Special Terms and Conditions Polaris 2027

Event-specific supplements to the General Terms and Conditions of Participation (ATB), the Technical Guidelines (TR) of Hamburg Messe und Congress GmbH

Organizer and legal entity:
Hamburg Messe und Congress GmbH Phone: +49 40 3569 0 info@polaris-con.de
P.O. Box 30 24 80 · 20308 Hamburg polaris-con.de
Messeplatz 1 · 20357 Hamburg hamburg-messe.de
- hereinafter referred to as **HMC -**

Event title:	POLARIS CONVENTION 2027 – Your Community Universe	
Venue:	Exhibition grounds of HMC Hall B1 – B4.EG and upper floor, B5, B7. East Entrance, Central Entrance	
Duration of the event:	08 - 10 October 2027	
Project management:	Exhibition Management	
	Anja Holinsky Event Manager POLARIS	Phone: +49 40 3569 2162 Email: anja.holinsky@hamburg-messe.de
Opening hours:	Friday, noon – 8 p.m. Saturday, 10 a.m. – 8 p.m. Sunday, 10 a.m. – 6 p.m.	Exhibitors have 1 hour with an exhibitor pass access before the start of the fair and after the end of the fair.
Set-up times:	October 7, 2027 (Thu.)	7 a.m. – 10 p.m.
	October 8, 2027 (Fri.)	7 a.m. – 10 a.m.
Dismantling times:	October 10, 2027 (Sun.)	6 p.m. – 0 a.m.
	October 11, 2027 (Mon.)	7 a.m. – 10 p.m.
Premature stand construction / extended dismantling:	An early stand construction / extended dismantling must be submitted in writing to the Production & Operations department and approved (see Online Service Center / Applications and Approvals). There is no entitlement to approval. If you have any questions, please contact HMC's Production & Operations (phone: +49 40 3569 2528 / e-mail: ops@hamburg-messe.de).	
Exhibitor passes: (see Section 16 ATB)	The **minimum space** is 8 m². From 8 m², exhibitors will receive 3 exhibitor passes from 16 m² onwards, exhibitors will receive 4 exhibitor passes free of charge. For every additional 10 m² or part thereof, two additional passes will be provided free of charge. Additional exhibitor passes can be ordered **for a fee of 42€ net**, plus statutory VAT per pass via the Online Service Center. NO exhibitor passes are required for set-up and dismantling.	
Registration fee for co-exhibitors: (see Section 4.3 ATB)	Co-exhibitors must be reported to HMC in writing, stating the company name, address and products/services. The main exhibitor registers his co-exhibitors via his online registration. The co-exhibitor fee is 150 € plus VAT. VAT per co-exhibitor and will be invoiced to the main exhibitor.	
Change of exhibitors	Takeover of the booked stand space (change of exhibitor) is only possible after prior approval by HMC and signing of a contract acceptance agreement.	

