



APPLICATION for exhibitors with wine, spirits, beverages,...

via E-Mail to office@cmw.at
via Fax to +43 (0)6232 6563-65

Data for the exhibitor index		Billing address	
Only the filled in data, will be released in the exhibitor index (online & print).		Please note that a subsequent change in the invoice address may result in additional costs!	
Name for release in the exhibitor index:		Company Name:	
Street:		Street:	
Post Code, City:		Post Code, City:	
Country:		UID-No. (VAT):	
Tel:		Invoice via E-Mail to:	
Fax:		Consultant (responsible for the exhibition arrangements):	
Company e-mail:		Name:	
Internet:		Mobile:	Direct Dial:
Listing in the exhibitor index (A - Z):		E-Mail:	
Products: only the filled in data, will be released in the exhibitor index (online & print). Nation & state: _____ Province / wine area: _____ Listing of types of grapes, spirits, culinary products, ... : Maximal listing per product: name of the product, type of grape, year. Max. 300 characters incl. spaces! No bullets, paragraphs or capitalization. No company description. _____ _____			
The exhibitor package table presentation:		Co-exhibitor:	
The package includes: <ul style="list-style-type: none">• Rental wineglasses incl. washing service (only for exhibitors with wine/beverages)• Mineral water (only for exhibitors with wine/beverages)• Bread service (only for exhibitors with wine/beverages)• 1 table (ca. 1,20 -1,30 x 0,80 m) + 1 chair. Only the provided table may be used as a presentation surface. Added consoles, standing tables, wine barrels, etc. will only be tolerated with the written consent of the organizer and will be charged extra, depending on the available area next to the table. In most areas, there is no additional space available next to the table. Advertising media such as roll-ups are of course allowed.• 2 table cloths• Power connection incl. consumption up to 0,5 KW• Invitations for dispatch to your costumers• Entry to the tasting catalogue and in the online exhibitor index <input checked="" type="checkbox"/> Package price per exhibitor € 699,- <input type="checkbox"/> Additional charge for rental refrigerator € 99,-		For one or more co-exhibitors a co-exhibitor fee of € 199,- per co-exhibitor will be charged. Please fill in an extra application for each co-exhibitor. Thanks! <input type="checkbox"/> We are co-exhibitor with the following company: _____ Table allocation / placement The allocation of the table presentation takes place according to the wine areas / provinces and according to the time of the application. Desired placements can only be considered if possible.	
New Data Protection Regulation from 25th May 2018: <input type="checkbox"/> Yes, please send me information about your trade fairs in the future! The exhibitor (contracting party) agrees that his personal data, which is stated on this form, are processed and stored for the purpose of sending advertising material by E-Mail or by post about the products of Messen CMW Peter Lindpointner GmbH & Co KG. Furthermore, the contracting party agrees to contact via telephone. This consent can be withdrawn at any time either individually or in its entirety by E-Mail to office@cmw.at .			
All prices are quoted excl. 20% VAT and excl. 1% contract tax. By submitting this application, the exhibitor accepts all terms and conditions for exhibitors and the privacy policy (see overleaf or attachment). This consent can be withdrawn at any time either individually or in its entirety by E-Mail to office@cmw.at . Payment: 6 weeks before the fair starts.			

City

Date

Signature / Company stamp

Binding terms and conditions for exhibitors for the wine fair in the castle:

