



conhit

Connecting
Healthcare IT

24–26 April 2012

www.conhit.de

STAND APPLICATION 2012

Sponsor



Organizer



conhIT – your benefit as exhibitor

conhIT
Connecting
Healthcare IT
24–26 April 2012

Messe Berlin GmbH
Messedamm 22
D-14055 Berlin
Tel. +49 (0)-30/30 38-2225
Fax +49 (0)-30/30 38-2226
conhit@messe-berlin.de
www.conhit.com

You can profit from the services and extra options at conhIT 2012:

Exhibitor passes

- Stands up to 20 m² in size receive 3 free exhibitor passes. For every additional 1 - 10 m² one extra pass will be issued.
- Free admission to the Congress with an exhibitor pass
- Free admission to a variety of Networking events

Vouchers for trade visitors

- Free vouchers for admission to the Industrial Fair which begins daily at 11 a.m. (a day ticket amounting to € 24); Free vouchers will be issued as follows:
Stands up to 20 m² in size – 5 vouchers
Stands up to 80 m² in size – 25 vouchers
Stands over 80 m² in size – 50 vouchers
- Additional vouchers are available. These will only be invoiced at a reduced rate after your customers have registered:
Day ticket to the Industrial Fair: € 10 instead of € 24
Day ticket to the Congress and Industrial Fair: € 50 instead of € 127
Unlimited Admission ticket to the Congress and Trade Fair: € 75 instead of € 295

Additional communications

- Unlimited conhIT advertising material (e.g. flyers in German and English, posters, correspondence stickers, event logo and banners)
- Your company is part of the conhIT Virtual Market Place®, the online presentation platform of Messe Berlin, 365 days a year. The Virtual Market Place®, is mandatory, with costs for all exhibitors
- Press coverage of conhIT, with the print media alone reaching around 6 million readers
- Press boxes and rooms for press conferences can be rented. The press team are available to advise and assist
- Job vacancies can be posted at the conhIT Job Exchange and advertised in the digital Career Guide (for which a fee will be charged)
- Entry in the digital innovation report, which informs press and trade visitors about the exhibitors' highlights (with costs)

Our services

- Two- to four-hour Academy events offering advanced training courses, limited to 40 attendees (with costs)
- conhIT press stand with free copies of relevant market publications
- WLAN area for your customers, free of charge
- The conhIT party – the networking highlight for you and your customers on 24 April 2012
- Meeting rooms are available for rental
- Assistance and advice by the conhIT team
- Worldwide marketing of conhIT is ensured by an experienced network of representations of Messe Berlin abroad
- Be a conhIT-Partner! With our exclusive partner packages you are assured of your stand location well in advance and can also apply for various events such as holding lectures or to be included on thematic guided tours at the Industrial Fair.

Detailed information and order forms for the services named above, will be mailed to you after you have booked your stand, and will also be available at www.conhit.com

I. Stand Application conhIT

conhIT
 Connecting
 Healthcare IT
 24–26 April 2012

Messe Berlin GmbH
 Messedamm 22
 D-14055 Berlin
 Tel. +49 (0)-30/30 38-2225
 Fax +49 (0)-30/30 38-2226
 conhIT@messe-berlin.de
 www.conhit.com

a. Company Contact Please state the exact name of the company

Name of exhibitor

Street

Postal code

Town

Country

Web address

E-Mail

Telephone

Fax

Managing Director

b. Person to contact

Name

E-Mail person to contact

Telephone person to contact

Mobile phone person to contact

c. Catalogue Data (only if differing from above)

Company name in the catalogue

Street

Postal code

Town

Country

E-Mail

Telephone

d. Invoicing address (only if differing from above)

Company Contact

Street

Postal code

Town

Country

Managing Director

Person to contact

Web address

E-Mail

Telephone

Fax

We agree that the email address and fax number may be passed on to other companies in the Messe Berlin group, to their official partner companies in this country and abroad, and to foreign representatives, for the purposes stated in the data protection regulations (see p. 14), and we may revoke this approval at any time. It may not be passed on to any other third parties.

→ We agree email fax (please mark)

By registering we accept the data protection regulations, the conditions of participation of Laser Optics Berlin and microsyes berlin, as well as the general terms and conditions regarding trade fairs and exhibitions of Messe Berlin (see enclosure).

Place/date

Stamp and legally binding signature

To be completed
 by Messe Berlin.

Halle	Stand-Nr.
MA	
KA-Nr.	
Deb.-Nr.	
Auftr.-Nr.	
Eingangsbestätigung:	

For Messe Berlin – conhIT Fax +49(0)30/3038-2226

Stand Area Required

conhit
 Connecting
 Healthcare IT
 24–26 April 2012

Messe Berlin GmbH
 Messedamm 22
 D-14055 Berlin
 Tel. +49 (0)-30/30 38-2225
 Fax +49 (0)-30/30 38-2226
 conhit@messe-berlin.de
 www.conhit.com

Name of exhibitor _____

In accordance with the conditions of participation (minimum 9 m²) we hereby request the following stand area: _____ m²

Requested dimensions _____ m x _____ m²

In case we cannot completely fulfill your requirements, please indicate: _____ m²

max. size _____ m²

min. size _____ m²

Basis Package

1. Stand rental

- | | | | |
|---|----------------------------|---|----------------------------|
| <input type="checkbox"/> Row stand,
1 side open | 190.00 Euro/m ² | <input type="checkbox"/> Peninsula stand,
3 sides open | 202.00 Euro/m ² |
| <input type="checkbox"/> Corner stand,
2 sides open | 197.00 Euro/m ² | <input type="checkbox"/> Island stand,
4 sides open | 209.00 Euro/m ² |
| <input type="checkbox"/> We intent to erect
a double-storied structure | _____ m ² | | 62.00 Euro/m ² |
- Invoicing will be accomplished after taking the measurements on site.

2. Exhibitor passes

For stands of up to 20 m² in size: 3 passes
 Up to and including every additional 10 m²: 1 pass

3. Flat-rate utility charge (mandatory)

for water and electricity consumption.
 The relevant connections must be ordered separately

10.00 Euro/m²

4. AUMA fee (mandatory)

AUMA – Association of the German Trade Fair Industry e.V.

0.60 Euro/m²

5. Advertising Box (mandatory), for details see enclosure on page 21

- | | | |
|-----------------|---|-------------|
| Starter package | - for main exhibitors (stands of up to 20 m ² in size) and for co-exhibitors
this is included in the Bronze Partner package | 143.00 Euro |
| Classic Package | - for main exhibitors (stands ranging from 21 to 100 m ² in size) this is included in the Silver Partner package | 380.00 Euro |
| Premium Package | - for main exhibitors (stands above 100 m ² in size) this is included in the Gold Partner package | 760.00 Euro |

All square areas are rounded up to produce a full m² figure. All prices quoted are net prices and subject to statutory sales tax.

We agree that the email address and fax number may be passed on to other companies in the Messe Berlin group, to their official partner companies in this country and abroad, and to foreign representatives, for the purposes stated in the data protection regulations (see p. 14), and we may revoke this approval at any time. It may not be passed on to any other third parties.

→ We agree email fax (please mark)

By registering we accept the data protection regulations, the conditions of participation of Laser Optics Berlin and microsyes berlin, as well as the general terms and conditions regarding trade fairs and exhibitions of Messe Berlin (see enclosure).

_____ Place/date
 _____ Stamp and legally binding signature

For Messe Berlin – conhit Fax +49(0)30/3038-2226

Co-exhibitors (if necessary, please use a copy of this form)

conhIT
**Connecting
 Healthcare IT**
 24–26 April 2012

Messe Berlin GmbH
 Messedamm 22
 D-14055 Berlin
 Tel. +49 (0)-30/30 38-2225
 Fax +49 (0)-30/30 38-2226
 conhit@messe-berlin.de
 www.conhit.com

■ _____
Name of main exhibitor

Number of co-exhibitors expected to be on our stand _____

No co-exhibitors will be present

Please register the company named below as a co-exhibitor on our stand, where it wishes to exhibit its own products, with its own staff. For each co-exhibitor a mandatory fee of EUR 143 will be charged for the Advertising Box. This sum will be invoiced to the main exhibitor following receipt of the co-exhibitor's registration details.

■ _____
Name of co-exhibitor

Street

Postal code **Town** **Country**

Web address **E-Mail**

Telephone **Fax**

Person to contact **E-Mail**

Telephone **Telephone/Fax**

Please fill in the Product Group Index for your co-exhibitors, too.

For Messe Berlin – conhIT Fax +49(0)30/3038-2226

We agree that the email address and fax number may be passed on to other companies in the Messe Berlin group, to their official partner companies in this country and abroad, and to foreign representatives, for the purposes stated in the data protection regulations (see p. 14), and we may revoke this approval at any time. It may not be passed on to any other third parties.

→ We agree email fax (please mark)

By registering we accept the data protection regulations, the conditions of participation of Laser Optics Berlin and microsyst berlin, as well as the general terms and conditions regarding trade fairs and exhibitions of Messe Berlin (see enclosure).

Place/date **Stamp and legally binding signature**

To be completed
 by Messe Berlin.