Direct sales	The POLARIS CONVENTION is a public event. Exhibitors are allowed to sell directly to visitors at their booth. When selling Lucky / Loot or Surprise Bags or similar, it must be noted that buyers must be able to see from the outside which products are included, including a clearly recognizable price. The sale of replicas, swords and other weapon replicas must be explicitly applied for and approved.
Notification of safety-relevant products / promotions	Exhibitors are obliged to notify HMC in advance of security-relevant promotions and products at their stand in text form. This applies in particular to meet & greets at the stand as well as the sale of weapons that require a licence and corresponding replicas.
Copyright	With regard to works protected by copyright, exhibitors warrant that they are licenced vendors of original products and that they possess the relevant usage rights or are otherwise authorized. The same applies to other intellectual property rights (e.g., trademark rights, patent rights, design rights) or personality rights. Exhibitors further warrant that they can substantiate this with appropriate evidence. Exhibitors agree to indemnify the organizer against any third-party claims arising from a violation of the aforementioned provisions. In the event of violations, a formal complaint may be filed, and the stand may be closed due to breach of contract.
Exhibition protection:	HMC offers issuers – subject to the decision of the Federal Ministry of Justice – to issue a certificate for submission to the German Patent and Trademark Office that the exhibit / object to be protected (commodity / capital goods / sample / model) has been shown at POLARIS. For further information, see **Online Service Center (OSC)** / Approvals and Applications.
Insurance: (see Section 21.7 ATB)	Any insurance requirements or damage reports must be reported to: versicherung@hamburg-messe.de. In addition, insurance can be booked via the **Online Service Center (OSC)**.
Advance payment for expected ancillary costs: (see Section 5.3 ATB)	With the POLARIS, there is no additional advance payment.
Cost element clause	If HMC's procurement costs change for the period beginning six months after the conclusion of the contract and ending at the end of the implementation period (e.g. energy prices for electricity or gas, charges for water, wages, etc.) without HMC being able to reasonably prevent this, HMC may adjust the service charges to an appropriate extent at its equitable discretion, insofar as the changes directly affect HMC's (proportionate) procurement costs. In the event of an increase, the additional amount of the adjustment may not exceed the amount by which HMC's procurement costs have increased, whereby any decreasing cost amounts of HMC that arise in other areas must be offset. The adjustment to the contractual partner must be made by means of a declaration in text form. HMC may – without being obliged to do so – additionally sign, in particular using the "DocuSign" program. In the event of a dispute, the adjustment may also be reviewed by the competent court for its appropriateness. An adjustment must be declared no later than one month before the start of the implementation period.
Exhibition space reductions:	The stand space specified in the admission is binding. Reductions in stand space requested by the exhibitor after admission are only possible with the consent of HMC and do not lead to a reduction in the stand rent. If HMC succeeds in re-letting, an administration fee of 25% of the (proportionate) participation fee must be paid for the unused space in accordance with Section 8.2 of the General Terms and Conditions of Participation.
Cancellation of the application before admission (see Section 2.2 ATB)	Cancellation free of charge is possible within the period specified in the placement proposal, or until admission without a placement proposal. In the event of withdrawal after admission has been granted, Section 8 of the GTC applies.
Obligation to be present and operate (Section 7.7 ATB)	The exhibitor is obliged to be present and operate his stand during opening hours and for the entire duration of the fair, including the last day of the fair. Premature dismantling of the stand area constitutes a breach of contract. HMC is entitled to claim a contractual penalty of €1,000 in such cases.
USK registration (Entertainment Software Self-Control)	All youth protection regulations can be achieved through the use of privacy screens. Access control is still necessary. The competent authority will check compliance with the Youth Protection Act at POLARIS and it can initiate appropriate legal measures in the event of violations. In the event of violations, in addition to the closure of the exhibition stand, exhibitors may face fines of considerable amounts. Content up to and including USK 12 can be openly presented at POLARIS. The corresponding USK sticker must be clearly visible (recommended: at least 3.5 x 3.5 cm) attached to or next to all game stations. The USK provides corresponding templates for printing under this link . USK 16 / 18 areas must also be clearly marked. The USK does not provide stickers! IARC labels, e.g. from the Google Play Store or Nintendo eShop, are not valid for public events, such as the POLARIS. Content with the USK 16 / 18 mark or without USK mark: This content may only be shown to the respective age group. Separate rooms, monitors facing away and privacy screens must prevent younger visitors from perceiving this content. Access control of the stand areas by the stand staff must be ensured by the exhibitors. In the case of displays on which content with the USK 12 marking is played, the exhibitors must ensure that younger visitors are allowed to watch, even if not play themselves. In the case of content with the USK 0 or USK 6 markings, no precautions must be taken when building the stand. The responsibility for compliance with these requirements lies solely with the exhibitors.

