

# SCHULBAU TRADE FAIR 2018

International forum and trade fair for educational building

## Exhibitors' information 2018

07 – 08 February: Hamburg

12 – 13 September: Berlin

28 – 29 November:  
Frankfurt on the Main



# What is SCHULBAU?

## The fair

SCHULBAU is an international forum and trade fair for all aspects of educational building. Take part in large and small scale projects, design Germany's future, and expand your areas of business. SCHULBAU is now entering its fifth year, launching trade fairs number 8, 9 and 10 in three of Germany's most attractive cities.

Every year, SCHULBAU brings together the most interesting and prominent stakeholders in the industry, so networking in the B2B area is the driving force behind Germany's only trade fair linked to investments. In its friendly atmosphere, you'll be able to establish new contacts, maintain existing ones, and fill your order books.

The services, products, and innovations shown by over 60 select exhibitors get trade visitors excited every year. For the duration of each fair, SCHULBAU host cities are not only involved with its top-rate specialist talks and workshops, they also act as exhibitors, which means they're more accessible than at any other fair. Due to restricted admission, the SCHULBAU Forum and Trade Fair is only open to exhibiting businesses.

## Unique selling point

Three billion euros invested by the educational building authority in Hamburg alone, and over nine billion euros invested by the educational building authority in Munich. Cologne and Düsseldorf plan to invest an additional three billion by 2030, and many cities and communities within a 250-kilometre radius will be making further investments.

## 1. It's the place to meet decision-makers

From those responsible for educational building in cities and communities, to private school authorities, investors planners, heads of schools, and component manufacturers

## 2. Who's who

Meet the stakeholders in charge of current trends in educational building

# Reasons for attending the SCHULBAU Trade Fair

## 3. Linked to investments

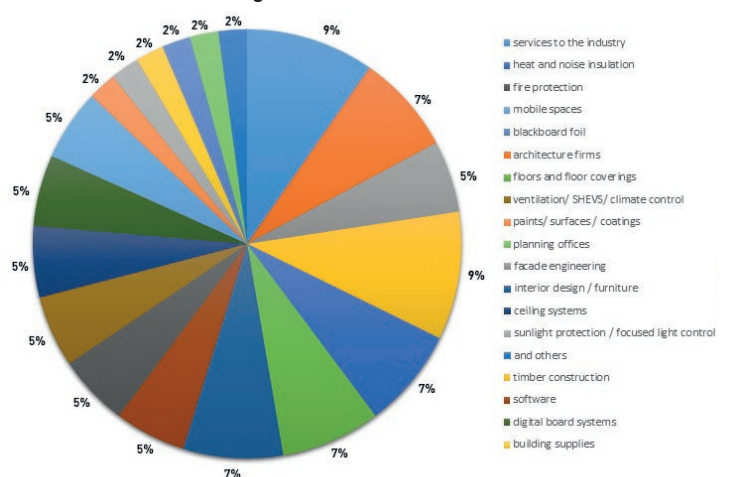
Germany's only trade fair with a budget of 40 billion euros in contracts guaranteed to be awarded for new building and renovation

## 4. Product innovations

Innovations for all construction projects in educational building: get yourself and visitors ready for the future

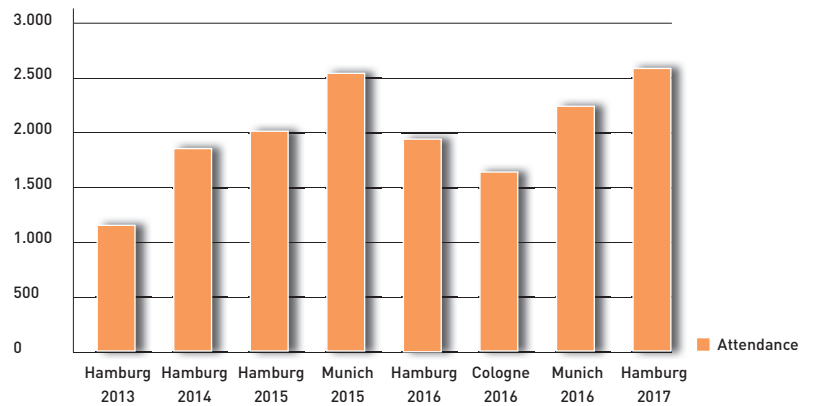
# Who will be at SCHULBAU?

