



billion euros investment volume for school construction and the Startchancen program billion euros investment budget for digitalization



### Dear SCHULBAU Community,

We are delighted that you would like to join us in shaping the future of educational construction.

By 2035, over 56.5 billion euros have been approved for school construction and digital infrastructure, and

an additional 20 billion euros for the Startchancen (Starting Opportunities) program. Because the future – and especially that of our children – matters deeply to us, we host the SCHULBAU Salon & Trade Fair five times a year: everything revolves around educational building! We work closely with major German cities and tailor our lecture programs to the specific context of each federal state.

Included in our event calendar is Copenhagen, our international think tank that opens a window into contemporary educational spaces, with a strong focus on the Nordics and the rest of Europe. Our German fairs feature renowned national and international speakers. We also offer panel discussions, networking opportunities, and structured matchmaking between experts, guests, and exhibitors.

We bring together everyone involved in educational construction — those who want to move the future forward and connect with key decision-makers in the field.

Become a part of our SCHULBAU family!

Warmest regards,

Yours, Kirsten Jung

## Good reasons to exhibit at SCHULBAU



# Meet decision-makers

Connect directly with those responsible for educational construction: representatives from cities, municipalities, and private school sponsors, as well as investors, planners, principals, and architects.

# 2 Who's Who

Get to know the key players driving current trends in educational building. SCHULBAU brings together those shaping the future of learning environments.

# 3 High Investment Budget

Germany has earmarked 76.5 billion euros for school construction – regardless of any crises. **Secure your stand now** and take advantage of this strong market momentum.

# **4** Innovations

Showcase your future-oriented products and solutions for educational construction.

This is where decision-makers and experts gather to discuss and explore what's next.

# 5 Multi-Channel Visibility

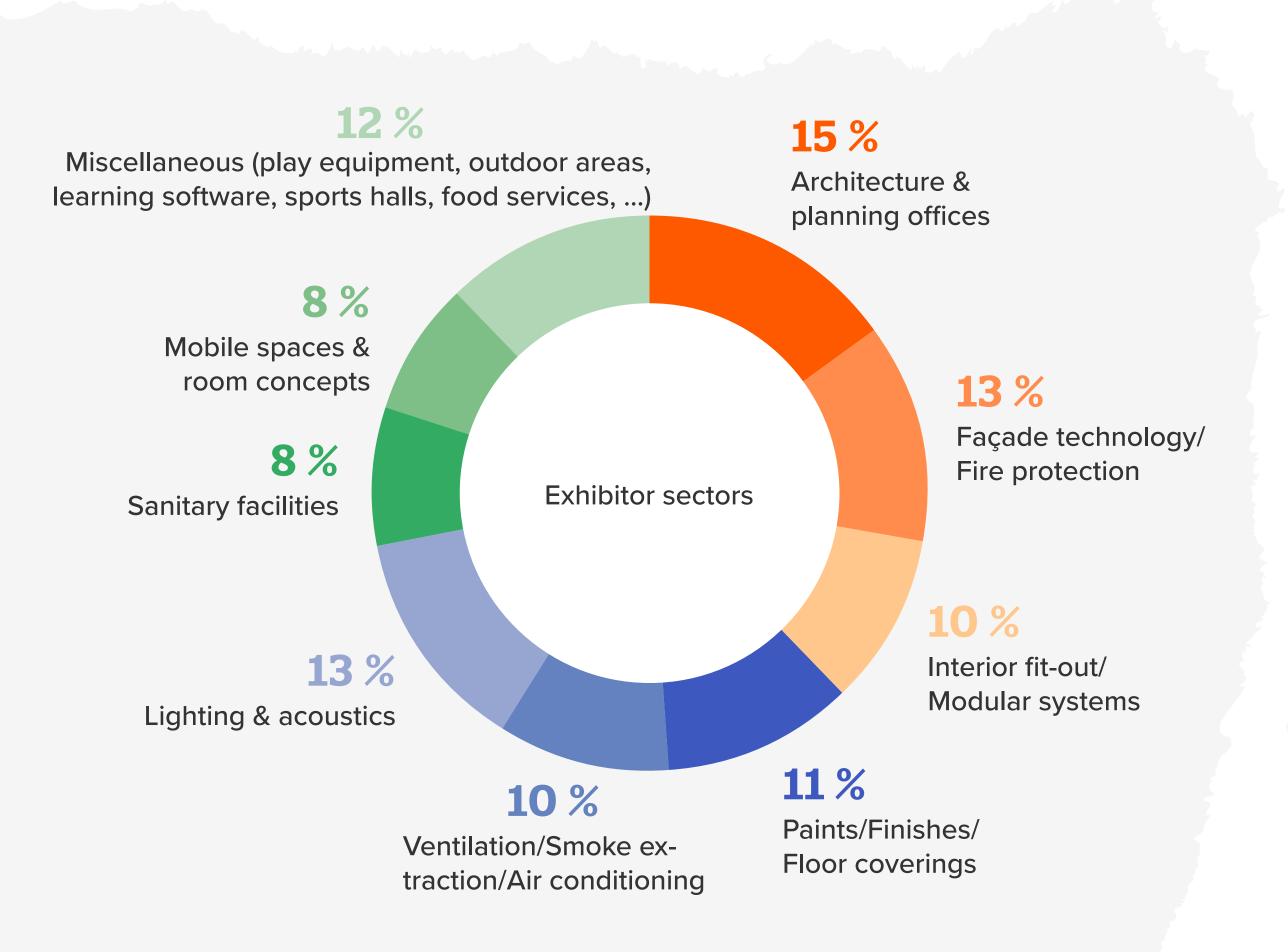
Use our exclusive publishing platforms – such as SCHULBAU magazine and fassadentechnik – alongside our newsletters and social media channels to reach your target groups. You'll also benefit from our partnerships with leading German architecture magazines and professional associations.

