

COMPLETE THIS APPLICATION AND RETURN IT TO THE ORGANISER : COMEXPOSIUM¹/ EQUIPMAG

70 avenue du Général de Gaulle - 92058 Paris La Défense Cedex France
or fax it to: +33 (0)1 53 30 95 34.

BOX RESERVED FOR
ORGANISER USE

Date received..... Customer No.....
Application form No..... Sales manager.....

The applications received **after July 29th, 2012**
will be served according to the stand availabilities.

1 YOUR COMPANY

> APPLICANT

Company name

Address

Postcode Town Country

Telephone Fax

E-mail web site

NAF(trade sector) code SIRET no. (company registration no.)

Intra-community VAT no. RCS no. (trade register no)

If you are a subsidiary company of a group: Name of group Country

> NAME OF COMPANY EXECUTIVES

EXHIBITION MANAGER Mr Mrs Miss

Surname and first name

Direct tel. number Fax

Mobile E-mail

Function

This person will receive all correspondence relating to the organisation of the exhibition.

SALES DIRECTOR Mr Mrs Miss

Surname and first name

Direct tel. number E-mail

Function

MARKETING/COMMUNICATION DIRECTOR Mr Mrs Miss

Surname and first name

Direct tel. number E-mail

Function

LEGAL REPRESENTATIVE/MANAGING DIRECTOR Mr Mrs Miss

Surname and first name

Direct tel. number E-mail

Function

> INVOICING ADDRESS (if different from that of applicant)

Company name

Address

Postcode Town Country

Contact

Direct tel. number Fax E-mail

Intra-community VAT no.

> YOUR CONTACTS:

Andréa DONKERS GODARD - Tel: +33 (0)1 76 77 12 74

Andrea.donkers@comexposium.com

Nadège HOLLARD - Tel: +33 (0)1 76 77 13 84

Nadege.hollard@comexposium.com

> LISTING

Name under which your company should appear in the alphabetical list of exhibitors, on your stand's sign and on all other documents: (maximum 40 characters)

.....

Legal forms and any other legal terms are to be omitted. The organiser accepts no responsibility for any errors in the insertion.

> UNION/PROFESSIONAL TRADE ASSOCIATION

You are affiliated to a union or a professional trade association:

.....

2 YOUR ACTIVITY

Brief description of your business activity:

.....

.....

.....

> EQUIPMAG DIRECTORY

Please indicate your activities with numbers (1 = your main activity, only n°1 will be on the web site)

LAYOUT / EQUIPMENT

- Air-conditioning
- Consultancy in commercial architecture
- Decoration / Ambiance
- Design Agency
- Display mannequins
- Eco-Design
- Floor / Walls / Ceilings
- Furniture / Showcases
- Shelving
- Lighting
- Maintenance / Logistics
- Material
- Material handling
- Ovens and kitchen equipment
- Project Management
- Refrigeration equipment
- Safety equipment
- Shop Layout
- Showcases layout
- Specialised equipment for the food manufacturing industry
- Stand Event / animation

POS MARKETING / ADVERTISING

- Automated distribution
- Commercial furniture
- Digital Media / Digital Signage
- Digital printing
- Interactive terminal
- POS advertising materials
- POS components, accessories
- Promotional products / Bags
- Sales event coordination
- Sensory Marketing
- Sign
- Signage
- Touchscreen :3D

SERVICES PROVIDERS

- Consulting Agency (loyalty, merchandising, etc.)
- Strategy consultancy
- Consultancy and Services
- Polling / market research / consumer panels company
- Transport company (packages, express delivery, etc.)
- Training

TECHNOLOGIES

- Automatic identification / Traceability / RFID
- Automatons
- E-money / New payment systems
- Internet and e-commerce
- Loyalty-building systems
- Mobile Shopping / M-Commerce
- PA system
- Security systems
- Signage and Labelling
- Software / software packages
- Tills and POS terminals / Self Check out
- Weighing systems

Other, please specify:

.....
.....
.....
.....
.....

Institutes / Trade bodies / NGOS / Press

> PRODUCTS AND / OR SERVICES EXHIBITED ON YOUR STAND

.....

.....

.....

> NAME OF 6 COMPANIES INVOLVED IN THE SAME AREA

1.
2.
3.
4.
5.
6.

3 THE TERMS OF YOUR PARTICIPATION

> STANDS DESCRIPTION

You have the choice between the 5 following rental packages:

1. **ESSENTIEL STAND** from 9 sq.m to 49 sq.m
2. **OPTIMUM STAND** from 18 sq.m to 49 sq.m
3. **BARE STAND** from 19 sq.m
4. **CUSTOM STAND** from 19 sq.m - personalised stand, subject to quotation
5. **DESIGN SPACE STAND** (12 sq.m) - only for Design Agencies - subject to organiser approval

■ 1. ESSENTIEL STAND (from 9sq.m to 49 sq.m) 439 € excl. VAT/sq.m (discount depending on registration date)*

Layout included:

- Carpet and modular melamine partitions (choice of three colour schemes)
- 1 sq.m cupboard (2 sq.m from 19 sq.m)
- Furniture: 1 table, 3 chairs, 1 document case, 1 counter and 1 high stool
- One external sign with text (1 per open side)
- General 100W spot lighting (1 per 3 sq.m)
- 1 triple power socket (in the cupboard)
- a 3 kW non-permanent switch box (in the cupboard)
- Daily cleaning (including general clean-up the evening before opening)
- 1 parking space

3 possible schemes:

- titanium frame / grey melamine partitions / tangerine carpet
- titanium frame / grey melamine partitions / blue carpet
- titanium frame / white melamine partitions / heather Grey carpet



Images are non-contractual

■ **2. OPTIMUM STAND (from 18 sq.m to 49 sq.m) 507 € excl. VAT/sq.m** (discount depending on registration date)*

Layout included:

- Carpet and modular melamine partitions (choice of colours on page 5)
- 2 sq.m cupboard (3 sq.m from 30 sq.m)
- 6 sq.m office space with 2 glass partitions and 1 door (9 sq.m from 30 sq.m)
- 1 triple power socket (in the cupboard)
- a 3 kW non-permanent switch box (in the cupboard)
- One external sign with text (1 per open side)
- Ceiling canopy
- 650 € excl. VAT decoration package for stands between 18 and 29 sq.m, 800 € excl. VAT from 30 sq.m (gives you the right to order furniture, plants, accessories, etc. on the show on-line shop)
- Daily cleaning (including general clean-up the evening before opening)



Images are non-contractual

■ **3. BARE STAND (from 19 sq.m) 245 € excl. VAT/sq.m** (discount depending on registration date)*

Subscription includes: marking out of the stand on the floor with a sign on the floor repeating the stand number.

■ **4. CUSTOM STAND (from 19 sq.m) Rate according to services and subject to quotation**

Advice of a decorator to produce a custom concept for your stand.

Contact: CRÉATIFS STUDIO - Lucie Alphaise: Tel : +33 (0)1 45 91 41 45

Fax: +33 (0)1 45 91 41 50 - Mail: standscomexposium@creatifs-studio.fr

■ **5. DESIGN SPACE STAND (only for Design Agencies) 2385 € excl. VAT***

- 12 sq.m stand
- White brushed cotton partition walls
- Brushed cotton ceiling
- Carpet (same colour as the communal areas of the Design space)
- 2 signage banners (inside / outside)
- Lighting: 1 rail of 3 spots + 1 triple power socket
- Daily cleaning of the Design Space (including general clean-up the evening before opening)
- General guarding of the Design Space
- + the specific animations of the Design Space (contact us)



Images are non-contractual

* the rates do not include the compulsory exhibitor pack for all stands (sub-total A), nor the automatic insurance (sub-total E).

3 THE TERMS OF YOUR PARTICIPATION (continued)

SURFACE AREA WANTED: sq.m (Length: - Width: metres)

(subject to availability)

YOUR STAND'S CONSTRAINTS AND ENVIRONMENT. Please indicate your wishes (proximity, distance, name of companies near which you wish/ do not wish to be located.....
.....
.....