Exhibiting sectors

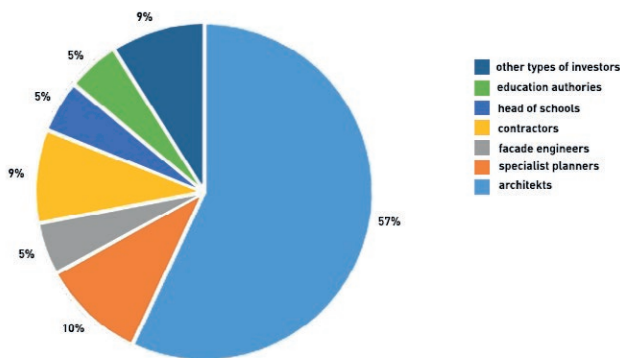


### Visitor target group

In 2015 / 2016, the fair was attended by more than 2000 architects and other specialist planners, including fire protection experts, interior designers, façade engineers, interior construction companies, project developers, contractors, building authorities and educational building authorities, heads of schools, facility managers, building component manufacturers, service providers, investors, PPP investors, district superintendents, school budget managers, manufacturers in educational building, and school procurement offices.



### Visitor profile



## Feedback

For the past three years, we've asked exhibitors for their feedback on the

- overall organisation of the fair
- support before, during, and after the fair
- catering (as included in the exhibition price)
- quality of visits and talks at their booths
- quality of the location

The overall result of the survey was **good** (2,1)

### And this is what they told us:

#### OWA – mineral wool ceiling tiles

"This fair is very important for us, as it's where we establish close contact with planners and government agencies who attend in great numbers – which is very helpful when it comes to expanding on these contacts afterwards and supporting them during their planning stages. Other positive aspects are the high frequency of visitors and the type of visitors who attend SCHULBAU."





**Vescom – decorative wall covering and noise insulation**

We've been to the fairs in Munich and recently Cologne, and they have made a very positive impression. It's actually true that planners and architects come here to test the waters for specific projects, so we were able to generate useful contacts which will surely become beneficial sales partnerships in the future. The catering was top-notch. And it being such a close group of people who are actively involved in educational building keeps the fair from getting too crowded which, in turn, makes it easier for us to have relevant talks and meet important contacts."



**City of Düsseldorf**

For us as a municipality, one important aspect is to be able to extensively network with other participants at the fair. Most importantly, we've had many conversations with other municipal administrations asking us how we've addressed specific problems. In that sense, we don't truly sell anything, we share information. Another important aspect is that, through talks and workshops at the fair, we've been able to gain valuable insight into substantive processes. In the Rheinschiene (a region along the river Rhine stretching from Bonn to Duisburg), this topic has been receiving a lot of interest, from the city authorities for one, but also from the numerous planning agencies operating here. That's why we think it's only right that this fair takes place in the Rhine region once a year."

**Arwei – floor mat systems**

"For us, this fair is primarily a marketing platform; it's where we present ourselves. To make maximum use of our floor mat systems, it's essential to include them in the planning of a building right from the start. Often, the problem lies in the different budgets available to builders and building operators. We are at SCHULBAU precisely because we want to raise awareness of this problem. Here, we can reach all those people who are usually hard to reach, such as government offices for example. In addition, SCHULBAU visitors are generally open to innovations and are curious to learn more about them. The presentations I've seen here have always been very exciting."



**Lust auf Schule (keen on school) – a new activity sphere for our architecture firm**

"We were hoping to establish contact with all types of contractors, manufacturers and other people linked to educational building, and this fair has met all our expectations. It's been a success from day one."



