

Essential information in brief

Please also refer to our enclosed Conditions of Participation.



Kind + Jugend
The Trade Show for
Kids' First Years
16th – 19th September 2010

The registration documents include

Registration Kind + Jugend Innovation Award 2010
Product description Kind + Jugend Innovation Award 2010
1.10 Application for main exhibitors
1.11 Enclosure to the application for main exhibitors
1.20 Application for co-exhibitors
1.30 List of products
2.10A Order form for media package
2.10B Order form for media package
2.30 Catalogue advertisement
Z.01 Exhibitors' passes
Z.03 Infoscout – Trade agents sought
Z.05 Infoscout – Collection name
Conditions of participation – Special section
Conditions of participation – General conditions of participation
Brochure "We'll create the perfect setting for your ideas.
Our trade fair 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* are required to register using **Form 1.20**. 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

Space allocation starts as of: January 1st, 2010

3 Participation fees and other costs

	up to 100 m ²	from 100 m ²
Upon registration by 31.10.2009:		
Terrace stand (one side open)	113.00 EUR/m ²	92.00 EUR/m ²
Corner stand (two sides open)	118.00 EUR/m ²	92.00 EUR/m ²
Two-corner stand (three sides open)	120.00 EUR/m ²	92.00 EUR/m ²
Island stand (four sides open)	122.00 EUR/m ²	92.00 EUR/m ²
Upon registration by 31.12.2009:		
Terrace stand (one side open)	119.00 EUR/m ²	98.00 EUR/m ²
Corner stand (two sides open)	124.00 EUR/m ²	98.00 EUR/m ²
Two-corner stand (three sides open)	126.00 EUR/m ²	98.00 EUR/m ²
Island stand (four sides open)	128.00 EUR/m ²	98.00 EUR/m ²
Upon registration after 01.01.2010:		
Terrace stand (one side open)	125.00 EUR/m ²	104.00 EUR/m ²
Corner stand (two sides open)	130.00 EUR/m ²	104.00 EUR/m ²
Two-corner stand (three sides open)	132.00 EUR/m ²	104.00 EUR/m ²
Island stand (four sides open)	134.00 EUR/m ²	104.00 EUR/m ²

In addition, a flat rate electricity fee* of 5.95 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, 12th September 2010, 8 a.m.

End of construction period: Wednesday, 15th September 2010, 8 p.m.

6 Dismantling times

Start of dismantling period: 6 p.m. on Sunday, 19th September 2010

End of dismantling period: 6 p.m. on Monday, 20th September 2010

Dismantling may not begin earlier than **8 p.m. on 19th September 2010** and must be completed by **6 p.m. on 20th September 2009** due to construction work of the following events.

7 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand from January 2010.

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 4m. 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 2010. 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, 2010**. 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	-2246, -2270	-2181
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	-2184, -2773	-3287
Car parking	-3998	-3999
Traffic controlling (truck parking)	-3588, -2838	-3429
Forwarding agents (customs clearance/storage/transport)		
– Danzas Messen GmbH	+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



Kind + Jugend
The Trade Show for
Kids' First Years
16. – 19. September 2010



Anmeldung · *Registration*

Kind + Jugend Innovation Award

Kind + Jugend Innovation Award
c/o Koelnmesse GmbH
Messeplatz 1
50679 Köln
Germany

Ihr Ansprechpartner bei Rückfragen:
Your contact:
Koelnmesse GmbH
Stephanie Sobola
Telefon +49 221 821-2319

Anmeldung per Fax · *Fax registration* **+49 221 821-2866**

Anmeldeschluss: 16.07.2010 · *Deadline for application: July 16, 2010*

Ja, wir werden uns mit **einer** Innovation am „Kind + Jugend Innovation Award“ beteiligen und senden die Produktbeschreibung unserer Innovation bis spätestens 16.07.2010 **per E-Mail** an:
innovations@kindundjugend.de
*We will be submitting **one** innovation for the Kind + Jugend Innovation Award.*
*We will **e-mail** a description of our innovation by July 16, 2010 to: innovations@kindundjugend.de*

World of Moving Baby

Kinderwagen und Travelsysteme
Baby carriages and travel systems

World of Travelling Baby

Autokindersitze · *Car safety seats*

World of Moving Baby & Travelling Baby Accessories

Zubehör für Kinderwagen, Travelsysteme und Autokindersitze · *Accessories for baby carriages, travel systems and car safety seats*

World of Baby Safety at Home

Sicherheitsrelevante Produkte für Babys und Kleinkinder zu Hause
Security devices for infants and small children at home

World of Baby Toys

Spielzeug für Babys und Kleinkinder
Toys for infants and small children

World of Baby Textiles

Heimtextilien, Baby und Kleinkindbekleidung etc.
Home textiles, baby wear and fashion etc.

World of Baby Care

Hygiene Produkte, Elektrogeräte
Nursery products, electrical appliances

World of Baby Furniture

Kindermöbel und Zubehör
Baby furniture and accessories

Nein, wir sind an einer Teilnahme am Kind + Jugend Innovation Award nicht interessiert.
No, we do not wish to participate in the Kind + Jugend Innovation Award.

Für die Abwicklung in unserem Hause ist zuständig · *Our contact details:*
Firma · *Company name*

Ansprechpartner · *Contact partner*

Straße, Hausnummer oder Postfach · *Address or P.O. Box number*

Postleitzahl, Ort, Land · *Town or city, postal code, country*

Telefon · *Phone*

Fax · *Fax*

E-Mail · *E-mail*

Stempel/rechtsverbindliche Unterschrift · *Stamp/legally binding signature*

Datum · *Date*

1. Nur für Aussteller der Kind + Jugend 2010.
2. Mit Ihrer Anmeldung erkennen Sie die Teilnahmebedingungen (siehe www.kindundjugend.de) zum „Kind + Jugend Innovation Award“ an.
3. Die Angaben auf diesem Formular werden von Koelnmesse GmbH unter Berücksichtigung der Regelungen des Bundesdatenschutzgesetzes der Bundesrepublik Deutschland im automatisierten Verfahren gespeichert und im Rahmen der Erfüllung der vertraglichen Aufgaben an Dritte übermittelt.
4. Mit der Anmeldung zum „Kind + Jugend Innovation Award“ erklären Sie sich mit der Veröffentlichung der Angaben laut Produktbeschreibung zu Ihrer Innovation durch die Medienpartner der Koelnmesse ab dem Messebeginn am 16.09.2010 einverstanden.

1. For exhibitors at Kind + Jugend 2010 only.

2. By signing this registration, you agree to comply with the Conditions of Participation (see www.kindundjugend.com) for the Kind + Jugend Innovation Award.

3. 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.

4. By signing this registration for the Kind + Jugend Innovation Award, you agree to allow Koelnmesse's media partners to publish the information given in the description of your innovation, beginning from the start of the trade fair on September 16, 2010.

Teilnahmebedingungen zum Kind + Jugend Innovation Award 2010

1. Zugelassene Unternehmen

- Teilnahmeberechtigt sind alle Aussteller der Kind + Jugend 2010 sowie deren Mitaussteller, deren verbindliche Anmeldung zum Kind + Jugend Innovation Award bis zum Anmeldeschluss vorliegt.

2. Zugelassene Produkte

- Zugelassen werden Produktneuentwicklungen und -weiterentwicklungen, die seit der Kind + Jugend 2009 präsentiert wurden bzw. zur Kind + Jugend 2010 vorgestellt werden und sich in Form, Aussehen, Materialbeschaffenheit, Handhabung und/oder Technologie von bereits auf dem Markt befindlichen Produkten unterscheiden.
- Die Produkte müssen voll entwickelt und als Exponat auf der Kind + Jugend präsent sein sowie den Konsumenten einen speziellen Nutzen bieten.
- Jeder Aussteller der Kind + Jugend 2010 ist zur kostenlosen Anmeldung maximal eines Produktes zum Kind + Jugend Innovation Award berechtigt.

