

EXHIBITOR AGREEMENT

21 - 23 August 2012 | Messe Zurich

1.0 Subject of agreement

The person signing this form enters into a binding agreement to participate in the SuisseEMEX'12 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'12 from 21st – 23rd August 2012 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: 1st July 2012 (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.




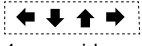

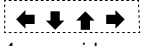
City, Date: _____ Legally valid signature: _____
 Company stamp: _____ Name (in printed letters): _____
 Position in company: _____

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 2012 ▶ Item 3.1	Regular price/m ² until 30th June 2012
<input type="checkbox"/> Row booth  1 open side	CHF 285.00	CHF 310.00
<input type="checkbox"/> Corner booth  2 open sides	15% Surcharge* (CHF 46.50)	15% Surcharge (CHF 46.50)
<input type="checkbox"/> Head booth  3 open sides minimum size 18 m ²	20% Surcharge* (CHF 62.00)	20% Surcharge (CHF 62.00)
<input type="checkbox"/> Island booth  4 open sides Minimum size 36 m ²	20% Surcharge* (CHF 62.00)	20% Surcharge (CHF 62.00)
<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 a head booth 8 m x 8 m = 64 m ² Each enlargement 1 x 8 m ²  3 open sides including 2 co-exhibitors, 3 marketing packages, Power consumption and waste disposal. Special marking on the hall plan / exhibition catalogue.		CHF 20,000.00 instead of CHF 27,000.00
<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, 4 marketing packages, Power consumption and waste disposal. Special marking on the hall plan / exhibition catalogue.		CHF 35,000.00 instead of CHF 44,500.00

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, the surcharge of the Early Bird will be charged on the final invoice.



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
 - PROMOTION / PROMOTIONAL ITEMS
 - EVENT / LIVE COMMUNICATION
- HALL 3 HALL 4
 HALL 5 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 75.00 No, I relinquish a logo presence

More marketing activities and sponsorship opportunities ▶ Item 9.0

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



by Andreas Messerli AG

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



by Andreas Messerli AG

"EASY BUSINESS 6 m²" Package incl. booth and site
Early-Bird-Price (until 15.03.2011)

CHF 4,600.00
CHF 4,300.00

Corner booth (see illustration) at regular price
Early-Bird-Price (until 15.03.2011)

CHF 4,900.00
CHF 4,600.00

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

ADDITIONAL SPECIAL SECTIONS AND OFFERS

For a trade show appearance with minimal effort. Contact us to request more detailed information about the individual booth packages or download it at www.suisse-emex.ch.

NEW BUSINESS PARK | HALL 4

A new SME Business & Office Management area has been set up in Hall 4. Ideal for SMEs and young entrepreneurs who wish to present their companies to a specialised audience during the three days of the trade show, but only have a small budget to work with.

- | | | |
|--|---------------------|-----------------------------------|
| <input type="checkbox"/> "Business Park" contact counter | CHF 4,400.00 | |
| <input type="checkbox"/> Early Bird | CHF 4,100.00 | (for registrations by 15.03.2012) |

NEW MEET THE EXPERT | HALL 4

Introducing table discussions as a new presentation form offering more expertise. A unique chance to maximise your presence while sharing content and knowledge in personal dialogue – without being an exhibitor!

- | | |
|--|-------------------|
| <input type="checkbox"/> Table discussion for 1 hour | CHF 250.00 |
|--|-------------------|

ENTERTAINMENT / ARTIST AISLE | HALL 5

SuisseEMEX organises an Entertainment / Artist aisle in the back section of Hall 5 where artists, performers and entertainers can present themselves in an attractive exhibition area to interested trade show visitors from the events sector for a one-time special price.

- | | |
|--|-------------------|
| <input type="checkbox"/> Contact counter | CHF 950.00 |
|--|-------------------|

SPECIAL EXHIBITION MICE BUSINESS - NEW WITH SEMINAR ACADEMY | HALL 6

The newly designed "Special Exhibition MICE Business" for seminar, congress and incentive specialists, integrates the exclusive event planner contact zone as well as the new zone "Seminar Academy".

- | | | |
|---|---------------------|-----------------------------------|
| <input type="checkbox"/> Contact counter "MICE" | CHF 2,500.00 | |
| <input type="checkbox"/> Early Bird | CHF 2,200.00 | (for registrations by 15.03.2012) |
| <input type="checkbox"/> Booth packages "MICE" | CHF 4,600.00 | |
| <input type="checkbox"/> Early Bird | CHF 4,300.00 | (for registrations by 15.03.2012) |

NEW LIVECOM & VENUES ZONE | HALL 6

Tackle your event appearance together! Take advantage of synergies with your partners and rent a contact island in the LiveCom & Venues zone. Every exhibitor will have their own contact counter including signage at the shared booth.