1. registration: By submitting the application, the exhibitor accepts these terms and conditions. By registering, the exhibitor undertakes to participate in the fair. Registrations "with reservation" are invalid. Deletions, additions and amendments by the exhibitor are invalid! The terms and conditions also apply analogously to ancillary services and additional orders, e.g. advertisements, advertisements in the catalog/magazine, stand construction and dismantling, rental of stand construction materials, provision of electricity, water and other facilities. Application deadline: 1 month before the start of the fair. **2. stand rental conditions** are different for each trade fair, each ½ m² started is charged as a whole. Please refer to the prices on the front of this registration form. The price per m² in the outdoor area for outdoor presentations (if not shown separately) is 50% of the tariff for in-line stands. For two-storey stands, an additional 50% of the stand area rate will be charged. A binding registration fee (see front page) is charged per exhibitor. Co-exhibitors are probably not possible due to the current corona situation. Should co-exhibitors nevertheless be possible, a co-exhibitor fee is binding for each co-exhibitor! Co-exhibitors are all companies in which the exhibitor completing the application (invoice address) does not have a percentage share. **2.1** Should the consumer price index rise by more than 6% between the date of the invitation to tender for the trade fair (status of the GTCs on page 3 bottom right - last line) and the actual date of the trade fair, the organizer has the right to automatically adjust a corresponding equivalent price increase, whereby the adjusted prices are thus automatically deemed to have been agreed. Example: In the event of a 6% increase in the consumer price index, all rates will increase by 6%. The exhibitor has the right to withdraw from the contract within 7 days of written notification of the general price increase without cancellation fees. **2.1.1** Should an index adjustment or, for example, an increase in the energy price index only occur in individual areas by more than 6%, such as electricity consumption, stand construction materials or exhibition carpets, the rates will only be increased accordingly in the affected areas. The exhibitor has the right to cancel the products or services associated with the price increase within 7 days of the written notification of the price increase for individual products or services without incurring a cancellation fee. The entire contract (registration for the trade fair) itself shall remain in full force and effect. (Point 2.1 and point 2.1.1 have arisen due to the current difficult times of crisis and the fact that organizer rates cannot be planned in advance, where rates must be announced many months or up to a year in advance). **3. all taxes, fees and charges**, in particular VAT, legal fees and advertising fees, shall be borne by the exhibitor. All prices quoted are net prices. **4. terms of payment:** 6 weeks before the start of the fair. Invoices issued after this date are due immediately! In the event of late payment, interest of 12% p.a. will be charged. Timely payment is a prerequisite for the handover of the allocated stand space. In the case of registrations shortly before the trade fair, proof of payment must be provided by the organizing bank with the title "Transfer completed" or "Paid". The exhibitor is not entitled to withhold payment of due invoices, to refuse payment or to offset them against counterclaims of any kind whatsoever. In the case of exhibitors who have already been known to the organizer in the past for poor payment behaviour in the case of subsequent invoicing (surcharge for electricity, advertising opportunities, redeemed admission tickets, ...) or otherwise, the organizer is entitled to demand the complete area invoice and an additional processing fee of € 1000,- net, to be credited to the organizer's account no later than 6 weeks before the start of the trade fair! After the final settlement with the exhibitor, the difference will be refunded or any outstanding amount will be charged to the exhibitor. **5. lien:** With regard to any outstanding claims of the organizer against the exhibitor, the organizer has a contractual & statutory lien on the items brought into the exhibition stand by the exhibitor and the exhibition stand including equipment. It is not necessary to initiate legal proceedings to exercise the right of lien. The organizer is entitled to carry out the aforementioned seizure options without prior notice at the exhibitor's expense and to sell the items at normal market prices. The proceeds will be offset against the outstanding claim. **6. Cancellation conditions:** 50% up to 12 weeks before the start of the fair, 100% from 12 weeks before the start of the fair. The exhibitor acknowledges that the cancellation fee must also be paid if the organizer succeeds in renting or selling the exhibition stand to a third party. The cancellation fee is due in accordance with the cancellation invoice. **7. the organizer reserves** the right to hold the trade fair up to 3 weeks before the start of the trade fair in the absence of "force majeure". If the event is canceled by the organizer, the exhibitor will be reimbursed by the organizer for all invoices already paid to the organizer. **8. Cancellation of the trade fair due to force majeure. 8.1 Definition of "force majeure"** for the binding terms and conditions for trade fairs CMW: The following are considered force majeure: strike, political events, epidemics, pandemics such as: Infectious diseases, natural events, fire, delayed or missing official approvals, legal changes, terrorism, energy supply restrictions, official decrees, official event bans, official orders or in the event of new official requirements that were not originally known when the event was advertised and thus worsen the economic viability of the trade fair or make it impossible to implement the trade fair concept in an equivalent manner, due to a decision by the organizer due to requirements that can no longer be planned in advance, as well as

