

The Boulevard of Trends & Ideas 2025

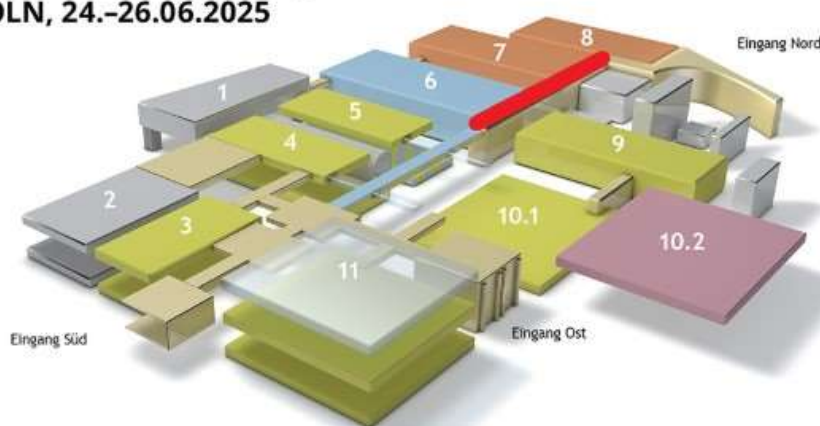
Conditions of Participation from A-Z

Organiser

The Boulevard of Ideas is a free service of Koelnmesse GmbH that allows the exhibitors of spoga+gafa 2025 to present new products. It consists of several presentation areas along the exhibition boulevard north.



**DIE GRÖSSTE GARTEN- UND BBQ-MESSE DER WELT
KÖLN, 24.-26.06.2025**



 garden unique	10.2	 garden bbq	7,8
 garden living	3.1, 3.2, 4.1, 4.2, 5.1, 5.2, 9, 10.1, 11.1, 11.2	 garden creation & care	5.1, 6, Boulevard

1. Product delivery and collection

The precise location will be communicated by **beginning of June 2025** after the registration, approval and exhibition planning has taken place. The exhibitor has to hand over registered and confirmed products in a presentable and implementable state to the organisation team on:

Sunday, 22.06.2025, 12:00 noon - 6:00 p.m.

The exhibitors have to collect the products on

Thursday, 26.06.2025, 5:00 - 6:00 p.m.

after the trade fair. The official supervision of all exhibition areas ends on 26.06.2025 at 6:00 p.m. Products that are not collected will be disposed of. Koelnmesse GmbH will not provide temporary storage.

Note: Participants with heavy and/or larger products will receive a sketch of the exhibition surface in advance marking the exact position. Entries may only be handed in personally, please refrain from sending items by post.

2. Application

Registration is to be carried out exclusively via the online form at

www.spogagafa.de/boulevardoftrendsandideas

A **maximum of three** products can be registered per exhibitor. The **inclusion of one product** per exhibitor is confirmed, provided that the prerequisites acc. to clauses 6, 7 and 8 of these conditions of participation are adhered to.

All further products registered will be placed on a waiting list. After the **deadline** has expired **02.05.2025**, the organisation team will decide whether and how many products can additionally be included. The applications will be dealt with in the order received.

Application deadline and deadline for submitting the product description.
(incl. photo material): **02.05.2025 at midnight.**

The product descriptions have to be submitted in German and English; the organisation team will not provide a translation.

3. Supervision/Security

The exhibition areas of the Boulevard of Ideas will be supervised by members of the organisation team throughout the entire event and also outside of the opening hours of the fair.

The products are submitted to members of the organisation team, who will issue a receipt.

4. Product signs / product descriptions

The contents of the product applications will be published. Koelnmesse will produce a product sign for each participating product, which will include the following details provided:

- Product name
- Company
- Company's website
- Hall and stand number
- Product description in German and English (provided it was submitted)

As soon as the accepted products are placed, the product signs will be allocated accordingly.

Note: Advertising displays, banners and stand-up displays as well as flyers and brochures are not permitted owing to the limited amount of space.

5. Industrial property rights

The participant is responsible for ensuring that the items submitted by him and all related documents and other data submitted in connection therewith (such as e.g. photos, plans, sketches, models, etc.) are free from third party rights. Items that violate an industrial property right (trademark, utility model, patent, copyright or similar) are excluded from participation. Upon application, every participant must inform the organiser whether any legal proceedings (disputes relating to contest law, patent law, trademark law or copyright law that are associated with the submitted item) are pending with respect to the item. The same applies to any corresponding extrajudicial disputes. If Koelnmesse is sued by third parties on the grounds that their rights were violated by the participant, the participant agrees to indemnify Koelnmesse against all such claims.

The participant shall be liable for any damages caused by a violation of these conditions, particularly claims by third parties, and he/she shall indemnify Koelnmesse from any such claims to the same extent.



6. Eligibility to participate

Only companies that are participating as exhibitors of spoga+gafa 2025 are eligible to participate in the Boulevard of Trends & Ideas. Participation is **free of charge**.

7. Participation criteria

The **market launch** of the products (i.e. the first sale of a marketable product) lies between June 2024 and June 2025.

Compared to existing products, it must feature **significant and recognisable differences** in terms of its design, material or function.

The product must have **concrete and clear benefits** for the end consumer or user, for example in terms of functionality, ease of use or service life.

A product that is an **improved or enhanced version** of an existing product line is also eligible for entry; however, it must fulfil the three criteria listed above.

8. Acceptance of the products

Inclusion in the exhibition will occur in the order of the date on which the applications were received. The organisation team reserves the right to only accept products that fulfil the participation criteria and for which complete participation documents have been presented.

Exclusion: Products that **weigh over >500 kg/m²** and which take up **more than >10 m² of space, i.e. max. width 3 m, max. length 4 m** are excluded from participation.

Small products can gladly be presented as a set.

We welcome the filling of receptacles with plants. Prior to delivery or assembly on 22.06.2025 the exhibitor should coordinate with the organisation team regarding the filling of receptacles with plants or water. Koelnmesse will inform all exhibitors in writing (per e-mail) whether the submitted products have been accepted or not. Koelnmesse is responsible for the design of the exhibition areas and the placement of the products.

9. Insurance

Participants are requested to include their exhibits in their trade fair insurance coverage. Koelnmesse GmbH is not liable for loss or damage to property supplied by a participant or other third parties involved by the participant, provided said losses are not due to intent or gross negligence by themselves, their representatives or vicarious agents.

Dates at a glance

Day	Time	
02.05.2025		Application deadline for participation
02.05.2025		Deadline for submitting the product description(s)
Beginning June 2025		Information regarding the acceptance and space allocation of the products incl. details regarding the delivery points
22.06.2025	12:00 noon - 6 p.m.	Hand over accepted products at the determined delivery point
26.06.2025	05:00 - 06:00 p.m.	Product collection
	06:00 p.m.	End of the official supervision of the exhibition areas