Exhibitor WiFi	Included in the participation fee, each exhibitor receives Wi-Fi access for one device per exhibitor (only main exhibitors, not included in the Artist package). The provision of Wi-Fi access data for a maximum of 1 device per exhibitor is valid for the entire duration of the event, including the official set-up and first day of dismantling. Internet access can be used in Halls B1 to B4.EG and Upper Floor as well as B5 and B7. The 5GHz frequency band is used, so the highest possible performance is ensured. The speed of the individual users is 4-16mbit/s, depending on the volume of use. Before the start of the trade fair, the access data for a device will be sent to the exhibitors. Exhibitors who need Wi-Fi access for more than one device at the stand can book the desired Internet connections additionally, for a fee, via the Online Service Center or send their request to ausstellerservice@hamburg-messe.de.
Table Package	Table packages can be booked in increments of 4 m². A maximum of 10 contiguous table packages can be booked. The stand depth is always 2 m. Regardless of the number of table packages booked consecutively, only one 230V box will be provided. Price: 1.120 €, plus VAT (from 1.1.2027) Early bird price: 1.050 €, plus VAT (until 31.12.2026) The Table Package includes: -1 table (HxWxD: 74 × 160 × 80 cm) -2 chairs -Floor area 4 m² (2 × 2 m), incl. AUMA fee (0.60 €/m²) -2 m rear wall -Electricity (1 × 230V socket) -Exhibitor WiFi -2 exhibitor passes Tablecloths or similar coverings, light or decorative elements will not be provided. Exhibitor catering or party tickets as well as other furniture can be ordered for a fee from the **Online Service Center (OSC)**.

Artist Package	At POLARIS, curated exhibition areas will be designed, with a limited number of artist packages, in the: - Artist Alley - Tabletop & TCG Area - Cosplay Area Artists, cosplayers and clubs can apply for a maximum of one artist package. A panel of experts decides for each area which artists/creators/clubs will be admitted based on the online registration. Applications are possible for an ~~ArtistPackage~~Artist Package (4 m²) or a double-table ~~ArtistPackage~~Artist Package (8 m²). **Artist Package (4 m²)**, at the price of 196 €, plus VAT. includes the following services: -Floor space 2 × 2 m, incl. AUMA fee (0.60 €/m²) -1 table (HxWxD: 74 × 160 × 80 cm) -2 chairs -2 exhibitor passes **Double Table Artist Package (8 m²)**, at the price of 424 €, plus VAT. includes the following services: -Floor space 4 × 2 m, incl. AUMA fee (0.60 €/m²) -2 Tables (HxWxD: 74 × 160 × 80 cm) -3 chairs -3 exhibitor passes General information: Tablecloths, coverings, light or decorative elements will not be provided. Exhibitor catering and PartyTickets can be ordered online for a fee. **Conditions of participation:** -Minimum age: 18 years -The assortment must consist mainly of self-designed products, fanart must not predominate -No AI-generated works -All products must be ~~adult~~ suitable for minors (no censorship, no exceptions) **Placement** The assignment of the participating artists to the respective topics and exhibition areas is done by the jury of the POLARIS CONVENTION. The basis is the submitted information on artworks (description, pictures and links). The registration / application should be made with clear reference to a possible placement in the Artist Alley, Cosplay Area, or Tabletop & TCG Area. The confirmation of participation or cancellation will be sent out by the beginning of April 2027. After receipt of the confirmation, the cost of withdrawal is as follows: - Until 30 June 2027: free of charge - Until 1 September 2027: 50% of the stand rental fee - Afterwards: 100% of the stand rental fee
Exhibition space booking	With the booking of the exhibition space, only the raw sqm is provided. Stand construction services, equipment, furniture, electricity and other services are not part of the space booking. Ready-made stand construction packages and optional additional services can be booked separately via the **Online Service Center (OSC)** if required. If you would like to receive individual offers or support in planning your participation , please do not hesitate to contact our exhibitor service. Email; ausstellerservice@hamburg-messe.de
Marketing Services	All exhibitors are published on both the POLARIS website and the POLARIS app, in order to ensure an optimal representation of your company and your offers, we ask that you fully maintain and keep your publication data up-to-date. Publishing your information increases visibility and supports networking with visitors, partners and other exhibitors. The information provided by the exhibitors will be published in the exhibitor directory on the POLARIS website and within the POLARIS app and can be viewed there.

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