



Warning of unofficial trade fair catalogues/directories

Messe Stuttgart would like to warn of some misleading offers, payment requests and invoices, which are not sent by Messe Stuttgart and/or its contracting partners to exhibitors in connection with entries in trade fair catalogues/directories.

1 Official exhibitor directories

The official contracting partners of Messe Stuttgart for creating trade fair catalogues/directories are the following publishing companies:

- A. Sutter Fair Business GmbH, Medien für Messen
Bottroper Straße 20, 45141 Essen, Germany
- NEUREUTER FAIR MEDIA GmbH, Büro Essen
Westendstraße 1, 45143 Essen, Germany

There are legal contracts in place with the above-mentioned publishing companies.*

2 Unofficial exhibitor directories

Special care must be taken when as an exhibitor you receive offers, payment requests, invoices or similar forms from publishing companies other than those mentioned above. The publishers of unofficial exhibitor directories try to induce you as an exhibitor to conclude respective contracts through listings. These providers are not official contracting partners of Messe Stuttgart.

Special attention should be paid to the Mexican-based company „EXPO GUIDE S.A.“. As an exhibitor if you complete and sign the forms issued by this company, you enter a contract of three years with a payment obligation over EUR 3,300.00. Messe Stuttgart has nothing to do with this offer and has no contractual relationship with the company EXPO GUIDE S.A.

In a similar situation the Federal Supreme Court delivered a judgement on 26 July 2012 (Ref.: VII ZR 262/11) stating that a standard remuneration for an industry listing in an online directory (listing in a business database) is in breach of the general terms and conditions of business and is thus ineffective.

For some time now there have still been other comparable providers on the market in addition to EXPO GUIDE S.A.

3 AUMA information sheet

AUMA e.V., the Association of the German trade fair industry, published an information sheet on this topic. In the information sheet you receive additional information on the topic, for example how you should act if you have already signed such a form.

This "Information Sheet on Exhibitor Directories – Expoguide, FAIRguide and others" can be found on the homepage of AUMA under "Downloads and Publications", and there under "Legal tips and information".

If you require further information, the Project Team and our Legal & Corporate Affairs Department are happy to assist.

* In addition, there are legal contracts in place with alternating agencies, who issue industry-specific trade fair magazines for individual trade fairs. The trade fair magazine provides comprehensive information on the respective trade fair event and has no connection to the trade fair catalogues.