3. Anmeldeschluss / Einsendeschluss

- Der Anmeldeschluss zur Teilnahme am Kind + Jugend Innovation Award ist der 16.07.2010.
- Bis zu diesem Zeitpunkt muss die Anmeldung zur Teilnahme am Kind + Jugend Innovation Award aus rechtlichen Gründen im Original per Post – es gilt der Posteingangsstempel – eingegangen sein.
- Die Produktbeschreibung der Innovation (max.1 DIN-A4-Seite) muss bis zum Einsendeschluss (16.07.2010) vorzugsweise per E-Mail (innovations@kindundjugend.de) beim Organisationsteam des Kind + Jugend Innovation Award eingetroffen sein. Die Versendung der Produktbeschreibung erfolgt auf Gefahr des Teilnehmers.

4. Datenschutzhinweis

- Die zur Anmeldung gemachten Angaben werden von Koelnmesse GmbH unter Berücksichtigung der Regelungen des Bundesdatenschutzgesetzes der Bundesrepublik Deutschland im automatisierten Verfahren gespeichert und können im Rahmen der Durchführung des Kind + Jugend Innovation Award 2010 an Dritte übermittelt werden.

5. Medien- und Pressearbeit

- Mit der Anmeldung zum Kind + Jugend Innovation Award erklärt sich das anmeldende Unternehmen mit der Veröffentlichung des überlassenen Bildmaterials sowie der Angaben über die Innovation laut der vorliegenden Produktbeschreibung durch die Presse- und Medienpartner der Koelnmesse ab dem Messebeginn am 16.09.2010 einverstanden.

6. Produktauswahl und Gestaltung der „Innovation Area“/ Produktpräsentation

- Die Auswahl der auf der „Innovation Area“ präsentierten Produkte richtet sich allein nach dem Entscheid der Fachjury sowie nach den in Punkt 2 aufgeführten Kriterien.
- Die Gewinner der Vorauswahl werden ab dem 30.08.2010 schriftlich benachrichtigt und auf der Website www.kindundjugend.de bekannt gegeben.
- Die Gestaltung sowie die Positionierung der Produktinnovationen innerhalb der „Innovation Area“ erfolgt ausschließlich durch das Organisationsteam des Kind + Jugend Innovation Award.
- Koelnmesse haftet nicht für die Präsentationsfähigkeit und technische Funktionsfähigkeit der Produkte.

7. Abgabe und Abholung der Produkte

- Die Produktinnovationen müssen in einem präsentations- und einsatzfähigem Zustand bis zum 30.08.2010 bei Stephanie Sobola, Messeplatz 1, 50679 Köln, eintreffen.
- Die Produkte müssen am Sonntag, 19.09.2010, zwischen 16:00 Uhr und 18:00 Uhr abgeholt werden.
- Nicht abgeholte Produkte werden den Eigentümern innerhalb von 6 Wochen nach Ablauf der Kind + Jugend auf Wunsch kostenpflichtig zugestellt.

8. Betreuung / Bewachung / Versicherung

- Die „Innovation Area“ wird während der gesamten Veranstaltung durch Mitarbeiter des Organisationsteams betreut.
- Die Produkte werden von einem Mitarbeiter des Organisationsteams entgegengenommen. Dieser quittiert den Empfang und sichert bis zum 19.09.2010, 18:00 Uhr die Bewachung der Exponate.
- Für die Exponate der „Innovation Area“ wird eine Ausstellungsversicherung abgeschlossen.

9. Haftung

- Koelnmesse haftet für Schäden – gleich aus welchem Rechtsgrund – nur bei Vorsatz und grober Fahrlässigkeit sowie bei Verletzung wesentlicher Vertragspflichten. Die Haftung wird darüber hinaus auf den typisch vorhersehbaren Schaden beschränkt. Koelnmesse haftet insbesondere nicht für Beschädigungen oder Verlust der überlassenen Produkte oder sonstiger Gegenstände des Ausstellers oder der für ihn tätigen Personen.
- Erfüllungsort und Gerichtsstand ist Köln; es gilt das Recht der Bundesrepublik Deutschland.

10. Jury/Allgemeine Hinweise zum Ablauf des Kind + Jugend Innovation Award 2010

- Koelnmesse haftet nicht für die Tätigkeit und die Entscheidungen der Jurymitglieder.
- Die Hinweise zum Ablauf des Kind + Jugend Innovation Award 2010 sind Bestandteil der vorliegenden Teilnahmebedingungen.
- Der Rechtsweg ist ausgeschlossen.

Conditions of Participation for the Kind + Jugend Innovation Award 2010

1. Eligible companies

- All exhibitors at Kind + Jugend 2010, their co-exhibitors whose binding registration for the Kind + Jugend Innovation Award has been submitted by the deadline are eligible to participate.

2. Eligible products

- Eligible are newly developed and enhanced products that were presented since Kind + Jugend 2009 or will be introduced at Kind + Jugend 2010 and are unlike products already available on the market in terms of form, appearance, material properties, use, and/or technology.
- In addition to being fully developed and on exhibit at Kind + Jugend, the products must be of a specific use to consumers.
- Every exhibitor at Kind + Jugend 2010 is entitled to register a single product for the Kind + Jugend Innovation Award at no charge.

3. Deadline for registrations / deadline for entries

- The registration deadline for participating in the Kind + Jugend Innovation Award is July 16, 2010.
- Due to legal considerations, the original of the registration to participate in the Kind + Jugend Innovation Award must be submitted – i. e. postmarked – by no later than this date.
- The product description for the innovation entered (max.1 A4-size page) must be received by the Kind + Jugend Innovation Award organisation team by the deadline for entries (July 16, 2010), preferably via e-mail (innovations@kindundjugend.de). The product description is sent at the participant's risk.

4. Data protection policy

- The information given in the registration will be stored automatically by Koelnmesse GmbH in accordance with the stipulations of the Bundesdatenschutzgesetz (Federal Data Protection Law) and can be passed on to third parties for staging the Kind + Jugend Innovation Award 2010.

5. Media and press coverage

- By signing the registration for the Kind + Jugend Innovation Award, the registering company agrees to allow Koelnmesse's media and press partners to publish the images of its innovation that are made available, and the information given in the product description, beginning from the start of the trade fair on September 16, 2010.

6. Product selection and design of the "Innovation Area"/ product presentation

- The selection of the products presented at the "Innovation Area" is determined solely in accord with the jury's decision and the criteria specified above in item 2.
- From August 30, 2010, the winners of the pre-selection will be notified and their names will appear on the website www.kindundjugend.com
- The design and layout of the "Innovation Area" and the positioning of the product innovations within this area are exclusively carried out by the Kind + Jugend Innovation Award organisation team.
- Koelnmesse is not liable for ensuring the product's function in a manner suitable for presentation and are free of technical defects or flaws.

7. Product delivery and collection

- The product innovations must be delivered to Stephanie Sobola, Messeplatz 1, 50679 Köln in a condition suitable for presentation and use by no later than August 30, 2010.
- The products must be collected on Sunday, September 19, 2010, between 4:00 and 6:00 p. m.
- Products that are not collected will be delivered to the owners at their expense within 6 weeks after Kind + Jugend upon request.

8. Support /security/insurance

- Members of the organisation team will be present to provide support at the "Innovation Area" during the entire event.
- A member of the organisation team will accept delivery of the products. This member will issue a receipt for the product and ensure that the exhibits will be monitored for security purposes until 6:00 p. m. on September 19, 2010.
- The exhibits at the "Innovation Area" will be covered by an exhibition insurance.

9. Liability

- Irrespective of the legal grounds, Koelnmesse assumes liability only in the case of malicious intent, gross negligence or the violation of fundamental contractual obligations. Furthermore, liability is restricted to foreseeable, typical damages. Koelnmesse is in particular not liable for loss or damage of products or other objects belonging to the exhibitor or to individuals under his or her employ.
- Place of performance and jurisdiction is Cologne; the laws of the Federal Republic of Germany apply.

10. Jury/general information regarding the programme of the Kind + Jugend Innovation Award 2010

- Koelnmesse is not liable for the actions or the decisions of the jury members.
- The information regarding the programme of the Kind + Jugend Innovation Award 2010 are an integral part of these conditions of participation.
- The judges' decision is final.