**Ochs – we build nurseries, and now schools too, and offer a comprehensive service package**

"It's noticeable that visitors who come here have a clear goal. It's not one of those crowded fairs where people just come to take away heaps of brochures. Instead, we received precise questions and real interest. We were also very pleased with the organisation of the fair, and the good food of course. We're going to book Munich straight away."

# Important exhibitors' information

## SCHULBAU TRADE FAIR

International forum for educational building

### Dates

07 – 08 February 2018: Hamburg  
12 – 13 September 2018: Berlin  
November 2018: Frankfurt on the Main

### Organiser

Cubus Medien Verlag GmbH

### Management

Kirsten Jung, Martin Jung  
Knauerstraße 1, D-20249 Hamburg  
Phone +49 (0)40-28 09 67 50  
Fax +49 (0)40-28 09 67 52  
E-mail messe@schulbau-messe.de  
www.fassadentechnik.de | www.schulbau-messe.de

### Frequency

Three times per year

### Contact person

Sales Manager  
Ronny Tränkner  
Knauerstraße 9-11, D-20249 Hamburg  
Phone +49 (0)40-98 26 14 43  
Fax +49 (0)40-28 09 67 52  
E-mail ronny.traenkner@cubusmedien.de

### Collaborating partners

All relevant city authorities

- SBH | Finanzbehörde Schulbau Hamburg
- GMH | Gebäudemanagement Hamburg
- BSB Schulbehörde Hamburg
- Danske ARK, Kopenhagen
- DGNB | Deutsche Gesellschaft für Nachhaltiges Bauen
- Bayerischer Staatsanzeiger
- Stadt Düsseldorf | Schulverwaltungsamt
- Bund Deutscher Architekten und Architektinnen
- BDA Hamburg, BDA Bayern, BDA Köln, BDA Nordrhein-Westfalen
- Architekten- und Ingenieurkammer Schleswig-Holstein
- BDIA | Bund Deutscher Innenarchitekten
- FVHF – Fachverband vorgehängt hinterlüftete Fassaden
- BDB Bayern  
The Architecture Project, Dänemark



### Ideational partners

Handwerkskammer Hamburg (Hamburg Chamber of Crafts)  
The Architektenkammern der Bundesländer (Chambers of Architects of the German Federal States) recognise the SCHULBAU Trade Fair as an accredited programme that qualifies participants for continuing education credit points.

### Hamburg fair venue

Hamburg Cruise Center Altona  
Van-der-Smissen-Straße 5  
22767 Hamburg

### Opening hours

Wednesday, 07 February, 2018 – 10:30 a.m. – 7:00 p.m.  
Thursday, 08 February, 2018 – 10:30 a.m. – 6:00 p.m.

### Berlin fair venue

Loewe Saal in den Ludwig Loewe Höfen  
Wiebestraße 42  
10553 Berlin

### Opening hours

Tuesday, 12 September, 2018 – 10:30 a.m. – 7:00 p.m.  
Wednesday, 13 September, 2018 – 10:30 a.m. – 6:00 p.m.

### Frankfurt on the Main fair venue

Jahrhunderthalle Frankfurt

### Opening hours

Wednesday, 28 November, 2018 – 10:30 a.m. – 7:00 p.m.  
Thursday, 29 November, 2018 – 10:30 a.m. – 6:00 p.m.



**SCHULBAU**  
Internationaler Salon und Messe für den Bildungsbau



# Exhibitor target group

The trade show's focus is on educational building. This encompasses both interior and exterior construction and covers the areas of renovation, modernisation, new construction, exterior and interior design, lighting, furnishings, security technology, classroom equipment (workspaces, whiteboards), acoustic systems, surface finishes (flooring), wooden construction, façades and façade elements, ceiling systems, wall materials, doors, windows, climate control and ventilation technology, energy efficiency, guiding systems for the blind, paints, modular spaces, and many other areas.