> COMPULSORY EXHIBITOR PACK (REGISTRATION FEE)

This pack includes:

- registration and administration
- inclusion in the show's official catalogue
- inclusion in the online catalogue on the trade show's website
- hypertext link to your company's website (filled in on page 1)
- 100 invitation cards (and additional cards while stocks last)
- Exhibitor badges
- A press box

EXHIBITOR PACK SUBTOTAL = 615 € excl. VAT (A)

> STAND

BARE STAND (from 19 sq.m) 245 € excl. VAT Xsq.m € excl. VAT

EQUIPED STANDS

ESSENTIEL (from 9 to 49 sq.m) 439 € excl. VAT Xsq.m € excl. VAT

Scheme choice: structure titanium frame / grey melamine partitions / tangerine carpet

titanium frame / grey melamine partitions / blue carpet

titanium frame / white melamine partitions / heather Grey carpet

OPTIMUM (from 18 sq.m to 49 sq.m) 507 € excl. VAT Xsq.m € excl. VAT

Choice of colours: Frame: titane white

Carpet: royal blue light grey red brick

Partitions: grey white

DESIGN SPACE STAND (only for Design Agencies) - 12 sq.m 2 385 € excl. VAT

STAND SUBTOTAL = € excl. VAT (B)

> CORNER(S) - not applicable to the Design Space stand (subject to availability)

(1 corner = 2 open sides, 2 corners = 3 open sides, 250 € excl. VAT Xangle(s) € excl. VAT

4 corners = island stand (from 100 sq.m)

STAND CORNERS SUBTOTAL = € excl. VAT (C)

> DISCOUNTS (none are applicable to the Design Space stand)

FIDELITY DISCOUNT 41 € excl. VAT Xsq.m € excl. VAT

(reserved to the exhibitors at the 2010 edition, for a registration until December 20th, 2011 - not applicable to the Design Space stand)

DISCOUNT registration until December 20th 29 € excl. VAT Xsq.m € excl. VAT

(for the non-exhibitors at the 2010 edition, for a registration until December 20th, 2011 - not applicable to the Design Space stand)

DISCOUNT registration after December 20th 2011 and until March 31st, 2012 10 € excl. VAT Xsq.m € excl. VAT

(not applicable to the Design Space stand)

DISCOUNTS SUBTOTAL = - € excl. VAT (D)

> AUTOMATIC INSURANCE

Flat plasma and LCD screens are excluded from the coverage. Exhibitors can take out special insurance.

Furthermore, if the value of the exhibited items exceeds the insured amount, exhibitors are advised to take out additional insurance. The elements can be found in insurance regulations.

4,5 €/sq.m with a minimum of 120 € (for stands < 27 sq.m) and a maximum of 1200 € 4,5 Xsq.m €

*1 The insurance premiums are invoiced by COMEXPOSIUM in the name and for the account of COMEXPOSIUM ASSURANCES.

*2 VAT exemption - Article 261 C 2° of the CGI.

AUTOMATIC INSURANCE SUBTOTAL *1 *2 = € (E)

> PARTNER COMPANIES (Detail on page 7)

CO EXHIBITOR PACK/REGISTRATION FEE 615 € excl. VAT Xco-exhibitors(s) € excl. VAT

REPRESENTED COMPANY PACK/REGISTRATION FEE 200 € excl. VAT Xcompagnie(s) represented € excl. VAT

PARTNER COMPANIES SUBTOTAL = € excl. VAT (F)

OVERALL TOTAL TOTAL SUBJECT TO.VAT (A+B+C+D + F) = € excl. VAT (1)

VAT (A+B+C+D + F) (19,6 %) = € (2)

TOTAL VAT EXEMPTION (automatic insurance) (E) = € (3)

TOTAL incl. VAT (1+2+3) = € incl. VAT

NB: We draw your attention to the fact that new VAT regulations on the services that we charge became effective since January, 1st 2011, in pursuance of the EU directives 2008/8/EC. All foreigners' exhibitors (non French) who are subjected to VAT regulation in their own country are now invoiced without VAT, except for some services such as invitation cards or tickets to the exhibition.

4 CONDITIONS OF PAYMENT

> DATE OF PAYMENT

• **Payment of 1st instalment:** must be included with the application form. You will be sent an invoice when payment is received.
The first payment is for 30% of the OVERALL TOTAL incl. VAT = €

• **Balance:** The balance of the invoice must be paid 15 days from the date the invoice is issued.

Any registrations received less than thirty (30) days before the Exhibition must include payment of all sums owed by the exhibitor.

> PAYMENT BY (check the appropriate box)

Cheque made payable to: Company COMEXPOSIUM - EQUIPMAG 2012

Bank transfer:

Bank code	Branch code	Account no.	Digit bank code	Bank address
30004	00813	00010617048	51	BNP PARISBAS PARIS ETOILE ENTREPRISES (00813)

IBAN: FR76 3000 4008 1300 0106 1704851 - SWIFT/BIC: BNPAFRPPGA

A copy of the bank transfer notice must be included with your application form. All bank transfer fees are payable by the exhibitor.

5 YOUR COMMITMENT

I hereby request to be registered as an exhibitor at EQUIPMAG 2012.

I hereby declare that I have taken due note of the exhibition regulations, of the general terms and conditions for the leasing of exhibition floor space and fitting out of stands and of the general terms and conditions for the sale of communication tools (I have a copy of the latter). I accept all the clauses unconditionally and hereby waive any recourse against the organiser.

I also undertake to respect the clauses of the regulations in the Exhibitors guide, as well as the new trade shows regulations drawn up by the Federation of Trade Shows, Exhibitions and Congresses of France.

In taking out insurance cover, I declare that I have taken due note and received a copy of the document entitled "Insurance regulations" detailing the cover offered and possess a copy thereof.

I acknowledge that I have taken out all insurance necessary to cover my civil liability and that of all persons participating directly or indirectly in the execution of my activities and/or those of my company, for all bodily injury, material damage and consequential loss caused to others during my participation and/or that of my company in the exhibition (including during the assembly and disassembly periods).

I assume responsibility for ensuring that any other companies present at my stand observe the general terms and conditions for the leasing of exhibition floor space and fitting out of stands. I shall bear responsibility for any violation of the aforementioned terms and conditions by other companies present at my stand and undertake to guarantee the Organiser against any recourse, disputes, charges, impositions or miscellaneous outlays which might arise as a result of these companies with respect to their involvement in the Exhibition.

« The information you provide on this form is mandatory and is used by the Organiser for commercial, advertising and statistical purposes and can be passed on to third parties. In accordance with the modified Data Protection and Civil Liberties law of 6 January 1978, you have the right to access, correct or delete any information held that concerns you by writing to the Organiser: the company COMEXPOSIUM, 70 avenue du Général de Gaulle – 92058 Paris La Défense Cedex - France.

I hereby give my consent to the companies of COMEXPOSIUM Group to use information about me under the above conditions.

I do not give my consent to the companies of COMEXPOSIUM Group to use information about me under the above conditions.

Name of signatory (in capital letter):

Position of signatory in company:

Place

Date

Signature preceded by the words « Read and approved ».

Company stamp

COMPULSORY

COMPULSORY

6 DECLARATION OF YOUR PARTNERS

Three types of partners are authorised at an exhibitor's stand: the Co-exhibitor, the Represented company and the Collective.

In order to validate your partners' registration (Co-exhibitor or Represented company):

- You declare your partners by filling in the declaration below,
- You must pay the corresponding registration fee/pack for each of them.

> CO-EXHIBITOR

A co-exhibitor is a company with which you share your stand which does not necessarily have legal or commercial ties with your company.

> REPRESENTED COMPANY

A represented company is a company the products of which you represent, for example your subsidiary, distributor, parent company or principal.

A represented company must have legal or commercial ties with your company.

> DECLARATION (provide as many photocopies as necessary)

"The company declares that it is sharing its stand with (co-exhibiting company/collective) and/or is representing the contact details of which are given below».

CO-EXHIBITOR 1 REPRESENTED COMPANY 1

Company name.....

Address.....

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

Telephone..... Fax..... E-mail.....

Primary activity code.....

Surname and first name of Contact

Direct tel. number..... E-mail.....

Function.....

Intra-community VAT no.....

Legal ties with the exhibitor: Subsidiary Distributor Parent company Principal

CO-EXHIBITOR 2 REPRESENTED COMPANY 2

Company name.....

Address.....

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

Telephone..... Fax..... E-mail.....

Primary activity code.....

Surname and first name of Contact

Direct tel. number..... E-mail.....

Intra-community VAT no.....

Legal ties with the exhibitor: Subsidiary Distributor Parent company Principal

I declare to have legal or commercial ties with the companies products of which I represent on my stand, and to have obtained the authorization of these companies to represent their products on my stand.

Name of signatory (in capital letter):

Position of signatory in company:

Place

Date.....

Signature preceded by the words « Read and approved ».

Company stamp

COMPULSORY

7 DESCRIPTION OF THE COMMUNICATION TOOLS

VISIBILITY AT THE TRADE SHOW

- Official trade show bag (1 side reserved for Equipmag / 1 side for the exhibitor)
10,000 units supplied by the sponsor and distributed freely at the trade show entrance
- Badge lanyard
15,000 units supplied by the sponsor – proposed design to be submitted to the organizer
- Distribution of promotional items or flyers in the trade show reception area (limited to 2 companies)
Gadget or flyers supplied by the sponsor and distributed at the trade show entrance – proposed design to be submitted to the organiser
- Logo on aisle letters – Single sponsor per trade show zone
- Display panel positioned in strategic locations
Single-sided panel – dimensions: 2m (H) x 1m (W)
- Self-adhesive tiles placed on the trade show carpet - Batch of three tiles
Your logo and stand number on each tile - dimensions: 0.80m x 0.80m



Official trade show bag



Logo on aisle letters



Display panel



Self-adhesive tiles



Badge lanyard

EXHIBITOR WORKSHOP

Promote your expertise to visitors: Present your new products, customer testimonies, etc.

Services included: 1 room (capacity: 70 people), 1 hostess, 1 screen, 1 mini-stage, 1 video-projector.

