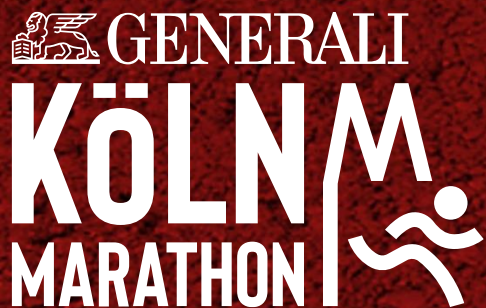




1. & 2. October 2027

GENERALI KÖLN MARATHON

EXHIBITOR INFORMATION ABOUT THE RUNNING.EXPO

THE LOCATION - MOTORWORLD KÖLN

- A unique event venue at the historic Butzweilerhof Airport
- Industrial charm, single-storey, column-free, ceiling height 11m
- A relaxed atmosphere and an attractive supporting programme invite you to linger
- Free parking for exhibitors and visitors in the immediate vicinity
- High visitor numbers
- Exhibition area:
 - Hall 3000 m²
 - Outdoor area: 2,000 m²



RUNNING.EXPO



Target audience

The average marathon runner in Cologne is 41 years old, well-educated and in full-time employment. 61 per cent of participants are male and 39 per cent are female. These athletes are regarded as disciplined and performance-oriented. They spend approximately €1,500 a year on sport.



Distances

Marathon

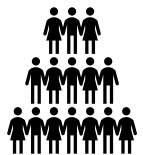
42,195 km

Halbmarathon

21,097 km

Staffelmarathon

12 km/ 11,9 km/ 6 km/ 12,3 km



Expo visitors

Around 30,000 visitors are expected each year!



Exhibitors

Every year, the Running.EXPO attracts just under 60 exhibitors from the following sectors: running, nutrition, health, sports medicine, fitness and sports equipment

Unique to Cologne:

We look after our exhibitors with our exhibitor café and exhibitor evening!



AT A GLANCE

Event area:

MOTORWORLD Köln Rheinland
Butzweilerstreet 35-39
50829 cologne

Opening hours:

Friday, 1 October 2027:	12.00 am – 8.00 pm
Saturday, 2 October 2027:	9.00 am – 6.00 pm

Building:

Wednesday, 29 September 2027:	8.00 am – 8.00 pm
Thursday, 30 September 2027:	8.00 am – 8.00 pm
Friday, 1 October 2027:	8.00 am – 11.30 am

Dismanting:

Saturday, 2. October 2027:	6.00 pm – 10.00 pm
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Prices per square metre (excluding VAT)*

Row stand – €125.00, corner stand – €130.00, end stand – €135.00 or
block stand – €140.00

*plus a one-off service fee of €100.00

*For booths of 20 square metres or more, there is a 10% discount on the total area

REGISTRATION

Invoice address

company _____

street _____

postcode/place _____

VAT number: _____

Contact person

name _____

telephone/mobil _____

e-mail _____

website: _____

1. Stand description/planned activities

2. EXHIBITIONS ITEMS

(products, brands, food/non-food, etc.)

3.. Booth size (METER X METER)

- ☐ Row stand (open on one side; €125.00, plus VAT)*
- ☐ Corner stand (open on 2 sides; €130.00, plus VAT)*
- ☐ End stand (open on 3 sides; €135.00, plus VAT)*
- ☐ Block stand (open on all sides; €140.00, plus VAT)*

4. POWER REQUIREMENTS

(You must bring your own 10-metre power cable!)

Electricity connection (€150) _____ X 230 V

High-voltage supply (€300) _____ X 16 A

High-voltage supply (€400) _____ X 32 A

Electricity usage for:

*plus a one-off service charge of €100 for general advertising, interim cleaning, waste disposal and security of the exhibition halls/grounds

*for stands of 20 square metres or more, there is a 10% discount on the total area

5. individual personalised quote

(Price on request)

- ☐ Goodie bag insert (ca. 35.000 pieces)

Signing

I would like to make a binding booking for the exhibition space at Running.EXPO 2027 with the specified dimensions.

I have read and accepted the terms and conditions of the event

Stamp/Singnature

Place/Date

TERMS AND CONDITIONS OF THE EVENT

1. ORGANISER

The event is called Running.EXPO 2027 and is organised by Kölner AusdauerSport GmbH, Girlitzweg 30 – Tor 5A, 50829 Cologne, Germany. Hereinafter also referred to as the Organiser.

