



Criteria applicable to the booking of hotel room contingents (group bookings) by exhibitors:

1. Hotel room contingents for exhibitors

The objective of “Messe Selected Hotels” is to ensure the availability of suitable accommodations for tradeshow visitors, preferably for the full duration of each event. There is, however, no expectation that guests stay for any prescribed periods of time such as including nights before and after a given event (max. of one (1) night before or one (1) night after the event).

Exhibitors inquiring about bookings for groups (i.e. for 10 or more rooms) no later than 10 months ahead of check-in may choose to request that up to a maximum of 20 percent of all the rooms to be occupied on every given night be reserved for periods less than the full duration of event. For example, in the case of 10 rooms booked per night, a maximum of two (2) rooms per night may be reserved for periods less than the full tradeshow period. Any offer made by a Messe Selected Hotel in response to such an inquiry must state the percentage of rooms that have been requested for stays less than the full tradeshow period. Stays less than the full tradeshow period are defined as, at most, stays of up to two (2) consecutive nights falling either at the beginning or at the end of the given show. In this context, the “tradeshow period” is defined as the day/night prior to opening day (as the day of arrival) up to and including the last day of the show (departure day).

Guests may, at any time during the period booked and at no additional charge, be reassigned to any of the rooms set aside in connection with a group booking, irrespective of the group’s size.



2. Payment terms for exhibitors

When a group booking is made, Messe Selected Hotels require

- prepayment of a maximum of 15% of the booking price when the group booking contract is signed,
- prepayment of a maximum of 50% of the booking price 12 to 6 months prior to check-in, and
- prepayment of 100% of the booking price no later than 14 days prior to check-in.

3. Ensuring comparable terms for all exhibitors

If, within four weeks after signing its group booking contract, an exhibitor is offered or finds an a more favorable deal elsewhere than the one booked with the given Messe Selected Hotel, then the Messe Selected Hotel involved must offer to renegotiate the deal (for the same hotel, the same room category, the same number of persons, the same check-in and check-out dates and with the same booking terms and conditions).

4. Minimum cancellation terms for booking cancellations by exhibitors

For any group booking, Messe Selected Hotels must allow all rooms in the booking to be cancelled free of charge if the cancellation is made at least 12 months prior to the check-in date. For cancellations made later than that, the following cancellation fees apply:

- cancellations made between 12 and 6 months prior to check-in: maximum of 15% of the value of the canceled contract
- cancellations made between 6 and 3 months prior to check-in: maximum of 50% of the value of the canceled contract
- cancellations made later than 3 months prior to check-in: maximum of 90% of the value of the canceled contract

5. Reduction of cancellation fees for exhibitors

Outside of the above-mentioned free cancellation period, hotel rooms for which bookings are canceled by exhibitors will generally be offered by the given Messe Selected Hotel for resale – for example, in response to telephone inquiries, inquiries submitted to the booking platform operated by HMTG on the platforms of other OTAs, or on the Messe Selected Hotel's own booking platform, etc.

If the Messe Selected Hotel succeeds in reselling such canceled rooms, it will claim payment of a reduced cancellation fee in an amount agreed upon between the Messe Selected Hotel and the exhibitor. This arrangement does not apply to non-refundable room rates.



Criteria applicable to bookings by individuals

If a Messe Selected Hotel finds that it no longer has rooms available for individual bookers, it is obliged to close down its online sales channels/offers to the extent technically possible, provided no reseller contingents are involved. Messe Selected Hotels pledge to always shut down their systems for online offers in such cases. The promotion of rooms that not available for booking by individuals should only occur in exceptional cases, e.g. technical failure, inability to access the necessary interface, the absence of technical means to shut down such offers or if absolutely unavoidable as a way of preventing the Messe Selected Hotel from being booked to full capacity or overbooked.

Quality criteria for Messe Selected Hotels

- WiFi in every room
- acceptance of internationally commonly used credit cards
- late check-ins and/or 24-hour reception availability during the tradeshow period
- breakfast available from 6:30 a.m. on and evening meals available until 10 p.m., either in the hotel itself or in the immediate surroundings
- English-speaking staff
- parking at the hotel or in the immediate surroundings
- possibility for guests to pre-order local public transport at the hotel
- laundry and dry-cleaning service
- regular investment in infrastructure and renovation
- free distribution of tradeshow-related welcome and information materials provided by Deutsche Messe
- free post and parcel collection service for hotel guests

Further options within the Messe Selected Hotels program

Further payment terms and/or variant payment terms favoring exhibitors and variant cancellation rules favoring exhibitors (cancellation fee scales, including scales comprising additional no-cost cancellation options, based on numbers of rooms/time periods) can be agreed upon between the Messe Selected Hotel and the exhibitor in question on a case-by-case basis.

The criteria for group bookings set out in points 1 to 4 above apply only to groups which, individually, account for a maximum of 50% of the total number of rooms at the hotel in question. Bookings for groups larger than that are a matter for individual negotiation between the hotel and exhibitor in question.

Participation in the Messe Selected Hotels program is not contingent upon hotels setting aside any particular room contingents in advance. Participating hotels are free to set and manage their own contingents as they see fit. Messe Selected Hotels are under no obligation whatsoever to make offers in response to inquiries placed.



Breaches of the above-stated criteria

If Deutsche Messe AG learns of any breaches of the above-stated criteria, it will take the matter up with the Messe Selected Hotel concerned.

If, following this, the Messe Selected Hotel in question remains in breach of any of the above-stated criteria, Deutsche Messe AG will have the right to terminate the hotel's trademark use contract for the "Messe Selected Hotel" trademark prior to expiration of the three-year contract term and to bar the hotel from being granted any future rights to use the trademark.

Messe Selected Hotels

In the interests of safeguarding Hannover's attractiveness as a tradeshow location, Deutsche Messe and DEHOGA Region Hannover e.V. have partnered to formulate new criteria for a new Messe Selected Hotel program.

Messe Selected Hotels are hotels that have been selected by Deutsche Messe AG (DMAG) for their **commitment to fair pricing and terms and to quality accommodation**.

The criteria underlying the "Messe Selected Hotel" trademark give **exhibitors certainty of planning in terms of the fairness, quality and optimal utilization of the limited hotel room capacity** available in the Greater Hannover region serving the Hannover Exhibition Center.

The advice to customers is always that they should **book their accommodation directly with hotels**, and that if they wish to use an agency they use the **accommodation services offered by Hannover Marketing und Tourismus GmbH (HMTG)**.

Hotels which accept and agree to be bound by the following criteria are permitted to use the "Messe Selected Hotel" trademark. Acceptance of the criteria constitutes a legally binding contract for a term of three years.