



## Trends & Events Youth Travel Centre

ITB BERLIN 2008 05.- 09. März 2008



### STANDANMELDUNG / APPLICATION FORM

<i>Firmenname/ name of exhibitor.</i>	
<i>Ansprechpartner:/Person in charge:</i>	
<i>Straße/Street</i>	<i>Telefon/Phone</i>
<i>Ort Plz/Town postal code</i>	<i>Fax</i>
<i>Land/Country</i>	<i>e-mail:</i>  <i>homepage:</i>
<i>Branche Nr./branchNo.</i>	
<p><i>Bitte für den Katalogeintrag genaue Firmierung, Branchennummer und vollständige Adresse angeben, Termin 15.12.2007</i>  <i>Please state the exact company name, full adress , branch-number for the catalogue entry until Dec. 15, 2007</i></p>	

### Ich bestelle / I order

bitte ankreuzen/please indicate

	<p><b><i>Möglichkeit I Kompletstandangebot 8qm</i></b></p> <p><u>1.900,-Euro plus MwSt, + 0,60 Euro per sqm Auma - Gebühr+ Werbebox (siehe Seite 2)</u></p>	<p><b><i>Option I pre-fixed stand 8 sqm</i></b></p> <p><u>1.900,-Euro plus VTA+0,60 Euro per sqm Auma fee+ PromotionP. (page 2)</u></p>
	<p><b><i>Möglichkeit II</i></b></p> <p><u>15-30 qm Stand inklusive Standbau</u></p> <p><u>310,-Euro pro qm + MwSt + Auma Gebühr+ Werbebox (siehe Seite 2)</u></p>	<p><b><i>Option II</i></b></p> <p><u>15-30 sqm including stand-construction</u></p> <p><u>310,-Euro per sqm +VAT+Auma-fee+Promotion-Package (page 2)</u></p>
	<p><b><i>Möglichkeit III</i></b></p> <p><u>Standfläche ab 30 qm ohne Standbau</u></p> <p><u>218,-Euro pro qm + MwSt + Auma+ Werbebox (siehe Seite 2)</u></p>	<p><b><i>Option III</i></b></p> <p><u>Space rental, minimum 30 sqm./ without stand construction</u></p> <p><u>218,-Euro per sqm + VAT+Auma-fee + promotion Package(page 2)</u></p>
	<p><u>Auma Gebühr= 0,60 Euro / Werbebox 160,-Euro</u></p>	<p><u>Auma Fee=0,60 Euro/Promotionp. 160,-Euro</u></p>
	<p><b><u>ANMELDESCHLUSS: 15.12.2007</u></b></p>	<p><b><u>DEADLINE for Application 15.12.2007</u></b></p>

Die Teilnahmebedingungen und die Allgemeinen Geschäftsbedingungen für Messen und Ausstellungen der Messe Berlin haben uns vorgelegen (s. Anhang) und werden von uns anerkannt.

We have read and acknowledge the Conditions of Participation and the general terms of Business for Trade Fairs and Exhibitions of Messe Berlin ( see appendix).

*Ort/Datum/Unterschrift*  
*Place/Date /Signature*

## Turnkey-Stand Youth Travel Center during ITB Berlin 2008

### Systemstand GO, a system by nature

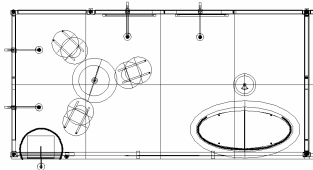
**Turnkey-Stand 8 sqm,**  
package for 1.900,00 EUR plus V.A.T.

Basic equipment:

- Wall elements textile linen beige, wooden floor tiles birch
- 1 oval infocounter with stool
- 1 upright table, 3 barstools
- 1 brochure rack
- 4 spots halogen with extended arms
- Facia incl. lettering, 15 letters standard font Helvetica 10 cm
- Basic electricity connection



Example: Row stand



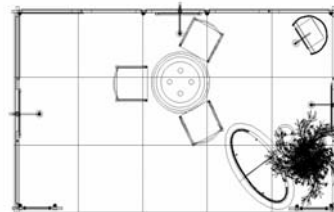
### Stands from 15 to 20 sqm

Basic equipment:

- Wall elements textile linen beige, wooden floor tiles birch
- 1 oval infocounter
- 1 brochure rack
- 1 upright table, 3 barstools, 1 green plant
- 6 spots halogen with extended arms
- Facia incl. lettering, 15 letters standard font Helvetica 10 cm
- Basic electricity connection



Beispiel: Reihenstand



### Additional equipment and stands > 20 sqm:

We will supply you with all further equipment like furniture, audio-visual equipment, graphic work and any other service regarding your fair presentation after enquiry. Please contact us directly:

**Tel. 0049 (0) 30 30 67 – 20 55**

**Fax 0049 (0) 30 30 67 – 20 19**



*The above pictures show a stand construction by the way of example. Changes might be possible according to the actual circumstances.*

**MB Capital Services GmbH,  
Thüringer Allee 12A, 14052 Berlin**

### 3. Co-exhibitors



■ \_\_\_\_\_  
Exhibitor name

\_\_\_\_\_ Hall:

ITB Berlin  
The World's Leading  
Travel Trade Show

05 - 09 March 2008

Messe Berlin GmbH  
Messedamm 22  
D-14055 Berlin  
Tel. +49(0)30 / 3038-0  
Fax +49(0)30 / 3038-2113/19  
www.itb-berlin.com  
itb@messe-berlin.de

Following companies are represented on our stand with their own personnel (Co-exhibitor = CE) or are represented through our company (Additional Companies Represented = ACR)

