

Early Bird Offer  
until September 30, 2010

Start of hall planning:  
February, 2011



**CMS**  
Cleaning.  
Management.  
Services.

20. - 23.9.2011

Messe Berlin GmbH  
Messedamm 22  
14055 Berlin  
Tel.  
+49 (0)-30/30 38-20 35  
+49 (0)-30/30 38-20 43  
Fax  
+49 (0)-30/30 38-22 27  
E-Mail  
cms@messe-berlin.de

## Application: Main Exhibitor

1 \_\_\_\_\_  
Name of exhibitors

2 \_\_\_\_\_  
Street

3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_  
Postal code Town Country

6 \_\_\_\_\_  
Web address E-Mail

7 \_\_\_\_\_ 8 \_\_\_\_\_  
Telephone Fax

Ms.  
 Mr. \_\_\_\_\_  
Person to contact E-Mail of contact person

9 \_\_\_\_\_  
Direct dialing Mobile phone

10 \_\_\_\_\_  
Managing Director

The exhibitor is  Manufacturer  Provider  Agent  Manual trades

### 9 Product group index

Please use codes from list of products (page 17-19)!

\_\_\_\_\_

### 10 Our entry in the index of exhibitors should be under the following letter:

**Important:** The basic dates of the exhibitor (point 1-10) will be automatically published in the print-catalogue and Virtual Market Place.

11 \_\_\_\_\_  
Invoicing address (if different to 1)

12 \_\_\_\_\_  
Street

13 \_\_\_\_\_ 14 \_\_\_\_\_ 15 \_\_\_\_\_  
Postal code Town Country

16 \_\_\_\_\_ 17 \_\_\_\_\_  
Telephone Fax

Ms.  
 Mr. \_\_\_\_\_  
Person to contact

If an agency will organize your participation in CMS please let us know the address for sending them the information.

We have no objections that lists of exhibitors are being passed on to interested service companies and journalists as well as a publication on the internet.

By signing this application we accept the Conditions of Participation in CMS 2011 and the General Terms of Business for Trade Fairs and Exhibitors of Messe Berlin GmbH. Place of performance and court of jurisdiction: Berlin, Germany.

We hereby authorize Messe Berlin GmbH and its partners to send us unasked information.

\_\_\_\_\_ Place and date  
\_\_\_\_\_ Stamp and legally binding signature

**Will be completed by  
Messe Berlin.**

KA-Nr.	
DEBI-Nr.	
Auftr.-Nr.	
<b>Halle</b>	<b>Stand-Nr.</b>
RE	m <sup>2</sup>
EK	m <sup>2</sup>
KO	m <sup>2</sup>
BL	m <sup>2</sup>
FG	m <sup>2</sup>
EW	m <sup>2</sup>
Eingangsbestätigung	
Zulassungsbestätigung	



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+49 (0)-30/30 38-22 27  
E-Mail  
cms@messe-berlin.de

## Application: Stand Space

■ \_\_\_\_\_  
Name of exhibitor

We hereby request the following stand area in accordance with the conditions of participation (minimum 12 sqm)

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Row stand, 1 side open</b><br>Early bird offer <b>154,-</b> EUR/sqm<br>Regular price <b>159,-</b> EUR/sqm          | <input type="checkbox"/> <b>Corner stand, 2 sides open</b><br>Early bird offer <b>169,-</b> EUR/sqm<br>Regular price <b>175,-</b> EUR/sqm |
| <input type="checkbox"/> <b>Peninsula stand, 3 sides open</b><br>Early bird offer <b>186,-</b> EUR/sqm<br>Regular price <b>191,-</b> EUR/sqm   | <input type="checkbox"/> <b>Island stand, 4 sides open</b><br>Early bird offer <b>201,-</b> EUR/sqm<br>Regular price <b>208,-</b> EUR/sqm |
| <input type="checkbox"/> <b>Special show: Expanded Services</b><br>Early bird offer <b>105,-</b> EUR/sqm<br>Regular price <b>110,-</b> EUR/sqm | <input type="checkbox"/> <b>Outdoor exhibition space</b><br>Early bird offer <b>79,-</b> EUR/sqm<br>Regular price <b>83,-</b> EUR/sqm     |
- We intend to erect a two-storied structure on ordered stand area:  
**Additional charge for the upper structure: 81,-** EUR/sqm

The cost of participation includes electricity and water consumption on the stand, hall lightening, hall supervision and cleaning of the aisles. Electrical- and water installation and standard partition walls will be charged.

