

Exhibitor Agreement

Lean Conference
June 14, 2023 in Munich (Germany)



Please also note the general terms
and conditions for exhibitors and the
explanations!

Standard package services for 3.900 EUR (plus VAT)

- 4 square meters of exhibitor space (2 x 2 meter) ⁵⁾ in the foyer of the conference including:
 - 1 high table, 2 chairs, 1 electrical socket, free Wifi ⁴⁾
- Including 2 conference ticket (with lectures) ¹⁾ for 890 EUR (plus VAT.) for service providers/consultants
Additional conference tickets (with lectures) for service providers/consultants can be purchased for 890 EUR (plus VAT.) each
- 2 additional free conference ticket (with lectures) ¹⁾ for further distribution to your customers for free, only for members of corporate users ²⁾ for 490 EUR (plus VAT.)
 - 20% discount on further conference tickets (with lectures) ¹⁾ for 490 EUR (plus VAT.) for distribution to customers, only for members of corporate users ²⁾ for 490 EUR (plus VAT.)
- Free food and drinks
- Free participation in the networking dinner the evening before
The participation fee is included in each ticket, for organizational reasons explicit registration is requested.
- Publication of the company logo and description with link to an individual webpage on the homepage:
<https://lean-konferenz.de>
- Placement of the company logo on the conference brochure (print and online)
- Advertising the sponsorship in the social media channels, Lean42 newsletter
- Participation in an add-on online event/webinar e.g. „EA-Tool at a glance“
 - Promotion of this event with mention of the participating tool providers in the social media channels (Lean42 Newsletter, LinkedIn, Xing, Facebook, Twitter, Instagram, in the lean-konferenz.de Blog and in the Lean42 News Blog) with linking and/or tagging to the tool provider
 - Publish the recording and slides from the add-on online event on the Lean42 ACADEMY for free viewing in the course „Lean42 Free ACADEMY“

Lean42 GmbH

Orleansstr. 34 | 81667 Munich | Germany | Phone: +49 (0) 89 - 28 934 594 | Email info@Lean42.com | <https://Lean42.com>
 Geschäftsführer: Karsten Voges | Amtsgericht München HRB 213875 | USt-IdNr: DE296631262
 Bankverbindung: Münchner Bank eG | IBAN: DE60 7019 0000 0002 0804 00 | BIC: GENODEF1M01

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Premium packages services for 7.800 EUR (plus VAT.)

- 6 square meters of exhibitor space (2 x 3 meters) ⁵⁾ in the foyer of the conference including:
 - 2 high tables, 3 chairs, 1 electrical socket, free Wifi ⁴⁾
- Including 4 conference tickets (with lectures) ¹⁾ each 890 EUR (plus VAT.) for service providers/consultants
 - 20% discount on additional conference tickets (with lectures) ¹⁾ for further distribution to service providers/consultants in the value of 890 EUR (plus VAT.)
- 4 additional free conference tickets (with lectures) ¹⁾ for further distribution to your customers ⁶⁾, only for members of corporate users ²⁾ in the value of 490 EUR (plus VAT.)
 - 40% discount on additional conference tickets (with lectures) ¹⁾ in the value of 490 EUR (plus VAT.) for distribution to customers, only for members of corporate users ²⁾ for 490 EUR (plus VAT.)
- Free food and drinks
- Free participation in the networking dinner the evening before
The participation fee is included in each ticket, for organizational reasons explicit registration is requested.
- 30-minute time slot for a lecture in the main program of the conference ⁷⁾:
Presentation in the main hall without competing parallel presentations (all exhibitors will present one after the other)
 - Exhibitor presentation - Speaker is an employee from your own company
without additional conference ticket ¹⁾ - is included in the 4 inclusive conference tickets
 - User presentation - Speaker is an employee of one of your customers
without additional conference ticket ¹⁾ - is included in the 4 additional free conference tickets for distribution to customers
- Highlighting as a premium exhibitor:
 - Mention as a premium exhibitor with a large logo on the homepage (<https://lean-konferenz.de>) with a link to an own exhibitor page individually designable with additional texts, images and videos possible
 - Application in the social media channels (Lean42 Newsletter, LinkedIn, Xing, Facebook, Twitter, Instagram, in the lean-konferenz.de Blog and in the Lean42 News Blog) with linking and/or tagging to the tool provider
 - Mention on the special premium sponsor page with company description & presentation description incl. speaker profile and
 - Placement and highlighting of the logo on the conference brochure (online and print)
- Publication of slides and presentation video on Lean42 ACADEMY with free access for conference attendees 2023 (<https://www.lean42.academy>)
Subscription is free, access to conference slides & videos for non-conference attendees is chargeable
- Participation in an add-on online event/webinar e.g. „EA-Tool at a glance“
 - Promotion of this event with mention of the participating tool providers in the social media channels (Lean42 Newsletter, LinkedIn, Xing, Facebook, Twitter, Instagram, in the lean-konferenz.de Blog and in the Lean42 News Blog) with linking and/or tagging to the tool provider
 - Publish the recording and slides from the add-on online event on the Lean42 ACADEMY for free viewing in the course „Lean42 Free ACADEMY“

