June 18 – 20, 2024
RMCC Wiesbaden
Germany

Exhibitor Information

Trade fair for the pulp, paper and fiber-based industry and its suppliers
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**ZELLCHEMING EXPO**

June 18 – 20, 2024

Professional exchange of technology adopters and providers across the entire value chain

**ZELLCHEMING Career Day**

June 20, 2024

ZELLCHEMING Career Day – The new networking format for the next generation of the paper and fiber-based industry

**ZELLCHEMING WOMEN4PAPER**

June 19, 2024

The network for women in the pulp and paper industry

**ZELLCHEMING CONFERENCE**

Fall 2024

A joint initiative of the association ZELLCHEMING e.V. with its technical committees and the Technical University Darmstadt
The event highlight for the paper-, pulp- and fiber-based industry:

- Trade fair for the latest developments of the European pulp, paper and fiber industry and its suppliers - at the main production location of the EU
- Platform for technical exchange between technology users and suppliers across the entire value chain (packaging, paper, board, etc.)
- Bridge between engineering expertise, pilot projects and commercial applications
- Stage for paper and pulp-based developments
- Showcase for the optimal use of valuable natural resources
Main topics:

- **Sustainability**
  Climate change has become the central topic of politics. The general core demand is the socially acceptable and at the same time climate-protective reduction of greenhouse gases. One of the tasks of the ZELLCHEMING association is to support, within the scope of its possibilities, the paper and fiber-based industry in assuming its role in the cycle-based bioeconomy.

- **Bioeconomy**
  Circular economy based on renewable raw materials and careful use of resources, possibilities for climate-neutral production of cellulose fiber-based products and materials

- **Digitalization**
  The paper industry as the leading process industry in this area

- **Environment, energy, climate**

- **Best Practice lectures**
  "Learning from the best" - the exhibitors of the ZELLCHEMING-Expo present practical applications

On three days, visitors and exhibitors of the trade fair can attend presentations and obtain specific information on their individual topic and application areas.
Networking in the focus

The ZELLCHEMING-Expo also offers visitors a convenient environment off-site of the trade fair to talk to business partners, new customers and colleagues and thus expand their professional and personal network.

• Get-Together on the evening of the first event day in the exhibition hall
• Women4Paper
• ZELLCHEMING Summer Evening
• ZELLCHEMING Career Day
Participation in the Expo is worthwhile!

- Profile, products and innovative solutions are presented prominently
- Important content in a sophisticated designed environment and technical context
- Participants benefit from the reach and awareness of the ZELLCHEMING-Expo and the association's network
- State-of-the-art event platform combines innovative tools and formats
- Exchange and network expansion by LIVE lectures, panel discussions and workshops
- Unlimited networking options and lead generation based on matchmaking algorithms
- Involvement via Best Practice applications and presentation of latest technologies for process and product innovation
- Workshops on selected topics and subject-specific exchange

> Content  > Stand space prices  > Becoming an exhibitor  > Book now!  > Contact partners
Fokus Expo

“We have the ambition to make ZELLCHEMING-Expo even better every year. Our new initiatives, which serve to push the number and quality of participants and content formats further forward, and which focus on modern communication, have paid off”.

Petra Hanke, Managing Director
ZELLCHEMING Service GmbH
Review networking events 2023
Review 2023

Exhibitors’ main aims

- Service for regular customers 82%
- Product presentations 78%
- Networking 96%
- Customer acquisition 78%

82% were able to achieve their aims

Participants’ focus topics

- 52% Automation, process optimization, test systems
- 40% Raw materials and additives
- 47% Paper and board machinery
- 44% Energy management
- 30% Services
- 55% Paper producers

2,647 Industry experts
150 Exhibitors
310 Online participants
4,600 m² Exhibition space
General plan RMCC Wiesbaden
Stand space prices*

