



**6-9 sept 2022**  
leading international  
maritime trade fair  
[smm-hamburg.com](http://smm-hamburg.com)



## INTRODUCTION

If it comes to meeting up with all the leading protagonists of the global maritime industry, there's no place like SMM, one of the leading international maritime trade fairs. It's here where the key players of the various sectors discuss and introduce solutions that define benchmarks for the age of Green and Smart Shipping. The biennial trade fair and its accompanying conferences offer an unparalleled platform for inspiration, networking and business for exhibitors and visitors alike. Harboured by Hamburg, Germany's beautiful maritime metropolis, SMM welcomes anyone who is interested in the future of the shipping industry.

With 2,200+ exhibitors and 90,000 square metres of exhibition space, SMM on a scale of no other show and one of its defining qualities is its ability to bring together the entire spectrum of the maritime sector. It reaches out to ship-owners/operators, shipbuilders, repairers and converters and the supply chain from all over the globe. The majority of the 50,000 visitors are decision making buyers as well as leading agents and distributors from all over the world.

## JOIN THE UK SHOWCASE AT SMM 2022

The Society of Maritime Industries (SMI) is inviting you to join the UK Showcase. We are aware that many companies would like to exhibit but with budget restrictions they walk the show instead. This showcase offer is intended to bridge the gap between "walking the show" and the investment required in a full stand.

The advantages of joining the showcase are:

- A space in the shared area is more cost effective than a 9sqm stand
- Brochure rack space
- Showguide and web site entry – you will be an official exhibitor in the showguide and online
- Storage for bags and brochures
- Always a presence on the stand so you are able to work the show effectively knowing any enquiries will be handled
- Learn from and network with the UK group
- Potential hotel/flight savings as you have no build-up / breakdown

## THE UK SHOWCASE STAND

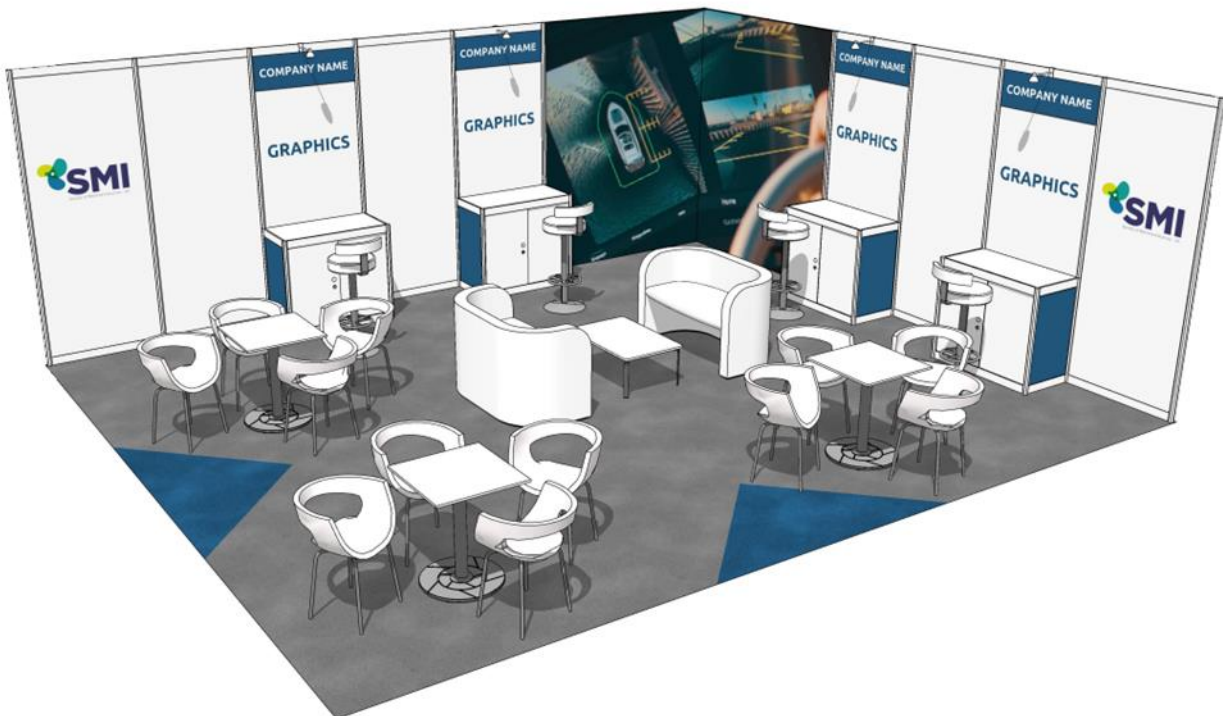
We are proposing to have approx. 30sqm space within the UK Pavilion. Each showcase company will have a graphic, cupboard and a stool. We will allocate space positions on a 'first come first served' basis. The shared space will include:

- Cupboard for storing briefcases, brochures
- Tables for meetings
- Brochure racks for showcase companies

The shared stand will sit within a modular built stand as part of the UK Pavilion.