1. Company name	_____	_____	_____
Street	_____	Booth-No.	Branch-No.
Postal code, city, country	_____	<input type="checkbox"/> CE	
E-Mail	_____	<input type="checkbox"/> ACR	

2. Company name	_____	_____	_____
Street	_____	Booth-No.	Branch-No.
Postal code, city, country	_____	<input type="checkbox"/> CE	
E-Mail	_____	<input type="checkbox"/> ACR	

3. Company name	_____	_____	_____
Street	_____	Booth-No.	Branch-No.
Postal code, city, country	_____	<input type="checkbox"/> CE	
E-Mail	_____	<input type="checkbox"/> ACR	

4. Company name	_____	_____	_____
Street	_____	Booth-No.	Branch-No.
Postal code, city, country	_____	<input type="checkbox"/> CE	
E-Mail	_____	<input type="checkbox"/> ACR	

5. Company name	_____	_____	_____
Street	_____	Booth-No.	Branch-No.
Postal code, city, country	_____	<input type="checkbox"/> CE	
E-Mail	_____	<input type="checkbox"/> ACR	

(If necessary please duplicate this form.)

Please indicate only one branch!

**Print**

**Reset**

Please send all information concerning the catalogue-entry to Messe Berlin GmbH,  
ITB Berlin, Messedamm 22, D-14055 Berlin.

