

Please return to:

NEUREUTER FAIR MEDIA
Redaktionsbüro Essen
Westendstraße 1, 45143 Essen
Germany
Tel. +49 201 36547-301
Fax +49 201 36547-325
E-mail: spogahorse@neureuter.de



Order for Media package

Must be returned by
- Main exhibitors - Co-exhibitors
- Additionally represented companies

2.10

Deadline for submission: 21.05.2010

The Media package includes:

- Entry in the alphabetical list of exhibitors (print catalogue)
- 2 entries in the product list (print catalogue)
- Entry in the online catalogue with company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.30

- Entry and activation for spoga horse online matchmaking with all product group entries given in Form 1.30
- Activation for the spoga horse online schedule planner
- Entry in the online route planner
- Entry and picture in the mobile catalogue with company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.30

Please read the information on the reverse side before completing this form. This form is used by the printers.

Please complete in block capitals. Immediate completion and return ensures careful processing.

1 Entry in the list of exhibitors (Print catalogue)

In accordance with the conditions on the reverse of Form 2.10 (see Item 8, Conditions of Participation, Special Section), we order the following **obligatory entry** in the Media package at a price of 299.00 euros.

We are:

- Main exhibitor
 Co-exhibitor / additionally represented company

Sort alphabetically in the list of exhibitors under the letter:

In addition, we would like our company logo to be included in the List of Exhibitors:

- in b/w for the price of 64.00 euros or
 in colour for the price of 99.00 euros

Name: _____

Post code, city: _____

Address/P.O. box: _____

Country:
(in English) _____

Tel.:
(country code, city code, extension) _____

Fax: _____

e-mail: _____

Website: _____

2 Contact person for the Online matchmaking tool and the Online schedule planner:

This contact person will later receive the inquiries regarding the product categories ordered on Form 1.30, as well as visitors' requests for meetings as indicated in the Online schedule planner:

Name: _____

e-mail: _____

If you do not want any inquiries via the online schedule planner, please tick here

3 Advice

NEUREUTER FAIR MEDIA is Koelnmesse's official contract partner for the creation of the trade fair catalogue.

Before the fair, you can examine and use an information brochure and order forms covering the wide variety of advertising possibilities in the trade fair media by visiting our website (<http://www.neureuter.de>).

Our contract partner will contact you with regard to spoga horse 2010 in order to provide you with in-depth information on additional advertising possibilities in our trade fair media. Among other things, you can make your free entries in the product group list.

Should you already have questions regarding the media package or related issues, please contact our partner at:

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By placing this order, we acknowledge the Conditions of Participation laid down by Koelnmesse GmbH as well as the conditions regulating entry in the Media package.

All prices given are net prices. In cases where value added tax applies, it will be added to the price.

Customer address:

Company _____

Contact _____

Street, postal code, town, country _____

Telephone _____

Fax _____

e-mail, _____

Date, place, legally binding signature and company stamp _____

Media package

As part of the Media package for spoga horse, Koelnmesse GmbH publishes a Print catalogue which includes an alphabetical list of exhibitors and a list of products.

This catalogue and the related electronic media is therefore an important, up-to-date reference work for all interested parties that remains useful even after spoga horse has come to a close.

Koelnmesse Service GmbH is responsible for the production of the catalogue and for the advertisements.

Printing will be carried out by the publisher

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Customers are responsible for the content of their advertisements and entries and are liable for any damages related thereto.

Koelnmesse GmbH is not liable for printing errors, incorrect placement, mistakes and other gaps or faults in the printing.

Terms and conditions of payment of Koelnmesse Service GmbH

- a) All invoices are payable in full within seven days of receipt.
- b) The due amount must be paid in EUR, at the risk and expense of the contract partner, to one of the accounts of Koelnmesse Service GmbH listed on the invoice.
- c) In the event of default, interest will be charged at 5 % above the basic rate of interest. Koelnmesse Service GmbH reserves the right to claim higher damages if the preconditions are met.

The General Terms and Conditions of NEUREUTER FAIR MEDIA also apply.

Place of jurisdiction for general merchants is Cologne. For all other customers, Cologne is the place of jurisdiction for default actions.

Entry in the catalogue's list of exhibitors and list of products

- a) For an obligatory fee of 299.00 euros, each exhibitor is entered once into the catalogue's alphabetical list of exhibitors, complete with their company designation and address.
As part of the logo package, company logos can be reproduced in the List of Exhibitors and the Products List at a price of 99.00 euros each (four colours) or 64.00 euros each (b/w).
- b) The product groups listed are definitive for inclusion in the list of products. Every entry in the Products List (in addition to the product group entries already included in the media package) costs 99.00 euros (up to 10 lines, at 35 keystrokes per line) Each additional line is charged at 9,90 euros.
Entries in the list of products are based on the product group numbers you indicate. The product group numbers are provided in the list of products on Form 1.30.
The information given by the exhibitor on this Form 2.10 is authoritative for all entries within the Media package. Immediate return of the completed form (even without a stand number) will ensure careful processing. Koelnmesse will pass on the stand numbers to the publisher.
- c) The product groups listed on Form 1.30 will be included in the Online catalogue. These product group entries are a prerequisite for use of the Online matchmaking service. The exhibiting company and these product groups will then automatically be included in the Online matchmaking service for spoga horse.

The media company will be responsible for printing the correct stand number.

Submission deadline: 21.05.2010.

If an exhibitor has not submitted Form 2.10 by the editorial deadline, the information from the exhibitor's registration (Form 1.10) will be used for the **obligatory** entry in the catalogue and the **relevant charge** will be made.

Late submissions will be included in the supplement to the catalogue at the exhibitor's expense.