

Special conditions for participation

1. Events

expoSE & expoDirekt

2. Organizer

Verband Süddeutscher Spargel- und Erdbeeranbauer e.V. (VSSE)
Werner-von-Siemens-Straße 2-6, Gebäude 5161, D-76466 Bruchsal
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3. Dates and event location

18 and 19 November 2026 | Messe Karlsruhe, Hall 1 and Hall 2
Rheinstetten-Forchheim fairgrounds Messeallee 1, 76287 Rheinstetten,
Germany

4. Assembly and dismantling times

Assembly: Tuesday, 17.11.26 | 8.00 - 24.00
Wednesday, 18.11.26 | 7.00 - 8.30
Dismantling: Thursday, 19.11.26 | 17.00 - 22.00
(Entrance into the courtyard 18:00)
Friday, 20.11.26 | 08.00 - 12.00

5. Opening times

Visitors: Wednesday, 18.11.26 | 09:00 - 18:00
Thursday, 19.11.26 | 09.00 - 17:00
Admittance for exhibitors: Wednesday from 7:00 Thursday from 8:30

6. Registration

The only companies which will be entitled to exhibit are those whose exhibited goods correspond with the theme of the event. Registration takes place via the VSSE's online exhibitor service. By registering, the exhibitor agrees to the special participation conditions. The exhibitor will receive a confirmation of their order which also serves as proof of admission. This document contains the desired stand size and type as well as any additional services. Please note that the definitive stand type, stand size and stand position will only be determined by the organizer in mid-September, after the final exhibition plan.

You can order Messe Karlsruhe services via the online service center (OSC). You will receive the access data from the Messe Karlsruhe after registration via the VSSE online exhibitor service.

7. Admission

Decisions concerning the admission of exhibitors and exhibits, as well as the allocation of stands shall be made by VSSE. The order confirmation shall also be deemed as the registration.

8. Placement

As necessary, exhibitors which can be thematically affiliated to direct marketing will be spatially allocated by expoDirekt in without the explicit permission of the exhibitor needing to be sought. Placement shall be performed under the responsibility of VSSE based on themes and the layout of the events as well as available space. Placement requests stipulated in the registration will be taken into consideration wherever possible. Planning-related deviations are possible and must be accepted by the exhibitor.

The minimum stand size is 12 sqm. Corner and inline stands have a minimum depth of 3 meters, head and block stands 5 meters and a minimum width of 7 meters. Block stands must be open at all 4 sides. It is not permitted to install side walls or place cabins near the edge of the stand surface. This is only possible with inline, corner or head stands. For head stands we also ask that you mark the side at which the back side is to be erected.

9. Participation fees/Payment deadlines

Inline booth

Area 1* € 53,50 Area 2** € 49,50

Corner, block, head booth

Area 1* € 57,50 Area 2** € 55,50

* Placement along the 1st cross corridor to the main entrance

** Regular placement in the hall

Please be aware that the stands in area 1 are only available to a very limited extent. As such, no guarantee can be given in terms of stand allotment.

The prices are expressed as net prices. VAT is added if applicable. They do not include any additional connections or other services. These services can be ordered from Messe Karlsruhe's online service center (OSC). Costs are calculated according to the allocation of stands. The exhibitor receives a plan with his marked stand by e-mail. All invoices are due 10 days after receipt without deductions. If the recipient does not meet his payment obligations within 30 days, he will default, even if no reminder is sent.

Important: Setting up a stand is only permitted when the invoice has been settled. If invoices are not settled, this exhibitor may be excluded from participating at the trade fair in the future. We reserve the right to carry out collection through the courts.

For foreign exhibitors:

Fair services to exhibitors in the EU territory may only be billed without VAT with a valid address, legal form and VAT ID. Please specify this information in the registration form.

10. Withdrawal

Once the exhibitor has been granted admission, the exhibitor may only rescind the agreement outside the legal regulations and the following provisions to a limited extent. If the exhibitor cancels his participation after the layout planning has been completed (usually in the middle of September), or withdraw or cancel their contract, we shall charge 30% of the full stand fee if this is done up to 3 weeks prior to the exhibition as well as any ancillary costs incurred. Should the exhibitor submit their termination after this time, the full stand fee as well as any ancillary costs will be charged to their account. If the trade fair cannot be held due to force majeure or an ordered official prohibition, the exhibitors will be refunded the amounts paid for services not provided.

11. Recognition of the exhibition terms and house rules

By registering, the exhibitors and their representatives shall be deemed as having accepted the rules listed in the participation rules. In the event of non-compliance, VSSE and Messe Karlsruhe are entitled to remove the faults at the expense of the exhibitor and to close down the stand without compensation.