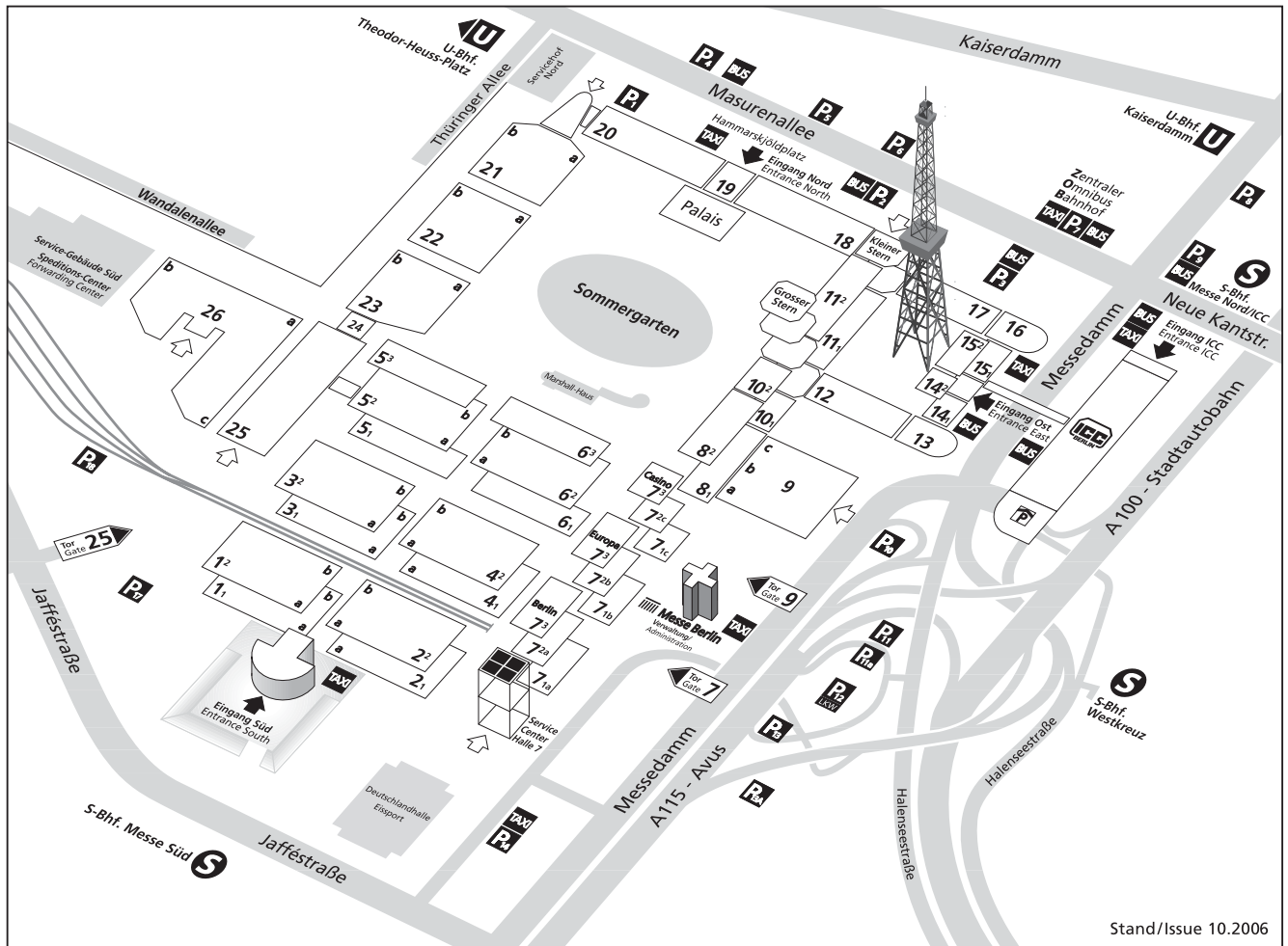


## 4. List of Branches ITB Berlin

05 – 09 March 2008

- |   |   |                                      |
|---|---|--------------------------------------|
| <b>1. Tourism Organizations/ Associations</b> | 3.19 Package Tour Operator                          | 7.4 Investment & Consulting          |
| 1.1 Organisations                             | 3.20 Travel for visitors with physical disabilities | 7.5 Trade associations/organizations |
| 1.2 Associations                              |   | 7.6 Press/PR-agencies                |
| 1.3 Touristic Representations/ Tourism Boards | <b>4.0 Means of transport/carriers</b>              | 7.7 Travel insurances                |
| 1.4 Spas and health institutions              | 4.1 Coach companies                                 | 7.8 Science and research             |
|   | 4.2 Airport   | 7.9 Insolvency insurance             |
| <b>2.0 Accommodation</b>                      | 4.3 Airlines  | <b>8.0 Media</b>                     |
| 2.1 Holiday apartments/villas                 | 4.4 Car rental companies                            | 8.1 Journalists                      |
| 2.2 Golfhotels                                | 4.5 Railway companies                               | 8.2 Trade magazines                  |
| 2.3 Hotels/hotel chains                       | 4.6 Shipping/ferry lines                            | 8.3 Editorial offices                |
| 2.4 Youth hostels                             | 4.7 River Cruises                                   | 8.4 TV/Radio-stations                |
| 2.5 Medical Spa                               | 4.8 Yacht Charter                                   |                                      |
| 2.6 Wellness/Spa hotels                       | 4.9 Limousine services                              | <b>9.0 Publishers</b>                |
| 2.7 Holiday in the country side               | 4.10 Charter operators/Aviation service             |                                      |
| 2.8 Resorts                                   |   | <b>10.0 Others</b>                   |
| 2.9 Conference and congress hotels            | <b>5.0 Business Travel/MICE</b>                     | 10.1 Cabaret-Dinner-Variete          |
| 2.10 Hotel representatives                    | 5.1 Fair organizers                                 | 10.2 Casinos                         |
|   | 5.2 Business Travel                                 | 10.3 Leisure parks                   |
| <b>3.0 Tour operators/Travel agencies</b>     | <b>6.0 IT and Software</b>                          | 10.4 Catering trade                  |
| 3.1 Adventure tours                           | 6.1 Reservation and booking technologies            | 10.5 Gay Travel                      |
| 3.2 Cultural and study tours                  | 6.2 Distribution technologies                       | 10.6 Museums                         |
| 3.3 Incentive holidays                        | 6.3 CRM technologies                                | 10.7 Musicals/Music festivals        |
| 3.4 Incoming agencies                         | 6.4 Content management solutions                    | 10.8 Theatre/opera houses            |
| 3.5 Last-Minute-Tours                         | 6.5 e-Commerce (Business to Consumer Solutions)     | 10.9 Tourist attractions             |
| 3.6 Young Travel 18-35                        | 6.6 Online Payment Systems                          | 10.10 Non profit organization        |
| 3.7 Journeys for children and teenagers       | 6.7 Telecommunication                               |                                      |
| 3.8 Culture Trips                             | <b>7.0 Information and advice</b>                   | <b>ITB Supply</b>                    |
| 3.9 Cruises                                   | 7.1 Education and further education                 | (separate application form)          |
| 3.10 Safari holidays                          | 7.2 Equipment for travel agents and seminar rooms   |                                      |
| 3.11 Language holidays                        | 7.3 Professional schools/universities               |                                      |
| 3.12 Town sightseeing tours/walks             |   |                                      |
| 3.13 Town Trips                               |   |                                      |
| 3.14 Wintersports                             |   |                                      |
| 3.15 Golf holidays                            |   |                                      |
| 3.16 Wellness offers/trips                    |   |                                      |
| 3.17 Long distance trip                       |   |                                      |
| 3.18 Family holidays                          |   |                                      |

## Exhibition Ground



↑ Entrance



## *ITB Berlin Promotional Package (Special Segments)*

With the Promotion Package, Messe Berlin GmbH offers exhibitors a selection of marketing tools designed to optimize trade show participation and promote market presence.

As a worldwide information and communication platform available 24 hours a day, 365 days a year, the Internet plays an important role in modern marketing campaigns. The *ITB Berlin Virtual Market Place* enhances this potential and offers a number of benefits for exhibitors.

Promotional Package fees are charged as a mandatory flat rate contribution that is invoiced to the exhibitor as part of the stand rental fee.

<p><i>Price per main exhibitor: EUR 160.00.</i></p> <p><i>After the main exhibitor has registered, up to 10 co-exhibitor addresses, e-mail, hall and stand numbers will automatically be listed in the ITB Berlin Virtual Market Place. This listing is included in the Promotion Package price of EUR 160.00.</i></p> <p>Prices do not include the required value-added tax (VAT).</p>	
<i>Main exhibitor services</i>	<i>Co-exhibitor services</i>
<p><i>Print/Online catalogue</i></p> <ul style="list-style-type: none"> <li>▪ Basic entry (company name, country code, postcode, city, mailing address, hall and stand number, one branch category, e-mail and Internet address)</li> </ul>	<p><i>Print/Online catalogue</i></p> <ul style="list-style-type: none"> <li>▪ Basic entry (company name, country code, postcode, city, mailing address, hall and stand number, one branch category and e-mail address)</li> </ul>
<p><i>Virtual Market Place®</i></p> <ul style="list-style-type: none"> <li>▪ Basic entry (company name, country code, postcode, city, mailing address, hall and stand number)</li> <li>▪ E-mail address</li> <li>▪ Company profile (max. 4,000 characters)</li> <li>▪ Company logo</li> <li>▪ Link to company website</li> <li>▪ Entry in one main product category of the branch index</li> <li>▪ Entry in up to 4 product groups of the branch index</li> <li>▪ Presentation of up to 4 products with texts and pictures plus link to products on company's website (max. 4,000 characters per product)</li> </ul>	<p><i>Virtual Market Place®</i></p> <ul style="list-style-type: none"> <li>▪ Basic entry (company name, country code, postcode, city, mailing address, hall and stand number)</li> <li>▪ E-mail address</li> <li>▪ Company logo</li> <li>▪ Entry in one main product category of the branch index</li> </ul>
<p>Additional services can be booked if required.</p> <p>Detailed information on media performance will be available in September 2007 for download from: <a href="http://www.itb-berlin.de">www.itb-berlin.de</a>.</p>	

The ITB Berlin Virtual Market Place will be launched with your data on *January 14, 2008*. After having registered your stand, you can send your data directly to the Messe Berlin Service Hotline, open Mon.-Fri., 9:00 am - 6:00 pm, Tel. +49.30.3038-2180, or e-mail to: [more.itb@itb-berlin.de](mailto:more.itb@itb-berlin.de).

