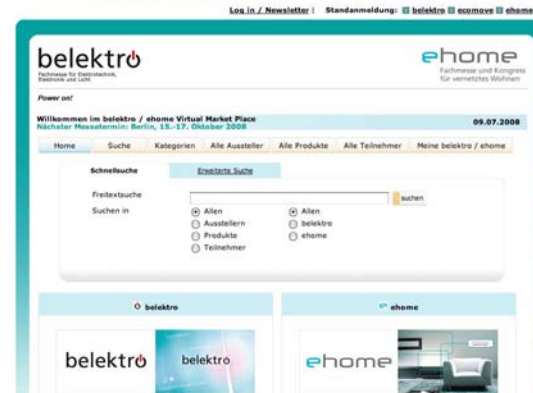


Online Media Kit 2008

# belektro | ehome

Virtual Market Place



[virtualmarket.belektro.de](http://virtualmarket.belektro.de)

## belektro

... Communication with new Energy „power on“

- ✓ Attendance of international TOP-exhibitors
- ✓ Platform for new business development
- ✓ Possibility for new international business contacts
- ✓ Overview of the latest business trends

...growing number of participating exhibitors and trade show visitors (2006)

- ✓ 230 exhibitors from 8 countries
- ✓ 15,000 trade visitors
- ✓ 96% of all trade visitors had a decisive or advisory role in purchasing decisions

### Target groups belektro

- ✓ electrical engineers
- ✓ electrical and IT technicians
- ✓ heating and cooling system technicians
- ✓ specialized wholesalers and retailers
- ✓ engineers & architects
- ✓ utility company representatives
- ✓ housing associations and industrial firms
- ✓ associations and institutions
- ✓ administrations
- ✓ ministries

## ehome

...brings together what belongs together

- ✓ Attendance of international TOP-exhibitors
- ✓ Platform for new business development
- ✓ Possibility for new international business contacts
- ✓ Overview of the latest business trends
  
- ✓ 84 % of all trade visitors had a decisive or advisory role in purchasing decisions
  
- ✓ Appliance suppliers and service providers,
- ✓ Building and housing industries,
- ✓ Computer, telecommunication and online service providers,
- ✓ Specialized dealers and tradesmen,
- ✓ Architects and end customers

### Target groups ehome

- ✓ Developers and manufacturers
- ✓ Housing industry
- ✓ Media
- ✓ Planners
- ✓ Architects
- ✓ Technicians
- ✓ Engineers
- ✓ Property developers

## Why advertise on Virtual Market Place® of belektro | ehome?

### Facts about the belektro | ehome Virtual Market Place

- ✓ 3 M page impressions since online start (Juli 2006)
- ✓ 250,000 online visitors (visits) since online start (Juli 2006)
- ✓ 1,5 M page impressions in the year of no exhibits 2007
- ✓ Around 100,000 online visitors (visits -2007)
- ✓ 365 days online per year
- ✓ More and more preparations and post processes for trade shows are done online

### Your advantages

- ✓ High quality banner clicks
- ✓ Low wastage because of accurate target group
- ✓ More visibility for your company and products before, during and after the trade show
- ✓ More booth visitors
- ✓ More revenue potential

