

EXHIBITOR AGREEMENT

24 – 26 August 2010 | Exhibition Centre Zurich

1.0 Application

The person signing this form enters into a binding agreement to participate in the SuisseEMEX'10 trade show. This document effectively constitutes a binding agreement between EMEX Management GmbH (Organiser) and the company listed below (Exhibitor). With a valid signature, the Exhibitor accepts the terms of the „Services and Additional Services“ as well as those of the „General Terms and Conditions“ as an integral part of this Exhibitor Agreement. The Exhibitor agrees to participate as an exhibitor in the SuisseEMEX'10 from 24th – 26th August 2010 and to accept all conditions and regulations set forth by both the Organiser and MCH Messe Schweiz (Zurich) AG. Subject to the acceptance of the Organiser, this agreement shall be deemed to be concluded and the form must be filled out in its entirety.

Registration deadline: 1 July 2010 (For registrations after this date, we **cannot guarantee** an optimal exhibition space assignment and a 5% surcharge will be added to the price of the booth and exhibition space size).

2.0 Addresses

General exhibitor address (catalogue entry):

Company: _____
 Company (second line): _____
 Street: _____
 P.O. Box: _____
 Country, Postcode, Town: _____
 Tel.: _____
 Fax: _____
 Website: _____
 General e-mail: _____
 Industry of exhibitor: _____

Contact person (planning):

First name: _____
 Last name: _____
 Position: _____
 Tel. (direct line): _____
 Mobile: _____
 E-mail contact person: _____

The co-exhibitor agreement can be found as a separate document on www.suisse-emex.ch in exhibitor section

Invoicing address:

- same as exhibitor address
 Mr / Ms

Company: _____ Street: _____
 First name: _____ P.O. Box: _____
 Last name: _____ Country, Postcode, Town: _____

The Exhibitor confirms that he has received, read and accepted the „Terms of Services and Additional Services“ as well as the „General Terms and Conditions“. He also accepts the company regulations of MCH Messe Schweiz (Zurich) AG. „The Services and Additional Services and the General Terms and Conditions“ form an integral part of this Agreement.

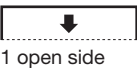
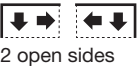


City, Date: _____ Signature: _____
 Company stamp: _____ Name (in printed letters): _____
 Position: _____

3.0 Exhibition space - minimum exhibition space 12m² (minimum depth 3m) (Except for "Easy Business" - 6 m²)

Length _____ m x depth _____ m = Total _____ m²

open exhibition space, **without** booth construction, carpet, incidental costs and additional services, etc.



Type of booth requested	Regular price/m ² until 1st June 2010 with 5% surcharge	EARLY BIRD - price/m ² until 15th March 2010 ▶ Item 3.1
<input type="checkbox"/> Row booth  1 open side	CHF 305.00	CHF 280.00
<input type="checkbox"/> Corner booth  2 open sides	15% Surcharge	15% Surcharge
<input type="checkbox"/> Head booth  3 open sides Minimum size 18m ²	20% Surcharge	20% Surcharge
<input type="checkbox"/> Island booth  4 open sides Minimum size 36 m ²	20% Surcharge	20% Surcharge
<input type="checkbox"/> Outdoor space in front of exhibition hall	CHF 240.00/m ²	CHF 230.00/m ²
Order of storage space In any one of the four exhibition halls	CHF 50.00/m ²	We order _____ m ²

Notes: — walls provided by exhibitor open, no walls

Important: A reservation request for a multi-front booth is considered a request and does not constitute a condition for the validity of this Exhibitor Agreement. There is no multi-front surcharge for booth sizes with 100m² and above. Open sides that are assigned may only be closed with written approval by the trade show management. The surcharge will be added to the normal price. All prices are quoted in Swiss francs, without 7.6% VAT.

3.1 Early booking discount / Use of "EARLY BIRD" credit voucher

The early booking discount will be shown as a credit on the regular exhibition space size price per m² on the final invoice and will only apply if the application has been submitted before 15 March 2009 and if the payment schedule has been met (in accordance with the General Terms and Conditions, Item H). Partial invoices reflect the normal price per m² without the early booking discount. Late booking surcharge after 30 June 2009: 5% processing fee.