## 6. Exhibition Terms and Conditions ITB Berlin 2008

### 1. Event and Organizer

The International Tourism Exchange ITB Berlin is organized by Messe Berlin, on the Berlin Exhibition Grounds and the ICC Berlin.

### 2. Dates and Times

a) Duration of the ITB Berlin 2008: Wednesday, 05 March - Sunday, 09 March

only trade visitors:  
05, 06 and 07 March 2008

trade and public visitors:  
08 and 09 March 2008

b) Daily opening hours:  
10 a.m. - 6 p.m. (for exhibitors:  
8:30 a.m. - 7 p.m.)

c) Deadline for application:  
1 September, 2007

d) Submission of building plans:  
15 December 2007

e) Orders for entries in the catalogue (company names and addresses of exhibitors):  
15 December 2007

f) Commencement of construction:  
26 February 2008

g) Commencement of dismantling:  
after 6 p.m. on the final day of the exhibition

h) Conclusion of dismantling:  
13 March 2008

i) Other important dates regarding applications and orders can be found in the following folders:  
- Exhibitor Service Manual  
- Advertising Services

### 3. Application

Applications can only be made by using the official stand applications forms. Applicants are requested to fill in the forms carefully, preferably typed. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition.

Applications received after the application deadline can only be considered in case of remaining available spaces. The application is binding. To permit automated processing of applications, the details submitted will be filed in a data storage system and may be passed on to third parties as required to fulfill the agreement.

### 4. Stand Rental

Minimum stand size 20 sq.m.  
The net stand rental per sq. metre floor space is: **Euro 155.00**

The rental per sq.m. increases by 15% if the stand is open on 2 sides = **Euro 178.25**

40% if the stand is open on 3 sides = **Euro 217.00**

65% if the stand is open on 4 sides = **Euro 255.75**

A stand surcharge will apply to the first 100 sq.m. if the stand is bigger than 100 sq.m.

For areas with more than 400 sq. m. the surcharges for more than one side open will not apply.

For two-storey structures the area of the upper floor will be charged at **EURO 40,- per sq. m. plus EURO 0,60 per sq. m. AUMA fee.**

The rental includes: heating, hall lighting, hall supervision, cleaning

of gangways, as well as electricity and water consumption.

In accordance with the agreements reached with the Confederation of German Trade Fair and Exhibition Industries (AUMA) an additional amount of Euro 0.60 per sq.m. of exhibition area will be charged.

**Compulsory surcharge for promotion package services (page 12).**

Main exhibitors: **EURO 570.-**  
Main exhibitors and co-exhibitors: **Euro 690.-**

The mentioned prices are subject to statutory value-added tax (VAT).

Due to the German legislation on value-added tax, Messe Berlin is obliged to impose value-added tax in addition to the stand rental charge.

This tax is payable both by domestic and foreign exhibitors.

Provided certain conditions are fulfilled, the Federal Finance Office (Bundesamt für Finanzen),

Friedhofstraße 1, D-53225 Bonn, will refund this value-added tax, together with all other value-added tax paid in connection with participation in the ITB Berlin 2008.

### 5. Cancellation

If exhibitors withdraw after the official application deadline, **1 September, 2007, a charge equivalent to 20% of the stand rental will be payable. This increases to 30% for withdrawals after 15 November, 2007, and after 01 January, 2008 the full stand rental is payable.**

### 6. Terms of payment

The period of payment is specified in the stand rental invoice.

Please quote invoice number and client number. All payments should be made to one of the accounts indicated on the invoice.

### 7. Regulations Governing Halls and Indoor Places

a) **Night work ban and early stand set-up**

There is a general night work ban during the set-up and dismantling phases. The work period is from 7:00 a.m. - 10:00 p.m.

If an early stand set-up time is required (before 26 February 2008), this must be applied for using the appropriate form from the Exhibitor Service Manual.

A fee of 1.50 Euro for each square meter and for each day is charged for an **early stand set-up.**

**After having sent the appropriate form authorization is granted if the respective hall is available.**

b) **Events at the stand must be registered using the appropriate form in the Exhibitor Service Manual.** According to the size of the event, the exhibitor is charged extra costs for additional security personnel (compulsory) and additional services, e.g. barriers, personnel for providing sanitary fittings, checkroom, sanitary services, etc.

The technical department will

coordinate with you on the details.

**Events can take place at the stand from 9:30 a.m. - 10:00 p.m.**

c) Direct sale like food, drinks, typical souvenir at the ITB Berlin is not permitted.

d) Musical and folklore performances are only permitted at the ITB Berlin on Saturday and Sunday in agreement with the neighbored exhibitors and in a moderate volume.

e) Advertising of all kinds is only permitted within the exhibitor's official stand area. Promotion teams may operate **only** with special permission.

f) No information material of a political nature may be distributed in the form of posters, information material etc.