Strong promotion of workshops in advance and at the tradeshow: in the conference programme, on the trade show website, in visitor e-newsletters, in the form of press releases for the trade press, on the trade show display panels.

- 1 Exhibitor workshop (1 hour the day of your choice, subject to availability)
- 2 Exhibitor workshops (2 hours the day of your choice, subject to availability)

INNOVATION TRIBUNE: A DIFFERENT WORKSHOP

NEW!

- Your product showcased by a journalist who presents the innovations around hot topics. Benefit from 15 minutes of speaking time (subject to availability - limited number of participants).

PARTNERSHIP OPERATIONS

- Sponsoring of the VIP CLUB (Single sponsor)
Services included: Logo of the sponsor on all the communication documents and POS advertising in the VIP Club
- Option for the VIP Club sponsor: sponsor logo on the VIP Club panel at the entrance of the show
- Sponsoring of SPECIAL EVENTS – please contact us



> **VISIBILITY ON THE TRADE SHOW WEBSITE www.equipmag.com**

Target: 59,000 captive internet users

- Banner on the home page (limited to 5 companies – Random posting at the page loading)
Visibility: from now until the trade show. Your advertising message in the form of a banner with a link to your website.
- Logo on the home page
Visibility: from now until the trade show. Your logo with a link to your website.
- Logo in the exhibitors list
Visibility: from April 2012 until the trade show. Your logo next to your company name in the exhibitors list.

> **VISIBILITY PRIOR TO THE TRADE SHOW IN E-NEWSLETTERS**

50 e-newsletters sent between April and September 2012 to more than 40,000 email addresses.

- Banner on a visitor e-newsletter (Single sponsor per e-newsletter)
Your advertising message in the form of a banner, with a link to your website, at the top of a visitor e-newsletter.
- Focus on your current events in a visitor e-newsletter (Single sponsor per e-newsletter)
- Sponsoring of the email sent to all pre-registered visitors (Single sponsor)
Your logo on the pre-registration confirmation email sent to visitors.
- Your e-mail message sent to all pre-registered visitors
Blind mailing to the list of pre-registered visitors (around 17,000 contacts) for you to send your customized message



Banner on a visitor e-newsletter



Focus



Sponsoring

> **VISIBILITY IN THE SHOW CATALOGUE AND FLOOR PLANS**

Do not hesitate to contact our agency: J2C Tel: +33 (0)1 49 85 62 22



7 COMMUNICATION TOOLS ORDER FORM (continued) (Separating invoicing for the stand)

Company name.....
Address.....
Postcode..... Town..... Country.....
Name of contact..... Function.....
Telephone..... Fax.....
E-mail.....

> VISIBILITY AT THE TRADE SHOW

- Official trade show bag (1 side reserved for Equipmag / 1 side for the exhibitor)..... **5 145 € excl. VAT**
10,000 units supplied by the sponsor and distributed freely at the trade show entrance
- Badge lanyard..... **3 465 € excl. VAT**
15,000 units supplied by the sponsor - proposed design to be submitted to the organizer
- Distribution of promotional items or flyers in the trade show reception area (limited to 2 companies)..... **3 780 € excl. VAT**
Gadget or flyers supplied by the sponsor and distributed at the trade show entrance - proposed design to be submitted to the organiser.
- Logo on aisle letters - Single sponsor per trade show zone..... **2 785 € excl. VAT**
- Display panel positioned in strategic locations..... **1 045 € excl. VAT**
Single-sided panel - dimensions: 2m (H) x 1m (W)
- Self-adhesive tiles placed on the trade show carpet - Batch of three tiles..... **765 € excl. VAT**
Your logo + stand number on each tile - dimensions: 0.80m x 0.80m

> EXHIBITOR WORKSHOP

Services included: 1 room (capacity: 70 people), 1 hostess, 1 screen, 1 mini-stage, 1 video-projector.

- 1 Exhibitor workshop (1 hour the day of your choice, subject to availability)..... **1 995 € excl. VAT**
- 2 Exhibitor workshops (2 hours the day of your choice, subject to availability)..... **3 780 € excl. VAT**

> INNOVATION TRIBUNE: 15 MINUTES TO CONVINC NEW !

- Participate in the Innovations Tribune and benefit from a 15 minutes of speaking time (subject to availability - limited number of participants). **1 800 € excl. VAT**

> PARTNERSHIP OPERATIONS

- Sponsoring of the VIP CLUB (Single sponsor)..... **5 565 € excl. VAT**
Services included: Logo of the sponsor on all the communication documents and POS advertising in the VIP Club
- Option for the VIP Club sponsor: sponsor logo on the VIP Club panel at the entrance of the show..... **750 € excl. VAT**
- Sponsoring of SPECIAL EVENTS..... **nous consulter**

> VISIBILITY ON THE TRADE SHOW WEBSITE www.equipmag.com

- Banner on the home page..... **998 € excl. VAT**
Visibility: from now until the trade show. Your advertising message in the form of a banner with a link to your website.
- Logo on the home page..... **525 € excl. VAT**
Visibility: from now until the trade show. Your logo with a link to your website.
- Logo in the exhibitors list..... **265 € HT**
Visibility: from April until the trade show. Your logo and company name in the exhibitors list.

> VISIBILITY PRIOR TO THE TRADE SHOW IN E-NEWSLETTERS

- Banner on a visitor e-newsletter (Single sponsor per e-newsletter) **1 680 € excl. VAT**
- Focus on your current events in a visitor e-newsletter (Single sponsor per e-newsletter) **3 990 € excl. VAT**
- Sponsoring of the email sent to all pre-registered visitors (Single sponsor)..... **4 515 € excl. VAT**
- Your email message sent to all pre-registered visitors **0,50 € excl. VAT per contact**
 Blind mailing to the list of pre-registered visitors (around 17,000 contacts) for you to send your customized message
 A few days before the trade show opens.

COMMUNICATION TOOLS TOTAL

TOTAL excl. VAT =	€ excl. VAT
VAT (19,6 %) =	€
TOTAL incl. VAT =	€ incl. VAT

NB: We would like to draw your attention to the fact that new regulations regarding VAT on the services for which we are invoicing will likely to come into force on 1 January 2011, in application of European Directives 2008/8/CE and 2008/9/CE ; these new regulations are likely to changes in the VAT rate as quoted on this application form for invoices issued from 1 January 2011.

> TO BE RETURNED TO THE ORGANISER:

The company COMEXPOSIUM - EQUIPMAG 2012 – 70 avenue du Général de Gaulle – 92058 Paris La Défense Cedex – France

> COMMITMENT

I hereby declare that I have taken due note of the general terms and conditions for using the communications tools (of which i have a copy). I accept all of the clauses unconditionally and hereby waive any recourse against the organiser.

I am including a 1st instalment of 50% of the total including VAT in order to confirm my order. The balance is payable by cheque or by bank transfer on the due date shown on the invoice

> METHOD OF PAYMENT (check the appropriate box)

- Cheque made payable to: company COMEXPOSIUM – EQUIPMAG 2012
- Bank transfer:

Bank code	Branch code	Account no.	Digit bank code	Bank address
30004	00813	00010617048	51	BNP PARISBAS PARIS ETOILE ENTREPRISES (00813)

IBAN: FR76 3000 4008 1300 0106 1704851 - SWIFT/BIC: BNPAFRPPGA

All bank transfer fees are payable by the exhibitor.

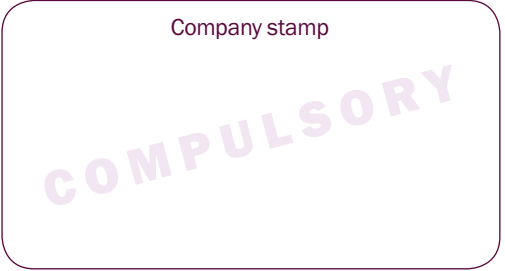
Name of signatory (in capital letter):

Position of signatory in company:

Place

Date.....

Signature preceded by the words « Read and approved ».



STANDARD TERMS AND CONDITIONS OF EXHIBITION FLOOR SPACE LETTING AND STAND EQUIPMENT

1. ADHESION TO STANDARD TERMS AND CONDITIONS OF EXHIBITION FLOOR SPACE LETTING AND STAND EQUIPMENT

These Standard Terms and Conditions of Exhibition Floor Space Letting and stand equipment are enforceable to all Exhibitors (hereinafter referred to as "Exhibitor(s)") applying to the Exhibition EQUIPMAG (hereinafter referred to as the "Exhibition") organized by the company named COMEXPOSIUM (a French SAS with a capital of 60 000 000 , whose registered office is located at 70 avenue du Général de Gaulle 92058 Paris La Défense cedex, registered in the Nanterre Trade and Company Registrar under the number 316 780 519 hereinafter "Organizer").

Consequently, each application implies full acceptance of these terms.

Any alteration or reservation of any sort made to the present document by the Organizer shall be deemed null and void.

2. ADMISSION

Participation forms shall be submitted to a preliminary examination. It will be verified that in particular the solvency of the applicant, the compatibility of its activity with the nomenclature of the Exhibition and the neutrality of the message which the applicant could deliver on the Exhibition, any shape of proselytism or militancy which can violate the good progress of the Exhibition forbidden.

