

# THE SMARTER E INDUSTRY DAYS & THE SMARTER E EUROPE RESTART 2021 ORDER FORM DIGITAL PACKAGES

We are exhibitor<sup>1</sup> of  Intersolar Europe  ees Europe  
 Power2Drive Europe  EM-Power Europe

We hereby book the digital package selected below. Please complete this online form in full on screen or by hand in block letters, sign it with a legally binding signature and send it by fax, post or e-mail.

Please sign and fax to +49 7231 58598-28 or  
e-mail to [merz@solarpromotion.com](mailto:merz@solarpromotion.com).  
For queries: Tel.: +49 7231 58598-299

The smarter E Europe Restart 2021 will take place from October 6–8, 2021 as a face-to-face event and will be complemented by new digital and hybrid elements. In addition, the digital The smarter E Industry Days will be held from July 21–23, 2021. The following booking options refer to the digital and hybrid offers that you can book in addition to your booth and are valid for both event dates.

## Booking deadline:

- Digital Package Basic+: until July 7, 2021
  - Digital Package Advanced: until June 11, 2021
  - Digital Package Pro/Premium: until June 11, 2021 (subject to availability)
- After the respective deadline, bookings are only possible on request.

## We book the following digital package:

### Digital Package Basic+

€750

You can book the Digital Package Basic+ directly in the → [Exhibitor Cockpit](#). It is not necessary to fill out this form. You can then edit your digital company presence (extended version) in the Exhibitor Cockpit.

### Digital Package Advanced

€2,500

The smarter E Industry Days & The smarter E Restart 2021

- Digital company presence (extended version) on event website
- The smarter E Industry Days <sup>2</sup>
- Realization of up to 2 events of max. 1.5 hours each
- Event listing within your digital company presence and in the official program

### Digital Package Pro (limited availability)

€7,500

The smarter E Industry Days & The smarter E Restart 2021

- Digital company presence (extended version) on event website
- Listing as partner on event website
- The smarter E Industry Days <sup>2</sup>
- Realization of up to 4 events of max. 1.5 hours each
- Event listing within your digital company presence and in the official program

The smarter E Restart 2021

- 15 minutes of broadcasting time on The smarter E Expo TV
- Placement of an advertising spot in The smarter E Expo TV

### Additional offer for Digital Package Pro (limited availability) <sup>3</sup>

€1,500

- TV coverage from your exhibition booth as intro to your The smarter E Expo TV slot
- Coverage from your exhibition booth for your personal use

### Additional offer for Digital Package Pro

€600

- Post-produced coverage from your The smarter E Expo TV slot for your personal use

### Digital Package Premium (exclusive, bookable on request)

€17,000

The smarter E Industry Days & The smarter E Restart 2021

- Digital company presence (extended version) on event website
- Listing as premium partner on event website
- Membership points
- The smarter E Industry Days <sup>2</sup>
- Realization of up to 4 events of max. 1.5 hours each
- Event listing within your digital company presence and in the official program

The smarter E Restart 2021

- Exclusive The smarter E Expo TV sponsor
- 15 minutes of broadcasting time on The smarter E Expo TV
- Placement of an advertising spot in The smarter E Expo TV
- Logo integration in intro trailer of The smarter E Expo TV
- TV coverage from your exhibition booth as intro to your The smarter E Expo TV slot
- Coverage from your exhibition booth for your personal use
- Post-produced coverage from your The smarter E Expo TV slot for your personal use

All package details can be found at  
→ [www.TheSmarterE.de](http://www.TheSmarterE.de) → For Exhibitors → Exhibition Planning

<sup>1</sup> A company is considered an exhibitor if it had a valid contract for The smarter E Europe on July 21–23, 2021 by the reference date of April 27, 2021, and/or is registered as exhibitor for The smarter E Restart 2021 on October 6–8, 2021.

<sup>2</sup> Please refer to the data protection information under point 3) of the GTC.

<sup>3</sup> Offer subject to a minimum booking number of 5.

Prices shown are exclusive of applicable taxes and fees.

I HAVE READ AND AGREE TO THE TERMS AND CONDITIONS AS STATED ON THE FOLLOWING PAGE OF THIS FORM.

Company \_\_\_\_\_

Address \_\_\_\_\_

Zip code \_\_\_\_\_ City/State \_\_\_\_\_

Country \_\_\_\_\_

Tel. (main) \_\_\_\_\_ Fax (main) \_\_\_\_\_

Website \_\_\_\_\_ Email (main) \_\_\_\_\_

Contact  Ms.  Mr.  Mx. \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Tel. (Contact) \_\_\_\_\_ Email (Contact) \_\_\_\_\_

Place, Date \_\_\_\_\_ Signature \_\_\_\_\_

Please note: The offer is only valid in combination with a valid contract for the participation as an exhibitor for Intersolar Europe, ees Europe, Power2Drive Europe or EM-Power Europe as part of The smarter E Europe 2021. Exhibitors are defined as those who, by the deadline of April 27, 2021, had a valid contract for the event date July 21–23, 2021, and/or is registered as an exhibitor for The smarter E Europe Restart 2021, October 6–8, 2021. The digital package contract is only concluded and becomes effective upon written confirmation by the organizer.

