

Essential information in brief

Please also refer to our enclosed Conditions of Participation.



Kind + Jugend
The Trade Show for
Kids' First Years
17th – 20th September 2009

The registration documents include

Essential information in brief

The forms:

- 1.10 Registration for main exhibitor*
- 1.11 Enclosure to the registration for main exhibitor
- 1.20 Registration for co-exhibitors*
- 1.21 Registration for additionally represented companies*
- 1.30 List of products*
- 2.10 A Order form for Media Package*
- 2.10 B Order form for Media Package
- 2.30 Catalogue advertisement

***Must be returned**

Conditions of Participation, Special Section

General Conditions of Participation

Brochure "We'll create the perfect setting for your ideas.

Our trade fairs stands ensure your successful presentation"

1 Opening times

For exhibitors: daily from 8 a.m. to 7 p.m.

For visitors: daily from 9 a.m. to 6 p.m.

2 Registration

Form 1.10 must be submitted by each main exhibitor. Please fill out the registration form completely, stamp it with your company seal, and have a responsible person sign it. The registration is only valid when accompanied by the List of Goods on **Form 1.30**.

Co-exhibitors* or additionally represented companies* are required to register using **Form 1.20/1.21**. A separate List of Goods – **Form 1.30** – must be filled in for each of these companies (please copy if necessary).

*see Item V of the General Conditions of Participation

Closing date for registration: January 1st, 2009

3 Participation fees and other costs

	up to 100 m ²	beyond 101 m ²	
Terrace stand	112.00 EUR/m ²	92.00 EUR/m ²	(1 side open)
Corner stand	116.00 EUR/m ²	92.00 EUR/m ²	(2 sides open)
Two corner stand	117.00 EUR/m ²	92.00 EUR/m ²	(3 sides open)
Island stand	118.00 EUR/m ²	92.00 EUR/m ²	(4 sides open)

In addition, a flat rate electricity fee* of 4.95 EUR per m² and an AUMA fee* of 0.60 EUR per m² are charged. Exhibitors are also invoiced for a down payment for services*.

All prices are net prices and do not include VAT at 19%.

The rental fee for stand area does not include the cost for any constructions.

*see Item 3 of the Special Section of the Conditions of Participation

4 Turnkey stands / Koelnmesse Service Stands

Our subsidiary Koelnmesse Service GmbH offers turnkey stands. Why not take advantage of this service? These stands are available in various designs. The corresponding order forms S.01 to S.08 are enclosed.

Tel. +49 221 821-3205

5 Construction times

Start of construction period: Sunday, 13th September 2009, 8 a.m.

End of construction period: Wednesday, 16th September 2009, 8 p.m.

6 Dismantling times

Start of dismantling period: 6 p.m. on Sunday, 20th September 2009

End of dismantling period: 6 p.m. on Monday, 21st September 2009

Dismantling may not begin earlier than **8 p.m. on 20th September 2009** and must be completed by **6 p.m. on 21st September 2009** due to construction work for anuga.

7 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand from January 2009.

8 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from www.koelnmesse-service-portal.com. You also have the option of requesting the Technical Guidelines in printed form and on CD-ROM. Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data in a separate letter with your stand confirmation.

9 Maximum stand height / special constructions

The maximum permissible stand height (including signs, banners and other advertising material) is standardised at 4.00 m. The heights of two-storey stands are determined by agreement.

On request, Koelnmesse can approve a higher stand height insofar as technical and construction-related requirements are met (see Form 3.10 in the Service Package). Rear walls must be neutral in design. In addition, lighting equipment may be suspended from the hall ceiling, whereby the maximum permissible distance from the upper edge of the lighting to the hall floor is 4 m. Please note that for any objects hung from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand construction.

10 Scale-drawings of stands

Sketches of stand spaces can be provided on a scale of 1:200 upon request by the exhibiting companies.

11 Withdrawal / non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organizer can agree to the request for release from the contract only in exceptional cases if the stand space not required can be rented to another exhibitor. In this instance the organizer is entitled to demand a general reimbursement of the costs incurred corresponding to 25 % of the participation fee, but at least 1,000.00 EUR. If the space cannot be re-rented, the full participation fee must be paid. Please see "General Conditions of Participation", Item II.

12 Invoicing

You will receive the invoice for the stand area along with your free exhibitor and work passes from June 2009. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

13 VAT refunds

Foreign exhibitors (proprietors) may receive a refund of the VAT paid with the invoice as long as they fulfil the legal requirements. To apply for your refund, please use the VAT refund service offered by Koelnmesse Service in conjunction with our partner G-VAT (For information and to order this service, go to the Koelnmesse-Service-Portal: Marketing Services → VAT refund).

14 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which construction work begins to the final day of dismantling:

- 2 passes for a stand up to 6 m²
- 4 passes for a stand up to 10 m²
- 6 passes for a stand up to 20 m²
- 1 pass for each additional 10 m² up to a stand size of 100 m²
- 1 pass for each additional 20 m² above this area

15 Work passes

Together with the invoice, you will receive free work passes that allow personnel to access the fairgrounds during the construction and dismantling periods.

16 Media Package

New service: The Koelnmesse Media Package.

The new Media Package is a comprehensive and eye-catching solution for all phases of your trade fair communication. The efficient combination of online, print and mobile marketing maximises your messages' visibility. All main exhibitors, co-exhibitors and additionally represented companies are obliged to order the Media Package, which guarantees them an entry in the printed catalogue. A fee of 249.00 euros is charged for this service. The order form for this service (Form 2.10) is enclosed.

Please note: the editorial and advertising deadline is **July 1st, 2009**.

The printed catalogue will be published approximately four weeks before the fair begins.

17 Koelnmesse offices abroad

Koelnmesse has representative offices in over 80 countries, as well as in Berlin. They will gladly assist you at any time. You can find the contact details at www.kindundjugend.de.

Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
Kind + Jugend Project Team	-2946, 2510	-3283
Press	-2915, 2157	-3417
Protocol	-3263	-3402
Accounts department	-2378	-2506
Cash office (additional exhibitor passes & catalogues)	-2996	-3437
Congresses, special events, conference rooms	-2223	-3430
Security office north (Messewache Nord)	-2551, 2552	-3780
Security office east (Messewache Ost)	-2550, 2549	-3450
Turnkey stands Koelnmesse Service	-3205	-2188
Technical services	-2324	-3922
Marketing services	-2925	-3501
Exhibition facilities	-2156	-3419
Car parking	-3998	-3999
Traffic controlling (truck parking)	-3588, -2838	-3429
Forwarding agents (customs clearance/storage/transport)		
– Peter Josef Zimmer	+49 221 981530	+49 221 981535
– Schenker	+49 221 981310	+49 221 318890
– Kühne & Nagel	+49 221 2849240	+49 221 2849243
Insurance	+49 221 77156359	+49 221 77156390
Security	-2456, 2818	-3435
Arranging personnel		
– Hostesses / service staff	+49 221 28492-05/-06	+49 221 8800066
– Construction / dismantling stuff	-2882	+49 221 45559636
Restaurants/stand catering	+49 221 2849444	+49 221 2849445
Hotel accommodation	-3857	-3739



17.-20.09.2009

Customer no.:

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Main exhibitor:

Registration for main exhibitor

Must be returned. List of Goods (Form 1.30) must be filled in for registration to be valid.

Deadline: January 1, 2009

1.10

1 Main Exhibitor

1.1 Address:

Company Name: (give particulars of legal status such as "Limited, Corporation" etc.)

Street:

P.O.Box:

Postal Code / City:

Country:

Phone:

Fax:

E-Mail*:

Internet*:

*Entry required for the Media Package (see Form 2.10)

President / Owner:

language:

german english

Register first letter of company name

Contact person for the exhibition is:

Mr/Mrs:

Phone:

Fax:

E-Mail:

1.2 We are:

- | | |
|--|--|
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Sales representative |
| <input type="checkbox"/> Importer | <input type="checkbox"/> Association/Institution |
| <input type="checkbox"/> Distributor | <input type="checkbox"/> Service provider |
| <input type="checkbox"/> Trading Company | <input type="checkbox"/> Specialised media |

1.3 We are registered in the: (if applicable)

Company Register

Chamber region:

Country:

1.4 Turnover tax ID number (VAT):

1.4 We are a subsidiary of the following company: (if applicable)

Company Name:

Street:

Postal code/town:

Country:

1.5 We are members of the following associations: (if applicable)

2 Stand requirements (subject to availability)

2.1 According to the Conditions of Participation we order the following space at a price (+ VAT) of

for a stand up to 100 m² from 112.00 EUR/m²
 for each additional m² beyond 100 m² 92.00 EUR/m²
 plus. 4.95 EUR/m² flat-rate charge
 plus. 0.60 EUR/m² AUMA fee (Federal Trade Show Tax)
 plus. Exhibitor plus down payment for services
 participation fee per co-exhibitor 400.00 EUR

Space in total m²

Frontal Width in meters min max

Depth in meters min max

We prefer a: up to 100 m² beyond 100 m²

- Terrace stand 112.00 EUR/m² 92.00 EUR/m² (1 side open)
- Corner stand 116.00 EUR/m² 92.00 EUR/m² (2 sides open)
- Two corner stand 117.00 EUR/m² 92.00 EUR/m² (3 sides open)
- Island stand 118.00 EUR/m² 92.00 EUR/m² (4 sides open)

2.2 The stand construction will be ordered from Koelnmesse Service GmbH. (Please submit a separate form!)

3 Products or Services to be exhibited

The application is only valid with the attached List Of Exhibits!

Please indicate your products / services on the enclosed list of exhibits. Only goods listed here are permitted at Kind + Jugend.

Please note:

The information on this form will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Law), and will be passed on to third parties within the framework of the contractual obligations.

By signing and returning the registration form, we acknowledge that the General and the Special Sections of Koelnmesse GmbH's Conditions of Participation as well as the stipulations of the service package (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.



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Main exhibitor:

Customer no.:

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**Enclosure to the application
 for Main Exhibitor**

Invoice address/Address for correspondence

1.11

Deadline: January 1, 2009

1 Invoice address – if different from Main Exhibitor

If **invoice** should be charged to address other than the one of the Main Exhibitor please enter below:

Company/Name:

Street:

Postal Code/City:

Postal Code/P.O.Box:

Country:

Phone:

Fax:

E-Mail:

language:

german english

Important!