<table>
<thead>
<tr>
<th>Stand Type</th>
<th>Price per m²</th>
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<tbody>
<tr>
<td>Row stand (1 open side)</td>
<td></td>
</tr>
<tr>
<td>Corner stand (2 open sides)</td>
<td></td>
</tr>
<tr>
<td>Head stand (3 open sides)</td>
<td></td>
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<tr>
<td>Island stand (4 open sides)</td>
<td></td>
</tr>
<tr>
<td>Former exhibitor (2022) member company until December 1, 2023</td>
<td>237.00 €</td>
</tr>
<tr>
<td>Former exhibitor (2022) non-member company until December 1, 2023</td>
<td>290.00 €</td>
</tr>
<tr>
<td>Early bird rate member company until February 2, 2024</td>
<td>243.00 €</td>
</tr>
<tr>
<td>Early bird rate non-member company until February 2, 2024</td>
<td>297.00 €</td>
</tr>
<tr>
<td>Standard rate member company from February 3, 2024</td>
<td>254.00 €</td>
</tr>
<tr>
<td>Standard rate non-member company from February 3, 2024</td>
<td>307.00 €</td>
</tr>
</tbody>
</table>

Special stands (more details in the dedicated flyer)
- Newcomer Pavilion (booth size 9 m²) – 4,450.00 €**
- Joint stand “SME” (booth size 9 m²) – 5,550.00 €**
- Joint stand “Start-up companies” (booth size 6 m²) – 990.00 €**
** Surcharges apply for bookings made after May 10, 2024!

Mandatory marketing contribution per exhibitor 750.00 €
Hygiene- and disposal flat rate 15.00 €/m²
*All prices + VAT.
Marketing contribution

Euro 750.00 + VAT – benefits:

Digital package for the exhibitor- and product directory
- Basic entry digital platform (value EUR 1,045.-)
- Listing in 10 product groups
- Company profile with text and image
- Logo in exhibitor search

Marketing materials
- Voucher codes for your customers
- Visitor promotion templates
- Provision of event logo/-banner and e-Mail signature

Visitor marketing
- Promotion of the trade fair for visitor acquisition
- International media presence at trade fairs

Press work
- Extensive press work to promote the trade fair
- Display of your press release in the press boxes at the trade fair

Social media
- Extensive promotion of the trade fair as well as the general program via various social media channels
- Visitor acquisition campaigns

On-site marketing
- Company name and stand number in the event guide and in the floor plans on site
Become an exhibitor – simple as that!

1. Registration in good time
Send us the registration form and benefit from the early bird prices for ZELLCHEMING-Expo 2024.

2. Selection of stand space
We are happy to take requests for your preferred stand spaces into account, depending on the space available within the respective thematic focus.

3. Your exhibition stand
You will bring your own exhibition stand? Please note our stand construction guidelines for the design of your stand: [https://www.rmcc.de/fuer-aussteller/ausstellerunterlagen.php](https://www.rmcc.de/fuer-aussteller/ausstellerunterlagen.php)

4. Optimal preparation of your performance
After your stand has been confirmed you will be sent further documents to prepare your optimal trade fair performance.
You are a start-up company and would like to try out the ZELLCHEMING-Expo as an industrial platform for the first time?

Then take advantage of the uncomplicated and inexpensive participation package "Start-up Area".

**Requirement**
- You are a start-up company.

**Services**
- Stand space 6 m² (incl. stand construction)
- Stand equipment:
  - Company lettering on a stand fascia
  - 1 high table, 2 bar stools
  - Daily stand cleaning
  - You are welcome to request additional fee-based services through the RMCC Order Catalog
- 2 exhibitor passes

**Benefits**
- Cost-efficient participation (stand 6 m²)
- Low organizational effort due to the full-service package

**Full-service package**
- 6 m² stand space incl. stand construction 990.00 Euros*) incl. mandatory marketing contribution as well as hygiene- and disposal flat rate (all prices + VAT).

