

Conditions of participation Build IT Berlin 2010 IT and Communication Trade Fair for the Construction Sector

1. Organizers

The Build IT Berlin 2010 is organized by Messe Berlin GmbH on the Exhibition Grounds at the "Funkturn" (radio tower).

2. Dates and Times

Duration of the event:
16.-20.02.2010

Opening hours for visitors:

Tu.- Fr. 9 a.m. – 18 p.m.
Sa. 9 a.m. – 17 p.m.

Opening hours for exhibitors:

Tu.- Fr. 8 a.m. – 19 p.m.
Sa. 8 a.m. – 18 p.m.

Commencement of construction:

February 11, 2010, 7 a.m.

Completion of dismantling:

February, 22, 2010, 12 p.m.

3. Stand rental charges

The net stand rental charges for 1 m² of floor area are as follows:

- Row stand (one side open) EUR 150.–
- Corner stand (two sides open) EUR 155.–
- Peninsula stand (three sides open) EUR 160.–
- Island stand (four sides open) EUR 165.–

Minimum size 9 m².

Fractions of a square metre will be charged in full.

Complete arrangement:

The complete arrangements include stand rental and stand construction. Services and Equipment: see enclosed form „Complete arrangement“

Row stand:

- 9 m² EUR 2.650,-
- 12 m² EUR 3.500,-
- 15 m² EUR 4.350,-
- 20 m² EUR 5.700,-

Corner stand:

- 9 m² EUR 2.800,-
- 12 m² EUR 3.650,-
- 15 m² EUR 4.500,-
- 20 m² EUR 5.850,-

IT-Infostation building material manufacturers:

- 1 working place EUR 4.950,-

including the following:

- 1 PC counter with 2 bar stools, electrical basic connection, brochure rack, fascia panel
- wardrobe and storage place in the storage of the IT-Infostation building material manufacturers

- 1 exhibitors' pass
- cleaning of the stand
- AUMA fee
- 50 Entrance vouchers Build IT Infostation "building material manufacturers"
- 50 USB-Sticks; to be handed out in exchange to voucher/business card; a copy of all completely filled out voucher/business cards or a chart including all these personal information has to be passed on to the fair management of Build IT Berlin after the fair;
- 30 catering tickets, which can be use at BauPlaza in hall 8.2;
- listing in print media of Build IT Berlin,
- special press information IT-Infostation building material manufacturers;
- listing in the internet catalogue/ Virtual Market Place within the IT-Infostation building material manufacturers: alphabetic order, one product.

Conditions for participation: free software program for the respective building material

IT-Infostation education:

- Participation EUR 850,- including the following:
 - ca. 8 m² area within the joint stand, incl. counter, chairs, electrical basic connection, possibilities for hanging posters.
 - wardrobe and storage place in the storage of the IT-Infostation education
 - 3 exhibitors' passes
 - cleaning of the stand
 - AUMA fee
 - possibility to use the forum of the joint stand for workshops, presentations etc.;
 - listing in print media of Build IT Berlin,
 - special press information IT-Infostation education;
 - listing in the internet catalogue/ Virtual Market Place within the IT-Infostation education: alphabetic order, one product.

plus statutory value added tax.

In accordance with an agreement with the Exhibition Trade Fair Committee of German Industry (AUMA), an additional fee of EUR 0.60 per m² of display space is payable (plus statutory value added tax).

4. Media Package

With its Media Package Messe Berlin GmbH provides its exhibitors a package of selected marketing tools to enable them to make the most of their participation in the fair and to ensure their maximum impact on the market. The Internet is of particular importance. Our Build IT Berlin Virtual Market Place is intended to develop this potential and to optimise its benefits for all our exhibitors.

New product entries will be published in the Build IT/bautec Newsletter „ExhibitorNews“ and forwarded to your target group.

The primary exhibitor will be invoiced for the media package services for himself and his co-exhibitors.

4.1 The media package service available to the primary exhibitor (EUR 290.–)

Primary exhibitors are listed in the internet catalogue/Virtual Market Place® of the Build IT Berlin. Primary exhibitor presentations in the Virtual Market Place® include a company profile with picture, an illustrated description of up to ten products/ services and a link to the company's website.

The presentations will be online for 2 years until the next event. The printed listing includes the following information: company name, postal address and also the hall and stand numbers in the alphabetical list of exhibitors. Primary exhibitors receive a voucher copy.

4.2 The media package services available to the co-exhibitors (EUR 120.–)

Co-exhibitors are listed in the internet catalogue/Virtual Market Place® of the Build IT Berlin. Co-exhibitor presentations in the Virtual Market Place® include a company profile with picture, an illustrated description of one product/service. A link to the company's website is not included. The presentations will be online for 2 years until the next event.