3.2 Placement request / Booth in hall

The Exhibitor requests a placement in the following main area or theme area in accordance with the exhibition space reservation form, ▶ Item 3. Please select only one, no guarantee:

- MAIN AREA:**
- MARKETING / COMMUNICATION HALL 3 HALL 4
 - PROMOTION / PROMOTIONAL ITEMS HALL 5
 - EVENT / LIVE COMMUNICATION HALL 5 HALL 6

Please note that Theme Park booth reservations are to be made using the appropriate "Theme Park" form.

3.3 Other information on the reservation

MODULAR RENTAL BOOTHS - RESERVATION

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3.4 Modular Rental Booths

The Exhibitor will rent the following booth modular with the same size as the exhibition space (see ▶ Item 3).

Type „BASIC“ (min. 12 m²)

CHF 150.00 / m²

consisting of:

- aluminium frame construction in black, height 290cm, fabric roof in white
- wall elements in sand, white or black
- carpet tiles* in a choice of 5 colours: beige, red, blue, grey or charcoal
- lighting: per 3m² of exhibition space, one directional spot, 150 watts
- per open booth front:
 - 1 sign board 150cm x 27cm with customer logo / exhibitor's name
- furniture: 1 round table, 4 white chairs, lockable element, Sendo standard lamps with fabric shade.
- additional furniture available at extra cost



Type „COMFORT“ (min. 16 m²)

CHF 185.00 / m²

consisting of:

- aluminium frame construction in black, height: 250cm / 290cm.
- height: 290cm with projecting fabric roof
- wall elements in sand, white or black, height: 250cm / 290cm
- 1 milk plexi front side and one side wall for inscription according to customer's instructions (250/290cm x 100cm) or only with customer's logo / exhibitor's name*.
- Carpet tiles* in a choice of 5 colours: beige, red, blue, grey or charcoal.
- lighting: per 3m² of exhibition space, one directional spot, 150 watts
- cubicle 1m², with lockable folding door in black.
- furniture: 1 round table, 4 white chairs, one Sendo standard lamp with fabric shade,
- 1 lockable element, 1 coat rack, one bar stool
- additional furniture available at extra cost



Prices do not include VAT, exhibition space, exhibitor marketing package, electricity connection and consumption and other ancillary services. Utilities and amenities may vary from the illustration.

TRADE FAIR OFFER: "EASY BUSINESS" 6m² ALL-INCLUSIVE:

one co-exhibitor** permitted per 6m² "Easy Business" booth.

„EASY BUSINESS 6 m²“ Package incl. booth and site
Early-Bird-Price (until 15.03.2010)

CHF 4500.00
CHF 3900.00

Corner booth (see illustration) at regular price
Early-Bird-Price (until 15.03.2010)

CHF 4700.00
CHF 4100.00

The package consists of:

- 6m² site usage for 3 days
- "BASIC" trade booth 3 x 2 metres (see description of BASIC booth and illustration)
- 1 exhibitor marketing packet CHF 600.00
- 1 electricity connection 220V / 2Kw
- Power consumption and waste disposal
- Furniture: lockable display unit, 1 round table, 2 white chairs

excl. 7.6% VAT and other ancillary services (e.g. internet connection, cleaning services)

**Important: for each co-exhibitor we will add to the bill the appropriate fee of CHF 500.00 as well as the marketing package fee at CHF 600.00. Please register your co-exhibitor using the contract form at www.suisse-emex.ch



Carpet colouring, fascia lettering etc.

After registration the fair management will provide you with further order forms (see exhibitor guide) for your furniture and graphic design requirements, to be sent to the booth constructors: Andreas Messerli AG, Wetzikon. www.messerli3D.com

COMPULSORY CHARGES - additional to exhibition space

3.5 Overview of compulsory charges and ancillary costs

if not included in the "all-inclusive" booth offer:

- | | | |
|---|---------------------------|------------------------|
| • Exhibitor marketing package * | CHF 600.00 / Exhibitor | |
| • Power consumption and waste disposal | CHF 5.50 / m ² | |
| • Co-exhibitor's fee (if any) | CHF 500.00 / co-exhibitor | |
| • Possibility of up to 63 redeemed visitors' vouchers (thereafter free of charge) | CHF 15.00 / voucher | (i.e. max. CHF 950.00) |

All forms incl. prices for ordering „Services and Additional Services“ such as electric connection, Internet, etc. can be found on www.suisse-emex.ch. Further information can be found on [page 5](#) and in the exhibitor guide, which will be sent to you on receipt of your reservation.

