



German Practice
Enterprise Network

www.deutscher-uebungsfirmenring.de

Registration Forms

**57th International Practice
Enterprise Trade Fair
Online**

November 30 – December 1, 2021

The **57th International Practice Enterprise Trade Fair 2021** will take place **online** on

November 30 to December 1, 2021 from **9 am** to **4 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/en/>. We have uploaded a video tour of last year's online trade fair to ZÜF.digital: <https://bfzessen-digital.expo-ip.com/stand/16> (camera icon).

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 (preferably Chrome, Edge, Firefox; no Internet Explorer)
2. Please notice that only one practice enterprise can be registered for (and be related to) one booth.
3. You will receive a virtual exhibition booth including 5 booth templates (download: <https://my.hidrive.com/share/cwfntwlhp>). 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. 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.
6. You will receive your personal access data to the CMS beginning September 2021. At the same time, your booth will be released for editing. To become familiar with the CMS, you can follow the 90-minute online training course and online user manual that EXPO-IP provides for every exhibitor. Of course we will also support you in this process!
7. Sales conversations are held via live chat (text and/or video chat). 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 to your booth via CMS.
8. You are free to choose the tool for video conferencing yourself. However, it would be helpful if only a few different tools would be used. The experience of the last online fair showed that switching between different tools led to technical problems with microphone/camera for many visitors. Therefore, we recommend the use of www.wonder.me. This tool is free of charge, browser-based and GDPR-compliant. Although developed in Germany, the program interface is in English.
9. Please note that you are responsible for any licenses of any external tools you 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 one MesseCard number, which should be used for all accounting transactions via MesseCard online portal.
3. The online exhibition will be accessible to the general public. 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 88 72 943

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

Registration deadline: October 22, 2021

**Cancellation of your registration will be free of charge
up to November 5, 2021.**

Contact Persons:

Mrs. Patricia Käsler

Phone +49 (0)201 88 72 934 (Mon, Wed, Thu)

Mrs. Nathalie Cucchiarini

Phone: +49 (0)201 88 72 930 (Mon to Fr, fornoon)

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

Best regards

German Central Office

Please remember signature and stamp of your host organization!

Registration for Participation in the 57th International Practice Enterprise Trade Fair Online on November 30 to December 1, 2021 (9 am to 4 pm)

The attendance fee is **249,00 €** plus 19% VAT.

This fee includes the costs for a virtual trade fair booth, 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 October 22, 2021!

The attendance fee must be paid if a registration has not been cancelled in writing until November 5, 2021 at the German Central Office in Essen.

This is to register the following practice enterprise bindingly for participating in the 57 th International Practice Enterprise Trade Fair Online on November 30 to December 1, 2021:	
Practice Enterprise:	
Practice Enterprise	
PE Code	
Adress	
Postal Code – City	
Country	
Phone	
E-Mail	
Contact Person	
Hosting Organisation:	
Hosting Organisation	
Adress	
Postal Code – City	
Country	
Comments	
Date	Signature/Stamp