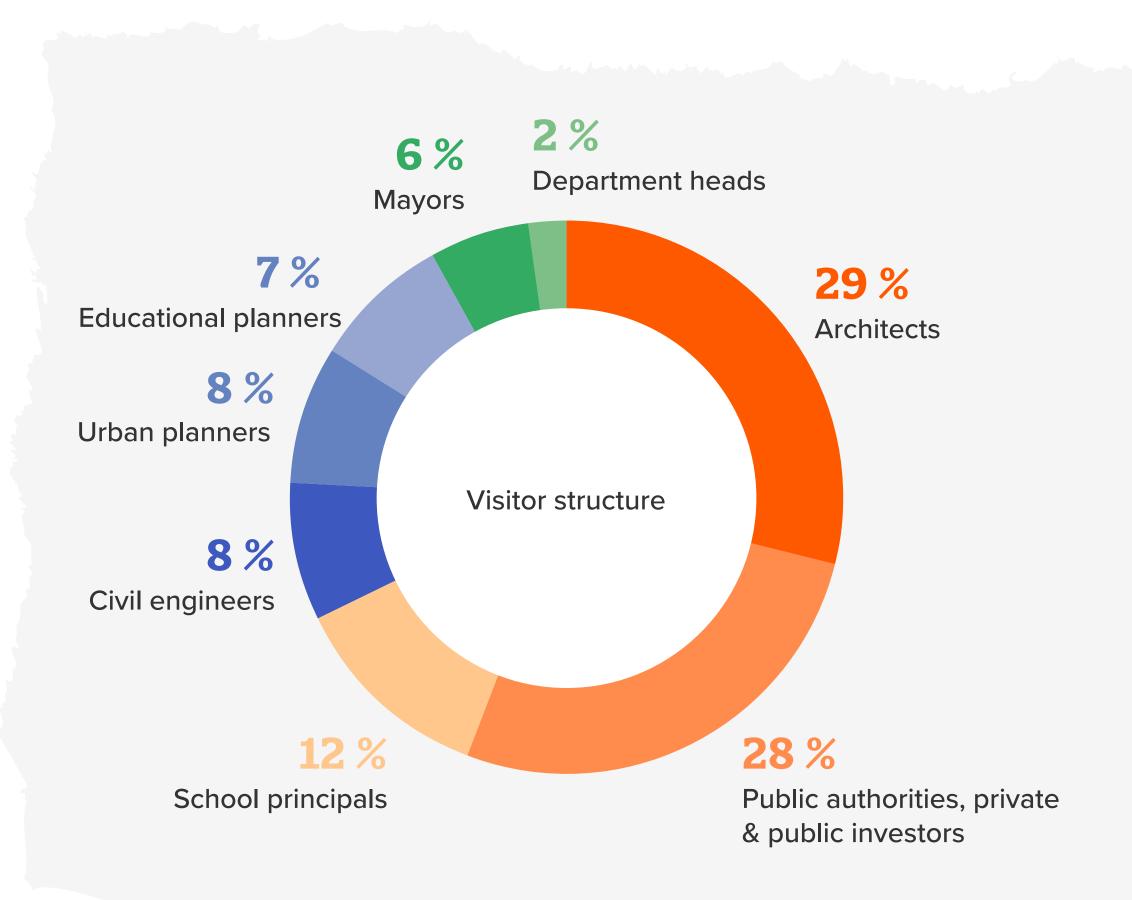
# **6** Congress Participation

Take part in our specialist congress alongside the exhibition. As an exhibitor, you have the opportunity to contribute to the program and highlight your expertise in the future of educational construction.

# **Facts and Figures**







## **Offer and Contact**



## **Our Offer**

All prices available upon request.

### **All Trade Fairs in Germany**

### Turnkey stand 6 m<sup>2</sup>

Back and side walls, 2 spotlights, 1 table, 2 chairs, 1 power socket, fascia lettering (max. 15 characters), 10 visitor tickets, participation in speed dating

### Exhibition space 12 m<sup>2</sup>

Available upon request.

Additional stand equipment can be ordered directly from the trade fair builder.

# Speaking slot on stage 10 minutes

### Think Tank in Copenhagen & Berlin

Space & slot available upon request.

# We look forward to your call!

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## **Partners**



### **Public Institutions**





















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Behörde für Schule und Berufsbildung













### **Research and Academia**





## Media













### **Chambers and Associations**























## **Terms and Conditions**



#### § 1 Scope of Application

These conditions apply to the contract between us, Cubus Medien Verlag GmbH, Knauerstraße 9, 20249 Hamburg, as the organizer, and you as the exhibitor.

Your deviating general terms and conditions shall apply only if we have expressly agreed to them in writing. We are entitled to amend these General Terms and Conditions even after the contract has been concluded for the ongoing contractual relationship in accordance with this provision. We will notify you of any changes in writing and point out that the respective change will become part of the contract between us unless you object to the change in writing or orally within six weeks of the notification. If you do not object within these