* EXHIBITOR MARKETING PACKAGE CHF 600.00 PER EXHIBITOR AND CO-EXHIBITOR ALLOWS:

- Detailed exhibitor profile in the EMEX online community for "Wanted - Offered" networking, with appointment request tool
- Comprehensive exhibitor profile with your company logo and web-link in our online exhibitor directory at www.suisse-emex.ch (mobile browser compatible)
- Address listed in official SuisseEMEX'10 exhibition exhibitor catalogue
- 3 headings in on-line commercial directory and in exhibitor catalogue
- Use of professional ticketing system and e-codes for voucher tickets incl. address list of your clients to download as Excel file.
- Promotion stickers for your envelopes "We are a SuisseEMEX'10 exhibitor".
- SuisseEMEX '10 visitors' brochures to enclose with mail shots
- One-hour individual exhibition marketing consultancy in EMEX office
- Invitation to EMEX networking & info events
- Reduced prices for exhibitors and admission to special events
- Press box in the press office for your media releases

No-cost advertising options can be ordered using the appropriate forms. Please see our website at www.suisse-emex.ch for further advertising options, or the exhibitor guide, which you will receive upon registration.

4.0 Sampling and flyer events in the exhibition halls

All sampling and flyer events require approval. Flyers may only be distributed in the exhibition hall aisles by a maximum of two persons at the same time. No sampling is permitted by the escalators, gallery aisles and in the entrance area in front of the exhibition halls or in the building itself in the vicinity of the turnstiles and stairways!

for exhibitors

- | | | |
|--|----------------|------------------------------|
| <input type="checkbox"/> Tuesday | 24 August 2010 | CHF 550.00 / day (2 persons) |
| <input type="checkbox"/> Wednesday | 25 August 2010 | CHF 850.00 / day (2 persons) |
| <input type="checkbox"/> Thursday | 26 August 2010 | CHF 850.00 / day (2 persons) |
| <input type="checkbox"/> For the duration of the exhibition, 24 - 26 August 2010 | | CHF 1500.00 / (2 persons) |

for non-exhibitors

- | | | |
|--|----------------|-------------------------------|
| <input type="checkbox"/> Tuesday | 24 August 2010 | CHF 1050.00 / day (2 persons) |
| <input type="checkbox"/> Wednesday | 25 August 2010 | CHF 1350.00 / day (2 persons) |
| <input type="checkbox"/> Thursday | 26 August 2010 | CHF 1350.00 / day (2 persons) |
| <input type="checkbox"/> For the duration of the exhibition, 24 - 26 August 2010 | | CHF 3000.00 / (2 persons) |

5.0 booth attractions / other events planned / PA announcements / musical performances at the booth

- We are planning to have a booth attraction / event / competition, for which we would like approval. Please contact us

6.0 EMEX - Green Initiative

- We are offering sustainable products at our exhibition booth and would like to apply for the "Green" symbol in the catalogue of exhibitors

Our product range: _____

for free

6.1 POS Display "Sustainability" as added feature for the exhibition booth in the Sustainability Gallery (Hall 3): CHF 1'300.00

Companies are given the chance to present their services or products related to the theme of sustainability in the attractive Sustainability Gallery. The message is printed on a display which the exhibitor can design as he/she likes. There is also a note indicating where the main booth of the exhibitor is located.

- Sustainability Display** (size 80 x 220 m) - the exhibitor is allowed to keep the display after the exhibition is over.

7.0 Rental of seminar room

Seminar rooms in the Exhibition Centre Zurich can be rented, e.g. for company presentations and workshops. Prices on request.

- Please contact me. We would like to hire a room.

8.0 Catering / food sale (requires approval)

If you intend to sell food and / or beverages at your booth, a charge of 20% of sales will be imposed by SV-Service AG. Please refer to the „General Terms and Conditions“ and the Operating Directive of MCH Messe Schweiz (Zurich) AG.