Moreover, no political statement may be included in the design and decoration of the stands.

g) It is forbidden to stick posters and other stickers on the wall and the floor outside the hired stand.

h) Requests by exhibitors for parking space on the exhibition grounds will be taken into consideration if possible; rights to a parking space proper or a certain parking space do not exist. The unloading of goods from vehicles during the exhibition must be completed one hour before the exhibition is opened at the latest. **Vehicles must leave the exhibition grounds immediately after having unloaded.** Within one hour of closing each day exhibitors and accompanying persons must have left the halls and the exhibition grounds must be vacated by vehicles. Persons who wish to leave the exhibition grounds with parcels must prove the origin of same at the exit controls.

i) No animals are admitted to the exhibition grounds.

8. **Installations, partition walls**

Installations of electricity and water, partition walls, according to requirements, must in all cases be expressly ordered (see exhibitors' service manual).

9. **Exhibitors' Passes**

Exhibitors receive free vouchers for exhibitors' passes as follows:

3 vouchers for stands of 20 sq.m. or less, one for each additional 10 sq.m. or fraction thereof.

Additional exhibitors' passes may be purchased at Capital Services.

10. **Admission for exhibitors**

Exhibitors' passes provide access to the exhibition grounds from 8:30 a.m. - 7:00 p.m., and until 10:00 p.m. on event days. (Trade visitors' passes provide entry from 9:00 a.m. - 6:00 p.m. and until 10:00 p.m. on event days).

11. **Change of the form of company**

The lessee undertakes to notify the

lessor immediately about any change in the form of the company (merger or transformation), even if the change only affects the legal form, with no devolution of property. The obligation to provide such information also applies to links between companies and structural changes to the company's legal form (changes in holdings resulting from the inclusion or withdrawal of shareholders and holdings by the lessee in other or previous companies which have or have had a contractual relationship with Messe Berlin etc.)

In the above cases the lessor is entitled to withdraw from the rental agreement with immediate effect. Any down payments made up to that time will be reimbursed. No claims for damages by the lessee will be entertained, regardless of their legal basis.

12. **GEMA (performing rights society) fees**

Permission must be obtained from GEMA for all public presentations by copyrighted music, either on records or other sound carriers or for musical presentations involving the reproduction of radio or television broadcasts. (Please note item 7. b).

Applications should be made to: GEMA, Keithstraße 7, D-10787 Berlin, Telephone: +49(0)30 212 92-0.

13. **Terms of Business**

The enclosed Regulations contained in the Exhibitors' Service Manual apply to these Special Conditions of Participation as well as the General terms of Business for trade fairs and exhibitions by Messe Berlin.

14. **Federal Data Protection Law (BDSG)**

Personal data about anyone with whom we are involved in business will be stored and processed in accordance with §§ 28 and 29 BDSG within the terms of the contractual arrangement.

15. **Booth-construction**

If you are interested in an offer for a rental system stand and/or an individual stand construction please contact:

Capital Services GmbH  
Thüringer Allee 12  
D-14052 Berlin  
Telephone: +49 (0)30 / 30 67 20-0  
Fax: +49 30 / (0)30 67 20-30  
E-Mail: info@mb-capital-services.de

16. **Promotion Package Service**

With its Promotion Package the Messe Berlin GmbH is offering exhibitors a package of selected marketing tools designed to enhance their ITB participation and optimize their results.

The costs of the Promotion Package will be borne by exhibitors and co-exhibitors through a mandatory flat-rate contribution which will be billed to the organization renting the stand.

(see page 12)

# General Terms of Business for Trade Fairs and Exhibitions organised by Messe Berlin

## General Regulations

1. Applications
2. Joint Exhibitors
3. Conclusion of the Agreement
4. Allocation of Stands
5. Exhibits
6. Terms of Payment
7. Liability, Insurance
8. Withdrawal from the Contract
9. Force Majeure
10. Workers' and Exhibitors' Passes
11. Photographs and Film, Video and Sound Recordings
12. Advertising
13. Official Approval, Legal Regulations, Technical Guidelines
14. Regulations for the Maintenance of Order

## Stand Construction

15. General Regulations, Deadlines
16. Stand Design

## Other Services

17. Exhibitors' Service Folder
18. Security Cover, Cleaning
19. Technical Installations
20. Photography
21. Catering Services
22. Federal Data Protection Act (BDSG)

## Concluding Regulations

### 1 Applications

#### 1.1 Stand Applications

Applications to participate in a trade fair or exhibition (event) must be made using the form marked "Application Form". This form should be completed carefully and should include a legally binding signature. The application is an irrevocable offer to enter into a contractual agreement with Messe Berlin, to which the exhibitor is committed until the commencement of the event.

#### 1.2 Details of the Contract

The main sections of the contract are

- a) the Application Form,
  - b) the Special Conditions of Participation,
  - c) the Regulations as contained in the Exhibitors' Service Folder,
  - d) the General Terms of Business.
- Where there is conflict between these various regulations they shall apply in the order listed above.

#### 1.3 Conclusion of the Contractual Regulations

By signing the stand application the exhibitor recognises as binding the Terms of

Business and Conditions of Participation, as well as the Regulations contained in the Exhibitors' Service Folder. He is responsible for ensuring that those persons employed by him during the event also comply with the terms of the contract in every respect.

### 2 Joint Exhibitors

If a number of exhibitors intend to hire a stand jointly, they must name one of their number in their application who will be authorised to negotiate with Messe Berlin on their behalf.

The authorised party bears the same liability for any faults or cases of negligence on the part of those whom he is authorised to represent as he does for his own faults and negligence. The participating exhibitors are liable jointly and severally to Messe Berlin.

