

Terms and conditions of participation BUS2BUS START-UP AREA + START-UP AWARD 2024

1 Scope of application; definitions

1.1 These terms and conditions of participation (T&Cs) of Messe Berlin GmbH, Messedamm 22, 14055 Berlin, Germany (hereinafter also referred to as "**MB**") apply to participation as a start-up in the BUS2BUS event (hereinafter referred to as the "**event**"), including participation in the Start-Up AWARD presented as part of the event.

1.2 These T&Cs apply in addition to the event-specific T&Cs, other event-specific guidelines and the technical guidelines of the Berlin ExpoCenter City event site, the house rules and fire safety regulations, part A (collectively hereinafter referred to as the "**T&Cs of MB**"). The latest version of the GTCs of MB are available on the event's website in the downloads section or at www.messe-berlin.de.

2 Registration deadline

Registrations must be received by 29 February 2024; subject to change – please note any subsequent information as required.

3 Eligibility and admission

3.1 Only start-up companies that correspond to the theme of the event,

- have new, innovative concepts for the mobility industry and a thematic proximity to the bus industry and
- were founded in 2018 or later will be admitted as exhibitors in the Start-up Area 2024.

A jury will decide on admission according to the following criteria:

- Innovation factor (technological breakthrough)
- Scalability (supply and demand)
- Impact (ecological, social, economic)

3.2 Applications for a place in the Start-up Area must be submitted within the application period using the application form on the **BUS2BUS – Start-up Area application** website, available at <https://www.bus2bus.berlin/de/ausstellen/bewerbung-startup-area/>. The application process is only complete

once all the required details have been entered in the application form and the exhibitor has clicked "Send" and confirmed the disclaimer.

The following information must be provided:

- Company name, street, house number, postcode, city, country, e-mail, telephone
- Contact: first name, surname, e-mail, telephone, address (optional) if different
- Month of foundation, year of foundation, short description of the business model/product (max. 750 characters), taking into account the selection criteria mentioned in section 3.1:
- What makes your company unique? (USP in max. 144 characters), max. 1 product group for the media package

3.3 Applicants will receive an automatic confirmation of receipt of their application by e-mail; this neither constitutes admission to the event nor can it be seen as definitive confirmation of participation.

3.4 All applicants will be notified by e-mail by 15 March 2024 at the latest whether they will receive a place in the Start-up Area with the services included with the start-up package listed below under § 4.

4 Start-up package

- 4.1 The free start-up package includes:
- 1x presentation counter with two chairs and lighting
 - Poster space on the front (printable files for posters must be provided in good time, deadline – including the dimensions – to be communicated by e-mail)
 - Three exhibitor passes
 - 1x power socket, 3 KW basic connection
 - General hall supervision
 - Stand cleaning
 - Media package basic entry (see media package info sheet)

5 Start-up Award

- 5.1 Applicants who are admitted to the Start-up Area automatically take part in the BUS2BUS Start-up Award, which honours new, innovative concepts for the mobility industry.
- 5.2 During a live pitch (5 min. presentation, 3 min. for Q&As), which will be held at the event, participants will present their innovative concept for bus mobility to an independent jury appointed by MB.
- 5.3 The participants grant MB the right to record and publish the live pitch, in particular during and for the preparation and follow-up of the event. In addition, the right is granted to publish the live pitch for further advertising purposes, including for accompanying and follow-up events organised by MB or other companies within the MB Group.
- 5.4 The jury will select a start-up from all participants, primarily based on the criteria listed in section 3.1.
- 5.5 The award ceremony will take place live on the Future Forum stage during the event on 25 April 2024. A representative of the winner will be present in person to receive the prize.
- 5.6 The winner will receive the following prize: an e-bike from the provider "sushi".

6 Final provision

- 6.1 Participation in the Start-up Award is subject exclusively to German law.
- 6.2 The jury's decisions are legally binding and incontestable, and there shall be no right of recourse.