

Dear Customer of an FAMAB Member,

This letter is sent to you by your service provider, who is a member of the FAMAB e.V.

FAMAB directly represents 250 companies with more than 15,000 employees, and indirectly represents the industry of trade fair construction companies, agencies, architects, catering companies and technical service providers with a market volume in excess of 8 billion EUR per year.

Right now, you may be wondering whether it would be sensible to cancel your planned trade fair participation in light of the amount of negative information in the media. After all, protection of your employees must take the highest priority, and that also must be communicated to the outside. No company wants to follow Webasto in having to report professionally related infection of an employee. You may be wondering whether it makes any sense to go to a trade fair if some exhibitors and visitors from the international markets will not attend to begin with. In light of these facts, cancellation or at least postponement may seem like a good option.

Before dealing with these items, we would like to promise you that we understand your thoughts and your situation very well. After all, our employees are also all entrepreneurs with their main focus on protection of their employees. Our members also need to decide every day right now whether they will expose their staff to the risk of infection – maybe in order to build your stand specifically.

After reviewing all available facts and in every association-internal discussion, we keep coming to the same result: the situation is unpleasant. However, the risk for us and our employees is so controlled that we do not want to leave our clients unsupported.

Let us say it very clearly: we believe that every trade fair announced in Germany should also take place. We do not see any conclusive reasons for anything else right now.

You may, however, come to the decision to cancel your trade fair exhibition based on your own assessment of the facts. That is perfectly alright. We and our members will not question your decision. However, there are some issues that will need to be solved in that case.

Our member will submit a list of the contractual services already completed to you at the time of your cancellation of the contract. Depending on project progress and time remaining until the trade fair at the time of cancellation, this will be between 70-90% of the overall order value. This may surprise you at first glance, but it can be explained by the non-linear value development of such a project. Many preparatory, design, planning and controlling activities take place in a very early project phase. Additionally, any required materials must be procured, and parts must be produced and pre-produced. Suppliers and subcontractors must be contracted, briefed and coordinated. The final transport and setup (assuming that it can be cancelled on short notice) makes up a relatively small part of the whole on the cost side. These reactions fluctuate strongly from project to project, of course. Therefore, it is a good idea for your service provider to inform you comprehensively about this, so that you can go looking for a solution that works well for both parties.

By the way, postponement of the trade fair would be nearly the same, from an economic point of view, for you and for your service provider. Storage of the parts that will then be needed much later may cause increased expenses. This is another reason why we believe that postponing a trade fair is the worst option imaginable.

This situation surely is not economically satisfactory for you. No one likes to pay for services that cannot be used for any reason. All our members have promised that they will show you as customers the greatest goodwill. However, this goodwill does, of course, have its limits. Please note that your service providers work on trade fairs as their "main job". That means that they may not only need to talk to you about the consequences of the cancellation, but also to ten other exhibitors of the same trade fair. What may be an "unpleasant impact" for you as an exhibitor may be just part of a "broadside" of order losses for your service provider.

Therefore, we would like to ask you to show understanding and goodwill in the negotiations about the further procedure as well. No one will profit if hundreds of lawsuits on the subject of "trade fair exhibition cancellation" must be conducted soon.

Let us make the following note:

The trade fair industry in Germany has worked hard to earn its reputation as a "facilitator". Our members will help your customers where they can in order to enable the greatest (trade fair) success for them. This is our shared goal. The current situation should not mislead us where this is concerned. Many exhibitors have been working with the same service providers successfully for decades. We hope that this will not change in future.

With kind regards,

FAMAB director
Jörn Huber