six weeks, your silence shall be deemed as consent to the change. If you object, the version valid at the time of conclusion of the contract shall remain in force. This provision does not apply to necessary changes or adjustments to the organization of the event, such as changes to hygiene regulations or the program.

#### § 2 Conclusion of Contract, Subject Matter

The exhibitor contract is concluded solely by written agreement. By sending you the registration form, we make an offer. You accept this offer by returning the completed and signed registration form to us within 7 days. The contract is then concluded. The contract is subject to the condition subsequent that no more exhibitors accept the offer than we have available spaces. In this case, we may withdraw from the contract within 5 days of receiving your registration form. The subject matter of the contract is defined by the scope of services resulting from the registration form or the confirmation of the booth. Additional services may be booked for a fee based on the currently valid catalogue. Employees or freelancers engaged by us are not authorized to make verbal side agreements or provide written assurances that go beyond the actual contract, unless we have expressly authorized the person in question in advance.

You cannot derive any claim to participation from a reservation or pre-registration unless such reservation or pre-registration has been explicitly confirmed by us as binding. If the in-person event is transformed into a digital event or it is agreed from the outset that the event will take place fully or partially online, § 21 applies

You are obligated, in everyone's interest, to comply with the venue's guidelines regarding safety, fire protection, and hygiene. In case of conflict, the venue's guidelines take precedence. Furthermore, the general terms and conditions, technical regulations, and safety regulations of the venue apply, which you acknowledge, submit to, and may request from us if needed.

