines and do so at the respective exhibitor's risk and expense. Koelnmesse can store such objects in exceptional cases, provided the items left at the exhibition centre are obviously valuable. Koelnmesse's further claims remain unaffected. Claims of whatever kind against Koelnmesse, and in particular claims for damages, are excluded in such cases.

8 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand area **beginning** spring 2020. The participation contract takes effect when you receive your stand confirmation, together with scaled sketches of your stand area and layout plans, **in or after** spring 2020.

9 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from www.koelnmesse-service-portal.de. You also have the option of requesting the Technical Guidelines in printed form and on CD-ROM. Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data together with your stand confirmation, beginning spring 2020.

Please observe the submission deadlines for ordering additional services.

10 Maximum stand height / special constructions

In addition to the technical guidelines, the following maximum height applies for stands and advertising:

Maximum stand height:
3,50m (hall 1.1, 2.1, 2.2, 3.2, 4.1 and 4.2), 8,00m (hall 6, 7, 8 and 9), 5,00m (hall 5.1, 5.2, 10.1 and 10.2). The exact stand height will be provided with our stand confirmation.

Maximum advertising height:
3,50m (hall 1.1, 2.1, 2.2, 3.2, 4.1 and 4.2), 8,00m (hall 6, 7, 8 and 9), 5,00m (hall 5.1, 5.2, 10.1 and 10.2). The advertising height applies to all advertising materials such as signs, banners, balloons.

On request, Koelnmesse can approve a higher stand height insofar as technical and construction-related requirements are met. Rear walls must be neutral in design.

Should you be planning a special construction (e.g. two-storey, cinema or audience space, outdoor space or other special constructions) you must submit two copies of the construction plans to Koelnmesse's Event Technology department at least eight weeks before the build up period begins (Technical Guidelines item 4.2.1).

For security reasons, sufficiently large zones for possible waiting lines inside the stands must be taken into account during stand planning. Taking waiting zones into account outside of one's own stand area is impermissible.

11 Scaled sketches of stands

Scaled sketches of stands will be available upon request from spring 2020.

12 Withdrawal / non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organiser can agree to the request for release from the contract only in exceptional cases if the stand area not required can be rented to another exhibitor. In this instance the organiser is entitled to demand a general reimbursement of the costs incurred corresponding to 25 % of the participation fee at least however the amount of 1,000.00 Euro. If the space cannot be re-rented, the full participation fee must be paid.

Please see "General Conditions of Participation", Item II.

13 Invoicing / Issuance of a new bill

You will receive the invoice for the stand rental fee along with your free exhibitor and stand construction passes **starting** in spring 2020. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

The details you have filled in on form 1.10 and 1.11 concerning the billing address are binding. There will be a fee for a new bill if it is issued for reasons for which Koelnmesse is not responsible. A flat-rate fee of 100.00 Euro will be charged for each new bill.

14 VAT identification number

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. Exhibitors from the European Union need to enter their valid VAT identification number in the application form in order to be considered entrepreneurs. Exhibitors must immediately notify Koelnmesse of any changes to their VAT identification numbers.

15 Exhibitor passes

As an exhibitor, group organiser with an own stand space or as an exhibitor in a group stand you receive free of charge and valid for the period from the first day on which build up begins to the final day of dismantling:

- 3 exhibitor passes for a stand of up to 20 sqm
- 1 exhibitor pass for each further unit of 10 sqm up to a stand area of 100 sqm
- 1 exhibitor pass for each further unit of 20 sqm above 100 sqm

As a group organiser without an own stand space you receive 3 exhibitor passes free of charge.

Co-exhibitors and additionally represented companies do not receive free passes.

The passes will be sent together with the invoice for your stand rental fee. If more exhibitor passes are needed for stand personnel, they can be requested from Koelnmesse for a fee.

16 Stand construction passes

Stand construction passes allow your build up and dismantling personnel access to the fairgrounds during the build up and dismantling periods. The stand construction passes are only valid during the build up and dismantling periods.

