



MANGA-COMIC-CON
at the Leipzig Book Fair | 21-24/03/24

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig | Tel. +49 341 678-6953 | aussteller@manga-comic-con.de



**LEIPZIGER
MESSE**

Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024 and Conditions of Participation for Leipzig liest 2024

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MANGA-COMIC-CON

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LEIPZIGER MESSE

1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

The General Conditions of Participation for exhibitors are further defined by the following Special Conditions of Participation for exhibitors.

1.1. Organiser

Leipziger Messe GmbH, Messe-Allee 1, 04356 Leipzig, Germany
Commercial register no.: Amtsgericht Leipzig, HRB 622
VAT identification no: DE141497334

1.2. Title, Purpose, Location, Duration and Opening Times of the Event

Event title:
Manga-Comic-Con

Event duration:
21 to 24 March 2024

Event purpose:
The Manga-Comic-Con is an event that is part of the Leipzig Book Fair. The offering ranges from manga, comics, anime, fashion, music, Japanese culture, cosplay and drawing accessories through to computer and video games. Due to its direct link with the Leipzig Book Fair, the Manga Comic-Con is a meeting place for the scene as well as for the Book Fair enthusiasts. A programme within the framework of Leipzig Reads in the form of readings, book signings, competitions and workshops, is also part of the event.

Event Location:
Leipziger Messe
Messe-Allee 1, 04356 Leipzig, Germany

Opening hours for exhibitors and stand staff during the trade fair:
8 a.m. to 7 p.m. (admission only with a valid exhibitor pass)

Opening hours for general public:
Entrance areas: 9.30 a.m. to 6 p.m.
Exhibition halls: 10 a.m. to 6 p.m.
Entrance area of Hall 1: 10 a.m. to 6 p.m.

Stand construction for self-builders:
Monday, 18 March 2024, 7 a.m. to 8 p.m.
Tuesday, 19 March 2024, 7 a.m. to midnight
Wednesday, 20 March 2024, 7 a.m. to 8 p.m.

Complete stands can be set up from 9 a.m. on Wednesday, 20 March 2024.

The tables for the **New Artist Alley** can be decorated and set up starting at **2 p.m. on Wednesday, 20 March 2024.**

Dismantling the stand:
Sunday, 24 March 2024, 6 p.m. to midnight (The exhibition grounds shall not be cleared for entry of transportation vehicles until the aisle carpets have been pulled up and removed by Leipziger Messe staff).
Monday, 25 March 2024, 7 a.m. to 8 p.m.
Tuesday, 26 March 2024, 7 a.m. to 8 p.m.

All complete stands must be cleared immediately after the end of the event by the exhibitor. Point 7.3 of the General Contract Terms and Conditions of FAIRNET GmbH shall continue to apply to dismantling.

Construction and dismantling times that exceed these specified periods shall require a written application by the exhibitor and written approval by Leipziger Messe GmbH and shall be subject to a charge. A fee (price on request) is payable by the exhibitor per day and per stand. Exhibitors will be notified promptly of any changes to stand construction and dismantling times.

1.3. List of Goods

The list of goods corresponds to the trade fair areas and product groups listed in the company profile (Point 2 in the online stand application). The following regulations shall remain unaffected.

1.4. Participation Price

(cf. General Conditions of Participation /4.)

The prices for stand rental, services and fees as well as the corresponding registration deadlines can be found in the price list of Manga-Comic-Con (see document "Exhibiting at Manga-Comic-Con 2024").

1.5. Registration

(cf. General Conditions of Participation /5.)

Stand allocation commences on 10 September 2023. The **early-bird rates** will be granted until this date. If claims still exist with Leipziger Messe GmbH beyond this date, the entitlement to the early booking price will be forfeited, even if the registration was received by Leipziger Messe GmbH on time.

The **deadline for registrations is 30 October 2023.** Registrations after the closing date shall only be accepted on request and at the discretion of Leipziger Messe GmbH. Leipziger Messe GmbH shall reserve the right to charge a **late booker surcharge of EUR 285.00** plus VAT for stands up to 6 m² and **EUR 525.00** plus VAT for stands of 8 m² or more (per stand in each case) in the event of registration after 30 October 2023. Allocation requests may no longer be considered.

Provisional registrations or registrations written informally, including those associated with reservation requests, will not be considered and will not be processed unless the formal registration has been submitted by the registration deadline.

The date of the email (confirmation of exhibitor registration) sent to the fair organiser immediately after the successful completion of the exhibitor registration shall apply.