#### § 3 Exhibitor Fees / Payment Terms

The agreed fees and charges must be paid in advance without delay upon receipt of the request or invoice, but at the latest before the setup begins, unless another payment date is agreed. In case of default, we are entitled to claim default interest of 5% and any actual damages incurred. The relevant date for payment is when the amount is received in our account. If payment is not received within 4 weeks after invoicing or 8 weeks before the event starts, we are entitled to reassign the booth space; however, our payment claim remains valid. Any costs associated with the payment/transfer are to be borne by you. All prices are net prices plus VAT as required by law and apply in euros. The agreed booth fees are payable even if you fail to occupy your stand for reasons attributable to you and not due to force majeure. We may require you to declare whether you still intend to occupy the booth. If we receive no prompt response, we may reallocate the booth or decorate the empty space at your expense. If the booth is reassigned to a third party, we retain our claim to the fee, minus any revenue from the new exhibitor, plus any additional effort incurred. The exhibitor fee covers only the fixed base price listed in the registration form. Additional equipment, rental costs, connections for telephone, Wi-Fi, electricity, water, parking fees, etc., will be charged separately. Fees include one entry in the trade fair program (print and online). By registering, you provide us with the specified or requested texts/logos/data. We may edit your texts for editorial reasons as long as the core content is not altered. Subsequent changes to these texts are subject to a handling fee. Content is subject to  $\S$  9.

The invoice for Denmark may be billed separately via Salooning Green Future ApS (without discounts or VAT).

#### § 4 Stand Allocation and Assignment

We reserve the right to assign stand spaces to exhibitors at our sole discretion. You are only entitled to a specific space if this has been explicitly agreed upon in writing. We may reassign your allocated stand space, provided such reassignment is reasonable for you and does not impair the purpose of the contract. If unforeseen circumstances (e.g., force majeure) necessitate changes, both parties agree that modifications and adjustments to stand spaces and sizes shall always be regarded as a less severe alternative to cancellation or termination (see § 21 para. 1). Both contractual partners will initially attempt to align these necessities with the purpose of the contract. The assignment of a stand space is conditional on the exhibition stand, its contents, the goods presented, the type of presentation, and the personnel not causing disruption to third parties—particularly other exhibitors—or contradicting the purpose of the event. No goods, services, or items may be presented at the stand that infringe on third-party rights (e.g., trademark rights). As the mildest remedy, we may remove such goods, services, or items from the stand at your expense. In cases of serious violations (e.g., in relation to the quantity or value of the disputed goods/services/items, or in cases of repeated unauthorized presentations), we reserve the right to close the stand or revoke the assignment.

Subletting or transferring the assigned space to third parties (including co-exhibitors) is only permitted with our prior written consent. If such permission is granted, you are responsible for ensuring that the third party acknowledges and complies with our terms. Our consent does not release you from your rights and obligations under this agreement unless we have explicitly confirmed this in writing.

#### § 5 Our Sercives

Our specific services are defined in the individual agreement. Unless otherwise agreed, we will only provide an empty, ground-level space at the event venue. We may replace individual services with similar ones, provided this is reasonable for you and does not impair the purpose of the contract. Services that you do not make use of do not entitle you to a reduction of any agreed participation fee, unless we are responsible for the non-utilization.

#### § 6 Exhibitor's Services and Obligations

As a general principle: Our failure to monitor, sanction, or act upon any breach of these Terms and Conditions or the contract does not constitute acceptance or tolerance of such a breach, nor does it establish any entitlement on your part to maintain or repeat contractually, legally, or otherwise impermissible conduct or omissions.