- | | | |
|---|----------------------|-----------------------------------|
| <input type="checkbox"/> Contact counter for 4 exhibitors | CHF 16,000.00 | |
| <input type="checkbox"/> Early Bird | CHF 14,900.00 | (for registrations by 15.03.2012) |

All prices exclude 8% VAT and additional services such as internet, booth cleaning, etc.

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 6.00 / m ²	
• Co-exhibitor's fee (if any)	CHF 600.00 / co-exhibitor	
• Possibility of up to 60 redeemed visitors' vouchers (thereafter free of charge)	CHF 20.00 / voucher	(i.e. max. CHF 1'200.00)

All forms incl. prices for ordering „Services and Additional Services“ such as electrical 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 web-link in our online exhibitor directory at www.suisse-emex.ch (mobile browser compatible)
 - Address listed in official SuisseEMEX'12 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.
 - EMEX promotion stickers for your envelopes and mailing campaigns
 - SuisseEMEX'12 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
- *The ticket code may only be used by company representatives for customer invitations and may not be made public on social media platforms!*
- 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	21 August 2012	CHF 600.00 / day (2 persons)
<input type="checkbox"/> Wednesday	22 August 2012	CHF 900.00 / day (2 persons)
<input type="checkbox"/> Thursday	23 August 2012	CHF 900.00 / day (2 persons)
<input type="checkbox"/> For the duration of the exhibition, 21 - 23 August 2012		CHF 2,000.00 / (2 persons)

for non-exhibitors

<input type="checkbox"/> Tuesday	21 August 2012	CHF 1,200.00 / day (2 persons)
<input type="checkbox"/> Wednesday	22 August 2012	CHF 1,800.00 / day (2 persons)
<input type="checkbox"/> Thursday	23 August 2012	CHF 1,800.00 / day (2 persons)
<input type="checkbox"/> For the duration of the exhibition, 21 - 23 August 2012		CHF 4,000.00 / (2 persons)

4.1 NEW Book a hostess for flyer distribution

Maximise your trade show presence without using up your own personal resources and book a hostess through us to distribute your flyers at key locations in the trade show halls.

<input type="checkbox"/> For exhibitors: Hostess for 2 hours	CHF 400.00
<input type="checkbox"/> For non-exhibitors: Hostess for 2 hours	CHF 800.00

5.0 NEW Live or background music at the booth

Concerns exhibitors that play live or background music at their booth.

The organiser of EMEX Management GmbH is obligated to register all musical arrangements used at SuisseEMEX with the Cooperative Society of Music Authors and Publishers in Switzerland (SUISA) and is responsible for securing permits. Exhibitors will be charged a flat fee.

<input type="checkbox"/> SUISA flat fee	CHF 50.00
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6.0 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.

6.1 CALL FOR INNOVATIONS



Share your innovations and new products with trade show visitors! Your product or service will be described in 300 characters in the 360° Business Guide exhibitor catalogue as well as on your online profile and your entry will contain the "Innovation" symbol.

for free

Application through the online exhibitor account. You will receive the personal login after your registration to SuisseEMEX'12.

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 360° Business Guide

for free

Application through the online exhibitor account. You will receive the personal login after your registration to SuisseEMEX'12.

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:

- Logo in the exhibitor catalogue 360° Marketing Business Guide next to your address CHF 75.00
- 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
- Logo on all visitor name badges, approx. 12'000 CHF 3,500.00

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

- 1/1 page 125 x 215 mm CHF 2,500.00
- 1st inside front / back cover 125 x 215 mm **First come- first served!** CHF 3,000.00
- Reverse side 125 x 215 mm **First come- first served!** CHF 3,500.00
- 1/2 page 125 x 105 mm CHF 1,500.00
- 1/3 page 125 x 70 mm CHF 1,000.00

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

Advertisement in the visitor brochure (circulation min. 35'000, mailing June 2012):

- 1/1 page 210 x 148 mm CHF 4,500.00
- 1/2 page 105 x 148 mm CHF 3,500.00

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

Your banner on www.suisse-emex.ch

Put your advertising banner online, provided there is space available. Precise placement upon arrangement.

Banner dimensions: 468 x 60

Static file format: jpg, gif, png | dynamic: swf

- Banner for 1 month (Sept. 2011 to May 2012) CHF 300.00
- Banner for 1 month (June to August 2012) CHF 600.00
- Banner for 3 months (Sept. 2011 to May 2012) CHF 600.00
- Banner for 3 months (June to August 2012) CHF 1,200.00
- Banner for 6 months (July and August 2012) CHF 2,000.00

NEW: POS advertising: one advertising display/sign 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.

- price for exhibitors (per metre) CHF 800.00
- price for non-exhibitors (per metre) CHF 1,200.00

Max. size of an advertising display: 0.90 x 2.00 m

Your product range in the EMEX Newsletter

Mailing to approx. 30'000 prospective customers (teaser text, picture and link).