Changes to the stand (increase in area or changes to the stand construction) shall be free of charge **until 12 February 2024.** After this date, a processing fee of **EUR 60.00** plus VAT and any costs incurred (e.g. graphics costs) will be charged. A reduction in the stand area shall also be possible until 12 February 2024. The fees stated in Point 1.10. (Withdrawal and Non-participation) shall apply.

Exhibitors who are not in agreement with a new version of the Special or General Conditions of Participation may withdraw from the contract free of charge within 14 days of notification thereof. The declaration of withdrawal must be in text form (e.g. email).

Leipziger Messe GmbH is to be informed immediately in writing of any changes to company, correspondence and invoice data after registration. The processing fee for invoice and address changes is **EUR 45.00** plus VAT per change.

1.6. Admission – Trade Fair Rental Contract

(cf. General Conditions of Participation /6.)

Admissions will be sent to exhibitors as soon as possible after the exhibitor application has been processed.

German and international companies shall be eligible to participate, provided their exhibits correspond to the company profile and product groups as well as to the provisions mentioned under Points 1.3. and 1.11. This shall also include manufacturers of books, newspapers, magazines, teaching aids, audio, image and data carriers, providers of online platforms and digital offerings as well as institutions or associations from the fields of Japanese culture and education. Exemptions may be granted upon application.



1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Registration of more than two stands per Exhibitor is subject to approval. There is a waiting list for such stands. A decision on the approval of additional stands will be given in October 2023.

The organiser shall decide on the admission of the exhibitor, exercising his reasonable discretion and taking into account the available space capacities, the purpose of the event and safety-relevant aspects. The organiser may, for objectively justified reasons, not grant admission or make such admission dependent upon further preconditions such as the imposition of stipulations or the payment of a security deposit. This applies in particular to exhibitors who have not fulfilled their financial obligations to the organiser in the past or have not done so in good time or who have already violated the conditions of participation, safety-related exhibition regulations, orders under domestic law or statutory provisions at previous trade fairs. The organiser shall not be obliged to give reasons for non-admission to the event.

Leipziger Messe GmbH shall reserve the right to limit the area of exhibition sections that are not part of the core area of the event (e.g. New Artist Alley). Exhibition areas with limited space are marked in the registration documents. Stand space will then be allocated according to priority of registration. Subsequent registrations will not be considered if the space provided is insufficient.

1.7. Stand Allocation – Stand Construction

(cf. General Conditions of Participation/7.)

Provision of the exhibition space:

The allocation of exhibition space by the organiser may only take place after expiry of the registration deadline and examination of all exhibitor applications received. The allocation of exhibition area depends on the time of registration, the available premises, spaces, requirements and options of the organiser and on the layout of the exhibition areas to be carried out by the organiser at his own discretion. The exhibitor shall have no claim to the same placement as at the previous event or to the allocation of a specific space; however, the exhibitor's placement wishes with regard to location, proximity, size, stand shape and exhibition area will be taken into consideration as far as possible.

The exhibitor must accept that upon commencement of the event the location of the other stands may have changed since the stand was allocated.

The **minimum size** of one stand is **4 m²**. A minimum stand depth of 2 metres also applies. Participants in the New Artist Alley are excluded.

Only rectangular or square exhibition spaces in a 1-metre grid (width/depth) are available to rent. The event organiser is permitted to allow exceptions.

Complete stand:

Manga-Comic-Con offers complete stands (rent incl. stand construction). The electrical connection (2 kW) is obligatory when booking the complete stand option and per exhibition stand and cannot be opted out of. Further details on prices, stand equipment and service description can be found in the price list and the stand construction offer (see document "Exhibiting at Manga-Comic-Con 2024").

The "**small stand classic S without a partition**" (4 m²) may only be booked with another "small stand classic S without partition wall". A maximum of two "small stands classic S without partition wall" (4 m²) can be placed next to each other. The entire partition wall is removed between the two stands; half partitions are not permitted.

Two independent companies must rent both stands; upon request, proof of no affiliation in the form of appropriate documentation must be submitted to Leipziger Messe GmbH. Both companies must submit their application separately and book the stand version "small stand classic S without partition wall". The respective partner for the adjacent stand must be named in the exhibitor application. Both stands must be provided with separate fascia lettering.

Should an exhibitor rent a "small stand classic S without partition wall" without an existing registration for the adjacent stand, Leipziger Messe GmbH will allocate a "small stand classic S" with two side walls.