The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment!

2. Address for correspondence – if different from Main Exhibitor

If **correspondence** should be sent to address other than the one of the Main Exhibitor please enter below:

Company/Name:

Contact person:

Street:

Postal Code/City:

Postal Code/P.O.Box:

Country:

Phone:

Fax:

E-Mail:

language:

german english

Please note:

The information on this form will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Law), and will be passed on to third parties within the framework of the contractual obligations.



17.-20.09.2009

Customer no.:

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Registration for group presentations

1.12

Registration deadline: January 2, 2009

1 The organiser of the group presentation

1.1 Address:

Name of company: (incl. legal form, e.g. AG, GmbH, KG, OHG):

Address:

Town, postcode:

P.O. Box, postcode:

State, country

Tel.:

Fax:

e-mail*:

Website*:

*required for Media Package/catalogue (see Form 2.10)

Proprietor/Managing Director: (please give first and last name)

Sort alphabetically by organiser of group presentation under the letter:

Language of correspondence:

German English

Contact person for the group presentation:

Mr./Ms:

Tel.:

Fax:

e-mail:

- 1.2 We are a/an: Manufacturer Sales organisation
 Importer Service provider
 Trader Association / institution

- 1.3 We are registered with the: Commercial register

At the Magistrate Court in:

Commercial Register no.:

- 1.4 Turnover tax ID number (VAT):

- 1.5 We are a subsidiary/branch of the following company/group:

Name of company:

Address:

Town, postcode:

State, country:

- 1.6 We belong to the following associations:

2 Stand area request:

We request stand areas at the following trade fairs for a group presentation*:

2.1 Trade fair:

Area in m²

Frontal width in metres min max

Depth in metres min max

Type of stand: Terrace stand Corner stand
 Two-corner stand Island stand

2.2 Trade fair:

Area in m²

Frontal width in metres min max

Depth in metres min max

Type of stand: Terrace stand Corner stand
 Two-corner stand Island stand

2.3 Trade fair:

Area in m²

Frontal width in metres min max

Depth in metres min max

Type of stand: Terrace stand Corner stand
 Two-corner stand Island stand

Note:

*The information entered in sections 2.1 to 2.3 can be taken into account only in relation to the conditions existing at the trade fairs in question. It is not a prerequisite for participation.

The information entered on this form will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Law) and will be passed on to third parties within the framework of the contractual obligations.

We will submit the names of the exhibitors in our group presentation in good time. This will be done either by means of an Excel table or by forwarding Form 1.13 and the filled out list of products/services.

By signing and returning this registration form, we acknowledge that the General and the Special Sections of Koelnmesse GmbH's Conditions of Participation as well as the stipulations of the Service Package (in particular the technical regulations and the conditions of Koelnmesse Service GmbH and the supplements contained in this form and the order forms) are binding for our company. We assume responsibility for ensuring that the exhibitors in our group presentation are aware of the stipulations mentioned and comply with them.

Please return to:
(address of group organizer)

Customer no. of group participant:

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17.-20.09.2009

Registration for exhibitors in a group presentation

Must be returned. Valid only in conjunction
with filled out list of products/services

Registration deadline: January 1, 2009

1.13

1 The exhibitor at the group presentation

1.1 Address:

Name of company: (incl. legal form, e.g. AG, GmbH, KG, OHG):

Address:

Town, postcode:

P.O. Box, postcode:

State, country:

Tel.:

Fax:

e-mail*:

Website*:

*required for Media Package/catalogue (see Form 2.10)

Proprietor/Managing Director: (please give first and last name)

Sort under the letter:

The contact person regarding our
participation in the group presentation is:

Mr./Ms:

Tel.:

Fax:

e-mail:

Position at the company:

- 1.2 We are a/an: Manufacturer Sales organisation
 Importer Service provider
 Trader Association / institution

- 1.3 We are registered with the: Commercial register

At the Magistrate Court in:

Commercial Register no.:

- 1.4 Turnover tax ID number (VAT):

- 1.5 We are a subsidiary/branch of the following company/
group:

Name of company:

Address:

Town, postcode:

State, country:

- 1.6 We belong to the following associations:

2 Stand area request:

- 2.1 We are exhibiting as part of the following group
presentation:

- 2.2 We request a stand area measuring:

Area in m²

Frontal width in metres min max

Depth in metres min max

Type of stand: Terrace stand Corner stand

Two-corner stand Island stand

3 Products/services

Please tick your products/services on the enclosed List of
Goods. Please note that only those products/services registered
with the List of Goods may be exhibited at the fair.

Note:

* The information entered in section 2.2 can be taken into
account only in relation to the conditions existing at the trade
fairs in question. It is not a prerequisite for participation.

1. Once admitted, an agreement of participation comes into
effect between your company and the organiser of your group
presentation. Should you have any further questions, please
contact the organiser.

2. The information entered on this form will be stored automati-
cally by the organiser of the group presentation and Koelnmesse
GmbH in accordance with the data protection laws, and will
be passed on to third parties within the framework of the con-
tractual obligations.

By signing and returning the registration form, we acknowl-
edge that the General and the Special Sections of Koelnmesse
GmbH's Conditions of Participation as well as the stipulations
of the Service Package (in particular the technical regulations
and the conditions of Koelnmesse Service GmbH and the sup-
plements contained in the order forms) are binding for our
company.

The information above can be downloaded from
www.kindundjugend.com or requested from the organiser of
your group presentation or Koelnmesse GmbH at any time.

Important Information for Organizers of Group Stands



Kind + Jugend
The Trade Show for
Kids' First Years
17th – 20th September 2009

1. Please let us know definitively the amount of space you will need for your group stand at the trade fair. The area you need is the sum of the individual spaces occupied by exhibitors, service areas and "internal" aisles. We require that a **registration form 1.12** which has been filled in by you and bears your legally binding signature as the group organizer be returned to us **by 1 January, 2009**.

2. Should you require less space at the trade fair than you had expected, you may reduce the space without incurring any charges if you notify us of this change by **01 June, 2009**. You will receive from us the stand space confirmation after this date.

3. If you return the registration forms bearing your signature by the deadline, we expect to be able to send you the **stand space confirmation** with the hall layout plan **around March 2009**. In accordance with Item II of the General Section of the Conditions of Participation, the contract between you and Koelnmesse GmbH takes effect **upon receipt of this stand space confirmation**. Contractual relationships exist exclusively between Koelnmesse and you as the group organizer, in accordance with Item V of the General Section of the Conditions of Participation. The same applies to entries in the Media Package. Subsequent reductions of the stand area (such as when companies cancel their participation at a group stand after you received the **stand space confirmation**) will be at your expense.

4. **Group participants** (companies that will participate in Kind + Jugend at the group stand that you have organized, under their own name and with their own personnel and products) can be registered either by submitting copies of the fully completed set of registration forms (**1.13 and 1.30**) for the trade fair, or they may be registered electronically by submitting an Excel table.

For electronic registration of the group participants, you will receive from us an Excel table with the required contents. This means that separate registration forms are not needed from the group participants when registering electronically! You are obliged to supply Koelnmesse with a complete Excel table of group participants, co-exhibitors and additionally represented companies. The information is used as the basis for the entry in the Media Package, among other uses. It is therefore important that you list the participants in the alphabetically structured Excel table according to the first letters of the company names.

The corresponding forms or tables must be received by Koelnmesse by **01 June, 2009**. Participants will not be entered into the Media Package unless you have submitted copies of all of the registration documents or the Excel table by the deadline.

As the group organizer, you are responsible for the proper entry of your group participants in the catalogue.

Each participant must fulfil the requirements for taking part in Kind + Jugend. In this regard, please note in particular Item 2 of Special Section of the Conditions of Participation. Koelnmesse is entitled to reject companies that do not fulfil the requirements for taking part in Kind + Jugend.

5. The distribution of individual areas is your responsibility as the organizer of the joint stand. Koelnmesse must be notified as to how the individual areas have been distributed by **15 March, 2009**. This information will be used as the basis for the allocation of the individual stand numbers and thus for the entry of the stand numbers in the Media Package. Koelnmesse will allocate the stand numbers.

As the group organizer, you are responsible for ensuring that all of the necessary documents are completed in full and returned on time. Should you fail to provide us with the allocation of the stand areas to the individual group participants, you will be charged a co-exhibitor fee in the amount of € 300.00 for each group participant.

6. We expect to be able to send you the **stand space invoice** for all of the areas occupied by you and your group participants around **June 2009**. If two or more of your group participants are sharing a stand, the stand space invoice will also include the fee for co-exhibitors. Invoices for the participation fee and all additional costs, in particular the costs for the Media Package per group participant and other services, will be issued to you as the group organizer. This does not apply if a group participant has ordered additional services from Koelnmesse GmbH or Koelnmesse Service GmbH. Together with the invoice we will also send you the exhibitor passes and work passes for the companies exhibiting at your joint stands. **The amount listed in the invoice must be paid on time in order for the group participants to occupy the stand area.**

7. Koelnmesse Service GmbH will invoice you for a down payment for additional costs for the services you use during Kind + Jugend. The amount of the down payment is based on the services invoiced at the previous event. For group participations that did not take part in the previous event, the net down payment amounts to 670.00 EUR. **The amount listed in the invoice must be paid on time in order for the group participants to occupy the stand area.**



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Customer no.:

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Main exhibitor:

Registration for Co-exhibitors*

List of Goods (Form 1.30) must be filled in for registration to be valid

Deadline: January 1, 2009

1.20

In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following co-exhibitors at our stand:

If you need to register more than two additional companies, please photocopy the blank form first.

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

Contact person:

E-mail Contact person:

Street:

Postal Code / City:

P.O.Box:

Postal Code / City:

Country:

general Phone:

general Fax:

general E-mail**:

Internet**:

Customer number:

0	1	0	0
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Register first letter of company name:

The company is:

Manufacturer

Importer

Distributor

Trading Company

Sales representative

Association/Institution

Service provider

Specialised media

The company is represented with:

own products

own staff

The participation fee per co-exhibitor is to 400.00 EUR (plus VAT) and will be charged to the main exhibitors' account.