As an exhibitor, group organiser with an own stand space or as an exhibitor in a group stand you receive free of charge:

- 4 construction passes for a stand of up to 20 sqm
- 1 construction pass for each further unit of 10 sqm up to a stand area of 100 sqm
- 1 construction pass for each further unit of 20 sqm above 100 sqm

As a group organiser without an own stand space you receive 3 stand construction passes free of charge.

Co-exhibitors and additionally represented companies do not receive free passes.

The passes will be sent together with the invoice for your stand rental fee. If more stand construction passes are needed, they can be requested from Koelnmesse.

17 Marketing services (Marketing 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 marketing services listed under item 8.1 (Special Participation Conditions) is mandatory for all represented companies, co-exhibitors and other represented companies and costs

Euro 265.00 per main exhibitor, group organiser and group participant
Euro 250.00 per co-exhibitor and other represented companies.

Our official contractual partners will provide you with all order information and documents for the offered marketing services. Please note that your company's participation requires Koelnmesse's approval.

Unofficial lists of exhibitors

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.

18 Use of copyright and related rights

Musical renditions of all kinds require the approval of the German Author's Rights Society (GEMA) in accordance with Copyright Law. Musical renditions which are not registered may result in compensation claims brought by the GEMA (§ 97 Copyright Law).

Applications and queries should be addressed to:

GEMA – KundenCenter
11506 Berlin, Germany
Telephone: +49 30 588 58 999
Fax: +49 30 212 92 795 or at
www.gema.de.

For the use of copyright and related rights of the private broadcasting industry in Germany and of several broadcasters from other countries, VG Media has drawn up tariffs and published these in the Bundesanzeiger and at www.vgmedia.de. In return for payment of an appropriate amount, Verwertungsgesellschaft Media permits its license holders the use of the rights.

Applications and queries should be addressed to:

Verwertungsgesellschaft Media
Gesellschaft zur Verwertung der Urheber- und
Leistungsschutzrechte von Sendeunternehmen und Presseverlegern mbH
Lennéstraße 5
10785 Berlin, Germany
e-mail: info@vgmedia.de
Telephone: +49 30 20 62 00-0
Fax: +49 30 20 62 00-33

19 „Infoscout" information service for visitors

The information about your company that you submitted on Forms 1.10 to 1.30 will be made available at the information stands in the halls for interested visitors during the event. Furthermore, you can find out about **trade representative vacancies** with Koelnmesse's electronic information system "Infoscout".

You can use the enclosed form Z.03 to specify this offer according to products, countries or regions.

Exhibitors and visitors can use "Infoscout" free of charge.

20 Give-aways and sampling

The distribution of free give-aways and product samples (sampling), in particular of energy drinks, is generally not permitted. Following prior written permission from Koelnmesse GmbH, product samples or promotional gifts may only be distributed within the stand area specified in the admission; distribution outside the stand area or to persons outside the stand area is not permitted. In addition, the distribution of (cardboard) stools is strictly prohibited for safety reasons.

21 Koelnmesse representatives abroad

Koelnmesse has representative offices in over 80 countries, as well as in Berlin. If you have any questions, they will gladly assist you at any time. A list of these offices is available on the Internet at www.koelnmesse.de

22 Other

Information on advertising and press services is available in the Koelnmesse-Service-Portal under www.koelnmesse-service-portal.de. The distribution of advertising material outside the stand area is not permitted.

