



Bayerischer Gemeinschaftstand auf der SFA Summer Fancy Food Show 2025

Wie, Wann, Wo

Messenname	The SFA Summer Fancy Food Show 2025
Homepage	www.specialtyfood.com/fancy-food-shows/summer/
Veranstaltungsort	Javits Center, New York City / USA
Veranstaltungsdatum	29.06.2025 – 01.07.2025
Anmeldeschluss	29. November 2024 20.03.2025
Zahlen 2023	2.400 Aussteller, ca. 29.000 Besucher



Um diese Themen geht es:

- Nahrungs- und Genussmittel
- Fertiggerichte, Gewürze
- Molkereiprodukte, Backwaren
- Süßwaren, Schokolade, Speiseeis
- Getränke, Kaffee, Tee
- Wein, Bier, Spirituosen

Darum sollten sie am Bayernstand ausstellen:

- Sie erhalten einen **schlüsselfertigen Messestand** und wir übernehmen für Sie die komplette Messeorganisation
- Sie nutzen mit Ihren Besuchern die **Lounge inkl. messeüblicher Bewirtung** kostenlos
- Sie werden durch unser **Projektteam** betreut

Beteiligungsmöglichkeiten

Standfläche 9 m²: 1.100 €/m²

Standinheit 4 m²: 4.650 € pro Stand

Standinheit 2 m²: 2.750 € pro Stand



Ansprechpartner

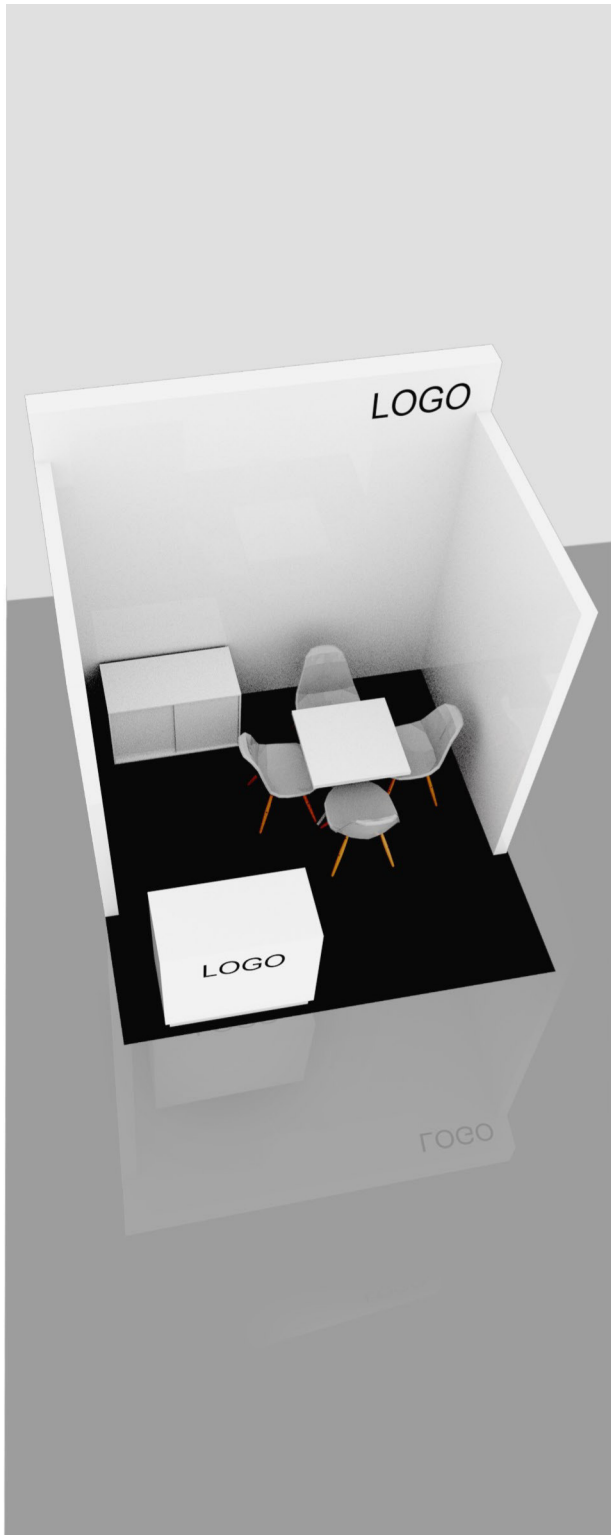
Bayern International GmbH

Kirsten Brinkmann
T +49 89 66 05 66 302
kbrinkmann@bayern-international.de
www.bayern-international.de

Balland Messe-Service GmbH

Marius Juschka
T +49 221 500 55 76 28
m.juschka@balland-messe.de
www.balland-messe.de

Leistungen Flexpaket / Paket A



Allgemeine Leistungen

- Planung, Organisation und Durchführung der Bayernbeteiligung
- Rundum-Betreuung durch das Projektteam vor und während der Messe
- Schlüsselfertiger Messestand in einheitlichem Standdesign
- Bereitstellung von allgemeinem Dolmetscherservice
- Kostenlose Nutzung der Lounge inklusive Bewirtung

Spezifische Leistungen – Flexpaket (ab 9m²)

1. Standfläche ab 9m²
2. Wandbauhöhe 2,8m, weiß
3. Grafiken (inkl. Druck und Montage):
 - a. Firmenlogo
 - b. Standnummer
4. Infocounter, weiß, abschließbar
5. Besprechungstisch mit vier Stühlen
6. Sideboard, weiß, abschließbar
7. Allgemeine Ausleuchtung des Standes und Steckdose (2 KW)
8. Teppichboden dunkelgrau

Leistungen Basispaket / Paket B

Allgemeine Leistungen

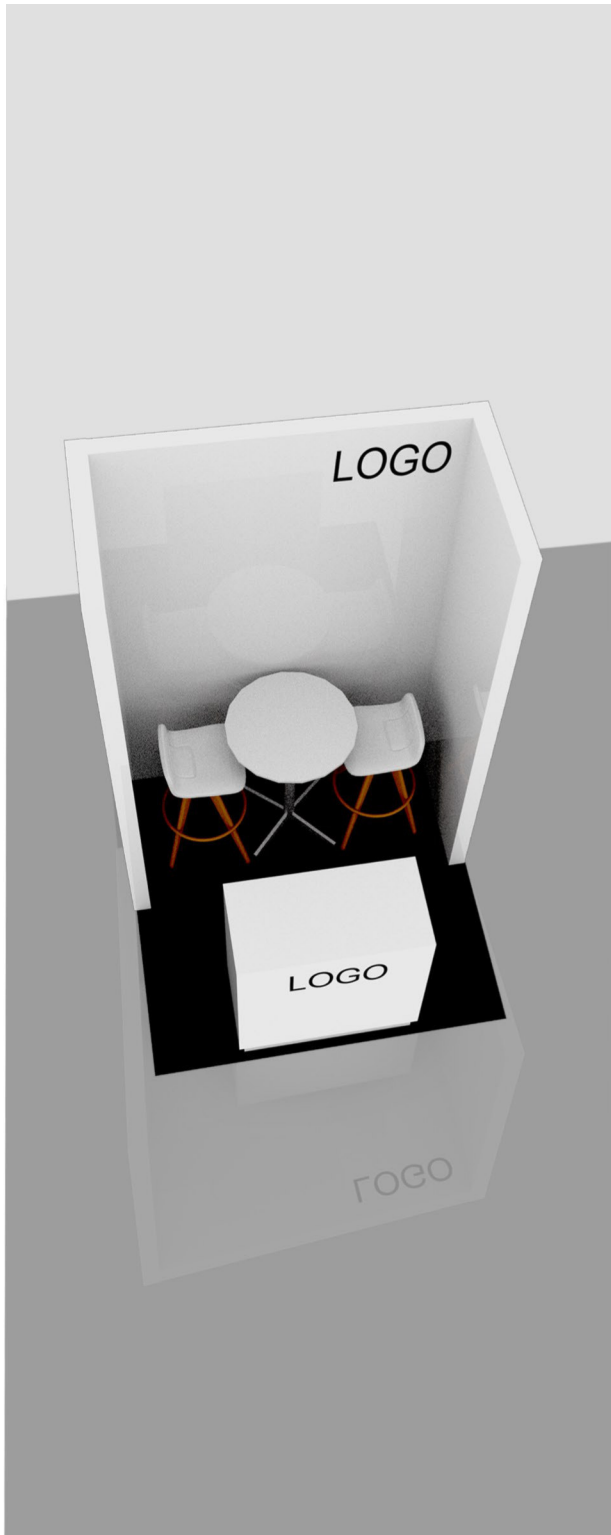
- Planung, Organisation und Durchführung der Bayernbeteiligung
- Rundum-Betreuung durch das Projektteam vor und während der Messe
- Schlüsselfertiger Messestand in einheitlichem Standdesign
- Bereitstellung von allgemeinem Dolmetscherservice
- Kostenlose Nutzung der Lounge inklusive Bewirtung