This fee does not include the entry in the Media Package. (Please note the enclosed Form 2.10)

**required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

Contact person:

E-mail Contact person:

Street:

Postal Code / City:

P.O.Box:

Postal Code / City:

Country:

general Phone:

general Fax:

general E-mail**:

Internet**:

Customer number:

0	1	0	0
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Register first letter of company name:

The company is:

Manufacturer

Importer

Distributor

Trading Company

Sales representative

Association/Institution

Service provider

Specialised media

The company is represented with:

own products

own staff

The participation fee per co-exhibitor is to 400.00 EUR (plus VAT) and will be charged to the main exhibitors' account.

This fee does not include the entry in the Media Package. (Please note the enclosed Form 2.10)

**required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

Please ensure that the entries in this form are identical with the ones made for the Media Package (Form 2.10).

Please provide a separate list of exhibits (Form 1.30) for each co-exhibitor that you register.

* Explanation "Co-exhibitors":

Co-exhibitors are companies with their own products and their own personnel that use the stand area of a main exhibitor. Companies within groups and subsidiaries count as co-exhibitors.

Please note:

The information on this form will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Law), and will be passed on to third parties within the framework of the contractual obligations.



17.-20.09.2009

Customer no.:

0 1 0 0

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Main exhibitor:

Registration for Additional represented companies*

List of Goods (Form 1.30) must be filled in for registration to be valid

Deadline: January 1, 2009

1.21

In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following additionally represented companies at our stand:

If you need to register more than two additional companies, please photocopy the blank form first.

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

Contact person:

E-mail Contact person:

Street:

Postal Code / City:

P.O.Box:

Postal Code / City:

Country:

general Phone:

general Fax:

general E-mail**:

Internet**:

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

Contact person:

E-mail Contact person:

Street:

Postal Code / City:

P.O.Box:

Postal Code / City:

Country:

general Phone:

general Fax:

general E-mail**:

Internet**:

Please ensure that the entries in this form are identical with the ones made for the Media Package (Form 2.10). Please provide a separate list of exhibits (Form 1.30) for each additional represented company that you register.

0 1 0 0

Customer number:

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Register first letter of company name:

The company is:

Manufacturer

Importer

Distributor

Trading Company

Sales representative

Association/Institution

Service provider

Specialised media

The company is represented with:

own products

own staff

For every additional represented company the fee for the entry in the Media Package will be charged to the main exhibitors' account. (Please note the enclosed form 2.10).

**required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

0 1 0 0

Customer number:

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Register first letter of company name:

The company is:

Manufacturer

Importer

Distributor

Trading Company

Sales representative

Association/Institution

Service provider

Specialised media

The company is represented with:

own products

own staff

For every additional represented company the fee for the entry in the Media Package will be charged to the main exhibitors' account. (Please note the enclosed form 2.10).

**required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

* Explanation "Additional represented companies":

Additionally represented companies are companies that have products at the stand but none of their own staff.

Please note:

The information on this form will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Law), and will be passed on to third parties within the framework of the contractual obligations.



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Customer no.:

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Main exhibitor:

List of products

2 pages

Deadline: January 1, 2009

1.30

Name of exhibitor/co-exhibitor*:

*Please use one list of exhibits per company

For exhibitors:
 Name of main exhibitor:

Names of the collections / brands:

Competitors:

Main products: (Please complete absolutely)

(max. 2 entries)

No:

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No:

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- 010000 Prams and Accessories
- 020000 Safety-Seats and Equipment
- 030000 Furniture and Accessories
- 040000 Textiles
- 050000 Fashionwear for Babies and Infants, Maternity-Wear
- 060000 Toys
- 070000 Nursery Products
- 080000 Electrical appliances
- 090000 Publications, Organizations
- 100000 Miscellaneous

List of products (Please cross the corresponding items)

Prams and Accessories

<input type="checkbox"/>	010100	Prams, Pushchairs
<input type="checkbox"/>	010200	Perambulator's Equipment
<input type="checkbox"/>	010201	Footmuffels
<input type="checkbox"/>	010202	Safety-Belts, Harness
<input type="checkbox"/>	010203	Sun-Canopies and Rain-Hoods
<input type="checkbox"/>	010204	Lambskins

Safety-Seats and Equipment

<input type="checkbox"/>	020100	Car-Seats
<input type="checkbox"/>	020200	Carry-Cots, Baby-Carriers
<input type="checkbox"/>	020300	Baby Carry Constructions
<input type="checkbox"/>	020400	Bicycle seats
<input type="checkbox"/>	020500	Bicycle helmets
<input type="checkbox"/>	020600	Safety equipment

Furniture and Accessories

<input type="checkbox"/>	030100	Young People's Furniture
<input type="checkbox"/>	030200	Children's Furniture
<input type="checkbox"/>	030300	Wheeled-Cots, Cradles
<input type="checkbox"/>	030400	Changing-Tables
<input type="checkbox"/>	030500	Play-Pens, Walker-Seats, Safety-Guards for doors and stairs
<input type="checkbox"/>	030600	Baby-Seats, Babies'-Chairs, Baby chair
<input type="checkbox"/>	030700	Mattresses, Underlays, Overlays
<input type="checkbox"/>	030800	Children's -Chair
<input type="checkbox"/>	030900	Children's-Room-Equipment
<input type="checkbox"/>	031001	Safety grating, fastenings
<input type="checkbox"/>	031100	Lighting, lamps
<input type="checkbox"/>	031200	Plug sockets-fuses

Textiles

<input type="checkbox"/>	040100	Bedding
<input type="checkbox"/>	040101	Bed Linen
<input type="checkbox"/>	040102	Covers, Quilts, Pillow
<input type="checkbox"/>	040103	Babies' Sleeping-Bag
<input type="checkbox"/>	040104	Nursing Pillow
<input type="checkbox"/>	040200	Changing table linings
<input type="checkbox"/>	040300	Nappy bags / Changing bags
<input type="checkbox"/>	040400	Wall and floor carpets
<input type="checkbox"/>	040500	Textile fabrics / textile design

Name main exhibitor:

0 1 0 0

Customer no.:

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Fashionwear for Babies and Infants, Maternity-Wear

	050100	Babywear
	050200	Baptismal-Robes
	050300	Dresses, Costumes, Skirts
	050301	Blouses
	050400	Suits
	050401	Shirts, Casual Shirts
	050402	Jackets, Blazers
	050403	Trousers
	050404	Coats
	050405	Pullovers, Cardigans
	050500	Anoraks
	050600	Jeans-Clothing
	050700	T-Shirts / Sweat-Shirts
	050800	Sports-Wear / Track-Suits
	050801	Bathrobes, Beachwear
	050802	Swimwear
	050900	Leather and Fur Clothing
	051001	Confirmation- and Communion-Clothing
	051100	Rainwear
	051200	Protective Clothing
	051300	Underwear / Nightwear
	051400	Headwear, caps
	051500	Scarves, Neckerchiefs, Gloves
	051600	Shoes, Umbrellas
	051700	Stockings, Tights
	051800	Accessories
	051900	Maternity Wear

Toys

	060100	Baby's toys
	060101	Toy clocks
	060102	Grip Toys
	060103	Rattle figures
	060104	Cuddly animals and cloths
	060105	Baby play blankets
	060200	Terry Toys
	060300	Toy clocks, acoustic toys
	060400	Soft Toys, Fabric Toys
	060500	Wooden Toys
	060501	Wooden mobiles
	060502	Wooden grips
	060503	Pull-along toys
	060504	Push toys
	060505	Rolling balls
	060506	Measuring sticks and room decorations
	060600	Electronic Toys
	060700	Outdoor Toys, Playground Equipment
	060701	Accessories for kindergardens
	060702	Slides
	060703	Sand pits
	060704	Play tents and play houses
	060800	Bathing Toys
	060900	Children's Toys
	061001	Children's vehicles (push-alongs / pedal cards)
	061100	Dolls and dolls' clothing, Dolls' prams
	061200	Wickerwork-Articles
	061300	Educational Toys and Games
	061400	Building and construction Toys
	061500	Foam rubber toys
	061501	Foam rubber cubes

Nursery Products

	070100	Toiletries
	070200	Nappies, Plastic Pants
	070300	Babies' Plastic Articles (Buttlery, Tableware, Bath-Tubes)
	070400	Bottle Teats, Feeding Bottles, Teething Rings
	070500	Bibs, Terry-Towel
	070600	Cosmetics, Perfumes, Soaps
	070700	Breast pump, Breastmilk bags, Milk collecting shells
	070800	Washable Bra Pads
	070900	Nipple formers / Breast shells
	071001	Nipple Cream
	071100	Thermometer
	071200	Medical devices for babies

Electrical appliances

	080100	Bottles warmers / plate warmer
	080200	Safety lights, night lights
	080300	Acoustic / optical monitoring devices
	080400	Disinfection Appliance
	080500	Babyfood warmer
	080600	Changing-Table-Radiator
	080700	Babies Hair-dryer

Publications, Organizations

	090100	Specialised Magazines and Books
	090200	Children's Books
	090300	Young People's Books
	090400	Educational Books
	090401	Children's Talking Books
	090500	Posters, Cards
	090600	Organizations, Associations

Miscellaneous

	100100	Gifts
	100200	Retailers Fittings and Equipment
	100300	School Equipment
	100400	Computer systems
	100500	Fibres
	100600	Supplier Products
	100700	Product-Design Drafts
	100800	Licence articles
	100900	Baby food
	101000	Rucksacks, bags and trollies for children

We enhance your contacts

The 2009 Koelnmesse Media Package

You can arrange to have your company benefit from a new dimension in cross-media trade fair communication. The expanded Media Package has innovative features which make it a perfect marketing tool before, during, and after the fair. The efficient combination of online, print, and mobile advertising maximises your messages' visibility. It not only enhances the quality of your contacts, but also allows you to comprehensively address customers and trade fair visitors.

In other words, the new Media Package is a comprehensive and eye-catching solution for all phases of your trade fair communication.