[Technical guidelines of Messe Karlsruhe](#)

[House rules of Messe Karlsruhe](#)

12. Exhibitor IDs

The organizer provides the participating companies limited free exhibitor passes. The passes can be ordered and registered in the Online Service Center.

13. Exhibitor's directory/Internet

VSSE publishes an exhibitor directory. The compulsory listing comprises basic details (address, telephone, fax, e-mail and URL) for which a fee of €50 plus VAT per exhibitor and co-exhibitor will be incurred.

VSSE is not liable for any print errors, faulty and/or incomplete entries, typos, etc. Registrations received after the printing deadline will only be considered if space allows.

Each exhibitor has the option to place an ad in the list of exhibitors. Please refer to the costs in the online shop in the VSSE online exhibitor service.

Please remember to send us the templates in good time, as we reserve space for you in the catalogue and therefore cannot reimburse the costs for the ad.

We will publish the contact details and exhibits of our exhibitors free of charge on our homepage at www.expo-se.de, with a link to the company website. We kindly ask exhibitors to check the data, as this is the basis for the entry in the catalogue.

14. Guest card codes

You can use the online service center (OSC of the Messe Karlsruhe) to generate guest card codes and then send them to your guests by e-mail. Cost: 8 € / piece to 99 redeemed codes. From 100 redeemed codes 7 € / piece. The calculation is done by the Messe Karlsruhe after the event.

15. Parking

To prevent traffic jams while delivering and collecting the exhibited goods we request the exhibitors to immediately unload their vehicles and drive out of the halls and keep the access roads free. Please park the vehicles on the signposted parking spaces. The VSSE and Messe Karlsruhe have joint domiciliary rights throughout the exhibition area. During setup and breakdown times you can drive right up to the halls for delivery and collection. A deposit of 100 € is required. During the event, parking in the inner area is subject to charge. The permanent parking permits can be assigned through the Messe Karlsruhe Online Service Center (OSC).

The number of parking spaces directly next to the halls is limited and a maximum of two parking spaces can be booked per exhibitor. Additional parking spaces can be booked in the visitor car parks P1 and P3. Starting with the day of the exhibition, access to the inner area will only be possible with a valid parking permit.

Parking passes for the entire duration of the fair (prices incl. VAT)

Exhibitors' Parking in the indoor area near Hall 1 and Hall 2:

Car / Trailer, maximum 5,50 m length = 38,66 € net

Van / Trailer - parking space (as storage), > 5,50 m length = 52,10 € net

Truck parking space (as a warehouse) = 73,94 € net

Please order your permanent parking permit via the Online Service Center. Your ordered permanent parking permits will be sent to you by e-mail approx. 2 weeks before the event. If you do not receive them, please contact us by e-mail at parken@messe-karlsruhe.de or by telephone on +49 721 3720 5464. Please note that every parked vehicle must be clearly marked with the exhibitor's name and a mobile phone number.

From 17 November 2026, long-term parking permits can still be purchased on site subject to availability. Billing will take place via the final invoice for all services approx. 3 weeks after the end of the trade fair.

The parking spaces on P1 to P3 (visitor parking spaces) can be used for € 20,16 during the trade fair and can be booked in advance in the Online Service Center. You can also get tickets at the cash desks in the entrance area.

16. Internet banner

You have the opportunity to place your banner on our expoSE/expoDirekt website. Weitere Informationen hierzu finden Sie unter www.expo-se.de

17. Service Center

During the trade fair as well as in the periods in which the stands are being assembled and dismantled, trade fair management and the Service Center are located in the vicinity of the main entrance (Eingang West) to the Aktionshalle. It can be reached by telephone: + 49 721/3720-5430

18. Sanitary services

Sanitary services are available during the assembly period and during the event. Please observe the signage on site.

19. Assembly and dismantling

Work may begin on the assembly of the stands on the assembly day stated in the assembly and dismantling times. Please be aware that the halls will be closed on Monday and that on this day, assembly will not be possible. The floor space ordered by exhibitors will be marked by the event organizer. The exhibitor may assemble his own stands on this space. Due to safety reasons, it is not permitted to overbuild the marked stand area. The organizer is entitled to remove exhibits from the stand or to cut installed carpeting at the expense of the respective company.

The design of the stand may not impair the view of the accessibility of neighboring stands and aisles. No partitioning walls will be provided by VSSE.