In case of refusal, this decision shall be notified to the applicant or to the company by the Organizer.

Participation forms from applicants that are debtors of and/or parties to a dispute with the Organizer or a company of group COMEXPOSIUM shall not be considered.

Admission shall be announced by an official notice or by sending of an invoice specifying the location, number and the area of the stand.

Except the Organizer refuses the admission of the exhibitor, the signature of the participation form or its validation on line constitutes a firm and irrevocable commitment.

Rejection of a participation form shall not give rise to any claim for damages.

The Organizer reserves the right not to deal with the participation forms sent after the deadline indicated on the application for admission.

After this deadline, the Organizer shall not guarantee the availability of the offered fitted stands.

3. FIRST INSTALMENT PAYMENT

A first instalment payment as defined in the price-list shall be addressed by the Exhibitor to the Organizer together with its participation form.

Upon receipt of said first instalment payment, an invoice for the corresponding amount will be sent to the Exhibitor. This amount will be refunded to the Exhibitor if its participation form is rejected. However, this sum will be retained in full by the Organizer as fixed-rate damages if the applicant cancels all or part of its participation, according to the terms detailed in the article 7 hereunder.

4. TERMS AND METHOD OF PAYMENT

Payment of the costs of participation is to be made to the deadlines and according to the terms hereinafter :

- the down payment : upon submission of the admission application by cheque or bank transfer.
- the second payment : no later than fifteen days from the date of issue of balance invoice, payable by cheque or bank transfer without discount for early or cash payment.

Any registration send less than thirty (30) days prior to the Event should be accompanied by the full amount due for the participation costs and/or the booking of the stand equipment.

Any order of stand equipment send after the registration of the Exhibitor should be accompanied by the full amount due.

5. LATE PAYMENT OR FAILURE TO PAY

Any amount outstanding as at the due date stated on the invoices, whether such date is identical to or different from that appearing in the application for admission, shall give rise to penalties amounting to three times the legal interest rate, which shall begin to run as of the day following the due date stated on the invoice.

Stands shall be made available to Exhibitors only after payment of the balance.

Following allocation of the stand, the balance must be paid no later than the deadline indicated on the invoice.

In case of payment's failure to the deadline, the Organizer reserves the right to dispose of the surface allocated and/or will have the right to prohibit the Exhibitor from occupying the reserved place, and the full amount of the invoice is due to the Organizer as damages.

6. VAT

Foreign exhibitors may obtain refund of V.A.T. as follows:

* EU Member State nationals:

A request must be filed with the Direction Générale des Impôts, Centre des non-résidents, 9 Rue d'Uzès, 75084 Paris Cedex 02, France.

The relevant invoices must be attached to such request, which shall include a statement whereby the applicant does not conduct any activities that are taxable in France.

* Non-EU nationals:

Such persons must imperatively appoint a fiscal representative in France for the purpose of the necessary formalities.

7. WITHDRAWAL

Any cancellation shall be submitted to the Organizer by a written notice.

In case cancellation by the Exhibitor of its participation in the Exhibition and/or its order for a fitted stand, for whatever reason, whether in whole or part, before June 1st 2012, the first payment shall be payable as agreed damages as hereinabove mentioned in article 3.

If the exhibitor cancels its participation in the Exhibition and/or its order for a fitted stand, for whatever reason, whether in whole or in part, after June 1st, 2012, the sums paid or due whether in whole or part for its participation in the Exhibition and/or its order for a fitted stand and/or its balance invoice, will be retained by the Organizer, even if the stand is let to another Exhibitor.

In addition, in case the stand allocated is not occupied, for whatever reason, by the exhibitor twenty four (24) hours before the start of the Exhibition, the Organizer can consider the Exhibitor has cancelled its participation to the Exhibition and the aforementioned terms will apply.

8. INSURANCE

a) Automatic insurance

The Organizer recommends that Exhibitors enrol in the insurance policy which has been underwritten by COMEXPOSIUM ASSURANCES on behalf of the Exhibitors. This insurance policy covers damage to the property of Exhibitors who enrol in said policy by taking out the insurance offered on the application form. The coverage limits are specified in the Insurance Regulations attached to the application form, subject to a change in the insurance terms and conditions.

By applying for the insurance coverage offered and described in the attached insurance regulations, the exhibitor enrolls in the insurance policy underwritten by COMEXPOSIUM ASSURANCES.

b) Additional insurance

Upon request to the Organizer, the Exhibitor may apply for:

a) For damage to property: additional coverage beyond the sums included in the primary coverage in return for payment of a premium calculated according to the amount of the extra coverage.

b) Specific insurance for plasma screens.

c) This insurance does not cover the exhibitor civil responsibility which remains at the exhibitor own expenses. Therefore, the Exhibitor acknowledges to have taking out with an insurance company all the insurance policies necessary to cover its third party liability and that of any person directly or indirectly participating in its activities and/or those of the company, in respect of any physical injury or material or consequential damage caused to others on the occasion of its participation and/or that of its company in the Exhibition (the said insurance cover being also applicable during the periods before and after the show during which the stands are being assembled and disassembled).

d) Waiver of action

Every Exhibitor, simply by its participation, declares to waive its right and that of its insurers to take action against the Organizer, the company exploiting the place where the Exhibition takes place and their insurers for any direct or indirect damages which these latter might cause to its property and its employees.

9. ALLOCATION OF STANDS

The Organizer will draw up the Exhibition floor plan and will allocate the various stands, in accordance with the sectorial distribution of the exhibition and following the chronological order of admissions. The Organizer will, as far as possible, take into account the wishes of the exhibitors and the nature of the exhibits. In this respect, given the limitation imposed by the placing of all Exhibitors, the Organizer reserves the right to modify the areas requested by the Exhibitor and the corresponding invoice, to 20 % without that the Exhibitor request the cancellation of its participation.

The Organizer is the only one who can judge the allocation of stands.

Participation in previous events does not confer upon the exhibitor any right to particular stand sites.

Any claim pertaining to the stand allocated to the Exhibitor shall be dismissed unless submitted in writing to the Organizer within seven (7) days following receipt of the distribution plan. Such claims must be supported by documentation proving actual and serious reasons therefore.

The Organizer will use its best efforts to meet such justified requests for stand modification.

At the end of the above seven (7) days period, the exhibitor shall be deemed to have accepted the initial allocated stand.

Under no circumstances whatsoever shall the Organizer be held liable toward the Exhibitor for any consequences resulting from the stand allocated to him.

10. SUBLETTING / CO-EXHIBITION

The Exhibitor may not provide advertising services in any form whatsoever for non-exhibiting firms.

It shall not assign or sublet the space allocated, whether in whole or part, without first obtaining the written approval of the Organizer.

In case of acceptance, the Exhibitor must pay for each company present on the stand the due registration fees. The Exhibitor shall guarantee the respect of the present general terms and conditions by the companies on its stand. He is responsible for any violation committed by these companies. The Exhibitor guarantees moreover the Organizer against all claims, disputes, charges, convictions and expenses coming from the companies because of their participation to the Exhibition.

11. STAND

The information regarding the installation and evacuation of the stands will be available in the Exhibitor's Guide to be published on May 14th, 2012.

a) Stands settlement

- The presentation of products must be only made in inside the stand, so as not to encroach on paths and not disturb on no account the nearby Exhibitors. In case of violation, the Organizer can make remove products and materials at the expense of the Exhibitor.
- The Exhibitors shall create atmospheres in connection with the products presented and granted a quite particular importance for the general decoration of their stand.
- The materials and the products must be arranged in a aesthetic way.
- stalls are formally prohibited. The stocks of goods must be stored in a reserve.
- The Exhibitor shall respect the maximal heights of stands and signboards fixed by the Organizer (see details in the Guide of the Exhibitor) except prior and written agreement of the Organizer, the decoration of stands must not exceed these heights.

Any violation of this obligation can entail the immediate dismantling of the stand at Exhibitor's expense. For stands in the shape of island, the Exhibitor will have to collect a prior and written agreement of the Organizer for the construction of supplementary partitions. For stands in shape of island, the Exhibitor will have to collect a prior and written agreement of the Organizer for the construction of supplementary partitions. A project a setting-up and equipment of stand must be necessarily subjected to the approval of the Organizer for the deadlines indicated by this one.

It is reminded that every plan shall be beforehand accepted by the Organizer, directly or by a third person duly selected by it.

b) Holding Stand

The Exhibitor undertakes not to cause any embarrassment (sound, olfactive) towards the nearby Exhibitors or to damage the organization of the Exhibition.

c) Deterioration

The rented place and/or the equipment supplied with the installation of stand must be left in its original condition. The Exhibitor will be charged for any damage caused to the building or to the land by its installations, merchandise or equipment.

12. ALLOWED PRODUCTS, BRANDS AND SERVICES

The Exhibitor may not display in its space any products, brands or services other than those listed in its participation form and accepted by the Organizer.

Therefore, the Exhibitors certify that products or services are in conformity with the safety standards imposed by the regulations in force, and they assume the entire responsibility for any defect of the aforesaid products or services, without the responsibility of the Organizer being engaged.