Halle	Stand-Nr.
MA	
KA-Nr.	
Deb.-Nr.	
Auftr.-Nr.	
Eingangsbestätigung:	

Application for a Silver or Bronze Partner Package

conhit
 Connecting
 Healthcare IT
 24–26 April 2012

Messe Berlin GmbH
 Messedamm 22
 D-14055 Berlin
 Tel. +49 (0)-30/30 38-2225
 Fax +49 (0)-30/30 38-2226
 conhit@messe-berlin.de
 www.conhit.com

a. Company Contact Please state the exact name of the company

 Name of exhibitor

 Street

 Postal code

 Town

 Country

 Web address

 E-Mail

 Telephone

 Fax

 Managing Director

b. Person to contact

 Name

 E-Mail person to contact

 Telephone person to contact

 Mobile phone person to contact

For Messe Berlin – conhit Fax +49(0)30/3038-2226

We hereby apply for the following:

(For bvitg members the package is available at a reduced rate)

Silver partner package for bvitg members (30,000 € plus statutory VAT)

Silver Partner package (38,000 € plus statutory VAT)

Bronze Partner package for bvitg members (10,000 € plus statutory VAT)

Bronze Partner package (14,000 € plus statutory VAT)

We agree that the email address and fax number may be passed on to other companies in the Messe Berlin group, to their official partner companies in this country and abroad, and to foreign representatives, for the purposes stated in the data protection regulations (see p. 14), and we may revoke this approval at any time. It may not be passed on to any other third parties.

→ We agree email fax (please mark)

By registering we accept the data protection regulations, the conditions of participation of Laser Optics Berlin and microsyst berlin, as well as the general terms and conditions regarding trade fairs and exhibitions of Messe Berlin (see enclosure).

 Place/date

 Stamp and legally binding signature

Overview of conhIT 2012 package

		Gold	Silver	Bronze
Industrial Fair	Number of packages	7	12	unlimited
	Exclusivity	bvitg members only	exhibitors	exhibitors
	Hall area	100	50	20
	Preferential placement	✓✓✓	✓✓	✓
	Advertising Box	Premium	Classic	Starter
	Catalogue entry	Exclusive conhIT package	conhIT package	—
	Flat-rate utility charge	✓	✓	—
	AUMA fee	✓	✓	—
	Conference rooms	✓✓✓	✓	—
	VIP lounge	✓	—	—
	Exhibitors' passes	55	25	10
	1-day fair vouchers	2,000	1,000	400
	Parking	6	2	1
	Marketing	Logo in printed media	✓	✓
Logo on conhIT block		✓	—	—
Logo on conhIT bag		✓	—	—
Insert in conhIT bag		✓	re. Innovation Report	re. Innovation Report
Logo in congress hall		✓	—	—
Logo on 8 flags on Jafféstrasse South Entrance		✓	—	—
Logo on banner at South Entrance		✓	✓	—
Logo on banners on networking areas		✓	✓	—
Logo on hall plans at entrances to halls		✓	✓	✓
Logo on internet		Landing page	Landing page	Subpage
Logo in newsletter		✓	✓	—
Promotion for events in flyer and on website		✓	✓	—
conhIT film		✓	—	—
Sponsorship opportunities		✓✓✓	✓**	—
Congress / Academy	Seat on conhIT Congress Committee	1	—	—
	1-day vouchers for congress	300	150	20
	Display of information about sessions	✓	✓	✓
	Logo in congress hall (speaker's rostrum)	✓	—	—
	Logo on charts displayed during breaks at the congress	✓	—	—
	Logo on external walls of congress hall	✓	✓	—
	Academy tickets	2	1	—
Press	Press guide	✓	—	—
	Press conference	✓	—	—
	Press pigeon-hole	2	1	—
	Characters in Innovation Report	1,500	1,000	700
Networking	Themed guided tours, hospital excursion: Initial enquiry about call for participation	✓✓✓	✓✓	✓
	Guided tours for VIPs	✓	—	—
	Participation in Careers Day Get-together	✓	✓	—
	Job vacancy noticeboard	20	10	5
	Career guide (characters)	4,000	2,000	2,000
	Number of party tables	3	1	—
	Package price for bvitg members	€ 50,000	€ 30,000	€ 10,000
	Package price for non-bvitg members	SOLD OUT	€ 38,000	€ 14,000

All prices subject to statutory sales tax

*) no logo in adverts **) Initial enquiry Gold

Exhibitor's name: _____

The benefits to you:

- ➔ an attractive opportunity to stage presentations on a combined display area but without the effort of coordinating the stand construction work, ancillary technical services etc.
- ➔ a display combining the products and services offered by various different exhibitors is certain to attract more attention among trade visitors
- ➔ a separate reference to the pavilions in the guidance system for the halls, for the benefit of visitors

All the pavilion packages include the following: 2 exhibitor passes (granting admission to the Industry Fair, Congress and Networking), 2 fair vouchers for use by your customers, and a basic entry in the catalogue and in the Virtual Market Place®, electricity connection, energy consumption and cleaning. All prices quoted are net and are subject to statutory value-added tax.

We hereby order:

- Consulting pavilion** _____ stand units with an area of approx. 6 m² at an all-inclusive price of 2,400 €/unit (plus 0.60 €/m² AUMA fee). Included in the price are 1 information counter, 2 bar stools, 1 poster wall and a shared area with one discussion desk for each consultant.
- Associations' pavilion** _____ stand units with an area of approx. 6 m² at an all-inclusive price of 1,000 €/unit (plus 0.60 €/m² AUMA fee). Included in the price are 1 information counter, 2 bar stools and 1 poster wall.
- Universities/Science/Advanced Training pavilion** _____ stand units with an area of approx. 6 m² at an all-inclusive price of 700 €/unit (plus 0.60 €/m² AUMA fee). Included in the price are 1 information counter, 2 bar stools and 1 poster wall.
- Poster/brochure stands** _____ at a cost of 200 € each in the Universities Pavilion. Included in the price are 1 poster area (A 0 format) and 1 stand (for displaying your brochures).
- EU pavilion** _____ stand units with an area of approx. 4 m² for EU projects at an all-inclusive price of 600 €/unit (plus 0.60 €/m² AUMA fee). Included in the price are 1 information counter, 2 bar stools, 1 poster wall and a shared area with one discussion desk for each consultant.
- Innovations pavilion**
 We hereby **apply** to participate in the Innovations Pavilion at a cost of 1,500 € (plus 0.60 €/m² AUMA fee). Included in the price are an information counter with a bar stool and the opportunity to use a roll-up display system, (maximum dimensions 1x2 metres).

With your application please include details about your company, such as → number of employees, → annual turnover, → details of the new developments.

Participants in the Innovations Pavilion are young, innovative companies with new developments in product and process technology in the IT field as it applies to health care, with fewer than 50 employees and an annual balance sheet total or annual turnover not exceeding 10 mi €. Only **first-time exhibitors** can be accepted (consultants are excluded, no co-exhibitors may be registered).

For Messe Berlin – conhit Fax +49(0)30/3038-2226

Place/date _____

Stamp and legally binding signature _____

conhIT Index of Product Groups

Only products/services listed in the index are permitted.

conhIT
Connecting
Healthcare IT
24–26 April 2012

Main exhibitor's name

We would like to exhibit the following products:

1. Software

1.1 Information systems for

- 1.1.1 Medical practices
- 1.1.2 Hospitals
- 1.1.3 Rehabilitation centres
- 1.1.4 Retirement and care homes
- 1.1.5 Medical care networks
- 1.1.6 Company medical officers
- 1.1.7 Patients

1.2 Archiving and documentation

- 1.2.1 Archiving software/document management (long-term archiving solutions)
- 1.2.2 File management software
- 1.2.3 Digital signature, electronic signature
- 1.2.4 Image management systems

1.3 Administrative information systems

- 1.3.1 Business intelligence/Controlling solutions/Data warehouse
- 1.3.2 Financial accounting/Asset accounting
- 1.3.3 Payroll accounting
- 1.3.4 Planning of services and time & attendance recording
- 1.3.5 Materials management/Logistics/Ordering/Purchasing
- 1.3.6 Canteen management software, food ordering systems
- 1.3.7 Equipment and plant management/Facility management
- 1.3.8 Transport logistics
- 1.3.9 Customer relationship management
- 1.3.10 Cost unit accounting

1.4 Medical information systems

- 1.4.1 Electronic/Digital patient files
- 1.4.2 Clinical workplace systems, managing medical results/mobile rounds
- 1.4.3 Activity recording, encoding, DRG management systems
- 1.4.4 Planning and documentation of care
- 1.4.5 Hospital outpatient systems
- 1.4.6 Labour information systems
- 1.4.7 Radiology information systems
- 1.4.8 Surgery management
- 1.4.9 Therapy planning
- 1.4.10 Intensive-care medicine
- 1.4.11 Internal medicine/Endoscopy management systems
- 1.4.12 Blood and organ banks
- 1.4.13 Hospital dispensaries
- 1.4.14 Pharmaceutical information systems
- 1.4.15 Computerized physician order entry (CPOE)
- 1.4.16 Pathology information systems
- 1.4.17 Rescue services
- 1.4.18 Hygiene/Sterilization

1.5 Telemedicine solutions for

- 1.5.1 Telemonitoring/AAL
- 1.5.2 Portal solutions/healthcare networks
- 1.5.3 DMP/Integrated healthcare
- 1.5.4 Teleradiology
- 1.5.5 eHC/eHealth Card

2. Consultancy

- 2.1 Controlling/Efficiency/Organization
- 2.2 IT risk analysis
- 2.3 SAP consulting
- 2.4 IT service management
- 2.5 Project management
- 2.6 IT procurement/Tendering
- 2.7 Integration management

3. IT infrastructure and hardware

- 3.1 Mobile IT
- 3.2 Client/Server/Storage solutions/High availability
- 3.3 Network infrastructure
- 3.4 Screens
- 3.5 Card readers/Patient card terminals
- 3.6 Scanner systems
- 3.7 IT security/Authentication/Encoding/Monitoring
- 3.8 IT management
- 3.9 Other hardware solutions