- Yes we would like to sell food / beverages, please contact us

9.0 Advertisements and other advertising measures

Positioning of the logo:

- | | |
|---|--------------|
| <input type="checkbox"/> Logo in the trade show exhibitors' list next to your address | CHF 50.00 |
| <input type="checkbox"/> Logo next to the hall plan of your hall in the exhibitors' list and also on the hall plan signs put up to show visitors their way around the exhibition. | CHF 650.00 |
| <input type="checkbox"/> Logo on all visitor name badges, approx. 13,000 | CHF 2'500.00 |

Advertising in the exhibitor catalogue (circulation approx. 12,000):

- | | | | |
|--|--------------|---------------------------|--------------|
| <input type="checkbox"/> 1/1 page | 125 x 215 mm | | CHF 2'500.00 |
| <input type="checkbox"/> 1st inside front / back cover | 125 x 215 mm | First come- first served! | CHF 2'800.00 |
| <input type="checkbox"/> Reverse side | 125 x 215 mm | First come- first served! | CHF 3'000.00 |
| <input type="checkbox"/> 1/2 page | 125 x 105 mm | | CHF 1'500.00 |
| <input type="checkbox"/> 1/3 page | 125 x 70 mm | | CHF 700.00 |

Advertisement in the visitor brochure (circulation approx. 85,000):

- | | | |
|-----------------------------------|--------------|--------------|
| <input type="checkbox"/> 1/1 page | 210 x 148 mm | CHF 4'500.00 |
| <input type="checkbox"/> 2/3 page | 125 x 123 mm | CHF 3'500.00 |
| <input type="checkbox"/> 1/3 page | 60 x 123 mm | CHF 2'000.00 |

10% discount on catalogue advertising when you book your booth!

Please send printed data with 3mm trim to grafik@suisse-emex.ch.

Your banner on www.suisse-emex.ch

Setting up your advertising banner online (space permitting) - Exhibition Banner: 468 x 60 px

- | | |
|---|------------|
| <input type="checkbox"/> Banner for 1 month | CHF 200.00 |
| <input type="checkbox"/> Banner for 3 month | CHF 375.00 |
| <input type="checkbox"/> Banner for 6 month | CHF 500.00 |

Your product range in the EMEX Newsletter

Mailing to 45,000 prospective customers (teaser text, picture and link).

- Placing 1 mailing CHF 1500.00

Promotional insert in the big EMEX visitors' mailing

Mailing to 12,000 top-class decision-makers in the marketing and events sector. The mailing is done in a C5 envelope.

- 1 insert up to max. A5 (12,000 pcs) CHF 7'000.00

Promotional insert in the visitor-badge mailing

Your promotional brochure in the mailing to the registered exhibition visitors, shortly before the exhibition starts. Maximum 3 enclosures.

- Price per enclosure (estimated approx. 6,000 pcs) CHF 4'500.00**

****Price may be adjusted if the weight of the enclosure affects the postage costs. Please contact us and send us a sample. The price applies to the delivered brochures, we do not pay the costs of production/printing/delivery.

Specials - please contact me:

- Sponsoring / patronage e.g. of a stage platform (Marketing, Online, Event)
-> please also see the sponsoring concept
- Contributions in kind, e.g. aperitif, decorations, promotional items, booth constructions, sign lettering, banners
Your idea: _____

POS advertising: an advertising display/sign/tower in the exhibition hall

Advertise your company by a display placed in one of the exhibition halls. Display and brochure stands, which are assembled, filled and dismantled by you. Display max. 100 cm x 220 cm or approx. 1m² area for 3 days, incl. brochure stands, location as arranged in discussion with us.

- | | |
|---|--------------|
| <input type="checkbox"/> price for exhibitors | CHF 800.00 |
| <input type="checkbox"/> price for non-exhibitors | CHF 1'200.00 |

The Eye-Catcher placed in front of the exhibition building

Price as arranged in discussion with the exhibition management and MCH Messe Schweiz AG concerning any special charges incurred.

- Yes, we are interested, starting at CHF 2'000.00

Sponsoring of promotional ballpoint pens for your company (exclusive for the day)

One in every visitor's hand! Have your ballpoints placed at the registration desk and the Info Points, delivery of 2,000 pieces.

- Price for 1 day CHF 800.00

We will send you further ad formats, ad placement options and other promotional opportunities separately, along with a detailed order form, after you have registered.

„The Services and Additional Services“ conditions form an integral part of the exhibitor agreement.