- 1 **Prior to the fair, it provides you with an effective means for planning contacts.**
- 2 **During the fair, it will allow you to efficiently establish contacts.**
- 3 **After the fair, it will help to cultivate the contacts you have made.**

The new, expanded Media Package is automatically part of your trade fair registration, ensuring optimal effectiveness and time savings when you're making contacts.

**An overview of what you'll get in
the new 2009 Media Package:**

Online catalogue
Online schedule planner
Online matchmaking

Online route planner
Printed catalogue
Mobile Exhibition Guide



Our three success factors for your trade fair presentation



- 1 Online catalogue
Online schedule planner
Online matchmaking
Online route planner

- 2 Printed catalogue
Mobile Exhibition Guide

- 3 Printed catalogue
Online catalogue

1 Effective contact planning

Our redesigned **online catalogue** combines, for the first time, the online services for all your trade fair communication needs at a clearly structured website:

- The expanded search function allows visitors to quickly access your company data. New features include an expanded product and location search function and an enhanced, clearly-structured presentation of your company's data.
- Our integrated **online schedule planner** gives your visitors the possibility of directly requesting meeting appointments via e-mail.
- The **online matchmaking service** provides you with a comprehensive contact platform for getting to know customers and visitors. The system is now better than ever, thanks to its revamped user navigation concept. In addition, you are now represented with all of the product groups listed in your registration. This will increase the number of specific inquiries you will receive.
- Before the trade fair even begins, your visitors can use the new **online route planner** to create a custom-tailored visit plan, including an optimal route through the trade fair halls.

2 Targeted contacting

For your customers, the **printed catalogue** serves as a sector directory and reference work and also helps them to establish business contacts. The Media Package includes your company's entry in the alphabetical list of exhibitors and, as a new feature, two entries in the trade fair catalogue's important product group list. These services ensure that your company will continue to be in the spotlight long after the fair has ended.

Our new **Mobile Exhibition Guide (M.E.G.)** is a mobile catalogue and an innovative navigation system for your visitors. With the M.E.G., the visitors can navigate through the halls, directly to your stand. It allows your visitors to save time and avoid stress and gives you more time to engage in talks at the stand.

3 Cultivate long-term contacts

We help optimise your follow-up activities after the fair. You can cultivate existing customer and visitor contacts after the trade fair is over by still being present in the printed and online catalogues.

All information related to other services can be found in our Marketing Services brochure and on the Internet at: www.koelnmesse-service.com

If you require more specific information regarding our new Media Package for 2009, please call us on: +49 221 821-3998 or send an e-mail to: marketing-services@koelnmesse.de

Please send to:

Meisenbach GmbH
 Franz-Ludwig-Str. 7a, 96047 Bamberg
 Postfach 2069, 96011 Bamberg
 Germany
 Tel. +49 951 861-190
 Fax +49 951 861-161



17.-20.09.2009

Customer no.:

0 1 0 0

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Name of exhibitor: _____

Order for Media package

Must be returned by
 - Main exhibitors - Co-exhibitors
 - Additionally represented companies
 Deadline for submission: 01.07.2009

2.10
A

The Media package includes (form 2.10A + B):

- Entry in the alphabetical list of exhibitors (printed catalogue)
- 2 entries in the product group list (printed catalogue)
- Entry in the online catalogue with company name, address, stand location, website and e-mail address
- Entry and activation for Kind+Jugend online matchmaking with all product group entries given in Form 1.30

- Activation for the Kind+Jugend online schedule planner
- Entry in the online route planner
- Entry and picture in the Mobile Exhibition Guide (M.E.G.) with company name, address, stand location, website and e-mail address

Should you have any further questions, please call us on:
 tel. +49 221 821-3998,
 e-mail: marketing-services@koelnmesse.de

Please read the information on the reverse side before completing this form.

This form is used by the printers. Please complete in block capitals. Immediate completion and return ensures careful processing.

1 Entry in the list of exhibitors

1.1 In accordance with the conditions on the reverse of Form 2.10 (see Item 8, Conditions of Participation, Special Section), we order the following **obligatory entry** in the Media package at a price of 249.00 EUR.

We are:

- Main exhibitor
 Co-exhibitor / additionally represented company

Sort alphabetically in the list of exhibitors under the letter:

Name: _____

Post code, city _____

Address/P.O. box: _____

Country:
(in English) _____

Tel.:
(country code, city code, extension) _____

Fax: _____

e-mail: _____

Website: _____

Sector: _____

(only the name registered in accordance with commercial law, not your production programme)

1.2 In accordance with the conditions on form 2.10A (see Item 7, Conditions of Participation, Special Section), we order the following **optional entry** in the Media Package at a price of 20.80 EUR.

Collections/Brands:

_____ under the letter:

_____ under the letter:

By placing this order, we acknowledge the Conditions of Participation laid down by Koelnmesse GmbH as well as the conditions regulating entry in the Media package.

All prices given are net prices. In cases where value added tax applies, it will be added to the price.

Invoice address:

Company _____

Contact _____

Street, postal code, town, country _____

Telephone _____

Fax _____

e-mail, _____

Date, place, legally binding signature and company stamp

Media package

As part of the Media package for Kind+Jugend, Koelnmesse GmbH publishes a printed catalogue which includes an alphabetical list of exhibitors, a list of products and a list of trademarks.

This catalogue and the related electronic media is therefore an important, up-to-date reference work for all interested parties that remains useful even after interzum has come to a close.

Koelnmesse Service GmbH is responsible for the production of the catalogue and for the advertisements.

Printing will be carried out by the publisher
Verlagshaus Meisenbach GmbH
Franz-Ludwig-Str. 7a, 96047 Bamberg, Germany
Postfach 2069, 96011 Bamberg, Germany
Tel. +49 951 861-190, Fax +49 951 861-161
e-mail m.hofmann@meisenbach.de

Customers are responsible for the content of their advertisements and entries and are liable for any damages related thereto.

Koelnmesse GmbH is not liable for printing errors, incorrect placement, mistakes and other gaps or faults in the printing.

Terms and conditions of payment of Koelnmesse Service GmbH

- a) All invoices are payable in full within seven days of receipt.
- b) The due amount must be paid in EUR, at the risk and expense of the contract partner, to one of the accounts of Koelnmesse Service GmbH listed on the invoice.
- c) In the event of default, interest will be charged at 5 % above the basic rate of interest. Koelnmesse Service GmbH reserves the right to claim higher damages if the preconditions are met.

The General Terms and Conditions of Meisenbach GmbH also apply.

Place of jurisdiction for general merchants is Cologne. For all other customers, Cologne is the place of jurisdiction for default actions.

Entry in the catalogue's list of exhibitors and list of products

- a) For an obligatory fee of 249.00 EUR, each exhibitor is entered once into the catalogue's alphabetical list of exhibitors, complete with their company designation, address and business segment (only the name registered in accordance with commercial law).

The entry of collection names or brands is optional and is charged at a price of EUR 20.80 per line according to your indications on this form.

Company or product logos cannot be inserted into the catalogue's alphabetical list of exhibitors.

- b) The product groups listed are definitive for inclusion in the list of products. Each entry in the list of products costs 79.00 EUR for up to ten lines of copy at 35 characters, including the basic entry. Each additional line is charged at a tenth of the price for the basic entry. As part of the logo package, company logos can be reproduced in the list of products at a price of 61.50 EUR each.

Entries in the list of products are based on the product group numbers you indicate on this form. The product group numbers are provided in the list of products on Form 1.30.

The information given by the exhibitor on this Form 2.10 is authoritative for all entries within the Media package. Immediate return of the completed form (even without a stand number) will ensure careful processing. Koelnmesse will pass on the stand numbers to the publisher.

- c) The product groups listed on Form 1.30 will be included in the online catalogue. These product group entries are a prerequisite for use of the online matchmaking service. The exhibiting company and these product groups will then automatically be included in the online matchmaking service for Kind+Jugend.

The printing company will be responsible for printing the correct stand number.**Submission deadline: 01.07.2009.**

If an exhibitor has not submitted Form 2.10 by the editorial deadline, the information from the exhibitor's registration (Form 1.10) will be used for the **obligatory** entry in the catalogue and the **relevant charge** will be made.

Late submissions will be included in the supplement to the catalogue at the exhibitor's expense.

Please send to:

Meisenbach GmbH
 Franz-Ludwig-Str. 7a, 96047 Bamberg
 Postfach 2069, 96011 Bamberg
 Germany
 Tel. +49 951 861-190
 Fax +49 951 861-161



17.-20.09.2009

Name of exhibitor: _____

Order for Media package

Must be returned by
 - Main exhibitors - Co-exhibitors
 - Additionally represented companies
 Deadline for submission: 01.07.2009

2.10
B

The Media package includes (form 2.10A + B):

- Entry in the alphabetical list of exhibitors (printed catalogue)
- 2 entries in the product group list (printed catalogue)
- Entry in the online catalogue with company name, address, stand location, website and e-mail address
- Entry and activation for Kind+Jugend online matchmaking with all product group entries given in Form 1.30

- Activation for the Kind+Jugend online schedule planner
- Entry in the online route planner
- Entry and picture in the Mobile Exhibition Guide (M.E.G.) with company name, address, stand location, website and e-mail address

Should you have any further questions, please call us on:
 tel. +49 221 821-3998,
 e-mail: marketing-services@koelnmesse.de

Please read the information on the reverse side before completing this form.

This form is used by the printers. Please complete in block capitals. Immediate completion and return ensures careful processing.

1 Entry in the list of products (printed catalogue) / logo image (printed and online catalogues)

We order the following entries in the printed catalogue's list of products, corresponding to the information listed in the columns below (up to 10 printed lines at approximately 35 characters per line including the basic entry). **The first two product group entries are included in the price of the Media package** and should be entered in the column on the left. Beginning with the third product group entry, each entry costs 79.00 EUR and should be entered in the column on the right.

We also hereby order entries of the ticked logo image(s) in the printed catalogue and in the online catalogue, at a price of 61.50 EUR b/w.