2. DATES OF THE EVENT

Running.EXPO 2027 will take place from Friday 1 October 2027 to Saturday 2 October 2027 at Motorworld Köln Rheinland, 50829 Cologne.

3. OPENING HOURS

The exhibition will be open on Friday, 1 October 2027, from 12.00 to 20.00, and on Saturday, 2 October 2027, from 09.00 to 18.00.

4. SET-UP AND DOWNSIZING

Set-up will take place on Wednesday (29 September 2027) and Thursday (30 September 2027) from 08.00 to 20.00 on both days, and on Friday (1 October 2027) from 08.00 until 11.30 at the latest. All vehicles must have left the outdoor area by 11.00. Dismantling of the exhibition stand and the product display must not begin before the end of the event on Saturday, 2 October 2027 at 18.00. Dismantling must be completed by 22.00 on the same day at the latest.

5. STAND RENTAL

The stand rental fee per m² of floor space is between €125.00 (row stand) and €140.00 (block stand).

All prices are exclusive of statutory VAT. Stand prices do not include walls, carpet or furniture.

6. STAND CONSTRUCTION

The maximum height is set at 5.00 m. For single-storey stands that do not exceed the permitted height, it is not necessary to submit drawings for approval provided that the technical guidelines are adhered to in the design and construction of the stand.

All other stand structures and constructions are subject to approval, particularly if special superstructures are planned for the stand or if structural calculations are required. These verifiable documents must consist of floor plans, elevations and

structural sections, including all dimensions.

The design of the stands is the responsibility of the exhibitor and must be appropriate to the nature of the event.

The exhibitor must ascertain the load-bearing capacity of the allocated space. Only the on-site measurements are valid for the stand area. The exhibitor must adhere to the marked-out areas and must not exceed them!

Similarly, banners and company signs must not protrude into the walkways.

7. ELIGIBILITY TO PARTICIPATE

Manufacturers, importers, general agents, dealers, service providers, organisers, associations, publishers and institutions whose products correspond to the theme of the event (health/wellness, nutrition/food) are eligible to participate as exhibitors at Running. EXPO are manufacturers, importers, general agents, dealers, service providers, event organisers, associations, publishers and institutions whose products correspond to the theme of the event (health/wellness, nutrition/dietary supplements, running clothing/running accessories, running event organisers, travel/tourism, footwear, sports medicine, technology, textiles, miscellaneous).

Products must be brand new. Products and services that do not comply with the product catalogue, as well as second-hand products, may not be exhibited or offered for sale.

The organiser decides on the approval of a company or a product, as well as on the allocation of exhibitor spaces. In the event of rejection, you will receive a specific notification. Stands are allocated in accordance with exhibition technical criteria. There is no entitlement to a specific location or size – regardless of any placement suggestion that may have been entered on the registration form.

Deviations in the allocation of stands or changes to stands, even after confirmation has been given, do not – except in cases of wilful misconduct or gross negligence – entitle the exhibitor to withdraw from the agreement or to claim damages from the organiser.

The organiser is entitled to verify whether the exhibitor is using the allocated stand appropriately in terms of stand size and the exhibits on display, and in accordance with the admission criteria.

In the event of a breach, the organiser may exclude the exhibitor from future events.

Furthermore, the transfer of the stand to other companies, or the inclusion or representation of such companies, as well as the display of unauthorised product categories, shall entitle the organiser to terminate the exhibitor's participation agreement with immediate effect – without prejudice to the exhibitor's continued liability for the full stand hire fee – and to have the exhibition stand cleared at the exhibitor's expense. Neither the exhibitor nor the other company shall be entitled to any claims for damages.

Co-exhibitors may participate in the Running.EXPO. The use of the stand space by a co-exhibitor requires a specific application and approval by the organiser.

8. CONFIRMATION OF PARTICIPATION

Admission is granted by means of a written confirmation of participation specifying the stand allocated (stand confirmation). This constitutes the legally binding conclusion of the Participation Agreement between the exhibitor and the organiser. The confirmation of participation applies only to the registering exhibitor and co-exhibitors.