All services must be ordered on separate forms which the Exhibitor will receive about two months prior to the start of the trade show or which will be made available on the website for downloading. The invoicing of additional services will take place as part of the final invoice, which the Exhibitor will receive after the trade show. A processing fee of 5% of the additional services at Messe Schweiz will be charged on the final invoice.

Fees / VAT 7.6% / Surcharges

All taxes (such as VAT) and fees will also be invoiced to the Exhibitor. A late-booking surcharge of 5% of the booth and exhibition space price will be imposed for registrations received after 1 July 2010.

General Terms and Conditions

The General Terms and Conditions of EMEX Management GmbH and the Operating Directive of MCH Messe Schweiz (Zurich) AG form an integral part of this exhibitor agreement. All relevant documents can be found at www.suisse.emex.ch.

Delivery times

The official delivery times and deadlines of MCH Messe Schweiz (Zurich) AG for the delivery of trade show material shall be observed. SuisseEMEX shall not be liable for any storage costs or for charges imposed by Messe Schweiz on EMEX Management GmbH for early delivery of exhibitor material.

Setting-up and dismantling times

Booths may be set up on Saturday, Sunday and Monday between 7 am and 11 pm and dismantled on Thursday evening after the exhibition closes from 5.30 pm to 11 pm and on Friday between 7 am and 3 pm. Booths may not be set up on the Friday before the trade show.

Exhibitor tickets (exhibitor badge)

The Exhibitor receives two tickets for the first 4m² of exhibition space. For each additional 4m² of exhibition space there is one additional free ticket (max. of 20 tickets). Additional exhibitor tickets can be ordered for CHF 15.00 each. With these tickets, the Exhibitor will have access to the exhibition halls 1 hour before the start of the trade show.

Exhibitor marketing package / Exhibitor directory / Co-exhibitors

An entry in the exhibitor directory print + online is **mandatory** for the main exhibitor as well as for all registered co-exhibitors. The exhibitor marketing package costs CHF 600.00 for the main exhibitor as well as for each co-exhibitor. It is the responsibility of the exhibitor to order services in good time or to send the relevant data. If these are not provided, data will be transferred from the agreement or will not appear in the directory if no data are available.

Screen imprint

The imprint of the name of the main exhibitor on the screens is included in the price of the [modular rental booths](#) for a maximum of 25 letters. Additional letters cost CHF 4.00

Classified directory

Each exhibitor may be entered in the online classified directory under 3 headings free of charge. This data will also be published in the trade show exhibitor directory. The data must be entered by 1 August 2010 at the latest so that they can then be transferred to the exhibitor directory. Additional classified entries cost CHF 35.00 / entry.

General services

The exhibition area rental prices include the following general services: • technical on-call team • information service • air conditioning • first aid • daily cleaning of the general hall areas • general monitoring service • marketing • PR • free marketing material • 2 exhibitor tickets for the first 4m², after that one additional ticket for each additional 4m² (max. 20 tickets).

Fork-lift trucks

Any fork-lift trucks that are required for setting up and dismantling the booths **MUST** be booked through Gondrand. **Exhibitors' own machines are not permitted in the exhibition halls.** The Organiser is not liable for any costs in this regard.

Storage

The EMEX Management GmbH shall provide exhibitors with the possibility of renting storage space at the cost of CHF 50.00 / m². If larger storage space is required than can be provided by the Organiser, exhibitors may apply to the company Gondrand. Costs for storage are to be borne by the exhibitor.

Rental furniture / plants / booth catering -> Order forms

The order forms can be downloaded directly from the Organiser's website at www.suisse-emex.ch. The Exhibitor may also set up his own furniture in the rental booths. For booth catering, the Organiser recommends contacting the trade show caterer, SV Service.

Co-exhibitor fee

A mandatory co-exhibitor fee of CHF 500.00 will be charged per co-exhibitor.

Informing the co-exhibitors / liability

The principal exhibitor is to see that his co-exhibitors are given the correct and up-to-date information, e.g. business listing etc. The principal exhibitor is responsible for any orders which have been arranged by the co-exhibitors, if these are not paid for.

Ordering of additional services / invoicing

All additional services (electric, telephone, Internet and water connections, etc.) must be ordered on the separate order form provided by Messe Schweiz, which the Exhibitor will receive approximately 2 months prior to the start of the trade show or which can be downloaded from the Organiser's website at www.suisse-emex.ch. The invoicing of additional services will take place as part of the final invoice, which the Exhibitor will receive after the trade show. A processing fee of 5% will be charged for all additional services.