Please kindly note that there will be very limited room to display equipment. The SMI are willing to hear what equipment you would like to display but it can't be at the detriment of other stand users. We will need prior agreement before any equipment is allowed to be displayed.

We need 6 companies to commit to this showcase offer. The image below provides an indication of the shared stand showcase set up.



## COST OF PARTICIPATING

1 x Space: £4,450 no VAT

Plus, SMI Management Fee:

- Member rate £625 ex VAT (£750 inc VAT)
- Non-member rate £875 ex VAT (£1,050 inc VAT)

NB – COMPULSORY SMM FEES. As an exhibitor you will also need to pay a €600 compulsory media fee and €300 co-exhibitor fee to the exhibition organiser.

## **DEPARTMENT FOR INTERNATIONAL TRADE (DIT) SUPPORT**

- **Internationalisation Fund**

The DIT has launched its Internationalisation Fund which is available to eligible businesses in England to improve international trade performance through co-investment in approved activity. Funding is available to support SME participation in International Trade Fairs, is supported by the European Regional Development Fund (ERDF) and runs from December 2020 to early 2023. Exclusions apply. Information regarding the additional export support for SMEs that is available in devolved administrations can also be supplied. For further details please contact Helen Stephen Tel: +44 (0)20 7628 2555 or via [helen.stephen@maritimeindustries.org](mailto:helen.stephen@maritimeindustries.org)

- **UK Tradeshow Programme**

UK SMEs who are exporting, or thinking of exporting from the UK can apply to attend the UK Tradeshow Programme's selection of supported overseas tradeshow and conferences, and potentially receive grants to offset some costs. For an update on whether SMM will be supported via this programme, please visit [here](#) or contact Helen Stephen Tel: +44 (0)20 7628 2555 or via [helen.stephen@maritimeindustries.org](mailto:helen.stephen@maritimeindustries.org)

## **ADDITIONAL INFORMATION**

All relevant costs have been calculated using current exchange rates at time of issue, we reserve the right to adjust the charges in the event of any significant change.

The SMI Management fee covers the costs of all aspects of securing government funding, pre-event preparations, recruitment and administration prior to, during and after the event. In all cases, the Showcase Management Fee is non-refundable and cannot be included in your claim.

## **TERMS AND CONDITIONS OF CONTRACT**

The provision of space, arrangements for design and construction of the SMI shared stand, including additional charges, are covered in the attached Society of Maritime Industries (SMI) Terms and Conditions. These Terms and Conditions together with this "Offer" and the Rules and Regulations issued by the exhibition organiser are deemed to be incorporated in and form part of this contract. Details given are subject to any changes with particular regard to the exhibition organiser's charges, government legislation, etc. The organiser's Terms and Conditions can be supplied on request.

Where an Exhibition is postponed or cancelled for reasons beyond SMI's control it will use reasonable efforts to reclaim any portion of the Stand Fees or other payments paid on the exhibitor's behalf by SMI to the Organiser and/or contractors, (excluding contractors the Exhibitor has appointed independently) and to refund such fees to the Exhibitor, net of any administrative costs incurred by SMI.

## **LIABILITY**

Your own insurance should cover your potential liabilities arising from exhibiting within the UK Pavilion. No liability shall be attached to the Society of Maritime Industries or any member of its staff in respect of any accident, injury, loss or damage arising out of, or in any way connected with, the display of goods in pursuance of this event or in any other way whatsoever.

## **ACTION**

To reserve a place in the UK Group, please complete and return the booking form to Helen Stephen. The Deadline is July 8th 2022 or when there is no further shared space is available. Please contact Helen Stephen Tel: +44 (0)20 7628 2555 or via [helen.stephen@maritimeindustries.org](mailto:helen.stephen@maritimeindustries.org)



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## BOOKING FORM FOR EXHIBITORS JOINING THE UK SHOWCASE

Please complete and return this registration form ASAP since space is being reserved. Your space will be secured subject to receipt of payment to the Society of Maritime Industries\*. For all enquiries please contact Helen Stephen.

Telephone: + 44 (0)20 7628 2555

E-mail: [helen.stephen@maritimeindustries.org](mailto:helen.stephen@maritimeindustries.org)

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Town: \_\_\_\_\_ Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Phone No: \_\_\_\_\_

E-mail: \_\_\_\_\_

Our company/organisation wishes to join the UK SHOWCASE at SMM Hamburg 2022 and requests an invoice for the following:

Stand:	<i>For one showcase space £4,450</i>	£
Management Fee	<i>Member rate £625 ex VAT (£750 inc VAT), Non-member rate £875 ex VAT (£1,050 inc VAT)</i>	£
TOTAL		£

\*An invoice will be issued immediately upon receipt.

NB – you will also receive a separate invoice from SMM for the Media Fee of €600 and the Co-exhibitor fee of €300

Brief description of your products/services

We accept the SMI Terms & Conditions (overleaf) and will settle any minor follow-on charges including additional furniture or fittings for exhibitors in the UK pavilion, etc. when advised.