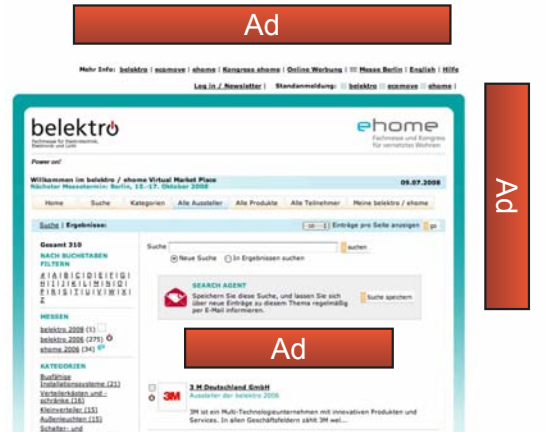
## 1. Choose your section

### belektro | ehome Virtual Market Place Sections

#### Virtual Market Place® Homepage



#### Virtual Market Place® Premium sections



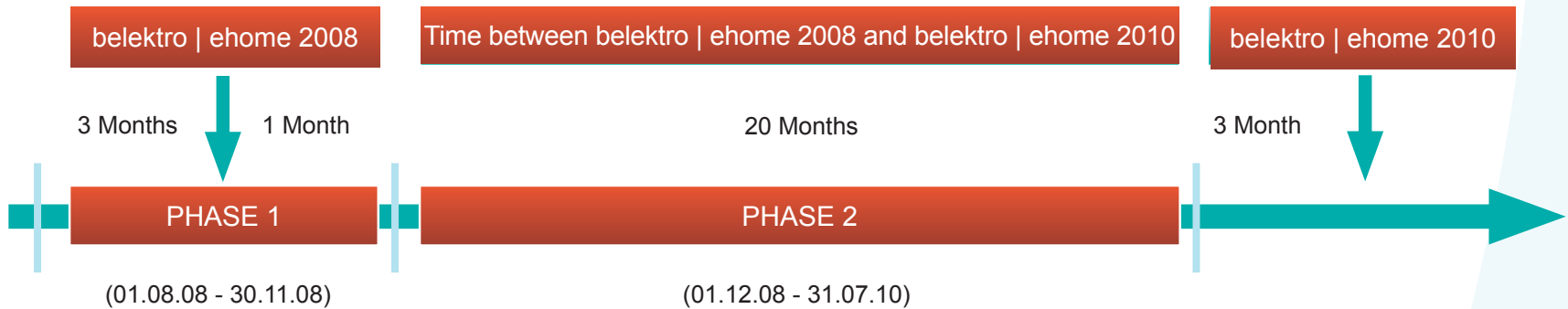
#### Including

- ✓ search
- ✓ advanced search
- ✓ search results
- ✓ all companies
- ✓ all products
- ✓ categories
- ✓ user login
- ✓ user profile

2.

Choose your duration

## Possible durations



Please note:

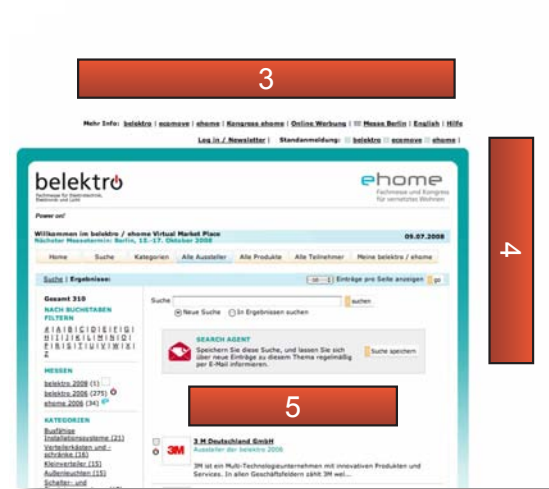
For bookings with a duration of 24 months (Phase 1 + Phase 2) you will receive a discount of 25% on the according total net price.

## 3. Choose your advertisement

### Ad Section Homepage Virtual Market Place® (VMP)



### Ad Section Premium sections (example all companies)

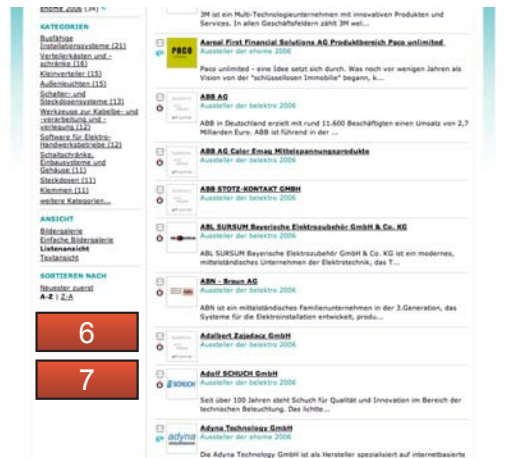


Position	Virtual Market Place® Homepage		Premium sections		
	Bigsize (Position 1 or 2)		Bigsize (Position 3)	Skyscraper (Position 4)	Fullsize (Position 5)
Banner	Bigsize (Position 1 or 2)		Bigsize (Position 3)	Skyscraper (Position 4)	Fullsize (Position 5)
Specifications	728 x 90px	20 - 30KB	728 x 90px, 30KB	120 x 600px, 30KB	468 x 60px, 20KB
Phase 1 (01.08.08 - 30.11.08)	1,500 €		800 €	900 €	1,100 €
Phase 2 (01.12.08 - 31.07.10)	2,450 €		1,250 €	1,500 €	1,750 €

