

EXHIBITOR AGREEMENT

23 - 25 August 2011 | Messe Zurich

1.0 Subject of agreement

The person signing this form enters into a binding agreement to participate in the SuisseEMEX'11 exhibition. 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'11 from 23th – 25th August 2011 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 2011 (For application after this date, we **cannot guarantee** optimal location or successful registration)

2.0 Addresses

General exhibitor address (catalogue entry):

Company: _____
 Company (second line): _____
 Street: _____
 P.O. Box: _____
 Country, Postcode, Town: _____
 Tel.: _____
 Fax: _____
 Website: _____
 XING company profile: _____
 General e-mail: _____
 Main industry sector: _____

Contact person (responsible for booth planning):

First name: _____
 Last name: _____
 Position: _____
 Tel. (direct line): _____
 Mobile: _____
 Direct e-mail: _____

The co-exhibitor agreement can be found as a separate document on www.suisse-emex.ch in the 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 the „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: _____ Legally valid signature: _____
 Company stamp: _____ Name (in printed letters): _____
 Position in company: _____

3.0 Renting 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, power, incidental costs and additional services, etc.

Type of booth requested:	EARLY BIRD-price/m ² until 15th march 2011 ▶ Item 3.1	Regular price/m ² until 1.st June 2011
<input type="checkbox"/> Row booth 1 open side	CHF 285.00	CHF 305.00
<input type="checkbox"/> Corner booth 2 open sides	15% Surcharge* (CHF 45.75)	15% Surcharge (CHF 45.75)
<input type="checkbox"/> Head booth 3 open sides minimum size 18 m ²	20% Surcharge* (CHF 61.00)	20% Surcharge (CHF 61.00)
<input type="checkbox"/> Island booth 4 open sides Minimum size 36 m ²	20% Surcharge* (CHF 61.00)	20% Surcharge (CHF 61.00)
<input type="checkbox"/> Outdoor space in front of the exhibition hall	CHF 240.00/m ²	CHF 250.00/m ²
Order of storage space (not locked) in any one of the four exhibition halls	We order: _____ m ²	CHF 50.00/m ²
<input type="checkbox"/> Flat rate for large areas as an island booth 8 m x 16 m = 128 m ² Each enlargement 1x16 m ² 4 open sides including 3 co-exhibitors, marketing package, Power consumption and waste disposal. Special marking on the hall plan of the exhibition catalogue.		CHF 33'000.00 instead of CHF 43'000.00

NEW

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 8% VAT.

3.1 Early booking discount / Use of „EARLY BIRD“ credit voucher

The Early Bird booking will be granted on the first account invoice, which has to be paid within 30 days. If the invoice is not paid until the above mentioned deadline, the Early Bird Booking will be canceled. Consequently the difference to the regular price will be added on the second account invoice. If the second account invoice is not paid within 30 days, you will receive a separate invoice with the surcharge of the Early Bird before the start of the SuisseEMEX'11.



3.2 Placement request / Booth in hall

The Exhibitor requests a placement in the following main area in accordance with the exhibition space reservation form, ▶ Item 3. The SuisseEMEX team reserves the right to group the exhibitors thematically and by hall. Please select only one, no guarantee:

- MAIN AREA:**
- | | | |
|--------------------------------------|---------------------------------|---------------------------------|
| MARKETING / COMMUNICATION | <input type="checkbox"/> HALL 3 | <input type="checkbox"/> HALL 4 |
| PROMOTION / PROMOTIONAL ITEMS | <input type="checkbox"/> HALL 5 | |
| EVENT / LIVE COMMUNICATION | <input type="checkbox"/> HALL 5 | <input type="checkbox"/> HALL 6 |

3.3 Logo presence in the printed exhibitor catalog 360° Marketing Business Guide

- Yes, I would like to have a logo next to the address listing for CHF 50.00 No, I relinquish a logo presence

More marketing activities and sponsorship opportunities ▶Item 9.0

MODULAR RENTAL BOOTHS - RESERVATION

23 - 25 August 2011 | Messe Zurich

3.4 Modular Rental Booths

We wish to rent the following modular booth of the same size as the ordered 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



by Andreas Messerli AG

- 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, 1 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.