<b>Required stand space</b>	<b>Frontage</b>	<b>Depth</b>	<b>Total</b>
	_____ m	X _____ m	= _____ sqm

For stands 300 sqm and over the row stand price applies for all stand types (not valid for the early bird offer!).

### Plus obligatory

**Media-Package** (contents and prices are outlined on page 15)

a) Main exhibitor: The charge is depending on the size of the stand

b) Co-exhibitor: 90,- EUR

(Messe Berlin will invoice the main exhibitor for the media package of the co-exhibitor)

**AUMA fee 0,60 EUR/sqm**

**The mentioned prices are subjected to statutory value-added tax (VAT) of 19%**

### If requested

#### Stand construction

In accordance with our required stand area we order a complete stand construction.

- Complete stand construction: **114,-** EUR/sqm plus tax  
**Please complete order form „Application: Complete Stand Construction“ on page 11.**

By signing this application we accept the Conditions of Participation in CMS 2011 and the General Terms of Business for Trade Fairs and Exhibitors of Messe Berlin GmbH. Place of performance and court of jurisdiction: Berlin, Germany.

\_\_\_\_\_ Place and date

\_\_\_\_\_ Stamp and legally binding signature



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**Services.**

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 Fax  
 +49 (0)-30/30 38-22 27  
 E-Mail  
 cms@messe-berlin.de

# Application: Complete Stand Construction

■ \_\_\_\_\_  
**Name of exhibitor**

■ \_\_\_\_\_  
**Street**

■ \_\_\_\_\_ ■ \_\_\_\_\_ ■ \_\_\_\_\_  
**Postal code      Town      Country**

■ \_\_\_\_\_ ■ \_\_\_\_\_  
**Telephone      Fax**

Ms.  
 Mr. \_\_\_\_\_ ■ \_\_\_\_\_  
**Person to contact      E-Mail**

■ \_\_\_\_\_ ■ \_\_\_\_\_  
**Telephone      Fax**

**For any information regarding complete stand construction please contact:**  
 MB Capital Services GmbH, Ms. Dr. Rauch, tel. +49(0)30/3067-2048  
 fax: +49(0)30/3067-2058, e-mail: rauch@mb-capital-services.de

Details on standard equipment of CMS complete stand are outlined on page 13

In accordance to our required stand area on page 7		
we hereby order a complete stand:	_____ m <sup>2</sup>	<b>114,- EUR/sqm</b> (plus stand rental)
Details of stand construction required:	Standard design	Other colours (page 13)
<b>Partition elements</b>	<input type="checkbox"/> white	<input type="checkbox"/> _____
<b>Carpeting</b> (Standard quality incl. covering foil)	<input type="checkbox"/> grey	<input type="checkbox"/> _____
<b>Information counter</b>	<input type="checkbox"/> white	<input type="checkbox"/> _____
<b>Facia</b> <b>incl. standard facia lettering</b> (Helvetica bold, black))	<input type="checkbox"/> white	<input type="checkbox"/> _____
_____		
Lettering (max. 25 characters)		

**Will be completed by  
 Messe Berlin.**

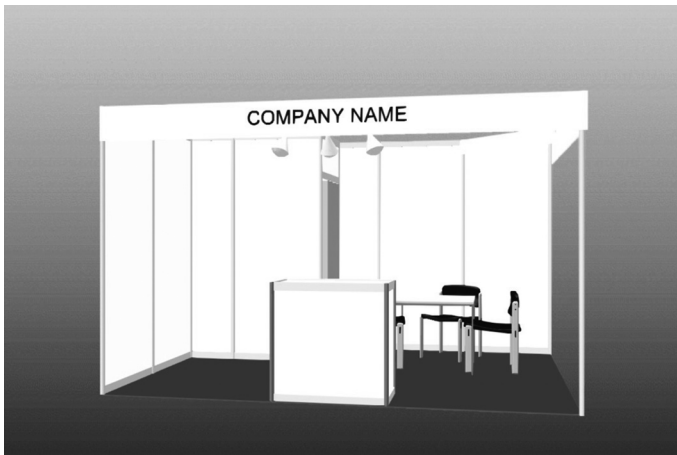
KA-Nr.	
DEBI-Nr.	
Auftr.-Nr.	
<b>Halle</b>	<b>Stand-Nr.</b>
Standform	

By signing this application we accept the Conditions of Participation in CMS 2011 and the General Terms of Business for Trade Fairs and Exhibitors of Messe Berlin GmbH. Place of performance and court of jurisdiction: Berlin, Germany.

