



MUNICH
22-25 JULY 10
Application

Please complete and return per post to: Messe München GmbH, Messengelände, 81823 München or fax: +49 89 949-20 169, phone: +49 89 949-20 161, leckebusch@bike-expo.com, www.bike-expo.com

YOUR COMPANY ADDRESS

company

street/p.o.box

postal code

town

country

www.
homepage

TYPE OF BUSINESS

Manufacturer
with brand products

Manufacturer
without brand products

Distributor

Sales Agency

Wholesaler

Service Provider

CONTACT

Mr. Ms. title:

first name

surname

position in the company: managing director sales director marketing director other:

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

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

e-mail

contact person in your PR department

contact person in your marketing department

official representative of your company (managing director, chairman, etc.)

tax number (only for companies registered in Germany)

number and place of company registration

ADDRESS FOR CORRESPONDENCE (if different from above)

company

street/p.o.box

postal code

town

country

contact

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

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

e-mail

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. 3x4/4x3 = 12m²):

width x depth = m²

your alternative stand dimensions (min. 3x4/4x3 = 12m²):

width x depth = m²

STAND TYPE

your preferred type of stand:

row stand
1 side open –
EUR 120/m²

corner stand
2 sides open –
EUR 120/m²

end stand
3 sides open –
EUR 120/m²

island stand
4 sides open –
EUR 120/m²

open-air site
EUR 49/m²
EUR 30/m²*

final stand type depends on hall layout

COMBINATION PACKAGE HALL/OPEN AIR SITE

* If an open-air exhibitor would also like to book a space within one of the exhibition halls, the price per m² for the open-air stand will only be EUR 30.

CHOOSE YOUR PREFERRED AREA

To specify your products please select:

e-bikes

nature

clothing/accessoires

city

components

events

Enter your products

Enter your brand names

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.bike-expo.com)

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



Title
BIKE EXPO 2010
Venue: Munich – New Munich Trade Fair Center

Messe München GmbH, Messegelände, 81823 München, Germany
phone +49 (0) 89 9 49-01, fax +49 (0) 89 9 49-09
info@bike-expo.com, www.bike-expo.com

Duration and
opening hours
Thursday, 22nd July – Sunday, 25th July 2010
9 am – 6 pm

Thursday and Friday, 22nd/23rd July 2010 - trade visitor days
Saturday and Sunday, 24th/25th July 2010 - consumer days

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 application is 8th March 2010.

B 2 Permitted exhibits and exhibitors (see A 2)

Only the following are admitted:

- Exhibits that are suitable for the individual bike expo areas.
- Exhibitors meeting 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 1/2/4)

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 for exhibitor: EUR 115

The minimum stand size is 12 m².

The participation fee per m² of floor space is EUR 120,-.

- For two-storey stands upper-storey stand space costs 50% of the respective ground floor space.
- The participation fee per m² open-air site is EUR 49.
- If an open-air exhibitor would also like to book a space within one of the exhibition halls, the price per m² for the open-air booth will only be EUR 30.

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 the MMG, such as consultation and planning advice, as well as publicity work, organization, technical assistance, and free use of all Munich Public 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). For open-air sites the advance payment will be EUR 15 per exhibition space.

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 staff and exhibitor 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 setup and dismantling (see A 14)

Stands may be set up starting on Saturday, 19th July 2010 at 8 am. All delivery and stand-construction vehicles must be removed from the halls and from the open-air site by 6 pm, on the last day of setup, 21 July 2010. 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. Setup must be finished by 6 pm at the latest. Dismantling must be completed by Wednesday, 28th July 2010 at 6 pm. 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 Organizer and financing body 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

The official catalogue publisher for BIKE EXPO is jl.medien e.K., Inselkammerstrasse 5, 82008 Unterhaching. 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 includes listing in the alphabetical exhibitor index with company name, hall/stand, address, phone/fax, internet/email, listing of all brands in the brand index (catalogue and online), and unlimited entries in the product directory as well as web link to the company homepage. For an additional fee further entries in the catalogue and online 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 will be sent by MMG. Any additional media services will be charged by MMG's official publisher. 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 Exhibitor passes (see A 13)

For the time in which the trade fair is held, each exhibitor will receive 3 free exhibitor 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 101 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.bike-expo.com. 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 sufficient time.

B 15 Alterations

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