Included in the Media package:

Product group number	With logo?
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>

Space for further text if required

starting with line 11, each additional line will be charged proportionally

Additional order:

Product group number	With logo?
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>
_____	<input type="checkbox"/>

Technical requirements for logos:

Print (b/w) not more than 35 mm wide and 13 mm high. Please provide us with a reproducible print template, a PC-TIFF file or EPS file with a resolution of 300 dpi or the note "logo from the previous catalogue".

New media: .TIF file up to 150 pixels wide, 300 dpi.

A one-time fee will be charged for the use of new logos (in accordance with the costs incurred). If logos suitable for Internet use have to be created or processed by the printing company, an additional fee (in accordance with the costs incurred) will be charged.

Please reuse the logo from the previous event's catalogue.

2 Contact person for the online matchmaking tool and the online schedule planner:

This contact person will later receive the inquiries regarding the product categories ordered above, as well as visitors' requests for meetings as indicated in the online schedule planner:

Name: _____

e-mail: _____

If you do not want any inquiries via the online schedule planner, please tick here

By placing this order, we acknowledge the Conditions of Participation laid down by Koelnmesse GmbH as well as the conditions regulating entry in the Media package.

All prices given are net prices. In cases where value added tax applies, it will be added to the price.

Invoice address:

Company _____

Contact _____

Street, postal code, town, country _____

Telephone _____

Fax _____

e-mail, _____

Date, place, legally binding signature and company stamp _____

Media package

As part of the Media package for Kind+Jugend, Koelnmesse GmbH publishes a printed catalogue which includes an alphabetical list of exhibitors, a list of products and a list of trademarks.

This catalogue and the related electronic media is therefore an important, up-to-date reference work for all interested parties that remains useful even after interzum has come to a close.

Koelnmesse Service GmbH is responsible for the production of the catalogue and for the advertisements.

Printing will be carried out by the publisher
Verlagshaus Meisenbach GmbH
Franz-Ludwig-Str. 7a, 96047 Bamberg, Germany
Postfach 2069, 96011 Bamberg, Germany
Tel. +49 951 861-190, Fax +49 951 861-161
e-mail m.hofmann@meisenbach.de

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- a) All invoices are payable in full within seven days of receipt.
- b) The due amount must be paid in EUR, at the risk and expense of the contract partner, to one of the accounts of Koelnmesse Service GmbH listed on the invoice.
- c) In the event of default, interest will be charged at 5 % above the basic rate of interest. Koelnmesse Service GmbH reserves the right to claim higher damages if the preconditions are met.

The General Terms and Conditions of Meisenbach GmbH also apply.

Place of jurisdiction for general merchants is Cologne. For all other customers, Cologne is the place of jurisdiction for default actions.

Entry in the catalogue's list of exhibitors and list of products

- a) For an obligatory fee of 249.00 EUR, each exhibitor is entered once into the catalogue's alphabetical list of exhibitors, complete with their company designation, address and business segment (only the name registered in accordance with commercial law).

The entry of collection names or brands is optional and is charged at a price of EUR 20.80 per line according to your indications on this form.

Company or product logos cannot be inserted into the catalogue's alphabetical list of exhibitors.

- b) The product groups listed are definitive for inclusion in the list of products. Each entry in the list of products costs 79.00 EUR for up to ten lines of copy at 35 characters, including the basic entry. Each additional line is charged at a tenth of the price for the basic entry. As part of the logo package, company logos can be reproduced in the list of products at a price of 61.50 EUR each.

Entries in the list of products are based on the product group numbers you indicate on this form. The product group numbers are provided in the list of products on Form 1.30.

The information given by the exhibitor on this Form 2.10 is authoritative for all entries within the Media package. Immediate return of the completed form (even without a stand number) will ensure careful processing. Koelnmesse will pass on the stand numbers to the publisher.

- c) The product groups listed on Form 1.30 will be included in the online catalogue. These product group entries are a prerequisite for use of the online matchmaking service. The exhibiting company and these product groups will then automatically be included in the online matchmaking service for Kind+Jugend.

The printing company will be responsible for printing the correct stand number.**Submission deadline: 01.07.2009.**

If an exhibitor has not submitted Form 2.10 by the editorial deadline, the information from the exhibitor's registration (Form 1.10) will be used for the **obligatory** entry in the catalogue and the **relevant charge** will be made.

Late submissions will be included in the supplement to the catalogue at the exhibitor's expense.

Please send to:

Meisenbach GmbH
 Franz-Ludwig-Str. 7a, 96047 Bamberg
 Postfach 2069, 96011 Bamberg
 Germany
 Tel. +49 951 861-190
 Fax +49 951 861-161



17.-20.09.2009

Customer no.:

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Name of exhibitor: _____

Catalogue advertisement

2.30

Deadline: 01.07.2009

Advertisements

For pictorial advertising the catalogue offers the following possibilities: Cover pages, divider cards and general advertising section, space in the alphabetical list of exhibitors and in the index of goods on high quality printpaper.

Advertisements prices

page	width depth in mm	one-/four- colours EUR*
1/1	95 x 200 mm	1,146.00
2/3	95 x 131 mm	818.00
1/2	95 x 97 mm	601.00
1/3	95 x 63 mm	422.00

Price list for advertisements on divider cards

Divider cards	width depth in mm	one-/four- colours EUR*
Information	95 x 135 mm	1,027.00
Exhibitors	95 x 115 mm	901.00
Countries	95 x 75 mm	605.00
Index	95 x 75 mm	605.00
Products	95 x 115mm	901.00
Hall plans	95 x 135 mm	1,027.00

Divider card- reverses	95 x 200 mm	1,448.00
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Inside front and back covers 100 %

Bleed advertisements (which extend to the top,
 bottom or sides of the trimmed margin of the
 catalogue) 20 %

Loose inserts: 108.00 EUR* per 1000.

Book tokens cannot be included.

Difficult inserts: (with ribbons, tags markers etc.) 120.00 EUR* per 1000. Please enclose samples or blank samples with the order.

Bookmark with ribbon affixed with glue. Price on request.

A maximum of three bookmarks are permitted per catalogue.

* The prices do not include VAT.

This will be charged, where applicable, at the relevant rate.

Printing process:

Offset. Digital data up to 60 screen is required for advertisements. Colour reproductions must be made for four-colour process as specified in German Standard DIN 16539. Kindly send us proofs in the order black, blue, red and yellow on art paper (coated paper).

Printing materials for advertisements:

TIF, PDF or EPS files with 300 dpi resolution.

On the basis of the prices quoted above and in accordance with the General Terms and Conditions printed overleaf applying to advertisements and brochure inserts in the trade fair catalogues, and also taking into account the General Terms and Conditions of payment of Verlagshaus Meisenbach GmbH, we hereby order the following advertisement:

Advertisement

in List of Exhibitors under letter:

in List of Goods under number:

Format: 1/3 Page 1/2 Page 2/3 Page 1/1 Page

Price: _____

Advertisement

as general advertisement

Format: 1/3 Page 1/2 Page 2/3 Page 1/1 Page

Price: _____

on a dividercard

Advertisement positioning request** (see table to left):

Format (width x height): _____

Price: _____

2 or 3 coverpages**

** Should the preferred positioning already be taken, we will inform you as soon as possible regarding other positioning possibilities.

The printing material will be delivered by us by the deadline specified in the printorder confirmation

Bookmark

Insert

(please mark with a cross)

The bookmarks/inserts will be supplied by us to the quoted address by the closing date stated in the order confirmation.

Company

Responsible

Full address

Telephone

Fax

e-mail

Place, date, legally binding signature and company stamp

Media Package/Catalogue

As part of its Media Package, Koelnmesse is publishing a print-catalogue for Kind + Jugend, which contains, amongst other things, an alphabetical list of firms, a list of goods and a list of trade marks. This makes the catalogue an important and up-to-date source of reference for all interested persons and also gives it added value after the event is over.

Koelnmesse Service GmbH is responsible for the catalogue and the advertising. The task of printing the catalogue will be carried out by Verlagshaus Meisenbach GmbH
Franz-Ludwig-Str. 7a, 96047 Bamberg, Germany
Postfach 2069, 96011 Bamberg, Germany
Tel. +49 951 861-190, Fax +49 951 861-161
e-mail m.hofmann@meisenbach.de

The advertiser shall be responsible for the subject matter of advertisements and entries and for any harm or damage resulting from them.

The Koelnmesse GmbH and Koelnmesse Service GmbH do not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing.

General Terms and Conditions for advertisements and brochure inserts in the fair catalogues

1. Only exhibiting companies may place advertisements in the fair catalogue, apart from these: service companies such as banks, forwarding agents, airlines etc.
2. Only advertisements occupying page sections in the pre-set sizes or their corresponding format (1/2 + 1/3 page) are accepted. If the printing materials are larger than the confirmed page section, the next largest will be invoiced. Advertisements with positioning requests cannot be accepted. Positioning requests are, however, taken into account as far as possible
3. The advertiser is responsible for the contents of the advertisement. In the event of copy corrections by telephone, Koelnmesse Service and Druckerei Meisenbach GmbH shall accept no liability whatsoever for errors in data transfer. In addition, Koelnmesse Service and Verlagshaus Meisenbach GmbH shall not be liable for errors due to unclear, illegible hand-written orders.
4. Koelnmesse Service and Verlagshaus Meisenbach GmbH reserves the right to reject orders for advertisements and inserts on the grounds of their content, their origin or their technical form, in accordance with uniform, objectively-justified principles of the printers, if the content of such infringes the laws or legal regulations or their publication is deemed unacceptable by the printers. Koelnmesse reserves the right to reject orders placed without stating reasons. Orders for inserts are only binding after submission of a sample of the insert and after approval by the printers. The client will be immediately informed of the rejection of an order.
5. The client is responsible for supplying on time printing material or inserts in perfect condition. The closing date for submission of printing films is July 1st, 2009. Printing films submitted will be handled with care. In the case of clearly unsuitable or damaged printing films/advertising materials, Druckerei Meisenbach GmbH will immediately demand a replacement from the client. If any possible deficiencies in the printing materials are not immediately recognizable, but only become apparent during the printing process, the client placing the advertisement shall not be entitled to any claims in the event of inadequate reproduction quality. Koelnmesse Service and Druckerei Meisenbach GmbH shall guarantee the usual printing quality standard for the fair catalogue containing the insertion, within the scope of the possibilities provided by the printing materials/ advertising materials.
6. Printing materials shall only be returned to the client if this has been specifically instructed. The obligation to retain the copy shall expire two months after the advertisement has appeared. Changes to or the complete new preparation of printing films/ advertising materials will be invoiced separately.