4. Communication

4.1 Speech processing systems

- 4.1.1 Software for digital dictation
- 4.1.2 Voice recognition
- 4.1.3 Office software
- 4.1.4 Hardware for digital dictation

4.2 Communication solutions

- 4.2.1 Communication servers
- 4.2.2 Master Patient Index (MPI)
- 4.2.3 Videoconferencing systems
- 4.2.4 Telephone systems/VoIP

5. Medical technology (medical technology meets IT)

- 5.1 Diagnostics
- 5.2 Imaging processes
 - 5.2.1 Radiology
 - 5.2.2 Cardiology
 - 5.2.3 Pathology
- 5.3 Intensive medical care/Anaesthesia/Respiration
- 5.4 Laboratory systems
- 5.5 Therapy
- 5.6 Technical surgical systems
- 5.7 Surgery/Endoscopy
- 5.8 Hygiene/Sterilization
- 5.9 Rescue services/Emergency medical services

6. Quality and knowledge management

- 6.1 Quality management and benchmarking
- 6.2 Mammography screening
- 6.3 Knowledge databases/medical catalogues
- 6.4 Patient consultation software
- 6.5 Patient information material/Media information material
- 6.6 Staff portals for clinics

7. Outsourcing

- 7.1 Image management
- 7.2 IT outsourcing/ASP/SAAS
- 7.3 Scanning services
- 7.4 Other outsourcing possibilities

8. Networked buildings systems

- 8.1 Bathroom and sanitary systems
- 8.2 Heating systems
- 8.3 Installation systems
- 8.4 Ventilation and air conditioning
- 8.5 Telephone/VoIP
- 8.6 Patient information systems

9. Advanced and continued learning

- 9.1 Institutes and universities
- 9.2 Training software/E-learning

10. Research

11. Associations and institutions

12. Publishers/Trade publications

13. Miscellaneous

Advertising Box - the marketing package at conhIT 2012

The advertising Box package offered by Messe Berlin GmbH consists of selected marketing tools which exhibitors can use to make the most of their participation at the fair and their presence on the market. The advertising box comprises in the **printed catalogue** and in the **conhIT Virtual Market Place – the main search location for exhibitors and products on the internet**.

To cover the costs of the Advertising Box exhibitors and co-exhibitors will be charged a mandatory flat-rate fee, which will be invoiced to the main exhibitor. However, in order to bring the costs level with exhibitors' individual requirements we have set up a number of flat-rate fee categories. The amount charged and the relevant services offered depend on the size of the stand. However, it is possible to select a higher-quality package than the ones listed below.

<p>Starter package</p> <p>EUR 143 plus VAT</p> <ul style="list-style-type: none"> - for exhibitors with a stand area up to 20 m² and co-exhibitors - included in Bronze Partner Package 	<p>Classic Package</p> <p>EUR 380 plus VAT</p> <ul style="list-style-type: none"> - for exhibitors with a stand area from 20 to 100 m² - included in Silver Partner Package 	<p>Premium Package</p> <p>EUR 760 plus VAT</p> <ul style="list-style-type: none"> - for exhibitors with a stand area with more than 101 m² - included in Gold Partner Package
<p>Printed catalogue</p> <p>Basic company information (<i>company, address, hall/stand number</i>)</p> <p>The Partner for the catalogue's editorial department and its production will be appointed by the Messe Berlin. This is then going to align the offers with th conhIT-exhibitors</p>		
<p>conhIT Virtual Market Place</p> <ul style="list-style-type: none"> · Basic company information (<i>company, address, hall/stand number</i>) · Entry in the main product categories of the company directory · Exhibitor can be contacted by e-mail · Company profile (<i>max. of 250 keystrokes</i>) <p>Upgrade option</p> <ul style="list-style-type: none"> · Classic or Premium Package 	<p>conhIT Virtual Market Place</p> <ul style="list-style-type: none"> · Basic company information (<i>company, address, hall/stand number</i>) · Entry in the main product categories of the company directory · additional entries (tel., fax, e-mail) · Company profile (<i>max. of 1,000 keystrokes</i>) · Logo · Entry in up to 10 product groups · Presentation of up to 10 product groups with texts and images (<i>max. of 4,000 keystrokes</i>) <p>Upgrade option</p> <ul style="list-style-type: none"> · Premium Package 	<p>conhIT Virtual Market Place</p> <ul style="list-style-type: none"> · Basic company information (<i>company, address, hall/stand number</i>) · Entry in the main product categories of the company directory · additional entries (tel., fax, e-mail) · company profile (<i>max. of 4,000 keystrokes</i>) · Logo · Entry in up to 15 product groups · Presentation of up to 15 products with texts and images, (<i>max. of 4,000 keystrokes</i>) with a link to the relevant products on the exhibitor's homepage · Link to a homepage <p>Upgrade option</p> <ul style="list-style-type: none"> · additional services available

An entry in the conhIT Virtual Market Place means that your company and product will also be represented on the m+a online platform, <http://www.expodatabase.com/>. Information on more than 19,000 trade fairs is available at www.expodatabase.com. Exhibitors, trade visitors and journalists can now broadly research information on specific trade fairs, exhibitors and products.

Entries will be made to the conhIT Virtual Market Place website as of **1 March 2012** at the latest, and will be valid by 28 February. After you have registered you will automatically receive documentation on how to order a higher-quality services package or other additional services.

Directly after receiving confirmation you can send a profile of your company and if required details of products, product groups and images, as well as company logo for your stand on the Virtual Market Place® to the service editor's desk of Messe Berlin.

Messe Berlin GmbH, Virtual Market Place®, Messedamm 22, 14055 Berlin, E-Mail: editorial@virtualmarket.conhit.de.
Tel.: +49(0)30 3038-2180, +49(0)30 3038-2172. Mo to Fr. 9 a.m. to 6 p.m. CET.

conhIT Virtual Market Place Upgrades and additional services

Order form

Hall	Stand no.
Exhibitor	

Fax: +49(0)30/3038 - 2172

or by Mail: Messe Berlin GmbH, Virtual Market Place, Messedamm 22, 14055 Berlin, Germany

Increase public awareness of your exhibition presence by using an **upgrade** and **additional product entries**. The mentioned performances start with assignment of this application and terminate at the latest on **28 February 2013**. We hereby place an order for the below mentioned services for **conhIT 2012**:

conhIT Virtual Market Place – upgrades

Premium Package: basic company entry, additional entry (email address, telephone, telefax), company portrait (max. 4,000 char incl. spaces), logo, entry in up to 15 product groups of the product group index, text and graphic presentation of up to 15 products including links to your homepage, entry in the export directory, entry in the directory of brand names, link to homepage

Classic Package: basic company entry, additional entry (email address, telephone, telefax), company portrait (max. 1,000 char incl. spaces), logo, entry in up to 10 product groups of the product group index, text and graphic presentation of up to 10 products including links to your homepage, entry in the export directory.

- | | |
|---|------------|
| <input type="checkbox"/> Upgrade Starter Package to Classic Package | 237.00 EUR |
| <input type="checkbox"/> Upgrade Starter Package to Premium Package | 617.00 EUR |
| <input type="checkbox"/> Upgrade Classic Package to Premium Package | 380.00 EUR |

Further Product Entries for exhibitors with a Premium package

Extend the product entries on your Virtual Market Place(r) stand: text (4,000 char) and picture

- | | | |
|---|-------------------|-----------|
| 1 additional product entry | | 56.00 EUR |
| From 2 to 5 additional product entries | per product entry | 44.50 EUR |
| From 6 to 20 additional product entries | per product entry | 22.30 EUR |
| 21 and further additional product entries | per product entry | 16.50 EUR |

Number of product entries: _____ (Please enter the number)

The mentioned prices are subject to statutory valued added tax.

Invoicing address		
Street		
Postal/zip code	City	Region/state
Contact	Telephone	
Fax	e-mail	
Place and date/name of person ordering (in block capitals)		Stamp and legally binding signature

For organisational inquiries contact:
Telefon: +49(0)30/3038 - 2180

E-Mail: editorial@virtualmarket.conhit.de

For Messe Berlin – conhIT, Virtual Market Place®, Fax +49(0)30/3038-2172

conhIT Berlin 2012

Complete Offer Construction



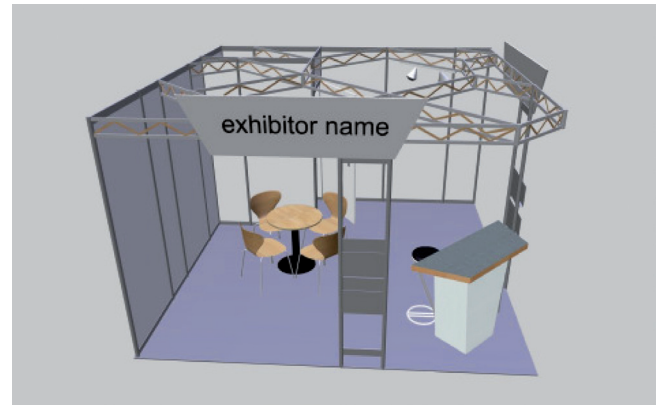
Complete Arrangements Basis

- Equipment:
- Floor Covering, 7 colours available
 - System Stand OC white, wall elements in 6 colours available
 - Grid Ceiling according to static requirements
 - Facia , white with standard facia lettering