The printed listing includes the following information: company name, postal address and also the hall and stand numbers in the alphabetical list of exhibitors. Co-exhibitors receive a voucher copy.

4.3 Optional media package services available to the co-exhibitor (EUR 170.–*), exhibitor of the IT-Infostations

Each co-exhibitor/exhibitor of the IT-Infostations may take advantage of the media package services detailed in section 4.1 by placing a separate order for these on his own account.

* The charge is EUR 290.– less EUR 120.– prepaid through the primary exhibitor.

For further information please contact the service hotline of Messe Berlin phone: +49 (0)30 3038-2180 or by e-mail: more.build-it@build-it.de

5. Workers' and exhibitors' passes

Exhibitors are entitled to workers' and exhibitors' passes free of charge in the following quantities:

Display area up to 20 m² 3 passes each

For each additional 10 m² of display space 1 pass each

Additional exhibitors' passes may be purchased.

Additional workers' passes may be ordered free of charge.

6. Terms of payment

The services of Messe Berlin are due upon receipt of the down payment/final invoices in accordance with the terms of payment specified in the respective invoices and shall be transferred to one of the accounts of Messe Berlin indicated in the invoice.

The invoice number and customer number should be quoted when making payment.

7. Submission of essential construction plans

Exhibitors are required to submit the construction plans in duplicate to Messe Berlin by **14.01.2010, by 30.12.2009 at the latest if the stand please turn over is two-storey**. Failure to comply will result in their exclusion, or the withdrawal of previous acceptance.

Construction plans must be also submitted, even if the stand is identical to that of previous years.

Any damage caused by the exhibitor to walls, floors, wiring, in outdoor areas etc. shall be repaired at the exhibitor's expense (see also General Terms of Business, no. 7)

8. Communication service for exhibitors and exhibitors' service

Exhibitors may obtain order forms for direct marketing, media services, press services, website, range of advertising materials and voucher for admission tickets from the Communication service.

Forms for services, installations, stand construction and design, insurance, services requiring official approval etc. can be found at the exhibitors' service.

The deadlines and requirements mentioned in the Service Folder are binding.

9. Regulations

Efforts will be made to meet exhibitors' parking requirements on the Exhibition Grounds, but no rights can be granted to parking spaces or to a specific parking space. The unloading of goods from vehicles during the exhibition must be completed before the official daily opening times.

Vehicles must leave the grounds immediately after unloading. Exhibitors and accompanying persons must leave the halls, and parked vehicles must be removed from the grounds within one hour following the daily closing time. Persons wishing to leave the exhibition with packages must furnish proof of the origin of such items to the supervisory staff at the exits. No animals may be brought in to the Exhibition Grounds. No one is permitted to stay overnight in caravans or mobile homes on the Exhibition Grounds.

10. Installations

A separate invoice will be presented for electricity connections to the stands. Installations on the stands may only be carried out by contractors authorized by Messe Berlin or the local power company, Vattenfall Europe Aktiengesellschaft, and all applications should be made through Messe Berlin. Electrical installations on the stands themselves may also be carried out by exhibitors' own electricians. In such cases the installations must be checked by an authorized specialist company.

The exhibitors will find the appropriate application forms – containing additional conditions – for electricity, gas and water connections for the stands in the Exhibitors' Service.

11. Official approval

Exhibitors are responsible for ensuring that the necessary approvals are obtained for their own activities and those of their employees on the stand or the grounds, and that current industrial, trade and police regulations are observed. Should you have any queries regarding these matters you should contact the relevant authorities, and any queries relating to commercial or industrial regulations should be clarified with the local authorities: *Bezirksamt Charlottenburg von Berlin – Abteilung Wirtschaft*. The Build IT Berlin 2010 is being held in accordance with industrial and trade law.

The commercial privileges granted in accordance with Heading IV of the Commercial and Trade Regulations apply.

12. Demonstrations / entertainment

Visual and acoustic performances may only take place in well-screened or closed areas. Such events must be directed towards the interior of the stand with the areas of activity screened from the aisles.

During the exhibition, the volume of demonstrations shall be set to a level which does not disturb neighbouring exhibitors

The noise level emitted from a stand may therefore not exceed a mean level (Leq) of 75-dB (A) at the stand perimeter.

Demonstrations must be coordinated with neighbouring stands to prevent visual and acoustic conflict.

This shall apply analogously to all presentations, including those using audio or visual media, which are in any case only permitted provided they do not disturb or annoy neighbouring exhibitors and do not block the aisles.

Messe Berlin GmbH is entitled to prohibit shows and demonstrations for failure to comply with these rules

13. General Terms of business

The enclosed "General Terms of Business for Trade Fairs and Exhibitions of Messe Berlin" are also form part of these participation conditions.