ALL-INCLUSIVE «EASY BUSINESS» BOOTH PACKAGE 6m²:

A maximum of one co-exhibitor** is permitted per 6 m² "Easy Business" booth.

The package consists of:

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



- „EASY BUSINESS 6 m²“** Package incl. booth and site **CHF 4600.00**
Early-Bird-Price (until 15.03.2011) CHF 4300.00
- Corner booth (see illustration) at regular price **CHF 4900.00**
Early-Bird-Price (until 15.03.2011) CHF 4600.00

excl. 8% 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 and the marketing package fee of CHF 600.00. Please register your co-exhibitor using the agreement 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

«OPTIMA» 4 m² WORKSTATION

The „Optima“ Booth-Package Workstation consists of:

- 4 m² site usage for 3 days
- Workstation in accordance with the illustration
- 1 exhibitor marketing package
- Power consumption and waste disposal
- Furniture: Pillar illuminated with individual graphic, Substructure as storage space white (unlockable), upper cover: beech (80 x 80 cm), 1 brochure display A4, 1 bar stool white
- Booth lettering, carpet (charcoal)
- 2 exhibitor badges
- 1 socket 10A / 230V



by Bexpo AG

Booth-Packages (as Row Booth):

- „Optima“ Workstation **CHF 4'000.00**
- Early Bird* **CHF 3'600.00** (Registration price until 15 March 2011)

«DE LUXE» 6 m² WORKSTATION

The „De Luxe“ Booth-Package Workstation consists of:

- 6 m² site usage for 3 days
- Workstation in accordance with the illustration
- 1 exhibitor marketing package
- Power consumption and waste disposal
- Furniture: milky perspex pillar and fascia board illuminated with individual graphic, bar table white (70 x 120 cm) with lockable corpus (charcoal), 2 bar stool white, 1 brochure display A4 with 2 trays
- Fascia board lettering with exhibitor lettering
- Graphic (100 x 100 cm, 4-colour)
- Carpet (charcoal), lighting
- 2 exhibitor badges
- 1 socket 10A / 230V



by Bexpo AG

The workstations will be arranged in groups.

- „De Luxe“ Workstation **CHF 6'000.00**
- Early Bird* **CHF 5'600.00** (Registration price until 15 March 2011)

BUSINESS PARTNER STAND-PACKAGE

The Business Partner all-inclusive Booth-Package „all-inclusive“ consists of:

- Booth as conversation areas in accordance with the illustration*, covered area 16 m²
- Furniture: illuminated corpus, bar table, round arch, carpet, illuminated pillar with graphic on one side incl. lettering
- 1 exhibitor marketing package CHF 600.00
- 1 socket 10A / 230V incl. power consumption and waste disposal
- 4 exhibitor badges
- 30 free tickets worth CHF 50.00 for your clients
- Naming as Business-Partner in one of the marketing forum-theme slots
- Reception of the list of participants of the respective expert programmes, approx 200 contacts
- Further involvements in the respective stage programme possible
- Best position at the marketing forum in hall 3



by Andreas Messerli AG
*Picture subject to change

- Premium Business Package** **CHF 11'500.00**
- Early Bird* **CHF 10'000.00** (Registration price until 15 March 2011)

Option zu Business Partner Stand-Package:

- Themenslot Patronat** **CHF 2'000.00**
- Naming as Business-Partner in one of the marketing forum-theme slots
- Reception of the list of participants of the respective expert programmes, approx 200 contactsw
- Further involvements in the respective stage programme possible

The above listed packages are quoted on the following basis:

- Excluding 8% VAT and further ancillary services such as booth cleaning etc.
- After registration, the exhibition management will provide you with further order forms (see exhibitor guide) for your furniture and graphic design requirements.

COMPULSORY CHARGES - additional to exhibition space per exhibitor

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.