Unless otherwise agreed, you are obligated to perform the following:

- Payment of the participation fee and any additional costs.
- Setup, operation, and dismantling of your exhibition area.
- Disposal of your own waste.
- Removal of your own packaging and promotional materials.
- Operation of your exhibition area, including appropriate staffing, in accordance with these terms.
- Provision of your own promotional materials.
- Fulfillment of any additional payment obligations such as GEMA fees, artist social insurance, permits, etc.
- Compliance with these General Terms and Conditions.
- You bear the costs for all services provided by you.
- You must set up and operate your booth within the allocated area without exceeding its boundaries or interfering with or disturbing other exhibitors.

- Your booth, booth structures, offered services and goods, and the conduct of your staff or agents must align with the purpose of the event.
- Any glorification or trivialization of violence, war, racism, discrimination, extremism, or similar is prohibited and must be avoided or stopped.
- The use of weapons, weapon-like objects, dangerous items, or any content that may pose a health hazard is prohibited.
- Likewise, any actions that could prompt guests, participants, or others to disrupt the peaceful flow of the event are not permitted.
- You are required to keep your area clean and tidy at all times.
- Your area must be fully and continuously staffed with knowledgeable personnel and stocked with registered promotional materials and goods throughout the entire event period. At least one person at the booth must be fluent in German.
- You must operate your booth until the official end of each event day. Dismantling or leaving the booth early is only permitted with our approval and only for good cause.
- You may only offer the services, products, and goods for which you are registered.
- Unless otherwise agreed, you are responsible for equipping your own booth.
- You are also responsible for the safe operation of your booth. Any inspections or approvals by us, the venue operator, fire department, public authorities, etc. do not relieve you of this responsibility.
- The location and size of the booth may not be altered or expanded.
- Any activities outside of your booth (e.g., advertising) by you or your agents require our prior written consent.
- All types of promotional activities outside of your designated area require our prior written consent. Distributing flyers or similar materials outside of your area is strictly prohibited.
- Advertising on behalf of third parties is also prohibited, unless they are registered and approved co-exhibitors or sub-exhibitors.
- You and your employees or agents may not consume alcohol or intoxicating substances while on duty or present on the event premises, nor be under the influence of such substances.
- Drones or aerial devices may not be used on the premises or within a 500-meter radius thereof without our prior written consent. Any official permits required are your responsibility.
- You must comply with all instructions given by us or our security personnel.
   Claims against us based on such instructions are excluded, unless we are at fault for their necessity.
- We and our authorized personnel have the right to access your booth and any adjacent areas at any time to verify compliance with all agreements and regulations.

#### Deliveries during the event:

Goods deliveries or pickups and any vehicle access to the booth are only permitted outside of the event's opening hours. For any necessary restocking during opening hours, motor vehicles or similar transport means may not be used. All traffic regulations and venue operator guidelines must be observed.

Anticipated deliveries of exhibition stands, materials (e.g., brochures), etc., prior to your own setup must be registered with the venue in advance and clearly marked with the event name. Delivery is permitted a maximum of one day in advance for compact events, or two days in advance for all other fairs. Earlier delivery is only possible upon prior agreement and for an additional fee. The creation of a custodial contract under § 688 BGB is explicitly excluded.

Booth operation hours correspond to the event's opening hours and will be communicated in advance. During operation hours, booths must be properly

staffed with qualified personnel. Setup and dismantling times provided by the organizer must be strictly followed.

Driving on the event grounds during opening hours is prohibited. You are responsible for all transport to and from your booth. Booth areas must be handed over broom-clean. Rented booths must be handled with care; nailing, drilling, or taping on any surfaces is strictly prohibited.

Dismantling may not begin before the official end of the event. Booths, exhibits, and materials must be removed immediately after the event and the space returned in broom-clean condition. Temporary storage may be arranged upon agreement and for a fee. The creation of a custodial contract under § 688 BGB is explicitly excluded. You are liable for any damages caused by improper handling of booth areas, structures, or equipment.

You are solely responsible for transporting all materials within the venue. Driving on the premises requires our prior written consent. Parking on event grounds is not permitted. Delivery times outside event hours will be communicated in advance.