23 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
Exhibitor Service	-2880, -3246, -3311	-3099
Press	-2528, -3990	-3544, -3977
Protocol	-3014	-3402
Accounts department	-2378	-3174
exhibitor passes, catalogue, admission ticket vouchers	-2994	-3437
Congresses, special events, conference rooms	-2223	-3430
Security office north	-2551, -2552	-3780
Security office east	-2550, -2549	-3450
Stand construction services	-3998	-3999
Technical services	-3998	-3992
Marketing services (Outdoor/hall advertising)	-2925	-3501
Marketing Package	-2824	
Event Technology Department	-3879	-3970
Car parking	-2978	-3209
Traffic controlling (truck parking)	-2978	-3209
Forwarding businesses (customs clearance/storage/transport) Schenker	+49 221 981310	+49 221 318890
Insurance	+49 221 77155824	+49 180
Security	-2456, -2818	-3435
Arranging staff – Hostesses / service staff	+49 221 28492-06	+49 221 8800066
– Build up / dismantling staff	-2882	+49 221 45559636
Food service/stand catering		
Aramark Restorations GmbH	+49 221 284-8584	+49 221 284-8599
Hotel accommodation	-2370	-3739

USK regulations for gamescom 2020



gamescom
Cologne, 25 - 29 August 2020

Information for gamescom exhibitors

For all questions regarding tickets, reservations and journey please contact: gamescom@visitor.koelnmesse.de

Koelnmesse has officially assigned USK (Entertainment Software Self-Regulation Body) as youth-protection authority at gamescom. This task encompasses the age rating of any kind of content that is intended to be exhibited, (all platforms including mobile apps, browser games, game portals as well as trailers, stage presentations and other contents). Additionally, USK serves as the primary contact for all gamescom exhibitors with regard to any youth-protection-related issues, whether prior to or during the fair itself.

As an exhibitor you are entirely responsible for ensuring that your booth and presentation conform to German youth-protection requirements under the provisions of the German Children and Young Persons Protection Act ("JuSchG"). Compliance is validated by the regulatory authorities during the fair. For the purpose of consistent and uniform implementation, Koelnmesse and USK have jointly adopted the regulations described below. These regulations apply for ALL exhibitors at gamescom, entertainment area. Upon admission, in accordance with the age on their photo ID/health insurance card with photo, the organizer (Koelnmesse) will provide visitors with three types of non-removable wristbands in colors corresponding to the colors of the respective USK stickers for ages 12/16/18 which support booth personnel in terms of age verification. There are no exceptions. Parental accompaniment or consent forms do not replace proof of age.

All presentations of games, trailer and game-based presentations need to be rated by the USK to show them in the public. Unrated content can only be presented to adults in separate areas. Trailer and software without games related content like company trailers, recruiting videos or hardware trailers do not need a rating.

Deadline for submission is August, the 10th, 3pm.

Content must be sent with the **submission form** attached to test@usk.de or via mail. Games and trailers can be sent as disc, USB-stick, key, voucher, link or FTP.

The rating fees are based on the current **cost structure**.

Titles and trailers in the business area will NOT need to be reviewed by the USK in 2020.

Group stands, universities, national/international pavilions

This includes various contents of different degrees of completion. You will receive a complete stand rating that will include all submitted content. Content that cannot be subsumed up to and including "USK from age 12" must be tested separately or can be presented to adults in separate areas.

Streamers / Presentations / HandsOff-Demos

All presentations are subject to the same rules as playing stations, so 16 / 18 rated or unchecked content may not be presented publicly. If the selected clippings or the commentary and the non-interactivity change the games' impression and in your view allow a lower release, submit a 10-minute "fake-livestream", which includes the usual game elements and the live commentary. The release is then granted for this content and the commenting style, and applies to a broadly identical content presentation of that game.

At the Trade Fair

All gaming stations must be labeled with the correct rating so visitors can easily get the age rating information.

The sticker size must be at least 3,5 x 3,5 cm. If the same game is shown on multiple units in a row or in one area labeling all units is not necessary. The entrance or the back wall behind the units can be labeled instead, we recommend using at least 20x20cm stickers then.

Please find the sticker templates [here](#).

In trailers the rating does not need to be indicated either in the opening credits or on the presentation area.

The USK will **not** bring stickers to the gamescom. Please print them yourselves or order sticker rolls.

USK All Ages / 6 / 12

Content with this rating can be shown openly to anybody, though the staff must make sure that 12+-content must not be actively played by under agers.