A rear panel to the neighboring stand must be installed at the expense of the exhibitor. There is no entitlement for free stand demarcation to be performed by the organizer. Please find more information about the appearance of your stand in the Messe Karlsruhe's technical conditions under point 3.5.

If you do not have your own stand construction system, we recommend the extensive stand construction system offered by Messe Karlsruhe. This can be ordered via Messe Karlsruhe's Online Service Center (OSC). Billing takes place after the event. Company stands which are not occupied 12 hours before the start of the event and/or where late arrival has not been announced shall be fitted with rear and side walls (commissioned on behalf of trade fair management) at the exhibitor's expense and decorated to create an overall representative appearance.

Alternatively, they shall be assigned to another party. Supports, wall projections, partition walls, distribution boxes, fire-fighting equipment and other technical equipment constitute integral components of the allocated stand space. Hall walls, roof supports, roof frames may not be subjected to loads caused by stand assembly work.

Important:

Items may not be leaned against or stuck on hall walls. Costs for any paint jobs required to cover soiled hall walls will be charged to the respective exhibitor. The exhibitor must provide for his own equipment for suspensions. If you require a boundary fence or a stand construction package for your stand, we recommend that you contact the relevant contact persons at Messe Karlsruhe.

Please notify the organizer if exhibits or stands exceed a height of 3.50 m and the floor load exceeds 3,000 kg/m². The maximum dimensions of the hall gates are 5.30 m x 4.25 m (WxH) and we would ask that the maximum load by means of transport is observed in accordance with SLW 30.

Vehicles equipped with combustion engines may be exhibited in the exhibition halls only if their fuel tanks are full. The fuel tank must be locked and the ignition key may not be located in the vehicle. Exhibitors are not permitted to make use of their own forklift trucks for legal reasons. The in-house transport company, Kühne+Nagel, is responsible for this. Invoices will be issued by Kühne+Nagel. Transport services can also be ordered via the OSC of the Messe Karlsruhe.

Dismantling work may commence at 5 p.m. after the event has closed. Special mention is made with regard to adherence to this time. Particular attention is drawn to meeting the deadlines, as the organizer is obliged to guarantee the trade fair periods vis-à-vis visitors and exhibitors. As part of the exhibitor survey, the premature dismantling of the stand was criticized. The organizer reserves the right to take measures if a premature dismantling is carried out. The inner courtyard can be accessed from 6 p.m.

Once the stands have been dismantled, the exhibition area is to be restored to its former condition. The exhibitor shall be deemed liable for any damages to the walls and floors or any changes made to the rented stand surface by the exhibitor, their personnel or their representatives. Any compensation claims resulting from such damage shall be billed separately.

20. Advertising

The distribution of flyers is permitted in the areas in front of the halls and in front of the cash desks at the main entrance and will be charged to the exhibitors at €46/ day plus VAT. For non-exhibitors the fee is €482/day. It is expressly forbidden to fly in the exhibition halls, gastronomy areas, action hall and in the area of the east entrance. Issuing promotional materials in the corridor directly in front of the rented area is permitted. The setting up of advertising banners in the circulations in front of the halls are permitted for a fee. Mr. Simon Schumacher (Phone +497251/3032080, E-mail schumacher@expo-se.de) will give you more information and the necessary permits for putting up advertising material and flyers. Deviating from this, the erection of advertising banners or other materials outside the rented stand area is not permitted without the permission of the organizer. The advertiser will be charged for the distribution or display of unauthorized advertising.

21. Sub-letting of exhibition stands/co-exhibitors

Co-exhibitors are all firms exhibiting on the same stand as a main exhibitor. The organizer must be informed of any co-exhibitors. If a stand is occupied by two or more companies, each company shall be fully liable. The collectively exhibiting companies shall designate a contact partner for the event organizer. The required listing in the exhibitor's directory for the joint exhibitor is € 50.

22. Conferences/Standparties

Due to the positive feedback from our visitors, we will also offer select specialist lectures this year to take place at the time of both trade fairs. Stand parties are to be registered with the organizer in advance of the fair and require his consent. For the stand party, the Technical Guidelines / Conditions of Participation of the Messe Karlsruhe apply.

23. Final provisions

Side agreements shall only be legally binding if they have been confirmed in writing by the organizer.

Place of performance and court of jurisdiction: Karlsruhe

24. Severability clause

Should any of the aforementioned provisions be or become invalid, then this shall not affect the validity of the entire agreement. Should one of these provisions be invalid, then the parties agree that it shall be replaced by whatever provision comes as close 2 to it as possible in terms of its economic meaning and purpose.