due to possible expected official requirements that may affect, among other things, visitor frequency and/or a corresponding negative economic development for exhibitors, or if the exhibition hall(s) is (are) occupied due to force majeure or due to an officially ordered dedication of the hall(s) for e.g.: a vaccination route, etc., or if the exhibition hall(s) is (are) no longer available. For example: a vaccination route, etc., or other important reasons that are beyond the Organizer's control and thus make it unreasonable or impossible to hold the event. **8.2 In the event of force majeure** (see 8.1), the organizer is entitled to cancel the trade fair at any time from the time of the exhibitor's registration until 7 days before the event. If necessary, the organizer has the right to terminate all contracts in connection with the registered trade fair without giving reasons. If the organizer is able to offer exhibitors an alternative date for this trade fair in the same city or in the vicinity of the venue within the next few months, the contract (exhibitor's registration) shall remain fully valid. Invoices already paid will automatically be credited to the exhibitor for the new date. The exhibitor shall not be entitled to any compensation or right of withdrawal. Should it be impossible for the exhibitor to attend the alternative date for justified reasons, it shall be the sole responsibility of the organizer to assess this reason and decide whether the contract shall be terminated without cancellation costs or whether the registration and thus also invoices already paid shall be postponed to the following year. The exhibitor shall not be entitled to any compensation. If no alternative date can be arranged, the exhibitor shall be reimbursed for all invoices for this event that have already been invoiced to the exhibitor by the organizer and paid by the exhibitor. The exhibitor shall not be entitled to any further compensation. **8.3 In the event of force majeure (see 8.1) from 7 days before the event**, as well as during the event, the organizer shall be entitled to cancel the event during the set-up period, as well as during the event, to interrupt the event or to close it completely until the end of the event. No claims of any kind can be asserted by exhibitors as a result. The organizer is generally free to decide whether exhibitors are to be reimbursed a share of the costs incurred, and is not obliged to do so in any way vis-à-vis the exhibitors, as the coverage of costs already incurred must be clarified in advance with suppliers, partners, ... and their associated concessions. In this context, should a refund be made, only the portion of the remaining duration of the event after deduction of the basic costs will be taken into account for evaluation. The assessment of a possible refund will be made exclusively by the organizer. **8.4 In the event of force majeure (see 8.1)**, the trade fair contents described in the exhibitor information, such as advertising steps, supporting program, focal points, etc., may be changed by the organizer without prior notice due to current circumstances. The exhibitor is not entitled to any compensation. **8.5 In the event of force majeure (see 8.1)**, the organizer has the right to adjust the binding terms and conditions accordingly at any time. Exhibitor's right: In the event of a change to the binding terms and conditions, the exhibitor has the option of withdrawing from the contract within 30 days of written notification of the new terms and conditions, without further justification and without incurring cancellation fees. The exhibitor is generally not entitled to any compensation. **9. admission & stand allocation:** The organizer is responsible for accepting the registration. The organizer reserves the right to reject the application at any time without giving reasons. Registrations may also be rejected by the organizer if the exhibitor or the exhibitor's products do not correspond to the exhibition profile, if outstanding claims from other trade fairs are known, or if settlement or bankruptcy proceedings have been initiated against the registering exhibitor. The organizer alone shall decide on the allocation of stand space. The organizer may change the stand allocation at any time in the interest of the trade fair. The organizer generally does not grant exclusive rights to an exhibitor for its products/services. **10. customer interception:** The interception of customers outside the exhibition space booked by the exhibitor, e.g. in the aisle, at the neighboring stand, at the entrance door, at the cash desks or in the outdoor area of the exhibition, is prohibited for the benefit of all exhibitors. In the event of non-compliance, the organizer will issue a one-time warning. In the event of repeated customer interception, the organizer has the right to block the exhibition space booked by the exhibitor for the entire duration of the fair. In this case, the exhibitor will not be refunded any costs. The general interest of the event must be observed. **11. exhibitor quality assurance:** The exhibitors at the trade fair must match the trade fair theme! Only in special cases can the organizer allow an exception. The exhibitor's service/product must be legally approved in Austria! The exhibitor undertakes to find out for himself whether the goods he is selling or the services he is providing are authorized under Austrian law (product liability, Medicines Act, etc.) and whether all regulations under customs law are complied with. By signing the registration form, the exhibitor guarantees that he has the legal and technical competence for the services and products offered for Austria. **12. listing in the list of exhibitors:** The listing in exhibitor directories or other advertising products is not a binding responsibility of the organizer. The organizer accepts no liability for printing errors, formal errors, incorrect allocation, non-inclusion etc. in the list of exhibitors and reserves the right to selectively summarize terms, texts and multiple mentions of subject categories. Incorrect or missing listings cannot be deducted

