



# promotional tools

22-25 September 2008 ■ Paris expo ■ Porte de Versailles ■ Hall 7.3

THE SHOP FITTING EQUIPMENT, TECHNOLOGY & SERVICES EXHIBITION

Registrations before **02/06/2008\***

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Return to: EXPOSIUM / EQUIPMAG 2008 – 70 avenue du Général de Gaulle - 92058 Paris La Défense Cedex - France  
Tel.: +33 (0) 1 49 68 52 33 - Fax: +33 (0) 1 53 30 95 23

Company: ..... Show manager: .....

Address: .....

Postcode: ..... Town: ..... Country: .....

Phone: ..... Fax: ..... E-mail: .....

## IN THE EXHIBITION CENTER

- |  | Unit price excl. VAT |
|--|----------------------|
| <input type="checkbox"/> Floor stickers on show carpeting .....<br><small>(price for 3 floor stickers) dimension: 0.80 x 0.80 m - document to send in high definition to nathalie.dugue@exposium.fr</small>  | 685€ excl. VAT       |
| <input type="checkbox"/> Display panel at strategic passing points - 1-sided panel 2 m(H) x 1 m(W) .....   | 995€ excl. VAT       |
| <input type="checkbox"/> Sponsorship of the Journalists paper block offered at the Press Service .....<br><small>Provided by the selected adviser - model to be submitted to the organizer.</small>  | 1,000€ excl. VAT     |
| <input type="checkbox"/> Exhibitor workshop(s) x 1,875 € excl. VAT= .....<br><small>Services included with registration:<br/>Promotion of workshops in the programme of conferences distributed to all pre-registered visitors, on the website: www.equipmag.com,<br/>in the form of trade press releases before and during the show, at the show in display form. One room on the site (capacity for 70 people),<br/>with 1 hostess, 1 screen, 1 paper board, 1 microphone/stand, 1 overhead projector + 1 video projector.</small> | excl. VAT            |
| <input type="checkbox"/> Logo on the aisle drops - Price for 4 drops - One sponsor only. (NEW !)   | 2,500€ excl. VAT     |
| <input type="checkbox"/> Badge holder cords - (18,000 specimens provided by the adviser and distributed at the entrance)   | 3,150€ excl. VAT     |
| <input type="checkbox"/> Goodies distribution at the "visitors entrance" (NEW !)<br><small>Pens and other gadget provided by the adviser - model to be submitted to the organizer.</small>   | 3,150€ excl. VAT     |
| <input type="checkbox"/> Official exhibition bag - 10,000 bags provided by the adviser and distributed at the entrance (1 side for Equipmag / 1 side for the adviser)  | 4,620€ excl. VAT     |

## PARTNERSHIP OPERATIONS

- |   |                  |
|---|------------------|
| <input type="checkbox"/> Sponsorship of VIP Club .....<br><small>Open throughout the event to journalists, VIP visitors and exhibitors. Services included: 1 hostess, furniture, floral decoration,<br/>one bar and barman (non-alcoholic drinks), daily cleaning, panels and POS publicity provided by sponsor, logo on<br/>pocket plan and display floor plans. One sponsor only.</small> | 5,000€ excl. VAT |
| <input type="checkbox"/> Sponsorship of Exhibitors Cocktail (2 sponsors) - (NEW !)  | ask us           |

## INTERNET

- |   |                  |
|---|------------------|
| <input type="checkbox"/> Hypertext link - www. ....   | 115€ excl. VAT   |
| <input type="checkbox"/> Banner on EQUIPMAG website - www.equipmag.com 47,000 visitors in 2006. | 895€ excl. VAT   |
| <input type="checkbox"/> Banner on visitors e-newsletters - (NEW !)                             | 1,500€ excl. VAT |
| <input type="checkbox"/> Sponsorship of the E-Daily Equipmag / LSA letter - (NEW !)             | ask us           |

## Payment conditions and method of payment

The first instalment (50% of the total incl. VAT) must be enclosed to the purchase order. The balance is due at the latest 15 days after the invoice is issued.  
(tick the appropriate box)

- Cheque to the order to EXPOSIUM - EQUIPMAG 2008
- Bank transfer to SG PARIS ETOILE - 33 avenue de Wagram - BP 963 - 75829 Paris Cedex 17

| Bank code | Branch code | Account no. | RIB | Domicile                   |
|-----------|-------------|-------------|-----|----------------------------|
| 30003     | 03175       | 00020175599 | 87  | SG PARIS ETOILE ENTREPRISE |

IBAN : FR76 3000 3031 7500 0201 7559 987

BIC : SOGEFRPPXXX

Notice of bank transfer must be sent with your purchase order. Please ensure you near your bank which the name of your company appears in all letters on the documents in order to avoid any difficulties of recognition of payment.  
All charges for bank transfer will be borne by the exhibitor

I hereby declare that I have taken due note of the General Terms of Sale for ancillary and supplementary services included on the reverse of this form. I accept all of the clauses unconditionally and hereby waive any right to recourse against the Organizer.