*) Surcharges apply for bookings made after May 10, 2024!
Joint stand “Newcomer Pavilion”

Are you new to the industry or would you like to try out the ZELLCHEMING-Expo for the first time as an industry platform?

Take advantage of the uncomplicated and cost-effective “Newcomer Pavilion” participation package.

Requirements

- You are exhibiting for the first time or have not been a main exhibitor at the ZELLCHEMING-Expo within the last five years

- 2 exhibitor passes

<table>
<thead>
<tr>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand space 9 m² incl. stand construction</td>
</tr>
<tr>
<td>Stand equipment:</td>
</tr>
<tr>
<td>• Be-Matrix wall system</td>
</tr>
<tr>
<td>• Carpeting</td>
</tr>
<tr>
<td>• Company lettering on a stand fascia</td>
</tr>
<tr>
<td>• 1 high table, 2 bar stools</td>
</tr>
<tr>
<td>• brochure rack</td>
</tr>
<tr>
<td>• Lockable information counter</td>
</tr>
<tr>
<td>• 2 LED spotlights</td>
</tr>
<tr>
<td>• 1 Schuko outlet with a triple Schuko power strip (incl. power consumption)</td>
</tr>
<tr>
<td>• Daily stand cleaning</td>
</tr>
<tr>
<td>• You are welcome to request additional fee-based services through the RMCC Order Catalog</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Benefits</th>
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<td>Cost-efficient participation (stand 9 m²)</td>
</tr>
<tr>
<td>Low organizational effort due to the full-service package</td>
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<tr>
<td>Increased attention because of special promotion of the joint stand</td>
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<tr>
<th>Full-service package</th>
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</thead>
<tbody>
<tr>
<td>9 m² stand space 4,450.00 Euros*) incl. mandatory marketing contribution as well as hygiene- and disposal flat rate (all prices + VAT).</td>
</tr>
</tbody>
</table>

*) Surcharges apply for bookings made after May 10, 2024!
Joint Stand “SME“

Are you a small or medium-sized company looking for an easy and cost-effective way to present your products and services at the ZELLCHEMING-Expo?

Then take the opportunity to present yourself to your customers as part of the “SME joint stand“.

Requirements
- You are exhibiting for the first time or have not been a main exhibitor at the ZELLCHEMING-Expo within the last five years

Services
- Stand space (9 m²)
- Stand equipment:
  - Be-Matrix wall system
  - Carpeting
  - Company lettering on a stand fascia
  - 1 high table, 2 bar stools
  - brochure rack
  - Lockable information counter
  - 2 LED spotlights
  - 1 Schuko outlet with a triple Schuko power strip (incl. power consumption)
  - Daily stand cleaning
- You are welcome to request additional fee-based services through the RMCC Order Catalog
- Separate listing of your company online
- 2 exhibitor passes

Benefits
- Cost-efficient participation (stand 9 m²)
- Low organizational effort due to the full-service package
- Increased attention because of special promotion of the joint stand

Full-service package
- 9 m² stand incl. stand construction 5,550.00 Euros*)
- + mandatory marketing contribution amounting to 750.00 Euros;
  + hygiene- and disposal flat rate amounting to 15.00 Euros/m²
  + VAT.

*) Surcharges apply for bookings made after May 10, 2024!
System rental booth – participation made easy!

Order a system rental booth and additional rental furniture from one of our service partners.

They will also be happy to provide you with an individual offer for your exhibition booth.

Please book your system rental stand and rental furniture by May 16, 2024, at the latest. Surcharges will apply for later bookings.