* THE MARKETING PACKAGE PER EXHIBITOR AND CO-EXHIBITOR FOR CHF 600.00 INCLUDES:

- Comprehensive exhibitor profile with your company logo and weblink in our online exhibitor directory at www.suisse-emex.ch (mobile browser compatible)
 - Address listed in official SuisseEMEX'11 exhibition exhibitor catalogue 360° Marketing Business Guide handed out to the visitors free of charge
 - 3 industry sector listings 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'11 exhibitor”.
- SuisseEMEX '11 visitors' brochures to enclose with mail shots
 - Invitation to EMEX networking & info events
 - Reduced prices for exhibitors and admission to special events
 - Free production of press folders in the exhibition office throughout the exhibition
- 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 | 23 August 2011 | CHF 600.00 / day (2 persons) |
| <input type="checkbox"/> Wednesday | 24 August 2011 | CHF 900.00 / day (2 persons) |
| <input type="checkbox"/> Thursday | 25 August 2011 | CHF 900.00 / day (2 persons) |
| <input type="checkbox"/> For the duration of the exhibition, 23 - 25 August 2011 | | CHF 2'000.00 / (2 persons) |

for non-exhibitors

- | | | |
|--|----------------|--------------------------------|
| <input type="checkbox"/> Tuesday | 23 August 2011 | CHF 1'200.00 / day (2 persons) |
| <input type="checkbox"/> Wednesday | 24 August 2011 | CHF 1'800.00 / day (2 persons) |
| <input type="checkbox"/> Thursday | 25 August 2011 | CHF 1'800.00 / day (2 persons) |
| <input type="checkbox"/> For the duration of the exhibition, 23 - 25 August 2011 | | CHF 4'000.00 / (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 CALL FOR EYE-CATCHER

Each hall will get an Eye-Catcher! Present your attraction on a booth free of charge, up to a maximum of 12 m². Please send us your creative idea and fill in the application form on www.suisse-emex.ch by April 2011.

take part

6.1 CALL FOR INNOVATIONS

Communicate your trends and innovations for 2011! Picture your hippest product or service in our exhibitor catalogue 360° Business Guide (300 characters). In addition you will be tagged as an innovativ exhibitor with a special symbol. Please send us your application and fill in the form on www.suisse-emex.ch by July 2011.

for free

6.2 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

for free

360° Business Guide _____

Our product range: _____

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 an subject to charge)

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, and sponsoring

Positioning of the logo:

- | | |
|---|--------------|
| <input type="checkbox"/> Logo in the exhibitor catalogue 360° Marketing Business Guide next to your address | CHF 50.00 |
| <input type="checkbox"/> Logo next to the hall plan of your hall in the exhibitors' list | CHF 650.00 |
| <input type="checkbox"/> and also on the hall plan signs put up to show visitors their way around the exhibition. | |
| <input type="checkbox"/> Logo on all visitor name badges, approx. 13'000 | CHF 2'500.00 |

Advertising in the exhibitor catalogue 360° Marketing Business Guide (circulation approx. 10'000, handed out at the exhibition):

- | | | |
|--|--------------|--------------|
| <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 | CHF 2'800.00 |
| <input type="checkbox"/> Reverse side | 125 x 215 mm | 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 min. 30'000, mailing June 2011):

- | | | |
|-----------------------------------|--------------|--------------|
| <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

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).

- | | |
|--|-------------|
| <input type="checkbox"/> 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.

- | | |
|--|--------------|
| <input type="checkbox"/> 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.

- | | |
|--|----------------|
| <input type="checkbox"/> 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: one 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 |

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.

- | | |
|--|------------|
| <input type="checkbox"/> 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.

ALLOCATION TO INDUSTRY SECTORS FOR THE 360° MARKETING BUSINESS GUIDE / EXHIBITOR CATALOGUE AND THE ONLINE DIRECTORY

3 allocations are included in the marketing package. Choosing more allocations will be charged at CHF 35.00 per tag. Please send us this form together with your order.