Methodes of payment accepted by Koelnmesse Service GmbH

- a) All invoices are due and payable within 7 days of receipt.
- b) The invoice amount must be paid by giro transfer at the costs and risk of the contractual partner in EUR into one of the accounts of Koelnmesse Service GmbH specified therein.
- c) In the event of default, interest of 5 % points above the basic rate of interest is payable. Koelnmesse Service GmbH reserves the right to claim higher damages if the requirements are satisfied.

The General Terms and Conditions of Verlagshaus Meisenbach GmbH also apply.

The place of jurisdiction for merchants entered in the commercial register is Cologne. For all other customers is the place of jurisdiction for default actions.

7. Claims for reimbursement of any costs incurred due to a change in the catalogue circulation at short notice by Koelnmesse, cannot be lodged against Druckerei Meisenbach GmbH.
8. If the publication of an advertisement is not possible, because the advertiser has not supplied the required printing materials by the agreed closing date for copy, 50% of the advertising price will be invoiced.
9. The cancellation of an advertising order is possible up to 14 days after the closing date for advertisements. If an advertisement is cancelled after this date, 50% of the advertisement price shall be invoiced.
10. On request, Druckerei Meisenbach GmbH shall supply an extract of the advertisement with the invoice. If the type and scope of the advertisement order justify it, up to two complete voucher copies will be supplied. If a voucher can no longer be obtained, it shall be replaced by a legally-binding declaration by the printers.
11. In the event of a wholly or partially illegible, incorrect or incomplete reprint of the advertisements, the client shall be entitled to a reduction in the amount payable or to a replacement advertisement, but only to the extent to which the purpose of the advertisement was impaired. Claims extending beyond this are excluded.
Complaints must – with the exception of non-apparent deficiencies – be lodged within four weeks after receipt of the invoice and voucher copy.
In the event of force majeure or other events which are beyond the control of Koelnmesse Service and Druckerei Meisenbach GmbH, every obligation to fulfil orders and comply with payment of damages shall expire. In particular, no damages will be due either for non-published advertisements or advertisements not published on time.
12. Koelnmesse Service and Druckerei Meisenbach GmbH is entitled, in the event of an important reason, even during an ongoing advertisement order, without taking into consideration an originally agreed payment deadline, to make the appearance of further advertisements dependent on the advance payment of the invoiced amount and the settlement of outstanding invoices, without the client being able to lodge any claims against Druckerei Meisenbach GmbH which might possibly arise from this.

Conditions of Participation Special Section



Kind + Jugend
The Trade Show for
Kids' First Years
17th – 20th September 2009

1 The organizer, the fair, the venue, the dates

Kind + Jugend is organized by Koelnmesse GmbH, Messeplatz 1, 50679 Köln, Germany.

It will take place at the Koelnmesse exhibition grounds from Thursday to Sunday, 17th to 20th September 2009.

Closing date for registration: 1st January 2008.

Opening times

For visitors: Thursday – Saturday, from 9 a.m. to 6 p.m.;

Sunday from 9 a.m. to 6 p.m.

For exhibitors: Thursday – Saturday, from 8 a.m. to 7 p.m.;

Sunday from 8 a.m. to 6 p.m.

Stand construction and dismantling

stand assembly: from 8 a.m. Sunday 13th September 2009.

Occupation of Koelnmesse stand: from 8 a.m. Wednesday 16th September 2009.

Stand assembly ends: by 6 p.m., Wednesday 16th September 2009.

Dismantling of stands: by 6 p.m. Monday 21th September 2009.

2 Eligibility to participate

Exhibitors

Manufacturers and importers wishing to take part need only ensure that their products fall within the scope of the exhibition programme. Importers and commercial agents must show that they have sole distributor rights in Germany for the products they wish to exhibit and must produce a corroborative statement by the manufacturer. The decision on whether to accept or reject as specific firm or product will be taken by the organizers. They will also decide on the placement of exhibitors.

Visitors

Admission to Kind + Jugend is reserved for trade visitors only.

3 Participation fees and other costs

As an exhibitor, the following costs will apply:

	up to 100 m ²	beyond 101 m ²	
Terrace stand	112.00 EUR/m ²	92.00 EUR/m ²	(1 side open)
Corner stand	116.00 EUR/m ²	92.00 EUR/m ²	(2 sides open)
Two corner stand	117.00 EUR/m ²	92.00 EUR/m ²	(3 sides open)
Island stand	118.00 EUR/m ²	92.00 EUR/m ²	(4 sides open)

The participation fee does not include the provision of stand partition walls.

The rental includes a specific number of identity cards for stand and construction personnel, the use of all the technical and service facilities in the trade fair halls, lighting, ventilation services in the trade fair halls, advice by Koelnmesse experts on organization, advertising and publicity work for your participation free publicity aids for your own advertising campaign, press contact services, participation in general PR activities for the fair and the industry.

For two-storey exhibition stands, the actual allotted area in the upper storey according to the technical inspection is calculated at 70 per cent of the price per m² of floor area.

AUMA fee

The Association of the German Trade Fair Industry (AUMA) charges you a fee of 0.60 EUR per m² for representing your interests. Koelnmesse has agreed to take over calculating and collecting the fees in the name of, and on the account of, AUMA.

More detailed information is available at www.auma-messen.de.

Energy costs

4.95 EUR per m² of occupied stand area as a **proportional flat-rate energy fee** for electricity, water, compressed air etc. at your stand.

Down payment for services

Koelnmesse and Koelnmesse Service GmbH are entitled to collect an adequate down payment for the services provided at an event (e.g., electricity and water supplies, media services etc.).

The amount of the down payment for services is based on the services invoiced at the previous event.

For exhibitors that did not take part in the previous event, the down payment amounts to 618.00 EUR.

A separate invoice will be drawn up for the services provided after the trade fair is over; the down payment will be credited towards this amount. Invoice amounts are payable immediately upon receipt. If the down payment exceeds the amount charged for services provided, the excess amount will be paid back to the exhibitor. Exhibitors are not entitled to have interest paid on their down payment.

Co-exhibitor charge

Insofar as the inclusion of other companies is permitted at your stand (see Item V of the General Conditions of Participation), a co-exhibitor fee of 400.00 EUR per company will be charged. The price of the Media Package / Catalogue is not included in this fee (see Item 7).

VAT

All prices given are net prices. The statutory VAT will be charged separately where applicable.

VAT refunds

Foreign exhibitors (proprietors) may receive a refund of the VAT paid with the invoiced as long as they fulfil the legal requirements. The appropriate service (subject to a fee) is offered by Koelnmesse Service in conjunction with G-VAT (Form M.13 in the Service Package). Alternatively, send your refund claim directly to

Bundeszentralamt für Steuern, Dienstsitz Schwedt,
Passower Chaussee 3b, 16303 Schwedt/Oder, Germany,
Tel. +49 228 406-1200, Fax +49 228 406-2661,
E-mail: vorsteuerverguetung@steuerliches-info-center.de,
Internet: www.bzst.bund.de

Media Package

Entry in the Media Package is obligatory and costs 249.00 EUR (see Item 7).

Cost of non-participation

As a rule, the exhibitor can no longer be released from the contractual relationship once the admission / stand confirmation has been received. The regulations contained in Item II of the General Section of the Conditions of Participation apply. In the event of non-participation, companies that have registered for a trade fair must pay compensation amounting to 25% of the participation fee (at least 1,000.00 EUR), provided the reserved stand area can be rented to a third party.

4 Stand sizes and construction

There is no structure of any kind on the space rented.

The height for any structure erected by the exhibitor should not exceed

4.0 metres without prior written approval by Koelnmesse.

Stands must be constructed to comply with form of stand confirmed. Plans for special stand assemblies or designs for stands with discussion side-rooms or where static calculations are required, as well as plans for technical equipment or furnishings shall be submitted to the Koelnmesse in duplicate for examination purposes, not later than six (6) weeks prior to the beginning of the event in question. Where these plans must be examined by the City of Cologne Construction Supervision Authorities (Bauaufsichtsamt der Stadt Köln), the Koelnmesse shall assume the responsibility of submitting the plans at the expense of the exhibitor, and shall inform the exhibitor of the results. The Koelnmesse shall not release the exhibition area in question for construction work until the examination results have been received. Any other fitting and arrangement of the stand is left to the exhibitors but should be appropriate for the event in question. The exhibiting firm's name and full address must be clearly visible on each stand.

Special instructions concerning the fitting and arrangement of the stands are included in the exhibiting documents.

Any supporting columns or other permanent fixtures are included in the rented stand area. The stand rental will be charged according to the exact measurements of the allocated site. Partition walls can be ordered at additional cost by completing form 3.20, which is contained in the service package sent with the confirmation of receipt of application.

Exhibitors using joint partition walls will each be invoiced with half of the costs if the appropriate order form 3.20 is sent to us.

If safety requirements in the provision of water and electrical supplies so require, partition walls will be erected by the trade fair company.

The Koelnmesse also offers a complete pre-constructed stand system. Order form 3.30 is contained in the Service Package which we sent you together with confirmation of application. The KMS department of the Koelnmesse will provide you with information on other stands on request.

On the last day of construction the gangways **must** be completely cleared at **8 p.m.** so that the carpets can be laid on time.

The dismantling of the stand and the goods presentation shall not be undertaken prior to 17. 9. 2009, 6 p.m. Entry for dismantling personnel: 6 p.m.

In the event of any infringement of these special regulations the Koelnmesse reserves the right to close the stand and/or exclude the exhibiting firm from subsequent fairs.

5 Exhibitor passes and work passes

As an exhibitor you receive, free of charge and valid from the first day of construction to the last day of dismantling:

- 2 exhibitor passes for a stand up to 6 m²
- 4 exhibitor passes for a stand up to 10 m²
- 6 exhibitor passes for a stand up to 20 m²
- 1 exhibitor pass for each additional 10 m² up to a stand size of 100 m²
- 1 exhibitor pass for each additional 20 m² above this area

The passes are sent together with the invoice for your stand.