Spezifische Leistungen – Basispaket (2m²)

1. Standfläche ca. 2m²
2. Rückwand weiß (2,0m x 2,8m)
3. Grafiken (inkl. Druck und Montage)
 - a. Firmenlogo
 - b. Poster DIN A0 hochkant
 - c. Standnummer
4. Unterschrank, weiß, abschließbar
5. Zwei Wandregale, weiß
6. Zwei Barhocker
7. Indirekte Beleuchtung und Steckdose (2KW)
8. Teppichboden dunkelgrau



Leistungen Komfortpaket / Paket C



Allgemeine Leistungen

- Planung, Organisation und Durchführung der Bayernbeteiligung
- Rundum-Betreuung durch das Projektteam vor und während der Messe
- Schlüsselfertiger Messestand in einheitlichem Standdesign
- Bereitstellung von allgemeinem Dolmetscherservice
- Kostenlose Nutzung der Lounge inklusive Bewirtung

Spezifische Leistungen – Komfortpaket (4m²)

1. Standfläche ca. 4m²
2. Wandbauhöhe 2,8m, weiß
3. Grafiken (inkl. Druck und Montage):
 - a. Firmenlogo
 - b. Standnummer
4. Infocounter, weiß, abschließbar
5. Stehtisch
6. Zwei Barhocker
7. Allg. Ausleuchtung des Standes und Steckdose (2 KW)
8. Teppichboden dunkelgrau

The SFA Summer Fancy Food Show

29.06.-01.07.2025

New York / USA

Balland Messe-Service GmbH
Vogelsanger Weg 45a
50858 Köln

Durchführung:

Balland Messe-Service GmbH
Vogelsanger Weg 45A
50858 Köln

Projektleiter:

Herr Marius Juschka
E-Mail: m.juschka@balland-messe.de
Tel.: +49 221 500 55 76 28

In Zusammenarbeit mit



ANMELDUNG:

Anmeldeschluss: ~~29.11.2024~~

20.03.2025

Wir melden uns als Aussteller zur oben angegebenen Messe in New York an:

1. Aussteller

Firmenname:	_____	Ansprechpartner/in:	_____
Straße:	_____	Telefon:	_____
PLZ/Ort:	_____	Telefax:	_____
Land:	_____	E-Mail:	_____

2. Benötigtes Paket

_____ Paket A (Stand ab 9 qm inkl. Standbau):	1.100,00 € / qm
_____ Paket B (Stand auf ca. 2 qm inkl. Standbau):	2.750,00 € pauschal
_____ Paket C (Stand auf ca. 4 qm inkl. Standbau):	4.650,00 € pauschal

Wir haben die Allgemeinen und besonderen Teilnahmebedingungen zur Kenntnis genommen und erkennen diese an. Wir verpflichten uns, nur Produkte auszustellen, die in der Bundesrepublik Deutschland bzw. in deutscher Lizenz hergestellt wurden. Der computergestützten Erfassung, Speicherung und Weitergabe der Firmenangaben an Dritte wird zugestimmt.

Die Verpflichtung zur Zahlung von 20 % des Beteiligungspreises – basierend auf der gewünschten Fläche – entsteht mit der schriftlichen Anmeldung. Dieser Betrag wird mit Erhalt einer entsprechenden Rechnung fällig. Bei Zulassung entsteht die Verpflichtung zur Zahlung des Restbetrages. Dieser ist sofort nach Erhalt der Endrechnung fällig.

The SFA Fancy Food Show
29.06.-01.07.2025
New York / USA

Durchführung:
Balland Messe-Service GmbH
Vogelsanger Weg 45A
50858 Köln
Projektleiter:
Marius Juschka
E-Mail: m.juschka@balland-messe.de
Tel.: +49 221 500 55 76 28

Besondere Teilnahmebedingungen

(als Ergänzung zu den Allgemeinen Teilnahmebedingungen)

Bitte beachten Sie auch die Allgemeinen Teilnahmebedingungen. Die Bestätigung der Teilnahmebedingungen und die unterschriebene Anmeldung sind Voraussetzungen für eine Zulassung.

1. **Anmeldeschluss:** ~~20.11.2024~~ **20.03.2025**

2. **Beteiligungspreis**

Die genannten Beteiligungspreise verstehen sich inkl. der ggf. gesetzlich anfallenden ausländischen Steuern (z.B. VAT, Sales Tax etc.)

- Paket A (Fläche mit Standbau ab 9 qm): 1.100,00 € / qm
- Paket B (Fläche mit Standbau auf 2 qm): 2.750,00 € pauschal
- Paket C (Fläche mit Standbau auf 4 qm): 4.650,00 € pauschal

3. **Leistungen**

Mit der Zahlung des Beteiligungspreises sind folgende Leistungen abgegolten:

Paket A:

- Standfläche ab 9 qm mit grauem Teppichboden
- Rück- und Seitenwände weiß
- 1 abschließbarer Infocounter
- 1 abschließbares Sideboard
- 1 Tisch
- 4 Stühle
- Firmenlogo und Standnummer
- Allgemeine Ausleuchtung des Standes und Steckdose (2 KW/110V)

Paket B:

- Standfläche auf ca. 2 qm
- Rückwand weiß (1,00m x 2,8mH)
- Grafiken (inkl. Druck und Montage)
 - Firmenlogo
 - Poster DIN A0 hochkant
- Unterschrank, weiß, abschließbar
- Prospekthalter (DIN A4)
- Barhocker
- Ausleuchtung und Steckdose
- Teppichboden

Paket C:

- Standfläche auf ca. 4 qm mit grauem Teppichboden
- Rückwände weiß
- Grafiken (inkl. Druck und Montage)
 - Firmenlogo
 - Standnummer
- Infocounter, weiß, abschließbar
- 1 Stehtisch
- 2 Barhocker
- Allgemeine Ausleuchtung des Standes und Steckdose (2 KW/110V)
- Teppichboden

4 Allgemeine Leistungen

- Technisch-organisatorische Betreuung vor und während der Messe durch die Balland Messe-Service GmbH
- Einheitliche Rahmengestaltung der Beteiligung gemäß BI-Konzept
- Kostenlose Nutzung der Lounge inkl. Bewirtung

5. Verzicht

Ein Verzicht auf einzelne firmenspezifische oder allgemeine Leistungen gründet keinen Anspruch auf Minderung des Beteiligungspreises. Auf einheitliche Gestaltungselemente kann in keinem Falle verzichtet werden.

6. Zahlungsbedingungen

Die Verpflichtung zur Zahlung von 20 % des Beteiligungspreises - basierend auf der gewünschten Fläche - entsteht mit der schriftlichen Anmeldung. Dieser Betrag wird mit Erhalt einer entsprechenden Anzahlungsrechnung fällig. Der in der Anzahlungsrechnung ausgewiesene Betrag ist unter Angabe der Veranstaltung auf das in der Anzahlungsrechnung angegebene Konto zu überweisen. Bei Zulassung entsteht die Verpflichtung zur Zahlung des Restbetrages. Dieser ist sofort nach Erhalt der Endrechnung fällig. Der in der Endrechnung ausgewiesene Betrag ist unter Angabe der Veranstaltung auf das in der Endrechnung angegebene Konto zu überweisen.

6. Firmendaten

Der computergestützten Erfassung, Speicherung und Weitergabe der Firmendaten an Dritte wird zugestimmt.

General conditions for participations from Balland Messe-Service GmbH at trade fairs and exhibitions abroad

1. Organisers

Balland Messe-Service GmbH acts as organiser of German Pavilions worldwide.

2. Implementing companies

The technical and organisational implementation of the German Pavilion lies with implementing companies that have been commissioned for this purpose and which act on their own behalf within the framework of these General Conditions.

3. Eligibility

Companies from the Federal Republic of Germany and their foreign subsidiaries and representations are eligible to participate as part of German participations.

4. Conclusion of contract

4.01

a) Registration requires the submission of the completed registration declaration within the specified deadline, including any necessary attachments, and receipt of the down payment by the implementing company within the specified deadline.

b) Registration creates a binding commitment by the exhibitor, irrespective of admission. Any requirements or reservations imposed by the exhibitor during the registration process are inadmissible and void.

4.02 Balland Messe-Service GmbH confirms receipt of the registration in text form. The fact that an exhibitor has registered and received confirmation of this does not mean that it has been admitted or that it is entitled to a certain size of stand and/or location of stand.

4.03 If the requirements as per No. 3 and No. 8.01 General Conditions are met by an exhibitor and if the minimum number of participants has been reached, Balland Messe-Service GmbH will confirm its participation (admission). The fact that an exhibitor has been admitted does not mean that it is entitled to a certain size of stand and/or location of stand. To this effect, the exhibitor grants Balland Messe-Service GmbH an unilateral right to specify performance as per Section 315 German Civil Code. The contract between the exhibitor and Balland Messe-Service GmbH becomes valid as soon as the exhibitor receives confirmation of admission. If the content of the confirmation of admission differs from the content of the application, the substance of the contract is that of the confirmation of admission.

4.04 Balland Messe-Service GmbH allocates a stand space to the exhibitor and informs it in text form about its location and measurements. If the size of the stand area differs by more than 20 % in size and at least 3 m² from the size indicated in the application, the exhibitor has the right to revoke the contract. The exhibitor must declare the revocation to Balland Messe-Service GmbH within one week after the stand space has been allocated. The exhibitor cannot claim any compensation for the revocation.

4.05 Following the allocation of the stand space, the implementing company instructs the exhibitor about the preparations for and the implementation of the German participation. The exhibitor is solely liable for any repercussions resulting from failure to observe these instructions.

4.06

a) Balland Messe-Service GmbH is free to allocate a stand space different from the one originally allocated to the exhibitor, if this is necessary to ensure a uniform picture of the overall German participation. In this case, the implementing company will grant the exhibitor a space that is largely equivalent in location and size.

b) Should Balland Messe-Service GmbH be forced to move or alter individual stands, entrances, exits, or aisles, subsequent to allocation, through circumstances beyond its control, such as directives from public authorities or instructions from the trade fair or exhibition management, no resulting claims may be asserted, the exception being a reduction of stand space, in which case the exhibitor is entitled to pro-rata reimbursement of the price of participation. Any deviations of measurements and resulting marginal differences between specified and actual stand dimensions do not constitute grounds for any claims on the part of the exhibitor.

4.07 Following an agreement with the exhibitor or its authorized agent, the implemented company will hand over the stand prior to the beginning of the event.

4.08 The organiser reserves the right to exclude the exhibitor from future German participations in the event of grave violations of the contract.

5. Sub-exhibitors

5.01 Stand spaces are provided only as a whole unit and only to one exhibitor each. A single stand space can only be used by several companies in cases of joint company exhibitions, and only if Balland Messe-Service GmbH has been notified about and accepted every single sub-exhibitor present in addition to the exhibitor. The decision as to whether a sub-exhibitor is admitted or not is also made on the basis of these General Conditions.

5.02 Additional companies represented on the exhibitor's stand space have to be registered as sub-exhibitors. This also applies for companies that are required to file a joint consolidated financial statement with the exhibitor.

5.03 Wherever applicable, these General Conditions also apply to any sub-exhibitors. Any participation of sub-exhibitors is subject to financial charges. Even after admission of a sub-exhibitor, contractual relations of the implementing company continue to exist only with the exhibitor. Consequently, the costs associated with the participation of the sub-exhibitor are charged to the exhibitor. The exhibitor is liable for the actions of its sub-contractors in the same way as for its own actions.

5.04 If the exhibitor admits another company without the approval of Balland Messe-Service GmbH, Balland Messe-Service GmbH is entitled to terminate the contract with the exhibitor without notice and to have the stand space cleared at its expense. In this case, the exhibitor cannot claim any damages.

6. Revocation / non-participation

6.01 Balland Messe-Service GmbH has the right to revoke from the contract if

a) insolvency proceedings are filed in respect of the exhibitor's assets, a situation about which the exhibitor must inform the implementing company without delay;

b) admission was granted on the basis of unmet requirements or incorrect information;

c) conditions for admission cease to be met at a later point in time; or

d) the exhibitor fails to meet key contractual obligations, in particular, if it fails to meet the payment deadline despite having been issued with a reminder notice and a second deadline. The consequences are as per No. 6.02 a) and b) General Conditions.

6.02 Should the exhibitor forgo the stand space allocated to it, it must

a) pay the participation fee in full, insofar as Balland Messe-Service GmbH is unable to otherwise allocate the stand space;

b) pay 20 % of the participation fee, up to a maximum of €500, if Balland Messe-Service GmbH is able to allocate the stand space to another exhibitor; unless the exhibitor can furnish proof that no damage or considerably less damage has been caused.

This does not apply for cases as per No. 4.04 General Conditions.

6.03 Any revocation or foregoing of the allocated stand space by the exhibitor only takes effect once Balland Messe-Service GmbH has received declaration in text form to this effect.

6.04 Stands that have not been taken over by the exhibitor or its authorised agent as agreed (cf. No. 4.06 General Conditions), can be used for other purposes. In this case, No. 6.02 General Conditions applies accordingly. The exhibitor cannot make any claims beyond this. Other purposes also include types of use that are designed to ensure a representative overall image of the German participation.

7. Stand equipment, design, obligation to be present and operational, additional payable services

7.01 The application form lists the relevant stand equipment, design, and any additional payable services. Any equipment and stand design that exceeds the services provided by the organiser of the German participation as per application form must be taken care of by the exhibitor itself. The building regulations valid at the event location, and the construction guidelines issued by the implementing company are binding. Two-storey constructions are not permissible. The design elements bearing the logo 'made in Germany' designated for hall space without stand construction must not be covered up or obscured.

7.02 The exhibitor must coordinate its design work with Balland Messe-Service GmbH prior to realisation. Any stand design that does not comply with the regulations made here, the building regulations applicable at the venue or the construction guidelines issued by the implementing company can be removed or modified by Balland Messe-Service GmbH at the expense of the exhibitor.

General conditions for participations from Balland Messe-Service GmbH at trade fairs and exhibitions abroad

7.03 The exhibitor is under obligation to ensure a permanent presence and permanent operations of the stand during opening hours over the entire duration of the trade fair, including on the last day of the trade fair.

7.04 If the exhibitor has purchased payable services from Balland Messe-Service GmbH beyond what is specified in the application form, the exhibitor will be charged for these costs.

8. Exhibition goods and direct sales

8.01

a) All exhibits and goods being marketed must have been produced in the Federal Republic of Germany or by German subsidiaries abroad or under a German licence. Foreign products that are necessary to complement German goods and whose size and value is in appropriate relation to these German goods may be admitted after consultations with the organisers of the German participation.

b) On the request of Balland Messe-Service GmbH, the exhibitor is required to produce and hand over an up-to-date register (manufacturers, product designation, place of production) of all exhibition goods.

8.02 Where goods are put on display without having been admitted as per No. 8.01 General Conditions, Balland Messe-Service GmbH, acting on behalf of the organiser, can ask for the immediate removal of these goods at the expense of the exhibitor.

If an exhibitor does not comply with the demand (in text form) to remove the relevant goods, a penalty for breach of contract amounting to 20 % of the participation fee is payable. In addition to this, it is possible for claims for damages to be brought; in this case, these will amount to the difference between the penalty and the full costs.

8.03 The exhibitor is responsible for enforcing the protection of commercial rights (e.g. trademark, design, patent rights). The organisers cannot be held liable, in particular, for damages incurred by exhibitors as a result of breaches of such commercial rights by other exhibitors. Within its reasonable possibilities on site, the implementing company will assist in the task of preserving evidence, particularly by contacting the exhibition management and by viewing and/or making technical visual records (e.g. photos) of the exhibit in question.

9. Transport, display and dismantling of exhibition goods and stand furnishings

The exhibitor is solely responsible for transporting its exhibits to the exhibition stand and back, for storing empty containers, for using lifting and transport equipment, for deploying personnel in charge of packing and unpacking, for displaying and dismantling exhibition goods, for re-packing and for all other related activities. Even after the Special Conditions have been defined, the organisers may stipulate the use of a specific on-site logistics company to be used throughout the area of the German participation.

10. Participation in evaluations of the foreign trade fair programme

The exhibitor is under obligation to provide all data required for an evaluation of the foreign trade fair programme, to do so in accordance with data protection law and as specified by the organiser of the German participation (cf. No. 1 General Conditions), and to participate in any surveys, interviews, and other types of data collection undertaken by the organiser as part of the evaluation. When selecting staff members for participation, the exhibitor must ensure that these are able to provide information on the relevant trade fair participation. The exhibitor pledges to seek any declarations of consent that may be required in connection with the provision of data belonging to third parties.

11. Insurance and liability

11.01 The exhibitor is responsible for insuring its exhibition goods against all transport-related risks and against all risks that occur during the event, especially damage and theft.

11.02 The exhibitor will be held liable for any damage it causes to third parties in the course of its participation in the exhibition, including damage caused to buildings at the exhibition centre and damage to its facilities.

11.03 The organisers of the German participation and Balland Messe-Service GmbH assume no liability for damage other than damage to life, physical integrity and health, unless this other damage was caused by intent or gross negligence, or by culpable violation of a major contractual obligation on the part of the organiser of the German participation or Balland Messe-Service GmbH, or on the part of persons whom it used to perform its obligation. In the event of negligent violation of a major contractual obligation, the liability borne by the organiser of the German

participation and Balland Messe-Service GmbH is limited to the foreseeable damage typical to this type of contract. Any claims for compensation beyond this are excluded.

11.04 The organiser of the German participation and Balland Messe-Service GmbH cannot be held liable for damages to exhibits or the theft of exhibits. This also applies in individual cases where decorations were made by Balland Messe-Service GmbH – unless Balland Messe-Service GmbH or its legal representatives or persons whom it used to perform its obligation can be proven to have acted with intent or gross negligence.

11.05 In agreeing to these General Conditions, the exhibitor expressly exempts the organisers of the German participation and Balland Messe-Service GmbH from any possible recourse claims by third parties.

12. Proviso

12.01 Any regulations and directives issued by the responsible bodies of the Federal Republic of Germany and the host country that differ from or are stricter than the General Conditions always take precedence over the General Conditions. The organizer of the German participation and Balland Messe-Service GmbH cannot be held liable for any damages or other disadvantages that this may cause to the exhibitor.

12.02 a) The organiser of the German participation has the right to postpone, shorten, prolong or cancel the German participation, and to temporarily or indefinitely close it in parts or in full.

b) Neither the organiser of the show nor Balland Messe-Service GmbH can be held liable for any damages or other disadvantages that a measure as per No. 12.02 a) may cause to the exhibitor.

12.03 a) If a measure as per No. 12.02 a) is taken due to force majeure (e.g. epidemics, pandemics, natural disasters, war, civil unrest, strike, failure of transport or communication lines or disturbances thereof), the exhibitor is free to revoke the contract. This revocation must be declared in text form and without undue delay when the exhibitor learns about the modification. If the measure as per No. 12.02 a) is a cancellation of the event, there is no need for the exhibitor to declare its revoking the contract.

b) In the event of a revocation as per No. 12.03 a), the obligations as per No. 6.02 b) apply on the part of the exhibitor.

12.04 If a measure as per No. 12.02 a) is taken in the absence of a situation as per No. 12.03 a), the exhibitor is under obligation to bear an appropriate share of the costs incurred during the preparations of the event upon being presented with a request by the organiser of the German participation. The ratio payable by each exhibitor is defined by the organiser of the German participation following a hearing of the trade association filing the application for a trade fair to be included in the foreign trade fair programme.

13. Final provisions

13.01 The mutual rights and obligations resulting from this contractual relationship (cf. No. 4.03) are subject to the laws of the Federal Republic of Germany.

13.02 The place of jurisdiction is the registered office of Balland Messe-Service GmbH. The place of performance for financial obligations is the registered office of Balland Messe-Service GmbH, unless another agreement has been made with the prior consent of the organiser of the German participation.

13.03 This contract and any changes made to it must be made in text form. Should one of the above conditions be null and void, the remaining conditions will continue to apply. These are to be interpreted in such a way that the sense and purpose of the contract remain intact.

13.04 Any claims lodged by exhibitors against Balland Messe-Service GmbH must be made in text form. Except in cases of intent or gross negligence, claims will become time-barred after twelve months. This twelve-month period begins at the end of the calendar month during which the last day of the event took place.