

Terms and Conditions – Instagram, LinkedIn and Facebook Prize Draw “ISH 2027 Skilled Trades Campaign Visual” (05/2026)

1. Participation in the prize draw is subject to acceptance of these Terms and Conditions. By entering the prize draw, participants accept these Terms and Conditions.
2. Messe Frankfurt Exhibition GmbH ("Messe Frankfurt") is organising a prize draw in connection with ISH 2027, which will take place in Frankfurt am Main from 15 to 19 March 2027. The competition will run from 11 June 2026 until 11:59 p.m. (CEST) on 21 August 2026. During this period, eligible persons may enter the competition. Messe Frankfurt reserves the right to cancel or terminate the competition at any time for good cause.
3. This prize draw is in no way sponsored, endorsed, administered by or associated with Instagram, LinkedIn or Facebook.
4. Eligible to participate are individuals aged 16 and over who belong to a trade relevant to ISH (in particular plumbing, heating and air conditioning (HVAC), electrical trades, refrigeration trades, stove and fireplace construction, or chimney sweeping) and who are either undergoing relevant vocational training or are professionally active in one of these fields. The participant's self-declaration shall be decisive in this regard. Minors require the written consent of their legal guardians to participate and to make all legal declarations associated with their participation. If such consent has not yet been obtained at the time of participation, participation may nevertheless take place. In this case, the consent must be submitted to Messe Frankfurt upon request. Any use of the participant's photograph (in particular as part of the skilled trades campaign) will only take place once the required consent has been received. Employees of Messe Frankfurt are excluded from participation. Any person who provides false information about their identity will be excluded from participation; Messe Frankfurt also reserves the right to exclude participants for other reasons (e.g. manipulation). Participation is limited to one entry per person and may only take place in the participant's own name or, where applicable, in the name of their legal guardians.
5. A participant is any person who uploads a self-created photograph via the upload function on the competition landing page in order to become part of the skilled trades campaign visual for ISH 2027. Only one upload is permitted per person. Multiple uploads or multiple registrations by the same person will be treated as a single entry and may be consolidated where applicable. By uploading a photograph, the participant enters the prize draw once. Additional entries are not permitted.
6. The inclusion of a submitted photograph in the final skilled trades campaign visual does not constitute a separate prize. Messe Frankfurt will make reasonable efforts to incorporate as many of the uploaded photographs as possible into the campaign visual. The selection will be made on the basis of editorial, design, and technical criteria (e.g. image quality, resolution, and layout requirements). However, only a portion of the submitted photographs can be used. Participants have no entitlement to the inclusion of their photograph, and the non-selection of a photograph does not give

rise to any claim for compensation or other remedy.

7. Participation in the prize draw is free of charge. After the participation period has ended, a total of 80 winners will be selected at random from all valid entries. Participation in the prize draw is independent of whether a participant's photograph is selected for inclusion in the skilled trades campaign visual.

The prizes are distributed as follows:

- a. 50 × voucher code for a 5-day admission ticket, including the ISH 2027 information service, for ISH 2027 in Frankfurt am Main;
- b. 20 × ISH-branded goodie bag (fabric tote bag containing a notepad, ballpoint pen, folding ruler, and T-shirt), including a voucher code for a 5-day admission ticket and the ISH 2027 information service for ISH 2027 in Frankfurt am Main;
- c. 10 × ISH Festival wristband, including a voucher code for a 5-day admission ticket and the ISH 2027 information service for ISH 2027 in Frankfurt am Main.

Each participant may receive only one prize. Any additional costs (e.g. travel expenses or cloakroom fees) shall be borne by the winner. Prize claims are non-transferable. Cash payment or substitution of the prize is excluded.

8. After the participation period has ended, the submitted photographs will first be reviewed. Subsequently, the winners will be selected at random from all valid entries in accordance with Section 7. The winners will be notified by email following the completion of the prize draw, no later than 18 September 2026. Winners must confirm acceptance of their prize within 7 days of receiving the prize notification and, in any event, no later than 30 September 2026. If a winner fails to provide confirmation within this period, their entitlement to the prize shall expire without replacement, and Messe Frankfurt will draw an alternative winner.

The prize is non-transferable. Cash payment of the prize is not possible.

9. The voucher codes for the 5-day admission tickets will be sent to the winners by email. The goodie bags and ISH Festival wristbands must be collected in person during the exhibition at a designated collection point on the Messe Frankfurt exhibition grounds, the location of which will be communicated to the winners. The goodie bags will not be sent by post, and collection by an authorised representative is not permitted.
10. By uploading a photograph, the participant grants Messe Frankfurt Exhibition GmbH, its affiliated companies (within the meaning of Section 15 of the German Stock Corporation Act (AktG)), and its commissioned service providers a non-exclusive, royalty-free, transferable, and sublicensable right to use the photograph. This right is limited in terms of territory, duration, and purpose to the implementation and promotion of the ISH 2027 skilled trades campaign.

In particular, this licence includes the right to reproduce, distribute, make the photograph publicly available, display, present, edit (e.g. cropping, colour correction, or combining it with other images, text, or graphics), and archive the photograph in all

media formats and methods of exploitation now known or developed in the future. These rights may be exercised for editorial reporting as well as for marketing and promotional purposes relating to Messe Frankfurt's ISH 2027 skilled trades campaign across all media, including, in particular, the event and corporate websites, social media channels, (digital) advertisements in trade magazines, posters, and similar promotional materials.

11. The participant represents and warrants that: (a) they created the photograph themselves or otherwise hold all rights necessary for the use described above; (b) all persons identifiable in the photograph have consented to the intended use of the photograph (in the case of minors: with the written consent of their legal guardians); (c) the participant is either depicted in the photograph themselves or is otherwise authorised to submit the photograph and grant the rights of use; (d) the submitted photograph has not been generated entirely through the use of artificial intelligence; and (e) the intended use of the photograph does not infringe any third-party rights, including, without limitation, copyright, trademark, personality, or property rights. The participant shall indemnify and hold Messe Frankfurt harmless against any third-party claims arising from a culpable breach of the above representations and warranties.
12. Messe Frankfurt shall not be liable for any technical malfunctions, in particular failures of the network, electronic systems, or computer systems, unless such malfunctions are caused by intentional misconduct or gross negligence. Messe Frankfurt reserves the right to terminate the prize draw, in whole or in part, or to modify its course at any time if, due to technical reasons (e.g. computer viruses, manipulation of or errors in software or hardware) or legal reasons (e.g. a prohibition imposed by Instagram, LinkedIn, or Facebook), the proper conduct of the prize draw can no longer be ensured.
13. Messe Frankfurt does not participate in dispute resolution proceedings before a consumer arbitration board and is under no obligation to do so. The competent consumer arbitration body in Germany is the Universal Arbitration Board of the Federal Government (Universalschlichtungsstelle des Bundes), Zentrum für Schlichtung e.V., Straßburger Straße 8, 77694 Kehl am Rhein, Germany. For consumers residing in other EU Member States, reference is made to the European Commission's Online Dispute Resolution (ODR) platform:
<https://ec.europa.eu/consumers/odr>.