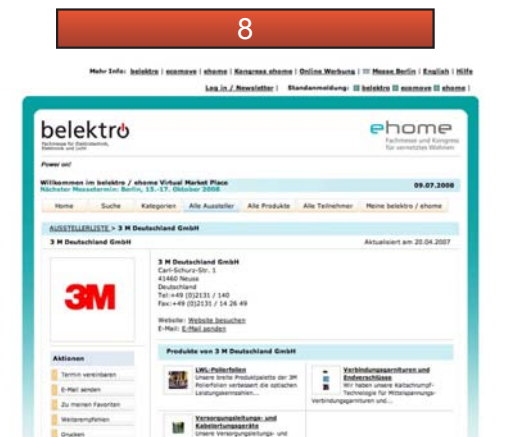
- The ad sections rotate up to five customers per one advertising space.
- An exclusive assignment of ad sections is possible upon request.

## 4. Choose your special ad format

### Special ad format Button in Navigation



### Special ad format Bigsize in own profile (Exhibitor)

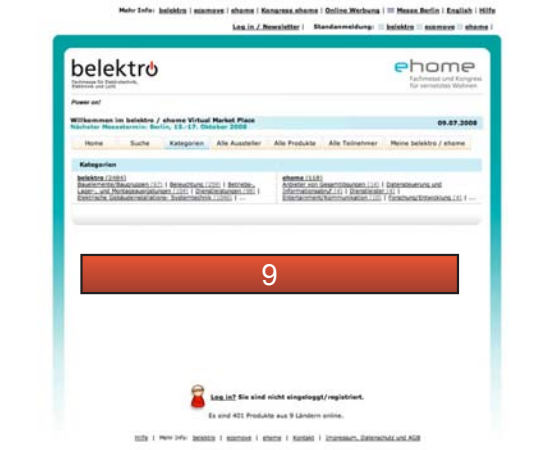


Position	Virtual Market Place® Navigations-Button		Virtual Market Place® Bigsize in profile	
Banner	Button (Position 6 or 7)		Button (Position 8)	
Specifications	150 x 60px	5 - 10KB	728 x 90px	20 - 30KB
Phase 1 (01.08.08 - 30.11.08)	400 €		300 €	
Phase 2 (01.12.08 - 31.07.10)	600 €		400 €	

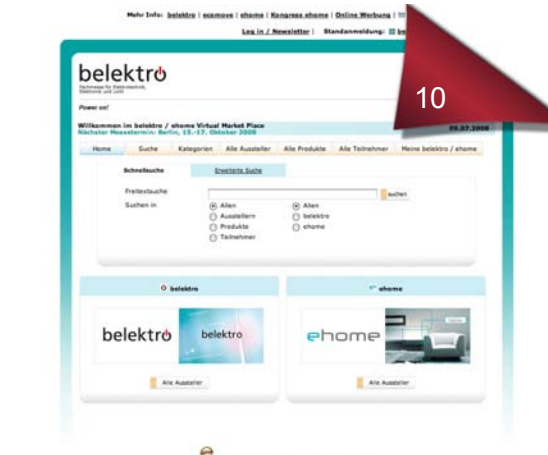
- The ad sections rotate up to five customers per one advertising space.
- An exclusive assignment of ad sections is possible upon request.