Place ..... Date .....

Signature and company stamp

\* date as post marked

# GENERAL TERMS AND CONDITIONS OF SALE FOR ANCILLARY SERVICES

## Article 1 - Application and opposability of general terms and conditions of sale

EXPOSIUM is a public limited company with registered capital of 1,000,000 euros and registered office in France at 70 avenue du Général de Gaulle – 92058 Paris La Défense Cedex,. It is listed in the companies register of Nanterre under N°316 780 519. EXPOSIUM (hereinafter designated "Organiser") organise the 2008 EQUIPMAG tradeshow (hereinafter designated "event"). In that framework, ancillary services are offered to exhibition's direct exhibitors and co-exhibitors.

Consequently, any order for ancillary services entails complete and unreserved compliance of the requesting party with these general terms of sale. No special term shall override these terms, except in the case of formal written acceptance by the organiser.

## Article 2 - Reservation of ancillary services: sponsorship – Internet services – advertising inserts – exhibitor workshops and on site distribution

The ancillary services proposed are as follows: sponsorship - Internet services - advertising inserts on the media listed in article 5.1 - exhibitors' workshops and sponsored conferences - on site distribution. All requests for the reservation of ancillary services must be submitted to the organiser on the order forms included in this file. No request shall be accepted by telephone.

Only reservation requests accompanied by the 50 % instalment payment shall be registered by the organiser. Requests for the reservation of ancillary services submitted by customers in a state of suspension of payments and/or in debt to the organiser and/or in dispute with the organiser or its group may not be accepted.

## Article 3 - Sponsorship

The organiser offers exhibitors the possibility to sponsor some events or products under the terms specified below:

- Sponsorship of VIP Club. Services included in sponsorship are: 1 hostess, furniture, floral decoration, 1 bar and barman (non-alcoholic drinks), daily cleaning, panels and POS publicity provided by sponsor. Sponsorship of the VIP Club is limited to only one sponsor.
- Sponsorship of E-daily Equipmag / LSA letter. Daily letter sent during the exhibition in electronic version and paper.
- Sponsorship of the Journalists paper block offered at the Press Service. The paper blocks are provided by the sponsor and must be presented to the organiser. Sponsorship of the Journalists paper block is limited to only one sponsor.
- Sponsorship of the Exhibitors Cocktail. Sponsorship of the Exhibitors Cocktail is limited to two sponsors.

These offers shall be open until 2 June 2008.

As sponsorship possibilities are limited, the organiser shall give priority to requests sent in according to their date of receipt and according to whether the 50% first instalment payment due for the requested services has actually been paid.

The organiser reserves the right to refuse any sponsorship request according to the products proposed and the number of exhibitors' requests already registered.

## Article 4 - Internet services

The organiser makes it possible to the exhibitors to create a direct connection with their own website starting from the event website and to make advertisement by banner on the event website or sponsoring of the "E-daily Equipmag / LSA letter.

This offer shall be open until 2 June 2008.

The number of overlays being limited, the organiser shall give priority to requests sent in according to their date of receipt and according to whether the 50% first instalment payment due for the requested service has actually been paid.

The organiser reserves the right to refuse a request for Internet links, banners or internet sponsorship.

The rejection of a request for internet links, banners or internet sponsorship shall justify any claim for damages. The organiser shall not be held responsible for the information supplied on the Web site accessed via the Internet link installed or the overlay.

## Article 5 - Advertising insert

### 5.1 Allocation of advertising site

The organiser makes it possible to the exhibitors/advisers to add advertising inserts on the following media: floor stickers on show carpeting, display panels, the aisle drops. Apart from the spaces referred to in the tariff, no position can be guaranteed whatever the instructions appearing on the advertising order.

As the number of advertising spaces is limited, space shall be allocated on a first come first served basis according to the reception of the advertising order (date of postmark) accompanied by the 50% instalment payment due for the requested service.

### 5.2 Miscellaneous conditions

The organiser/publisher reserves its right to accept or refuse any request for advertising space. Refusal of a request for advertising space shall not give rise to any claim in damages.

The organiser/publisher disclaims any liability as to the content and wording of advertisements.

The organiser/publisher cannot be held liable for information provided or offers made by exhibitors. Offset films for advertising material and logotypes must necessarily be submitted to the organiser/publisher within the time limits indicated.