13. INTERNET SERVICES

The Exhibitor is sole responsible for the contents of the information provided by him and intended to be on-line publishing on the web site of the Exhibition, concerning in particular products and/or services, characteristics, performances, prices, etc.

The Exhibitor guarantees the Organizer the lawfulness of the aforementioned information, in particular of the respect for the current legislation about the description, the offer, the presentation, the operating instruction or use, the description of warranty scope and conditions of a good, a product or a service presented on-line by Exhibitor, and more generally of the respect for the law of the advertising and the protection of the consumers. Texts, logos, illustrations, photos and pictures, products and brands are diffused under the sole responsibility of the Exhibitor, which supports only the possible rights of reproduction.

The Exhibitor guarantees the Organizer against any amicable or judicial appeal on behalf of a third party.

14. ILLICIT STREET PEDDLING OF TICKETS AND INVITATION CARDS TO THE EXHIBITION

Illicit street peddling of goods especially tickets and invitation cards to the Exhibition in public areas is a criminal offense punishable by arrest and detention.

The penalties range from 3,750 to 15,000 € fine and 6 months to 1 year imprisonment with confiscation and destruction of products and methods associated with the offense.

Illicit street peddling is the action of selling or exposing to sell any goods or merchandise without any authorization or pursuing an occupation whatsoever in public areas in violation of the legal rules.

15. INVITATION CARDS

The invitation cards shall not be reproduced or resold on penalty of prosecution.

Should an infringing use of the invitation cards (resale, reproduction, theft, ...) be occurred, the Organizer reserves the right to deem the said invitation cards null and void.

16. DEMONSTRATION - ANIMATIONS

a) Demonstrations

The demonstrations can take place only for products requiring a specific technical explanation. Besides, such demonstrations will be subjected to a special, prior and written authorization. The demonstrations on a podium heightened with regard to the floor initially planned are forbidden. The demonstrations by means of microphone, harangue, soliciting in some way that they are practised, are strictly forbidden. The total or partial closure of stands during the opening hours of the Exhibition to the public, in particular during a demonstration, is prohibited, except written prior and authorization of the Organizer.

b) Animations

Any attraction, show or animation inside of the stands must be beforehand authorized by the Organizer. As such, the Exhibitor will have to present a detailed project (material and sound source was used, typical of animation).

In all cases, the power of loud speakers shall not exceed 30 decibels (dBA) turned inward by the stand and tilted towards the ground. The sound level shall not exceed 85 decibels (dBA).

c) The demonstrations and the animations shall not disturb in any way the nearby Exhibitors, the circulation, as well as, generally speaking in the good behaviour of the Exhibition, otherwise the granted approval can be removed without a previous notice.

17. ADVERTISING

Any lit or sound advertising shall respect the regulation of decoration of the Exhibition and shall be subjected to the approval preliminary and written of the Organizer. This approval shall remain subdued on condition that the advertising shall not constitute in any way an embarrassment to the nearby Exhibitors, in the circulation, as well as, generally speaking in the good behaviour of the Exhibition, otherwise the approval can be removed without the other previous notice.

The distribution of leaflet, coupons and various printed matters aiming at the diversion in its profit of the visitors of the Exhibition are strictly prohibited in paths as well as in inside the confines of the Park. Leaflet, coupons and various printed matters must be put down inside the Exhibitor's stand.

Any document delivered to the visitors inside the stand, such as professional card, order forms, etc., shall indicate the stand's brand name or the trade name of Exhibitor appearing on the application of participation form.

18. METHOD OF SALE / UNFAIR COMPETITION

It is reminded that the sale with bonus (article L 121-35 of French consumer Code), the sale at a loss (article L 442-2 of French commercial Code), the sale the snowball (article L 122-6 of French consumer Code) and subordinate sale (article L 122-1 of French consumer Code) as well as false sale are prohibited. Any sale by auction shall respect the legislation in force (law N°2000-642 of July 10th, 2000 dealing with rules of the voluntaries sales by auction public sales of furniture).

Throughout the event, the Exhibitor shall not indulge in acts of unfair competition such as conducting surveys or distributing promotional items outside its stand, which acts may result in diversion in its favour of visitors to the event.

The Exhibitor is held towards the visitors to execute honest contracts concluded with them.

19. COUNTERFEIT

The exhibitor is directly responsible for the protection, intellectual or industrial, of materials, products, services and trademarks displayed, in respect of the applicable rules and legislation. The Organizer cannot be held responsible for any dispute involving the above quoted topics, especially in case of litigation with another exhibitor or visitor.

Should a counterfeit be stated by a Court, what ever the date is, the Organizer will be enforced to ask the exhibitor concerned to act so that he remains in conformity with the judicial decision.

Should however the conformity still not be respected, the Organizer keeps the right not to admit the exhibitor, or to enforce adequate penalties, according to the present document, with no compensation or financial repair.

20. POSTING OF THE PRICES

The posting of the prices of products must be made in the conditions of the current legislation in force and appear clearly to allow a good information of the public. Any announcement of reduction in price (discount, rebates or reduction) realized by the way of label, mark display, must respect the legal and statutory requirements current about the prices advertising for the consumer, and can be made only in the form of posters arranged inside stands. The maximum size of these posters is fixed to 30 cm x 20 cm.

21. TAKE-AWAY SALES

The Organizer reserves the right to prohibit or restrict any sales which involve immediate delivery to the buyer on the premises.

Moreover, if take-away sales are authorised by the Organizer, exhibitors shall comply with the take-away sales regulations in force during the event.

22. SACEM NOTIFICATION

Exhibitors wishing to play recorded music on their stands must give the Organizer prior written notice. Furthermore, exhibitors shall have sole responsibility for compliance with all intellectual property rights relating to any music played. Accordingly, exhibitors must file the relevant notification regarding music played on their stands with the SACEM and pay the corresponding royalties.

Exhibitors shall hold the Organizer harmless against any actions and/or claims brought by any third parties due to their failure to perform their obligations.

23. PHOTOGRAPHS/TRADEMARK

The Exhibitor expressly authorizes, free of charge, the Organizer and the group COMEXPOSIUM :

- to realize, if he wishes it, photos and/or films representing him as well as the members of its team, as well as products were exposed on its stand.
- to use freely these images on any supports, in particular advertising (including Internet), in France and abroad and during five years as from the signature of the present request of participation.
- to quote and to reproduce gracefully its mark, or registered company name, as commercial reference for the needs of the Organizer's communication, on any supports (in particular Internet), both in France and abroad and for a duration of five years as from the signature of the present request of participation.

Any exhibitors that do not wish their stand or part of their stand or any items exhibited thereon (such as a logo, trademark or model) to appear on photographs used to promote the exhibition should inform the Organizer, in writing, before the exhibition opens.

In addition, any exhibitors that wish to take photographs of the event must give the Organizer prior written notice. Lastly, exhibitors shall obtain all authorisations needed in connection with photographs taken during the event, and shall respect the other exhibitors' rights to images, under their sole responsibility.

24. CATALOGUE

The Organizer shall be solely entitled to publish the Event catalogue or to have it published and distributed. Information to be published in the catalogue shall be provided by the exhibitors under their own responsibility. The Organizer shall under no circumstances whatsoever be held liable for any omissions, reproduction typesetting or other errors which may occur.

25. REGLEMENTATION

Exhibitors are required to become acquainted with and to abide by all the regulations in force during the event, laid down either by the authorities or by the Organizer, in particular, the prohibition to smoke in the places assigned to a collective use and the Fire Safety Regulations and Health Safety and Protection Regulations (SPS).

These regulations will be set out in the "Exhibitor Guide" sent to all exhibitors.

The Organizer will only allow stands which comply with the aforementioned regulations.

26. EXHIBITOR'S GUIDE

Information concerning details of the participation of the Exhibitor in the Exhibition is provided to him, after allocation of the stand, in the «Guide of the Exhibitor» sent to every participant or is accessible on the website of the Exhibition. Besides, the Exhibitor shall undertake to respect the conditions of the insurance, security measures and preventive security regulations custom duty regulations... as well as the directives for the stands equipment.

27. CUSTOMS

Each exhibitor shall be responsible for carrying out customs formalities in connection with equipment and products originating from abroad.

The Organizer shall not be held liable for any problems that may arise in connection with such formalities. Therefore, the exhibitor shall hold the Organizer harmless against any actions and/or claims in this respect and shall indemnify the Organizer for any damage sustained by the latter on account of a breach of the requisite customs formalities.

28. EXHIBITION CANCELLATION

In case of occurrence of force majeure, as defined by case law, if the Organizer is unable to obtain the requisite premises to stage the Event, the Organizer may at any time elect to cancel the Event, provided it notifies the exhibitors of its decision in writing. The exhibitors shall not be entitled to any compensation or indemnity on grounds of such cancellation.

Funds remaining available after payment of all costs incurred will be distributed among the exhibitors in proportion with the amounts paid by them. It is hereby expressly agreed that the exhibitors shall have no rights of claim against the Organizer on any grounds or for any reasons whatsoever.