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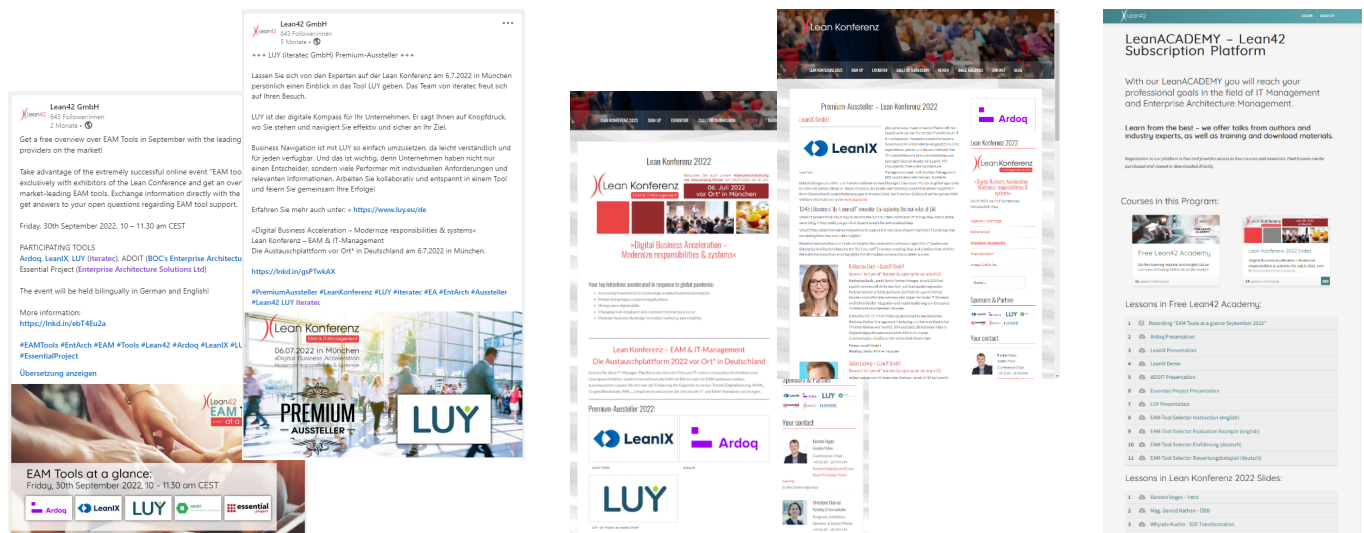
Access to thought leaders, networking and a great exhibition!

- Networking focus: Our multifunctional exhibition space makes it easy to connect and engage – casual conversations lead to business relationships!
- Network with the international professional audience from leading companies and share your experiences with them
- Benefit from our coverage and from our diverse and sustainable advertising measures
- Present your tool as a **PREMIUM** sponsor in front of the expert conference participants in the main program



Our partnership extends well beyond conference exhibition!

- Free participation in our conference networking dinner
- We highlight sponsors in many social media posts
- **PREMIUM:** 30 min. presentation in the main program
- **PREMIUM:** Highlight as premium exhibitor on all advertising media (homepage, social media, ...)
- **PREMIUM:** Publication of the conference presentation (video & slides) on the LeanACADEMY
- Exclusive online event/webinar e.g. "EA-Tool at a glance" highlighted in our social media and newsletters
- On-Demand availability of all online events on LeanACADEMY
- ...