### 3 Conclusion of Contract

#### 3.1 Confirmation of Order

Messe Berlin will confirm its decision to accept an offer with a written confirmation of order (acceptance of the exhibitor and the exhibits for which application has been made).

#### 3.2 Restrictions on the Exhibitor and Exhibits

If relevant grounds exist, and in particular if there is insufficient space, Messe Berlin may exclude individual exhibitors from participating, and may also limit the event to specific groups of exhibitors, if this becomes necessary in order to attain the objectives of the event. This also applies to exhibits.

#### 3.3 Deviations from the Application

If Messe Berlin accepts the application for display space or for exhibits, subject to extensions, restrictions or other alterations, it is obliged to abide by this offer for a period of two weeks.

### 4 Allocation of Stands

#### 4.1 Principle

In allocating the stand Messe Berlin will take into account the subject and the way in which a particular event is subdivided, as well as the space that is available. Messe Berlin will endeavour to meet specific requirements for stand locations wherever possible.

#### 4.2 Changes to Adjoining Stands

The exhibitor should accept that changes may take place in the situation on other stands at the beginning of the event, compared with

the time at which initial acceptance was granted. No claims for damages by either party can be entertained.

#### 4.3 Exchanging Stands or Transferring them to Third Persons

The allocated stand may not be exchanged for that of another exhibitor, nor may it be transferred either partially or completely to a third person unless agreement has been reached with Messe Berlin.

### 5 Exhibits

#### 5.1 Removal, Exchange

Only the agreed exhibits may be displayed. Furthermore they may only be removed subject to the approval of Messe Berlin. Exhibits may only be replaced by other items if written agreement has been obtained from Messe Berlin, and replacement must take place at least one hour before the official daily opening time, or one hour after the official closing time.

#### 5.2 Exclusions

Messe Berlin is entitled to demand that exhibits should be removed if these were not included in the stand hire contract, or if they subsequently prove to cause annoyance or danger, or are incompatible with the objectives of the event. In the event of non-compliance, Messe Berlin is entitled to have recourse to law in removing the exhibits at the exhibitor's expense.

#### 5.3 Direct Sales

Unless expressly permitted, no items may be sold directly. If such approval is given the exhibits must be marked with clearly legible price tickets. It is the exhibitor's responsibility to obtain the necessary approval from the trading and health authorities, and to observe these regulations. The Exhibitors' Service Folder contains further details.

#### 5.4 Protection of Copyrights and Patents

It is the responsibility of the exhibitor to ensure that copyrights and other industrial patents exist for his exhibits. A six month period of protection from the beginning of an exhibition for the protection of the inventions, samples and trademarks will only become effective if the Federal Minister of Justice has published the relevant announcement in the Bundesgesetzblatt (Federal Law Gazette).

## 6 Payment Conditions

### 6.1 Date when Payment becomes Due

According to the confirmation of order, the stand rental is up until the Messe Berlin bank accounts listed on the invoice. These payments must be made within the time period specified in the special conditions of participation and be annotated with the invoice and customer number. The amounts are due for payment at the time the invoice is issued. A final invoice will be sent after the event ends.

### 6.2 Transfer of Claims, Offsetting Claims

Claims against Messe Berlin are not transferable. Claims may only be offset in the case of uncontested counter-claims or counter-claims which have been ruled valid.

### 6.3 Objections

Objections to invoices will only be considered if submitted to Messe Berlin in writing within 14 days following issue of the invoice.

### 6.4 Hirer's Rights of Lien

In order to secure any claims it may have, Messe Berlin shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing. Messe Berlin is only liable for any damage to the items held in lien if such damage was caused maliciously or by gross negligence.

## 7 Liability, Insurance

7.1 Messe Berlin assumes full liability for all damages resulting from intention or gross negligence on the part of Messe Berlin, its legal representatives or managing staff.

7.2 Messe Berlin is fundamentally liable for damages caused due to gross negligence on the part of assistants employed by Messe Berlin. This liability is limited to damages that are generally associated with this type of contract.

7.3 Messe Berlin is fundamentally liable for every breach of contract with regard to major contractual obligations. Major contractual obligations are defined as those that are vital to achieving the objectives of the contract (cardinal obligations). For breaches of cardinal obligations, provided they do not fall under Section 7.1, liability is limited to damages that are generally associated with this type of contract.

7.4 The limits of liability according to Paragraphs 1 through 3 do not apply to liability for insufficient warranted quality, liability according to German product liability

laws, and liability for loss of life, limb, or health.

7.5 Messe Berlin is not liable for pre-existing deficiencies associated with rented space and equipment (guarantee liability), regardless of fault.

7.6 The exhibitor is liable in accordance with legal regulations. It is recommended that exhibitors carry sufficient insurance. For further details, see the Exhibitor's Service Folder.

## 8 Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by Messe Berlin

### 8.1 Cancellation, Non-participation on the Part of the Exhibitor

The full stand rental charge shall still be payable if the exhibitor cancels or fails to take part in the event without notification of cancellation. If the exhibitor cancels and another lessee can be found for the stand, Messe Berlin retains the right to demand 25% of the invoiced stand rental charge from the original lessee to cover costs. The full stand rental must be paid when Messe Berlin GmbH rents the agreed upon stand space, although the overall area is reduced as a result of the cancellation/non-participation.

The lessee retains the right to submit evidence to prove that no such costs were incurred by Messe Berlin, or that they were lower than stated. The right to assert additional claims remains unaffected.

