

Advertising Guidelines of Uhlala GmbH for the STICKS & STONES

(As of March 2023)

1. Use of Images, Texts, and Logos

It is strictly forbidden to use logos, images, and texts created by Uhlala GmbH (hereinafter referred to as the "Organizer") for the STICKS & STONES fair on external websites without the Organizer's consent, or to create one's own online presentations that use these materials.

2. Use of the STICKS & STONES Design

It is strictly forbidden to create websites with the typical STICKS & STONES design in order to avoid any confusion in external appearances. If the Organizer determines that the use of a similar design could lead to confusion, the contracting party agrees without legal objection to modify or delete the website or printed materials within 3 business days upon the first request and to cease further use. In the case of continuing violation without rectification of the legal harm, the party responsible for the infringement agrees to pay a contractual penalty of €100,000.00 to the Organizer.

3. Drafting of Press Releases

It is strictly forbidden to publish press releases about the STICKS & STONES or other projects of Uhlala GmbH on press portals without the Organizer's consent.

4. Advertising Placements

Advertisements in press, magazines, newspapers, and weekly publications must be approved by the Organizer before publication.

5. Audio, Image, and Film Recordings

Audio, image, and film recordings of the STICKS & STONES event, exhibitors, and visitors may only be conducted, approved, or commissioned by Uhlala GmbH, for example, for the purpose of publication and advertising.

6. Sale of Products or Services

Any sale or initiation of contracts for deliveries or services that do not correspond to the actual purpose of the event is not permitted during the STICKS & STONES fair. Free samples may be distributed. The dissemination of content that violates legal provisions or public welfare, is offensive or defamatory, addresses religious or political topics, violates good morals, incites punishable actions, or advertises for addictive substances (alcohol, nicotine, etc.) is not permitted.

7. Advertising by the Organizer

STICKS & STONES and the Organizer are entitled to advertise for the event using, for example, the company names and logos of the participating exhibitors. In advertising by exhibitors, STICKS & STONES and the Organizer must be clearly identifiable.