Removal of the partition wall between two stands can only be achieved with the "small stand classic S without partition wall" version. With all other stand versions, removal of a whole or half partition wall is not permitted. Exhibitors, who have rented several small areas, may not use these as a communal area and present them as one stand. If this is the case, the organiser shall be entitled to demand the rent due for the rental of a larger area from the exhibitors taking part.

Leipziger Messe GmbH offers the complete stands in its own name and for its own account. The technical execution is carried out by the subsidiary FAIRNET GmbH. The General Contract Terms and Conditions of FAIRNET GmbH shall apply additionally.

Self-build stand:

The stand should be equipped with sufficient lighting, carpet and stand partition walls to adjacent stands. Row, corner and head stands must be separated from adjacent stands by their own stand construction walls (side and/or rear wall).

Stand design:

The allocated stand area and the stand boundaries must be strictly adhered to. Areas that are used but not rented as stand space from Leipziger Messe GmbH will be charged at the corresponding list price.

In the case of **corner, head and block stands**, it is not permitted, in the interest of the opposite stands, to form a closed wall facing the aisle. The organiser may allow exceptions. However, at least 50 percent of the wall facing an aisle must remain freely accessible. Exhibitors wishing to close up to 50 percent of a wall facing the aisle must notify the organiser in writing within 10 working days of the date of dispatch of the stand allocation. A fee of **EUR 100.00** plus VAT will be charged per meter of wall that has been closed. If the organiser receives the information from an exhibitor with a complete stand after the deadline, the exhibitor will be invoiced by Fairnet for the cost of the additional walls. Random checks will be carried out at the fair.

Following consultation and approval by Leipziger Messe GmbH, two opposite stands may be connected with an aisle cover (e.g. floor covering). The Leipziger Messe GmbH charges a fee for this. This is calculated for Leipzig Book Fair / Manga-Comi-Con 2024 from a fee of **EUR 115.00** plus VAT multiplied by the length of the stand adjacent to the aisle cover.

A two-storey stand construction must be notified at your earliest convenience, but at the latest when applying for the stand construction. The area on the upper floor is calculated with 50 percent of the applicable stand rental price per m². The calculation of the rent for areas on the upper floor is based on the actual approved area resulting from the stand construction documents to be submitted.

1.8. Terms of Payment

(cf. General Conditions of Participation/8.)

Invoice complaints can only be considered within 30 days of the invoice date. In the event of a change of company data, a processing fee may be charged for changes of invoice and address (see Point 1.5. Registration).

1.9. Co-exhibitors and Additionally Represented Companies

(cf. General Conditions of Participation/9.)

Co-exhibitors and additionally represented companies must be registered by the main exhibitor at the exhibitor's stand by **15 December 2023** against payment of a fee according to the applicable price list (see document "Manga-Comic-Con 2024"). Applications by co-exhibitors and additionally represented companies after the registration deadline shall only be possible on request and at the discretion of Leipziger Messe GmbH.



1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Leipziger Messe GmbH shall reserve the right to charge a **late-booker surcharge** of **EUR 60.00** plus VAT, for each company that has registered after 15 December 2023. All communication regarding participation in the trade fair and the calculation of the total trade fair rent and fees for co-exhibitors and additionally represented companies will always be made to the main exhibitor.

For each co-exhibitor and additionally represented company, the main exhibitor must submit a separate application including company profile details (via the online exhibitor application) by the registration deadline.

Group companies, subsidiaries and sister companies or imprints that have their own name are considered co-exhibitors.

Co-exhibiting companies will be named in the exhibitor directory in the digital trade fair media. The communication flat rate (see Point 1.17. Media Entries) is obligatory and included in the co-exhibitor fee. The main exhibitor receives one exhibitor pass free of charge for each co-exhibitor registered.

Additionally represented companies are not automatically included in the exhibitor directory and may only be named on request in connection with the main exhibitor (subject to a fee).

1.10. Withdrawal and Non-participation

(cf. General Conditions of Participation / 10.)

Cancellation of registration by the exhibitor must be notified in writing to Leipziger Messe GmbH.

In the case of **withdrawal prior to admission**, the cancellation fee shall be **EUR 189.00** plus VAT for exhibitors who have registered an exhibition space of up to 6 m² and **EUR 399.00** plus VAT for exhibitors who have registered an exhibition space of 8 m² or more.

In the case of **withdrawal after admission** has been granted, Point 10.2 of the General Conditions of Participation of Leipziger Messe GmbH shall apply.

A **reduction in the exhibition space** shall also be possible **until 12 February 2024**. In the event of a reduction of the exhibition space after admission, the exhibitor must pay **100 percent of the stand rent** for the exhibition space that has been returned.