Vehicles authorized to enter the grounds for loading/unloading must leave immediately after completing their task. Access passes provided by us must be filled out and clearly displayed in the vehicle. You must provide us with your vehicle's details. Speed limit on the premises is walking pace. Vehicles and machinery (e.g., forklifts) may only be used for their intended purpose. Driving on green areas and unpaved paths is prohibited. You are responsible for obtaining and covering the cost of any required permits (e.g., for vehicles over 7.5 tons, Sunday travel).

Electrical, water, and other technical connections can be provided at a fee. Installations on supply lines may only be carried out by the organizer's partner companies. All devices and installations must comply with applicable regulations and standards.

Emergency exits, safety devices, and fire protection equipment (e.g., fire extinguishers, hydrants) must never be blocked, covered, or repurposed. All stand materials must meet fire safety standards and DIN regulations and be flame-retardant. Proof of flame resistance or proper impregnation must be available at all times.

All fire extinguishers must have a valid inspection, not older than two years. Their presence will be checked by us before the event; regardless of inspection, you remain responsible for their functionality.

#### § 7 Security

Outside of the event's opening hours, only general security of the event premises will be provided by us. You are solely responsible for securing and/or insuring your own furniture, items you bring, and any materials provided by us. If you wish to arrange for security of your booth or equipment outside of operating/opening hours, you must order or register such services through us. Even in this case, we and our authorized personnel reserve the right to access your booth at any time.

#### 8 Safety

Both parties agree that regulations concerning the safety of visitors, participants, employees, and all other involved persons at the event must be treated with the highest priority. This explicitly includes accident prevention regulations and occupational health and safety guidelines. These obligations apply even if the contractual parties operate in a jurisdiction outside the Federal Republic of Germany where equivalent protective regulations do not exist. You agree to support us in the implementation and enforcement of the safety concept.

You are responsible for properly instructing your staff and service providers on the safety plan or relevant parts of it and ensuring participation in any related exercises or briefings. Officially mandated or widely recognized hygiene rules regarding infection control and general health protection must be strictly observed at all times

You are also obligated to ensure that any service providers or subcontractors you engage comply with these regulations.

#### § 9 Use of Trademarks, Logos, Copyrights

Both contractual parties grant each other a non-exclusive right to use their respective names, works, titles, logos, and trademarks (hereinafter collectively referred to as "Identifiers") for the purpose of fulfilling this agreement and confirm that such rights are free of any third-party claims. Both parties further agree not to challenge or have challenged any existing trademark or other intellectual property rights held by the other party. If joint ownership of new identifiers arises in the course of this cooperation, both parties shall hold equal rights in them. Neither party may register or otherwise exploit the other party's identifiers in Germany or internationally after the conclusion of the contract, unless by mutual agreement or through a separate written agreement. If one party requires certain legal or branding conditions for use of its identifiers (e.g. compliance with corporate identity guidelines), these must be communicated in advance. Pledging any licensing rights agreed upon in this contract is expressly excluded. Any materials created by either party—such as documents, graphics, diagrams, or sketches—remain the property of that party unless a transfer of ownership has been explicitly agreed upon.

If the event takes place entirely or partially in a digital format and you are given the opportunity to present yourself online, you must ensure that we are granted all necessary rights for the legally compliant use of your content. This also applies to personal rights and data protection aspects concerning your staff or agents. You agree to indemnify us from any third-party claims and associated costs resulting from violations of these provisions or of any statutory or contractual regulations attributable to you.

This obligation to indemnify remains in effect within the statutory limitation period, even after the end of the contract, if the claim is made post-contract. This also applies in cases where the contract was terminated prematurely due to force majeure or other events.

#### § 10 Confidentiality / Protection of Trade Secrets

You are obligated to use the contents of this contract exclusively for its intended purpose and to maintain confidentiality beyond the end of the contract term.

#### § 11 Recording of the Event

We reserve the right to take photo and/or video recordings at the event—while respecting the personal rights of guests and third-party rights—and to use them for reference and promotional purposes, unless you explicitly object beforehand for a valid reason. In any case, we are entitled to produce recordings for documentation and evidentiary purposes.