from any invoice. By registering, the exhibitor agrees to the voluntary publication of the company data provided in the exhibitor data section for the entry in the exhibitor directory (online & print), as well as to the disclosure of this company data, together with the additional data provided on the products and services offered, to third parties in the interest of the event, e.g. online exhibitor directory, tasting catalog (printed exhibitor directory), hall plans (print & online), exhibitor directory in print & online media. The data will remain accessible to the public for up to three years after the event in the online list of exhibitors and in the online hall plan. The printed media will be passed on to third parties. The data is therefore accessible to the public for an unlimited period of time (further information can be found in the privacy policy).

13. sale & tasting of products: A free tasting to trade fair visitors is planned. The sale of products is generally permitted. Only registered products may be exhibited & sold. The products listed by the exhibitor in the list of exhibitors are considered to be part of the exhibition program. Bankruptcy or other sensational sales in favor of other exhibitors will not be tolerated.

14. Sale of foodstuffs: The hygiene regulations for the sale of foodstuffs must be complied with in accordance with Austrian law. The exhibitor is obliged to inform himself about the requirements that apply to him. The sale of food & beverages for consumption at the stand is not permitted.

15. Set-up and dismantling times: The set-up and dismantling times announced by the organizer must be adhered to. Should a special solution be found so that exhibition and stand construction goods can remain in the hall for longer, the costs incurred by the building owner, as well as a handling fee, will be charged to the exhibitor.

16. Set-up: The stand must be completely ready for occupancy by the exhibitor up to 1 hour before the start of the fair. If the rented stand space is not occupied by 2 hours before the start of the fair or if the organizer has not been informed of a later set-up, the organizer reserves the right to dispose of the space in another way from this time onwards without informing the exhibitor. If in this case the exhibition space not occupied by the exhibitor has to be decorated, these costs will be charged to the exhibitor additionally. The exhibitor is not entitled to a refund of invoices already paid.

17. Dismantling: The exhibition stand may only be dismantled after the official end of the exhibition. This also applies to the removal or removal of decorations. Otherwise a fine of € 500,- is to be expected.

18. stand constructions: Minimum stand height 2.5m. No roll-ups, spider walls, etc. shall be considered as partition walls to the neighboring stand. Every exhibitor undertakes to design his stand attractively! Higher stand constructions are only possible after submission of construction plans & a written agreement with the organizer. Stand constructions that are over 2.5m must be neutral white & visually appealing on the back of the neighboring stand. Advertising on the rear of the stand over 2.5m on the exhibition wall is not permitted. Damage resulting from non-compliance will be charged to the exhibitor by the organizer. The owners of the buildings are not permitted to attach nails or screws to the walls of the buildings or to make any other damage to the masonry, wood or similar. Electricity and water may only be ordered via the organizer, who only allows licensed companies. Fire protection and event regulations must be complied with. Special permits can only be requested in individual cases from the responsible authority via the organizer in good time (approx. 8 weeks before the trade fair). A positive approval is always dependent on the decision of the responsible authority. Driving on the exhibition grounds is sometimes only possible to a limited extent, depending on the grounds; special transports and trucks over 3.5 tons must be registered by the exhibitor at the time of registration. Driving into the exhibition halls is only permitted with a special permit. Vehicles must be registered in writing with the exhibition management before entering the halls! Failure to do so may result in the fire alarms being triggered, as they cannot be switched off in advance without prior notification. The resulting costs incurred by the fire department must be borne in full by the exhibitor! Hydrants, fire extinguishers, electrical switch boxes, gas shut-off valves and escape routes etc. must not be obstructed or impaired. The use of naked flames, candles, liquid gas, welding equipment and spark-generating machines is strictly prohibited in the halls. Decorative material for the exhibition stands must comply with fire regulations (flame-retardant).

19. Liability & compensation for damages: The organizer is not obliged to take out insurance and accepts no liability whatsoever for exhibition or decorative items etc. The organizer is not responsible for bad business of the exhibitor! No insurance is included in the stand rental.

20. advertising by the exhibitor in or on the exhibition grounds: If the exhibitor also intends to advertise his products outside his stand area within the exhibition grounds, he must obtain the written consent of the organizer. This consent is subject to a charge. Each exhibitor undertakes not to interfere with neighboring exhibitors and the organizer through his presentation.

