

Additional Guidelines

Stand construction approval

Please see item 4.2 to 4.2.2 in the Technical Guidelines C1.

Demonstration of Radios, TV Sets, Phonograph Equipment, Tape Recorders, Musical Performances and Show

(see item 4.7.7 in the Technical Guidelines)

Messe Berlin will respond to complaints by third parties and take steps to ensure that the following regulations are observed.

Visual and acoustic performances may only take place in well-screened or closed areas. Such events must be directed towards the interior of the stand area with the areas of activity screened from the aisles and thus from public view. During the exhibition, the volume of demonstrations shall be set to a level which does not disturb neighboring exhibitors.

- The noise level emitted from a stand may therefore not exceed a mean level (L_{eq}) over four minutes of 75 dB (A) at the stand perimeter. The maximum noise level shall not exceed 85 dB (A).
- Each hour, one presentation lasting no more than ten minutes may produce a mean level over one minute of 78 dB (A) at the stand perimeter. The maximum noise level shall not exceed 85 dB (A).

Presentation times shall be coordinated with the other exhibitors in the hall.

Advance notice must be submitted for all live events (e.g. presentations, musical performances, shows, etc.). Initial notification should be given in the stand application. Detailed event plans are to be provided to Messe Berlin GmbH together with the duplicate set up drawings (plans) for approval. Demonstrations must be coordinated with neighboring stands to prevent visual and acoustic conflict.

While performances are taking place on the stands, exhibitors, acting on their own responsibility, undertake to ensure orderly and safe movement of the public in the surrounding aisles. If they are culpably responsible for failure to observe this requirement, exhibitors shall be held responsible for any ensuing damage, and shall exempt Messe Berlin from claims by third parties. This shall not apply if the exhibitor can prove that Messe Berlin has been grossly negligent

in failing to ensure that attendance does not exceed the capacity of the exhibition grounds, thus making it impossible to ensure orderly movement of the public.

Messe Berlin GmbH is entitled to prohibit shows and demonstrations for failure to comply with these rules. It further reserves the right to cut off power to the stand and to close the exhibits of repeat offenders by means of a preliminary injunction. This shall apply analogously to all presentations, including those using audio or visual media, which are in any case only permitted provided they do not disturb or annoy neighboring exhibitors and do not block the aisles.

Construction heights

(see item 4.3 in the Technical Guidelines)

In all halls the maximum of any superstructure, including the upper edge of any suspended building components and lettering should not exceed 6.00 m, for a minimum stand size of 40 m² (see below for exceptions).

No height restrictions apply to exhibitors renting an entire hall, who occupy areas in excess of 1000 m² in a shared hall.

Exceptions:

For exhibitors in Halls 8.1, 10.1, 11.1 a compulsory height restriction of 3.60 m on superstructures applies. In parts of halls 14.1 and 15.1 a height of up to 4.00 is permissible.

Next to the adjoining stands the stand construction above the stated construction height of +2.50 m must be constructed in a neutral shape: in white and without any advertising artwork.

Darkening of halls

Hall lighting may be dimmed on request provided at least 80 % of exhibitors in the hall approve, the request is submitted at least 14 days prior to move-in, and such dimming is technically feasible in that hall.

Individual hirers of entire halls or extensive areas must make their own arrangements regarding darkening of these areas. If required, the request must be submitted at least 14 days prior to move-in, this can also be carried out by Messe Berlin, the costs being charged to the exhibitor.

Additional Guidelines

Media Protection for Young People

We would like to explicitly remind our exhibitors of the German legislation designed to protect young people.

The law on media protection of young people in Germany is set out in the Protection of Young People Act (JuSchG) (BGBl. I p. 2730) and the Inter-Regional Media Protection of Young People Agreement between the German Länder [regional governments] (JMStV). Both bodies of legislation came into force on 01. 04. 2003.

We would particularly draw your attention to Section 12 JuSchG.

Subsection 1 states:

“Pre-recorded video cassettes and other data media (image media), programmed with films or games, for reproduction on or playing on screen appliances, may be made accessible to a child or young person in public only if the programs have been approved for their age group by the highest Land [regional government] authority or an organization of voluntary self-regulation in the scope of the procedure in accordance with Section 14 subsection 6, and identified as such, or if the same involves informational, instructional or teaching programs, identified by the supplier with the wording ‘Information Program’ or ‘Teaching Program’.”

Subsection 3 states:

“Image media that are not so identified or are identified by the supplier as ‘Not Approved for Young People’ in accordance with Section 14 subsection 2 by the highest Land Authority or corresponding organizations of the procedure in accordance with Section 14 subsection 2, subsection 6 or subsection 7, must not

- 1. be offered to, given, lent or sold to or in any other way made accessible to a child or a young person,*
- 2. be offered or given, lent or sold to in retail outlets outside business premises, in kiosks or other points of sale, which customers do not normally enter, or by mail order.”*

These provisions essentially relate to the showing of films, but not to the mere presentation in advertising brochures, on posters or on video covers.

Section 15 JuSchG applies much more far-reaching issue, presentation, distribution and competition restrictions to media which, on the application or initiation of the Federal German Inspectorate of Media Unsuitable for Young People (BPjM), have been ruled to endanger young people and which have been included in the list of media which endanger young people. “Media posing a severe risk to young people”

are subject to the same restrictions without any requirement of being included on the list.

Public advertising in places accessible to children and young people is prohibited for listed media which pose a severe risk to young people, or which have essentially the same content as these.

Reference should also be made in particular to Section 4 of the Inter-Regional Media Protection of Young People Agreement between the Länder (JMStV). This defines when the distribution of media on radio and tele-media is not permissible.

This brief summary cannot substitute for the exhibitors’ own intensive study of the young people media protection provisions. The trade fair organizer explicitly requests you to comply with the legislation, and would like to thank you for your support to the benefit of everyone.

Further information can be found ...

... on the listing of data and tele-media

BPjM – Federal German Inspectorate of Media Unsuitable for Young People:
www.bundespruefstelle.de

The Service Telephone of BPjM is manned Mondays, Tuesdays and Thursdays from 9.00 a.m. to 4.00 p.m. and Wednesdays from 12.00 noon to 6.00 p.m. (excepting public holidays) on: +49(0)2 28-37 66 31.

The latest edition of the official information sheet of BPjM (BPjM-Aktuell), including lists of the unsuitable data media, can be ordered at a price of EUR 13.00 (including VAT and mailing) from Forum Verlag Godesberg GmbH (contact@forumvg.de).

... on the protection of young people in radio and tele-media

KJM – Commission for Media Protection of Young People of the Land (regional) media organizations:
www.kjm-online.de

... on the identification of media and other information on voluntary self-regulation organizations

FSF – Voluntary self-regulation of television:
www.fsf.de

FSK – Voluntary self-regulation of the film industry:
www.fsk.de

FSM – Voluntary self-regulation of multimedia service providers: www.fsm.de

USK – Self-regulation of entertainment software:
www.usk.de