## Booth design

one booth (6 m<sup>2</sup> exhibition space)

### Included in price:

- Molto ready-made rental booth, 2 x 3 metres (back and side walls, two long-arm spotlights, one table, two chairs, one socket outlet), company name in fascia board lettering (15 letters maximum)
- exhibitor passes
- one WLAN connection available per booth

### Additional equipment

At an additional cost, extra booth furnishings can be ordered at: LÜCO Internationaler Messebau Nord GmbH

### Assistance with booth set-up and dismantling

#### LÜCO Internationaler Messebau Nord GmbH:

The staff from LÜCO Internationaler Messebau Nord GmbH will gladly assist you during the entire booth assembly and disassembly process.

### Service personnel at the exhibition hall:

Further assistance in assembling your stand (by a technician if required) is provided by the exhibition hall service personnel. At an additional cost, forklift truck drivers can be booked through Cubus Medienverlag.

### Set-up and dismantling schedule

You will receive detailed information on specific booth assembly and disassembly procedures at least six weeks prior to the start of the fair.

### Included in booth price:

- **Trade fair catalogue:** A company listing in the trade fair catalogue (1/2 page, 4-colour) with product description, photo, contact details, and logo
- **'Speed-Dating':** Subject to prior registration, exhibitors can participate in a 'speed dating' event and present themselves to potential clients in three-minute slots

- **Free passes:** 10 free passes for your customers, with a total value of EUR 600, plus two free passes for booth staff
- Up to 25 % exhibitors' discount available on all print ads in the SCHULBAU magazine
- **Catering:** Catering will be provided throughout the whole duration of the fair

### Costs per booth

Single booth per fair 6 m<sup>2</sup> = 6.590,- Euro

Double booth per fair 12 m<sup>2</sup> = 12.690,- Euro

3 fairs = 5.890,- Euro per booth per fair

2 fairs = 6.000,- Euro per booth per fair

More fairs / 12 m<sup>2</sup> booth on demand

### Early registration discount 2018\*:

#### Booking 3 fairs:

until 29. September 2018 = 1000,- Euro

until 03. November 2018 = 700,- Euro

#### Booking 2 fairs:

until 29. September 2018 = 700,- Euro

until 03. November 2018 = 400,- Euro

#### Booking 1 fair:

until 29. September 2018 = 300,- Euro

One early registration discount per exhibitor per year

Do you need more information?

Should you have any questions regarding booking, Ronny Tränkner will be happy to assist you.  
Phone: +49 (0)40-98 26 14 43



# Registration SCHULBAU

- SCHULBAU Hamburg (07 to 08 February 2018)  
 SCHULBAU Berlin (12 to 13 September 2018)  
 SCHULBAU Frankfurt on the Main  
(28 to 29 November 2018)

**Hereby we book as follows:**

- a booth of ca. 6 m<sup>2</sup> for the price of net 6.590 Euro  
 a booth of ca. 12 m<sup>2</sup> for the price of net 12.690 Euro  
bundle booking: on demand

Please return the registration form to:

**Cubus Medien Verlag GmbH**

Knauerstrasse 1  
D-20249 Hamburg  
oder per Fax +49 (0)40-28 09 67 52

Company

Country

Street / Number

Website

Postcode / City

No. and location of company registration

VAT ID No.: *Required in accordance with the Value Added Tax Act*

FVHF member?  yes  no

Sector / Product area:

Ms / Mr First name

Surname

Your position at the company  CEO  Head of Sales  
 Head of Marketing  Other

Telephone

Fax

Email

PR contact:

PR contact email:

Marketing contact (if different):

Marketing contact email:

Legal representative (CEO, Board)

Legal representative email:

- YOU MUST ACKNOWLEDGE THE FOLLOWING WITH A TICK**  
The enclosed Conditions of Participation and the Technical Guidelines have been noted and are hereby acknowledged as legally binding.  
Any declarant acting in another's name shall hereby warrant that he/she is liable as a principal for the requirements put forth by Cubus Medien Verlag with regard to the aforementioned trade fair.