	9-12 m ²	13 -18 m ²	19 - 24 m ²	>25 m ²
Cabin	1 m ²	1,5 m ²	2 m ²	3 m ²
Coat hook	1	1	1	1
Shelve	0	1	1	1
Spots	3	5	6	7
Infocounter	1	1	1	2
Barstool	1	1	1	2
Chair	3	4	6	8
Conference Table	1	1	2	2
Brochurerack	1	1	1	2
Waste paper bin	1	1	1	2
Electricity 3,3 KW	1	1	1	1
Daily Cleaning	Yes	Yes	Yes	Yes

Price/sqm (plus VAT) 101,00 EUR

Complete Arrangements Basis: _____ m²



Complete Arrangements Luxux

- Equipment:
- Floor Covering, 7 colours available
 - System Stand OC grey, wall elements in 6 colours available
 - Ceiling crosspieces: aluminium/wood
 - Facia panel, white with standard facia lettering

	9-12 m ²	13 -18 m ²	19 - 24 m ²	>25 m ²
Cabin	1 m ²	1,5 m ²	2 m ²	3 m ²
Coat hook	1	1	1	1
Shelve	0	1	1	1
Spots	3	5	6	7
Infocounter	1	1	1	2
Barstool	1	1	1	2
Chair	3	4	6	8
Conference Table	1	1	2	2
Brochurerack	2	2	2	4
Waste paper bin	1	1	1	2
Electricity 3,3 KW	1	1	1	1
Daily Cleaning	Yes	Yes	Yes	Yes

Price/sqm (plus VAT) 122,00 EUR

Complete Arrangements Luxux: _____ m²

conhIT Berlin 24–26 April 2012

Complete Offer Construction

Please send to MB Capital Services, Mrs. Stark, Tel. +49(0)30/3067-2053
 Fax. +49(0)30/3067-2059. e-mail: stark@mb-capital-services.de

Hall and Standnumber _____ / _____

 Name of exhibitor

 Invoice Adress

 Internet Adresse

 E-Mail

 Contact person

 Telephone

Details for Standconstruction (please fill out)

Lettering (max. 25 letters)

Individual artwork requirement subject to surcharge. Please send your logo to:
 stark@mb-capital-services.de (pdf or eps if possible). We will send you an offer.

Wallelements

- blue
- red
- grey
- green
- black
- white

Carpet colour (other colours on request)

- blue
- red
- anthrazit
- green
- black
- grey
- orange

Data protection regulations

Messe Berlin GmbH assigns a high priority to data protection. We therefore consider the security of the personal data made available to us in your stand application to be a matter of great importance. In implementing the necessary technical and organizational measures we therefore ensure that your data is protected in accordance with statutory regulations and is only used for the defined purposes.

The following principles therefore apply:

1. We collect, use and process your personal data as the basis for, and for implementing and processing your contractual arrangements with Messe Berlin GmbH, and for market research purposes. This data includes the company name and the name of the contact person, the street and building number, post code and town, the country, telephone and fax number and email address. These details ensure your participation in the trade fair.
2. To enable us to meet our contractual obligations we pass on some of your data to subsidiaries of Messe Berlin and to partner firms, which we have appointed to process the personal data. These basic services include, for example, accounting, stand construction, the basic entry in the catalogue and in the Virtual Market Place.
3. Consent with regard to consultancy, information (advertising) and marketing.
 - 3.1. To maximize the effectiveness of your appearance at the trade fair we also pass your data on to other companies in our group and to official partner companies, to enable them to offer you their own additional services, for example special entries in the catalogue and in the Virtual Market Place, special stand construction services, catering, logistics, the fair newspaper etc. (If you do **not** wish to give your consent, please cross this item out. This deletion does not affect the contractual relationship as such. Your email address and fax number will only be passed on if you have also marked the appropriate box in the stand application.)
 - 3.2. The personal data may be supplied to the official foreign representatives of Messe Berlin GmbH and its partner companies abroad, provided this is done for the purposes stated in Item 3. (If you do **not** wish to give your consent, please cross this item out. This deletion does not affect the contractual relationship as such. Your email address and fax number will only be passed on if you have also marked the appropriate box in the stand application.)
 - 3.3. We also supply your personal data to companies within the group that can offer you similar services that, we assume, will be of interest to your company. (If you do not wish to give your consent, please cross this item out. This deletion does **not** affect the contractual relationship as such. Your email address will and fax number only be passed on if you have also marked the appropriate box in the stand application.)
 - 3.4. You may revoke this declaration of consent at any time by notifying Messe Berlin GmbH accordingly. To do so, please contact your representative at Messe Berlin.

If you have made deletions to this document please return it to us together with the stand application. Thank you.

Conditions of participation of conhIT

24 - 26 April 2012

1 Organisers

conhIT – the meeting place for Healthcare IT, is held by bvitg, German Association of the Healthcare Industry, Neustädtische Kirchstraße 6, D-10117 Berlin, and takes place on the Berlin Exhibition Grounds.

Responsibility for the planning and operation of the show has been charged to Messe Berlin GmbH. Messe Berlin shall bear legal and financial liability for this event and shall be entitled to assert all claims arising in connection with it.

2 Dates

Duration of the event:

24–26 April 2012

Deadline for registration:

13 January 2012

Halls: 1.2, 2.2

Opening times:

Congress 9 a.m. - 1 p.m.
Industrial Fair 11.00 a.m. - 6 p.m.

Start of stand construction

21 April 2012 (7 a.m.)

(on request and in case of availability of the hall earlier, plus incidental costs)

End of stand construction

23 April 2012, no time limit

Stand dismantling

26 April 2012 (1 hour after fair closes)

27–28 April 2012 (10 p.m.)

Construction and dismantling work from 7 a.m. to 10 p.m. (longer hours on application only plus incidental costs).

We reserve the right to make alterations, please note any subsequent information.

3 Participants – admittance to the combined exhibition

conhIT - the meeting place for Healthcare IT is open to the relevant manufacturers as well as distributors and service providers. Excluded however shall be wholesale and retail firms, unless such firms are importers or manufacturer's agents with sole and exclusive agency rights for the Federal Republic of Germany. The attached Product Group Index lists the products approved for exhibiting and is an integral part of these Conditions of Participation. Acceptance as an exhibitor is subject to the approval of the Exhibition Committee. The Committee may refuse acceptance without stating grounds. No rights to compensation shall exist in such cases. There exists no automatic right to admission. If the application is approved, written confirmation will be issued. This confirmation is only valid for the exhibitor named on the application form, and only for the exhibits listed on the application. Full or even partial transfer of the confirmed rights and obligations to a third party or parties is not permitted. Special agreements in this connection are only valid if confirmed in writing by Messe Berlin GmbH. The allocation of exhibition space and the determination of stand sizes shall be performed by the

Committee in consideration of the focus of the exhibition and available space, though it will try to accommodate special requests wherever possible. The date of receipt of the application shall have no bearing on these decisions.

No swapping of stand location is permitted without the approval of Messe Berlin GmbH. It is the sole responsibility of each exhibitor to inform himself as to the location of his stand, its exact dimensions, the existence of additional installations, etc. Should Messe Berlin GmbH desire to carry out any alterations to previously assigned stand areas (e.g. structural changes, additional installations, etc.), they shall promptly notify any exhibitors affected. Where compelling grounds exist, a new exhibition space may be allocated. In such case, every effort shall be made to assign a space of equivalent value. The exhibitor shall be entitled to withdraw his application within one week after having been notified of the new location.

No claims for compensation shall exist for either party.

Where several exhibitors jointly rent a stand, they shall be jointly and severally liable and shall designate one exhibition representative on the application.

4 Application

Applications can only be made by using the official stand application forms. Applicants are requested to fill in the forms carefully, preferably typed. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition. Applications received after the application deadline can only be considered in case of remaining available spaces. The application is binding. Applicants who have already been allocated the exhibition space requested on their application and subsequently withdraw their application are liable to pay the charges outlined in Items 7 and 23. To permit automated processing of applications, the details submitted will be filed in a data storage system and may be passed on to third parties as required to fulfill the agreement.

5 Cost of participation

5a For every 1 m² of hall space (rounded up to a full m² figure, minimum size 9 m²), including services such as hall lighting, heating, cleaning of aisles, hall supervisors, 3 exhibitor passes for stands of up to 20 m² in size, plus 1 exhibitor pass for every additional 10 m² of stand space, the cost of renting a stand is:

Basic stand rental charge

Row stand	EUR 190.00/m ²
Corner stand	EUR 197.00/m ²
End of block	EUR 202.00/m ²
Island stand	EUR 209.00/m ²

For every square metre of rented space (hall area, multi-tier space and outdoor display site) **prices are subject to an additional EUR 10.00 and a flat-rate utility charge** (manda-

tory) for electricity, gas and water consumption (water consumed by air-conditioning operated by the exhibitor and gas consumption for cooking are not included in this flat rate).

As per an agreement with the Association of the German Trade Fair Industry e.V. (AUMA) a mandatory supplementary fee will be charged, equal to EUR 0.60 per m² of display space (plus statutory sales tax).

In the case of multi-tier constructions a charge shall be made of EUR 62.00 per square metre of constructionally occupied space.

5b) Pavilion packages comprise the following items not included in the services listed under 5a:

2 exhibitor passes, 2 trade fair vouchers, basic entry in the catalogue and Virtual Market Place, price of the flat-rate utility charge, electricity connections and cleaning. For a detailed list of services see page 8.

Consulting-Pavillon	EUR 2,400/per unit
Associations Pavilion	EUR 1,000/per unit
University/ Science Pavilion	EUR 700/per unit
Innovation Pavillon	EUR 1,500/per unit
EU Pavillon	EUR 600/per unit

All prices quoted are net prices and subject to statutory sales tax.