A cancellation fee of **EUR 60.00** per co-exhibitor plus VAT will be charged for cancelling a co-exhibitor registration by **15 December 2023**. From **16 December 2023**, the cancellation fee per co-exhibitor is **EUR 240.00** plus VAT.

The special regulation on the right of exhibitors to withdraw free of charge in accordance with Point 1.5. (registration) shall remain unaffected.

1.11. Products

(see Conditions of Participation / 11.)

The exhibitor shall indemnify the organiser against any justified claims by third parties in the event of a breach of the following rules.

The exhibitor shall be responsible for ensuring that the products and items they offer comply with the following rules and applicable German law. Leipzig Trade Fair shall reserve the right to verify compliance with these. This verification may also be carried out by persons commissioned by Leipzig Trade Fair for this purpose. Requests by these persons are to be complied with. These checks shall not constitute stand approvals. At the request of the organiser, the exhibitor shall provide plausible evidence of legality (e.g. in the case of works which are demonstrably protected by copyright, they are to show that they hold a licence or that the products in question have entered the European Economic Area with the creator's knowledge). If the Exhibitor is unable to demonstrate this immediately,

the organiser shall be entitled to demand the removal of the product in question from the stand and, in the event of non-compliance, to exclude the exhibitor from further participation in the Fair.

Only products of one's own company may be exhibited or advertised at the stand. If exhibits of another company are shown, this company must be registered as a co-exhibitor or additionally represented company (see Clause 1.9. Co-exhibitors and Additionally Represented Companies).

The organiser shall decide on the admission of products/services not directly related to the book and media industry upon application at its reasonable discretion.

Copyright

Exhibitors may only exhibit items or products that comply with the applicable legal provisions and are free from any third party right. Exhibitors shall ensure, in the case of copyrighted works, either to be their sole creator, to offer original products of the creator, to own corresponding rights of use or to be entitled for other reasons. The same shall apply to other industrial property rights (e.g. trademark rights, patent rights, design rights) or personal rights. The sale of counterfeits, plagiarisms and unlicensed goods shall be prohibited. Only items or products that have a clear copyright notice may be offered. Where there is no corresponding notice, the exhibitor shall be obliged to provide written proof of the rights of use.

Protection of minors

Exhibitors are reminded that many of our visitors are minors and that the regulations on the protection of minors must be strictly observed. Products not suitable for minors, glorifying violence or of a pornographic nature shall not be freely accessible to minors. Corresponding items and products must be shrink wrapped, not visible to minors or adequately censored.

Such goods may only be sold to adult visitors. A breach may lead to immediate exclusion from the Fair.

Applicable German law

Exhibiting items and products which are prohibited by law in Germany is also to be refrained from at the Leipzig Trade Fair. Exhibitors shall pay particular attention to the regulations on prohibited badges according to Sections 86 and 86a of the German Criminal Code (StGB).

Weaponry

Exhibiting or offering weaponry, decorative weapons or imitation weapons shall be prohibited. This shall not apply to articles that are permitted under the cosplay rules (see www.manga-comic-con.de/en/visit/rules-for-cosplay/) and whose display or offering does not breach legal regulations. Weaponry, decorative weapons or imitation weapons largely made of metal may in general not be exhibited or sold.

Lucky bags

When selling lucky bags, goodie bags or similar concepts, it must be ensured that the buyer is able to see on the outside the products contained inside. The value of the products contained in the lucky bags must amount to at least 90 percent of the sales price. Only products for which the exhibitor demonstrably holds licensing, copyright and/or patent rights may be contained in lucky bags or similar. Exhibitors in the Artist Area and New Artist Alley may also offer self-made products and works of art in lucky bags or similar.

The Organiser shall be at liberty to exclude exhibitors whose stand presentation consists largely of lucky bags.

Leipzig Trade Fair or its authorised personnel will carry out spot checks.

Fan art

Provided that the exhibitor does not breach an applicable German law, Leipzig Trade Fair shall tolerate the sale of fan art in the Artist Area and New Artist Alley. However, not more than 50 percent of the range may consist of fan art.



1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

Furthermore, the exhibitor shall ensure that the event regulations on copyright and applicable regulations of the licence holders as well as German law are complied with.

AI-generated products

Products and items generated by AI may not be sold.

Food

Displaying or selling food and beverages produced or commissioned by the exhibitor shall be prohibited; this shall also apply to industrially produced and packaged goods. Free sample distribution and the sale of packaged Japanese specialities, e.g. sweets, shall be permitted. The applicable hygiene and food regulations must be strictly observed.

Drones

Drones or similar flying objects may not be displayed or offered for sale.