Requirements

- You have booked a stand space at the ZELLCHEMING-Expo

Benefits

- Low organizational effort due to a full-service system rental stand at the exhibition

All-inclusive price system rental booth “Basic“

- Price on request*
  * + mandatory marketing contribution amounting to 750.00 Euro;
  + hygiene- and disposal flat rate amounting to 15.00 Euro/m²;
  + VAT.
ZELLCHEMING Career Day – Sponsoring opportunities*

The new networking format for the next generation of the paper and fiber-based industry

Efficient networking – Benefits for exhibitors

- Perfect marketing mix – booth, stage presentation, sponsoring
- Paper rally incl. tablet equipment + game guide (professional support in asking questions), guaranteed leads.
- Special career eye-catchers
- Jobwall on site and digitally
- Social-Media-Wall
- Sponsor identification at booth + hall

Support Sponsor: EUR 950.00
1 job offer on site
Mention by name on advertising poster in the exhibition hall

Classic Sponsor: EUR 1,500.00
3 job offers on site/digitally with QR code
Basic online profile
Logo on advertising poster in exhibition hall
Optional: participation paper rally: plus EUR 750.00

Premium Sponsor (max. 10 companies): EUR 4,000.00
Logo at career booth + lecture forum
5 on-site job offers/digitally with QR code
Premium online profile
Paper rally

All prices + VAT.

* Participation only possible for exhibitors and sponsors of ZELLCHEMING-Expo 2024 as well as companies of the pulp and paper producing industry
Catering at the RMCC

- Gauls Catering is one of the most efficient caterers in Germany and is available to you as an exclusive catering partner at the RMCC. You can download the order form for your stand catering [here](#).
- At the exhibition and trade fair stands, catering is also provided by RMCC's exclusive partner. You are welcome to bring your own drinks and snacks.
- If you plan to bring your own caterer, please contact us well in advance!
Book your stand now!

You can download and complete the registration form [here](#).

Please return the duly completed and signed registration form to [c.gembus@zellcheming.de](mailto:c.gembus@zellcheming.de)

You will receive a non-binding offer, which must be confirmed in writing within 14 days, after which the stand option expires. With receipt of your confirmation your booking becomes binding.
Contact partners

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ZELLCHEMING Service GmbH
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Postal address: ZELLCHEMING Service GmbH – Neckarstr. 3 – 63322 Rödermark – Germany,
Commercial register: Amtsgericht Offenbach HRB 54647 – Tax Number: 044 249 51444 – VAT-IDNo.: DE335906866

Questions?
Contact partners exhibitor service

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E-Mail: samuel.seitz@hoenig-messemanagement.com
1. Scope of application
   a) The following terms and conditions shall apply to the leasing of stand spaces by ZELLCHEMING Service GmbH.
   b) These terms and conditions shall form an integral component of all offers and contracts, even in ongoing business relations, and shall also apply to future transactions with the contracting partner.
   c) Any terms and conditions of the contracting partner shall not nullify any obligations on our part, even if we have not expressly rejected them. Any particular general terms and conditions or other terms and conditions of our own shall be rejected by these Terms and Conditions, unless expressly agreed otherwise with the contracting partner which must always be in writing.

2. Conclusion of contract/contractual partners
   a) The application/assignment must be made in writing in the registration form or otherwise accepted by ZELLCHEMING Service GmbH. The contracting partner shall only be entitled to a confirmation of receipt of their order form.
   b) If a stand confirmation is issued after an order, the content of the confirmation shall not be considered an integral component of the agreement. If the contracting partner requests a change in the variations between the application/assignment and the confirmation within 14 days, the contracting partner shall be liable to us as joint debtors.

3. Stand rental fees
   a) The price and specifications of each stand space or square meter specified by ZELLCHEMING Service GmbH shall apply. Each square meter shall be rounded up to the next square meter. The supports and columns are not deducted in the calculation of the square meters.

4. Opening hours
   a) For visitors, opening hours shall normally be from 9 a.m. to 6 p.m. on Tuesday, June 18, 2024, and Wednesday, June 19, 2024, and from 9 a.m. to 5 p.m. for the contracting partner, normally from 8 a.m. to 6 p.m. These hours are subject to change.