6 Advertising Box

By way of the Advertising Box Messe Berlin GmbH offers a specially selected marketing tool, in order to enable exhibitors and co-exhibitors to optimise their individual performance. Exhibitors as well as co-exhibitors will be charged with an obligatory fee dependent on the size of their stand.

For detailed information, please see page 10.

7 Alterations, withdrawals, exclusion

7.1 Unforeseen circumstances outside the control of the organisers shall entitle them to:

- cancel the exhibition, in which case no stand rental will be charged.
- change the dates of the exhibition; exhibitors who for compelling reasons cannot accept the altered dates may withdraw from the agreement within one week after the notification of change.
- shorten the exhibition, in which case the signed contract remains in force and no reduction of the stand rental charge will be made.
- Should the on-going exhibition be interrupted due to force majeure, Messe Berlin GmbH is not obliged to repay the rental charge or any portion thereof.

In case of cancellation of the participation after the receipt of at least two different stand

offers, Messe Berlin may charge a representation allowance of 400.00 Euro.

7.2 If an exhibitor withdraws from the contract without legal grounds, or does not participate in the exhibition, the rental charge shall be payable in full. If another lessee can be found for the exhibition space, Messe Berlin shall be entitled to claim 25% of the invoiced stand rental from the initial lessee to cover costs, at least in the amount of the representation allowance of 400.00 Euro. This fee will also be charged for any portion of exhibition space returned by an exhibitor.

The burden of proof shall be on the exhibitor to show that the cancellation did not lead to excess costs or not to the amount claimed.

If an exhibitor has booked a conHIT Partner Package (gold/silver/bronze) and has signed an agreement renting a stand area up to the size designated by the appropriate Partner Package, then in the event of the exhibitor cancelling his Partner Package in accordance with Item 7.2 of the conditions of participation he shall be obliged to pay 100 % of the conHIT Partner Package. If a larger stand area applies then the costs to be paid by the exhibitor shall be calculated according to the provisions of Item 7.2.

7.3 Messe Berlin GmbH shall be entitled

- a) to revoke approved applications if required conditions were not fulfilled, either in whole or in part, at the time of application, or have since lapsed.
- b) to exclude from the exhibition without notice such companies that exhibit products not contained in the Product Group Index. The right to demand full payment of stand rental shall not be affected.
- c) to demand at any time the removal of items which prove unsuitable, in particular such products which constitute a hazard or nuisance to exhibitors or visitors. We make special note of the ban on displays and presentations harmful to young people. Non-compliance with this regulation shall result in the removal of the offending items at the exhibitor's expense.

Claims for damages shall be excluded in all such cases.

7.4 Furthermore, Item 8 of the general terms and conditions of business of Messe Berlin applies, providing that no other provisions to the contrary have been made above under items 7.1 to 7.3.

8 Stand construction and furnishing

Details concerning stand construction times are contained in Item 2. Stands can be furnished and completed open end on Monday, 21 April 2012. All packing materials must be removed by 12 noon on the same day, otherwise it will be removed by Messe Berlin GmbH at the exhibitor's expense. Exhibitors who fail to occupy their stands by 8 a.m. on Monday, 21 April 2012, shall

forfeit their rights to the stand. Messe Berlin GmbH shall then be at liberty to reallocate this space as it sees fit. The defaulting lessee remains liable for payment of the rental charge.

No stand may be vacated before the end of the exhibition. During the exhibition, items on display may not be hidden from view nor removed without the approval of Messe Berlin GmbH (see Item 16.4, "Penalty Clause" in the General Terms and Conditions for Messe Berlin Trade Fairs and Exhibitions).

All set-up work shall be the responsibility of the exhibitors on the provision that all exhibition stands conform to the overall appearance of the hall.

The stands may not be closed off from areas used by the public. The stand design and exhibit presentation must be open and welcoming to the public. Exhibitors must ensure that their stands are properly equipped. Hall lighting may be dimmed on request provided at least 80% of the exhibitors in the hall approve, the request has to be submitted at least 14 days prior to move-in, and only if such dimming is technically feasible in that hall. Stand construction and design are subject to the approval of Messe Berlin GmbH. Messe Berlin GmbH reserves the right to refuse acceptance of unsatisfactory work or unapproved constructions and to alter or remove such constructions at the exhibitor's expense.

(Please refer to the technical guidelines contained in the Exhibitor Service Manual.) Stand lighting and spotlighting should not cause annoyance either to visitors or to neighboring stands. On request, Messe Berlin can refer exhibitors to contractors who can provide all the necessary services (organization, stand design, press publicity and advertising, recruitment, interpreters, etc.) During exhibition hours, stands must at all times be attended by an agent of the exhibitor. All exhibits must be clearly displayed during these hours.

Assuming that the Technical directives for the design and construction of the stand are adhered to, it is not necessary to submit drawings in order to obtain approval for unroofed single-storey stand structures at ground level in the exhibition halls.

Construction application/- structures requiring a building permit

All exhibition stands and stand structures utilising a special stand construction in the exhibition halls and all stands in outdoor areas, require prior construction approval/stand construction authorisation by Messe Berlin. The application for stand construction authorisation must be submitted in writing.

Multi-storied structures are allowed, but subject to the approval of the relevant project management of Messe Berlin. The application must be submitted immediately after receiving notification that a stand has been assigned.

Stand drawings with specifications (in duplicate, 1:100 scale or greater), including top

and side views, must be received for approval by Messe Berlin no later than 10 February 2012.

All required structural data, e.g. for multi-storied areas, stages and platforms, must likewise reach Messe Berlin GmbH no later than 10 February 2012. The proposed stand may not be installed until the submitted drawings and structural data have been approved in writing.

Any damage caused by the exhibitor to walls, floors, wiring, in outdoor areas etc. shall be repaired at the exhibitor's expense.

9 Technical guidelines

Exhibitors will receive a copy of the Technical guidelines (in the Exhibitor Service Manual). These guidelines provide details of official building and fire regulations as well as special provisions of Messe Berlin GmbH. The guidelines are an integral part of the Conditions of Participation.

10 Technical services

Messe Berlin GmbH shall provide general hall lighting. Telephone, electricity, gas, water and other connections for each exhibition space shall be separately invoiced. Application forms containing further details and conditions are included in the Exhibitor Service Manual. Electrical installation work may also be performed by the exhibitors' electricians. Such work is, however, subject to inspection by a licensed specialty contractor.

Messe Berlin GmbH shall assume no liability for loss or damage caused by power supply interruptions.

11 Security, cleaning and waste disposal

a) Security

General hall security will be provided by Messe Berlin GmbH to the extent required for the exhibition starting two days before and ending two days after the exhibition period. Stand security, however, is the sole responsibility of each exhibitor. Security officers to guard the stands may only be obtained from the security company appointed by Messe Berlin.

b) Cleaning

Messe Berlin GmbH will arrange for the thorough cleaning of the aisles. Exhibitors themselves are responsible for cleaning their own stands. If exhibitors wish to engage the services of porters for their stands, an official cleaning contractor appointed by Messe Berlin can be hired in the interests of uniformity and security. The appropriate order forms are found in the Exhibitor Service Manual.

c) Waste disposal

All waste disposal will be at the exhibitor's expense. This includes the punctual removal of waste materials left over after stand construction and dismantling. Exhibitors may work in an environmentally respon-

sible manner in compliance with Messe Berlin's environmental guidelines contained in the Exhibitor Service Manual.

12 DVB-T and DAB

The reception of digital video and audio broadcast signals (especially DVB-T) cannot be guaranteed in the halls. Please use your own antennas (see also the Exhibitor Service Manual).

13 Broadband distribution network

A broadband distribution network for television and radio signals in the 80 – 862 MHz range is available throughout the Messe Berlin Exhibition Grounds. The broadband distribution network shall be provided by Messe Berlin in a fully operational state to the hall distribution points. Connection to the stands may only be carried out by Messe Berlin or by an official specialty contractor. Installation work within the stand area however, may be performed by an exhibitor-appointed specialty contractor. Broadband requirements should be submitted to Messe Berlin GmbH using the form provided in the Exhibitor Service Manual. Additional information, e.g. on channel allocation, can also be found in the Exhibitor Service Manual.

14 Demonstrations/entertainment

Visual and acoustic performances may only take place in well-screened or closed areas. Such events must be directed towards the interior of the stand with the areas of activity screened from the aisles and thus from public view. Separate rules governing performances are contained in the Exhibitor Service Manual. During the exhibition, the volume of demonstrations shall be set to a level which does not disturb neighboring exhibitors.

- The noise level emitted from a stand may therefore not exceed a mean level (Leq) over four minutes of 75-dB (A) at the stand perimeter. The maximum noise level shall not exceed 85-dB (A).
- Each hour, one presentation lasting no more than ten minutes may produce a mean level over one minute of 78-dB (A) at the stand perimeter. The maximum noise level shall not exceed 85-dB (A)

Presentation times shall be coordinated with the other exhibitors in the hall. Advance notice must be submitted for all live events (e.-g. presentations, musical performances, shows, etc.). Initial notification should be given in the stand application. Detailed event plans are to be provided to Messe Berlin GmbH together with the duplicate set-up drawings (plans) for approval. Demonstrations must be coordinated with neighboring stands to prevent visual and acoustic conflict. Messe Berlin GmbH is entitled to prohibit shows and demonstrations for failure to comply with these rules. It further reserves

the right to cut off power to the stand and to close the exhibits of repeat offenders by means of a preliminary injunction. This shall apply analogously to all presentations, including those using audio or visual media, which are in any case only permitted provided they do not disturb or annoy neighboring exhibitors and do not block the aisles.