29. ORGANIZER'S LIABILITY

The Organizer shall be exempt from all liability for losses which may be suffered by exhibitors (including disturbance of possession and commercial prejudice) on any grounds whatsoever.

30. DISPUTES AND LITIGATION

Any claim shall be submitted by registered mail, return receipt requested, within ten days of the end of the exhibition.

In the event of a dispute, the parties shall refer the matter exclusively to the Courts of Nanterre (France)

31. SANCTION

In case of breach of the general Conditions, the Organizer will be entitled, after a formal notice if necessary in the presence of a bailiff, to proceed instantly to the closure of the stand and to forbid the exhibitor from entering it, without the exhibitor being able to claim any financial and material compensation in any form whatsoever from the Organizer.

The costs incurred about the intervention of the Organizer (bailiff's fees and fees relating to the closure) will be payable by the exhibitor.

In any assumption, at the time an infringement will have been noted, the Organizer will be authorised to cancel the contract without prejudice to damage which could be claimed.

As a consequence equally from the above, the Organizer may refuse admission to the exhibitor to all the shows organised by the Organizer and the group of COMEXPOSIUM for a period of three years.

The provisions of general regulations of the "Foire, Salons et Congrès de France" (the text of which appears in the Exhibitor's Guide and on the Internet site www.equipmag.com), which are not contrary to the clauses of this application form and of the specific regulations, shall remain applicable to Exhibitors of the exhibition.

GENERAL TERMS OF SALE OF COMMUNICATION TOOLS

1. ADHESION

The Company COMEXPOSIUM (a French SAS with a capital of 60 000 000 €, whose registered office is located at 70 avenue du Général de Gaulle 92058 Paris La Défense cedex, registered in the Nanterre Trade and Company Registrar under the number 316 780 519) (hereinafter referred to as « Organizer ») organizes the Exhibition EQUIPMAG (hereinafter referred to as « Exhibition ») which is to be held from 11 to 13 September 2012. In that framework, services of communication tools are offered to Exhibitors and co-exhibitors and, on specific written authorization of the Organizer, to advertisers (hereinafter referred to as « Client ») not listed for the Exhibition but whose business may be relevant for visitors.

Accordingly, any order of communication tools implies full acceptance of the present general terms of sale. Any alteration or reservation of any sort made to the present document by the Client shall be deemed null and void. Any specific condition may prevail on the present terms, except express written consent of the Organizer. The present general terms of sale apply for the whole term of the realization of the services above-mentioned.

2. ORDER

2.1 Placing an order

Any order of services by the Client shall be placed using an Order Form passed by the Organizer « Order Form » which constitutes a legal and financial commitment for the Exhibitor.

The order of the Client must be accompanied by the corresponding payment or proof of payment of the full amount due.

2.2 Order validation

The order shall be deemed to have been accepted by the Organizer if it does not communicate any reservation or rejection within three working days of receiving the Order Form.

The Organizer reserves the right not to provide the service requested if payment is not received. The Client shall be solely liable for any consequences of late settlement of its account.

2.3 Order execution

The Order is executed according to the informations mentioned by the Client in the Order Form, provided they comply with the rules of art.

The Organizer reserves the right not to proceed with the execution of services under the conditions requested by the Client, if they do not comply with the regulations in force.

In this case, the Organizer will inform the Client and the order will be suspended until the reception of further information and the agreement of the Client on the necessary modifications.

On the other part, if in a previous order, the Client has withdrawn of any of its obligations, default of payment for example, a refusal of sale may be opposed, unless the Client does not provide satisfactory guarantees or cash payment. No discount for cash or advance payment will be granted to the Client.

2.4 Modification / cancellation of the order

Any request to modify/cancel the order must be notified to the Organizer within the timescales stated on the Order Form. It is stipulated that modifications to the Order Form shall only be accepted by the Organizer subject to feasibility.

2.4.1. Order modification

Any modification which does not involve the removal of one or more ordered articles is considered to be a modification to the Order Form.

Any modification to an order already fulfilled by the Organizer shall be invoiced at the tariff stated on the Order Form.

2.4.2. Cancellation of the order

Any modification or cancellation of the Client's participation in the Exhibition resulting in the removal of one or more ordered articles is considered to be a cancellation of the Order.

Any order cancellation must be notified to the Organizer in writing at the latest three months before the start of the Exhibition, and it will be invoiced, as compensation, 50 % of the total amount of the cancelled order.

Any cancellation notified after this time shall be invoiced at the full price of the service.

3. DESCRIPTION OF COMMUNICATION TOOLS

The present general terms apply to the following services, without the list below is limited to: insertions advertising orders (on Internet or on paper support,...), sponsoring, exhibitor workshop and advertising presentations, diffusion on the website of the Exhibition.

3.1 Advertising insertions

a) The Organizer may offer to the Client the opportunity to realize advertising insertions on several types of media including printing documents, the Exhibition website, the official bag, the badge lanyard, aisle letters, journalist notebooks, « visitors' reception » display panels, self-adhesive tiles (and possibly other media).

The booking of spaces advertising will be allocated according to the date the advertising order is received and according to the available space.

b) The Client undertakes to declare the existence of an agency contract and to specify the term. It must also specify whether its agent must fulfill the purchase of space that will be made on its behalf.

In case of payment by the agent, the Client and the agent are jointly and severally liable for payment of the order. No discount will be granted to the agent.

3.2 Sponsoring

The Organizer may offer exhibitors the possibility of sponsoring certain events or products according to the procedures detailed on the Order Form.

3.3 Exhibitor workshops and advertising presentations

The Organizer may offer exhibitors at the Exhibition the possibility of organizing workshops and advertising presentations under the conditions set out hereto. The themes of workshops and advertising presentations chosen by exhibitors must be covered by the Exhibition's list of topics or be an extension of them and must be approved beforehand by the Organizer.

4. RESERVATION AND/OR INSERTION ORDER

4.1 Order acceptance

Requests for reservation and/or insertion of communication tools must be sent to the Organizer within the Order Form. No request may be accepted by phone. The reservation and/or insertion order accompanied by the required payment is firm and irrevocable.

4.2 Order rejection

The Organizer reserves the right, without the need to justify its decision, to refuse an order a tool, a creation, etc. which runs contrary to the spirit of the publication, the material or moral interest of the Exhibition or applicable laws and regulations, particularly regulations governing advertising for weapons and munitions, tobacco and alcohol. The Organizer also reserves the right to refuse any reservation request depending on the products offered and the number of client requests already received.

Rejection of an order does not give entitlement to any damages or interest. Only the amount for the services ordered shall be reimbursed to the Client.

4.3 Deadline for submitting a reservation order and/or an insertion order

a) Advertising insertions, except advertising insertions on the Exhibition website

The deadlines for submission of insertion orders and reception technical elements are contained in the Order Form. If the technical elements are not received by this date, the words «space reserved for...» followed by the Client's name and address shall be printed in the reserved position, and the insertion shall be invoiced according to the conditions stated on the form.

Technical expenses for insertions, print proofs, pre-press, printing, correction or re-formatting shall be payable by the Client, unless stated otherwise in the rate sheet.

b) Insertion orders via the Exhibition website

The technical items must be supplied at the same time as the insertion order (no element using the HTML code is authorized).

If they are not received, the insertion shall not be carried out and shall be invoiced according to the conditions stated on the Order Form.

c) Sponsoring

As the sponsoring opportunities are limited, the Organizer will accept the requests received before the date mentioned on the Order Form.

Reservation orders shall be honoured according to their booking order and availability.

d) Exhibitor workshops and advertising presentations

It should be noted that exhibitor workshops and advertising presentations reservation requests must be sent to the Organizer with the Order Form to appear in the conference programme. Since the number of exhibitor workshops is limited, the Organizer shall fulfil requests sent to it according to the date it receives them.

Reservation orders shall be honoured according to their booking order and availability.

5. DELIVERY DEADLINES FOR ADVERTISING INSERTIONS

The Organizer undertakes to use all means necessary to enable the online catalog in the deadlines mentioned in the Order Form.

The Client undertakes to submit to the Organizer the full technical elements necessary to the realization of the insertions order in the deadlines mentioned on the Order Form.

6. RECLAMATIONS

6.1 Advertising insertions

For all communication tools to be published on the Exhibition website, the Client shall have 8 (eight) days from the online publication to communicate any comments or reservations to the Organizer.

Any comment or reservation must be sent in writing to the Organizer by post or by email to the address expressly specified by the Organizer or its service provider within this time and must explicitly refer to the aspects deemed not to comply with the items provided.

The Organizer shall then make the necessary modifications within a reasonable time to ensure the insertion complies with the items provided and shall notify the Client in writing of delivery of the communication tools. It is stipulated where applicable that any item not included in the items supplied cannot give rise to any complaint from the Client.

If no comment or complaint is made within eight (8) days or if there is no cause for comments or complaints with respect to the items provided, the online publication shall be deemed to comply with the items provided and delivery shall be deemed to be definitive and irrevocable.

6.2 Services (other than advertising insertions)

Any complaint according to the execution of the services must be sent in writing to the legal representative of the Exhibition before the end of the Exhibition in order to be accepted and taken into account. No claim will be accepted after this date.