In the case of creative advertising material or an amendment to an advertisement by the organiser/publisher at the advertiser's request, the text will be submitted for proofing and advertiser's approval.

The approved advertisement shall be returned duly stamped and initialled by registered post with advice of delivery and shall be regarded as final acceptance for publication and payment of technical expenses. Any approval form that has not been returned within 48 hours shall be regarded as accepted. Proofs submitted for approval cannot be guaranteed for any document submitted or despatched after the date indicated by the publisher. The advertiser may make corrections to this proof for entering up in accordance with the original text but any change in the text following photosetting shall result in author's correction expenses being charged to the exhibitor/advertiser.

### 5.3 Technical expenses

Technical expenses (mock up, composition, photogravure, correction or layout) shall be borne by the advertiser unless indicated otherwise in the tariff.

### 5.4 Agents

If an agent is used and if the agency agreement between the advertiser and the agent (a copy of which must be submitted to the organiser/publisher) so provides, payment may be made by the agent; an invoice sent directly to the advertiser will indicate when payment may not be made by the advertiser direct, the agent then being responsible for it. In all eventualities, the advertiser shall be liable for payment against the advertising order under the conditions set out in the tariff.

## Article 6 - Exhibitor workshops and sponsored conferences

The organiser offers exhibitors at the event the opportunity to schedule workshops and sponsored conferences under the terms and conditions laid out in the admission application. Reservations for such workshops and sponsored conferences must reach the organiser prior to 2 June 2008 in order to be listed in the conferences program. Since there are, all in all, 10 sponsored conferences and workshops, the organiser shall consider the date on which applications together with the first instalment payment are filed in order to select candidates. Topics chosen by exhibitors for their workshop and for the sponsored conferences must fit into the general list of themes covered by the trade show or expand of these themes and must be accepted by the organiser.

The activities planned during the conferences are left solely to the discretion of exhibitors ; the organiser's responsibilities are limited to making available to the exhibitors appropriately equipped spaces included a screen, a rostrum microphone, an overhead projector and a video projector as well as a hostess to welcome guests.

Under no circumstances shall EXPOSIUM be held responsible for the success of the workshop or the conference.

## Article 7 - On site distribution

The organiser makes it possible to the exhibitors to distribute their plastic bags, badge holder cords or promotional tools during the event at the entrance. This offer takes the form of distribution of bags, badge holder cords or promotional tools in the exhibitor's colors.

Materials may only be distributed at the entrance of the event.

Exhibitors are responsible for providing their bags, badge holder cords or promotional tools, for submitting them to the organiser and for ensuring their distribution.

## Article 8 - Terms of payment for services

Payment of the ancillary services is to be made in two instalments:

- a 50% first instalment payment is to be made together with the order by cheque or bank transfer.
- the balance of the invoice sent to the exhibitor, together with the certificate of issue will be payable by cheque or bank transfer due no later than fifteen days from the date of issue of said invoice, without discount for early or cash payment.

## Article 9 - Liability

The exhibitor/advertiser alone shall be responsible for the contents (text, graphics) of his advertisement. He shall hold the organiser/publisher harmless against all recourse in the connection and shall make good any loss that the latter may incur as a result of publication of his advertisement.

## Article 10 - Cancellation

If the applicant cancels his order for an ancillary service at the latest one month and half before the opening of the exhibition, the total amount of the first instalment due for the ancillary services shall be forfeit to the organiser by way of lump sum damages even if the advertising space is resold to another exhibitor.

If the applicant cancels his order for an ancillary service, at least one month and half before the opening of the exhibition, the total amount due for the cancelled services shall be forfeit to the organiser by way of lump sum damages even if the advertising space is resold to another exhibitor.

The exhibitor's withdrawal from participation in the event shall automatically result in cancellation of the ancillary services reserved. The organiser shall retain the first instalment due in respect of the ancillary services (without prejudice to the provisions connected with cancellation of the reserved exhibition space) even if the space is resold to another exhibitor. An exhibitor who withdraws from participation in the event undertakes to advise EXPOSIUM accordingly by registered letter with advice of delivery.

## Article 11 - Penalties for lateness

In the event of late payment, the provision of the services may be suspended. Furthermore, if any sum remains outstanding on the due date specified in the relevant invoices, whether or not that amount is the same as the amount specified in the general terms of sale, penalties of an amount equal to one and a half times the legal interest rate plus two percentage points shall be applied. Those penalties shall begin to run the day after the due date stated on the invoice.

## Article 12 - Disputes

Any complaint shall be made by registered letter with advice of delivery within ten days following execution of the service or shall otherwise lapse. In the event of dispute, the French text shall prevail, French law shall be solely applicable and the commercial court of Paris shall have sole jurisdiction..