

Essential information

Please also refer to our enclosed Conditions of Participation.



spoga horse (autumn)
5th to 7th September 2010

The registration documents include

Essential information

Product-Info Media Package

The forms:

- 1.10 Registration for main exhibitor*
- 1.11 Enclosure to the registration for main exhibitor
- 1.20 Registration for co-exhibitors*
- 1.21 Registration for additionally represented companies*
- 1.30 List of Goods*
- 2.10 Order form for Media Package*
- Z.01 Exhibitors' passes against payment
- Z.03 Infoscout (Trade representative search)

***Must be returned**

Registration for Contract Business Guide

Conditions of Participation, Special Section

Conditions of Participation, General Section

Brochure "We'll create the perfect setting for your ideas.

Our trade fairs stands ensure your successful presentation"

1 Opening times – NEW!

For visitors: Sunday, 5th September 2010 – from 10:00 a.m. to 7:00 p.m.
Monday, 6th September 2010 – from 10:00 a.m. to 7:00 p.m.
Tuesday, 7th September 2010 – from 10.00 a.m. to 6:00 p.m.

For exhibitors: Sunday, 5th September 2010 – from 9:00 a.m. to 8:00 p.m.
Monday, 6th September 2010 – from 9:00 a.m. to 8:00 p.m.
Tuesday, 7th September 2010 – from 9.00 a.m. to 7:00 p.m.

2 Registration

Form 1.10 must be submitted by each main exhibitor. Please fill out the registration form completely, stamp it with your company seal, and have a responsible person sign it. The registration is only valid when accompanied by the list of goods on **Form 1.30**. Co-exhibitors* or additionally represented companies* are required to register using **Form 1.20/1.21**. A separate list of goods – **Form 1.30** – must be filled in for each of these companies.

*see Item V of the General Section of the Conditions of Participation

3 Participation fees

Renting a stand area costs with registration up until 08th March 2010:

up to 250 m ²	139,00 EUR for each m ²
from the 251st m ²	130,00 EUR for each additional m ²
from the 501st m ²	125,00 EUR for each additional m ² .

With registration after the 08th March 2010 renting a stand area costs 142,00 EUR per m² floor area.

In addition, a flat rate electricity fee of 6.00 euros per m² and an AUMA fee* of 0.60 euros per m² are charged.

Minimum stand area is 9 m².

The rental fee for stand area does not include the cost for any constructions.

Koelnmesse and Koelnmesse Service GmbH are entitled to collect an adequate down payment for services provided at an event (e.g. power and water supply, media services etc.).

The amount of the down payment for services is based on the services invoiced at previous event.

For exhibitors that did not take part in the previous event, the net down payment amounts to 574.00 EUR.

After the event is over, a separate invoice is drawn up for the services provided; the down payment is credited to this amount. Invoice amounts are payable immediately upon receipt.

If the down payment exceeds the amount charged for services provided, the excess amount will be paid back to the exhibitor. All exhibitor claims on interest for the down payment are excluded.

All prices given are net prices. The statutory VAT will be charged separately where applicable.

*Please see "Conditions of Participation Special Section", item 4.

4 Turnkey stands / Koelnmesse Service stands

Tel.: +49 221 821-2924, -2091, Fax +49 221 821-2188,

e-mail: m.frosch@koelnmesse.de

Our subsidiary Koelnmesse Service GmbH offers turnkey stands. Why not take advantage of this service? These stands are available in various designs. You will find more detailed information in the enclosed brochure.

<http://stand.koelnmesse-service.de>

5 Construction times

Start of construction period: Monday, 30st August 2010

End of construction period: 6 p.m. on Saturday, 4th September 2010

Construction should be completed by **6 p.m. at the latest**.

No advanced stand construction possible.

6 Dismantling times

Start of dismantling period: 6 p.m. on Tuesday, 7th September 2010

End of dismantling period: 6 p.m. on Thursday, 9th September 2010

Dismantling may begin no earlier than **6 p.m. on 7th September 2010**.

7 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand **in March 2010 or thereafter**.

8 Technical guidelines / services

You may download the Technical Guidelines from the trade fair website or from www.koelnmesse-service-portal.com. You also have the option of requesting the Technical Guidelines in printed form and on CD-ROM. Our entire range of services can be ordered online at the Koelnmesse Service Portal. You will receive your log-in data in a separate letter with your stand confirmation in or after March 2010.

Please take note of the submission deadlines for the order forms!