If more exhibitor passes are needed for stand personnel, they can be requested from Koelnmesse for a fee (Order Form Z.01 from the Service Package).

All passes are for specific individuals and are non-transferable. Exhibitor and work passes that were paid for but not used can be returned to Koelnmesse until the last day of the trade fair for a refund of the fee. Transferring a pass to a third party – whether sold or given free of charge – is not permitted and represents a severe violation of the Conditions of Participation, in accordance with Item VI of the General Conditions of Participation.

You will also receive free passes that allow your company's personnel access to the fair grounds during the construction and dismantling periods. These passes are only valid up to the start of, and after the end of, the event. They do not entitle the holders to enter the grounds during the event. These passes will also be sent together with the invoice for your stand.

6 Rules on selling

In view of the specialist nature of the event, direct sale and open price-labelling of exhibits or samples at the stands are not permitted.

7 Media Package

(Forms 2.10 A+B, 2.30)

Koelnmesse offers exhibitors a Media Package for its events.

The Media Package consists of the following elements:

- One entry in the alphabetical list of exhibitors (printed catalogue)
- Two entries in the product group list (printed catalogue)
- One entry in the online catalogue: Company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.30
- Entry and activation for Kind + Jugend Online Matchmaking with all of the product groups you marked in Form 1.30
- Activation for the Kind + Jugend online schedule planner
- Entry in the online route planner
- One entry and image in the Mobile Exhibition Guide (M.E.G.):
Company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.30

The printed catalogue includes an alphabetical list of companies, a list of goods and advertisements. The printed catalogue is therefore an important, up-to-date reference work for all interested trade representatives that remains useful even after the event has come to a close.

If the exhibitor fails to submit Order Forms 2.10A + B before the deadline,

entries in the Media Package are based on the information given in Form 1.10 or Form 1.20/1.21 and are subject to a fee (249.00 EUR).

Late submissions will not be included in the catalogue.

The catalogue will be produced by Koelnmesse Service GmbH.

Printing of the catalogue and advertisements will be carried out by

Verlagshaus Meisenbach GmbH,

Franz-Ludwig-Straße 7a, 96047 Bamberg, Germany,

Tel. +49 951 861-190, fax +49 951 861-161,

e-mail m.hofmann@meisenbach.de

Customers are responsible for the content of their advertisements and

entries and are liable for any damages related thereto.

Koelnmesse is not liable for printing errors, incorrect placement, mistakes and other gaps or faults in the printing.

8 Advertising

In order to ensure that the overall image of the event is retained and exhibitors are protected from unfair campaigns, the following advertising measures are forbidden:

1. Exceeding the specified stand height.
2. Distributing printed matter or advertising material in the aisles, halls or elsewhere on the exhibition grounds.
3. Staging visual or audio presentations without prior registration and approval.
4. Staging any kind of presentation in the aisles.
5. Competitions or prize drawings, including those outside the trade fair booth, during which participants are obliged to enter the booth of the advertiser are not permitted. The exhibitor bears responsibility for the legality of competitions, raffles etc.

9 Verbal agreements

Verbal agreements that go beyond the scope of this contract are not valid until confirmed in writing.

10 "Infoscout" – Visitor Information System

Information about your company, as provided on Forms 1.10 to 1.30, will be made available to interested visitors at the information stands in the halls during the trade fair. In addition, you may use Koelnmesse's "Infoscout" electronic information system to **publish vacancies for trade representatives**.

You can use Form Z.03 in the Service Package to specify this offer in terms of products, countries or regions.

Exhibitors and visitors can use the "Infoscout" system **free of charge**.

General Conditions of Participation

I Application

1. To indicate your intention to take part in the event, you must return to us a completely filled in and signed registration form (Registration).

By signing and returning the form, you acknowledge that the General and the Special Sections of the Conditions of Participation as well as the Technical Guidelines are binding for your company.

You can download the Technical Guidelines from the event's website or from www.koelnmesse-service-portal.de. There is also always the option of requesting the Technical Guidelines in printed form or on CD-ROM.

We will store the information provided in this form via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account, and such information will be transmitted to third parties within the framework of the fulfilment of contractual duties.

2. The registration shall be regarded as legally binding on your part, irrespective of admission; no conditions or reservations may be appended to the aforesaid registration.

II Acceptance / Transfer of stand space

1. The organizer shall accept your application in accordance with the conditions which apply to all participants (acceptance / stand area confirmation).

There is no legal claim to acceptance. If the number of registration forms complying with the requirement profile and received by the organizer prior to the expiration of the registration period exceeds the number of available exhibition spaces, the organizer shall have the right to make a discretionary decision regarding the admission of registrants to the exhibition.

You may be disqualified from admission to the exhibition if you failed to fulfil your financial obligations to the organizer at any time, or if you failed to fulfil such financial obligations within the prescribed period of time.

2. The contract comes into effect at the latest upon receipt of the admission (by post, fax or other, electronic, means of transmission), which is valid without a signature. Should the content of the confirmation of acceptance differ from that of your application, then the contract shall be concluded under the terms of acceptance if you do not lodge a written objection within 2 weeks of receipt of confirmation of acceptance. The same shall apply, if it is necessary to postpone the event or to transfer the event to another location, and the change is deemed to be reasonable with respect to yourself; in this case, the corresponding notification of change from the organizer shall supersede the admission.

The acceptance only applies to the respective event, the company applying, its products and services. Products which do not conform to the list of commodities may not be exhibited at the trade fair.

3. The organizer allocates stand space on condition that the products registered by you correspond to the theme of the exhibition within the event.

There is no right claim for the allocation of stand space in a certain hall or in a certain hall area. In special cases for important reasons, the organizer is entitled to subsequently allocate you stand space other than stated in the confirmation of acceptance, to change the size and dimensions of your stand space, to relocate or close entrances or exits and to undertake structural changes in the exhibition halls without claims arising on your part.

In the event of a reduction in stand space size, you will be credited with the difference arising from the correspondingly lower space cost. You will be notified without undue delay if the stand space becomes unavailable due to reasons which are beyond the organizer's control. In this case, you will be entitled to a reimbursement of the participation fee.

Any further claims for damages, which will exceed the aforementioned reimbursement, shall be excluded in this case.

Any complaints on your part must be submitted in writing immediately or at the latest while the event is in progress; we cannot consider complaints at a later date.

4. The organizer shall have the right to rescind the contract, if there is a substantial reason or good cause. Such an important reason exists, in particular, if an admissible application for opening insolvency proceedings against your assets has been made or such an application has been dismissed due to lack of funds. You must inform the organizer of this immediately.

5. Prior to receipt of acceptance / stand area confirmation, revocation of registration shall only be possible if permitted by the Special Section of the Conditions of Participation. In this event, a fee specified in the Special Section of the Conditions of Participation shall be paid.

6. Following receipt of acceptance / stand area confirmation, in general, revocation is no longer possible. The organizer can agree to the request for release from the contract only in exceptional cases if the stand space not required can be rented to another exhibitor. In this instance, the organizer is entitled to demand general reimbursement of the costs incurred corresponding to 25 % of the participation fee without providing proof, unless otherwise specified in the Special Section of the Conditions of Participation. You shall have the right to provide proof that a damage or loss has not been incurred or that the extent of the damage or loss incurred is considerably less. Liability for catalogue fees and other costs, which in particular, have been incurred as a result of a claim by a third party, is not affected.

Occupation of a space which becomes available in the form of an exchange of stand areas by a participant already approved and allotted a space for the event does not represent an alternate form of stand area rental.

7. The following cases will fall solely within your scope of risk as exhibitor:

- if the products, which you have stipulated for the presentation, cannot be introduced at the venue of the event due to the legal requirements prevailing there or due to other reasons, or
- if such products do not arrive in due time, do not arrive undamaged or do not arrive at the venue of the event at all — e.g. as a result of any loss, delay in transport or customs, etc. — or
- if your journey, the journey of your employees or your stand or installation personnel should be delayed or should become impossible.

You will remain under obligation to pay all the charges agreed upon.

8. Event-related regulations are detailed in the Special Section of the Conditions of Participation

III Construction and arrangement of stands

1. The construction and arrangement of stands must conform to statutory regulations and be in accordance with the Rules of the Special Section of the Conditions of Participation applicable to the event. As an exhibitor, you are obliged to define your restructuring measures in advance with the organizer. A stand design which does not conform to the construction regulations of the venue and / or the technical guidelines of the organizer or rental company of the venue can be removed or changed by the organizer at your expense.

All stand-construction companies shall require a special permit from the organizer in order to construct the trade fair stands in the exhibition halls. Any additional technical services that may be required, particularly the installation of electricity, water and safety devices, the recruitment of local auxiliary personnel, etc., can be ordered exclusively through the organizer by means of special order forms against a separate charge.

2. For the duration of the event the stands must be staffed by personnel and display the products specified in the application and confirmation of acceptance. Vacating the stand prior to the end of the event represents a serious breach of these Conditions of Participation and shall entitle the organizer to assert damage claims and exclude your company from future participation in Koelnmesse Group events.

3. The organizer is entitled to demand that you remove products from your stand that do not correspond to the List of Goods or, which through their odour, noises, other emissions or appearance, could constitute a considerable disruption to the operation of the event or put the safety of exhibitors and visitors at risk. Furthermore, you will be responsible for ensuring compliance with all the statutory provisions of the host country. If this is not the case, then the organizer shall also have the right to demand the removal of exhibited articles or the non-performance of an activity. Should you fail to comply with this demand immediately, the organizer is entitled to have the products in question removed at your expense and risk and to close your stand, without any claims arising against the organizer.

IV Participation fee and other costs / Terms of payment

1. The amount of the participation fee as well as the flat-rate cost of energy will be calculated according to the rates specified in the Special Section of the Conditions of Participation.

Invoicing will be on the basis of the total stand floor space as allocated and will not exclude any projecting or overhanging parts, pillars, installation connections and other permanent internal fittings.