Body modification

Tattoos, body modifications or piercings may not be performed during the Fair. The sale of jewellery for piercings or body modifications shall be permitted.

Inclusion in the exhibitor directory is obligatory for main exhibitors and co-exhibitors. The calculation of the communication flat rate to the main exhibitor is based on the valid price list (see document "Exhibiting at Manga-Comic-Con 2024"). The communication flat rate for co-exhibitors is included in the co-exhibitor fee.

Components of the communication flat rate are included in the exhibitor

- directory online at www.manga-comic-con.de and in the Manga-Comic-Con app:
- Entry of the publisher's or company name, address, telephone, e-mail, internet and stand number (the entry must match the registered company address).
 - Link to the exhibitor's website
 - Naming of 2 contact persons in the exhibitor entry
 - Individual advertising text of up to 450 characters
 - Naming of all subject areas and product groups specified with the exhibitor registration (company profile)
 - Representing all social media buttons

NEUREUTER FAIR MEDIA will provide information on further entry options in the trade fair media from November 2023. Additional entries are subject to a fee.

1.12. Technical Performance, Services

(cf. General Conditions of Participation/12.)

1.13. Exhibitor Passes

(cf. General Conditions of Participation/13.)

Main exhibitors receive a free number of exhibitor passes according to the following exhibition space key:

3 m ² exhibition space	1 pass
4 m ² exhibition space	2 passes
6 m ² exhibition space	3 passes
8 to 20 m ² exhibition space	4 passes
21 to 40 m ² exhibition space	6 passes
42 to 60 m ² exhibition space	8 passes
62 to 100 m ² exhibition space	10 passes

From 102 m² for each additional 50 m² of exhibition space, the number of passes is increased by 2.

For registered co-exhibitors, the main exhibitor receives one exhibitor pass each free of charge.

The exhibitor passes will be made available in the exhibitor's customer account (Shop for Exhibitors – Services) and must be personalised.

1.14. Cleaning

(cf. General Conditions of Participation/14.)

1.15. Security

(cf. General Conditions of Participation/15.)

1.16. Delivery and Removal of Exhibition Goods

(cf. General Conditions of Participation/16.)

1.17. Media Entries

Leipziger Messe GmbH has commissioned NEUREUTER FAIR MEDIA GmbH, Leipzig office, Messe-Allee 2, 04356 Leipzig, to publish and market the media entries. Other publishers, who publish similar directories, are not authorised by Leipziger Messe GmbH.

1.18. Advertising, Press, Specialist Lectures

(cf. General Conditions of Participation/18.)

Advertising outside the exhibitor's own stand shall not be permitted either on or in front of the exhibition grounds. This shall also include: distribution or attachment of advertising material of any kind, use of persons as advertising media, surveys, tests, competitions, raffles and prize competitions, the distribution of samples or fan meetings and similar activities. Excluded from this is advertising during the exhibitor's own event in a trade fair forum. Advertising space on the exhibition grounds subject to a charge is offered by FAIRNET GmbH.

The organiser may permit a limited number of the aforementioned promotional activities on request; there is no entitlement to this. Permission to be granted in writing by the organiser is subject to a fee.

1.19. Presentations – Communications Technology

(cf. General Conditions of Participation/19.)

The volume during presentations or events at the stand or in an event forum must not exceed **70 dB (A)**. Volume levels at the stand may not affect the surrounding stands. Speakers at the stand must be directed toward the interior of the stand.

Exhibitors using media on their stands subject to **GEMA fees are obliged** to register this with GEMA of their own accord and pay the relevant fees. The event organiser cannot be held liable for any non-payment of GEMA fees.

Events with large numbers of visitors:

Presentations, readings, book signings, receptions and other events, including at the exhibitor's own stand, must be planned and carried out by the exhibitor in such a way that escape routes and emergency exits are not obstructed by gathering crowds and the course of the event is not disrupted (see Point 2.3. Venues at the Trade Fair and in the City). The responsible exhibitor is obliged to inform the organiser in good time (at the latest 4 weeks before the event) if visitor traffic disruptions are to be expected on the basis of previous experience or due to special circumstances. The responsible exhibitor is also obliged, in consultation with the organiser, to arrange suitable security measures in good time and to commission them independently at his own expense.

If he fails to do so, the organiser shall be entitled, in the event of imminent danger, to take the necessary measures at the exhibitor's expense, even without the exhibitor's consent. In addition, the exhibitor shall pay the organiser a surcharge of 50 percent on the standard price of the service.