EDUCATION AND TRAINING

- Coaching / Training / Speaker
- Consulting / Information Center
- Educational Institut / University of applied sciences / University

DIRECT MARKETING / CRM /

DIALOGUE MARKETING

- Address Publisher / Address Management
- Industry Software
- Specialised CRM Company
- Database Marketing / Computer Centre
- Direct Marketing and Advertising Agency
- Fulfillment
- Geo-Marketing
- Lettershops
- Loyalty-Systeme
- Mailing Houses
- Telemarketing / Call Center

SMU SPECIAL

- Sustainable Products
- Sustainable Services
- Mobility
- Energy
- Recycling
- Office Solutions
- Employment Agency

EVENT / LIVE COMMUNICATION / SEMINAR

- Catering / Adventure Gastronomy
- Event Agency / Organizer
- Event Service Provider / Supplier
- Event Location / Room Rentals
- Articles for festivities and parties
- Hotels, Congresses, Incentives
- Incentive Agency / DMC / Incentive Provider
- Artist Agency / Artist / Show Business
- Company for Exhibito and Booth Construction Company
- Fair Location/ Exhibition Organiser of the fair
- Furniture rentals

- Promotion Agency / Agency for Event Staff Agency
- Interiour Design / Event Architecture / Decoration
- Tourism and Convention Bureaux
- Transport / Eventlogistics
- Renting / Service feature
- Event technology / Multimedia / AV
- Tent rentals / selling / Tent construction
- Infotainment / Voting
- B2B Services

ONLINE MARKETING / E-BUSINESS

- 3D-Visualization / Animation
- Communication Solutions
- Content Management / Provisionder
- E-Commerce / E-Business / Shop
- Email-Marketing / Permission Marketing
- Electronic Publishing
- Internet TV
- Internet Marketing / Agency
- Internet Service Provider
- Mobile Marketing
- Newsletter Marketing / Software
- Online Advertisement / Online Portal
- Streaming / Copy / DVD
- Search Engines Marketing
- Web Design / Web Campiagns / Graphics

COMMUNICATION / MEDIA /

ADVERTISING / PR / SPONSORING

- Marketing Agency / Marketing Consultancy
- Market Investigation / Opinion Research
- Audio / Video / Multimedia
- Outdoor Advertising / eboards
- Picture Agency
- CI Agency / Corporate Design
- Electronic Media
- Interaktive Terminal Systems
- Adevertising Media Agency
- Communications Agency
- Media Agency
- Photography / Phototechnik
- PR Agency
- Sports Advertising / Sponsoring
- Copywriter / Ghostwriter

- Translator / Interpreter
- Publisher
- Media
- Advertising Agency / Printed Advertising
- Advertising technique / Graphics
- Multimedia

PRINT / PAPER / PACKAGING

- Envelopes
- Digital Printing / Textile Printing
- Pre-press / Print
- Continous Printing
- Foils and Panels
- Large Plotter
- Megaprints
- Labeling
- Offset Print
- Online Printed Management
- Paper Suppliers
- Paper Finishing (Lamination / Paint)
- Print on Demand
- Packaging and Cardboard Packaging

SALES PROMOTION /

PROMOTION / GIVEAWAYS

- Badges / Cards
- Corporate Fashion / Uniforms
- Displays / POS-Material
- Electronic Sales Promotion
- Flags / Masts / Perimeter Ads
- Promotion Agency
- Promotions Decoration
- Carrier Bags
- Packaging Service / Manufacturer / Specialities
- Giveaways and Promotion Articles
- Giveaways Food / Beverages / Consumption

ASSOCIATIONS / FEDERATION /

CLUBS / SOCIETY

- Branch of industry / Branch Professional Association / Club / Federation

Company: _____

Surname: _____

Hall/Booth: _____

First Name: _____

Date: _____

Signature: _____

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

Please place your orders for all services and additional service on the separate forms which Exhibitors will receive in the official SuisseEMEX Guide approximately five months prior to the start of the exhibition and which will be made available on the website for downloading. The additional services will be charged in the final invoice, which Exhibitors will receive after the exhibition. A processing fee of 5% of the official prices of the additional services at Messe Schweiz will be charged on the final invoice.