15 GEMA fees

A GEMA license must be obtained for the public performance or reproduction of copyrighted music by means of phonograph records, videodisks, cassettes, audio tapes, video tapes or other sound or audiovisual media, and for musical performances. GEMA is the Gesellschaft für musikalische Aufführungs- und mechanische Vervielfältigungsrechte (Society for Musical Performing Rights and Mechanical Reproduction Rights).

Applications should be submitted to:

GEMA, Bezirksdirektion Berlin, Keithstr. 7, D-10787 Berlin; Telephone +49-(0)-30/21292-0, Telefax +49-(0)-30/21292-795 and 21292-588.

16 Sales and advertising

The acceptance of orders from resellers is not subject to any restrictions or fees. Direct sales and deliveries are not permitted at the exhibition.

At their stands, exhibitors may only distribute advertising material which promotes their own company and those products currently on exhibit. Exhibitors may perform no manner of advertising for their buyers nor for any other company.

Outside rented stand areas, no form of advertising is permitted within a designated area of the Messe Berlin Exhibition Grounds, e.-g. the display and distribution of printed materials or samples or written materials placed on hall walls. This ban likewise includes the distribution of drinking cups, cans, gas-filled balloons, and similar items displaying printed advertising. Excluded from this prohibition are actions by exhibitors promoting activities of general exhibition interest which have coordinated with Messe Berlin. Any unauthorized advertising will be removed by Messe Berlin GmbH at the exhibitor's expense. Exhibitors are also liable for infringements of these regulations by their co-exhibitors or by other companies represented at their stand. Messe Berlin is authorized to prohibit or remove any announcements which in its opinion contravene statutory regulations, as well as advertising that is displayed or otherwise carried out without authorization, and to do so without first consulting with the exhibitor and without recourse to the courts. The costs of such action shall be borne by the responsible exhibitor. The decision of Messe Berlin GmbH is final. External signage at stands may consist only of the company name and trade name or logo.

17 Industrial property rights

The protection of proprietary and other rights applying to articles being exhibited is a matter of the individual exhibitors themselves.

Messe Berlin GmbH expects exhibitors to respect the industrial property rights of other exhibitors. If such rights are infringed, Messe Berlin GmbH is entitled to intervene within the scope of its rights of possession and to refuse admission to future shows. This rule does not imply any obligation on the part of Messe Berlin GmbH to intervene if such rights are violated. Messe Berlin GmbH remain exempt from liability claims in all cases (please refer to Item 5.4 of the General Terms and Conditions Messe Berlin Trade Fairs and Exhibitions).

18 Photography and illustration

Photographs or illustrations intended for commercial use may only be made with the express approval of Messe Berlin GmbH. Apart from photographers approved by Messe Berlin GmbH and holding the appropriate pass only photographers in the employ of exhibitors will be granted permits for taking photographs of stands. The relevant applications (including nighttime photography) should be sent to Messe Berlin GmbH no later than one week prior to the start of the show. Photographers are only allowed access to neighboring stands with the express approval of the stand occupants. Press photographers holding the appropriate pass do not require special approval from Messe Berlin GmbH to take press shots during exhibit hours. Messe Berlin GmbH is entitled to take photographs or produce illustrations, films, etc. of the exhibition stands or the exhibits for use in its publications. Exhibitors waive all defenses based on copyright.

19 Transportation, stand clearance

Delivery and pick-up of exhibits and the clearance of stands shall be done at the exhibitor's own risk and expense. In the interest of efficient movement of goods and vehicles, we recommend that you engage the services of a professional carrier.

Messe Berlin GmbH is entitled to seize any items which may be used as security against outstanding debts if charges are not paid within two weeks following the end of the exhibition. Messe Berlin GmbH may sell these items, the proceeds being credited to the exhibitor and deducted from the amount invoiced.

Please observe the Traffic guidelines contained in the Exhibitor Service Manual. These govern goods delivery and collection as well as grounds access for cars. During the exhibition period, motor vehicles without a Grounds parking permit may only be loaded and unloaded before and after the official opening times.

When entering the grounds at the specified times, drivers are required to leave a 100.– Euro deposit. This deposit will be retained if the vehicle remains on the grounds beyond the prescribed time limit.

20 Exhibitor passes, opening times

Complimentary exhibitor badges valid for the duration of the show for exhibitors and their employees working at the exhibition will be issued as follows:

For stands up to 20 m ²	3 badges
For each additional 10 m ² and remaining fraction (double-storied structure excluded)	1 badge

If additional exhibitor badges are required they can be obtained for a fee from Messe Berlin. Exhibitor badges are valid only for the person in whose name they are issued. Holders must also be in possession of an official photo identity document. Misuse of the badges shall result in their confiscation without compensation. Liability for misuse of badges will rest with the exhibiting firm in whose name the badges were issued. It is recommended that exhibitors submit a single order for all required badges using the forms contained in the Exhibitor Service Manual.

Holders of exhibitor badges may enter the grounds from 8 a.m. before the exhibition opens. All exhibitors and their personnel must vacate their stands no later than one hour after the official closing time of the exhibition.

Dealers' presentations, press conferences and similar events in the vicinity of stands are permitted outside official exhibition hours, i.-e. before 10 a.m. or after 6 p.m., provided the events have been registered with and approved in writing by Messe Berlin GmbH. The cost of additional security (e.g. security staff) shall be borne by the exhibitor. Acoustic presentations, press conferences etc. are not allowed in the halls from 11 a.m. to 1 p.m. (interference with the congress).

With the exception of press conferences, no special events will be permitted at stands prior to the first day of the exhibition period.

During 9–11 of the congress and the academy the industrial fair will not be open to visitors.

21 Construction and dismantling badges

C & D badges will be issued to construction and dismantling personnel by Messe Berlin GmbH free of charge. Persons wishing to leave the exhibition with packages or items having the appearance of exhibits must be able to demonstrate authorization to gate staff.

22 Liability, insurance, accident prevention

Please refer to Item 7 of the General Terms and Conditions for Messe Berlin Trade Fairs

and Exhibitions. The provisions set forth here apply in particular in cases of damage or loss of goods brought in by exhibitors, including stand furnishings and equipment, irrespective of whether such damage or loss occurs before, during or after the exhibition period. The exhibitor shall be liable for damage caused by himself, his agents or employees, as well as for damage caused to persons or property by his exhibits.

We therefore strongly recommend that exhibitors obtain exhibition insurance. The exhibitor is required to outfit exhibited machinery and equipment with safety devices which comply with the accident prevention regulations issued by the Employers' liability insurance association. Messe Berlin GmbH is entitled to prohibit the operation of machinery and equipment at its own discretion.

23 Assertion of claims

All agreements affecting exhibitors require the written approval or written acknowledgment of Messe Berlin GmbH. All claims must be submitted to Messe Berlin GmbH no later than four weeks following the close of the exhibition. Claims received after that time will be considered barred by limitation. This shall not affect claims for the full stand rental charge.

24 Terms of payment

The due date for payment of the stand rental is shown on the stand rental invoice/ acceptance notice.

Please cite your invoice and account numbers when issuing payment.

If a larger space than that originally requested is subsequently required and allocated, the additional charge shall be payable immediately on receipt of the invoice. Where no or only partial payment of the rental charge is made by the specified deadline and the exhibitor fails to issue payment even after a grace period has been granted, Messe Berlin GmbH shall be entitled, though not obligated, to dispose of the rented exhibit space at its own discretion.

The original lessee shall in any case remain responsible for payment of the rental charge, even if another exhibitor is relocated to the unoccupied space in order to fill the gap, or if the stand is occupied in some other way and the rental charge is not recovered from the new occupant. Even if a new lessee is found for the stand, Messe Berlin GmbH may claim 25% of the originally agreed rental charge to cover expenses.

25 Stand dismantling

After the period allowed for dismantling has elapsed, Messe Berlin is entitled to carry out or commission unperformed dismantling work and the removal and storage of exhibits. Messe Berlin accepts no liability for loss of or damage to exhibits, except in cases of willful intent or gross negligence. Messe

Berlin is entitled to impose liens for the costs incurred.

The liability of the exhibitor to Messe Berlin covers the handover of the stand area, swept clean, at the stated time, irrespective of whether the exhibitor or a third party is responsible for the dismantling work.

26 Legal venue

The place of fulfillment and legal venue for all mutual obligations shall be Berlin, Germany.

Please also refer to item 23.3 of the General Terms and Conditions for Trade Fairs and Exhibitions organised by Messe Berlin.

27 Note

By completing the application, the lessee of the stand accepts, for himself, his employees and agents, these Conditions of Participation as well as all local laws, in particular fire safety ordinances, business regulations, all other legally binding regulations, and the rules of Messe Berlin.

Within the halls Messe Berlin exercises its rights of possession and is entitled to expel persons from the exhibition without notice who fail to observe the above conditions and regulations. Should the lessee or his employees or agents fail to follow the instructions of Messe Berlin GmbH, Messe Berlin GmbH is entitled to order the stand cleared and the exhibits stored at the lessee's expense. In so doing, Messe Berlin GmbH will not assume liability for these items or for any damage they may suffer.

These Conditions of Participation are supplemented by the General Terms and Conditions for Messe Berlin Trade Fairs and Exhibitions, which are printed below and likewise binding to all exhibitors.