1. Special Conditions of Participation for exhibitors at Manga-Comic-Con 2024

1.20. Liability

(cf. General Conditions of Participation/20.)

1.21. Reservation of Rights

(cf. General Conditions of Participation/21.)

1.23. Contractual Penalty

(cf. General Conditions of Participation/23.)

In the event of a culpable breach of the Special and General Conditions of Participation, the exhibitor undertakes to pay Leipziger Messe GmbH a contractual penalty, the amount of which is left to the discretion of the organiser and may be reviewed by a court of competent jurisdiction as to its appropriateness, but shall not be less than **EUR 500.00** plus VAT. In case of violation of point 1.11 "Products" the amount shall be at least **EUR 1,000.00** plus VAT. This sum shall be reduced by any compensation paid to Leipziger Messe GmbH for the conduct that is subject to the contractual penalty.

Violation of the General and Special Conditions of Participation may result in immediate exclusion from the current event. Leipziger Messe GmbH shall also reserve the right not to grant the exhibitor admission to subsequent events.

1.24. Privacy Policy

(cf. General Conditions of Participation/26.)

1.25. Third Party Rights

The exhibitor guarantees that the uploaded or otherwise made available to the organiser image, sound and film materials are free of third party rights. He guarantees that the goods on offer do not infringe any industrial property rights.

The exhibitor shall indemnify the organiser against all claims, including claims for damages, asserted by other exhibitors or other third parties against the organiser due to an infringement of their rights by the content provided by the exhibitor. The exhibitor shall bear all reasonable costs incurred by the organiser due to an infringement of third party rights, including the reasonable costs incurred for legal defence. Any further rights and claims for damages of the organiser shall remain unaffected. The exhibitor shall be entitled to prove that the organiser has actually incurred lower costs. The aforementioned obligations of the exhibitor shall not apply insofar as the exhibitor is not responsible for the infringement in question.

1.26. Special offers

Deviating or additional conditions and notes for participation in the New Artist Alley:

Only individual artists, artist duos, trios or groups may participate in the New Artist Alley, provided that they have already registered as such in the application and have provided all participant names. Multiple registrations shall not be permitted and may lead to exclusion from the application process. Separate applications made simultaneously by a registered duo, trio or group shall also count as a multiple application. Participants must be at least 18 years old.

The product range on offer must relate to anime, manga, comics or Asian countries. Furthermore, the product offering shall be independently drawn, designed, sewn, crafted or manufactured by its creator.

The number of participants in the New Artist Alley shall be limited to 80 places. There will be a waiting list of 20 places. Participant and waiting list places will be allocated by a lottery. The invitation to tender and the application form can be found at www.manga-comic-con.de/newartistalley-en. Please refer to the invitation to tender for the exact dates and deadlines.

Participants will be notified of their participation or their place on the waiting list following the draw. If a participant, who has been drawn, has not submitted their registration to Leipziger Messe GmbH by the date specified in the invitation to tender, the right to participate in the New Artist Alley shall be forfeited. In this case, a participant shall slip down the waiting list.

Participation in the New Artist Alley is possible only every three years. Participants who have been drawn and registered may only reapply after three years. This shall also apply if the participants were registered as an artist group.

The participant shall ensure the supervision of the stand for the entire duration of the Fair. They shall receive a free exhibitor pass according to the space key. There shall be no entitlement to a specific placement within the New Artist Alley. Participants shall pay a communication flat rate of **EUR 42.00** plus VAT and receive the corresponding services of this flat rate (see Clause 17).

Participants may register events within the framework of Leipzig liest. They shall therefore be exempt from the official space scales of the Leipzig liest conditions of participation.

The releasing, subleasing or sharing of a table that exceeds the registered number of participants shall be prohibited in the New Artist Alley. Non-compliance may also result in exclusion from the current event and future ones.

Co-exhibitors may not be registered.

Cancellation of registration by the exhibitor is to be made in writing to Leipzig Trade Fair. The regulations of Clause 1.10 (Cancellation and Non-participation) shall apply. The special regulation on the right of exhibitors to withdraw free of charge in accordance with Clause 1.5 (Registration) shall remain unaffected.

1.27. Participation in Manga-Comic-Con's supporting programme Leipzig liest

Participation is reserved for exhibitors at Manga-Comic-Con. Manga-Comic-Con reserves the right – also in consultation with the venues – to make a selection from the applications received for the programme of events. Criteria taken as a basis are, for example, the topicality of the title, the number of events registered (e.g. in relation to the size of the stand) and the relevance to current communication themes of Manga-Comic-Con (e.g. Guest of Honour). Requests for events from co-exhibitors will only be considered if there is free capacity. For participation in the supporting programme, the participation conditions of Leipzig liest in Part 2 of the Conditions of Participation Manga-Comic-Con/Leipzig liest 2024 shall continue to apply.