Place and date / Company stamp

Name (printed in capitals) and legally binding signature

## CONTRACT CONTENT

The following terms and conditions shall apply for the letting of booth space to exhibitors at the SCHULBAU Trade Fair. The same shall be let by Cubus Medien Verlag GmbH, Hamburg, Germany, hereinafter referred to as the Organiser. The house rules of the venue shall apply.

### Conclusion of the Contract

A booth shall be considered ordered upon submission of the completed and signed registration form, or with an order made by telephone or a verbal order. The Lease between the Exhibitor and the Organiser shall come into effect upon confirmation by the Organiser. Only those manufacturers or providers associated with the EDUCATIONAL CONSTRUCTION sector shall be permitted. If a booth confirmation is issued following a verbal agreement and verbal order of a booth, the contents of said confirmation shall become part of the Contract. Any deviation must be addressed to the Organiser by the Exhibitor immediately and in writing. For objectively justified reasons, particularly if the space available is insufficient, the Organiser may exclude the participation of Exhibitors.

### Letting a Booth

Letting a Booth A fixed price (given in the Registration) per booth shall apply; all booths feature the same equipment and size. Other charges (like parking taxes, electrical/ water connection or forklift service) can accrue and will not be taken over by the Organiser.

### Placement

In order to optimise the arrangement of exhibitions, the Organiser shall reserve the right to assign an Exhibitor a specific space. The Exhibitor must anticipate that the booth may be slightly restricted; however, this shall not justify any reduction in price.

### Termination

If after a binding declaration, commitment or successful admission a cancellation must be made due to exceptional circumstances, 70% of the price must be paid as compensation for costs in all cases. In any event, 100% of the booth fee is due no later than four weeks prior to the event. If the booth cannot be let elsewhere, the Exhibitor shall not be entitled to any reduction in price. If the booth can be assigned otherwise, the Exhibitor will pay a flat fee of 25 % of costs thereby incurred. Among others, the Organiser shall be entitled to terminate the Contract without notice if bankruptcy or settlement proceedings have been filed or opened by the Exhibitor, or if the Exhibitor has stopped payment, or claims against the Exhibitor from past events remain unpaid for more than three months.

### Assembly and Removal

or booths that have not been occupied until the opening of the event, the Organiser shall be entitled to use said space as a visitor meeting place. Standard and reasonable expenses incurred by the Organiser shall be reimbursed by the exhibitor upon presentation of evidence. The use of a forklift for the assembly and removal of the booth must be explicitly ordered through the Organiser. Exhibitors themselves must hire the forklift driver. The booth may only be removed after the trade fair finished on the second day. Infringements shall be met with a fine of 1.000 euros.

### Booth operation

The Exhibitor shall undertake to occupy the booth throughout the entire duration of the trade fair with both staff and goods. Advertising of any kind, such as the distribution of printed materials and addressing

visitors, shall only be permitted within the booth. The use of optical and acoustic advertising shall be subject to approval by the Organiser and said approval may be revoked at any time. The Exhibitor's use of equipment or advertising glorifying war or violence in the booth is prohibited. Failure to comply with this shall result in the Exhibitor being fined.

### Technical Equipment

The Organiser shall provide for general heating, cooling and lighting. The costs of the installation of water, electrical, telephone lines in the booth, etc., the services availed of and consumption shall be charged separately to the Exhibitor. The booth fee includes booth partition walls.

### Trade Fair Catalogue

The entry in the trade fair exhibitors' catalogue, both in print and online is included in the price. The Exhibitor must submit their text request, in compliance with the specifications, to the Organiser within the registration. The Organiser reserves the right to make changes to the content and presentation, provided that this does not contradict the core message of the entry. The Organiser shall not be obliged to make subsequent changes.

### Terms of Payment

The booth fee deposit plus VAT is required upon registration to Cubus Medien Verlag GmbH's account; IBAN: DE 09 2005 0550 1009 2206 56 BIC: HASPDEHHXXX.