Kind + Jugend
The Trade Show for
Kids' First Years
16. – 19. September 2010



Produktbeschreibung · *Product description*

Kind + Jugend Innovation Award

Bitte per E-Mail einsenden an: · *Please return by e-mail to: innovations@kindundjugend.de*

Anmeldeschluss: 16.07.2010 · *Deadline for application: July 16, 2010*

Produktname* · *Product Name** / Seit wann stellen Sie das Produkt her? (Jahr) · *When did the production start? (year)*

Kurzbeschreibung* (max. 2 kurze Sätze) · *Brief product description* (max. 2 short sentences)*

Eigenschaften, die das Produkt als Neuheit auszeichnen* (max. 3 kurze Sätze)

Welche Vorteile bietet das Produkt?* (max. 2 kurze Sätze)

Features that make your product stand out as an innovation (max. 3 short sentences)*

Which advantages does your product offer? (max. 2 short sentences)*

Bitte Kategorie auswählen · *Please mark the relevant Category*

World of Moving Baby

Kinderwagen und Travelsysteme
Baby carriages and travel systems

World of Travelling Baby

Autokindersitze · *Car safety seats*

World of Moving Baby & Travelling Baby Accessories

Zubehör für Kinderwagen, Travelsysteme und
Autokindersitze · *Accessories for baby carriages,
travel systems and car safety seats*

World of Baby Safety at Home

Sicherheitsrelevante Produkte für Babys
und Kleinkinder zu Hause
Security devices for infants and small children at home

World of Baby Toys

Spielzeug für Babys und Kleinkinder
Toys for infants and small children

World of Baby Textiles

Heimtextilien, Baby und Kleinkind-
bekleidung etc. · *Home textiles,
baby wear and fashion etc.*

World of Baby Care

Hygiene Produkte, Elektrogeräte
Nursery products, electrical appliances

World of Baby Furniture

Kindermöbel und Zubehör
Baby furniture and accessories

Ihr Ansprechpartner bei Rückfragen:

Your contact:

Koelnmesse GmbH

Stephanie Sobola

Messeplatz 1, 50679 Köln

Germany

Telefon + 49 221 821-2319

Telefax + 49 221 821-2866

* Diese Stichwortangaben

werden zur Erstellung der

Displays übernommen.

Im Interesse des Internationalen

Fachpublikums **bitte jeweils in**

Deutsch und Englisch ausfüllen.

* *These entries will be used to create
the product displays. In the interest*

of the international trade public

*please complete in **German and***

English individually.

Die Produktinnovationen müssen in
einem präsentations- und einsatz-
fähigem Zustand bis zum **30.08.2010**
bei Stephanie Sobola, Messeplatz 1,
50679 Köln, eintreffen.

*The product innovations must be
delivered to Stephanie Sobola,*

Messeplatz 1, 50679 Köln, in a

*condition suitable for presentation and
use by no later than **August 30, 2010.***

**Fotos/Skizzen müssen mit
der Produktbeschreibung
eingereicht werden.**

***Photos/sketches must be
submitted in combination
with the Product description.***

Maße des Produktes · *Product dimensions*

Länge · *Length*

Breite · *Width*

Höhe · *Height*

Gewicht · *Weight*

_____ cm _____ cm _____ cm _____ g

Besonderheiten zur Präsentation (z.B. Stromanschluss) · *Presentation details (e.g. main supply point)*

Firma · *Company name*

Kunden Nr. · *Customer nr.*

Ansprechpartner · *Contact*



16.-19.09.2010

Customer no.:

0 1 0 0

Main exhibitor:

Registration for main exhibitor

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

Space allocation starts as of January 1, 2010

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:

Manufacturer

Importer

Distributor

Trading Company

Sales representative

Association/Institution

Service provider

Specialised media

1.3 We are registered in the: (if applicable) Company Register

Chamber
region:

Country:

Place

Date

1.4 Turnover tax ID number (VAT):

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

	up to 100 m ²	from 100 m ²
Upon registration by 31.10.2009:		
Terrace stand (one side open)	113.00 EUR/m ²	92.00 EUR/m ²
Corner stand (two sides open)	118.00 EUR/m ²	92.00 EUR/m ²
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Two-corner stand (three sides open)	132.00 EUR/m ²	104.00 EUR/m ²
Island stand (four sides open)	134.00 EUR/m ²	104.00 EUR/m ²

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

plus. 5.95 EUR/m² flat-rate charge
plus. 0.60 EUR/m² AUMA fee (Federal Trade Show Tax)
plus. 618.00 EUR Exhibitor 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

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 Koelnmesse Service Portal (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.



16.-19.09.2010

Customer no.:

0 1 0 0

Main exhibitor:

Enclosure to the application for Main Exhibitor

Invoice address/Address for correspondence

Space allocation starts as of January 1, 2010

1.11

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:

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.

Place

Date

Koelnmesse GmbH
Postfach 21 07 60
50532 Köln
Germany
Fax +49 221 821-3283
kuj@koelnmesse.de
www.kindundjugend.de



16.-19.09.2010

Customer no.:

0 1 0 0

Main exhibitor:

Registration for Co-exhibitors*

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

Space allocation starts as of January 1, 2010

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.):

Customer no.:

0 1 0 0

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.):

Customer no.:

0 1 0 0

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**:

Place

Date

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.

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.

* 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 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.

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.

Stamp, Legally binding signature of the main exhibitor

We enhance your contacts

The Koelnmesse Media Package

You can arrange to have your company benefit from a new dimension in cross-media trade fair communication. The 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 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 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 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 Effective contact planning

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

- As well as allowing visitors to quickly access your company entries, the expanded search function includes efficient product and location search capability and a clearly structured layout of your company entry.
- 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. 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 **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. These services ensure that your company will continue to be in the spotlight long after the fair has ended.

Our **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 Media Package, 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



16.-19.09.2010

Order for Media package

Must be returned by
 - Main exhibitors - Co-exhibitors

2.10
 A

Deadline for submission: 01.07.2010

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:

Address / P.O. Box:

Postal Code / City:

Country:
 (in English)

Phone:
 (country code, city code, extension)

Fax:
 (country code, city code, extension)

E-Mail:

Website:

- 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

Phone

Fax

E-Mail

Place

Date

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 Kind + Jugend 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. The first two products group entries are included in the price of the Media package. Beginning with the third product group entry, each entry 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 (b/w) each and 71.50 EUR (4-colour). The digitalisation of new logos will be charged at a single fee of 13.50 EUR.
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: 01.07.2010.

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



16.–19.09.2010

Customer no.:

0 1 0 0

Name of exhibitor:

Order for Media package

Must be returned by
 - Main exhibitors - Co-exhibitors

2.10
B

Deadline for submission: 01.07.2010

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 and 71.50 EUR 4-colour. The digitalisation of new logos will be charged at a single fee of 13.50 EUR.

Included in the Media package:

Product group number	With logo?

Space for further text if required
 starting with line 11, each additional line will be charged proportionally

Additional order:

Product group number	With logo?

Technical requirements for logos:

Print (b/w) not more than 30 mm wide and 15 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

Phone

Fax

E-Mail

Place

Date

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 Kind + Jugend 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. The first two products group entries are included in the price of the Media package. Beginning with the third product group entry, each entry 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 (b/w) each and 71.50 EUR (4-colour). The digitalisation of new logos will be charged at a single fee of 13.50 EUR.
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: 01.07.2010.

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



16.–19.09.2010

Customer no.:

0 1 0 0

Name of exhibitor:

Catalogue advertisement

2.30

Deadline for submission: 01.07.2010

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 covers100 %

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: EUR

Advertisement

as general advertisement

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

Price: EUR

on a dividercard

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

Format (width x height): x mm

Price: EUR

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

Contact

Street, postal code, town, country

Phone

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, 2010. 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.
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.

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.



16.–19.09.2010

Customer no. (from your stand confirmation)

0 1 0 0

Hall Aisle Stand no.

Company Department/contact

Full address, postal code, town, country

Phone Fax E-Mail

In accordance with the Conditions of Participation we apply herewith for the following exhibitors' passes in addition to those to which we are already entitled for our stand area

_____ exhibitors' passes against payment

On receipt of your order until 31.08.2010
30.00 EUR (incl. VAT, per pass)

On receipt of your order as of 01.09.2010
40.00 EUR (incl. VAT, per pass)

We are aware that:

exhibitors' passes are only valid for stand personnel during the fair, as well as for stand erection and stand dismantling.

Exhibitor cards and cards for stand construction personnel

Each exhibitor receives **free of charge** and valid for the period from the day on which assembly work begins to the final day of dismantling.