Booth construction / Building regulations

The Exhibitor is responsible for setting up the booth. When setting up his booth the exhibitor must ensure that the Messe Schweiz (Zurich) AG's connection boxes (as indicated in exhibition hall plan) remain accessible at all times. An electric cable may have to be laid from a connection box to neighbouring booths. If the Exhibitor does not have his own booth, the Organiser provides pre-fabricated rental booth options through the official booth construction company. The applicable mandatory fees will be charged in each case.

Multi-level booth construction

Authorisation is required for 2-level booths and will incur a 50% surcharge.

Power consumption & waste disposal

The main exhibitor shall be charged the compulsory fees separately with a flat fee of CHF 5.50/m².

Ticket vouchers for visitors

The Exhibitor may issue an invitation to potential visitors either via an online invitation code or by distributing printed vouchers bearing the Exhibitor's company address (for which a small administrative fee will be charged). Online invitation codes will be sent free of charge and can be allocated to each exhibitor when tickets are ordered. The registered visitor will then receive a personal name badge.

Printed vouchers can be ordered from the Organiser for a small fee of CHF 0.50 (per voucher). There are 3 vouchers on each A4 sheet (minimum order of 30 sheets with 3 vouchers each). The Exhibitor will only be charged CHF 15.00 for each redeemed voucher (maximum CHF 950.00).

GENERAL TERMS AND CONDITIONS (GTC)

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A) Acceptance of registration

The request for participation must be submitted on the official application form.

With a valid signature the Exhibitor agrees in particular:

- to comply with the rules and regulations as presented and the decisions of the Organiser that are based thereon. These decisions cannot be appealed against.
- to furnish the booth and to staff it professionally during the designated opening hours for the entire duration of the trade show.
- to set up/ dismantle and clear the booth within the general time frames.

A violation of these responsibilities entitles the Organiser to initiate any reasonable arrangements at the expense and the risk of the Exhibitor. The Organiser decides regarding the definite acceptance of the registration. The registration shall be considered a binding agreement if the Organiser confirms the registration in writing. The registration may be rejected without explanation. The trade show management shall not be held liable for claims asserted by the Exhibitor or third parties based on the approval or non-approval of companies and / or products.

B) Withdrawal from registration

If the Exhibitor withdraws from the Agreement after the conclusion thereof, it shall be agreed that the Exhibitor shall pay to the trade show management the following compensation:

- for a withdrawal up to 16 weeks prior to trade show start 1/3 of the space / booth rental costs
- for a withdrawal up to 6 weeks prior to trade show start 2/3 of the space / booth rental costs
- for a withdrawal up to 6 weeks prior to trade show start 3/3 of the space / booth rental costs and in all cases a minimum of CHF 800.00.

The right is reserved to claim additional damages, e.g. for already executed orders (exhibitor directory, technical installations, furniture, pre-fabricated booths etc.).

In addition to this, for cancellations made at short notice (14 days or less before the start of the exhibition) a charge is made to cover the outlay for improving the appearance of the booth which is left empty (carpet, ornamental plants, partition wall etc.). The right to claim further compensation for other work and expenses is reserved, for example to cover orders which have already gone through (exhibitors list, technical equipment, furniture, pre-assembled booths etc.)

C) Contracting parties

The registered main lessee is the contracting party with EMEX Management GmbH.

The main lessee who assumes contractual liability towards EMEX Management GmbH shall liable for any costs arising from additional co-exhibitor tickets, parking tickets or similar ordered by a co- or sub-lessee. It is the responsibility of the main lessee to pass the costs on to the co-/sublessee and to inform the co-exhibitor of his/her rights and responsibilities e.g. deadlines for catalogue entries, classified directory, etc.