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Explanations to The Exhibitor Agreement



1) Conference ticket

The conference ticket entitles the holder to participate in all lectures of the main program. Food and drinks are included.

The price of a conference ticket depends on the business of the company/person. We differentiate into 2 categories: **Corporate users** ²⁾ for 490 EUR plus VAT. and **service provider/consultants** ³⁾ for 890 EUR plus VAT.

2) Corporate users

„Corporate users“ are all those who are not mentioned in point 4). People who are not service providers or do consulting activities.

Service or consulting companies are generally not considered as corporate users.

The price for a conference ticket for a **corporate user** is 490 EUR (plus VAT).

3) Service providers/consultants

„Service providers/consultants“ are service or consulting companies, freelance consultants or persons who do consulting activities for third parties.

The price for a conference ticket for a **service provider/consultant** is 890 EUR (plus VAT).

4) Additional items to the booth

Additional chairs and tables can be ordered at the price for each 250 EUR (plus VAT.) up to 2 weeks before the conference.

It is not possible to order additional items on the conference day!

5) Exhibitor space

The size of the exhibitor space (2 x 2 meter standard, 2 x 3 meter premium) must be strictly observed. **It is not allowed for the stand to jut out over the marks on the floor.** We reserve the right to charge an **additional fee – depending on how much it is exceeded – of at least 650 EUR** (plus VAT.) for constructions over the marks.

6) Conference ticket for distribution to customers:

The free conference tickets included in the packages for further distribution to your customers ²⁾ may only be passed on to users described under point ²⁾. Passing on to service providers/consultants as described under point ⁴⁾ is not permitted.

8) Speaker of a premium exhibitor

The premium package contains a time slot about 30 minutes (25 minutes speaking time + 5 minutes discussion) for a lecture in the main program. You can choose between 2 types:

- **„Exhibitor lecture“ - speaker from your company**

The speaker is an employee from your own company. The participation of the speaker is included in one of the 3 inclusive conference tickets ¹⁾ for exhibitors.

- **„Corporate user lecture“ - speaker from your customer**

The speaker is an employee of one of your customers. The participation of the speaker is included in one of the 4 additional free conference tickets ¹⁾ for distribution to corporate users.

General Terms and Conditions for Exhibitors



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1. Registration & admission

The registration takes place on the form with acceptance of the General Conditions and Explanations and is binding. This registration must be completed and signed with a legally binding signature and sent back to Lean42 GmbH as soon as possible. Conditions, reservations and requests for space made by the exhibitor can only be considered as requests. Verbal agreements are only valid if they have been confirmed in writing by Lean42 GmbH.

Lean42 GmbH is entitled to reject registrations without giving reasons. No entitlement to admission to the exhibition can be derived from the submission of the registration. Registrations become valid only after confirmation in text form by Lean42 GmbH. There is no legal entitlement to admission. Without the approval of Lean42 GmbH, a stand transfer to third parties - even partially, as well as advertising for third parties is not permitted.

2. Stand equipment & stand limitation

Lean42 GmbH provides the exhibitor with the floor space and equipment ordered in the registration. The specific location will be sent to the exhibitor in time. Lean42 GmbH allocates the stands at its own discretion.

The stand is allocated by Lean42 GmbH according to exhibition-specific aspects or infrastructural conditions. If the circumstances so require, Lean42 GmbH can assign a stand in a different location or change the stand size slightly, stating the reasons. For technical reasons, a limitation of the allocated stand may occur and does not entitle the exhibitor to a reduction of the stand rental fee.

Exceeding the booked stand partition is not allowed. Lean42 GmbH can request that exhibition stands, the construction of which is not approved or do not comply with the exhibition conditions, be changed or removed. If a stand has to be closed for this reason, the stand rental will not be refunded. Any excess of the booked stand space will be invoiced in the amount of EUR 650.00 plus VAT.

The rental price of the exhibition stand refers to the pure exhibition space and the equipment included in the package (high table (s), bar stool, WiFi & power connection) and does not include any other stand material.