- 2 passes for a stand up to 6 m² in area,
- 4 passes for a stand up to 10 m² in area,
- 6 passes for a stand up to 20 m² in area,
- 1 pass for each further unit or part unit of 10 m² up to a stand area of 100 m²,
- 1 pass for each further unit or part unit of 20 m² above this area.

The passes are sent to exhibitors together with the invoice.

We are aware that additional exhibitors' passes cannot be returned after they have been invoiced.

Place

Date

Legally binding signature and company stamp

Please send to:
 Koelnmesse GmbH
 Abt. EDV
 Postfach 21 07 60
 50532 Köln
 Germany
 Telefax +49 221 821-3447



Please note pages 2 to 4!

Customer no. (from your stand confirmation)

0 1 0 0

Hall Aisle Stand no.

Company Department/contact

Full address, postal code, town, country

Phone Fax E-Mail

Stand description

Hall	Aisle	Stand-No.	Aisle	Stand-No.					

Stand telephone number

For the countries/postal areas mentioned below we want a commercial agent.

Country/countries (according to list of countries)

1. <input type="text"/>	2. <input type="text"/>	3. <input type="text"/>	4. <input type="text"/>	5. <input type="text"/>	6. <input type="text"/>	7. <input type="text"/>
8. <input type="text"/>	9. <input type="text"/>	10. <input type="text"/>	11. <input type="text"/>	12. <input type="text"/>	13. <input type="text"/>	14. <input type="text"/>

Postal code Federal Republic of Germany

1. <input type="text"/>	2. <input type="text"/>	3. <input type="text"/>	4. <input type="text"/>	5. <input type="text"/>
6. <input type="text"/>	7. <input type="text"/>	8. <input type="text"/>	9. <input type="text"/>	10. <input type="text"/>

Product numbers according to product list (Form 1.30)

1. <input type="text"/>	2. <input type="text"/>	3. <input type="text"/>	4. <input type="text"/>	5. <input type="text"/>
6. <input type="text"/>	7. <input type="text"/>	8. <input type="text"/>	9. <input type="text"/>	10. <input type="text"/>
11. <input type="text"/>	12. <input type="text"/>	13. <input type="text"/>	14. <input type="text"/>	

Free choice of text (as in specimen at page Z.03 /4)

Place

Date

Legally binding signature and company stamp

"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**.

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

"Infoscout" can provide visitors with the following information:

■ Which exhibitor is showing products XY?

"Infoscout" takes this information in your application forms 1.10 to 1.30. Our urgent request to you: based on the list of products please check whether the information you originally supplied on application forms 1.10 to 1.30 is still up-to-date and inform us about any possible alterations or additions.

Additional information is only necessary if the goods you intend to exhibit have, in the meantime, changed.

■ Where do I find company XY?

Here again "Infoscout" uses the information provided on your application forms 1.10 to 1.30. Please check whether all companies represented by you or exhibiting with you have been registered. In addition, in order to make searching easier we will allocate a further three search keys for your company.

We have already made this information available to "Infoscout".

If you wish to publish vacancies for trade representatives we require the following information:

■ Where does a trade agent find firms who are still looking for representatives in several regions?

You can provide this information in German, English or French. For a specific product, as defined in the list of products, you can enter the desired national code/postal code and a freely variable text.

The recording capacity here is limited to a maximum of 14 national codes, max. 10 postal codes, max. 14 product numbers and max. 407 letters in freely variable text.

Possibly the CDH – Central Federation of German Trade Agents and Merchant Brokers Associations – will write to you separately about this question.

Should the available number of entries be insufficient for your requirements, please request separate additional forms. Please take into account the above-mentioned capacities.

Supplementary to this information in "Infoscout", the system can provide answers to the following questions:

- Service facilities in the exhibition centre including the open restaurants
- Cologne restaurants and pubs
- Wanted persons announcements
- Lost / Found
- Supporting events
- Congresses
- Seminars
- Company events

Please do not forget to include your customer number on every form. You will find it on your stand confirmation note.

Countries

Germany	004	Gabon	314	Liechtenstein	037	Saudi-Arabia	632
Egypt	220	Gambia	252	Lithuania	055	Sao Tome and Principe	311
Equatorial Guinea	310	Georgia	076	Luxembourg	018	Sweden	030
Ethiopia	334	Ghana	276	Macau	743	Switzerland	039
Afghanistan	660	Gibraltar	044	Madagascar	370	Senegal	248
Albania	070	Grenada	473	Malawi	386	Seychelles	355
Algeria	208	Greece	009	Malaysia	701	Sierra Leone	264
American Oceania	457	Greenland (Denmark)	406	Maledives	667	Zimbabwe	382
Andorra	043	Great Britain	006	Mali	232	Singapore	706
Angola	330	Guadeloupe	458	Malta	046	Slovakia	063
Antigua and Barbuda	459	Guatemala	416	Morocco	204	Slovenia	091
Argentina	528	Republic of Guinea	260	Martinique	462	Somalia	342
Armenia	077	Guinea-Bissau	257	Mauretania	228	Spain	011
Aruba (Netherl. Antilles)	474	Guyana	488	Mauritius	373	Sri Lanka	669
Azerbaijan	078	Haiti	452	Macedonia	096	St. Helena	329
Australia	800	Honduras	424	Mexico	412	St. Lucia	465
Bahamas	453	Hong Kong	740	Mozambique	366	St. Pierre and Miquelon	408
Bahrain	640	India	664	Moldova	074	St. Vincent and the Grenadines	467
Bangladesh	666	Indonesia	700	Monaco	001	Sudan	224
Barbados	469	Iraq	612	Mongolia	716	South Afrika	388
Belgium	017	Iran	616	Montserrat	470	Surinam	492
Belize	421	Republic of Ireland	007	Myanmar	676	Swaziland	393
Benin	284	Iceland	024	Namibia	389	Syria	608
Bermuda	413	Israel	624	Nauru	803	Nepal	082
Bhutan	675	Italy	005	New Caledonia	809	New Zealand	804
Bolivia	516	Jamaica	464	Nicaragua	432	The Netherlands	003
Bosnia-Herzegovina	093	Japan	732	Netherl. Antilles	478	Niger	240
Botswana	391	Yemen	653	Niger	240	Nigeria	288
Brasil	508	Jordan	628	Norway	028	Norway	028
British Oceania	468	Cambodia	696	Austria	038	Oman	649
Brunei	703	Cameroon	302	Pakistan	662	Pakistan	662
Bulgaria	068	Canada	404	Panama	442	Panama	442
Burkina Faso	236	Cap Verde	247	Papua New Guinea	801	Paraguay	520
Burundi	328	Kazakhstan	079	Peru	504	Peru	504
Chile	512	Qatar	644	The Philippines	708	The Philippines	708
China	720	Kenya	346	Poland	060	Poland	060
Costa Rica	436	Kyrgyzstan	083	Portugal	010	Portugal	010
Denmark	008	Colombia	480	Puerto Rico	400	Puerto Rico	400
Djibouti	338	Comoros	375	Réunion	372	Réunion	372
Dominican Republic	456	Congo	318	Rwanda	324	Rwanda	324
Ecuador	500	Korea	728	Romania	066	Romania	066
El Salvador	428	Croatia	092	Russia	075	Russia	075
Ivory Coast (Côte d'Ivoire)	272	Cuba	448	Zambia	378	Zambia	378
Eritrea	336	Kuwait	636	San Marino	047	San Marino	047
Estonia	053	Laos	684				
Faroe Islands	041	Lesotho	395				
Fiji	815	Latvia	054				
Finland	032	Lebanon	604				
France	001	Liberia	268				
French Polynesia (Tahiti)	822	Libya	216				

Example of completion of form Z.03 "Infoscout"

Stand description

11 | . | 1 | A | 002 | / | B | 003
 Hall | Aisle | Stand-No. | Aisle | Stand-No.

Stand telephone number

For the countries/postal areas mentioned below we want a commercial agent.

Country/countries (according to list of countries)

1. 004 2. 275 3. 4. 5. 6. 7.
 8. 9. 10. 11. 12. 13. 14.

Postal code Federal Republic of Germany

1. 50679 2. 3. 4. 5.
 6. 7. 8. 9. 10.

