





## company headquarters

(if different from above)

Headquarters of the parent company with full address and country:

Under which country would you like to be included in the show statistics:

Headquarters     Branch     Country: \_\_\_\_\_

## Package

Please mark your package with a cross:

Exhibitor package (6 m<sup>2</sup>) 2.990 EUR

Partner package (10 m<sup>2</sup>) 7.990 EUR

Presenter package (15 m<sup>2</sup>) 24.990 EUR

All packages include booth space, booth set-up, and technical as well as communications services as outlined in the project information, which was supplied under separate cover.

Final location depends on exhibition hall layout planning once all exhibitors, partners and presenters have registered for the event.

## classify your brand

Function     European Distribution     Full Product Range     High-priced  
 Fashion     Worldwide Distribution     Single Product Range     Medium-priced

How many years has your brand been on the market?  Years

Enter your brand names

Does your brand/product have any unique features?

## terms

Please carefully review the project information, terms and conditions A and B, as well as the technical guidelines. The Terms of Participation A and B and Technical Guidelines are recognized as legally binding in all parts. Each applicant acting on behalf of a third party shall be directly liable for meeting the demands of MMG in respect of the above fair (see also [www.ispo.com](http://www.ispo.com)).

place and date / company stamp and legally binding signature / please print name



Title  
ispo winter 2009  
International Trade Fair for Sports Equipment and Fashion  
Venue: New Munich Trade Fair Centre

Duration and opening hours  
Sunday 01 February to Wednesday 04 February 2009  
9:00–18:00, Wednesday 9:00–17:00

Organizer and financing body  
Messe München GmbH, Messegelände, 81823 München, Germany  
Phone +49 (0)89 949-01, fax +49 (0)89 949-09  
info@ispo.com, www.ispo.com

Conceptual sponsor  
VDS – Verband Deutscher Sportfachhandel e.V.  
Von-der-Vring-Strasse 17, 81929 München, Germany

## Special Terms of Participation (B)

All prices indicated below are net, and are subject to statutory VAT.

### B 1 Application (see A 1)

The deadline for applications is 15 October 2008.

### B 2 Permitted exhibits and exhibitors (see A 2)

Only the following are admitted:

- Exhibits that are suitable for the individual ispo areas.
- Exhibitors meeting with the following qualifications: domestic and foreign manufacturers of the exhibits, as well as organizations offering written proof that they are authorized by a manufacturer to exhibit his products.

MMG shall decide which exhibits and exhibitors are allowable. Organizers of joint exhibits are not considered exhibitors as described in the Special Terms of Participation.

### B 3 Co-exhibitors and additionally represented companies (see A 1, A 2, A 4)

There is a fee of EUR 115 for each co-exhibitor or additionally represented company. Co-exhibitors and additionally represented companies must be registered on a separate form.

### B 4 Participation fees, advance payment for services (see A 7)

The minimum stand size is 6 m<sup>2</sup>

The participation fees per package is:

Exhibitor (6m <sup>2</sup> )	2,990.- EUR
Partner (10m <sup>2</sup> )	7,990.- EUR
Presenter (15m <sup>2</sup> )	24,990.- EUR

### Fees

A fee of 0.60 EUR net per m<sup>2</sup> of rented exhibition space, charged by AUMA (Ausstellungs- und Messeauschuss der Deutschen Wirtschaft e.V.), as well as a prepayment of 15.- EUR net for services provided by MMG are included in the package price.

### B 5 Terms of payment (see A 7)

The deadlines for payment given in the notice of admission or the invoice must be observed. Prior payment in full of the amount invoiced is a condition for access to the exhibition area, an entry in the catalogue, and the provision of workers' and exhibitors' passes.

All invoiced amounts in all MMG invoices, which are connected with the event, must be transferred in euro, without deductions and free of all charges, to one of the accounts specified in the respective invoice, indicating the reference number.

