

SHOWTECH 2027 – Terms of Participation

(Status: 09/2025)

1. Event

1.1 Organizer

The trade fair and congress SHOWTECH is organized by DTHG Service GmbH as the legal and economic organizer, in cooperation with the professional association Deutsche Theatertechnische Gesellschaft e.V. (DTHG e.V.) as the non-profit organizer, on the premises of Arena Betriebs GmbH.

2. Dates

Duration of the Event:

1 - 3 June 2027

Registration deadline: 30 April 2027

Opening Hours for Visitors (Trade Fair & Congress):

1 - 2 June 2027 | 10:00 a.m. – 6:00 p.m.

3 June 2027 | 10:00 a.m. – 4:00 p.m.

Opening Hours for Exhibitors:

1 June 2027 | 8:00 a.m. – 8:00 p.m.

2 June 2027 | 9:00 a.m. – 7:00 p.m.

3 June 2027 | 9:00 a.m. – 4:00 p.m.

Any deviations require prior written approval.

Setup:

30 - 31 May 2027 | 8:00 a.m. – 8:00 p.m.

Please strictly observe the individually assigned loading/unloading slots!

Dismantling:

3 June 2027 | 4:00 p.m. – 8:00 p.m.

4 June 2027 | 8:00 a.m. – 7:00 p.m.

Please strictly observe the individually assigned loading/unloading slots!

Changes are reserved; please check for updated information if necessary. Early setup is possible for stands of 50 sqm or larger, but only with prior approval by the organizer.

Each exhibitor is required to staff their booth with qualified personnel and have it fully equipped throughout the visitor opening hours. Dismantling the stand on Thursday, 3 June 2027, before 4:00 p.m. is prohibited. Violation of this rule may result in a contractual penalty of €5,000 plus statutory VAT.

3. Eligibility and Admission

Only companies whose products or services correspond to the theme of the event, with particular regard to the industry, will be admitted as exhibitors. Admission is decided by DTHG Service GmbH. Registration does not constitute a claim for later admission, which may be refused without giving reasons and without any entitlement to compensation.

Stand allocation and size are determined according to the exhibition theme and available space, taking special requests into account wherever possible. The formal date of registration is not decisive. Stand swaps without the organizer's consent are not allowed.

Each exhibitor is responsible for informing themselves about the location, exact dimensions, and any installations of their assigned stand. If the organizer intends to make changes to already allocated stand areas (e.g., structural modifications, installations, etc.), the affected exhibitors will be informed in advance. Relocation may occur for compelling operational reasons; in such cases, a comparable stand will be assigned. Exhibitors may withdraw their registration within one week after notification of a new stand. Liability for damages is excluded on both sides.

4. Conditions

4.1 Pricing Models

Depending on the desired service, three pricing models are available for booking a stand: *Full-Service Package*, *Basic Space*, and *Compact Stand*:

Full-Service Package

In this pricing model, the following costs are included:

- ✓ Ancillary costs (basic cleaning, water usage, waste disposal)
- ✓ Stand construction including fully printed back wall
- ✓ Stand lighting
- ✓ Basic furniture (table, two chairs)
- ✓ Power installation & consumption
- ✓ Wi-Fi access (non-exclusive)
- ✓ Stand cleaning
- ✓ Exhibitor badges
- ✓ Visitor ticket codes
- ✓ 2x tickets for SHOWTECH Night @ARENA Badeschiff

Basic Space

In this pricing model, the following costs are included:

- ✓ Stand area only
- ✓ Ancillary costs (basic cleaning, water usage, waste disposal)
- ✓ Wi-Fi access (non-exclusive)
- ✓ Exhibitor badges
- ✓ Visitor ticket codes
- ✓ 2x tickets for SHOWTECH Night @ARENA Badeschiff

Compact Stand

The Compact Stand is reserved for associations, startups, micro-enterprises, educational institutions, or companies participating in SHOWTECH for the first time. The discounted total price of €1,700 cannot be combined with membership or early bird discounts.













In this pricing model, the following costs are included:

- ✓ 2x2 m stand
- ✓ Ancillary costs (basic cleaning, water usage, waste disposal)
- ✓ Stand construction including fully printed back wall
- ✓ Basic furniture (high table, two bar stools)
- ✓ Power connection with 1 Schuko socket, 230 V, 10 A, up to 2.3 kW

- ✓ Wi-Fi access (non-exclusive)
- ✓ Exhibitor badges
- ✓ Visitor ticket codes
- ✓ 2 tickets for SHOWTECH Night @ARENA Badeschiff

4.2 Prices

All prices are in EUR plus statutory VAT.

