



German Practice  
Enterprise Network

[www.die-zentralstelle.de](http://www.die-zentralstelle.de)

# Übungsfirma

PRAXIS ERLEBEN

Registration Forms

**56<sup>th</sup> International Practice  
Enterprise Trade Fair  
Online**

10 and 11 November 2020

Zentralstelle des Deutschen ÜbungsfirmenRings  
Bfz-Essen GmbH

Dear Colleagues,

due to the current circumstances we are organising this year's **56<sup>th</sup> International Practice Enterprise Trade Fair online**! The trade fair will take place on

**10 and 11 November 2020** from **9 am** to **6 pm** (UTC +1)

We will use the interactive platform "EXPO-IP". If you are interested in seeing some details in advance, you will find them here: <https://www.expo-ip.com/> (unfortunately only German).

### **Registration and ordering:**

1. To participate in the trade fair you are required to have the following technical equipment:
  - Computer with internet access
  - Microphone and speakers (or headset)
  - Webcam
  - Current browser
2. Please notice that only one practice enterprise can be registered per booth. It is not possible to share a booth with co-exhibitors or to change the exhibitors on a daily basis.
3. You will receive a virtual exhibition booth including 5 booth templates. The template of your choice can be individually designed with an image-editing program in order to be used as the background of your booth.
4. The booth is "brought to life" by numerous interactive elements (widgets), which can be integrated and configured by yourself via the EXPO-IP Content Management System (CMS).
5. You will receive your personal access data to the CMS at the end of July 2020. At the same time, the booth will be released for editing. To become familiar with the CMS, you can follow the 90-minute online training course that EXPO-IP provides for every exhibitor. Of course we will also support you in this process!
6. Visitors will receive information about exhibitors and products and will get in contact with you by using the interactive widgets, you have arranged before. You are free to choose the widgets you prefer. For example, you can integrate document repositories (for downloading brochures or catalogs), online conferences, videos, image galleries, etc.
7. Sales conversations are held via live chat (text and/or video chat).
8. Each virtual booth already includes a simple text chat tool.
9. In order to have a vibrant interactive trade fair, we suggest to use video chats to get in touch with your visitors. You can easily integrate a video chat tool by using a widget.
10. Please note that you are responsible for any licenses of any external tool you use. For chargeable tools, you must arrange and pay the license fee yourself. Besides that, you can find numerous freeware tools on the internet, e.g. for video chat (Jitsi, Zoom etc.).
11. You can choose any tool you prefer, but please pay attention to data security and performance when deciding which tool to use.

**Additional Notes:**

1. Trading activities between practice enterprises should be realised on a B2B basis, i.e. orders have to be placed during the trade fair and have to be delivered against invoice after the trade fair. So it is not necessary to use the MesseCard in B2B mode.
2. Visitors who are not members of the practice enterprise network can be supplied as retail customers (B2C) using the MesseCard for payment. But during an online trade fair the MesseCard cannot be used by the buyer. Therefore, each exhibiting practice enterprise receives a MesseCard number, which can be used for accounting transactions via the MesseCard online portal.
3. The online exhibition will be accessible to the general public. While registering all visitors will be informed that all trade fair transactions are part of the Virtual Practice Enterprise network and that no binding contracts and real sales will be agreed. Nevertheless, please make sure to point this out again in sales conversations, catalogues etc.
4. The following applies to all kinds of publications (e.g. downloads of brochures and catalogues, videos etc.): Please make sure that you do not infringe any copyrights (e.g. on product names and images), personal rights etc. If necessary, you should obtain the right holder's consent beforehand.

It might seem obvious, but we would like to mention it nevertheless: All fees mentioned in these registration forms should not be understood as virtual in any way! **These are real amounts!**

Please fill in the registration forms and send

by **e-mail** to: messe@zuef-edu.de

by **fax** to: +49 (0)201 3204-307

or by **post** to: Bfz-Essen GmbH  
Zentralstelle des Deutschen ÜbungsfirmenRings  
Karolingerstrasse 93  
D-45141 Essen

**Registration deadline: 1 September 2020**

**Cancellation of your registration will be free of charge  
up to 14 September 2020.**

Contact Person:  
Mrs. Patricia Käsler  
Phone +49 (0)201 3204-566 (Mon, Wed, Thu)

We look forward to your participation and an exciting new trade fair experience!

Best regards  
German Central Office

**Please remember signature and stamp of your host organization!**

**Registration for Participation in the  
 56<sup>th</sup> International Practice Enterprise Trade Fair Online  
 on 10 and 11 November 2020 (9 am to 6 pm)**

The attendance fee is **299,00 €** plus 16% VAT.

This fee includes the costs for a virtual trade fair booth, use of the built-in text chat tool, access to the CMS, online training on the CMS and individual MesseCard billing data. Any further external features, tools, licenses must be organized and financed by the exhibitors themselves.

Registration deadline is 1 September 2020!

The attendance fee must be paid if a registration has not been cancelled in writing until 14 September 2020 at the German Central Office in Essen.

This is to register the following practice enterprise bindingly for participating in the 56<sup>th</sup> International Practice Enterprise Trade Fair Online on 10 and 11 November 2020:

<b>Practice Enterprise:</b>	
Practice Enterprise	
PE Code	
Adress	
Postal Code – City	
Country	
Phone	
E-Mail	
Contact Person	
<b>Hosting Organisation:</b>	
Hosting Organisation	
Adress	
Postal Code – City	
Country	
<b>Comments</b>	
<b>Date</b>	<b>Signature/Stamp</b>