Product numbers according to product list (Form 1.30)

1. 050300 2. 050400 3. 050403 4. 050406 5.
 6. 7. 8. 9. 10.
 11. 12. 13. 14.

Free choice of text (as in specimen at page Z.03 /4)

TRADE AGENT REQUIRED FOR THE
 DISTRIBUTION OF KNITWEAR.
 MINIMUM AGE: 25 YEARS
 LANGUAGES: GERMAN/ENGLISH
 EXISTING SALES OF SIMILAR PRODUCTS
 PRECONDITION.

OUR COMPANY HAS ANNUAL SALES OF
 EUR 1 MILLION WITH THIS PRODUCT.
 CONTACT PERSON ON THE STAND:
 MR. TAYLOR

Please send to:
 Koelnmesse GmbH
 Abt. EDV – 5210
 Postfach 21 07 60
 50532 Köln
 Germany
 Telefax +49 221 821-3447



Please note reverse pages!

Customer no. (from your stand confirmation)

0	1	0	0
---	---	---	---

Hall **Aisle** **Stand no.**

Company Department/contact

Full address, postal code, town, country

Phone Fax E-Mail

We hereby order, in accordance with point 41 of these documents the following entries in Infoscout which are free for us. (Sample see below)

Collection name

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Examples of how to fill out form Infoscout – Collection name

Collection name

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Place

Date

Customer no. (from your stand confirmation)

0 1 0 0

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	Footmuffs
<input type="checkbox"/>	010202	Safety-Belts, Harness
<input type="checkbox"/>	010203	Sun-Canopies and Rain-Hoods

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

Fashionwear for Babies, Infants and Children, Maternity-Wear

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

Toys

<input type="checkbox"/>	060100	Babie's toys
<input type="checkbox"/>	060101	Toy clocks
<input type="checkbox"/>	060102	Grip Toys
<input type="checkbox"/>	060103	Rattle figures

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

Nursery Products

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

Electrical appliances

<input type="checkbox"/>	080100	Bottles warmers / plate warmer
<input type="checkbox"/>	080200	Safety lights, night lights
<input type="checkbox"/>	080300	Acoustic / optical monotoring devices
<input type="checkbox"/>	080400	Disinfection Appliance
<input type="checkbox"/>	080500	Babyfood warmer
<input type="checkbox"/>	080600	Changing-Table-Radiator
<input type="checkbox"/>	080700	Babies Hair-dryer

Publications, Organizations

<input type="checkbox"/>	090100	Specialised Magazines and Books
<input type="checkbox"/>	090200	Children's Books
<input type="checkbox"/>	090300	Young People's Books
<input type="checkbox"/>	090400	Educational Books
<input type="checkbox"/>	090401	Children's Talking Books
<input type="checkbox"/>	090500	Posters, Cards
<input type="checkbox"/>	090600	Organizations, Associations

Miscellaneous

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

Conditions of Participation Special Section



Kind + Jugend
The Trade Show for
Kids' First Years
16th – 19th September 2010

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, 16th to 19th September 2010.

Closing date for registration: 1st January 2010.

Opening times

For exhibitors: Thursday – Saturday, from 8 a.m. to 7 p.m.;
Sunday from 8 a.m. to 6 p.m.
For visitors: Thursday – Saturday, from 9 a.m. to 6 p.m.;
Sunday from 9 a.m. to 6 p.m.

Stand construction and dismantling

stand assembly: from 8 a.m. Sunday 12th September 2010.
Occupation of Koelnmesse stand:
from 8 a.m. Wednesday 15th September 2010.
Stand assembly ends: by 6 p.m., Wednesday 15th September 2010.
Dismantling of stands: by 6 p.m. Monday 20th September 2010.

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.

Co-exhibitors

The participation of co-exhibitors and/or additionally represented companies at Kind + Jugend is possible. A special application and an acceptance by the organiser are required for the use of the stand area by a co-exhibitor (see Point V of the General Conditions of Participation).

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:

Participation fee: EUR.....per m² of floor space.

	up to 100 m ²	from 100 m ²
Upon registration by 31.10.2009:		
Terrace stand (one side open)	113.00 EUR/m ²	92.00 EUR/m ²
Corner stand (two sides open)	118.00 EUR/m ²	92.00 EUR/m ²
Two-corner stand (three sides open)	120.00 EUR/m ²	92.00 EUR/m ²
Island stand (four sides open)	122.00 EUR/m ²	92.00 EUR/m ²
Upon registration by 31.12.2009:		
Terrace stand (one side open)	119.00 EUR/m ²	98.00 EUR/m ²
Corner stand (two sides open)	124.00 EUR/m ²	98.00 EUR/m ²
Two-corner stand (three sides open)	126.00 EUR/m ²	98.00 EUR/m ²
Island stand (four sides open)	128.00 EUR/m ²	98.00 EUR/m ²
Upon registration by 01.01.2010:		
Terrace stand (one side open)	125.00 EUR/m ²	104.00 EUR/m ²
Corner stand (two sides open)	130.00 EUR/m ²	104.00 EUR/m ²
Two-corner stand (three sides open)	132.00 EUR/m ²	104.00 EUR/m ²
Island stand (four sides open)	134.00 EUR/m ²	104.00 EUR/m ²

The participation fee does not include the provision of stand partition walls or other special construction elements.

The stand costs cover the rental of the exhibition space for the entire trade fair, including the stipulated construction and dismantling periods; a specific number of exhibitor and work passes; the use of all technical and service facilities in the trade fair halls; advice from Koelnmesse experts on organization, advertising and publicizing your company's presentation; complimentary advertising materials for your own advertising activities; provision of rooms for press conferences; press contact service. For two-storey exhibition stands, the actual allotted area in the upper storey following the technical inspection is calculated at 50 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 for representing your interests. The AUMA fee amounts to 0.60 EUR (net) per m² of exhibition space. Koelnmesse will invoice you this fee. Further information regarding the AUMA fee is available at www.auma-messen.de.

Energy costs

Exhibitors will be charged a proportional flat-rate energy fee of 5.95 EUR per m² of occupied stand area.

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), exhibitors will be charged a co-exhibitor fee of 400.00 EUR per company. The price of inclusion in the Media Package is not included in this fee (see Item 7).

Media Package

Entry in the Media Package "Catalogue/Internet/Matchmaking" is obligatory and costs 249.00 EUR (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 invoice 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

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

The minimum stand size is 9 m².

Please note that hall pillars and other fixed construction elements may be present in any part of the rented stand area. The participation fee will be calculated according to the exact dimensions of the stand area allocated. Trade fair partition walls for dividing the stand area are not automatically provided. If needed as stand construction elements, however, they can be ordered for a fee by using Form S.10 from the Service Package (enclosed with the space confirmation). This fee does not include stand construction. Koelnmesse will erect partition walls only if this is necessary for safety reasons due to the installation of water pipes or electrical systems.

Stand construction and design must adhere to all regulations that are valid in Germany (including the NRW venue regulations, the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the professional associations in the currently valid versions). All these provisions apply to both the company's own as well as to independent stand designers, decorators, and signwriters and to all persons, in as far as they perform activities as commissioned by the exhibitor or on the exhibitor's behalf in connection with the construction and design of the stand. The exhibitor is responsible for ensuring that all regulations are complied with. The exhibitor must supervise construction personnel and other persons working for him/her to make sure they adhere to the regulations.

The maximum height for any stand structure is 4.00 metres insofar as the height of the hall roof and possible permanent fixtures permit this.

As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for one-storey stands that do not exceed the permissible height. All other stands and designs must be approved, particularly if the stand features special structures or meeting areas, or static calculations are required. Plans must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, and at least 6 weeks before the event commences.

These documents, which can be scrutinized, consist of ground plans, views and design cross sections with all measurements.

Stand construction may not commence until the exhibitor has received a copy bearing Koelnmesse's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse has no objections in the context of stand design/arrangement. If requested to do so by Koelnmesse, the exhibitor is obliged to submit any additionally required information relating to the stand immediately.

There is no obligation on the part of Koelnmesse to ensure the observance of other provisions.

Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse can, for this reason, also refuse to provide the notice of approval. The exhibitor is also aware of the fact that in exceptional cases – at his/her request and on his/her account – the stand construction documents must be submitted to the responsible authorities for scrutiny. Irrespective of official approvals of the stand, any objections made by Koelnmesse concerning the stand must be immediately complied with. In case of imminent danger, Koelnmesse is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

If at all possible, the trade fair company (Koelnmesse) will try to provide the stand in the desired form. The following terms are used for the stands:

- Terrace stand: one side open
- Corner stand: two sides open
- Two-corner stand: three sides open
- Island stand: four sides open

The stand must be constructed to comply with the form of the stand confirmed. The arrangement of the stand is left to the exhibitor but should be appropriate for the event in question.

The exhibitor has to obtain information on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand space.

Banners and company signs are not permitted to encroach into the aisles. Koelnmesse Service GmbH also offers a completely outfitted turnkey stand system. Order Forms S.01 to S.08 are included in the Service Package, which will be sent to you with your space confirmation.

For information about alternative types of stand construction, please contact Koelnmesse Service GmbH.

For a surcharge, exhibitors can rent further equipment in addition to the standard furnishings.

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 in size

4 exhibitor passes for a stand up to 10 m² in size,

6 exhibitor passes for a stand up to 20 m² in size,

1 additional exhibitor pass for each additional 10 m² or part thereof up to a stand size of 100 m²,

1 exhibitor pass for each further unit or part unit of 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 (See the order form in the Koelnmesse-Service-Portal).

If stand personnel change during the event, you can exchange a used exhibitor pass (i.e. one bearing a name) for a new pass one time and free of charge. The passes are issued in the Exhibitor Services office.

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 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 rental fee.

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 serious violation of the Conditions of Participation, in accordance with Item VI of the General Conditions of Participation.

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 "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 to specify this offer in terms of products, countries or regions.

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

9 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.

10 Commercial property rights, patents

Koelnmesse does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense.

If a final court decision has determined *res judicata* that an exhibitor in connection with one of Koelnmesse's events has violated laws of the kind mentioned in paragraph 1, Koelnmesse is entitled to bar that exhibitor from the next event of this kind after the *res judicata* court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

11 Verbal agreements

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

12 Severability clause

Should individual or several provisions of these Conditions of Participation be, or become, invalid in whole or in part, the validity of the remaining provisions shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions. This also applies to any gaps in the Conditions of Participation.

13 General part of the Conditions of Participation, Technical Guidelines

The stipulations of the General Part of the Conditions of Participation and the Technical Guidelines are not affected.

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 organizer 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.

Koelnmesse Tochtergesellschaften, Repräsentanzen, Auslandsvertretungen

Koelnmesse subsidiaries, representatives and information centres

Africa (for Botswana, Kenya, Malawi, Mauritius, Namibia, Tanzania, Zambia, Zimbabwe): Jorrit H.F. Plambeck – International Trade Fair Marketing, 31 Josiah Chinamano Ave, P.O. Box 3794, Harare-Zimbabwe, Tel. +263 4 251490-93, Fax +263 4 251489, E-Mail: info@fairpros.com

Argentina: Cámara de Industria y Comercio Argentino-Alemana, Av. Corrientes 327, piso 23, C. 1043 AAD Buenos Aires, Tel. +54 11 5219-4000, Fax +54 11 5219-4001, E-Mail: ferias@cadicaa.com.ar

Australia: Fairlab Pty. Ltd., 242 Dowling Street, Woolloomooloo / Sydney, Australien, Tel. +61 2 83540068, Fax +61 2 83540069, E-Mail: info@fairlab.com.au

Belgien/Belgie: Koelnmesse Belgien en Luxemburg/ Koelnmesse Belgique et Luxembourg, Park Atrium, Kolonienstraat 11 Rue des Colonies, Brussel 1000 Bruxelles, Tel. +32 2 5176175, Fax +32 2 5176670, E-Mail: belux@koelnmesse.be

Bolivia: Cámara de Comercio e Industria Boliviano-Alemana, Calle 15 Calacoto Nr. 7791, Torre Ketal, of. 311, P.O. Box 2722, La Paz, Tel. +591 2 2795151, Fax +591 2 2790477, E-Mail: richter@ahkbol.com

Bosna i Hercegovina: Brandt, d.o.o., Reljkovicveca 2, HR-10000 Zagreb, Tel. +385 1 3770333, Fax +385 1 3702173, E-Mail: brandt@inet.hr

Brasil: MDK Feiras Internacionais S/C Ltda, Rua Barão do Triunfo, 520-7º and.cj/71, 04602-002 São Paulo – SP, Tel. +55 11 55354799, Fax +55 11 50936041, E-Mail: mdkfeira@terra.com.br

Bulgaria: Deutsch-Bulgarische Industrie- und Handelskammer, F. J. Curie 25 A, 1113 Sofia, Tel. +359 2 81630-32, +359 2 81630-11, +359 2 81630-10, Fax +359 2 81630-19, +359 2 81630-39, E-Mail: t.mutafova@ahk-bg.org

Canada: see USA

Central America: Deutsch-Regionale Industrie- und Handelskammer für Zentralamerika und die Karibik, 15 Calle 3-20, zona 10, Edificio Centro Ejecutivo, Oficina 403, 1010 Guatemala City/Guatemala, Tel. +502 2367 5552, Fax +502 2333 7044, E-Mail: ahkregion@ahkzakk.com, Postanschrift: Section 2969, P.O. Box 02-5339, Miami, FL 33102-5339

Česká Republika: Jan Besperát, Zastoupení Koelnmesse pro CR a SR, K Brečkám 108, CZ-143-00 Praha 4, Tel. +420 2 61 91 01 73, Fax +420 2 61 91 20 80, E-Mail: besperat@koelnmesse.cz

Chile: Cámara Chileno-Alemana de Comercio e Industria, Av. El Bosque Norte 0440, Of. 601, Las Condes, Santiago de Chile, Chile, Tel. +56 2 2035320-19, Fax +56 2 2035325, E-Mail: awandelt@camchal.cl

China: Koelnmesse Co. Ltd., Unit 801, Landmark Tower II, No. 8 Dong San Huan North Road, Beijing 100004, Tel. +86 10 65907766/65907787, Fax +86 10 65906139, E-Mail: info@koelnmesse.cn

Koelnmesse Guangzhou Representative Office, Room 3311, Metro Plaza, 183 Tianhe Road (North), Tianhe District, Guangzhou 510620, Tel. +86 20 87552467, Fax +86 20 87552970, E-Mail: e.cheung@koelnmesse.cn

Koelnmesse Shanghai Representative Office Unit 2003 (South), 283 Huai Hai Road (M), Shanghai 200021, P.R. China, Tel. +86 21 63906161, Fax +86 21 63906858, E-Mail: m.zhhang@koelnmesse.cn

Colombia: Cámara de Industria y Comercio Colombo-Alemana, DEInternational Ltda., Carrera 13, No. 93-40, Piso 4, Bogotá, Tel. +57 1 6513777, Fax +57 1 6513772, E-Mail: martha.cubides@deinternational.com.co

Costa Rica: Cámara de Comercio e Industria Costarricense Alemana, Apdo. Postal 10746-1000, San José, Costa Rica C.A., Tel. +506 290 7621, Fax +506 220 3064, E-Mail: info@cacoral.com

Danmark (Grönland, Island, Färöer-Inseln): Intermess ApS, Radhusvej 2, 2920 Charlottenlund, Tel. +45 45 505655, Fax +45 45 505027, E-Mail: info@intermess.dk

Deutschland
für Sachsen, Thüringen, Sachsen-Anhalt, Brandenburg, Berlin, Mecklenburg-Vorpommern: Petra Ritter, Weidenweg 60, 10247 Berlin, Tel. +49 30 54984348, Fax +49 30 54984338, E-Mail: koelnmesse.PR@firstweb.de

für Nordrhein-Westfalen, Niedersachsen, Hamburg, Bremen und Schleswig-Holstein: Anne Meil, Wolfhager Str. 109, 34127 Kassel, Tel. +49 561 50690360, Fax +49 561 50690370, E-Mail: meil@koelnmesse-gv.de

für Hessen, Rheinland-Pfalz, Saarland und in Teilen Nordrhein-Westfalens und Bayerns: Hildegard Fischer, Im Sand 84, 72636 Frickenhausen, Tel. +49 7025 841272, Fax +49 7022 304409, E-Mail: fischer.fairconsulting@gmail.com

für Baden-Württemberg und Teile Bayerns: Ulrike Englmann, Georg-Zorn-Str. 37, 90765 Fürth, Tel. +49 91 200184-0, Fax +49 91 200184-5, E-Mail: koelnmesse@fit4fairs.de