## 4. Choose your special ad format

Special ad format  
Bigsize in Footer



Special ad format  
Page Peel (Homepage)

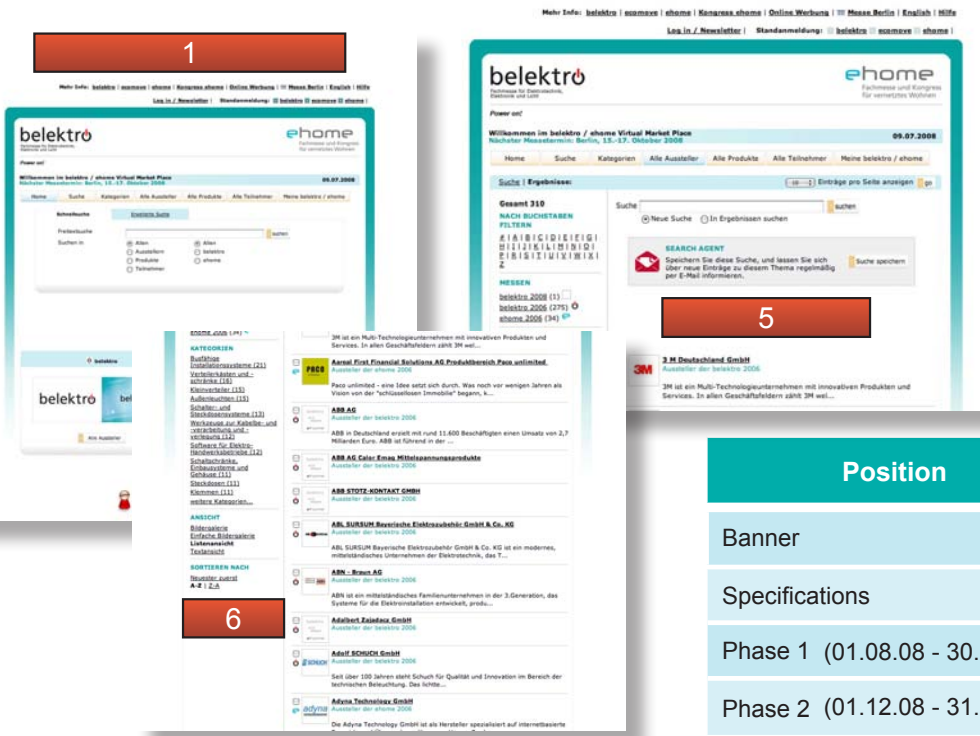


Position	Bigsize in Footer		Page Peel (Virtual Market Place® Homepage)	
Banner	Bigsize (Position 9)		Page Peel (Position 10)	
Specifications	728 x 90px	20 - 30KB	650 x 500px	30 - 50KB
Phase 1 (01.08.08 - 30.11.08)	200 €		2,900 €	
Phase 2 (01.12.08 - 31.07.10)	250 €		4,000 €	

- The ad sections rotate up to five customers per one advertising space.
- An exclusive assignment of ad sections is possible upon request.

## 5. or choose your ad package

3 in 1 Special:  
 Homepage + Premium sections Virtual Market Place®  
 (3 different banner positions for a special discount price)



Position	3 in 1 Spezial
Banner	1 Bigsize + 1 Fullsize + 1 Button
Specifications	(please see acc. positions)
Phase 1 (01.08.08 - 30.11.08)	2,100 €
Phase 2 (01.12.08 - 31.07.10)	3,400 €

**-30%**

- The ad sections rotate up to five customers per one advertising space.
- An exclusive assignment of ad sections is possible upon request.

**6.** Order your advertisement

Price overview and orders (all prices in Euro)

**Banner advertising**

belektrö | ehome Virtual Market Place



Position	Virtual Market Place® Homepage	3 in 1 Special
Banner	Bigsized (Position 1 or 2)	1 Bigsize + 1 Fullsize + 1 Button
Specifications	728 x 90px, 20 -30KB	(please see acc. position)
Phase 1 (01.08.08 - 30.11.08)	1,500 € <input type="checkbox"/>	2,100 € <input type="checkbox"/>
Phase 2 (01.12.08 - 31.07.10)	2,450 € <input type="checkbox"/>	3,400 € <input type="checkbox"/>

Position	Virtual Market Place® Premium sections					
Banner	Bigsized (Position 3)		Skyscraper (Position 4)		Fullsize (Position 5)	
Specifications	728 x 90px, 20 -30KB		120 x 600px, 30KB		468 x 60px, 20KB	
Phase 1 (01.08.08 - 30.11.08)	800 € <input type="checkbox"/>	<input type="checkbox"/>	900 € <input type="checkbox"/>	<input type="checkbox"/>	1,100 € <input type="checkbox"/>	<input type="checkbox"/>
Phase 2 (01.12.08 - 31.07.10)	1,250 € <input type="checkbox"/>	<input type="checkbox"/>	1,500 € <input type="checkbox"/>	<input type="checkbox"/>	1,750 € <input type="checkbox"/>	<input type="checkbox"/>