5. Assembly
   a) The application/assignment must be made by sending in the registration form or otherwise accepted by ZELLCHEMING Service GmbH. The contracting partner shall receive the building permit after a maximum of 14 days.
   b) In the event of any infringement of article 6 (c) above, we shall be entitled to request the contracting partner to discontinue the breach. If the breach is not discontinued immediately, we shall specifically be entitled to be billed in accordance with Section 7 (4) In any event, a contractual penalty shall further be due in the amount of 10 times the stand for the remaining period of the contract.
   c) The stands must be occupied by personnel during the opening hours pursuant to Section 4 and contain the exhibitor stands.
   d) For all direct or indirect sales, particularly of exhibited goods or samples, a prohibition of «Manual or direct sales» shall apply.

6. Terms and conditions of payment
   a) The next for the stand shall be due in two equal installments. The first installment (payment due) shall be invoiced to the contracting partner and served to the contracting partner within 14 days after the event. The next payment (final invoice) minus actual payments already made shall be charged at the earliest 30 days after the event. The first and second payments are due immediately.
   b) Invoices regarding other ordered deliveries and performances shall be due immediately as of the invoice date.
   c) In the event of default, the interest rate stipulated by law shall apply at a rate of 9 percentage points above the basic interest rate applicable on the default date (§ 280 of the Civil Code).
   d) For each reminder to the contracting partner after the occurrence of default, we shall be entitled to demand a lump sum of EUR 300.00. The contracting partner shall retain the right to prove that no damage was incurred or that much less damage was incurred than the stipulated rent for the stand was incurred.
   e) Invoices for the stand installation of water supply, electricity, telephone connection, etc., plus consumption and utilised services shall be due immediately as of the invoice date.

7. Technical services
   a) ZELLCHEMING Service GmbH shall provide the general heating, cooling, and lighting as well as the costs for the stand installation of water supply, electricity, telephone connection, etc., plus consumption and utilised services.

8. Subletting/prohibition of assignment
   a) Early cessation of the agreement (including parts of the scope of services such as the use by co-exhibitors) shall only be possible with our approval. If the lease agreement is ended early (including parts of the scope of services such as the use by co-exhibitors), the contracting partner shall remain obliged to pay us the full stipulated rent for the stand or damage compensation in lieu of performance. The contracting partner shall only be entitled to an exception if the stand served is not usable for its purpose as a result of our demonstrable gross negligence. If we terminate this agreement due to the contracting partner’s fault, we shall not be obliged to compensate any expenses or damage.
   b) If there is a violation of article 8 (b) above, the contracting partner shall compensate any expenses or damage incurred by us due to the conduct of the contracting partner entitling us to terminate this agreement.

13. Liability limitation/Exclusion of liability
   a) Any claims for damages against ZELLCHEMING Service GmbH shall be excluded if this shall not apply:
   - in the event of a fire, body or health injury culpably in the sense of the German legal term «vollmacht» caused by ZELLCHEMING Service GmbH or one of its employees, collaborators, other ancillary services or representatives (herein: ZELLCHEMING Service GmbH Team) as the basis for the damage, resulting in a contractual penalty (herein: ZELLCHEMING Service GmbH Team).
   - in the case of an intentional (in the sense of the German legal term «vollmacht») or grossly negligent breach of ZELLCHEMING Service GmbH or of ZELLCHEMING Service GmbH Team.
   - in the event of a violation of a warranty (in the sense of the German legal term «garantie») generally against ZELLCHEMING Service GmbH.
   - in the case of mandatory liability, e.g. under the German Product Liability Act (Produkthaftungsgesetz) and/or ZELLCHEMING Service GmbH or ZELLCHEMING Service GmbH Team negligently breach a material contractual obligation. However, if ZELLCHEMING Service GmbH or the ZELLCHEMING Service GmbH Team negligently breaches a material contractual obligation the liability of ZELLCHEMING Service GmbH is limited to the amount of damages that is typically foreseeable. A material contractual obligation is a contractual obligation, whose performance is necessary to execute the contract properly and whose performance the other contract party may regularly rely upon.
   - the aforementioned clauses do not apply any change of the burden of proof to the detriment of the contracting partners.
   - if our liability is excluded or limited in accordance with the above provisions, this shall also apply to the personal liability of the employees, collaborators and other ancillary services and representatives of ZELLCHEMING Service GmbH.
   - we have procured an exhibition insurance against common insured risks, such as, fire, theft, break-in, water damage. We recommend that the contracting partner covers the risk of fire by applying at its own cost using the form foreseen for the purpose in the technical and other provisions viewable at https://zex.mesago.com/frankfurt/en/technical-and-other-provisions/viewable-at zellcheming-expo.com, the building rules and the organizational, technical and other provisions viewable at https://mesago.com/products/service-center/organisations/technical-and-other-provisions-viewable-at zellcheming-expo.com, the building rules and the organizational, technical and other provisions viewable at https://mesago.com/products/service-center/organisations/technical-and-other-provisions-viewable-at zellcheming-expo.com.
   - we have procured an exhibition insurance against common insured risks, such as, fire, theft, break-in, water damage.