We hereby authorize Messe Berlin GmbH and its partners to send us unasked information.

\_\_\_\_\_ Place and date      \_\_\_\_\_ Stamp and legally binding signature

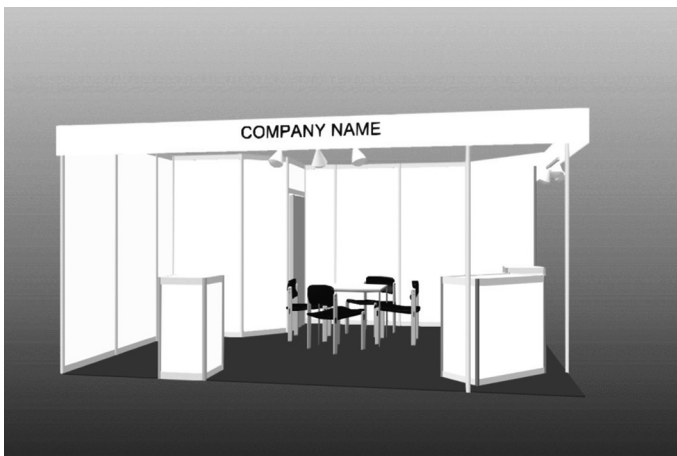
## CMS 2011 Complete Stand Stand Features & Equipment



**12 - 19 m<sup>2</sup> complete-stand**

### equipment:

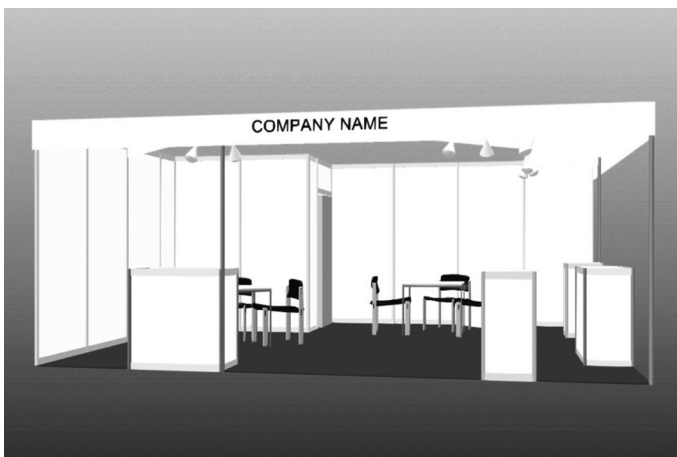
- built-in cabin 1,5 m<sup>2</sup>, lockable, incl. 1 coat rack and 1 shelf
- carpet, 6 colours available: blue, red, light grey, anthracite, green, black
- modular stand Octanorm white, walls white, 7 other colours for walls available: blue, red, light grey, dark grey, green, black, cream
- grid ceiling according to static requirements
- fascia, white, height, 300 mm (coloured fascia on request) incl. lettering, black, Helvetica semi-bold, max. 25 characters
- 1 electrical installation 3,3 kW
- 1 additional socket
- 3 spots á 100 W
- 1 information counter white, 7 other colours available
- 3 chairs, chrome/anthracite
- 1 conference table, chrome/white
- 1 brochure stand
- 1 waste paper bin
- Daily cleaning



**20 - 29 m<sup>2</sup> complete-stand**

### equipment:

- built-in cabin 2 m<sup>2</sup>, lockable, incl. 1 coat rack and 1 shelf
- carpet, 6 colours available: blue, red, light grey, anthracite, green, black
- modular stand Octanorm white, walls white, 7 other colours for walls available: blue, red, light grey, dark grey, green, black, cream
- grid ceiling according to static requirements
- fascia, white, height, 300 mm (coloured fascia on request) incl. lettering, black, Helvetica semi-bold, max. 25 characters
- 1 electrical installation 3,3 kW
- 1 additional socket
- 6 spots á 100 W
- 1 information counter white, 7 other colours available
- 2 presentation platforms, white
- 4 chairs, chrome/anthracite
- 1 conference table, chrome/white
- 1 brochure stand
- 1 refrigerator
- 1 waste paper bin
- Daily cleaning



**30 - 39 m<sup>2</sup> complete-stand**

### equipment:

- built-in cabin 3 m<sup>2</sup>, lockable, incl. 2 coat racks and 1 shelf
- carpet, 6 colours available: blue, red, light grey, anthracite, green, black
- modular stand Octanorm white, walls white, 7 other colours for walls available: blue, red, light grey, dark grey, green, black, cream
- grid ceiling according to static requirements
- fascia, white, height, 300 mm (coloured fascia on request) incl. lettering, black, Helvetica semi-bold, max. 25 characters
- 1 electrical installation 6,5 kW
- 2 additional sockets
- 9 spots á 100 W
- 2 information counters white, 7 other colours available
- 2 presentation platforms, white
- 6 chairs, chrome/anthracite
- 2 conference tables, chrome/white
- 1 brochure stand
- 1 refrigerator
- 2 waste paper bins
- Daily cleaning

# CMS 2011

## Stand features & equipment

Please send to MB Capital Services, Ms Dr. Rauch, phone +49(0)30/3067-2048  
fax +0049(0)30/3067-2058, email: rauch@mb-capital-services.de

name of exhibitor

hall / stand number

internet address

e-Mail

contact person

phone

### details for stand construction (please indicate):

### facia lettering (max. 25 characters)

Individual artwork requirement subject to surcharge. Please send your logo file to rauch@mb-capital-services.de. You will receive an offer.

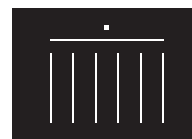
### walls, standard colours (please indicate):

- blue (similar RAL 5017)
- red (similar RAL 3002)
- light grey (similar RAL 7035)
- dark grey (similar RAL 7037)
- green (similar RAL 6029)
- black (similar RAL 9011)
- cream (similar RAL 1015)

### carpet, standard colours (please indicate):

- blue (similar RAL 5002)
- red (similar RAL 3001)
- light grey (similar RAL 7037)
- dark grey (similar RAL 7016)
- green (similar RAL 6005)
- black (similar RAL 9005)

**We also would like to prepare an individual offer for your stand construction.**



capital services

MB Capital Services GmbH

Thüringer Allee 12 A  
D – 14052 Berlin

phone +49 (0)30 30 67 20 44  
fax +49 (0)30 30 67 20 19  
info@mb-capital-services.de

**Other wall and carpet colours on request**

## CMS Media Package – Marketing package for CMS 2011

The CMS Media Package offers exhibitors a set of marketing tools they can use to optimize their trade show and market presence. The Media Package includes entries in the **printed catalogue** and the **CMS Virtual Market Place** - the centralized exhibitor and product search tool on the internet.

All **primary and co-exhibitors** are required to book a Media Package. To respond to individual needs and requirements, we have put together different packages that are based on the size of the exhibitor's display space. **Co-exhibitors** are represented in the printed catalogue (Exhibitor short-list A-Z) and the Virtual Market Place® (basic company entry, one entry in the product group index plus a company profile with 250 characters, incl. spaces) for a price of EUR 90.00 plus VAT.

Primary exhibitors and co-exhibitors can book a package upgrade at any time. For multiple display stands, the Media Package is invoiced at the higher package rate only once.

<p><b>Starter Package</b>            EUR 300.00 plus VAT            For primary exhibitors with 20 m<sup>2</sup> display space</p>	<p><b>Classic Package</b>            EUR 700.00 plus VAT            For primary exhibitors with 21 m<sup>2</sup> - 100 m<sup>2</sup> display space</p>	<p><b>Premium Package</b>            EUR 1,200.00 plus VAT            For primary exhibitors with more than 100 m<sup>2</sup> display space</p>
<p><b>Printed catalogue</b></p> <ul style="list-style-type: none"> <li>- <b>Exhibitor short-list A-Z</b> (Company, country code, city, hall/stand)</li> <li>- <b>Basic company entry under A-Z</b> (Company, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>1 entry in the product group index</b> (Company, country code, city, hall/stand)</li> </ul>	<p><b>Printed catalogue</b></p> <ul style="list-style-type: none"> <li>- <b>Exhibitor short-list A-Z</b> (Company, country code, city, hall/stand)</li> <li>- <b>Basic company entry under A-Z</b> (Company, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>3 entries in the product group index</b> (Company, country code, city, hall/stand)</li> </ul>	<p><b>Printed catalogue</b></p> <ul style="list-style-type: none"> <li>- <b>Exhibitor short-list A-Z</b> (Company, country code, city, hall/stand)</li> <li>- <b>Basic company entry under A-Z</b> (Company, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>5 entries in the product group index</b> (Company, country code, city, hall/stand)</li> </ul>
<p><b>CMS Virtual Market Place</b></p> <ul style="list-style-type: none"> <li>- <b>Basic company entry</b> (Company, postal address, telephone, fax, email, homepage, hall/stand)</li> <li>- <b>2 entries in the product group index</b></li> <li>- <b>Company profile</b> (max. 250 characters incl. spaces)</li> <li>- Presentation of <b>2 products</b> (each 4,000 characters incl. spaces and 1 picture)</li> </ul> <p><b>Supplemental services option:</b></p> <ul style="list-style-type: none"> <li>- Banner advertising</li> <li>- Upgrade to Classic or Premium Package</li> </ul>	<p><b>CMS Virtual Market Place</b></p> <p><b>Same services as Starter Package plus:</b></p> <ul style="list-style-type: none"> <li>+ <b>Extended company profile</b> (max. 1,000 characters incl. spaces)</li> <li>+ <b>Hyperlink to videos</b> on the exhibitor's websites</li> <li>+ <b>Logo</b></li> <li>+ <b>4 additional entries in the product group index</b></li> <li>+ Presentation of <b>4 additional products</b> (each 4,000 characters incl. spaces and 1 picture)</li> </ul> <p><b>Supplemental services option:</b></p> <ul style="list-style-type: none"> <li>- Banner advertising</li> <li>- Upgrade to Premium Package</li> </ul>	<p><b>CMS Virtual Market Place</b></p> <p><b>Same services as Classic Package plus:</b></p> <ul style="list-style-type: none"> <li>+ <b>Extended company profile</b> (max. 4,000 characters incl. spaces)</li> <li>+ <b>6 additional entries in the product group index</b></li> <li>+ Presentation of <b>6 additional products</b> (each 4,000 characters incl. spaces and 1 picture)</li> <li>+ <b>Hyperlinks to products on company's website</b></li> <li>+ <b>Embedding of PDF files</b></li> </ul> <p><b>Supplemental services option:</b></p> <ul style="list-style-type: none"> <li>- Banner advertising</li> <li>- Further product entries</li> </ul>

Your data is published on the CMS Virtual Market Place at the latest 4 weeks prior to the exhibition. You are entitled to use the services until **21 July 2013**. Order forms for upgrading to a different package or booking supplementary services will be sent to you automatically after your registration is completed.

The data for your Virtual Market Place® stand can be sent directly to the Messe Berlin editorial team. Contact: Messe Berlin GmbH, Virtual Market Place®, Messedamm 22, 14055 Berlin, Germany.

Email: editorial@virtualmarket.cms-berlin.de,

Tel. +49 30 3038-2180, Fax: +49 30 3038-2172

Hours: Mon. - Fri. 09:00-18:00 CET.

# Conditions of Participation

## CMS 2011 – Cleaning. Management. Services.

### 1 Event

CMS 2011 – Cleaning. Management. Services. is an International Trade Fair and Congress, which is summed up by its motto "Cleaning. Management. Services.". The latest products and processes for today's building cleaning trade and services are displayed here.

Supporting organizations are the BIV, Federal Guild Association of Cleaning Contractors, Bonn, and the VDMA, Trade Association for Cleaning Systems, Frankfurt.

Messe Berlin GmbH is responsible for implementation and management of the event.

### 2 Dates and Times

**Duration of the event:**  
September 20 - 23, 2011

**Place:**  
Messegelände Berlin

**Halls**  
1.2, 2.2, 3.2, 4.2, Outdoor area, entrance south

**Early bird offer until:**  
September 30, 2010

**Start of hall planning process**  
February, 2011

**Opening hours general public**  
10 a.m. to 5 p.m.

**Opening hours exhibitors**  
9 a.m. to 6 p.m.

### 3 Conditions of Acceptance

The following will be accepted as exhibitors at CMS 2011: Manufacturer, service provider, traders, associations and institutions who offer a range of products according to the listed products groups of CMS 2011.