1.28. Final Provisions

(cf. General Conditions of Participation/27.)

Leipziger Messe GmbH exercises domiciliary rights to the exhibition grounds and its virtual offerings. The Leipziger Messe GmbH Internal Regulations for the exhibition grounds are available at www.leipziger-messe.de/files/corporatesite/media/content-master/contentmaster-visit/contentmaster-pdf/contentmaster-hausordnung.pdf.

Each exhibitor shall share responsibility for the success of the fair. Any acts which impair or endanger the running or success of the fair or unduly disturb other exhibitors and visitors are to be refrained from.

Each exhibitor shall be obliged to cooperate in ensuring theft prevention to the greatest extent through appropriate stand design, sufficient and specially instructed stand personnel and, if necessary, additionally commissioned stand security; and shall also ensure that any theft is punished under criminal law.



MANGA-COMIC-CON
at the Leipzig Book Fair | 21-24/03/24

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Insofar as protected by the right to freedom of expression, disruptions and impairments of the trade fair are unavoidable in individual cases. Leipziger Messe GmbH shall not be held responsible for any damage caused to exhibitors as a result.

Leipziger Messe GmbH
July 2023



2. Conditions of Participation Leipzig liest ("Leipzig reads") 2024

Leipziger Messe GmbH organises Leipzig Book Fair and Manga-Comic-Con as part of a trade fair association on its exhibition grounds. At the same time as the two events, a large number of reading events will take place at the fair as well as in the city and surrounding area under the programme name Leipzig liest ("Leipzig reads").

Leipziger Messe GmbH selects venues for the programme and coordinates and publishes the calendar of events online. The participating publishers receive one or more event slots from the pool of venues provided by Leipziger Messe GmbH and can, as organisers, design the content of these.

The responsibility for the implementation shall lie with the respective organiser of the reading, etc.

2.1. Dates

- Registration start for event requests from 2 October 2023
- Registration of event requests until 30 November 2023
- Registration of events with own venue until 15 January 2024
- Programme will be published online at www.leipziger-buchmesse.de from 22 February 2024 to 30 June 2024
- Implementation in the week 18 to 24 March 2024

2.2. Who May Take Part?

Publishers and individuals who are approved as exhibitors at the current Leipzig Book Fair and Manga-Comic-Con may register as main organisers with their event requests and events.

Participating venues from Leipzig and the region as well as other event partners (e.g. Guest of Honour organisers) shall be defined by Leipziger Messe GmbH.

Event organisation and coordination will be carried out with the main organiser/ exhibitor and the host of the respective venue. If other organisers are indicated, they will be noted as co-organisers in the programme publications.

Participation is not guaranteed.

The selection and allocation of the registrations received will be made according to the available room capacities and with reasonable discretion. Criteria are the number of registered events in relation to the stand size (see table below), the topicality of the title (title between the Leipzig Book Fairs 2023 and 2024) and the relevance to current communication themes of Leipzig Book Fair (e.g. country or theme focus).

Requests for events by a co-exhibitor must be coordinated in advance with the main exhibitor and will count towards the total number of events according to the size of the stand.

Exhibition space key:

Stand size	maximum number of events
Small stand with 4 m ²	1
Small stand with 6 m ²	2
from 8 to 10 m ²	3
from 12 to 18 m ²	5
from 20 m ²	+2
For each up to 20 m ² additional exhibition space	
the number increases by	2 events
Co-exhibitor	0 or agreement with main exhibitor

Leipziger Messe GmbH shall reserve the right to reject events that do not fit into the content concept of the programme or if it has reason to believe that the event may disrupt the smooth running or safety of the event.

2.3. Venues at the Trade Fair and in the City

Events on the exhibition grounds usually take place in the period from 10.30 a.m. to 6 p.m. and events in the city usually from 6 p.m. The event time in the trade fair forums is usually 30 minutes.

Should signing sessions and events at the exhibitor's own stand disrupt the course of the trade fair, they will be interrupted and canceled immediately. In order to ensure that everything runs smoothly, book-signing sessions can be registered for our book-signing areas (further information will follow in due course).

2.4. Non-Public Events

No event rooms or partners will be arranged in the city for closed or internal events.

Exhibitors may rent rooms on the exhibition grounds, upon request, for non-public events and for press work. Such events will not be published in the Leipzig liest programme.