### 8.2 Withdrawal by Messe Berlin

Messe Berlin is entitled to withdraw under the following circumstances:

- a) if the rental charge is not received in full at the latest by the date stated in the invoice for participation costs and if the exhibitor does not pay before the expiry of any extension period that may be granted;
- b) if the stand is not occupied in time, i.e. if it is not obviously occupied within 24 hours of the official opening;
- c) if the exhibitor infringes domiciliary rights, and does not refrain from such actions even after being advised to do so;
- d) if the registered exhibitor, as a private or corporate entity, no longer conforms to the requirements for granting acceptance, or if Messe Berlin subsequently becomes aware of any reasons which, had they been known before, would have excluded that person from participation.

This applies in particular when bankruptcy or insolvency proceedings have been instituted, or if the exhibitor becomes insolvent. Exhibitors are required to inform Messe Berlin immediately in such circumstances.

In that cases, referred to above, Messe Berlin is entitled to claim damages. No. 8.1 may be applied accordingly.

## 9 Force Majeure

### 9.1 Cancellation of the Event

If Messe Berlin is prevented from holding the event for reasons outside its own control or that of the exhibitor, all claims to the stand rental become void. However, Messe Berlin may still invoice the exhibitor for work carried out in the latter's instructions, to cover any expenses already incurred, if the exhibitor is unable to furnish evidence that the results of this work are of no interest to him.

### 9.2 Rescheduling of the Event

If Messe Berlin is in a position to hold the event at a later date it must notify exhibitors immediately. Exhibitors are entitled to cancel their participation in the event if it is rescheduled, provided such cancellation is given within one week following receipt of this notification. In such cases claims for payment of stand rental no longer apply.

### 9.3 For Events that have Already Commenced

If Messe Berlin is obliged to shorten or cancel an event that has already begun, as a result of force majeure, exhibitors are not entitled to assert claims for repayment or for exemption from the stand rental charge.

## 10 Workers and Exhibitors Passes

### 10.1 Workers' Passes

Exhibitors will be supplied free of charge with passes for themselves and for any auxiliary staff employed during construction and dismantling. These will only be valid during construction and dismantling periods, and do not entitle the holders to enter the Exhibition Grounds during the event itself.

### 10.2 Exhibitors' Passes

Exhibitors will receive a limited number of special passes valid for the duration of the exhibition or fair, for use by themselves and their employees, and entitling them to admission free of charge. Additional details can be found in the conditions of participation.

### 10.3 Regulations Applying to Both Types of Passes

Passes are issued in the holder's name, or must be filled in correctly by the holder, who should also sign them. They are not transferable and are only valid in conjunction with an official ID document. In cases of misuse the passes will be withdrawn without compensation. In the case of joint participation by a number of exhibitors, only the authorised exhibitor will receive the required passes. Additional passes are available, for which a charge will be made.

### 11 Photographs and Film, Video and Sound Recordings

Messe Berlin is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for publication in the media. No objections for whatever reason by exhibitors will be entertained. This also applies to photographs or recordings made directly by the press or television with the approval of Messe Berlin.

### 12 Advertising

#### 12.1 Scope

Advertising of all kinds is permitted but only within the stand hired by the exhibitor, on behalf of the exhibitor's own company, and only for exhibits manufactured or distributed by the exhibiting firm.

#### 12.2 Approval

Advertising by means of loudspeakers, the display of slides or films, or the inclusion of performances or shows require the written approval of Messe Berlin. Written approval must also be obtained for the use of other equipment and installations intended to enhance the impact of advertising either optically or acoustically. Advertising of a political nature is strictly prohibited.

### 13 Official Approval, Legal Regulations, Technical Guidelines

In all cases it is the responsibility of the exhibitor to obtain official approval. Exhibitors are responsible for ensuring the compliance with GEMA (performing rights) regulations, as well as with regulations pertaining to trading and industrial law, police regulations, health regulations and other legal requirements. This also applies in particular to the "Law on technical equipment" (Gerätesicherheitsgesetz). Moreover, exhibitors must observe the "Technical Guidelines" as specified in the Exhibitors' Service Folder, in particular with regard to the regulations con-

tained therein relating to stand construction and design, and the extensive safety regulations also specified in this folder.

### 14 Regulations for the Maintenance of Order

#### 14.1 Domiciliary Rights

During the event exhibitors are subject to the domiciliary rights of Messe Berlin, which apply throughout the Exhibition grounds. Exhibitors must comply with instructions given by employees of Messe Berlin, who will prove their identity by means of an appropriate identification document.

#### 14.2 Parking Spaces

Efforts will be made to meet exhibitors' specific requirement regarding parking on the Exhibition Grounds. However no automatic rights exist to a parking space.

#### 14.3 Access to the Exhibition Grounds

Vehicles which do not have the correct authorisation or a document entitling them to park within the Exhibition Grounds will not be allowed access to the grounds during the event. Regulations pertaining to the delivery of goods and other items are covered by the conditions of participation.

#### 14.4 Leaving the Grounds

Exhibitors and accompanying persons must leave the halls within one hour following the official closing time each day, and all vehicles must leave the grounds by this time. Any persons wishing to leave the exhibition with packages must furnish proof that they are entitled to do so to the security staff at the exits.

#### 14.5 Miscellaneous

No animals are permitted on the Exhibition Grounds. Water required for use in connection with foodstuffs or for the cleaning of utensils coming into immediate contact with foodstuffs may only be obtained from taps supplying hygienic water. Water for such purposes may not be obtained from toilet facilities.

#### 14.6 Environmental Protection

Exhibitors are required to make every effort to protect the environment. In this respect they should also observe the Environmental Guidelines of Messe Berlin which are enclosed with the Exhibitors' Service Folder.