Rep. Dominicana: Cámara de Comercio, Industria y Turismo Dominicano-Alemana, Centro Dominicano-Alemán, 2do. Piso, Calle Isabel la Católica No. 212, Zona Colonial, Santo Domingo, Tel. +1 809 68 86700, Fax +1 809 68 89681, E-Mail: ccdomalemana@codetel.net.do

Ecuador: Cámara de Industrias y Comercio Ecuatoriano-Alemana, Avenida Eloy Alfaro # 2921 y Portugal, Edificio Millenium Plaza, 4to piso Of. 401, Quito, Tel. +593 02 3332048/3332047/3332046, Fax +593 02 3331637, E-Mail: ferias@ahkcuador.org.ec

El Salvador: Cámara Salvadoreña Alemana de Comercio e Industria, Apdo. Postal 01-550, San Salvador/El Salvador C.A., Tel. +503 22432428, Fax +503 22432093, E-Mail: info@DEInternational.com.sv

Egypt (Arab Republic): German-Arab Chamber of Commerce, 21, Soliman Abaza St., Mohandessin - Giza, P.O. Box 385, 11511 - Ataba - Cairo, Tel. +202 33368183, Fax +202 33368026, E-Mail: fairs@ahk-mena.com

España: Koelnmesse Ibérica S.L., Calle Arenal, 20, 3º Izquierda, 28013 Madrid, Spanien, Tel. +34 91 3598141, Fax +34 91 3500476, E-Mail: info@koelnmesse.es

Eesti (Estland): Deutsch-Baltische Handelskammer in Estland, Lettland, Litauen; Suurtüki 4b, 10133 Tallinn, Estland, Tel. +372 6276 940, Fax +372 6276 950, E-Mail: koelnmesse.ee@ahk-balt.org

Finland: Edelte Oy, Ms. Päivi Ahvenainen, Sahakyläntie 5, FIN-04770 Sahakylä, Tel. +358 10 6168400, Fax +358 10 6168402, E-Mail: koelnmesse@kolumbus.fi

France: Chambre Franco-Allemande de Commerce et d'Industrie, 12, rue Chernoviz, 75782 Paris Cedex 16, Tel. +33 1 45258211 + 42244711, Telecopie +33 1 45256396, E-Mail: koelnmesse@wanadoo.fr

Great Britain: Koelnmesse Ltd., 4th Floor, 205/207 City Road, London EC1V 1JN, Großbritannien, Tel. +44 20 7566 6344, Fax +44 20 7566 6341, E-Mail: info@koelnmesse.co.uk

Griechenland (Hellas): Deutsch-Griechische Industrie- und Handelskammer, Doraifoiu Str. 10-12, 11521 Athen, Tel. +30 210 6419028, Fax +30 210 6445175, E-Mail: koelnmesse@mail.ahk-germany.de

Voulgari 50, 54249 Thessaloniki, Tel. +30 231 327733, Fax +30 231 327737, E-Mail: koelnmesse@mail.ahk-germany.de

Guatemala: Camara de Comercio e Industria Guatemalteco-Alemana, 6a Avenida 20-25, Zona 10, Edificio Plaza Maritima, 01010 Guatemala C.A., Guatemala, Tel. +502 2 3336036-8, Fax +502 2 3682971, E-Mail: gerencia@deinternational.com.gt

Honduras: Cámara de Comercio e Industria Hondureño Alemana, Edificio Plaza del Sol, Avenida la Paz # 2326, Apdo. Postal 3811, Tegucigalpa, Honduras, C.A., Tel. +504 238 5363, Fax +504 238 5371, E-Mail: info@deinternational.com.hn

Hong Kong: Koelnmesse Ltd., Unit 2601, 26th Floor, Tung Chi Commercial Centre, 193 Lockhart Road, Wanchai, Hong Kong, Tel. +852 25118117, Fax +852 25118119, E-Mail: info@koelnmesse.com.hk

Hrvatska (Kroatien): Brandt, d.o.o., Reljkovicveca 2, HR-10000 Zagreb, Tel. +385 1 3770333, Fax +385 1 3702173, E-Mail: brandt@inet.hr

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Indonesia: Perkumpulan Ekamoti Indonesia-Jerman, EKONID, Jl. H A Salim 115, Jakarta 10310, Indonesia, Tel. +62 21 3155644, Fax +62 21 3155276, E-Mail: paramita.ananda@ekonid.or.id

Iran: Iran-German Chamber of Industry and Commerce, P.O. Box 3478, Ave. Africa, Navak Street, No.16, 1st floor, 1518633741 Tehran, Iran, Tel. +98 21 81331000, Fax +98 21 88794401, E-Mail: rraminfar@dihk.co.ir

Ireland: Koelnmesse Ltd., 4th Floor, 205/207 City Road, London EC1V 1JN, Großbritannien, Tel. +44 20 7566 6344, Fax +44 20 7566 6341, E-Mail: info@koelnmesse.co.uk

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Italia: Koelnmesse S.r.l., Via Brera 4, 20121 Milano, Tel. +39 02 86961326, Fax +39 02 89095134, E-Mail: info@koelnmesse.it

Japan: Koelnmesse Co. Ltd., Janome Azabu Juban Building, 2-20-6, Azabu Juban, Minato-ku, Tokyo 106-0045, Japan, Tel. +81 3 54186245, Fax +81 3 54186246, E-Mail: kmjpn@koelnmesse.jp

Jordan: Al-Mohanned Trading & Development Corporation, P.O. Box 211446, Amman 11211, Tel. +962 6 5534436, Fax +962 6 5532947, E-Mail: mkhader_almoahnd2005@yahoo.com

Korea: Rheinnesse Co., Ltd., 27-7, Hannam-dong, Yongsan-gu, Seoul, Korea 140-883, Tel. +82 2 7984343, Fax +82 2 7984383, E-Mail: info@rheinnesse.co.kr

Latvija (Lettland): Deutsch-Baltische Handelskammer in Estland, Lettland, Litauen; Vilandes 1, 1010 Riga, Lettland, Tel. +371 6732 0718, Fax +371 6783 0478, E-Mail: koelnmesse.lv@ahk-balt.org

Lebanon: INTER ARAB EST., P.O. Box 1547, Jounieh, Tel. +961 9 642884, Fax +961 9 642884, E-Mail: interarab@cyberia.net.lb

Liechtenstein: see Schweiz, Suisse, Svizzera

Lietuva (Litauen): Deutsch-Baltische Handelskammer in Estland, Lettland, Litauen; Vinco Kudirkos 6, 03105 Vilnius, Litauen, Tel. +370 5213 1122, Fax +370 5213 1013, E-Mail: koelnmesse.lt@ahk-balt.org

Luxembourg: see Belgique, Belgien

Magyarország (Ungarn): MON-ART Kft, Beszterce u.6. VII/8., 1034 Budapest, Tel. +36 1 2400810, Fax +36 1 2400810, E-Mail: office@monart.axelero.net

Malaysia: Promo Era Sdn Bhd, Lot 8.12, 8th Floor, Wisma Cosway, Jalan Raja Chulan, 50-199 Kuala Lumpur, Malaysia, Tel. +603 2031 6686, Fax +603 2031 9686, E-Mail: Koelnmesse@gmail.com

Malta: Koelnmesse S.r.l., Via Brera 4, 20121 Milano, Tel. +39 02 86961326, Fax +39 02 89095134, E-Mail: thomas.rosolia@koelnmesse.it

Maroc: Chambre Allemande de Commerce et d'Industrie, 140, Bd Zerkouni, 6ème étage, 20070 Casablanca, Tel. +212 522 529420, Fax +212 522 475031, E-Mail: monika.riviere@dihkcsa.org

Mazedonien (FYROM): Brandt, d.o.o., Reljkovicveca 2, HR-10000 Zagreb, Tel. +385 1 3770333, Fax +385 1 3702173, E-Mail: brandt@inet.hr