2.5. Registration / Publication

Registration is also an application for entry in the event database. The events are displayed online on the website and the app of Leipzig Book Fair / Manga-Comic-Con.

The event entry refers to an event taking place in Leipzig and surrounding areas.

This event entry may be supplemented by linking to a (live) stream if the organiser creates the (live) stream, is responsible for it and notifies Leipziger Messe GmbH of the link in good time.

An event is deemed to have been registered if the registration has been sent online by the registration deadline and receipt has been confirmed by (automated) email.

The programme information is published exclusively online. Leipziger Messe GmbH shall reserve the right to edit the event entries.

If an organiser or venue publishes their own events, they shall be obliged to refer to the event framework Leipzig liest.

2.6. Registration Fee

Leipziger Messe GmbH shall be entitled to charge a fee for each event published in the event database. The registration fee will be invoiced to the main organiser/ applicant of the event (this is usually the exhibitor). Deviations from this shall only apply if a different invoice address is given. Invoicing shall take place at the beginning of April 2024, payable within 14 days of invoicing.

Leipzig liest fee 1: EUR 45.00 plus VAT

Per event for:

- Main exhibitor
- Digital events
- Events at exhibitor's own stand
- Self-organised events at one's "own" location
- Venues in and around Leipzig that are main organisers and/or have entered events

Leipzig liest fee 2: EUR 99.00 plus VAT

Per event for:

- Co-exhibitors



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2.7. Changes to Event Dates

The main organiser shall be obliged to inform the Leipzig liest project team in good time of any changes to the programme items so that these can be taken into account when organising the event. The published programme data will be constantly updated according to the information sent by email by the main organiser. The editorial deadline for programme content is 15 January 2024.

2.8. Responsibilities

The main event organiser is responsible for the implementation of his event, this applies in particular to:

- the event content
- the event presentation
- the participants' supervision
- tickets or registration for admission to the trade fair
- payment of travel and accommodation costs
- fees
- Personal protection
- coordination of signing queues
- if applicable, registration of the event with GEMA/VG Wort and any applicable fees
- book sales at the trade fair in accordance with Point 1.11. Book Sales. Leipziger Messe GmbH creates spatial conditions at its own forums at the fair so that the main organiser can carry out book sales and book signings independently for the respective forum event.
- during events on the exhibition grounds, the volume limit of 70 dB(A) must be complied with and exhibition aisles, escape routes and emergency exits must be kept clear in accordance with Point 1.19. Presentations – Communications Technology.
- compliance with the specifications of the respective event location, in particular with regard to compliance with legal regulations (laws, ordinances, hygiene measures)

2.9. Technical Equipment of the Event Forums and Rooms

Leipziger Messe GmbH provides premises (event forums) on the exhibition grounds for the programme, which are equipped with event technology and furnishings. The event rooms arranged in Leipzig and the surrounding area may be equipped with event technology if required. The costs are to be requested individually.

Any event technology required must be registered by the main organiser in good time as this may have a bearing on the selection of the event space.

2.10. Admission Fees and Visitor Registration

Generally, no separate entrance fee will be charged for the events.

If it is necessary to charge admission fees for events in the city in order to compensate for additional costs, the main organiser must coordinate this with the Leipzig liest project team and inform them of this. The main organiser must also inform the project team if visitors only have access to events with pre-reservation or pre-registration and where visitor registration is possible.

2.11. Third Party Rights

The main organiser must ensure that texts, images, sound and film materials made available to Leipziger Messe GmbH for publication are free of third-party rights; and in particular that they do not infringe any personal rights or industrial property rights.

At the same time, the main organiser shall undertake to indemnify Leipziger Messe GmbH against all claims – including claims for damages – asserted by third parties against us due to an infringement of their rights by the aforementioned content.

2.12. Event Streaming

Digital events may be displayed in the event database. The main organiser shall create and be responsible for the (live) stream and notifies Leipziger Messe GmbH of the link in good time. In doing so, the main organiser must observe the copyrights of his event, as only events for whose content he has the rights may be streamed. Each video platform has its own terms of use, which the main organiser shall be responsible for complying with. The streams shall be linked during, and up to 3 months after, Leipzig Book Fair/Manga-Comic-Con on the website: www.leipziger-buchmesse.de. Thereafter, these links will be removed from the website. The streams shall remain available on the video platform chosen by the main organiser and must be removed independently if he no longer wishes to show the content.

Leipziger Messe GmbH shall reserve the right to carry out streaming at its own events with participation and to publish the audio and video content on the internet.

Leipziger Messe GmbH
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