3. Stand construction and dismantling

The construction of the stands will be announced in good time. Before planning its stand construction, the exhibitor is obliged to obtain information from Lean42 GmbH in time (no later than 14 days before the event) about the structural conditions of the stand space (pillars, fire protection equipment, etc.). The stand construction must be completed in good time before the event opens. The exhibitor undertakes to dispose of the rubbish after the stand has been set up and dismantled. Necessary clean-up work will be invoiced to the responsible person. The start of the dismantling

will be announced in good time by Lean42 GmbH. No stand may be completely or partially removed before the end of the event, unless this has been agreed otherwise in writing with Lean42 GmbH. Lean42 GmbH reserves the right to adjust the duration of the exhibition or the set-up and dismantling times in whole or in parts for organizational reasons. The exhibitors will be informed of these changes in good time before the event. Exhibitors who violate the agreement must pay a contractual penalty in the amount of half the gross stand rent.

4. Stand supervision

During the entire duration of the event, the exhibitor is obliged to look after his exhibition goods and his private things.

5. Image and sound recording

The exhibitor authorizes Lean42 GmbH to make, use and distribute recordings (e.g. sound, film, photography) of his stand, his exhibits, the conference proceedings and the exhibition staff for Lean42 GmbH's own

commercial and non-commercial purposes (e.g. advertising the exhibition in digital media, catalogues, archive collection, etc.) digital media, catalogs, archive collection, etc.). Lean42 GmbH respects the personal rights of the persons depicted or heard and obtains their consent.

5. Insurance / liability / approval

Own insurance against the usual insurable risks of construction and dismantling, personal injury, transport and theft at the stand, including any liability, is a prerequisite for all participation and a duty of all registering exhibitors, as well as for all persons commissioned by them. The exhibitor is obliged to apply protective regulations to stand structures, exhibited apparatus, devices, etc., which correspond to the accident regulations of the employers' liability insurance association.

The exhibitor acknowledges that no claims for damages against Lean42 GmbH or the space owner are permitted. The exhibitor is liable in each case for all damage to the stand and building, including for the persons commissioned by him.

The exhibitor is responsible for ensuring that the permits required for the company and for the activities of its representatives on the stand are in place and that the applicable regulations are observed.

6. Stand rental and payment deadlines

All prices quoted are net (plus VAT). After booking a stand space, you will receive an invoice for the costs of the stand space and any other costs; the invoice amount is due 14 days after invoicing without deduction.

7. Withdrawal / termination

The exhibitor can withdraw from the registration within a period of 30 days after confirmation of the registration by Lean42 GmbH in writing. After expiry of this period, the exhibitor is not entitled to a refund of the stand fee.

8. Change event implementation

If the planned event has to be shortened, the form of implementation changed or temporarily suspended due to unforeseen circumstances beyond the control of Lean42 GmbH (force majeure), the exhibitor is not entitled to a refund of the exhibitor fee. Claims for damages are excluded.

9. Failure due to force majeure

If Lean42 GmbH is unable to hold the event due to unforeseen circumstances beyond the control of Lean42 GmbH (force majeure), the exhibitor is entitled to the return of the exhibitor fee of 25%. The remaining part of the exhibitor fee will be retained for advertising costs and administrative expenses. The exhibitor has no claims for damages.

10. Place of jurisdiction

The place of jurisdiction is Munich.

11. Severability clause

All changes and additions to these terms and conditions and to the contracts concluded with the exhibitor must be made in writing. This also applies to changes to this clause.

Should individual provisions of this agreement be or become invalid, this shall not affect the validity of other provisions of this agreement in case of doubt. Rather, both contracting parties undertake to replace any invalid part of the text with a provision that corresponds to the intended purpose of the contract or comes as close as possible to it in economic terms.

The same applies accordingly if there is a loophole in the contract. In this case, there is an agreement between the contracting parties to replace any missing provision with a supplementary agreement that corresponds to the contractual purpose sought by both parties.

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All persons from your company attending
the conference, please register at:
<https://lean-konferenz.de/registration>

EXHIBITOR:

Company

VAT ID No (Ust. ID Nr.) if EU Company

Surname

First Name

Department / position

Email address

Invoice address

I would like to book the following package:

☐ Standard Package - 3.900 EUR (plus VAT)

☐ Premium Package - 7.800 EUR (plus VAT)

☐ I accept the exhibitor agreement including the general Terms and conditions for exhibitors and the explanations.

Place and date

Signature/stamp

Exhibitor Agreement must be returned to Konferenz@Lean42.com

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