Mexico: CAMEXA SERVICIOS, S.A. DE C.V., Centro Alemán/German Centre, Av. Santa Fé 170, piso 1, Oficina 4 – 12, Col. Lomas de Santa Fé, Del. Álvaro Obregón, 1210 México, D.F., Tel. +52 55 15005911, Fax +52 55 15005910, E-Mail: expos@camexaservicios.com.mx

Niederland: Koelnmesse BV, Weena 246, 3012 NJ Rotterdam, Tel. +31 10 2064850, Fax +31 10 2019555, E-Mail: info@koelnmesse.nl

New Zealand: Messe Repts. & Travel Ltd., Robert Laing, P.O. Box 26522, 59 Epsom Ave, Epsom, Auckland 1344, Neuseeland, Tel. +64 9 6239000, Fax +64 9 6239009, E-Mail: info@messereps.co.nz

Nicaragua: Cámara de Industria y Comercio Nicaraguense-Alemana, Apdo. Postal 1125, Managua, Nicaragua C.A., Tel. +505 2 227840, Fax +505 2 227829, E-Mail: cicna@munditel.com.ni

Norge: Norsk-Tysk Handelskammer, Drammensveien 111B, 0273 Oslo, Postboks 603 Skoyen, 0213 Oslo, Tel. +47 22 128213, Fax +47 22 128222, E-Mail: wiesse-handlen@handelskammer.no

Österreich: Gesell GmbH & Co. KG, Sieveringer Str. 153, 1190 Wien, Tel. +43 1 3205037, Fax +43 1 3206344, E-Mail: office@gessel.com

Pakistan: Liaison Office for Koelnmesse: Gardee Trust Building, Napier Road, Lahore 54000, Tel. +92 42 37238484, +92 42 37321947, Fax +92 42 37220175, E-Mail: messe@liaison.lcci.org.pk

Panama: Cámara de Comercio e Industria Panameña Alemana, Apdo. Postal 55-2537, Paiteilla, Panamá C.A., Tel. +507 2699358, Fax +507 2699359, E-Mail: ihkpanam@cableonda.net

Paraguay: Cámara de Comercio e Industria Paraguayo-Alemana, Independencia Nacional 811, Casilla Correo 919, piso 9, Asunción, Tel. +595 21 446594, Fax +595 21 449735, E-Mail: ferias@ahkasu.com.py

Peru: Cámara de Comercio e Industria Peruano-Alemana, Camino Real 348, Torre el Pilar, P. 15, Lima 27-San Isidro, Casilla 27-0069, Lima 27-San Isidro, Tel. +51 1 4418616, Fax +51 1 4426014, E-Mail: ferias@camara-alemana.org.pe

Philippinen: fairs&more Inc., c/o ECCP, 19/F Phil. AXA Life Centre, Sen. Gil Puyat Avenue cor. Tindalo Street, C.P.O. Box 1302, 1253 Makati City, M.Mla., Tel. +63 2 7596680/8451324, Fax +63 2 7596690/8451395, E-Mail: sabado@eitsc.com

Polska: Przedstawicielstwo Targów Koelnmesse w Polsce Grenke Jakubaszek Sp. z o.o., ul. Chmielna 5/7, 00-021 Warszawa, Tel. +48 22 8274670, Fax +48 22 8273456, E-Mail: info@koelnmesse.pl

Portugal: Koelnmesse Ibérica S.L., Calle Arenal, 20-3º izq, 28013 Madrid, Spanien, Tel. +34 91 3598141, Fax +34 91 3500476, E-Mail: info@koelnmesse.es

Romania: Intermesse Concept SRL, Sos. Colentina nr. 20, Bl. 9B/122, 021178 Bucuresti, Tel./Fax +40 31 4094176, E-Mail: koelnmesse.romania@rdsmail.ro

Russia: OOO „Informationszentrum der Deutschen Wirtschaft“, 1. Kasatschi per. 5, 119017 Moskau, Russland, Tel. +7 495 7301347, Fax: +7 495 7303432, E-Mail: o.yugova@koelnmesse.ru

Saudi Arabia: German-Saudi Arabian Liaison, Office for Economic Affairs (GESALO), Head of Trade Fair Dept., 6th Floor, Meezan Tower, Intersection of Olaya Main Street & Makkah Rd., P.O. Box 61695, Riyadh 11575, Saudi Arabien, Tel. +966 01 4623800, Fax +966 01 4628730, E-Mail: valappil@ahk-arabia.com

Schweiz, Suisse, Svizzera – Liechtenstein: Handelskammer Deutschland-Schweiz, Tödistrasse 60, 8002 Zürich, Tel. +41 44 2836111, Fax +41 44 2836121, E-Mail: info@koelnmesse.ch

Singapore: Koelnmesse Pte. Ltd., 152 Beach Road, #25-05 Gateway East, Singapore 189721, Tel. +65 65006700, Fax +65 62948403, E-Mail: info@koelnmesse.com.sg

Slovenija: Brandt, d.o.o., Reljkovicveca 2, HR-10000 Zagreb, Tel. +385 1 3770333, Fax +385 1 3702173, E-Mail: brandt@inet.hr

Slovenská Republika: Zastoupení Koelnmesse pro CR a SR, K Brečkám 108, CZ-143 00 Praha 4, Tel. +420 2 61910173, Fax +420 2 61912080, E-Mail: besperat@koelnmesse.cz

South Africa: Southern African-German Chamber of Commerce and Industry, No. 47, Oxford Road, Forest Town 2193, P.O. Box 87078, Houghton 2041, Tel. +27 11 4862775, Fax +27 11 4863625 + 4863675, E-Mail: aprilng@germanchamber.co.za

Sverige: Swedish Fair & Trade Service AB, Erik Dahlbergsgatan 29B, BV, SE-11532 Stockholm, Tel. +46 8 6678500, Fax +46 8 6678605, E-Mail: t.wennerblom@swedishfairtrade.se

Syria: INDEKO, Ibrahim Damlakhi, P.O. Box 3543, Aleppo, Tel. +963 21 4643993, Fax +963 21 4645994, E-Mail: indeko@scs-net.org

Taiwan: Koelnmesse Representative Office Taiwan, 2FL-B2, No. 333, Sec. 2, Dunhua South Road, Taipei 10669, Taiwan, Tel. +886 2 7711 2200, Fax +886 2 7711 7700, E-Mail: info@koelnmesse-taiwan.com.tw

Thailand: Expolink Global Network Ltd., B.B. Building, 10th Floor, # 1007, 54 Sukhumvit 21 (Asoké Rd.), Klong Toey Nua, Wattana, Bangkok 10110, Thailand, Tel. +66 2 6408013, Fax +66 2 6642076, E-Mail: Koelnmesse@expolink.net

Tunisie: Chambre Tuniso-Allemande de l'Industrie et du Commerce, Immeuble le Dome, Rue du Lac Leman, 1053 Les Berges du Lac, Tel. +216 71 965280, Fax +216 71 964553, E-Mail: s.maziou@ahktunis.org

Türkiye: Tezulas Fuar Dan. Hizm. Ltd. Sti., Bagdat Cad. 181/6, 34730 Ciftehavuzlar – Kadıköy, Istanbul, Türkei, Tel. +90 216 3856633, Fax +90 216 3857400, E-Mail: info@tezulas-fuar.com

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Uruguay: Cámara de Comercio Uruguayo-Alemana, Plaza Independencia 831 p.2, 11100 Montevideo, Tel. + Fax +598 2 9080898, E-Mail: cazzarini@ahkurug.com.uy

USA: Koelnmesse Inc., 8700 West Bryn Mawr Avenue, Suite 640 North, Chicago, Illinois, 60631, Tel. +1 773 3269920, Fax +1 773 7140063, E-Mail: info@koelnmesseusa.com

Venezuela: Cámara de Comercio e Industria Venezolano-Alemana, Centro Coínasa, Piso 4, Av. San Felipe, La Castellana, Apdo. 61236, Caracas 1060-A, Tel. +58 212 2773840, Fax +58 212 2773811, E-Mail: rosalba.zepeda@cavenal.org

Vietnam: The North Ltd., Foreign Trade, Research & Development, 35 bis Phung Khac Khoan, District 1, Hochiminh city, Vietnam, Tel. +848 3822 7655, Fax +848 3822 4775, E-Mail: koelnmesse@export2global.com