Fees / Taxes such as 8% VAT / 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 2011.

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 exhibition material must 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 pm to 11 pm and on Friday between 7 am and 3 pm. It is not possible for booths to be set up on the Friday before the exhibition.

Exhibitor tickets (exhibitor badge)

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

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.

Fascia board lettering for modular rental booths / contact stands

The imprint of the name of the main exhibitor on the fascia boards is included in the price of the modular rental booths for a maximum of 25 letters. Additional letters cost CHF 4.00. Please observe the format regulations in the exhibitor agreement and exhibitor guide.

Classified directory

Each exhibitor may select 3 industry sectors from those listed on page 7. This data will also be published and transferred free of charge in the exhibitor directory, provided that the data is supplied by the exhibitor by 1 July 2011 at the latest. Additional classified entries cost CHF 35.00 / sector 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 advertising material • 2 exhibitor tickets for the first 4m², thereafter that one additional ticket for each additional 4m² (max. 20 tickets).

Use of fork-lift trucks for setting up and dismantling

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 space at the exhibition

The EMEX Management GmbH shall provide exhibitors with the possibility of renting non-lockable storage space at the cost of CHF 50.00 / m². We assume no liability for thefts and

damages. If more storage space is required than can be provided by the Organiser, exhibitors may apply to the Gondrand company. Costs for storage are to be borne by the exhibitor. No storage on free surfaces is permitted.

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 modular rental booths. For booth catering, the Organiser recommends contacting the exhibition caterer, SV Service. In the event that food or drinks are offered for sale, we will charge a fee of 20% of the turnover. The exhibitor must inform EMEX Management GmbH of his turnover within 10 days after the exhibition.

Co-exhibitor fee

A mandatory co-exhibitor fee of CHF 500.00 will be charged per co-exhibitor and a fee of CHF 600.00 will be charged for the mandatory marketing package.

Informing the co-exhibitors / liability

The principal exhibitor is responsible for ensuring that his co-exhibitors are given the correct and up-to-date information, e.g. industry sector listing etc. The principal exhibitor is responsible for any orders which have been placed 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 exhibition or which can be downloaded from the Organiser's website at www.suisse-emex.ch. Additional services will be charged on the final invoice, which the Exhibitor will receive after the exhibition. A processing fee of 5% will be charged for all additional services provided that invoicing takes place via EMEX Management GmbH. SuisseEMEX does not assume responsibility for orders received late, defects or surcharges.

Booth construction / Building regulations / Access to fuse boxes in wall

The Exhibitor is responsible for setting up the booth and for setting up a dismantling at the specified times. When setting up his booth the exhibitor must ensure that the Messe Schweiz (Zurich) AG's fuse boxes (as indicated in exhibition hall plan) remain accessible at all times. An electric cable may have to be laid from a fuse 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. For further information, please see the Operating Directive of MCH Messe Schweiz (Zurich) AG,

Multi-level booth construction

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

Power consumption & waste disposal

The main exhibitor will be charged the compulsory fees separately at a flat rate of CHF 5.50/m².

Ticket vouchers for visitors / invitation code

Each exhibitor and co-exhibitor will receive his own invitation code. Exhibitors may issue invitations to potential visitors either via an online invitation code or by distributing printed vouchers bearing the Exhibitor's company address. 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 which will serve as an entrance ticket shortly before the exhibition.

Printed EMEX ticket 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). The exhibitor can check in real time on www.myemex.ch which client already redeemed his ticket voucher. This information can be downloaded by the Exhibitor free of charge. The vouchers can also be handed in at the exhibition box office.

GENERAL TERMS AND CONDITIONS (GTC)

23 – 25 August 2011 | Messe Zurich

A) Acceptance of applications

Requests for participation must be submitted on the official application form.

With his 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. It is not possible to appeal against these decisions.
- to furnish the booth and to staff it professionally during the designated opening hours for the entire duration of the exhibition.
- to set up/ dismantle and clear the booth within the general time frames.