We acknowledge that once completed and signed this form represents a contractual commitment by the company/organisation and if we subsequently withdraw from the UK Group we will be liable for the full costs (in accordance with the SMI Terms & Conditions of participation at exhibitions) unless a replacement can be recruited.

Signed: \_\_\_\_\_ Name: \_\_\_\_\_ Date: \_\_\_\_\_

# **SOCIETY OF MARITIME INDUSTRIES (SMI)**

## **TERMS AND CONDITIONS OF PARTICIPATION AT EXHIBITIONS**

1. All participating exhibitors must be in the name of a UK registered company.
2. SMI may acknowledge receipt of an unsupported application to participate in the exhibition. Such acknowledgement does not commit SMI to consider allocation of stand space nor provide any further service. Such commitment by SMI to consider allocation of space will apply only to those applications from an exhibitor that have been supported by payment in full.
3. Stand fees include rental of space, provision of a fully constructed shell-scheme stand and display aids as part of a showcase of stands and SMI's administrative charges.
4. Exhibitors must pay in full all invoices for stand fees as they fall due. Failure to do so may be regarded as a breach of this contract. In such cases articles 16, and 17 of these terms and conditions apply.
5. Exhibitors applying for space within the shared UK Showcase must take the shell-scheme provided.
6. No additional construction to the shell-scheme is permitted, except by prior and written agreement from SMI.
7. Companies having received such agreement from SMI are themselves responsible for seeking quotes, commissioning and payment of additional construction to the shell-scheme.
8. SMI will make every effort to provide the shared space requested, but cannot guarantee in advance either the hall, position, configuration of stand, or total area that can be provided.
9. Where it is necessary to offer an area varying by greater than 20% of the area requested, SMI will first seek the agreement of the applicant.
10. If compromise cannot be reached, exhibitors party to this agreement remain responsible for payment of the whole stand available, but SMI will make all reasonable effort to find a replacement company.
11. Should it be necessary to allocate a stand area greater than originally requested, the exhibitor must pay in full on receipt of invoice for additional areas. Should it be necessary to allocate a stand area less than originally requested, SMI will refund the difference in stand fees should a reduced area only be available.
12. Every reasonable care will be taken in the allocation of space to companies to avoid inclusion of pillars and fire hydrant access points on stands. Where this is not possible, companies will not be charged for net stand area displaced by pillars, or hydrants.
13. SMI is unable to guarantee that it is able to offer sufficient space to satisfy the total UK group requirement. Space will therefore be allocated strictly in order of receipt of applications supported by payment in full.
14. Exhibitors withdrawing from the showcase after SMI is committed to payments on the company's behalf will forfeit their fees in full unless a replacement company can be found to take all of the withdrawing company's showcase position.
15. SMI will make all reasonable effort to find replacement companies, but will not guarantee to secure replacement.
16. Where a replacement exhibitor can be found, a charge of 20% of stand fees, up to a maximum of £1,000 will be charged to the withdrawing company to cover the additional administrative costs incurred.
17. SMI promotes relevant tradeshow support funding which is available from the DIT, further details of available support funding are available on request from SMI.
18. Neither SMI nor the event organiser is able to guarantee that an exhibitor is eligible for DIT support.
19. In instances where an exhibitor may have DIT support withdrawn after SMI has contracted for payment on behalf of an exhibitor, the exhibitor will remain liable to pay for the full cost of the stand it has been allocated.
20. In submitting this application, exhibitors accept responsibility for ensuring that they are adequately insured against all accident, claims arising from negligence and that their exhibits are also insured against loss, or damage.
21. No damage may be caused to the shell-scheme, or display aids supplied, particularly by use of nails, or tacks for attaching panels to the shell-scheme walls.
22. If damage is so caused, companies will be liable to meet the full cost of replacement of the damaged items.
23. Exhibitors are forbidden to further embellish the fascia panels of their stands by use of unauthorised additional graphics, or display aids.
24. Exhibitors are requested not to promote their presence and exhibits in a manner likely to cause offence, or nuisance to other exhibitors, or in contravention of the event organisers' terms and conditions of participation.
25. From time to time, SMI may appoint service companies to offer group freight, travel, accommodation, promotion and other services as may be thought in the interests of the joint venture exhibiting companies.
26. Where SMI makes such appointments, joint venture exhibitors are free to make use of the services of such companies at their own risk.
27. Such appointments are made in the interests of reducing individual costs for joint venture participants. Exhibitors are not obliged to use such services.
28. SMI acts solely as an agent on behalf of the exhibitor and takes no liability for exhibitor's recovery of monies paid to a stand contractor who before the completion of the delivery and the build of the stands becomes bankrupt or otherwise ceases to trade.
29. SMI shall not be held liable for the performance, actions or negligence of appointed contractors by the event organisers.
30. Exhibitors shall be liable for payment of all additional site services (ie. stand cleaning) where required.
31. SMI reserves the right to raise a surcharge on stand fees, in the event of significant devaluation of Sterling.
32. In submitting this application, the exhibitor agrees to be bound by these terms and conditions and those of the Event Organisers.