### B 6 Dates of setting up and dismantling (see A 14)

Stands in the A- and B-Halls may be set up starting on Monday 26 January 2009 at 8:00. Stands in the C-Halls may be set up starting on Wednesday 28 January 2009 at 8:00. All delivery and stand-construction vehicles must be removed from the halls and from the open-air site by 18:00, on the last day for setting-up, 31 January 2009. Vehicles which are still in the halls or the open-air site after these times will be removed by MMG at the risk and expense of the exhibitor concerned. Setting-up must be finished by 18:00 at the latest. Dismantling must be completed by Saturday 07 February 2009 at 18:00. **If exhibits are removed or the stand is dismantled before the fair closes, MMG can demand that the exhibitor pay a contractual penalty of EUR 500.**

### B 7 Stand design and equipment

The height of the stands is 2.5 m. MMG's partition walls, where available, are also 2.5 m high. MMG's express consent must be obtained for two-storey stands or stands exceeding this height.

Partitions are provided only if ordered in advance. They must not be treated by the exhibitor. Any painting, papering, and gluing may be carried out only by MMG's approved contractors. Nails may be inserted only in the built-in nailing battens. The use of staple guns and tackers is strictly forbidden for safety reasons. For further preparations the order forms for exhibitor services will be sent to you in due time.

The placing of motor vehicles of any kind on the stand area for exhibition or decorative purposes is prohibited and is permissible only in exceptional cases on the prior written consent of the Exhibition Management.

### B 8 Technical installations

Applications for electrical installation, water, drainage, and telephone connections can be considered only if submitted in due time on the order forms available from MMG. The precise terms of delivery and connection fees are stated on these forms. Order forms submitted by fax will not be processed.

### B 9 Use of equipment

Cranes, forklifts and working platforms may only be used if provided by the responsible MMG service partner. In special cases, permission must be obtained by MMG's Technical Exhibition Services Division.

### B 10 Sales regulations

Direct sales and other services or deliveries made from the stand are not permitted. Exhibited goods must not be delivered to purchasers until after the trade fair closes. In accordance with section 64 of the trade regulations (GewO), sales are permitted only to whole-salers, retail traders or trade customers.

### B 11 Catalogue – Internet – Visitor Information System

An official trade fair catalogue will be published. All exhibitors and co-exhibitors will have a basic entry, which is an obligatory component of participation in the trade fair, appearing alphabetically in the exhibitor index, list of goods, Internet database and in the MMG Visitor Information System. This obligatory entry costs EUR 169 + VAT (included in the package price) and comprises an entry extending to a maximum of three lines in the alphabetical exhibitor index and a one-line entry in a product group in the list of goods. For an additional fee further entries in the catalogue may be placed. The various possibilities and prices for additional entries and advertising may be viewed in the catalogue order form which will be sent to the exhibitor by MMG's official publisher. The invoice for the obligatory entry and for any additional entries will be sent directly by MMG. MMG undertakes no guarantee of the accuracy or completeness of the data published.

The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of any advertisement placed in the trade fair catalogue, the Internet database or the visitor information system of Messe München GmbH at the instigation of the advertiser. Should third parties assert claims against Messe München GmbH on account of the impermissibility of the advertisement under law in general or the law on competition, the advertiser shall hold Messe München GmbH fully safeguarded against all claims asserted including all costs of any necessary defence in court on the part of Messe München GmbH. The same applies to exhibitor entries actuated by exhibitors in the trade fair catalogue, the Internet database or the visitor information system of Messe München GmbH.

### B 12 Exhibitors' passes (see A 13)

Each exhibitor with a booth sized up to 6 m<sup>2</sup> will receive 2 complimentary exhibitor passes, partners with booths sized up to 10 m<sup>2</sup> will receive 4 exhibitor passes, and presenters with booths up to 15 m<sup>2</sup> will receive 6 exhibitor passes valid for the duration of the event.

### B 13 Circular letters

Once the stands have been allocated, exhibitors will be informed by circular of further details concerning preparation and organization of the trade fair.

### B 14 Fashion shows and events

Fashion shows and events on the stands must be registered in writing with the trade fair management in good time.

### B 15 Alterations

MMG reserves the right to make alterations and additions in matters affecting technical arrangements and safety.

As of March 2008