Company \_\_\_\_\_

Name \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

**Please mark your choice and send fax back to +49 (0) 30 – 3038 2182. We will send you an individual order request immediately!**

**Special advertising formats and exclusive bookings available upon requests. All prices excl. VAT.**

## 6. Order your advertisement

Price overview and orders (all prices in Euro)

### Special advertising formats

belektro | ehome Virtual Market Place

Position	Navigations Button		Bigsize in Profile	
Banner	Button (Position 6 or 7)		Bigsize (Position 8)	
Specifications	150 x 60px, 5 - 10KB		728 x 90px, 20 -30KB	
Phase 1 (01.08.08 - 30.11.08)	400 €	<input type="checkbox"/>	300 €	<input type="checkbox"/>
Phase 2 (01.12.08 - 31.07.10)	600 €	<input type="checkbox"/>	400 €	<input type="checkbox"/>

Position	Bigsize im Footer		Page Peel	
Banner	Bigsize (Position 9)		Page Peel (Position 10)	
Specifications	728 x 90px, 20 -30KB		650 x 500px, 40 - 50KB	
Phase 1 (01.08.08 - 30.11.08)	200 €	<input type="checkbox"/>	2,900 €	<input type="checkbox"/>
Phase 2 (01.12.08 - 31.07.10)	250 €	<input type="checkbox"/>	4,000 €	<input type="checkbox"/>



Company \_\_\_\_\_

Name \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

**Please mark your choice and send fax back to +49 (0) 30 – 3038 2182.** We will send you an individual order request immediately!

**Special advertising formats and exclusive bookings available upon requests. All prices excl. VAT.**

## Conditions for exhibitors

### Order deadline:

The order confirmation (signed order) must be received in written form 5 days prior to the campaign launch. If the required data is not received on time or does not adhere with technical specifications, a timely publication cannot be guaranteed. The customer will still be required to pay the full amount of the invoice.

### Ad Media Delivery Deadline :

Compressed files (ZIP) by Email. Data must adhere to the technical specifications and must be received 5 days prior to the campaign launch.

### Reservation:

Binding reservation of online ad space can only be made after receiving the signed order and confirmation of ad space availability. The positions shown are not exclusive bookings.

### Cancellation:

In the case of an order cancellation, the full corresponding invoice remains to be paid. MB Capital Services GmbH reserves the right to withdraw in case the customer cancels the trade show presentation.

### Banner Formats / Languages:

We kindly ask you to deliver all banners in 2 language versions English and German.

### 24 months booking:

For bookings with a duration of 24 months, we give an additional discount of 25 % on the according total price (Phase 1 + Phase 2).

## Contact

### Contact and data delivery address

Messe Berlin GmbH  
Virtual Market Place®

Oliver Vater  
Key Account Manager Ad Sales  
Messedamm 22  
14055 Berlin

Tel.: +49(0)30 – 3038 2211  
Fax: +49(0)30 – 3038 2182

URL: <http://virtualmarket.belektro.de/online-advertising>  
Email: [onlinemarketing@virtualmarket.belektro.de](mailto:onlinemarketing@virtualmarket.belektro.de)

### Agency commision

15% when booking via an Agency (min. € 1,000)

## General Terms and Conditions

### For placement of online advertising in the Virtual Market Place®

#### 1. Contract signing

A binding contract takes effect only upon written order confirmation by MB Capital Services GmbH (CSG).

#### 2. Scope of services

The rental price is payment for permission to run online advertising media in specifically designated places within the Virtual Market Place®. In the scope of these general terms and conditions, advertising media may comprise one or more of the following elements:

- ♦ An image and/or text, audio sequences and/or moving pictures (banners)
- ♦ A responsive on-screen field which, when clicked, provides a connection via an online address, named by the customer, to additional data in the customer's area (e.g. a hyperlink)

Advertising media that are not readily identifiable as such due to the design or layout, must be clearly identified by the customer as advertising. The rental price does not include the cost of design, layout, creation or adaptation of the necessary advertising banners and news tickers. CSG grants no guarantee of exclusion of competition.