7. INVOICING AND PAYMENT

The applicable rate sale is the one stated on the Order Form; the details of what it includes in are specified on a case by case in said Order Form.

All prices included in rate sheets issued by the Organizer are exclusive of VAT and, in accordance with legal and regulatory requirements governing the services, are subject to the addition of VAT at the applicable rate.

7.1. If the communication tools are proposed to the exhibitor with its application for admission to the Exhibition, and the exhibitor orders at the time of registration, it will be invoiced with its Exhibition floor space letting order.

7.2. Any order made after the registration or any communication tools order not proposed to the exhibitor with its application for admission to the Exhibition, are payable following the instructions mentioned in the Order Form.

7.3. The payment may be realized :

- By cheque to the order of the Organizer

- Par bank transfer. * A copy of the notice of the transfer order and the debit should be submitted to the Organizer.

*The following mention : « Payment without expenses for the beneficiary » should be written on the transfer order.

Orders without payment will not be processed. An invoice with details of VAT will be sent as soon as possible.

8. DELAY PENALTIES

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 three times the legal interest rate shall be applied. Those penalties shall begin to run the day after the due date stated on the invoice.

9. LIABILITY

9.1 Advertising insertions / Sponsoring

The Organizer declines all liability in relation to the content and editing of advertisements. It cannot be held liable for information provided or offers made.

Texts, logos, illustrations, photographs and images, hypertext links, products, brands and generally all works and elements used to produce an advertising insertion are produced at the sole liability of the Client, which is solely liable for any fees, particularly for reproduction and representation.

The Client releases the Organizer from all liability it may incur as a result of the insertion produced or distributed at its request.

The Client shall compensate it for any damage it may suffer and guarantees it against any third-party proceedings against it in relation to these insertions.

It is agreed that the Client explicitly authorizes the Organizer and/or any third party appointed by the Organizer, at no cost, to freely use the logos, photos, illustrations, and more generally all works and elements used to produce an advertising insertion, both in France and abroad and without any time restriction, for the purposes of promoting the Exhibition, and/or the COMEXPOSIUM Group and/or its communication tools.

It is also emphasized that it is not currently technically possible to satisfactorily protect against any form of reproduction, reuse, redistribution, or illicit commercialization of all or part of a website. The Client therefore declares that it is aware that any element used on the internet is at risk of being copied and used fraudulently by any user connected to the internet. The Organizer may not therefore be held liable for any counterfeiting or damages suffered directly or indirectly by the Client as a result of this fact.

The Organizer reserves the right to interrupt the service for work to maintain and/or improve its networks. These service interruptions may not give rise to any compensation to the Client.

9.2 Workshop and advertising presentations

The activities taking place in workshops and advertising presentations are solely the responsibility of exhibitors, the only role of the Organizer being to provide them with laid out spaces equipped with a screen, a paperboard, a mini-stage, an overhead projector and projection equipment as well as a hostess for welcoming participants, and to promote workshops and advertising presentations. Under no circumstances can the Organizer be held liable for the successful conduct of activities in the workshops and advertising presentations.

9.3 Organization of evening events by the Client

The Client undertakes to take all necessary precautions during evening events to avoid any damage occurring (theft, deterioration, etc.) to the property for which it is responsible. The stand must therefore be constantly guarded. It is the Client's responsibility to comply with current anti-smoking legislation and forbid its guests from smoking at the stand.

The Client undertakes to comply with all safety measures laid down by the Organizer.

Failing this, the Organizer reserves the right to terminate the evening event and/or close the stand, without prior notice. This disciplinary action shall not entitle the Client to any form of compensation.

10. DISPUTES

Any dispute which has not reached an amicable conclusion shall be settled according to French law, solely by courts of place where the Organizer has its head office. Only the text in French shall be deemed authentic.

PAYMENT OF COMPREHENSIVE INSURANCE FOR EXHIBITIONS

The organiser is not responsible for damage that the exhibitors may cause to, third parties or for damage to property of exhibitors. .

However, the organiser recommends that exhibitors enrol in the insurance policy underwritten by COMEXPOSIUM ASSURANCES, on their behalf, with the AXA FRANCE company. This insurance policy covers damage to the exhibitors' property (loss, theft, destruction) and stand equipment, under the conditions and within the limits of the insurance policy, provided that the exhibitors enrol in said policy by taking out the insurance offered on the application form. This AXA France insurance policy no. 4 299 10 204 is an appropriate solution based on the situation, the needs expressed and the financial terms and conditions of the policy (deductible, insurance benefit and premium). It is recalled that the insurance taken out by the exhibitor does not cover the third party liability of the latter. In this regard, the exhibitor acknowledges having taken out all the insurance policies necessary with an insurance company covering its third party liability and that of any person involved directly or indirectly in the exercising of its activities and/or those of its company, for any physical injuries, material or intangible damage caused to a third party during his attendance and/or that of its company at the Exhibition EQUIPMAG that shall take place from September 11th to 13th (including during the assembly and dismantling periods).

The insurer: Compagnie AXA France - 26 rue Drouot -75009 PARIS - Policy no 4 299 10 204

I - COVER

A - PURPOSE AND SCOPE OF THE COVER

1/ Events insured

The insurance covers any material damage, losses and damage caused to the goods exhibited, including the fittings of the stands pursuant to any non-excluded event.

It is specified that acts of terrorism and attacks and Natural Disasters are only covered in France.

2/ Goods insured

The insurance covers the goods of the exhibitors and the co-exhibitors, and the fittings of the stands.

B - EXCLUSIONS OF COVER

The exclusion of cover clause is the clause whereby the insurer, when it defines the purpose of its cover, expresses its intention to exclude from said cover certain events, certain types of damage and, more generally, certain risks. The insurer shall therefore not be liable for any event, property or damage excluded by it through the exclusion clauses in case of damage.

1/ Events excluded

Damage, losses and deterioration suffered by the goods insured are excluded from the cover that result:

- from foreign war or civil war,
- from the direct or indirect effects of an explosion, discharge of heat or radiation resulting from the transmutation of atoms or radioactivity as well as the losses due to the effects of radiation provoked by the artificial acceleration of particles,
- from confiscation, sequestration, seizure or destruction by order of any government or public authority, as well as the consequences of any infringements,
- of flooding or overflowing of stretches of natural or artificial water, rain water, floods, tidal wave, moving blocks of snow or ice or other natural disasters (except those covered under the Law on natural disasters no 82-600 of 13.07.82, cf. Article 2 above),
- of a specific defect, wear and tear, age, slow deterioration, moths, parasites and rodents of any kind,
- of the insufficiency or unsuitability of the packing or packaging,
- of simple thefts or misappropriations committed by the employees of the Insured Party or of the beneficiary as well as of the intentional or fraudulent fault of the insured party or of the beneficiary, who have the strict obligation to act in all circumstances as if they were not insured,
- of the influence of atmospheric agents for object exposed to the air,
- of epizootic as regards animals,
- of the fading of flowers, trees and floral decorations as well as of any plants.
- of any losses or disappearances on the stands where free distributions or tastings are made of any goods or beverages whatsoever,
- of any sanitary or disinfection measures or cleaning, repair or renovation operations,
- of the defective assembly or dismantling of the objects insured,
- of the breaking of fragile objects such as porcelain, glassware, mirrors, marble, pottery, terra cotta, sandstone, ceramics, alabaster, plaster, waxworks, cast iron works, under glass or windows.

If the occurrence of these events cannot be excluded, it appears however that they are not likely to deprive the exhibitor of the protection of the coverage offered in a large number of circumstances during the exhibition. Nevertheless, of these events excluded from cover, we draw your attention to acts of petty theft or embezzlement committed by the insured's employees. Thus, such events may under no circumstances activate the insurance cover and shall therefore not be indemnified if they should occur.

2/ Goods excluded

We draw your attention to the fact that the following goods are excluded from the cover:

- Works of art,
- Objects of special value. An object of special value means an object whose intrinsic value is not related to the costs incurred to obtain it,
- Furs, skins and carpets,
- Cash and notes,
- Personal effects and objects, jewels, cameras, radios, electronic pocket calculators and all the objects belonging specifically to any person attending the event directly or indirectly,
- Connected telephones,
- Removable software and software packages,
- Plasma or LCD screens (the exhibitor can take out a specific insurance policy to cover this equipment).

3/ Damage excluded

The following items are always excluded from the cover granted by the Insurer :

- Indirect losses of any kind whatsoever such as loss of profits, damages, duties and other taxes, penalties of any kind and, notably, those relating to a deadline or delay for any reason whatsoever,
- Stains of animals,
- Damage caused to materials, clothes, fur, carpets, tapestries and covering (floors, walls, partitions) by marks, stains, dirty marks and burns of cigars, cigarettes and/or pipes, except those resulting from water damage, fire or theft,
- Scratches, scrapes, rust or any oxidation and/or corrosion,
- Damage to the objects exhibited under stands, when these goods are located outside of the latter,
- Damage, losses and deterioration suffered by the goods insured when this damage is the result of the operating or mechanical or electrical malfunction of the said objects.