- Placing 1 mailing CHF 2,000.00

Sponsoring of pens advertising your company

Put them in the hands of every visitor! Have your pens placed at registration and in the network zones. Supply of 2,500 pens.

- Cost for the entire trade show CHF 1,500.00

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. Max. 2 inserts.

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

Specials & Sponsoring/patronage - please contact me:

Your idea: _____

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 5,000.00**

****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.

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 Centre
- Educational Institute / University of applied sciences / University

DIRECT MARKETING / CRM /

DIALOGUE MARKETING

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

SMU SPECIAL

- Employment Agency
- Mobility / Mobile Solutions
- Office Solutions
- Sustainable Products
- Sustainable Services

EVENT / LIVE COMMUNICATION / SEMINAR

- Agency for Event Staff
- Artist Agency / Artist / Show Business
- B2B Services
- Business Travel
- Catering / Adventure Gastronomy
- Convention and Tourism Bureaux
- Event Agency / Event Management
- Event Location / Room Rentals
- Event Service Provider / Supplier
- Event Technology / Multimedia / AV
- Exhibition Booth Fixtures / Company for Exhibition & Booth Construction
- Exhibition Organiser / Fair Location
- Furniture rentals
- Hotels, Congresses, Incentives
- Incentive Agency / DMC / Incentive

Provider

- Infotainment / Polling (Voting)
- Interior Design / Event Architecture / Decoration
- Rentals / Services
- Tent Rentals / -Sales / Tent Construction
- Transport / Event Logistics

ONLINE MARKETING / E-BUSINESS

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

COMMUNICATION / MEDIA /

ADVERTISING / PR / SPONSORING

- Advertising Agency
- Advertising Media Agency
- Advertising Technique / Graphics
- Audio / Video / Multimedia
- CI Agency / Corporate Design
- Communications Agency
- Copywriter / Ghostwriter
- Crossmedia & Publishing
- Electronic Media
- Interactive Terminal Systems
- Marketing Agency / Marketing Consultancy
- Market Investigation / Opinion Research
- Media
- Media Agency
- Multimedia
- Outdoor Advertising / eboards
- Photography / Photo Technique
- Picture Agency

- PR Agency
- Publisher
- Sports Advertising / Sponsoring
- Translator / Interpreter

PRINT / PAPER / PACKAGING

- Digital Printing
- Envelopes
- Foils Printing
- Labeling
- Label Printing
- Large Printing (Plotter)
- Offset Print
- Wrapping and Cardboard Packaging
- Paper Suppliers
- Pre-press / Print
- Print Finishing (Lamination / Paint)
- Print Management
- Silk-Screen Printing (serigraphy)
- Textile Printing

SALES PROMOTION /

PROMOTION / GIVEAWAYS

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

ASSOCIATIONS / FEDERATION /

CLUBS / SOCIETY

- Branch of industry 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 SusseEMEX 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.

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 print + online directory 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 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 600.00 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 and dismantling at the specified times. When setting up his booth the exhibitor must ensure that MCH 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 6.00/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. **Customer invitations: the invitation code should only be distributed through own communication channels and therefore, not through publicly accessible social media platforms.**

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) plus postage (domestically: CHF 5.00 / international: CHF 15.00 or actual costs). There are 3 vouchers on each A4 sheet (minimum order of 30 sheets with 3 vouchers each). The Exhibitor will only be charged CHF 20.00 for each redeemed voucher (maximum CHF 1'200.00). The exhibitor can check in real time on his online exhibitor account 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)

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 EMEX Management GmbH.

The main lessee who assumes contractual liability towards EMEX 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. Previously unreserved 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 600.00 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 EMEX Management GmbH. Exceeding the ordered external surface will be charged at CHF 250.00 /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 (themed parks + Easy Business Booth are exempt). Payment shall be made within 30 days. For late application after 30 June, however, the last payment date shall be 31 July. 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, the surcharge of the Early Bird will be charged on the final invoice. 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 interests 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 arrangements at exhibitor booths must be agreed beforehand with the event organiser and must not disturb neighbouring booths or visitors either optically or acoustically. Based on the existing federal treaty, anyone who plays or replays any type of live or recorded music in the trade show halls or premises is obliged to inform the event organiser of this at least 30 days before the trade show begins. EMEX Management GmbH will submit all the applications to the Cooperative Society of Music Authors and Publishers in Switzerland (SUISA) and pay the applicable fees. Exhibitors will be charged a flat fee of CHF 50.00. EMEX Management GmbH recognises no third-party claims that may be raised as a result of non-observance of copyright laws.

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 does not take out insurance explicitly 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, December 2011

The undersigned is the responsible exhibition organiser: