



application

deadline: 16 june 08

Please complete and return per post to: Messe München GmbH, Messengelände, 81823 München or fax: +49 (0)89 949-20 159/20 169, phone +49 (0)89 949-11 388, info@ispo.com, www.ispo.com

your company address

<input type="text"/>	
company	
<input type="text"/>	
street/p.o.box	
<input type="text"/>	
postal code	town
<input type="text"/>	
country	www.
	homepage

type of business

Manufacturer with brand products Manufacturer without brand products Distributor Sales Agency Wholesaler Service Provider

contact

title: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	
<input type="text"/>	
first name	surname
position in the company: <input type="checkbox"/> managing director <input type="checkbox"/> sales director <input type="checkbox"/> marketing director <input type="checkbox"/> other:	
<input type="text"/>	
phone (country code + area code + phone no.)	fax (country code + area code + fax no.)
<input type="text"/>	
e-mail	
<input type="text"/>	
contact person in your PR department	contact person in your marketing department
<input type="text"/>	
official representative of your company (managing director, chairman, etc.)	
<input type="text"/>	
tax number (only for companies registered in Germany)	number and place of company registration

address for correspondence

(if different from above)

<input type="text"/>	
company	street/p.o.box
<input type="text"/>	
postal code	town
<input type="text"/>	
country	contact
<input type="text"/>	
phone (country code + area code + phone no.)	fax (country code + area code + fax no.)
<input type="text"/>	
email	

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: _____

stand size

your preferred stand dimensions (min. 4 x 4 = 16 m²):

width x length = m²

your alternative stand dimensions (min. 4 x 4 = 16 m²):

width x length = m²

stand type

your preferred type of stand:

row stand
 1 side open – EUR 133/m²
 corner stand
 2 sides open – EUR 142/m²
 end stand
 3 sides open – EUR 147/m²
 island stand
 4 sides open – EUR 150/m²
 open-air site
 EUR 65/m²

final stand type depends on hall layout

terms

Please observe the Terms of Participation A and B and 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).

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

community selection

STEP 1: select your desired community

This section will help us to find the perfect place for your tradeshow appearance. Just tick the applicable boxes to specify your products.

ski_ispo
 textrends_ispo
 trends & innovations
 board_ispo
 performance_ispo
 service machines & equipment
 outdoor_ispo
 sportstyle_ispo
 media, associations, services
 fitness_ispo
 ispovision *
 others

* fixed price for ispovision: EUR 150/m²

* If you have selected ispovision as your desired community, please choose one of the following:

Premium Sportstyle
 Special Editions (limited editions, designer editions, unique products)

STEP 2: 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?

for internal use only





co-exhibitors application

deadline: 16 june 08

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main exhibitor

company

co-exhibitor 1

company

street/p.o.box

postal code

town

country

contact 1

title: Mr. Ms.

first name

surname

phone (country code + area code + phone no.)

fax (country code + area code + phone no.)

e-mail

co-exhibitor 2

company

street/p.o.box

postal code

town

country

contact 2

title: Mr. Ms.

first name

surname

phone (country code + area code + phone no.)

fax (country code + area code + phone no.)

e-mail

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place and date / company stamp and legally binding signature / Please repeat name in block letters



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, Messagelände, 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 16 June 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)

Participation fee per exhibitor:

EUR 115

The minimum stand size is 16 m²

The participation fees per m² of floor space are:

Row stand (one side open)

EUR 133

Corner stand (two sides open)

EUR 142

End stand (three sides open)

EUR 147

Island stand (four sides open)

EUR 150

- For two-storey stands upper-storey stand space costs 50% of the respective ground floor space.
 - The participation fee per m² of open-air site is EUR 65.
- Each square metre or part thereof will be included in full in the calculation (as per Terms of Participation A7).

Fees

The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a charge of EUR 0.60 net per m² of rented exhibition space. This amount is charged by MMG and transferred directly to AUMA.

The participation fees include the rental of the exhibition space and extensive services provided by MMG, such as consultation and planning advice, as well as publicity work, organization, technical assistance, and free use of all Munich City Transport (MVV) to and from the trade fair grounds on presentation of your exhibitor's pass from the day before until the day after the fair. The advance payment for services to be ordered by the exhibitor (see A 7) costs EUR 15 net per m² of rented space (halls and open-air site).

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 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)

For the time in which the trade fair is held, each exhibitor will receive 3 free exhibitors' passes for a stand of up to 20 m². For every further 10 m² or part thereof, one additional exhibitors' pass is put at the exhibitor's disposal. For a stand or more than 100 m² in size, the exhibitor receives one additional pass for every further 20 m². The number of exhibitors' passes is not increased for co-exhibitors or additionally represented organisations. Additional exhibitors' passes can be ordered online at www.ispo.com at the exhibitor center. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to third parties.

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.