You are responsible for ensuring that any persons involved on your behalf, particularly employees and subcontractors, have granted us permission to record performances or services as described above. You may only record the event with our prior written consent. If permission is granted, you are solely responsible for observing any third-party rights (e.g. venue owner, guests, etc.).

#### § 12 Data Protection

You are obligated to pass on the data protection information we provide to you as our contractual partner to your designated contact persons and any subcontractors, so they are equally informed about the processing of personal data related to the contract and our applicable data protection measures.

Where necessary, you and we will conclude additional data protection agreements after the contract has been signed, based on the EU General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (BDSG) – such as a joint controller agreement pursuant to Art. 26 GDPR or a data processing agreement pursuant to Art. 28 GDPR.

## **Terms and Conditions**



#### § 13 Indemnification by You as Exhibitor

You agree to indemnify us from any third-party claims and associated costs that arise due to a breach on your part of any provisions outlined in this agreement, in individual orders, in subsequent agreements, or of any applicable statutory regulations or other unlawful behavior.

This indemnification obligation remains valid within the statutory limitation period even after termination of the contract, particularly if the claim is asserted after the end of the contract. This also applies if the contract is prematurely terminated due to force majeure or other events.

#### § 14 Contractual Penalty

You agree to pay a reasonable contractual penalty for each proven instance of culpable breach of this contract. We may determine the amount of the penalty at our reasonable discretion; in the event of a dispute, its appropriateness may be reviewed by the court at our registered office.

Any claims for damages exceeding the contractual penalty remain unaffected. This obligation to pay a contractual penalty also remains in effect after termination of the contract—within the statutory limitation period—if the triggering breach occurs or becomes known only after the end of the contract. This applies equally in cases of premature termination due to force majeure or other events.

#### § 15 Warranty and Liability on Your Part as Exhibitor

The statutory provisions of German contract law (Werkvertragsrecht) apply to our warranty claims against you.

You are liable, in accordance with Section 278 of the German Civil Code (BGB), for the negligence or misconduct of any person you engage who comes into contact with the subject of the contract (e.g. your employees, guests you invite, craftsmen, logistics providers, or technicians). This applies unless the damage was caused merely by incidental access or falls within our area of responsibility.

You bear the burden of proof that the individual who caused the damage does not fall under your responsibility according to Section 278 BGB.

#### § 16 Liability for Your Subcontractors

If a subcontractor appointed by you causes damage, we have the right to first pursue claims directly against this subcontractor. In this case, you are obligated to provide the subcontractor's full contact details (legal serviceable address), assign to us all rights and claims you hold against the subcontractor, and hand over all necessary documents and information required to enforce these claims. You must also name your own employees or associates as witnesses, if possible, including their serviceable addresses.

Nevertheless, we retain the right to hold you liable directly as the main contractor who commissioned the subcontractor. In such a case, we will reassign to you any rights and claims we previously received and return any original documents we were provided.

#### § 17 Our Warranty and Liability

Any liability for guarantees is excluded. The right to a price reduction is also excluded, except in cases of defects that were fraudulently concealed by us or if specific qualities were expressly warranted by us. Furthermore, this exclusion does not apply to undisputed or judicially determined claims of the exhibitor. The right to a price reduction is excluded only insofar as the exhibitor is not entitled to unilaterally reduce the agreed price; instead, any refund claims must be asserted separately under § 812 BGB (German Civil Code).

We accept no liability for any defects already existing prior to the conclusion of this agreement, unless such defects were fraudulently concealed by us, or involve property damage caused willfully or through gross negligence by us, our employees, or our agents, or involve personal injury (life, body, or health) due to intentional or negligent conduct by us or our agents.

We do not assume any liability for items you bring onto the event premises, unless otherwise stipulated in paragraph 6. These items remain at your own risk. Section 539(1) BGB is excluded.

We are only liable for property or financial losses you suffer due to slight negligence on our part—or that of our agents—if a breach of essential contractual obligations occurs, i.e., obligations that are fundamental to the contract and upon which you may regularly rely. In this case, liability is limited to typical foreseeable damages at the time of contract conclusion.