Furthermore, it is not permitted to transfer the confirmed stand, in whole or in part – even free of charge – to third parties, or to accommodate or represent other companies on one's stand.

9. TERMS OF PAYMENT

An invoice for the stand hire and ancillary services will be sent to the exhibitor approximately 4 weeks before the trade fair. The invoice amount is payable in full and without deduction no later than two weeks after receipt of the invoice. Any objections to invoices must be raised in writing within a strict deadline of 14 days of receipt.

TERMS AND CONDITIONS OF THE EVENT

10. CANCELLATION

The exhibitor is entitled to withdraw from the contract in writing, free of charge, within eight days of being granted approval by the organiser.

If, in exceptional circumstances, the organiser grants permission to withdraw after this period has expired, 25 per cent of the net stand hire fee plus statutory VAT shall be payable. If cancellation takes place within the last four weeks before the start of the event, the organiser reserves the right to charge the full net stand hire fee plus statutory VAT. In the event that the stand space is not re-let, all ancillary services (decoration costs) will also be charged.

11. SALES ACTIVITIES

The event is a consumer fair; direct sales of all products listed in the product catalogue are expressly permitted. Open price labelling at the stand and on the exhibited goods is permitted. The sale of food and drink for cash at the event itself is not permitted. This rule also applies to the conclusion of contracts.

12. ADVERTISING

In order to preserve the overall image of the event and to protect exhibitors and visitors from disruptive and unlawful activities, the following advertising measures in particular are prohibited:

Advertising activities outside the stand are not permitted either on or in front of the exhibition grounds without the organiser's prior written consent. This also includes the use of people as advertising media, as well as the distribution or display of advertising material of any kind, such as leaflets, posters, stickers, etc., in the hall aisles, on the exhibition grounds and in the immediate vicinity of the exhibition grounds.

It is also not permitted to conduct surveys, tests, competitions, prize draws and contests outside the stand. Activities organised by the organiser are exempt from this.

Advertising of an ideological or political nature.

In the event of serious breaches of the Terms and Conditions of Participation, the organiser is entitled to close the stand immediately and to carry out the clearance itself, without the need to seek judicial assistance. Claims of any kind, in particular

claims for damages, are excluded in such cases.

13. INSURANCE

The organiser does not bear the insurance risk. Exhibitors are advised to take out insurance covering an adequate sum.

14. FORCE MAJEURE

In the event that force majeure or unforeseeable events (including, but not limited to, severe weather or terrorist threats), for which the organiser is not responsible, make it impossible to hold the trade fair as scheduled, the organiser is entitled to cancel the trade fair or, should such an event occur during the trade fair, to terminate or curtail it. The same applies if the trade fair has to be cancelled or shortened due to an official order. The organiser shall refund the stand hire fee, less any advance payments already made. In all cases, the exhibitor shall have no claim for damages against the organiser.

If the organiser is required to shorten or cancel the trade fair once it has commenced as a result of force majeure or by order of the authorities, the exhibitor shall have no entitlement to a refund or waiver of the agreed stand hire fee. In this case, the exhibitor must pay the agreed stand hire fee (for the selected services) in full, as well as all costs for which they are liable.

15. PLACE OF PERFORMANCE AND JURISDICTION

The contracting parties expressly agree – provided they are merchants, legal entities under public law or special funds under public law – that Cologne shall be the place of performance and jurisdiction for all claims or legal disputes arising from this contract. The same shall apply if a contracting party does not have a general place of jurisdiction within Germany.

Cologne shall also be the place of jurisdiction for contentious dunning proceedings. As soon as the dunning proceedings are converted into contentious proceedings and are referred ex officio to the court with subject-matter jurisdiction within the debtor's general place of jurisdiction, an application must be made for the case to be referred to the court with subject-matter jurisdiction in Cologne.

Furthermore, each contracting party is entitled to bring legal

proceedings against the other at the latter's place of residence or business.

Should any individual provisions of these terms and conditions be invalid, this shall not affect the validity of the remaining provisions. The contracting parties undertake to agree on other valid provisions in place of the invalid provisions, which most closely correspond to the economic purpose of the invalid provisions. The German text and German law shall be decisive for the interpretation of the General Terms and Conditions and all other terms and conditions. All declarations must be made in writing.

CONTACT PERSON



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ORGANIZER

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MORE INFORMATION:
www.general-koeln-marathon.de