After issuing a warning and a corresponding notice of booth fees that have not been paid in full, the Organiser may make other arrangements. In this case, the Organiser may refuse to hand over the booth. If the invoice amount has not been paid upon receipt of the first warning, late fees shall be incurred until payment is made.

### Caveats

If, based upon the Organiser's experience, it emerges that the trade fair will be unable to provide the desired level of success for Exhibitors due to insufficient exhibitor participation or unanticipated low visitor interest, the Organiser may postpone the trade fair in favour of a more convenient date or cancel it outright. Unforeseen events, force majeure, including natural disasters, strikes, epidemics, etc., making the planned holding of the trade fair impossible and which are not the fault of the Organiser, shall entitle the same to: cancel the trade fair prior to opening. If cancellation must take place more than 6 weeks but not more than 3 months prior to the specified start, 50% of the booth fee shall be charged to cover costs. If cancellation takes place in the last 8 weeks prior to the start, this fee shall be increased to 80%. In addition, costs already incurred by the Exhibitor are to be paid. Should the exhibition be forced to close due to force majeure or official order, the booth fee and all costs to be borne by the Exhibitor must be paid in full. postpone the trade fair. Exhibitors who provide evidence that this results in a scheduling conflict with another trade fair they have already confirmed with may be released from the Contract. shorten the trade fair. Exhibitors shall not be entitled to be released from the Contract. There shall be no reduction in the booth fee. In all cases, the Organiser should announce this kind of serious decision as early as possible. In all cases, claims for compensation by either Party shall be excluded.

### Guarantee

The Exhibitor must provide immediate notification

of any defects or absence or discontinuation of guaranteed features. The Exhibitor may only terminate the Contract at its discretion without notice, or demand an appropriate reduction in payment, only if the Organiser has not remedied the situation within a reasonable period of time, if said remedy is not possible or is denied. Clause 559 of the German Civil Code (BGB) remains unaffected. Warranty claims shall expire six months after their formation.

### Exclusion of Liability

The Organiser assumes no duty of care for the exhibits and booth equipment, and shall be indemnified against all liability for damage or harm, including for the Exhibitor's staff, except in cases of wilful misconduct or gross negligence. Insurance coverage has been concluded for the hall's standard insurable risks, such as fire, burglary and water damage. Any Exhibitor may obtain coverage for their individual participation risk at its own expense.

### Prohibition of Subletting/Non-Assignment

The Exhibitor shall not be entitled to sublet the booth allocated to it to third parties, in whole or in part, or to otherwise transfer, exchange or accept orders on behalf of other companies without the Organiser's approval. The Exhibitor shall be prohibited from assigning any claims against the Organiser to third parties.

### Offset/Retention

The right to offset and to retain an equal value by the Exhibitor shall not be permitted unless the Exhibitor's claim is undisputed or legally binding.

### Lien

In order to secure its accounts receivable, the Organiser shall be entitled to exercise the right of lien and freely sell the pledged property upon written notice.

### Limitation period

With the exception of warranty claims (Paragraph 12), all mutual claims between the Parties shall lapse two years after their formation.

### Place of Performance/Jurisdiction

The place of performance is the place where the offices of the organiser are located. This also applies to the jurisdiction if the Exhibitor is a merchant or a legal entity under public law or has no general jurisdiction in Germany.

### Other Provisions

The house rules of the venue and the organisational, technical and other conditions provided to the Exhibitor prior to the event shall be considered a component of this Contract. All agreements, individual approvals and special arrangements shall require the written approval of the Organiser. Any invalidity of individual provisions shall not affect the validity of the remaining provisions. Reproduction, including in extracts, is not permitted.

### Organiser:

Cubus Medien Verlag GmbH  
Knauerstrasse 1, 20249 Hamburg, Germany  
Phone +49 (0)40-28 09 67 50  
Fax +49 (0)40-28 09 67 52  
messe@schulbau-messe.de,  
www.schulbau-messe.de



**SCHULBAU**

Internationaler Salon und Messe für den Bildungsbau