

## Terms and conditions

### Challenge Customer Invitations

1. Organizer: The organizer of the “Customer Invitations” Challenge is Mesago Messe Frankfurt GmbH (“Organizer”).
2. Subject of the Challenge: The Challenge rewards exhibitors of the PCIM Expo 2026 who invite customers to the event using the Visitor Voucher contingent included in their respective SMS package.
3. Eligibility: All registered exhibitors of the PCIM Expo 2026 are eligible to participate. Participation is automatic; no separate registration is required. Should an exhibitor nevertheless wish to opt out of the Challenge, they must actively deregister by contacting Ms. Anna-Lena Jesse at [anna-lena.jesse@mesago.com](mailto:anna-lena.jesse@mesago.com). In this case, they will be excluded from participation and from the prize draw.
4. Measurement basis: The evaluation is based on measurable key figures from the Exhibitor Ticket Portal (ATP), supplemented, if applicable, by booth size in m<sup>2</sup>. Only personalized tickets generated from Visitor Vouchers will be counted. The evaluation takes place within the SMS package categories (Basic, Boost, Best).
5. Duration & deadlines: The Challenge includes all Visitor Vouchers available for the PCIM Expo 2026. All Visitor Vouchers that are converted into personalized tickets by 31 May 2026 will be counted.
6. Winner selection: One exhibitor will be awarded per SMS package category — the exhibitor with the highest total score. This ensures a fair competition among exhibitors with comparable voucher contingents. If exhibitors in the Best category generate fewer personalized tickets than the number of Visitor Vouchers available in the Boost category, the Boost and Best categories will be combined. In this case, two prizes will be awarded within the combined “Boost+Best” category.
7. Tie-breaker: In the event of a tie within a category, the metric “personalized tickets per m<sup>2</sup>” will be used as an additional parameter. If a tie persists, the winner will be determined by lot.
8. Prizes: Two prizes are awarded per category. The first-place exhibitors will each receive:
  - A push notification in the official PCIM app on 9, 10, or 11 June 2026
  - A banner placement in the Visitor Highlights Mailing on 9, 10, or 11 June 2026

The winners must provide the Organizer with the required text content and banner for the push notification in due time. If the material is not submitted in time, the Organizer may refrain from publication. A cash payment, transfer, or exchange of the prize is excluded.

9. Notification & publication: Winners will be notified in writing by the Organizer. By accepting the prize, the exhibitor agrees that their name, logo, and, where applicable, additional exhibitor information may be published as part of the Organizer’s communication activities.
10. Data protection: Only aggregated numerical values at exhibitor level are processed. No access to personal visitor data takes place.
11. German law applies. Legal recourse is excluded. Should any provision of these terms and conditions be invalid, the validity of the remaining provisions shall not be affected.
12. For questions regarding participation or the Challenge, please contact Ms. Anna-Lena Jesse at [anna-lena.jesse@mesago.com](mailto:anna-lena.jesse@mesago.com).