A violation of these obligations entitles the Organiser to initiate any reasonable measures at the expense and the risk of the Exhibitor. The Organiser decides regarding the definite acceptance of the application. The application shall be considered to be a binding agreement if the Organiser confirms the application in writing. Applications may be rejected without explanation. The exhibition 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) Cancellation: Withdrawal of applications

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

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

In addition, 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 EME X Management GmbH.

The main lessee who assumes contractual liability towards EME X Management GmbH shall be 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 allocation / Placement Location

Placement requests shall be considered if at all possible, but they will not necessarily be accepted. The allocation of the space will be based on the themed areas and special concepts. The overall concept of the exhibition is an overriding factor. Objections must be communicated via registered letter within five days following the mailing of the final hall plan (in early August); 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 the allocated booth, to reposition or close entrances and exits of the halls or open areas and to undertake other structural modifications. Not previously reserved space extensions that become necessary due to the placement requirements, or two to four open sides which were not ordered by the Exhibitor, will be charged 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 / sub-lessees

The participation of co-exhibitors requires special application 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 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 floor covering. He can arrange construction through the official booth builder of, 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. In addition, reference is made to the special regulations of the fire authority. Customs charges in respect of deliveries will not be assumed by the EME X Management GmbH. Exceeding the ordered external surface will be charged at CHF250.00 /m2.

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 to use them for advertising or press releases, without the exhibitor being able to raise 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 / payment of invoices / Early Bird discount

The initial 55% of the rental amount shall be invoiced following the acceptance of the application and the remaining 45% of the rental amount shall be invoiced by the end of May 2011 (themed parks + Easy Business Booth are exempt). Payment shall be made within 30 days. For late application after 30 June 2011, however, the last payment date shall be 31 July 2011. 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 used 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. The Early Bird discount will be granted on the first account invoice, which must be paid within 30 days. If the invoice is not paid by the above mentioned deadline, the Early Bird discount will be canceled. Consequently the difference to the regular price will be added on the second account invoice. If the second account invoice is not paid within 30 days, you will receive a separate invoice with the Early Bird surcharge before the start of the SuisseEMEX'11. If invoices for booth packages are not paid within the deadline the Exhibitor will receive another invoice before the exhibition. Any bank charges must be paid by the Exhibitor.

J) Direct sale of goods

The direct sale of goods is permitted in accordance with the store closing time regulations of the city of Zurich. Exhibitors are required to obtain the official permits for the goods that they offer and to comply with statutory regulations. The Organiser does not assume any liability in respect of 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 exhibition management on behalf of all exhibitors and charged to the Exhibitor. The fee of 20% of the turnover is payable to SV Service (Schweiz) AG. Furthermore, the Exhibitor shall comply with the stipulations of the Cantonal Food Directives. The same shall also apply to tasting events 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 visually or acoustically disturb booth neighbours or visitors. Likewise, the circulation of visitors in the aisles may not be hindered, and utilisation of the space in front of the booth in particular is not permitted. The area outside the exhibition space 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 repeatedly violate the rules of fair competition may be immediately excluded from the event.

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. EME X Management GmbH will 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 44 485 66 66).

N) Special authorisations

The Exhibitor must obtain the authorisations required for the exhibition from the Organiser and comply with statutory 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 failure to obtain the mandatory exhibition insurance. The Exhibitor is also obliged to install protective guards on machines and devices 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 meet any costs in any event.

Q) Official fire regulations

These regulations form 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 exhibition 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 these regulations with the exception of those circumstances which 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 exhibition management is authorised to issue instructions. Anyone who fails to comply with the instructions may be banned from participation at any time. The affected person or third parties shall not be 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 exhibition 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 agreement (subject to change). All subsequent circulars and written notifications shall be deemed to be a part of these regulations.

Zurich, September 2010

The undersigned is the responsible exhibition organiser:



 VERNETZTE MARKETINGWELT

EMEX Management GmbH
 Lindenbachstrasse 56
 CH-8006 Zurich
www.suisse-emex.ch