We are fully liable for any property or financial damages caused by us or our agents through gross negligence or intent. For any personal injury (life, body, health) caused by us or our agents, we are fully liable regardless of fault. These limitations of liability do not affect your claims under the German Product Liability Act or other mandatory legal provisions..

#### § 18 Contract Duration and Termination

This contract applies solely to the specifically agreed event and ends once all obligations between you and us have been fulfilled. We may terminate the contract in the event of increased or unforeseen risk or for other important reasons. The right of both parties to extraordinary termination remains unaffected. Ordinary termination is otherwise excluded. In the case of recurring individual orders, the absence of a new individual order shall be considered a termination of the framework agreement. For such cases, the termination clauses in this contract apply accordingly.

#### § 19 Force Majeure and (Partial) Cancellation of the Event

In the case of force majeure that leads to the cancellation, interruption, or discontinuation of the event, we are released from our duty to perform—wholly or, in the case of divisible services, partially—provided such partial non-performance is reasonable for you (§ 275(1) BGB). If we are no longer required to provide services, your obligation to provide counter-performance lapses as well (§ 326 BGB).

Force majeure that renders the performance of the event impossible also renders this contract impossible to perform under § 275(2) or (3) BGB. Force majeure includes government, regulatory, police, or court-ordered prohibitions or instructions to cancel or cease operations, provided neither contracting party is at fault for the issuance of such orders.

#### § 20 Cancellation

We may invoice the agreed amount unless another exhibitor takes over your vacated space. You are released from your payment obligation only if the new exhibitor pays equal or higher fees. A new exhibitor only qualifies as a substitute if:

- they were recruited solely through your efforts, or
- all other available booth spaces were already booked at the time.

If multiple exhibitors cancel their bookings, replacement exhibitors will be assigned based on priority (i.e., if Exhibitor A cancels first, and then you cancel, Exhibitor A's space will be reassigned first). If we assign your space to a replacement exhibitor, we are entitled to charge a flat handling fee of 20% of the originally agreed amount. You may prove that our actual damages are lower than the flat fee. Conversely, we may claim higher damages upon proof.

#### § 21 Transformation of the Event into a Digital Format

As a less severe measure prior to a cancellation due to an event described in § 18, we may convert the event in whole or in part into a digital format, although we are not obligated to do so. In the event of such a conversion, both parties agree to make appropriate adjustments to their contractual obligations under the principles of § 313 BGB (German Civil Code – frustration of contract).

You have the right to withdraw from participation in the digital event if such participation would be unreasonable for you. The withdrawal must be declared without delay after we notify you of the conversion into a digital format.

#### § 22 Rescheduling of the Event

As a less severe measure prior to a cancellation due to an event described in § 18, we may reschedule the event in terms of time and/or location. You have the right to withdraw from the contract if the new time and/or location are unsuitable for you; however, a different venue within the same city at the originally agreed time does not constitute grounds for withdrawal.

The withdrawal must be declared without delay after we notify you of the rescheduling, including the new venue and time. Otherwise, the original contract shall be deemed valid for the new venue and time. § 19 applies accordingly.

#### § 23 Miscellaneous

You may assign claims arising from this contractual relationship to third parties only with our prior express written consent.

The place of jurisdiction for all claims arising from this relationship is our place of business. However, we are also entitled to bring action at your place of business. German law shall apply exclusively.

If any provision of this agreement is or becomes invalid, void, or unenforceable for reasons other than those covered under §§ 305 to 310 BGB (German Civil Code on standard terms), or if a contractual gap is identified, both parties are obligated to replace the invalid/void/unenforceable provision or fill the gap with a valid provision that reflects the legal and economic intent of the original provision and the purpose of this contract.

§ 139 BGB (partial invalidity) is expressly excluded.

If the invalidity of a provision is due to a specific measure of performance or a time specification (such as a date or deadline), the provision shall be amended to the closest legally permissible measure.hen Maß am nächsten kommenden rechtlich zulässigen Maß zu vereinbaren.

#### Organiser:



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