21. Filming and photography: The organizer is granted the right to photograph and film in the event area, as well as to commission media and companies to do so and to use the image recordings for its own or general publications. In this context, the exhibitor waives all objections arising from industrial property rights, in particular copyright and the Unfair Competition Act (UWG). All exploitation rights are the unrestricted responsibility of the organizer.

22. cleaning, parking spaces, security: The exhibition stand will not be cleaned by the organizer. Only the aisles between the stands will be cleaned. The disposal of construction waste or remaining stand

construction material after the trade fair will be charged according to the valid rates (cleaning and waste disposal) of the trade fair. Exhibitor parking spaces, if not shared with visitor parking spaces, are always specified separately. Hall and site security will be provided at the discretion of the organizer.

23. Special events and demonstrations: All types of special events & demonstrations on the stands or on the exhibition grounds require the written consent of the organizer. Despite prior approval, the organizer is entitled to restrict or prohibit demonstrations that cause noise, dirt, dust, exhaust fumes, etc. or that disrupt the trade fair in any other way. Acoustic or audiovisual presentations on the stand must be organized in such a way that the noise level does not exceed 40 dBA measured at the stand boundary. If, at the request of the trade fair management, a noise level higher than the permitted level is not immediately stopped, the trade fair management reserves the right to take appropriate measures - if necessary, to close the stand. Registrations with AKM must be made by the respective companies themselves.

24. The rental price for exhibitors with wine, distillates or beverages includes rental glasses in a basket & mineral water (all while stocks last and against a deposit).

25. additional requirements for gourmet exhibitors: cheese, salami, Leberkäse or other food with odor can only be placed in a special area of the fair. Exhibitors offering food with an odor can only be placed in special areas (e.g. in the foyer, at the entrance, in front of a hall entrance, etc.) of the trade fair. Should an exhibitor with odorous foodstuffs (assessment by the organizer) nevertheless be in an area of the hall where the smell irritates the wine tasting, this exhibitor will be relocated by the organizer during the trade fair or before the trade fair on the exhibition grounds! The newly allocated area must be accepted by the gourmet exhibitor. If no more space is available, the exhibitor may not be offered a presentation space for this trade fair. In this case, 70% of the stand fees will be refunded.

26. exhibitor passes: The passes are non-transferable, subject to a charge & only for the exhibitor's own stand personnel! Two exhibitor passes are issued per exhibitor and co-exhibitor. In addition, each additional exhibitor pass costs Euro 40. If the exhibitor pass is passed on to visitors, the organizer has the right to collect the full admission price in cash immediately.

27. House rules: The house rules of the respective venue must be observed.

28. Advertising: The advertising steps for the event specified by the organizer in the invitation to tender can be changed at any time if necessary.

29. General provisions: Verbal collateral agreements are invalid. Amendments, supplements and additions must be made in writing and countersigned by the organizer. The invalidity of individual trade fair conditions for whatever reason shall not affect the validity of the remaining provisions. The contract shall therefore not be terminated.

30. place of jurisdiction: Austrian law shall apply exclusively; the place of jurisdiction shall be the competent court for Mondsee.

Data Protection Declaration

1. personal data collected from or transmitted by the exhibitor may be used for the fulfillment of the business purposes of Messen CMW Peter Lindpointner GmbH & CO KG within the framework of the statutory data protection regulations.

2. the exhibitor agrees to be listed in the exhibitor directory of the trade fair (online + print) and to the publication of the data provided in the interest of the event, e.g. in the online exhibitor directory, trade fair guide (printed exhibitor directory), hall plans (print & online), exhibitor directory in print & online media. The data will remain accessible to the public for up to three years after the event in the online list of exhibitors and in the online hall plan. The printed media will be passed on to third parties. The data is therefore accessible to the public for an unlimited period of time. This consent can be revoked at any time in writing by e-mail to office@cmw.at.

3. trade fairs CMW Peter Lindpointner GmbH & CO KG and its affiliated companies as well as its foreign representatives are also entitled to use this personal data to contact you by letter, e-mail, telephone or fax. An overview of these companies and foreign representatives can be found on the website www.cmw.at under the heading "Foreign representatives, memberships & partners". This consent can be revoked at any time in writing by e-mail to office@cmw.at.

