



## **BUS2Spotlights – PREMIERES AND NOVELTIES AT BUS2BUS**

### **TERMS OF PARTICIPATION**

Date: 22.01.2019

BUS2Spotlights is a free service offered by BUS2BUS for exhibitors and co-exhibitors aimed at media representatives and trade visitors.

The BUS2Spotlights service is available exclusively to exhibitors and co-exhibitors at BUS2BUS 2019, allowing them to present their premieres and novelties.

Each exhibitor is invited to submit a BUS2Spotlights text with approx. 900 characters accompanied by an image of a premiere or new product/service (no company logos). All texts will be edited by one of our professional journalists.

All articles must list a media contact person (full name, phone number, e-mail address, company website).

The articles layouts are all in a standardised format covering information type, scope and presentation and are listed alphabetically by exhibitor name.

Information should be submitted by e-mail in English or German, or in both languages if possible.

Messe Berlin GmbH reserves the right to determine suitability for publication. Any entitlement to publication of texts/images is ruled out.

Approved articles will be published on the BUS2BUSwebsite under the BUS2Spotlights submenu in the Press sections in German and English. BUS2Spotlights participants will be identified on the FRUIT LOGISTICA [Virtual Market Place®](#) by the BUS2Spotlights icon.

By submitting a text and/or image, participating companies authorise release for free use by the media for journalistic purposes and for publication by Messe Berlin GmbH.

Exhibitor/co-exhibitors guarantees that they are the sole owner of all rights, including copyrights, to the submitted photo(s). Furthermore, they guarantee that subjects and/or persons pictured do not infringe on any rights, in particular personal rights, of third parties and that these images may be freely used for "Spotlight". Should any third-party rights be claimed, the exhibitor/co-exhibitor indemnifies/ exempts Messe Berlin GmbH from any related costs and/or claims.

An exhibitor/co-exhibitor who submits an article for BUS2Spotlights must be the rightful owner or duly entitled to exercise such rights, including patents, copyrights, intellectual property rights, brand names or registered trademarks.

All statements in BUS2Spotlights are based on information provided by the BUS2BUS exhibitor/co-exhibitor. This includes, if specified, the description and classification of the exhibit(s) as a "premiere", in particular as a world, continental, or trade show premiere. Messe Berlin assumes no responsibility for the accuracy of the information provided by exhibitors.