9 Maximum stand height / special constructions

The permissible stand height is 3.0 meters.

This is also the maximum allowable height for all company and product signs and all types of advertising.

If your stand deviates from the construction guidelines in any way, or if you are planning to have special constructions, please submit your plans to Koelnmesse (Department Exhibition Facilities) in duplicate for perusal no later than six weeks prior to the beginning of the event. In addition, lighting equipment may be suspended from the hall ceiling. Please note that for any objects hanging from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand construction.

10 Scale drawings of stands

Sketches of stands can be provided on a scale of 1:200 upon request by the exhibiting companies.

11 Withdrawal / non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The event's organizer can assent to a request for release from the contract by way of exception if the stand area thus made available can be rented to someone else. In this case, the organizer is authorised to charge a flat-rate of 25% of the participation fee for the costs incurred. If the space cannot be re-rented, the full participation fee must be paid. See Item II of the General Section of the Conditions of Participation.

12 Invoicing

You will receive the invoice for the stand area along with your free exhibitor and work passes **starting in June 2010**. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

13 VAT refunds

Foreign exhibitors (proprietors) may receive a refund of the VAT paid with the invoice as long as they fulfil the legal requirements. The appropriate service is offered by Koelnmesse Service in conjunction with our partner G-VAT. (For information and to order this service, go to the Koelnmesse Service Portal: Marketing Services → VAT refund).

14 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which construction work begins to the final day of dismantling:

- two passes for a stand of up to 10 m²
- four passes for a stand of up to 20 m²
- one pass for each further unit or part unit of 10 m² up to a stand area of 100 m²
- one pass for each further unit or part unit of 20 m² above this area

15 Work passes

The work passes will be sent to you by post along with the exhibitor passes.

16 Media package

New service: The Koelnmesse Media Package.

The new Media Package is a comprehensive and eye-catching solution for all phases of your trade fair communication. The efficient combination of online, print and mobile marketing maximises your messages' visibility.

All main exhibitors, co-exhibitors and additionally represented companies are obliged to order the Media Package (299,00 EUR), which guarantees them an entry in the printed catalogue. A fee is charged for this service. The order form for this service (Form 2.10) is enclosed.

Please note that the editorial and advertising deadline is 21st May 2010.

The printed catalogue will be published approx. two weeks before the fair begins.

17 Koelnmesse representatives abroad

Koelnmesse has representative offices in 80 countries, as well as in Berlin. They will gladly assist you at any time. A list of these offices is available on the Internet at www.koelnmesse.de

18 Advertising

If you hand out any bags, their dimensions may not exceed 40 x 30 x 10 cm; empty bags should not be handed out.

19 "Infoscout" information service for visitors

The information about your company that you submitted on Forms 1.10 to 1.31 will be made available at the information stands in the halls for interested visitors during the event. What's more, with Koelnmesse's electronic information system "Infoscout" you can find out about **trade representative vacancies**.

You can use the enclosed Form Z.03 to specify this offer according to products, countries or regions.

Exhibitors and visitors can use "Infoscout" free of charge.

20 Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
Product Manager, Ms. Maren Hüskes	-2576	-3003
Sales Manager Exhibitors, Mr. Waupke	-2523	-3003
Project Assistant, Ms. Barkowski	-2543	-3003
Press	-2528, -2908	-3544
Protocol	-2502	-3402
Accounts department	-2378	-2506
Box office (additional exhibitor passes & catalogues)	-2996	-3437
Congresses, special events, conference rooms	-2201	-3430
Security office north	-2551, 2552	-3780
Turnkey stands Koelnmesse Service	-2924	-2188
Technical services	-3910	-3944
Marketing services	-2925	-2188
Event Engineering	-2714, -2156	-3287, -3419
Car parking	-3998	-3999
Traffic controlling (truck parking)	-3588, -2838	-991335
Forwarding agents (customs clearance/storage/transport)		
– DHL	+49 221 821-2850	+49 221 981530
– Schenker	+49 221 981310	+49 221 318890
– Kühne & Nagel	+49 221 2849240	+49 221 2849243
Insurance	+49 221 77156359	+49 221 77159316359
Security	-2456, 2818	-3435
Arranging personnel		
– Hostesses / service staff	+49 221 28492-05/-06	+49 221 8800066
– Construction / dismantling stuff	-2882	+49 221 45559636
Restaurants/stand catering	+49 221 2849444	+49 221 2849445
Hotel accommodation	-3857	-3739