Sun Shading Expo Buyer Club: Terms & Conditions (as of August 2025)

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Indiana Convention Center
Indianapolis, IN
November 5-7, 2025

www.sunshadingexpo.com

Terms and Conditions for Membership in the Sun Shading Expo Buyer Club
(International club for trade visitors of Sun Shading Expo North America 2025, the trade show organized by Messe Stuttgart, Inc.)

1. Scope of application

a. The services provided by Sun Shading Expo (hereinafter referred to as Organizer) in relation to membership in the Sun Shading Expo Buyer Club (hereinafter referred to as the SSEBC) shall be subject to the following membership conditions. By completing the registration process, the member accepts these terms and conditions of use.

b. Membership in the SSEBC is only open to natural persons who are leading decision-makers (e.g., managing directors, shareholders, board members, proprietors, managers), purchase managers, business developers (managers for the strategic and operative development of a company relating to new products) and multipliers (visitors whose significant role in the industry makes their presence critical for other exhibitors or visitors). Eligible members are from high-revenue companies or market leaders in industries relevant to the event within their respective countries. Members represent professional groups such as manufacturers, distributors/wholesalers, agents, import/export traders, and retail chains within the sun shading industry.

c. Membership in the SSEBC is free of charge.

2. Registration

a. Membership in the SSEBC must be applied for online in advance. As part of the online registration, personal data (e.g., company name, individual's name, address, email address, phone number) will be collected in compliance with the statutory data protection provisions.

b. The member undertakes to provide all required company and personal information completely and truthfully. Any subsequent changes must be promptly communicated to the Organizer's team by sending an email to events@messe-stuttgart.us

c. The Organizer reserves the right to deny membership applications. The amount of members is limited.

d. Following registration, the Organizer determines whether the applicant meets the target group definition provided above. The applicant will receive an email confirming whether membership in the SSEBC has been approved or denied,

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either because the applicant does not qualify as a trade visitor or the membership limit has been reached.

e. During the registration process, the Organizer will inquire about the applicant's interest in specific products, which must be specified in detail. This information will guide the selection of exhibitors for the Expo Tour. Based on this, the Organizer will invite suitable exhibitors to present their offerings.

f. By registering, the member acknowledges the event-related special provisions.

3. Services

a. The SSEBC offers the following services, subject to availability during the respective event:

i. A 2-night stay in a hotel in the Organizer's designated hotel block.

ii. VIP Expo access (show floor pass up to U$ 189 value) with pre-printed badge and a welcome gift at Event Registration.

iii. Participation in the Buyer Club Booth Tour, a guided tour led by the Organizer of select exhibitor booths based on Buyer Club members' product interests.

iv. Invitation to private events and other curated experiences, such as the Buyer Club Happy Hour providing informal networking opportunities with industry peers.

b. The SSEBC program offers a limited number of spots and is designed to include a diverse range of companies eligible for membership. Each company is entitled to complimentary accommodation for one member. Additional professionals from the same company may be considered on a case-by-case basis.

c. Buyer Club Booth Tour

- Participation in the Buyer Club Booth Tour is mandatory for all members. Detailed instructions will be provided before the show.
- Flexibility for the rest of the show: Apart from the Expo Tour, SSEBC members are free to explore the exhibition, schedule meetings, and manage their time according to their own agenda.

d. SSEBC services are exclusively for members and may not be transferred to third parties. No claims for compensation or payouts are permitted. The Organizer reserves the right to limit or discontinue services at any time.

4. Termination of Membership

a. Membership is suspended if the member simultaneously participates as an exhibitor at the event.

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b. Membership is evaluated annually and assigned for each event edition. The Organizer reviews whether the member meets the target group definition. Membership is not automatically extended annually.

c. The Organizer may terminate membership immediately under the following circumstances:

   i. Membership criteria are not or no longer met

   ii. False information was provided during registration

   iii. The member has violated these terms and conditions

   iv. The member did not attend Expo Tour

   v. Membership continuation is deemed unacceptable by the Organizer

e. Members unable to attend must notify the Organizer immediately via email at events@messe-stuttgart.us to allow waitlisted candidates to join. Failure to notify will result in exclusion from future events.

5. Member Obligations, Prohibition of Sales and Advertising

a. Members must immediately inform the Organizer if membership data is misused by third parties.

b. Advertising, offering goods/services, or conducting opinion polls by the members during the exhibition is prohibited without prior Organizer approval. Violations may result in membership termination and denial of event access.

c. Members are required to attend the Buyer Club Booth Tour.

6. Audio and Video Recordings

Members consent to the Organizer or a third party creating and using audiovisual recordings of their participation, free of charge, for promotional purposes related to SSEBC and Sun Shading Expo North America trade show.

7. Liability

a. The Organizer is not liable for defects in free services or information provided unless resulting from gross negligence or intent.

b. The Organizer expressly distances itself from the content of third-party websites, which have direct or indirect links to SSEBC. The Organizer is not liable for these contents and websites. Only the providers of the respective websites are responsible for the content of these websites.

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8. Changes to the Terms and Conditions of Use

Changes to these terms, particularly those necessitated by legal requirements, will be communicated via email or newsletter. They will be deemed accepted unless the member objects within 14 days. The Organizer reserves the right to terminate membership if an objection is received.

9. Right to Object

Members may object to the storage or use of their data for advertising purposes by contacting the Organizer at events@messe-stuttgart.us

10. Final Provision

The law of the United State of America shall apply; the place of jurisdiction shall be Portland, Maine.

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