### 15 General Regulations, Deadlines

#### 15.1 Deadlines

The construction and dismantling periods will be specified in the Special Conditions of Participation.

#### 15.2 Construction, Services for Exhibitors

The Exhibitors' Service Folder contains a list of services available from MB Capital Services GmbH, a division of Messe Berlin, regarding planning, construction and design of standard and individual stands.

#### 15.3 Dismantling

##### a) Clearance Passes

A clearance pass must be shown before exhibits can be removed at the end of the exhibition or trade fair. Such passes will only be issued and made available to the stand occupant if the stand rental invoice has been paid in full.

##### b) Dismantling Period

Stands may not be cleared before the end of the event. Dismantling must be completed by the end of the allotted dismantling period. On expiry of this period Messe Berlin is entitled to undertake dismantling, removal of exhibits and their storage at the exhibitor's expense, or to order such arrangements to be made at the exhibitors' expense. Messe Berlin will only be liable for losses or damage to exhibits when such losses or damages are due to deliberate action or gross negligence. Messe Berlin is entitled to impose- liens to cover any expenses thus incurred (No. 6 Item 4).

### 16 Stand Design

#### 16.1 Authorization Certificate

Exhibitors with ground-level, single-story stands without roofs are not required to submit plans for approval, providing the stand is in compliance with all other technical guidelines. Any other type of stand, mobile stand, or special constructions require approval. Construction plans (floor plan and front view) must be submitted in duplicate to Messe Berlin for approval. Complete details can be found in the Exhibitor's Service Folder.

#### 16.2 General Appearance

The exhibition stand must comply with the overall plan for the exhibition. Messe Berlin reserves the right to prohibit construction of unsuitable or inadequately designed stands.

#### 16.3 Stand Equipment and Fittings during the Hours that the Event is Open

The stand must be correctly equipped and fur-

nished, and staffed by competent personnel throughout the duration of the fair or exhibition, between the stipulated opening times.

#### 16.4 Penalty Clause

If the exhibitor fails to comply with the regulations as stated above (No. 16, Item 2, 3), Messe Berlin is entitled to impose a penalty of Euro 500.00 per day if its instructions and warnings are not heeded.

#### 17 Exhibitors' Service Folder

Together with the confirmation of order exhibitors will be supplied with the Exhibitors' Service Folder, containing information about the following:

Technical guidelines, technical equipment standards in the halls, installations, stand constructions, design and furnishing, as well as about other services at trade fairs provided by MB Capital Services GmbH, insurance, PR work, the catalogue, room reservations and other services. It also contains the necessary forms.

#### 18 General Inspection, Cleaning

- a) Messe Berlin will provide security cover for the halls. However, it will only be liable for damages in the case of gross negligence.  
Security cover for the exhibition stand itself is a matter for the exhibitors. They are advised to take out appropriate insurance cover against such risks. During the night valuable and easily removed items should be securely locked up. Private security staff to guard the stands during the night-time may only be employed subject to written agreement by Messe Berlin.
- b) Messe Berlin will provide general cleaning on the grounds and in the aisles. Exhibitors are responsible for cleaning their own stands. Such cleaning work must be completed each day prior to the opening of the event.
- c) If the exhibitors do not employ their own personnel, stand cleaning and security must be arranged through the relevant company appointed by Messe Berlin.
- d) The exhibitor or his appointed stand constructor are responsible for disposing of any waste materials resulting from their work. In this respect the rules laid down in the environmental guidelines in the Exhibitors' Service Folder must be observed.

#### 19 Technical Installations

Regular supplies of electricity, water, gas and telephone services, along with other services in the halls, will be provided by companies authorised by Messe Berlin. Further details are contained in the conditions of participation.

#### 20 Photography

The taking of photographs, films or videos on behalf of exhibitors during the daily opening hours of the event may only be carried out by photographers, film or video production companies thus authorised by Messe Berlin and in possession of the appropriate pass. Such authorisation also applies prior to and after the daily opening hours of the event. No other photographers or production companies will be permitted access to the Exhibition Grounds. Information on this matter can be obtained from the MB Capital Services GmbH.

#### 21 Catering Services

Catering services are provided exclusively by Capital Catering GmbH, Messedamm 22, 14055 Berlin, Telephone +49(0)30 / 3038-3914.

#### 22 Data Protection

The exhibitor expressly agrees that Messe Berlin may store, process, or disseminate personal information – including electronically processed data – for business purposes in accordance with German data protection laws.

The exhibitor expressly agrees that Messe Berlin may store, process or disseminate business information – including electronically processed data – as long as necessary to achieve the objectives of Messe Berlin or its affiliates, or to fulfill any other justifiable needs.

#### 23 Concluding Regulations

##### 23.1 Changes and Amendments in Writing

Any changes to the contents of this agreement (No. 1 Item 2), and ancillary agreements, are only legally binding if they have been confirmed in writing by Messe Berlin.

##### 23.2 German Law

The mutual rights and obligations deriving from this contractual arrangement and resulting from this contract are subject to the law of the Federal Republic of Germany.

##### 23.3 Place of Performance and Venue

Place of fulfillment is Berlin-Charlottenburg. If the defendant is a businessman or a legal

entity in the public domain, or if the defendant has no general place of jurisdiction within Germany, the place of jurisdiction is Berlin-Charlottenburg or the defendant's own place of jurisdiction.

##### 23.4 Statute of Limitations

Claims by exhibitors against Messe Berlin expire after 6 months if not precluded by cogent legal regulations.

##### 23.5 Redemptory Clause

If any individual provisions in these conditions of participation become void, this shall not affect the validity of the other regulations. The void provision should be altered in such a way as to fulfil the intended purpose.