




Messe
Düsseldorf

Important Information at a Glance

Price Marking

 To comply with **German competition law**, exhibitors must observe certain rules. It is important that all exhibitors have equal sales pegging and that no single trader claims and unfair advantage over other competitors. In the interest of parity, we check to ensure universal compliance with the laws of competition. This reminder is also addressed to foreign exhibitors who may be unaware of German competition law but who must conform when exhibiting at trade fairs in this country.

Price Marking

The Price Quotation Ordinance stipulates that in sales of goods and services to consumers, the amount quoted must be the **end price**, inclusive of all additional items such as freight costs and **German sales tax**. The purchase price quoted must be that stipulated at the show. Truth of price and price clarity must be clearly set out. Prices must be **marked on the goods displayed**. If goods are offered for sale from sample books, prices must be listed. Price lists are also permissible in the case of goods not exhibited separately but displayed on racks or in containers or receptacles. No price labelling is required for display-only samples. However, in such cases exhibitors are not permitted to distribute price lists relating to the said sample.

Exhibitors may not quote prices referring to items other than those on display or quote a basic price for exhibits with any special features that, if included, would increase the purchase price.

Price breakdown, e.g. basic price and special packages as exhibited, freight forwarding to the trade fair and sales tax is permitted if the end price is prominently displayed. The prices must be quoted in Euro. Prices may be quoted in a different currency, even if this complicates price comparisons, if the products are sold in that currency.

International exhibitors must quote current **German sales tax** even when not selling in Germany. This enables visitors to compare prices on a like-for-like basis.

Price labels must be in print large enough to permit all visitors to recognize the price details at a glance.

Special prices

Prices may be promoted provided they are accompanied by a note stating that the price has been reduced by a certain percentage. Please note that price reductions must be genuine and not misleading, i.e. the item must have been sold previously at a higher price. Artificially increased prices are not acceptable. Special offers should be limited in number. If only special offers are on display this equates with a non-admissible special event. Exhibitors may quote prices which are general reductions purely for the duration of the show.

Details of performance and measurements must be in accordance with the Law on Measurement Compliance.

Advertising

All advertising must be exhibition-based. Exhibitors may not promote non-admissible product groups. Advertising aimed at influencing competition to the detriment of competitors, end-users or others active in the market is not allowed. All **misleading information** on products or their price structure is therefore inadmissible. Specific types of **comparative advertising** are also not allowed.

At exhibitions for end-users every exhibitor is obliged to display on his/her stand a sign clearly stating the company name, the name of the Managing Director or Owner and the full address.