



Photography, film and video recordings as well as the production of drawings within the event grounds may only be made by persons, who have been approved and been issued a valid permit by Messe München GmbH for this purpose.

The photographing or any other filming/shots of the booths of other exhibitors, for which no permission has been granted, is not permitted under any circumstances. This applies equally to the grounds and buildings of Messe München GmbH. In case of infringement, Messe München GmbH can demand that the recorded material be surrendered and take legal steps to achieve this end. Accredited representatives of the press/bloggers and official service partners of Messe München GmbH only are excluded from this ban.

1. How can permission be obtained?

Exhibitors or photographers/film crews contracted by them can obtain permission in the Main Security Office of Messe München GmbH starting from first official day of set-up (open 24 h). This is located in the area of Gate 1 and can be accessed from within the exhibition grounds or from outside of them. An exhibitor must be able to identify himself as such (have exhibitor badge and ID on hand). Photographers and film crews must submit the written order of the contracting exhibitor (please have ID on hand). A flat rate of EUR 50 incl. VAT is to be paid per exhibitor or per order, either in cash or using an EC card or credit card. Permits can only be applied for in person on site.

2. For which period of time is permission required?

A permit is required during the entire trade show period, including the setup and dismantling days, i.e., from the first official day of setup until the last official day of dismantling.

3. What is the validity of the permit?

The permit includes the permission to do photography/film work. Depending on the amount of work involved, the validity may be selected within the periods stated in Clause 4. and will be noted accordingly in the permit. Only your own booth and your own exhibits may be filmed or photographed, or the booth and exhibits of the contracting exhibitor in the case of contract work. Other booths may not be entered or photographed/filmed. If a photographer/film crew has been contracted by several exhibitors for photography/film work, the permit is valid for those for whom a written order of the contracting exhibitor was submitted in the Main Security Office (as described above). If required, you can obtain an entry permit.

4. At what times of the day are photographing and filming permitted?

The following should be noted during the trade fair:

- a) During the **exhibitor opening times**, film and photography work are only permitted on the exhibitor's own booth area. Extending work to aisle areas and consequently hindering the flow of visitors is not permitted. The exhibitor is responsible for obtaining exhibitor badges for access to the trade fair grounds for any photographers/film crews contracted by him. During visitor opening times, day tickets or visitor vouchers can be used alternatively.
- b) During **closing times at night** (period outside exhibitor opening times) an accompanying guard is required. This can be booked from the Security and Steward Service **via the exhibitor shop/using form 9.1** or by calling +49 89 949-24500. The minimum time to be booked is 4.5 hours. We recommend ordering such at least 48 hours prior to the start of deployment. The applicant (exhibitor or photographer) must bear the costs. An exhibitor badge, visitor voucher, etc. is not required in this case.

5. Data protection

Exhibitors are themselves responsible for the legally compliant nature of all their photographic and video activities (notably in respect of the European Data Protection Basic Regulation and German Data Protection Act).

Exhibitors are to take appropriate measures (e.g. obtaining written consent) to ensure that the above usages meet statutory data protection requirements. Moreover, they are to indemnify Messe München GmbH against any third party claims and/or fines resulting from the possible infringement of statutory data protection requirements on first demand.

6. Usage of drones

The operation of drones on the premises of Messe München—both in the exhibition halls or in the outdoor exhibition area—is strictly prohibited.

7. Usage of webcams

The usage of webcams is only permissible on exhibitors' own stand areas and is subject to a valid photography and filming permit. Other exhibition booths and aisle areas may not be visible on the recordings. Should an exhibitor violate this ruling, Messe München may demand the dismantling of the webcam.

The webcam must be mounted on the exhibitor's own stand structure/materials. Other booths may not be accessed for any mounting work required. Exhibitors are themselves responsible for the legally compliant nature of all their photographic and video activities (see point 5).

Should you have any questions, please contact the Traffic & Security department at vs@messe-muenchen.de