2. After your admission, you will receive an invoice for the participation fee and the other costs; the invoiced amount is due immediately upon receipt of the invoice. The rates stipulated at the time of the admission are net fixed rates plus any accruing turnover tax as well as any comparable taxes which may be imposed at the venue of the event. The organizer shall have the right to increase the rates by the amount of the corresponding cost increment in the event of any increase in its own prime cost, particularly as a result of higher production, purchasing and labour costs as well as higher fees, taxes and other fiscal charges imposed at the venue of the event.

The payment of all liabilities within the prescribed period shall be a prerequisite for the occupation of the stand space.

3. Failure to execute payment will result in interest being charged of 8 % above the base rate according to § 1 of the Diskontsatz-Überleitungsgesetz (DÜG - Transitional Discount Rate Law).

If the damage incurred by the organizer is greater, he shall be entitled to lodge a claim for these damages. The compensation shall become invalid or be reduced, if you can provide evidence that the organizer has incurred little or no damage as a result of the payment default.

Should settlement of the invoice not be effected by the deadline, the organizer is, in addition, entitled to dissolve the contract with you.

4. Resulting from the organizer's claim in regard to stand space rental, your exhibits are subject to a contractual lien in the organizer's favour.

5. Any services that we have provided will be invoiced in euros. You are obliged to pay the amount shown on the invoice in the currency shown on the invoice ("billing currency"). If we should be prepared, as a courtesy, to accept settlement of the invoice in a currency other than the billing currency in individual cases, without being under any obligation to do so, such payment must be based with regard to the conversion on the official buying rate of the billing currency on the date of payment. Any exchange rate losses in relation to the billing currency after the invoice becomes due for payment are, therefore, at your expense.

6. Please submit any complaints relating to the invoice in writing, immediately, at the latest 2 weeks after receipt; we cannot consider complaints made at a later date.

7. Any projecting or overhanging parts, pillars, installation connections and other permanent internal fittings in the stand space do not entitle you to any reduction in the participation or other costs.

8. The organizer shall also be entitled to the payment of the full amounts, if you fail to fulfil any of your obligations arising from the contractual relationship. This does not affect claims to damages. In the event of the contract not being fulfilled at all, or being fulfilled only in part, by the organizer, you have claims to a proportional reimbursement of any payments you have already made. Claims above and beyond this are ruled out in accordance with the regulations in sections VII and VIII. The regulations in section XI shall remain unaffected.

9. In the event of counter claims being made against those claims arising from the contract, you can only set off or assert your right of retention in as far as your claims have been found to be uncontested or legally valid.

10. In the event that an invoice is sent to a third party at the request of the Exhibitor, this does not constitute any waiver of the right to claim the account receivable from the Exhibitor. The latter remains obliged to pay until such time as the account receivable has been settled in full.

V Co-exhibitors, additionally represented companies, group and joint stands

1. In principle, stand spaces shall be hired out only as a whole unit and only to one contracting party. As an exhibitor, you are not permitted to relocate, exchange, share, or in any other way make the stand space allocated to you completely or partially accessible to third parties, without the prior consent of the organizer.
2. A stand area may only be used by several companies at once, if the stipulations of the Special Section of the Conditions of Participation allow the participation of co-exhibitors and/or additionally represented companies.
3. Use of the stand area by another company with its own products and own staff (co-exhibitor) requires a special application for permission and approval by the organizer. This also applies to companies who have their own products at the stand but none of their own staff (additionally represented company). Companies which are members of a group as well as subsidiaries are considered to be co-exhibitors. The organizer reserves the right to demand a special participation charge and other costs for approving co-exhibitors. Such charges and costs will be invoiced to you as the exhibitor. If co-exhibitors and additionally represented companies are to be accepted, the preconditions laid out in section II apply; these companies are subject to the Conditions of Participation in as far as they apply. Should you accommodate a co-exhibitor or a company which is additionally represented, without the express permission of the organizer, this shall be grounds for dissolving the contract with you without notice and to have the stand space vacated at your risk and expense.

After confirmation of acceptance has been received, the contract exists exclusively between the organizer and the exhibitor, who is liable for the negligence on the part of his co-exhibitors/additionally represented companies as well as for his own negligence.

4. If several companies wish to participate at the event together on one stand, then the existing Conditions of Participation are binding for each individual company. In addition, they are obliged to name a contact person in their application, jointly appointed as an authorized representative. Moreover the conditions stated in section IV apply analogously. In the event of permitted joint use of the stand space, all companies are liable to the organizers for payment of the participation and other costs and the fulfilment of other obligations — regardless on which legal grounds — as co-debtors.

VI Domiciliary rights

The organizer exercises domiciliary rights throughout the exhibition complex. He is entitled to have exhibits removed from stand if their display contravenes statute law, offends good morals or is not in keeping with the event programme. Promotion of political and ideological ends is prohibited. In the event of serious offences against the Conditions of Participation, the organizer is entitled to close your stand or have it vacated.

VII Warranty

The warranty period for deliveries of new items is 1 year. For used articles, all liability based on warranty is excluded. No warranty claims are available if the damage is due to normal wear and tear, force majeure, faulty or negligent handling, excessive loads or failure to comply with statutory provisions or operating instructions.

VIII Liability / Insurance

1. The organizer does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are the property of the stand personnel.
2. Any liability for property damages and pecuniary damages shall be excluded, if it is possible to underwrite the risks. This does not affect liability on the basis of wilful or gross negligent misconduct. This exclusion of liability is not restricted by the security measures of the organizer.

Within the scope of liability, the statutory burden of evidence regulations shall continue to apply; they will not be affected by this clause.

3. We recommend that you take out exhibition insurance. In addition to this, you can also order various security measures for your stand.
4. As an exhibitor, you will be liable to the organizer for any damage inflicted on the organizer, provided that such damage is attributable to your culpable action or the culpable action of your personnel, your employees or any third party which you have appointed or any other third parties, whose services you are using for the purpose of fulfilling your obligations. It is necessary to observe strict compliance with the Technical Guidelines which will be handed over to you by the organizer, as well as with the information from the organizer's circular letters pertaining to questions on the preparation and implementation of the event.

5. In accordance with statutory obligations, the organizer shall be liable for damages caused intentionally or by gross negligence in the event of any damage claims resulting from fatal injuries, bodily or health injuries. Other contractual and/or legal damage claims of any type, including damage claims for consequential damages, shall be excluded, unless the damage was caused by the intentional or grossly negligent action of the organizer. The foregoing limitations of liability shall apply, to the full extent, to the executive organs, employees, legal representatives, persons employed in performing an obligation and vicarious agents, whose services are used by the organizer for the performance of the contract. However, all damage claims shall be restricted to the payment of typical, foreseeable damages. Furthermore, the organizer shall be liable for every culpable infringement of an essential contractual obligation. Essential contractual obligations shall pertain only to those contractual obligations which must be complied with during the execution of the contract. This applies to all claims which could arise as a result of, and in connection with, this contract. If the organizer is compelled to temporarily vacate or permanently close the exhibition area or parts thereof, to postpone the event, shorten or extend in due to an Act of God, or for other reasons beyond its control, then you are not entitled to any rights, in particular, to claims for damages against the organizer.

The responsibility of the event organizer is limited to fault in all cases without prejudice to any limitations of liability under these Conditions of Participation. In the event of contracts that provide for the procurement of certain items, then, unless otherwise expressly agreed in individual cases, the organiser does not assume the risk of procurement.

IX Period of limitation

Any of your claims, which may be asserted against the organizer and which may arise from the contractual relationship, as well as all other claims relating thereto, shall become statute-barred after one year, unless a shorter statutory limitation period applies or the liability of the organizer results from an intentional action. The longer statutory limitation period for tortious claims, fraudulent intent and culpable impossibility of performance shall remain unaffected. The limitation period shall commence at the close of the month, in which the closing date of the event falls.

X Place of fulfilment / place of jurisdiction

1. The place of fulfilment shall be the principal place of business of the organizer. The place of jurisdiction, also in a process involving documents, bills of exchange and cheques is, in so far as you are a businessman, legal entity of public law or a separate asset under public law, Cologne. The organizer shall also be entitled, at his option, to lodge his claims at the court of the place where you have your place of business or your branch.

2. All legal relationships between you and the organizer are subject to Federal German Law as well as to the German text of these Conditions of Participation. The regulations set down in the Special Section of the Conditions of Participation form part of the contract, as do the Technical Guidelines.

XI Reservations / Final Provisions

1. As an exhibitor, you will be solely responsible for compliance with all the laws, guidelines, and other regulations which are in force in the host country, if the content of the organizer's conditions of participation deviate from such regulations. You must inform yourself promptly and comprehensively of the relevant regulations prevailing at the venue of the event, and obtain the required knowledge.

The organizer will not be liable for damages and other losses which could be incurred on your part as exhibitor.

2. The organizer shall have the right to postpone, shorten, extend or cancel the event, as well as to terminate the event temporarily or definitely, as well as individually or collectively, if such an action is required due to unforeseen events such as force majeure, natural disasters, wars, disturbances, strikes, breakdown or obstruction of traffic and communication. In the event of any postponement, shortening, extension or termination, you shall not be entitled to the payment of any resulting damages which you may have incurred. You shall have the right to rescind the contract, if you lose your interest in participating because of such an action, and if you waive the reservation for the stand space allotted to you as a result of this. Upon full knowledge of the change, the rescission of the contract must be declared in a written statement and without undue delay. In case of the cancellation of an event, the organizer shall not be liable for damages and/or other losses which may be incurred on your part. Upon request of the organizer, you will be obligated to defray a reasonable share of the expenses resulting from the preparation of the event. The amount of the share to be paid by each exhibitor shall be stipulated by the organizer after consultation with the business organizations concerned. By signing the application form you recognize the organizer's Conditions of Participation (the General and Special Sections) together with all other regulations relating to the contractual relationship, as binding.

3. Should these provisions be partially legally invalid or contain gaps, this shall not effect the validity of the remaining provisions or the contract. In this event, the parties shall undertake to replace the invalid provision with such a provision or to fill the gap with such a provision, which comes closest to enabling the commercial purpose pursued by the parties to be fulfilled.

4. All alterations to the contract must be made in writing. The same shall also apply to any amendment or cancellation of the written-form clause itself.

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