USK 16 / 18 / not rated

Content with this rating can only be shown to visitors to the correct age group. Separate rooms, turned monitors and privacy screens are the choice to make sure no under ager can see that content. Access control to these areas must be conducted by the booth personnel.

Additional Information

- Companies who are in contact with the USK for the first time automatically fall under the rule of pre-payment. Please plan sufficient time for the clearance of all payments
- If your company aims to show a segment from a full version at gamescom please tie "gamescom-Demo" on the submission form and inform us about the content to be playable
- Games or Demos that already feature an earlier USK rating and have not changed in terms of youth protection issues must show that very rating
- IARC ratings are only valid within the participating storefronts and are not valid at gamescom
- Every displayed platform version must carry its own rating

Please note that the wristbands will also be handed out on Tuesday and that age checks must also be carried out on Tuesday.

The competent authorities (the City of Cologne) will thoroughly monitor compliance with the German Children and Young Persons Protection Act (JuSchG) at the fair and take the appropriate legal actions in the event of violations of the law. Any violations will be punished by closing the trade fair booth of the responsible company and can result in substantial fines. To prevent the latter, USK is available to help you resolve any questions, problems and ambiguities regarding youth protection.

Marek Brunner
Head of Test Department
Unterhaltungssoftware Selbstkontrolle (USK)
Torstraße 6 | 10119 Berlin - Germany
Phone: +49-30-2408866-15
Mobile: +49-1723069633
E-Mail: gamescom@usk.de
<https://usk.de/en/>

Checklist for preparing your participation at gamescom 2020



gamescom
Cologne, 25 - 29 August 2020

	optional/ obligatory	Form	Deadlines / Advice	Done?
Application for main exhibitors	obligatory	1.10	Main application (signed)	<input type="radio"/>
Early-booking discount until 13.02.2020	optional	1.30/1.31	List of Goods	
		1.11	Different invoice/correspondence address (signed)	
Note: Space in the business area may only be booked in combination with booking a stand area in the entertainment area. Companies without products relevant to end users area excepted from this regulations (See Conditions of Participation, Special Section, item 3).				
Application for co-exhibitors (500.00 Euro + applicable VAT each)	optional	1.20 1.30/1.31	Register your co-exhibitors by using form 1.20 (signed by main exhibitor) and a separate List of Goods (form 1.30/1.31) for each co-exhibitor.	<input type="radio"/>
Application for additionally represented companies (200.00 Euro + applicable VAT each)	optional	1.21 1.30/1.31	Register your additionally represented companies by using form 1.21 (signed by main exhibitor) and a separate List of Goods (form 1.30/1.31) for each additionally represented company.	<input type="radio"/>
Application for stand construction by Koelnmesse GmbH (Early booking-discount until 13.02.2020)	optional	S.13a S.13b	Please send your signed form for stand construction together with your application for main exhibitor. Please also note the possible options of additional equipment on the back of the form.	<input type="radio"/>
Submission of stand planning	obligatory		Should you be planning a special construction (e.g. two-storey, cinema or audience space, outdoor space or other special constructions) you must submit two copies of the construction plans to Koelnmesse's event technology department at least 8 weeks before build up period begins (Technical Guidelines, item 4.2.1).	<input type="radio"/>
Marketing services (Marketing Package)	obligatory		Obligatory for main exhibitors, group organiser, group participant, co-exhibitors and additionally represented companies. Our official contractual partner, Neureuter Fair Media, provides you with all order information and documents for the offered marketing services.	<input type="radio"/>
Additional exhibitor passes	optional		Additional exhibitor passes can be ordered against payment here .	<input type="radio"/>
Order of other services related to your trade fair presentation Tel. +49 (0)221 821 3666 e-mail: koelnmesse-service-portal@koelnmesse.de	optional		Please take note of the deadlines found at the Koelnmesse-Service-Portal. You will receive your log-in data per e-mail after receiving your stand area confirmation.	<input type="radio"/>
Register musical renditions at GEMA – KundenCenter 11506 Berlin, Germany Telephone: +49 30 588 58 999, Fax: +49 30 212 92 795 www.gema.de			Before the opening of the fair Please take special note of our technical guideline (see Koelnmesse-Service-Portal), item 5.13 "Musical Renditions".	<input type="radio"/>
Submission of examination form to USK	obligatory		Content must be sent with the submission form attached to test@usk.de or via mail.	<input type="radio"/>
Deadline August 10, 2020 (3 pm)			For more information please see USK regulations.	