## DIGITAL PACKAGE GENERAL TERMS AND CONDITIONS

### Organizers and contracting parties

The organizers of The smarter E Europe, to which these additional services relate, are:

#### Solar Promotion GmbH

Kiehnlestrasse 16  
75172 Pforzheim, Germany  
Tel.: +49 7231 58598-0  
Fax: +49 7231 58598-28  
info@TheSmarterE.de  
→ [www.TheSmarterE.de](http://www.TheSmarterE.de)

Registered at the Local Court of Mannheim under HRB 50 5055  
Management: Markus Elsässer and Dr. Florian Wessendorf

And

#### Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM)

Messe Freiburg, Neuer Messplatz 3  
79108 Freiburg i. Br., Germany  
Tel.: +49 761 3881-3700  
Fax: +49 761 3881-3770  
TheSmarterE@fwtm.de

Registered at the Registration Court of Freiburg under HRA 4323  
Management: Hanna Böhme and Daniel Strowitzki

The contracting party in relation to the digital packages is Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG (FWTM), Freiburg im Breisgau, Germany. FWTM collaborates closely with Solar Promotion GmbH, Pforzheim, Germany in this matter.

### GTC Digital Packages

#### 1. Package booking

- 1.1. FWTM will provide, in accordance with the provisions of this agreement, the digital package arrangement booked by the exhibitor. The execution of TV recordings on the exhibitor's booth for The smarter E Expo TV (additional offer to package Digital Pro and Premium) is only guaranteed if the minimum quantity of 5 bookings is reached.
- 1.2. Further details of the digital packages can be found at → [www.TheSmarterE.de](http://www.TheSmarterE.de) → [For Exhibitors](#) → [Exhibition Planning](#). FWTM reserves the right to make changes to the digital package services, provided that the services have an equivalent value and changes are reasonable for the exhibitor.

#### 2. Package prices, terms of payment

The price for the booked digital package will be invoiced to the exhibitor in Euro. This fee must be transferred to the bank account indicated on the invoice upon receipt of the invoice. Exhibitor status for the digital package in question will not exist until FWTM has received full payment of the fee. For packages with a minimum number of bookings, if this number is not reached, the amount will be credited and any payments refunded.

#### 3. Data protection notice for the event realization as part of The smarter E Industry Days

The exhibitor is considered to be an individual organizer who carries out his own events independently in terms of organization and business.

The main organizer is therefore not liable for any claims that may arise against the exhibitor as an individual organizer. The main organizer mediates the registration process between the visitors and the respective individual organizers. As part of the registration process, visitors enter into a contract for the orderly conduct of The smarter E Industry Days. For this purpose, the main organizer transmits data to the individual organizers affected by the respective registration as well as to third parties commissioned by the main organizer or the individual organizers to execute the contract. The legal basis for the transmission is Art. 6 para. 1(b) DSGVO.

The exhibitor as individual organizer uses the data exclusively for organizing the event and for sending event-related data to the participants. For further communication (in particular for advertising), the individual organizer obtains consent from the visitor that complies with the DSGVO.

#### 4. Cancellation of the event or parts of the event

The smarter E Europe Restart 2021 event consists of a face-to-face event and digital or hybrid elements. The services booked here are also available if the face-to-face event is cancelled. The bookings for The smarter E Expo TV (Digital Package Pro and Premium) at the exhibition floor will be moved to a TV studio. The optional bookability of TV recordings at the exhibitor's booth for the The smarter E Expo TV will be cancelled in this case. If a booking has already been made, it will be cancelled free of charge. If the digital and hybrid event elements are also canceled, FWTM will credit the exhibitor with the corresponding invoices and reimburse amounts already paid. The exhibitor is not entitled to any further claims in relation to the cancelled event.

#### 5. Final provisions

- 5.1. FWTM is entitled to transfer all rights and obligations conferred by this agreement to third parties.
- 5.2. Amendments and additions to this agreement must be made in writing. This shall also apply to any waiver of the written form requirement.
- 5.3. In the event that one or more provisions contained in this agreement should be or become invalid or unenforceable, the agreement shall remain otherwise unaffected. The invalid or unenforceable provision shall be replaced by a valid and enforceable provision that, to the closest extent possible, reflects the economic purpose of the invalid or unenforceable provision. The same shall apply in the event of a gap in the agreement.
- 5.4. This agreement shall be governed by German law.
- 5.5. The courts of Freiburg i. Br., Germany, shall have jurisdiction for all controversies, disputes and claims arising from or in connection with this agreement. FWTM may furthermore bring an action against the exhibitor in the court with jurisdiction in the exhibitor's place of business. FWTM is alternatively entitled to seek a ruling from one or more arbitrators in accordance with the Arbitration Rules of the International Chamber of Commerce on all disputes and claims arising from or in connection with this agreement in accordance with these Arbitration Rules. The seat of the arbitration court shall be Freiburg i. Br., Germany. The arbitration proceedings shall be held in English.

Freiburg, April 2021