14. Subletting/prohibition of assignment
   a) Without our approval, the contracting partner shall not be permitted to provide the stand space or parts thereof for subletting to third parties. If the contracting partner grants the stand space or parts thereof to a third party, regardless of whether it is for rental, sale or otherwise, the contracting partner shall immediately inform us in writing.
   b) If, in accordance with our experience, it becomes evident that the event cannot have taken place for the reason to due to non-participation of the contracting partner in the exhibition due to or unreasonable week visitor interest, we may cancel the event. The corresponding declaration has to be notified by the contracting partner two months prior to the planned start of the event. In the event of a cancellation in due time, we shall not be obliged to compensate any expenses or damage.
   c) In the event of a cancellation of the trade fair, we must, without delay reply the contracting partner any advance payment rendered to it.

15. Set-off/termination
   a) The contracting partner may only offset our claims against counterclaims that have been acknowledged by us or have been legally established. The contractual partner may only set-off a claim on the basis of the contractual partner isMontreux by his costs and expenses incurred in accordance with § 273, 320 BGB (German Civil Code) if we are guilty of a gross breach of contract.

16. Lien
   a) To secure our claims, we hereby reserve the right to exercise arrears lien and to have the object under lien sold after written notice pursuant to the provisions of law.

17. Early cessation of the agreement
   a) Early cessation of the agreement including parts of the scope of services such as the use by co-exhibitors shall only be possible with our approval. If the lease agreement is ended early (including parts of the scope of services such as the use by co-exhibitors), the contracting partner shall remain obliged to pay us the full stipulated rent for the stand or damage compensation in lieu of performance. The contracting partner shall only be entitled to an exception if the stand served is not usable for its purpose as a result of our demonstrable gross negligence. If we terminate this agreement due to the contracting partner’s fault, we shall not be obliged to compensate any expenses or damage.

18. Place of performance and jurisdiction
   a) The place of performance shall be the location of the exhibition and, in any case, a public special fund. We shall also be entitled to assert claims before the court of the registered office of the contracting partner. Any exclusive place of jurisdiction shall not be excluded hereby.

19. Agreement to film, image and sound recording
   a) The contractual partner agrees and permits that ZELLCHEMING Service GmbH makes or has made film, image and sound recordings as well as any dissemination stands with the consent of the contracting partner. We shall not be liable for any infringement of copyright or other rights of third parties that may arise. We accept all claims and obligations for which we are responsible. Such claims and obligations shall be reasonable in substance.

20. Miscellaneous provisions
   b) All contents reached with us must be made in writing. This also applies to the simplification or omission of this requirement for the written form.
   c) Should any part of this agreement be invalid for any reason, the remainder of this agreement shall not be invalidated. If the agreement remains valid, the parties shall agree to replace the invalid clauses with such wording as is reasonable in substance.