Supplementary conditions for the display and demonstration of car hifi systems In general, the exhibition and demonstration of car hifi systems is only possible in specified areas of the exhibition premises. Further details will be provided as required with the acceptance notice or shortly thereafter.

Supplementary conditions for exhibitors in the high end section, stand design and use Only high grade hifi components of high end quality will be accepted for exhibiting. Audio or visual demonstrations may be given only inside the demonstration studio or with headphones. Direct sales to the general public are not permitted.

Details of all other conditions relating to stand design and intended to enhance the overall appearance of the hall will be sent in due course to exhibitors along with their acceptance notice or shortly thereafter.

General Terms of Business for Trade Fairs and Exhibitions organised by Messe Berlin

General Regulations

1. Applications
2. Joint Exhibitors
3. Conclusion of the Agreement
4. Allocation of Stands
5. Exhibits
6. Terms of Payment
7. Liability, Insurance
8. Withdrawal from the Contract
9. Force Majeure
10. Workers' and Exhibitors' Passes
11. Photographs and Film, Video and Sound Recordings
12. Advertising
13. Official Approval, Legal Regulations, Technical Guidelines
14. Regulations for the Maintenance of Order

Stand Construction

15. General Regulations, Deadlines
16. Stand Design

Other Services

17. Exhibitor Service Documents
18. Security Cover, Cleaning
19. Technical Installations
20. Photography
21. Catering Services
22. Federal Data Protection Act (BDSG)

Concluding Regulations

1 Applications

1.1 Stand Applications

Applications to participate in a trade fair or exhibition (event) must be made using the form marked "Application Form". This form should be completed carefully and should include a legally binding signature. The application is an irrevocable offer to enter into a contractual agreement with Messe Berlin, to which the exhibitor is committed until the commencement of the event.

1.2 Details of the Contract

The main sections of the contract are

- a) the Application Form,
- b) the Special Conditions of Participation,
- c) the Regulations as contained in the Exhibitor Service Documents,
- d) the General Terms of Business.

Where there is conflict between these various regulations they shall apply in the order listed above.

1.3 Conclusion of the Contractual Regulations

By signing the stand application the exhibitor recognises as binding the Terms of Business

and Conditions of Participation, as well as the Regulations contained in the Exhibitor Service Documents. He is responsible for ensuring that those persons employed by him during the event also comply with the terms of the contract in every respect.

2 Joint Exhibitors

If a number of exhibitors intend to hire a stand jointly, they must name one of their number in their application who will be authorised to negotiate with Messe Berlin on their behalf.

The authorised party bears the same liability for any faults or cases of negligence on the part of those whom he is authorised to represent as he does for his own faults and negligence. The participating exhibitors are liable jointly and severally to Messe Berlin.

3 Conclusion of Contract

3.1 Confirmation of Order

Messe Berlin will confirm its decision to accept an offer with a written confirmation of order (acceptance of the exhibitor and the exhibits for which application has been made).

3.2 Restrictions on the Exhibitor and Exhibits

If relevant grounds exist, and in particular if there is insufficient space, Messe Berlin may exclude individual exhibitors from participating, and may also limit the event to specific groups of exhibitors, if this becomes necessary in order to attain the objectives of the event. This also applies to exhibits.

3.3 Deviations from the Application

If Messe Berlin accepts the application for display space or for exhibits, subject to extensions, restrictions or other alterations, it is obliged to abide by this offer for a period of two weeks.

4 Allocation of Stands

4.1 Principle

In allocating the stand Messe Berlin will take into account the subject and the way in which a particular event is subdivided, as well as the space that is available. Messe Berlin will endeavour to meet specific requirements for stand locations wherever possible.

4.2 Changes to Adjoining Stands

The exhibitor should accept that changes may take place in the situation on other stands at the beginning of the event, com-

pared with the time at which initial acceptance was granted. No claims for damages by either party can be entertained.

4.3 Exchanging Stands or Transferring them to Third Persons

The allocated stand may not be exchanged for that of another exhibitor, nor may it be transferred either partially or completely to a third person unless agreement has been reached with Messe Berlin.

5 Exhibits

5.1 Removal, Exchange

Only the agreed exhibits may be displayed. Furthermore they may only be removed subject to the approval of Messe Berlin. Exhibits may only be replaced by other items if written agreement has been obtained from Messe Berlin, and replacement must take place at least one hour before the official daily opening time, or one hour after the official closing time.

5.2 Exclusions

Messe Berlin is entitled to demand that exhibits should be removed if these were not included in the stand hire contract, or if they subsequently prove to cause annoyance or danger, or are incompatible with the objectives of the event. In the event of non-compliance, Messe Berlin is entitled to have recourse to law in removing the exhibits at the exhibitor's expense.

5.3 Direct Sales

Unless expressly permitted, no items may be sold directly. If such approval is given the exhibits must be marked with clearly legible price tickets. It is the exhibitor's responsibility to obtain the necessary approval from the trading and health authorities, and to observe these regulations. The Exhibitor Service Documents contain further details.

5.4 Protection of Copyrights and Patents

It is the responsibility of the exhibitor to ensure that copyrights and other industrial patents exist for his exhibits. A six month period of protection from the beginning of an exhibition for the protection of the inventions, samples and trademarks will only become effective if the Federal Minister of Justice has published the relevant announcement in the Bundesgesetzblatt (Federal Law Gazette).

6 Payment Conditions

6.1 Date when Payment becomes Due

The stand rental, as per Confirmation of Order, is to be paid onto one of the accounts listed on the invoice. These payments must be made within the time period stated in the specific trade fair conditions of participation and be annotated with the invoice and customer number. The amounts are due for payment at the time the invoice is issued. A final invoice will be sent after the event.

6.2 Transfer of Claims, Offsetting Claims

Claims against Messe Berlin are not transferable. Claims may only be offset in the case of uncontested counter-claims or counter-claims which have been ruled valid.

6.3 Objections

Objections to invoices will only be considered if submitted to Messe Berlin in writing within 14 days following issue of the invoice.

6.4 Hirer's Rights of Lien

In order to secure any claims it may have, Messe Berlin shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing. Messe Berlin is only liable for any damage to the items held in lien if such damage was caused maliciously or by gross negligence.

7 Liability, Insurance

7.1 Messe Berlin assumes full liability for all damages resulting from intention or gross negligence on the part of Messe Berlin, its legal representatives or managing staff.

7.2 Messe Berlin is fundamentally liable for damages caused due to gross negligence on the part of assistants employed by Messe Berlin. This liability is limited to damages that are generally associated with this type of contract.

7.3 Messe Berlin is fundamentally liable for every breach of contract with regard to major contractual obligations. Major contractual obligations are defined as those that are vital to achieving the objectives of the contract (cardinal obligations). For breaches of cardinal obligations, provided they do not fall under Section 7.1, liability is limited to damages that are generally associated with this type of contract.

7.4 The limits of liability according to Paragraphs 1 through 3 do not apply to liability for insufficient warranted quality, liability according to German product liability laws, and liability for loss of life, limb, or

health.

7.5 Messe Berlin is not liable for pre-existing deficiencies associated with rented space and equipment (guarantee liability), regardless of fault.

7.6 The exhibitor is liable in accordance with legal regulations. It is recommended that exhibitors carry sufficient insurance. For further details, see the Exhibitor Service Documents.

8 Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by Messe Berlin

8.1 Cancellation, Non-participation on the Part of the Exhibitor

The full stand rental charge shall still be payable if the exhibitor cancels or fails to take part in the event without notification of cancellation. If the exhibitor cancels and another lessee can be found for the stand, Messe Berlin retains the right to demand 25% of the invoiced stand rental charge from the original lessee to cover costs. The full stand rental must be paid when Messe Berlin rents the agreed upon stand space, although the overall area is reduced as a result of the cancellation/non-participation. The lessee retains the right to submit evidence to prove that no such costs were incurred by Messe Berlin, or that they were lower than stated. The right to assert additional claims remains unaffected.

8.2 Withdrawal by Messe Berlin

Messe Berlin is entitled to withdraw under the following circumstances:

- a) if the rental charge is not received in full at the latest by the date stated in the invoice for participation costs and if the exhibitor does not pay before the expiry of any extension period that may be granted;
- b) if the stand is not occupied in time, i.e. if it is not obviously occupied within 24 hours before the official opening;
- c) if the exhibitor infringes domiciliary rights, and does not refrain from such actions even after being advised to do so;
- d) if the registered exhibitor, as a private or corporate entity, no longer conforms to the requirements for granting acceptance, or if Messe Berlin subsequently becomes aware of any reasons which, they had been known before, would have excluded that person from participation. This applies in particular when bankrupt-

cy or insolvency proceedings have been instituted, or if the exhibitor becomes insolvent. In such circumstances exhibitors are required to inform Messe Berlin immediately.

In that cases, referred to above, Messe Berlin is entitled to claim damages. No. 8.1 may be applied accordingly.

9 Force Majeure

9.1 Cancellation of the Event

If Messe Berlin is prevented from holding the event for reasons outside its own control or that of the exhibitor, all claims to the stand rental become void. However, Messe Berlin may still invoice the exhibitor for work carried out in the latter's instructions, to cover any expenses already incurred, if the exhibitor is unable to furnish evidence that the results of this work are of no interest to him.

9.2 Rescheduling of the Event

If Messe Berlin is in a position to hold the event at a later date it must notify exhibitors immediately. Exhibitors are entitled to cancel their participation in the event if it is rescheduled, provided such cancellation is given within one week following receipt of this notification. In such cases claims for payment of stand rental no longer apply.