CSG reserves the right to modify the format, size and technical properties of the advertising media, where CSG deems this necessary for displaying the advertising in the Virtual Market Place® and to the extent the modifications can be accepted as reasonable by the customer, taking account of the interests of CSG. CSG will obtain prior consent from the customer to edit the content of advertising media deemed by CSG to be unsuitable for publication in its existing form (e.g. due to the illicit nature of the content). Any ensuing delay in the performance of services by CSG is the responsibility of the customer.

CSG is entitled to postpone or cancel an agreed date for publication of online advertising in the event that a service required for publication is not provided at the agreed date, or technical circumstances prevent publication on the agreed date, to the extent that CSG is not responsible for the reasons for the hindrance. If a postponement to a later date is possible, CSG will take account of the known interests of the customer insofar as this is possible and reasonable for CSG.

The number of ad impressions, page impressions, ad clicks or the click rates provided to advertising customers is determined exclusively by CSG reporting (recorded by the CSG Ad Server).

#### 3. Online activation of advertising banners and news tickers

For reasons of technical security, liability for damages and deadline requirements of the trade fair organizer, all advertising spaces rented in the Virtual Market Place® are activated or deactivated online exclusively by CSG or a company commissioned by CSG. Payment for this is included in the rental price.

#### 4. Supply of the advertising banners and news tickers

To ensure timely completion, the advertising media must be provided in the specified format no later than the date determined by CSG. If the customer fails to supply the required advertising media promptly in the agreed format, CSG is discharged from all obligation to provide the service. This does not relieve the customer of his rental payment obligation.

#### 5. Advertising agents

All cost quotations, contracts and invoices provided to advertisers by advertising agents must be in line with the currently valid CSG price list.

#### 6. Payment terms

The invoice for the rental is generated by CSG when the contract is signed. Payment of the invoiced amount into an account of CSG is due in full within 14 days of the invoice date, unless a different payment date is agreed in writing. Deduction of a discount is permissible only upon written agreement from CSG. All agreed prices are payable to CSG net plus value added tax.

#### 7. Granting rights of use

For the purpose of the contract and within the time limits specified in the individual contract, the customer grants CSG the non-exclusive, non-transferable, non-sublicensable, worldwide right to integrate the advertising media made available to CSG in the scope of online advertising in the Virtual Market Place®, to present and publish this media, and to transmit and make it accessible to the general public and closed user groups via fixed and mobile communication networks at times and places of its choice for the purpose of simultaneous or successive use, – including on demand – and to reproduce the advertising media for the above-stated purposes. The granting of these rights specifically includes the right to use the advertising media as follows:

- ♦ In the scope of telecommunications, teleservices and media services (e.g. online services, electronic push and pull services, e.g. e-mail, SMS, MMS)
- ♦ In all digital and analogue transmission and on-demand technologies, particularly via cable, radio, fixed and mobile satellite networks and all microwave systems (particularly GSM, GPRS, UMTS, LAN, WLAN, broadband, etc.)
- ♦ In conjunction with all protocols and languages (in particular TCP-IP, IP, HTTP, WAP, HTML, c-HTML, XML etc.)
- ♦ In the reproduction, downloading and storage on any receiving devices, in particular stationary and mobile computers, television sets, set-top boxes, (hard-drive) video recorders, mobile phones and Personal Digital Assistants (PDA); and
- ♦ The right to process the advertising media in accordance with the provisions of this contract and to use the results of this processing in accordance with this section (Section 7), and
- ♦ The right of database use, in particular the right to record the submitted advertising media and processed versions of this media in machine-readable form and electronic storage of the media in an independent database, to the extent that this is not for the in-house use of the database operator in terms of Section 53 UrhG [German copyright Law].

The above-stated granting of rights also relates in particular to the copyright and performance protection rights relating to the advertising material, the right to personal photographs and rights to name, title, brand and other identifying features.

## General Terms and Conditions

### For placement of online advertising in the Virtual Market Place®

#### 8. Withdrawal from the contract

CSG is entitled to withdraw from the contract if, after signing the contract, it is determined that the content and form of the order contravenes fundamental principles of CSG (e.g. illegal content) or if CSG becomes aware of justified doubts of the creditworthiness of the customer. The customer is not entitled to claim damages in the event of the withdrawal of CSG on these grounds. Both the customer and CSG are entitled to withdraw from the contract after contract signing, if a period for withdrawal has been agreed in writing and the declaration of withdrawal is effected within this period. If the customer withdraws after expiry of this period, he is obliged to pay the full rental price and all incurred ancillary costs.

#### 9. Guarantee of the provider

Within the scope of foreseeable requirements, the provider guarantees best possible reproduction of the advertising items in line with the generally accepted technical standards. The customer is, however, aware that the current level of technology does not allow a program to be created that is completely free of errors. An error in the display of the advertising media is deemed to be deficient if it is caused by any of the following conditions:

- ◆ Use of unsuitable display software and/or hardware (e.g. browser)
- ◆ A disturbance in the communication networks of other operators
- ◆ Third-party computer failure (e.g. of other providers)
- ◆ Incomplete and and/or non-updated content on so-called proxies (intermediate storage systems)
- ◆ Failure of the Ad Server for less than 24 hours (continuous or cumulative) within 30 days of the start of the contractually agreed placement. In the case of a failure of the Ad Server for more than 20% of the booked time in the scope of a time-linked fixed booking, the customer is released from his payment obligation for the duration of the failure.

If the reproduction quality of the advertising media is inadequate, the customer is entitled to error-free replacement advertising, however only to the extent that the inadequate quality impaired the purpose of the advertising media. In the event that the replacement advertising is inadequate or the customer cannot be reasonably expected to accept the same, the customer has the right to a price reduction or to withdraw from the order.

The customer is not entitled to claim for inadequate publication arising from concealed deficiencies in the advertising documents. The same applies to errors in repeat advertising placements, if the customer fails to inform CSG of the error prior to publication of the next online placement.

The customer has no further guarantee rights. CSG must be notified of any deficiencies in writing within 30 days of provision of the service. The guarantee rights are voided if notification is not received within the above-specified period. This does not apply if CSG maliciously conceals the defect or has accepted a guarantee for the suitability of the same.

#### 10. Disruptions of performance

If an order is not carried out for reasons beyond the control of the provider (e.g. programming or technical problems), in particular due to computer failure, force majeure, strikes, legal provisions, disruptions due to third parties (e.g. other providers), network operators or service providers, or for any similar reasons, the order will be carried out immediately after the hindrance is removed. If the service is performed at the earliest possible opportunity, the claim for payment by the provider remains unaffected, unless the restitution of the performance is no longer of interest to the customer and the provider is aware of this. The customer will be informed by the provider of any delay.

Any further claims – particularly claims for damages – are excluded.

#### 11. Liability

The customer is permitted to advertise only to the benefit of his products – without reference to other companies. The customer is responsible for the content of the advertising and for all information contained therein. All issues related to competition laws, trademarks, copyrights, brands and names are the sole responsibility of the customer and must be clarified prior to placement of the order. The customer exempts CSG from any claims by third parties in this regard. The customer also exempts CSG from claims made by third parties resulting from any legal violation attributable to the customer or made against CSG as a result of the customer's illegal or contractually non-compliant activity.

#### 12. Offsetting, right of retention of payment

The customer is entitled to offset payment only if his counterclaims have been legally established, are undisputed, or have been recognized by CSG. The customer has a right of retention of payment only insofar as his counterclaim is based on the same contractual relationship.

#### 13. Concluding provisions

Ancillary agreements are not valid unless made in writing. The place of fulfillment and legal venue for both parties is Berlin. In the case of non-commercial traders, this jurisdiction applies only to the reminder procedure. The customer explicitly declares that he has read and understood these conditions and accepts them by his signature on the order. If individual items in this contract are, or should become, legally invalid, this does not affect the validity of the remaining parts of the contract. The invalid provision will be replaced by an appropriate provision from the HGB [German Commercial Code] or BGB [German Civil Code] that most closely approximates the intention of the invalid provision.

MB Capital Services GmbH, Thüringer Allee 12, 14052 Berlin, Germany  
 Court of Registration: Amtsgericht Charlottenburg HRB 65470  
 General managers: Manfred Gleich, Wilfried Wartenberg