4. the exhibitor must ensure the data protection requirements for the above uses by taking appropriate measures (e.g. consent of its employees). The exhibitor shall be liable to Messen CMW Peter Lindpointner GmbH & Co KG for damages and expenses arising from the breach of this obligation and shall indemnify Messen CMW Peter Lindpointner GmbH & Co KG against corresponding third-party claims upon first request. This consent can be revoked at any time in writing by e-mail to office@cmw.at.

5. the exhibitor accepts that all exhibitor data disclosed at the time of booking, as well as all related agreements and orders, will be passed on to the organizer's tax office or tax consultant. The exhibitor accepts that all data of the exhibitor disclosed at the time of booking, as well as all agreements and orders in this connection, all correspondence relating to the booking and its facts, may be passed on to suppliers, public authorities, the tax office, courts, legal representatives and legal protection if required. This consent can be revoked at any time in writing by e-mail to office@cmw.at

Status April 2023

Advertising possibilities

via E-Mail to office@cmw.at
via Fax to +43 (0)6232 6563-65



Exhibitor data	Logistics
for the entry to the exhibitor index (online + print)	(only if already known)
Company Name:	Hall:
Street:	Stand:
Post Code, City:	Consultant (responsible for the exhibition arrangements):
Country:	Name:
Tel:	Mobile: Direct-Dial:
Company E-Mail:	E-Mail:
Promotional flyer: Free flyer with short information about the fair & a discount to the admission fee for dispatch to your costumers. No costs for the exhibitor! Format: 9,9cm x 21cm weight per pcs: ca. 3g	
Costumer Invitation / free tickets for your costumers: These entitle your costumers to a free entry. You will be charged for used tickets / costumer invitaions after the fair. The costumer has to fill in its data, so you know who used your invitation. <u>Only the used tickets / invitation will be charged with the special exhibitor tariff of € 12,- gross per ticket.</u>	
Advertising insert in the tasting catalogue – 4C: You have the opportunity to take part with an advertising insert in the tasting booklet. The booklet includes: exhibitor index, hall plan and is free for all visitors. As long as the stock lasts!	
<input type="checkbox"/> 1/4 page W 148,5mm x H 52mm (+4mm filler)	Price: € 79,-/pcs *
<input type="checkbox"/> 1/2 page W 148,5mm x H 104,5mm (+4mm filler)	Price: € 149,-/pcs *
<input type="checkbox"/> 1 page W 148,5mm x H 210mm (+4mm filler)	Price: € 279,-/pcs *
<input type="checkbox"/> 1 page on the back U4 W 148,5mm x H 210mm (+4mm filler)	Price: € 299,-/pcs *
<input type="checkbox"/> Logo insert in 4C in the printed tasting catalogue (exhibitor index) 1 x above the entry in the exhibitor index, 1 x on the detailed hallplan on www.weinimsschloss.com .	Price: € 39,-/pcs *
<input type="checkbox"/> Premium Insert on the front of the ticket. Limited to only one! Format: W 25mm x H 60m (+ 3mm filler all around)	Price: € 99,-/pcs *
<input type="checkbox"/> Supplement to the ticket Visitors to the fair will receive information about your company at the entrance. The information (Max. A6 or 9,9cm x 21cm) will be produced and provided by the organizer. This supplement is limited.	Price: € 149,-/pcs *
<input type="checkbox"/> Distribution of advertising material e.g. flyer, vouchers, samples, bags) Distribute flyers and/or samples in the fair hall (except from open- air ground, cash desks & parking lots) by your own employees. (prices excl. of personnel costs, excl. advertising material – for max. 3 people).	Price: € 100,-/pcs *
Printing data: please send printing data at least 4 weeks before the fair starts to: office@cmw.at. All prices are quoted excl. of 20% VAT and advertising tax 5% (*). Prices are valid from the date of delivery of printing data. By submitting this application, the exhibitor accepts all terms and conditions for exhibitors and the privacy policy (see overleaf or attachment). This consent can be withdrawn at any time either individually or in its entirety by E-Mail to office@cmw.at. All products are available as long as stock/space last. Advertising brochures, postcards and free tickets for costumers will be sent to you in time. Orders may be refused by the organizer. Bookings are exclusive for exhibitors of the fair.	



City

Date

Signature / Company stamp