D) Booth assignment / Placement

Placement requests shall be considered if at all possible, but they are not accepted as a condition. The assignment of the space will be based on the theme area and special concepts. The overall concept of the trade show is an overriding factor. Objections must be communicated via registered letter within five days following the mailing of the final hall plan, otherwise the allocation shall be deemed as accepted. If necessary the Organiser is authorised, notwithstanding a previously issued confirmation, to assign the Exhibitor a different space in another location, to change the size and dimensions of that booth, to reposition or close entrances and exits of the halls or open areas and to undertake other structural modifications. Area expansions that become necessary due to the placement requirements, which had not however been previously reserved, or two to four open sides which were not ordered by the Exhibitor will be invoiced to the Exhibitor. The Organiser shall not be liable towards the Exhibitor for any consequences resulting from the placement or the surrounding area of his booth.

E) Co-exhibitors

The participation of co-exhibitors requires special registration as well as corresponding confirmation from the Organiser. Co-exhibitors are companies that make an appearance in any form at the booth of an Exhibitor, be it through address or information boards, exhibits or advertising documents. A basic fee of CHF 500.00 and the costs for the mandatory exhibitor marketing package including catalogue entry of CHF 600.00 must be paid by the Exhibitor for each co-exhibitor.

F) Exhibition space

Exhibition space is defined as floor space only including general hall lighting and air-conditioning, daily cleaning of the aisles and foyers and final cleaning. Not included in the exhibition space rent are:

- Surcharge for multi-front booths and second levels
- Booth construction and interior furnishing of the booth
- Booth cleaning
- Technical connections as well as fees and consumption

- Basic fees for co-exhibitors
- Listings and advertisements in the exhibition catalogue, marketing materials
- Other rentals, additional orders and services, which can be requested via special order forms
- Insurance policies

A surcharge of 50% of the square metre price will apply for the accessible space of upper levels. Third-party services such as booth construction, booth furniture, technical installations, plants, insurance, etc. will be invoiced directly by the official suppliers.

G) Booth construction

The Exhibitor rents the exhibition space without booth construction and flooring. He can organise booth construction through the official booth builder, for either a modular booth or a customised booth concept. These booth constructions must comply with the special provisions of the Operating Directive of MCH Messe Schweiz (Zurich) AG. Second levels require prior authorisation from the Organiser. With regard to all other issues, reference is made to the special regulations of the fire authority.

H) Personal rights / images

The organiser is entitled to have photographs, drawings and films made of activities at the exhibition, of the exhibition buildings and booths and the items displayed, and use them for advertising or press releases, without the exhibitor raising objections for any reason. This also applies to images/recordings which the press or television companies make directly themselves with the exhibitor's consent.

I) Conditions

The initial 45% of the rental amount shall be invoiced following the acceptance of the registration and the remaining 55% of the rental amount shall be invoiced by the end of May 2010 (exempted are theme Parks + Easy Business Booth). Payment shall be made within 30 days. For late registration after 30 June 2010, however, the last payment date shall be 31 July 2010. Participation fees shall be paid without any deductions. Payment delays will result in a 5% interest charge. Participation in the exhibition is not possible if there are outstanding invoices that have not yet been settled. Additional services will be invoiced with the final invoice after the exhibition. A processing fee of 5% of the additional services will be charged on the final invoice.

For reservations after 31 July, payment must be received within 10 days. Early Bird reductions will be credited to the final invoice. A late-booking surcharge of 5% of the booth and exhibition space charge will be added after 1 July 2010.

J) Direct sale of goods

The direct sale of goods is permitted in accordance with the store closing time regulation of the city of Zurich. Exhibitors are required to obtain the official permits for the goods that they offer and to comply with legal regulations. The Organiser does not assume any liability for the Exhibitor.

K) Catering / food sales and tastings

Special conditions apply for the sale of food and / or drinks at the booth. The sale of food and / or drink must therefore be authorised by the exhibition organiser. Legal authorisation will be obtained collectively by the respective trade show management on behalf of all exhibitors and it shall be charged to the Exhibitor. The fee is 20% of the turnover and is to be paid to SV Service (Schweiz) AG. Furthermore, the Exhibitor shall comply with the stipulations of the Cantonal Food Directives. The same shall also apply to a tasting event during which food and / or beverages are offered free of charge. The exhibition organiser shall not be liable for any fines or ancillary costs incurred.