C - AMOUNT OF THE COVER

The cover is fixed at € 500 per square metre rented with a minimum of € 6,000 and a maximum of € 200,000. This amount is the limit of liability, i.e. the maximum amount of the insurer's obligation. Moreover, in case of loss, you may not obtain compensation in excess of the above-mentioned amount in the event that the insurance coverage is activated.

In the event of theft, the payment of the compensation shall be made after deduction of a deductible of € 300 per loss.

The deductible is the sum of money or the portion of the damage for which you will be responsible in the event that a risk occurs. In addition, the insurance benefit shall be paid for losses in amounts greater than the deductible and for the portion in excess of the deductible.

For all these reasons, we believe that the AXA France insurance policy no. 429910204 is an appropriate solution based on the situation, the needs expressed and the financial terms and conditions of the policy (deductible, insurance benefit and premium).

D - ADDITIONAL INSURANCE

If the value of the exhibited items exceeds the insured amount, exhibitors are advised to take out additional insurance.

Moreover, plasma and LCD screens are excluded from coverage. However, the exhibitor has the option of taking out special insurance.

The additional insurance enrolment form for damage to property or for plasma or LCD screens is attached to these insurance regulations and is also included in the Exhibitor's Guide, which will be sent to each participant or accessible on the exhibition's website.

II - INSURANCE CONDITIONS

A - TAKING OF EFFECT OF THE COVER

The cover applies to the stands provided to the exhibitors from the day before the opening to visitors (7.00 p.m.) to the last day of opening to visitors (closing time).

B - SPECIFIC PREVENTATIVE MEASURES FOR THEFT COVERAGE.

The cover for Theft without break-in applies when the following preventive measures have been taken:

- During the hours of opening to the public and/or to exhibitors, as well as during the period of installation and dismantling, the stand must be permanently guarded by the Exhibitor or by one of its employees.
- During the hours of closure to the public et/or to exhibitors, the audiovisual equipment used for advertising purposes (such as video recorders, cameras, video cameras and portable microphones) must be stored in a locked cupboard and/or specific area.

If you fail to do so, you risk being denied coverage by the insurer.

C - PROVISIONS SPECIFIC TO OBJECTS OF VALUE

Objects in precious metals (gold, silver or platinum), precious stones, pearls, gold or silver plate, time-pieces and any objects of a small size and/or of great value must be locked up :

- During the hours of opening of the exhibition to the public : in solid showcases equipped with thick glass and locked by safety locks
- During other times (installation – closure – dismantling) : in a safe approved by the insurer.

If you fail to do so, you risk being denied coverage by the insurer.

The risks of theft are only covered in the event of break-in or in the event of violence committed against the guard or guards.

III - LOSSES

a - Declaration of the loss

The losses must be immediately declared to the Organiser.

In addition, losses must be reported within twenty-four (24) hours, regardless of the damage, under pain of forfeiture. Every declaration of a loss must imperatively state the date, the circumstances of the loss and the approximate amount of the damage and must be accompanied by the original filing of a complaint in the event of theft.

This claim form must be sent directly to SIACI SAINT HONORE, as indicated in section VII below.

The claim form must indicate the insurance policy number, i.e. AXA France policy no. 4 299 10 204.

b - Measure to take at the time of a loss

You must also take any measures to ensure the protection of the undamaged objects and, when the liability of a third party can be involved, must take all the measures required by the laws and regulations in effect to protect the recourse of the insurer.

If you fail to do so, you risk being denied coverage by the insurer.

C - ASSESSMENT OF THE LOSS

It is recalled that the insurance cannot produce a profit for the insured party. It only covers the compensation for its material losses in accordance with the compensation principle stipulated by the Code in Article L 121-1.

In the event of a loss covered by the insurance policy, the damage is assessed by mutual agreement.

D - PAYMENT OF THE BENEFIT

The benefit shall be paid to the owners of the insured property.

If the coverage amount applied for is insufficient, the benefit shall be divided proportionally to the total value of the damaged property of each of the exhibitors present at the stand.

IV - WAIVER OF RECOURSE

Every exhibitor, by the sole fact of its attendance, declares that it renounces any recourse that it or its insurers may have the right to exercise against the organiser and the operating company of the premises where the event takes place and their insurers, for any direct or indirect damage that the latter may cause to its goods.

The insurance conditions that are the subject of these Articles are governed by the Insurance Code.

V - PERSONAL DATA

The personal data collected on the enrolment form for the above-mentioned insurance policy and during the term of the policy may be disclosed to the Insurer and to the persons involved in managing the policy (intermediate underwriters, experts and reinsurers).

Said data shall be used to manage the policy, to analyse and control risk, to carry out the services, to prepare statistics and to enforce the legal, regulatory and administrative provisions in force.

As provided by law, the insured may access the information concerning him/her, have it corrected, object to its disclosure to third parties or to its use for commercial purposes by sending a letter to COMEXPOSIUM ASSURANCES.

VI - CONTACT DETAILS OF AND INFORMATION ABOUT THE INSURANCE BROKER

COMEXPOSIUM ASSURANCES

Insurance brokerage firm registered with ORIAS under number 10 058 342 and located at 70 Avenue du Général de Gaulle - 92508 Paris La Défense Cedex

Telephone: 01 76 77 11 11

The registration of COMEXPOSIUM ASSURANCES can be verified at www.orias.fr.

COMEXPOSIUM ASSURANCES is subject to the control of the Autorité de Contrôle Prudentiel (ACP) located at 61 rue Taibout - 75436 Paris Cedex 09 (Switchboard: 01 55 50 41 41).

COMEXPOSIUM ASSURANCES is a subsidiary of the COMEXPOSIUM company.

COMEXPOSIUM ASSURANCES offers only property and casualty insurance policies at the exclusion of public liability and life insurance policies.

COMEXPOSIUM ASSURANCES has a civil liability guarantee and a financial guarantee in accordance with the insurance law, which it has obtained from the ALLIANZ company.

COMEXPOSIUM ASSURANCES has no financial ties to insurance companies.

To assist it in offering the above-mentioned insurance policy, COMEXPOSIUM ASSURANCES has granted power to the COMEXPOSIUM company, agent intermediate underwriter registered with ORIAS under number 10058581, whose head office is located at 70 AVENUE DU Général de Gaulle - 92058 Paris La Défense cedex - France .

The registration of COMEXPOSIUM can be verified at www.orias.fr.

COMEXPOSIUM is subject to the control of the Autorité de Contrôle Prudentiel (ACP) located at 61 rue Taibout - 75436 Paris Cedex 09 (Switchboard: 01 55 50 41 41).

COMEXPOSIUM has no financial ties to insurance companies.

VII - CLAIM FORM

In the event of a loss, claim forms must be sent to:

SIACI SAINT HONORE - 18 rue de Courcelles 75384 Paris Cedex 08

Telephone: 01.44.20.99.99

Such claim forms must meet the above-mentioned conditions and be sent by registered letter with acknowledgment of receipt.

PLEASE RETURN TO:

COMEXPOSIUM¹/ EQUIPMAG

70 avenue du Général de Gaulle
92058 Paris La Défense Cedex France
or by Fax: +33 (0)1 53 30 95 34.

BEFORE: SEPTEMBER 7TH, 2012

Company

Legal representative

Person responsible for the application

Address

Postal Code City

Country

Tel Fax

E-mail

Stand no Area

You have the option of taking out additional insurance if the value of the exhibited items exceeds the coverage provided on the application form:

Additional insurance*: premium of 0.27%** for an additional insured amount of:

..... € x 0,27 % = € (1)

*: If the value of the exhibited items exceeds the amount automatically covered at the time of registration for the exhibition.

***: Subject to an increase approved by the insurance company.

You have the option of taking out special insurance for plasma or LCD screens:

Plasma and LCD screen insurance*:** premium of 4%** for an additional value (incl. VAT) of:

..... € x 4 % = € (2) (minimum € 250)

*: Plasma screens must be securely fixed or cabled to the stand structure.

***: Subject to an increase approved by the insurance company.

Effective date of plasma/LCD screen coverage: this coverage will be effective from the morning on which the exhibition is open to the public until the evening of its closure.

YOUR ORDER TOTAL = € (1+2) *

*VAT exemption - article 261 C 2° of the CGI.

Les primes d'assurances sont facturées par COMEXPOSIUM au nom et pour le compte de COMEXPOSIUM ASSURANCES.

I hereby declare that I have read the terms and conditions set out in the Insurance Regulations.

NO ORDERS WILL BE ACCEPTED WITHOUT PAYMENT.

> METHOD OF PAYMENT (check the appropriate box)

Cheque made payable to: company COMEXPOSIUM – EQUIPMAG 2012

Bank transfer:

Bank code	Branch code	Account no.	Digit bank code	Bank address
30004	00813	00010617048	51	BNP PARISBAS PARIS ETOILE ENTREPRISES (00813)

IBAN: FR76 3000 4008 1300 0106 1704851 - SWIFT/BIC: BNPAFRPPGA

All bank transfer fees are payable by the exhibitor.

Name of signatory (in capital letter):

Date

Signature preceded by the words « Read and approved ».

Company stamp

COMPULSORY

COMPULSORY