9.3 For Events that have Already Commenced

If Messe Berlin is obliged to shorten or cancel an event that has already begun, as a result of force majeure, exhibitors are not entitled to assert claims for repayment or for exemption from the stand rental charge.

10 Workers and Exhibitors Passes

10.1 Workers' Passes

Exhibitors will be supplied free of charge with passes for themselves and for any auxiliary staff employed during construction and dismantling. These will only be valid during construction and dismantling periods, and do not entitle the holders to enter the Exhibition Grounds during the event itself.

10.2 Exhibitors' Passes

Exhibitors will receive a limited number of special passes valid for the duration of the exhibition or fair, for use by themselves and their employees, and entitling them to admission free of charge. Additional details can be found in the conditions of participation.

10.3 Regulations Applying to Both Types of Passes

Passes are issued in the holder's name, or must be filled in correctly by the holder, who should also sign them. They are not transferable and are only valid in conjunction with an official ID document. In cases of misuse the passes will be withdrawn without compensation. In the case of joint participation by a number of exhibitors, only the authorised exhibitor will receive the required passes. Additional passes are available, for which a charge will be made.

11 Photographs and Film, Video and Sound Recordings

Messe Berlin is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for publication in the media. No objections for whatever reason by exhibitors will be entertained. This also applies to photographs or recordings made directly by the press or television with the approval of Messe Berlin.

12 Advertising

12.1 Scope

Advertising of all kinds is permitted but only within the stand hired by the exhibitor, on behalf of the exhibitor's own company, and only for exhibits manufactured or distributed by the exhibiting firm.

12.2 Approval

Advertising by means of loudspeakers, the display of slides or films, or the inclusion of performances or shows require the written approval of Messe Berlin. Written approval must also be obtained for the use of other equipment and installations intended to enhance the impact of advertising either optically or acoustically. Advertising of a political nature is strictly prohibited.

13 Official Approval, Legal Regulations, Technical Guidelines

In all cases it is the responsibility of the exhibitor to obtain official approval. Exhibitors are responsible for ensuring the compliance with GEMA (performing rights) regulations, as well as with regulations pertaining to trading and industrial law, police regulations, health regulations and other legal requirements. This also applies in particular to the "Law on technical equipment" (Gerätesicherheitsgesetz). Moreover, exhibitors must observe the "Technical Guidelines" as specified in the Exhibitor Service Documents, in particular with regard to the regulations

contained therein relating to stand construction and design, and the extensive safety regulations also specified in this folder.

14 Regulations for the Maintenance of Order

14.1 Domiciliary Rights

During the event exhibitors are subject to the domiciliary rights of Messe Berlin, which apply throughout the Exhibition grounds. Exhibitors must comply with instructions given by employees of Messe Berlin, who will prove their identity by means of an appropriate identification document.

14.2 Parking Spaces

Efforts will be made to meet exhibitors' specific requirement regarding parking on the Exhibition Grounds. However no automatic rights exist to a parking space.

14.3 Access to the Exhibition Grounds

Vehicles which do not have the correct authorisation or a document entitling them to park within the Exhibition Grounds will not be allowed access to the grounds during the event. Regulations pertaining to the delivery of goods and other items are covered by the conditions of participation.

14.4 Leaving the Grounds

Exhibitors and accompanying persons must leave the halls within one hour following the official closing time each day, and all vehicles must leave the grounds by this time. Any persons wishing to leave the exhibition with packages must furnish proof that they are entitled to do so to the security staff at the exits.

14.5 Miscellaneous

No animals are permitted on the Exhibition Grounds. Water required for use in connection with foodstuffs or for the cleaning of utensils coming into immediate contact with foodstuffs may only be obtained from taps supplying hygienic water. Water for such purposes may not be obtained from toilet facilities.

14.6 Environmental Protection

Exhibitors are required to make every effort to protect the environment. In this respect they should also observe the Environmental Guidelines of Messe Berlin which are enclosed with the Exhibitor Service Documents.

15 General Regulations, Deadlines

15.1 Deadlines

The construction and dismantling periods will be specified in the Special Conditions of Participation.

15.2 Construction, Services for Exhibitors

The Exhibitor Service Documents contain a list of services available from MB Capital Services GmbH, a division of Messe Berlin, regarding planning, construction and design of standard and individual stands.

15.3 Dismantling

a) Clearance Passes

A clearance pass must be shown before exhibits can be removed at the end of the exhibition or trade fair. Such passes will only be issued and made available to the stand occupant if the stand rental invoice has been paid in full.

b) Dismantling Period

Stands may not be cleared before the end of the event. Dismantling must be completed by the end of the allotted dismantling period. On expiry of this period Messe Berlin is entitled to undertake dismantling, removal of exhibits and their storage at the exhibitor's expense, or to order such arrangements to be made at the exhibitors' expense. Messe Berlin will only be liable for losses or damage to exhibits when such losses or damages are due to deliberate action or gross negligence. Messe Berlin is entitled to impose- lients to cover any expenses thus incurred (No. 6 Item 4).

16 Stand Design

16.1 Authorization Certificate

Exhibitors with ground-level, single-story stands without roofs are not required to submit plans for approval, providing the stand is in compliance with all other technical guidelines. Any other type of stand, mobile stand, or special constructions require approval. Construction plans (floor plan and front view) must be submitted in duplicate to Messe Berlin for approval. Complete details can be found in the Exhibitor Service Documents.

16.2 General Appearance

The exhibition stand must comply with the overall plan for the exhibition. Messe Berlin reserves the right to prohibit construction of unsuitable or inadequately designed stands.

16.3 Stand Equipment and Fittings during the Hours that the Event is Open

The stand must be correctly equipped and furnished, and staffed by competent personnel throughout the duration of the fair or exhibition, between the stipulated opening times.

16.4 Penalty Clause

If the exhibitor fails to comply with the regulations as stated above (No. 16, Item 2, 3), Messe Berlin is entitled to impose a penalty of Euro 500.00 per day if its instructions and warnings are not heeded.

17 Exhibitor Service Documents

The Exhibitor Service Documents contain information about the following: Technical guidelines, technical equipment standards in the halls, installations, stand constructions, design and furnishing, as well as about other services at trade fairs provided by MB Capital Services GmbH, insurance, PR work, the catalogue, room reservations and other services. The Exhibitor Service Documents also contain the necessary forms.

18 General Inspection, Cleaning

- a) Messe Berlin will provide security cover for the halls. However, it will only be liable for damages in the case of gross negligence. Security cover for the exhibition stand itself is a matter for the exhibitors. They are advised to take out appropriate insurance cover against such risks. During the night valuable and easily removed items should be securely locked up. Private security staff to guard the stands during the night-time may only be employed subject to written agreement by Messe Berlin.
- b) Messe Berlin will provide general cleaning on the grounds and in the aisles. Exhibitors are responsible for cleaning their own stands. Such cleaning work must be completed each day prior to the opening of the event.
- c) If the exhibitors do not employ their own personnel, stand cleaning and security must be arranged through the relevant company appointed by Messe Berlin.
- d) The exhibitor or his appointed stand constructor are responsible for disposing of any waste materials resulting from their work. In this respect the rules laid down in the environmental guidelines in the Exhibitor Service Documents must be observed.

19 Technical Installations

Regular supplies of electricity, water, gas and telephone services, along with other services in the halls, will be provided by companies authorised by Messe Berlin. Further details are contained in the conditions of participation.

20 Photography

The taking of photographs, films or videos on behalf of exhibitors during the daily opening hours of the event may only be carried out by photographers, film or video production companies thus authorised by Messe Berlin and in possession of the appropriate pass. Such authorisation also applies prior to and after the daily opening hours of the event. No other photographers or production companies will be permitted access to the Exhibition Grounds. Information on this matter can be obtained from the MB Capital Services GmbH.

21 Catering Services

Catering services are provided exclusively by Capital Catering GmbH, Messedamm 22, 14055 Berlin, Telephone +49(0)30 / 3038-3914.

22 Data Protection

We collect, use and process your personal data for the purposes of substantiating, fulfilling and processing your contract with Messe Berlin GmbH as well as for market research. In order to fulfil our contractual obligations, it is necessary to forward some of your information to Messe Berlin subsidiaries and partner companies that process this data on our behalf.

If you have authorized us to do so, we share your information with our affiliated enterprises and official partner companies to enable them to offer you their own supplementary services or other similar services. This information is also made available to official Messe Berlin GmbH foreign representatives and partner companies located outside of Germany.

Your information is used in accordance with legal stipulations and only for the defined purposes.

Any declaration of consent you have provided to Messe Berlin GmbH can be withdrawn at any time.

23 Concluding Regulations

23.1 Changes and Amendments in Writing
Any changes to the contents of this agreement (No. 1 Item 2), and ancillary agreements, are only legally binding if they have been confirmed in writing by Messe Berlin.

23.2 German Law

The mutual rights and obligations deriving from this contractual arrangement and resulting from this contract are subject to the law of the Federal Republic of Germany.

23.3 Place of Performance and Venue

Place of fulfillment is Berlin-Charlottenburg. If the defendant is a businessman or a legal entity in the public domain, or if the defendant has no general place of jurisdiction within Germany, the place of jurisdiction is Berlin-Charlottenburg or the defendant's own place of jurisdiction.

23.4 Statute of Limitations

Claims by exhibitors against Messe Berlin expire after 6 months if not precluded by cogent legal regulations.

23.5 Redemptory Clause

If any individual provisions in these general terms of business become void, this shall not affect the validity of the other regulations. The void provision should be altered in such a way as to fulfil the intended purpose.