 Full-Service Package				
	Type	Price per m ² normal	Members	Early Bird*
	Row Stand	€ 466	€ 447	€ 441
	Corner Stand	€ 486	€ 467	€ 461
	Peninsula Stand	€ 506	€ 487	€ 481
	Island Stand	€ 526	€ 507	€ 501
 Basic Space				
	Row Stand	€ 352	€ 327	€ 323
	Corner Stand	€ 372	€ 347	€ 343
	Peninsula Stand	€ 392	€ 367	€ 363
	Island Stand	€ 412	€ 387	€ 383
 Compact Stand				
	2x2 Stand	€ 1,700		

*Early Bird

A discount applies to all stand bookings made by 30 November 2025 (excluding Compact Stand).

Co-exhibitors

Exhibitors may register co-exhibitors at their stand. The fee is €549 per co-exhibitor.

4.3 Withdrawal from the Contract

The provisions of the DTHG Service GmbH Terms and Conditions apply.

5. Payment Terms

Invoices are issued after approval by the organizer. Upon approval and invoicing, a 20% deposit of the total stand fee is due within 14 days of receiving the invoice. The remaining 80% must be paid no later than 31 January 2027, with a second invoice issued for this purpose.

For registrations after 31 January 2027, all due installments must be paid immediately after receiving the invoice. Payment is a prerequisite for claiming the allocated stand space; failure to pay on time may result in the stand being reassigned. Payments must be made exclusively via bank transfer to the account specified in the invoice. Booked additional services will be invoiced after the event.

6. Marketing Support

DTHG Service GmbH offers exhibitors optional media packages as marketing support. These can be booked later via the exhibitor area at <https://dthg.profairs.de/>. Costs are invoiced to the main exhibitor.

7. Congress and Program Participation

Exhibitors and co-exhibitors are entitled to attend the congress, taking place on 2 and 3 June 2027, at no additional cost. There is also the opportunity to submit a presentation for the program (e.g. Congress, Innovation Stage, or SoundLab). Titles, speaker information, and abstracts must be submitted by the deadline, which will be announced in advance. Admission is decided by a DTHG-appointed committee, which will inform the exhibitors accordingly.

8. Exhibitor Badges

Exhibitors receive the required number of free exhibitor badges, which can be booked online via the exhibitor area. On-site, badges can be collected at the Info Point.

9. Technical Guidelines, Construction Supervision, and Fire Protection

The technical guidelines of Arena Berlin Betriebs GmbH, including all execution, building code, labor, and safety regulations, apply. Exhibitors must comply with all fire safety regulations. All materials used must be at least flame-retardant (DIN 4102 B1 or EN 13501-1). Relevant fire certificates must be uploaded via the exhibitor area no later than two weeks before setup (by 17 May 2027). Open flames, pyrotechnics, smoke machines, or similar effects are only allowed with prior approval by the organizer. Flammable materials must not be stored in the halls. Emergency exits, hydrants, smoke dampers, electrical distribution units, and other safety-relevant facilities must remain accessible at all times.

10. Stand Design & Appearance

Stands taller than 2.50 m require approval, and a stand drawing must be submitted via the exhibitor area. Stand backs taller than 2.50 m adjoining neighboring stands must remain neutral. The deadline for approval-required constructions is 15 April 2027. The use of sustainable materials and floor coverings is recommended, and carpet should be avoided where possible.

11. GEMA (Music Licensing)

Public performance of copyrighted music, as well as broadcasting of radio and TV music, requires GEMA approval. Registration is the responsibility of the exhibitor at <https://www.gema.de/de/musiknutzer>. The exhibitor bears full responsibility for correct registration.

12. Advertising and Sales

Direct sales at the fair are prohibited. Advertising and promotion are only allowed at the exhibitor's own stand and for their own products; further measures require DTHG Service GmbH approval.

13. Visual and Acoustic Presentations

Presentation volume must not disturb neighboring exhibitors. Noise levels at stand boundaries may not exceed an average level (Leg) of 70 dBA. Presentations must be coordinated with neighboring stands. DTHG Service GmbH may prohibit presentations at any time for non-compliance. Stand events (e.g. mini-presentations, stand parties) require online registration via the exhibitor area, including events extending beyond daily opening hours.

14. Data Protection

DTHG processes personal data for the execution of the trade fair. Details are governed by the privacy policy at <https://showtech.dthg.de/datenschutzerklaerung/>

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