gamescom
Cologne, 25 - 29 August 2020

Regulations merchandise area

Important rules on selling

The sale of gaming merchandise is permitted exclusively in the merchandise area. The sale of software, hardware, accessories or other products in the standard gamescom List of Goods (see form 1.30) is forbidden.

Take note of the security measures: Sales ban on weapons, imitation weapons and weapon-like items

Weapons, imitation weapons and weapon-like items - regardless of what material they are made of - are not allowed to be presented, offered for sale or sold at gamescom. Should any doubt exist as to whether an article falls under the ban on offering or selling a product, please contact the organiser. Furthermore, the legal stipulations of the Federal Republic of Germany must be observed for the presentation and sale of products; Koelnmesse will carry out controls and in the case of breaches against these regulations will take the necessary measures, in particular it will demand the removal of weapons, imitation weapons and weapon-like items and other products, which do not correspond with the product directory, the presentation of which do not meet with the stipulations of the Federal Republic or which as a result of their appearance could cause a considerable disruption to the operation of the trade fair or endanger the safety of exhibitors and visitors, Clause 6 of the General Conditions of Participation for gamescom, Special Section, Clause III of the General Conditions of Participation for gamescom, General Section.

Only licensed products may be sold in the merchandise area at gamescom

Koelnmesse is entitled to carry out inspections during the event and to close the exhibitor's stand when, despite a corresponding warning, it is being used for the presentation of items for which the necessary licences cannot be proven.

Regarding the sale of Lucky Bags, where the contents are not known or visible to the buyer beforehand, we ask for prior notification of the products to be sold. The sale of Lucky Bags is only permitted after prior approval by Koelnmesse.

We must ask you to comply with these regulations.

Yours gamescom team

Your contact for further information:

Mora-Lou Großkopf
Sales Manager Exhibitor
Telephone +49 221 821-3311
E-mail m.grosskopf@koelnmesse.de

Regulations concerning own stand construction in the gamescom business area



gamescom
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- The stand construction must be closed with the exception of the reception area.
- A max. of 20 % but not more than a total of 20 sqm is allowed to use in the form of an open reception area. The rest of the stand must be visually separated from the reception area. In particular, product presentations, live demonstrations, entertainment content, etc. are not allowed to be visible.
- A coloured design of the meeting room as well as the reception area is permitted, it is also permitted to attach logos and graphics.
- The presentation of moving image on the exterior walls of the booth is forbidden.
- It is forbidden to install shelves and perforated plates for product placement on the exterior walls of the booth.
- It is forbidden to arrange seats around the meeting room and at the reception area - waiting areas must be arranged inside the stand.
- It is admitted to hang items above the exhibitor's own meeting rooms.
- Advertising superstructures are admitted (max. set up height 3.5 m).
- On the neutral areas in the gamescom business area advertisements (A-frames, banners etc.) are not permitted.
- The stand construction must be arranged in a one-storey manner.
- Due to the enclosed design of the business area, an emergency-exit and rescue-route plan must always be submitted and approved by Koelnmesse GmbH. The plan must indicate the locations of emergency-exit signage (in accordance with BGV A8) and fire extinguishers. Escape and rescue routes must be marked by no later than 9:00 a.m. on the last day of build up.

Exceptions regarding the closed construction method remain valid for pavilions that are financially supported by official institutions, after approval by Koelnmesse.

We must ask you to comply with these regulations.

Your gamescom team

Your contact for further information:

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