

# Specific Terms of Participation 2026

## Newcomers Area

**INTER  
NORGA**

Event-specific additions to General Terms of Participation (ATB) and  
Technical Regulations (TR) of Hamburg Messe and Congress GmbH (HMC)

**Event and legal entity:**

Hamburg Messe und Congress GmbH  
Postfach 30 24 80 · 20308 Hamburg  
Messeplatz 1 · 20357 Hamburg  
– hereinafter called **HMC** –

Tel.: +49 40 3569-0  
Fax: +49 40 3569-2184

info@hamburg-messe.de  
hamburg-messe.de

**Event title:**

**INTERNORGA 2026**  
**99<sup>th</sup> edition of Europe's leading trade show for the hotel, restaurant, catering, baking and confectionery industry**

**Venue:**

HMC Fairground

**Event duration:**

**March 13<sup>th</sup> – March 17<sup>th</sup>, 2026**

**Project management:**

Matthias Balz  
Project Director

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E-mail: matthias.balz@hamburg-messe.de

Lea Stoessinger  
Exhibition Manager

Tel.: +49 40 3569-2432  
E-Mail: lea.stoessinger@hamburg-messe.de

**Opening times:**

Daily 10.00 – 18.00 hrs

**Assembly and disassembly times:**

The assembly and disassembly times will be announced in good time before the start of the event.

**Included Services:**

- 9 sq. m stand area
- Marketing package (entry in all of the trade fair media)
- 2 exhibitor's passes
- Stand construction, lockable storage
- Carpet
- Electrical connection 3 kW
- Lighting
- 1 lockable counter
- 1 bar stool
- Fascia lettering will be requested by our stand builder in due time
- Targeted PR and marketing activities by Hamburg Messe

**Exhibitor passes:**

(see clause 16 ATB)

Two exhibitor passes free of charge are included in the Newcomers Area package. Further exhibitor passes may be ordered from the Online Service Center.  
NO exhibitor passes are needed for assembly and disassembly.

**Event media:**

(see clause 14 ATB)

The charge for the mandatory Digital Networking & LeadGrowth is included in the Newcomers Area package. This covers the company's profile entries, including the applicable provider groups, as well as use of the Matching and Lead Tracking features of the networking platform provided by us. The deadline for requesting an entry in the trade fair media will be communicated by the responsible service partner or Hamburg Messe in a timely fashion. Requests not received by the deadline will result in existing information from the event registration/acceptance data being used. Exhibitors registered/accepted after the deadline will be entered into digital trade fair media only. Feel free to direct any enquiries to the contacts named within the section for trade fair media of the Hamburg Messe Online Service Center (OSC).

**Exchange of exhibitor:**

The transfer of the booked stand space is only possible by prior approval of HMC and signing a transfer agreement.

**Exhibit protection:**

Subject to a decision by the Federal Justice Ministry, HMC offers exhibitors a certificate for submission to the German Patent and Trade Mark Office that the exhibit to be protected (consumer/investment product, design/utility model) has been exhibited at INTERNORGA 2026. For further information see Online Service Center /approvals and applications.

**Insurance:**

(see clause 21.7 ATB)

Any insurance requirements or damage reports should be sent to: versicherung@hamburg-messe.de.  
Insurance policies can also be booked via the OnlineServiceCenter.

**Invitations:**

Exhibitors can invite their customers to the event by sending them invitations for free admission. After the end of the event, any invitations which have been used by the customers will be charged to the exhibitor.  
The pricing for invitations is shown at the Online Service Center (OSC).  
Invitations can be ordered in the exhibitor ticket shop (accessed via the Online Service Center). It is possible to order printed invitations or digital codes in the exhibitor ticket shop. The exhibitor ticket shop also provides you with a list of the invitations which have already been used and, after the exhibition has started, a list of the invitations with admittance.

**Cancellation of stand:**

(see clause 8.2 ATB)

Free-of-charge cancellation is possible within the period specified in the placement proposal, or until acceptance without placement proposal. In the event of cancellation after acceptance, clause 8 ATB shall be applicable.

**Compulsory presence and operation:**

(clause 7.7 ATB)

The exhibitor is obliged to be present and operate his stand during the opening hours and for the entire duration of the fair, including the last day of the fair.  
Dismantling the stand area early constitutes a breach of contract. In the event of a breach, HMC is entitled to demand an appropriate contractual penalty, which is to be determined at its own discretion and, in the event of a dispute, the amount of which is to be reviewed by the competent regional court to ensure it is appropriate. As a guideline, the contractual penalty is set at around € 1,000 per day.



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**Limitations on admission:**  
(see clause 11.4 ATB)

Gastronomic enterprises are not permitted.

**Sales regulations:**  
(see clause 11, in particular 11.2  
and 11.3 ATB)

The direct sale of exhibits and samples from the stands is not permitted. Furthermore, exhibits may not carry a price tag.

**Performance, events:**  
(see clause 13.1 ATB)

Performances, cooking demonstrations, events and musical presentations on the exhibition stands have to be announced to and approved by the Project Management before the beginning of the exhibition. The volume at the stand boundary may not exceed 75 dB(A). In case this decibel number is not respected it is up to the Project Management to stop the performance/musical presentation on the spot.

**Disburse of bottles:**  
(see clause 11.2 ATB)

Bottles and cans may principle not be disbursed.