### 4 Stand Rental Charges

The net stand rental charges for 1 sqm of floor area are listed below, and include a flat rate to cover electricity and water consumption:

	Early bird offer valid until September 30, 2010	valid from October 1, 2010
<b>Row Stand</b>	<b>154,- EUR</b>	<b>159,- EUR</b>
<b>Corner Stand</b>	<b>169,- EUR</b>	<b>175,- EUR</b>
<b>Peninsula Stand</b>	<b>186,- EUR</b>	<b>191,- EUR</b>
<b>Island Stand</b>	<b>201,- EUR</b>	<b>208,- EUR</b>
<b>Outdoor display</b>	<b>79,- EUR</b>	<b>83,- EUR</b>
<b>Special show: Extended Services</b>	<b>105,- EUR</b>	<b>110,- EUR</b>

For a two-storied structure on ordered stand area we charge for the upper structure 81,- EUR/sqm. Messe Berlin only provides partition walls upon extra payment and on special request. A surcharge of **114,- Euro per/sqm** will be imposed for complete stands. All charges are subject to statutory value added tax. Any area measuring less than 1 sqm will be charged for in full. In addition 0.60 Euro AUMA-Fee per sqm of display space + value added tax will be charged in accordance with an agreement with the Exhibition and Trade Committee of German Industry (AUMA).

### 5 Media-Package

By way of the Media Package Messe Berlin GmbH offers a specially selected Marketing tool, in order to enable exhibitors to optimise their individual performance. Exhibitors as well as co-exhibitors will be charged with an obligatory fee dependent on the size of their stand. For detailed information, please see page 15.

#### 5.1

The basic catalogue entry in the official CMS fair catalogue is included in the Media-Packages.

### 6. Terms of Payment

#### Due dates

The down payment for the stand rental and ancillary costs must be paid by the due date specified in the down payment request (four weeks after admission of the exhibitor at the latest, prior to the start of the event at any rate). Payment must be made to one of the bank accounts of Messe Berlin GmbH indicated on the invoice. A final invoice will be sent after the event's end.

# Conditions of Participation

## CMS 2011 – Cleaning. Management. Services.

### Objections

Objections to invoices can only be considered if they are lodged with Messe Berlin GmbH in writing within 14 days of the date of invoice.

## 7 Workers' and exhibitors' passes

Exhibitors are entitled to exhibitors' passes in the following quantities:

Display area up to 20 sqm: **3 passes each**

For each additional 10 sqm of display space: **1 pass each**

Additional exhibitors' passes may be purchased.

## 8 Exhibitors' Services/ Communications Services

Exhibitors will receive the folder for the Exhibitors' Services providing all essential information and forms regarding service companies, installations, stand construction and design, insurance, parking permits etc. A general supervision of the exhibition halls and the outside displays is organized by Messe Berlin GmbH. Exhibitors are responsible for guarding and cleaning their own stands.

The Communications Services, which are sent separately, contains all the necessary forms for PR and advertising

## 9 Exhibition Protection

Temporary protection of designs and trademarks is provided during CMS 2011 on the basis of § 15 Geschmacksmustergesetz (Registered Design Law), § 6a Gebrauchsmustergesetz and § 35 Markengesetz.

## 10. GEMA fees

Approval must be obtained from the German Performing Rights Organization, GEMA, for any public performance of copyrighted music by means of phonograph records of other sound media, or for musical performances, reproduced in radio and television broadcasts. Application should be made to the following address:

GEMA

Keithstr. 7

10787 Berlin

Telephone (030) 2 12 92-0

Fax (030) 2 12 92-795

## 11 Noise, background noise

Musical performances on the fair ground are only allowed with special permit of Messe Berlin. Machines and video, musical or show performances are to be held this way that neither visitors nor other exhibitors are annoyed or disturbed.

## 12 Acceptance of orders, advertising and sales

Deliveries may not be made at the exhibition.

Advertising material may only be distributed on behalf of exhibitors' own companies and only for products they exhibit. No advertising may be carried out on behalf of other companies, and in particular any advertising for the manufacturers' customers is prohibited. The posting or distribution of printed advertising material or samples outside the rented stand area are prohibited, and no writing is allowed on the hall walls. Direct sales are not permitted.

## 13 Technical Guidelines

Exhibitors must observe the „Technical Guidelines“, which are contained in the „Exhibitors' Service Manual“. They must comply with the conditions laid down in the law pertaining to technical equipment (Equipment Safety Law), to which attention is drawn in an appendix to the Technical Guidelines.

## 14 Official Permits

Each exhibitor is responsible for ensuring that necessary permits or his own activities on the stand and on the site, and those of his support personnel have been obtained, and that all applicable provisions of commercial legislation and police regulations are duly observed. Official Permits is subject to the terms of item 13 of the "General Terms of Business for Trade Fairs and Exhibitions" of Messe Berlin.

## 15 General Terms of Business

These Conditions of Participation are subject of the enclosed "General Terms of Business for Messe Berlin GmbH".