L) Demonstrations, events, marketing and seminars outside the booth

Concepts for demonstrations and events at individual booths must be submitted to the Organiser in a timely manner and require the Organiser's written approval and may not disturb booth neighbours or visitors visually or acoustically. Likewise, the circulation of visitors in the aisles may not be hindered, and the utilisation of the space in front of the booth in particular is not permitted. The area outside the exhibition space size may not be utilised for marketing purposes. In particular, the handing out of marketing material outside the rented exhibition area is not permitted without written approval from the Organiser. In the interest of the event as a whole, exhibitors who grossly violate the rules of fair competition may be excluded from the event immediately.

M) Musical performances / SUISA (Swiss Society for the Rights of Authors of Musical Works)

Musical shows at exhibitor booths must be approved by the Organiser and may not disturb booth neighbours or visitors either visually or acoustically. Any person who performs or plays any kind of live or recorded music on sound and image carriers within the rooms or on the premises of Messe Schweiz shall be obliged, on the basis of the existing Swiss Copyright regulations, to obtain a valid permit from the Swiss Society for the Rights of Authors of Musical Works (SUISA). The use of music must be registered with the SUISA at least

10 days prior to the start of the exhibition. EMEX Management GmbH does not accept any third-party claims that may arise on the basis of non-compliance with the copyright regulations. (Information and authorisation centre: SUISA, Postfach, 8038 Zurich, Telephone +41 (0)44 485 66 66).

N) Special authorisations

The Exhibitor must obtain the authorisations required for the exhibition from the Organiser and comply with mandatory regulations. The Organiser shall not be held liable for an official ban on advertisements or sales. Any taxes and fees for permits will also be invoiced to the Exhibitor. Musical performances and loudspeaker announcements must be authorised by the Organiser. To the extent possible, events shall be communicated to the visitors. This requires timely notification of the Organiser.

O) Other official authorisations

The Exhibitor is required to obtain official permits for the exhibited goods and to comply with legal regulations. The Organiser does not assume any liability on behalf of the Exhibitor. It is the responsibility of the Exhibitor to obtain any necessary permits to conduct raffles and contests within his own booth. If the booth construction, a portion thereof or exhibited products are not approved by the fire department inspectorate or MCH Messe Schweiz (Zurich) AG, the Organiser shall not be held liable. It is the responsibility of the Exhibitor to obtain all the necessary information in advance.

P) Insurance / liability waiver

Liability insurance as well as fire and explosives insurance and insurance against damage due to natural forces is mandatory for all exhibitors and must be obtained by the Exhibitor. The Organiser explicitly does not take out insurance for the Exhibitor. Neither does the Organiser assume any duty of care for exhibition goods and booth furnishings. The Exhibitor shall bear all consequences that may arise from the failure to obtain the mandatory exhibition insurance. The Exhibitor is also obliged to install protective guards on the machines and devices that are exhibited or operated by him. The Exhibitor is also liable for any damage to persons or property, which may arise due to the setting up or dismantling of the booth or due to his exhibited goods. The Organiser does not accept any liability for loss, theft or damage and shall not in any case meet any costs.

Q) Official fire regulations

Such regulations are an integral part of this agreement and may be requested from the Organiser.

R) Complaints

Any complaints relating to events during the exhibition shall be reported to the trade show management during the event.

S) Regulations concerning the operation of the exhibition site

The regulations concerning operation of the exhibition site form an integral part of this regulation with the exception of the circumstances that are defined differently by these Exhibitor regulations. The regulations concerning the operation of the exhibition site are available on request and can also be viewed at www.suisse-emex.ch. The trade show management is authorised to issue instructions. Whoever fails to comply with the instructions may be banned from participation at any time. The affected person or third parties are not entitled to any claim for refunds of booth rentals, fees, damages or anything similar thereto that may ensue.

T) Execution Waiver

To the extent that unforeseen political or economic events or force majeure make the execution of the trade show impossible or difficult, the Exhibitor shall have no rights to claim any damages.

U) Place of jurisdiction

The exclusive place of jurisdiction for all disputes that may arise in connection with the event is Zurich. Should the wording of the exhibitor regulations translated into other languages cause differences in opinion as to interpretation, then the version in the German language shall prevail. All oral agreements and special arrangements must be confirmed in writing.

The exhibitor regulations are an integral component of a formal contract (subject to change). All subsequent circulars and written notifications shall be deemed to be a part of these regulations.

Zurich, April 2010

The undersigned is the responsible exhibition organiser:

suisse
emex '10
VERNETZTE MARKETINGWELT

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www.suisse-emex.ch