

Please complete and return per post to: Messe München GmbH,
 Messengelände, 81823 München or fax: +49 89 949-20159/20169,
 phone: +49 89 949-20163, bistrizki@ispo.com, www.ispo.com/bike

Your billing address

company

street/p.o. box

postal code

town

www.

country

homepage

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

Tax ID no. (for EU countries only – mandatory for invoice)

number and place of company registration

Applicants who are based in Germany or in the European Union: In the case of the given applicant, his/her company carries out business-related activities autonomously for the purpose of earning income on a sustainable basis (Art. 9 MwStSystRL). The applicant declares herewith that he/she is sourcing the services provided by Messe München GmbH for his/her company.

Applicants who are based in a country outside the European Union: In the case of the given applicant, his/her company carries out business-related activities autonomously for the purpose of earning income on a sustainable basis (Art. 9 MwStSystRL). The applicant declares herewith that he/she is sourcing the services provided by Messe München GmbH for his/her company.

Neither of the above declarations is applicable. In such cases, Messe München GmbH will charge for its services plus statutory German sales tax even if the given applicant is based abroad.

Type of business

 manufacturer
with brand products

 manufacturer
without brand products

 distributor

 sales agency

 wholesaler

 service provider

 publishing company

Contact

 Mr. Mrs. 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 + phone no.)

E-mail

contact in your PR department

contact in your marketing department

Address for correspondence (if different from above)

company

street/p.o. box

postal code

town

country

contact

phone (country code + area code + extension)

fax (country code + area code + extension)

E-mail

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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 = 16m²):

width x depth = m²

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

width x depth = m²

Stand type

your preferred type of stand:

- | | | | | |
|---|---|--|---|---|
| <input type="checkbox"/> row stand
1 side open –
EUR 120/m ² | <input type="checkbox"/> corner stand
2 sides open –
EUR 120/m ² | <input type="checkbox"/> end stand
3 sides open –
EUR 120/m ² | <input type="checkbox"/> island stand
4 sides open –
EUR 120/m ² | <input type="checkbox"/> outdoor exhibition area
EUR 55/m ² |
|---|---|--|---|---|

final stand type depends on hall layout

*If the exhibitor occupies stand space in the hall in addition to space in the outdoor exhibition area, the participation fee per square metre of ground space in the outdoor exhibition area only amounts to EUR 35.

The following section is intended to help us find the perfect placement for you.
 Please put a cross in the appropriate box in order to specify your products.

**Segment selection: Choose the areas that relate to your products
 (multiple selections possible):**
/// Action

- | | | | | |
|--|---|---|--------------------------------------|--|
| <input type="checkbox"/> BMX Bikes | <input type="checkbox"/> Custom-Made Bikes | <input type="checkbox"/> Freestyle Bicycles | <input type="checkbox"/> Dirt Bikes | <input type="checkbox"/> Mountainbikes |
| <input type="checkbox"/> Trial Bikes | <input type="checkbox"/> Electric Mountainbikes | <input type="checkbox"/> Single-Speed | <input type="checkbox"/> Fixies | <input type="checkbox"/> Snowbikes |
| <input type="checkbox"/> Beachcruisers | <input type="checkbox"/> Tourism | <input type="checkbox"/> Components | <input type="checkbox"/> Accessories | <input type="checkbox"/> Clothing |
| <input type="checkbox"/> Media | | | | |

/// Traditional

- | | | | | |
|--|---|--|---|---|
| <input type="checkbox"/> E-Bikes | <input type="checkbox"/> Pedelects | <input type="checkbox"/> Exclusive Bicycles | <input type="checkbox"/> Load-Carrier /
Transport Cycles | <input type="checkbox"/> Disabled Bicycles |
| <input type="checkbox"/> Chopper | <input type="checkbox"/> City Bikes | <input type="checkbox"/> Tricycles | <input type="checkbox"/> Children's Cycles | <input type="checkbox"/> Collapsible /
Folding Bikes |
| <input type="checkbox"/> Courier Bikes | <input type="checkbox"/> Longriders | <input type="checkbox"/> Tretro Bikes and Classics | <input type="checkbox"/> Rickshaw | <input type="checkbox"/> Prams / Joggers |
| <input type="checkbox"/> Tandems | <input type="checkbox"/> Trekking Bikes | <input type="checkbox"/> Four-Wheelers | <input type="checkbox"/> Scooters / Mopeds | <input type="checkbox"/> Learning Cycles |
| <input type="checkbox"/> Tourism | <input type="checkbox"/> Components | <input type="checkbox"/> Accessories | <input type="checkbox"/> Clothing | <input type="checkbox"/> Media |

/// Performance

- | | | | | |
|---|--|--|--|--------------------------------------|
| <input type="checkbox"/> Racing Pedelects | <input type="checkbox"/> Touring Pedelects | <input type="checkbox"/> Unicycles | <input type="checkbox"/> All-Terrain Bikes | <input type="checkbox"/> Cross Bikes |
| <input type="checkbox"/> Recumbent Bikes | <input type="checkbox"/> Racing Bikes | <input type="checkbox"/> Touring Bikes | <input type="checkbox"/> Triathlon Bikes | <input type="checkbox"/> Components |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Clothing | <input type="checkbox"/> Media | | |

Does your product range include footwear?

yes no

Are you manufacturing eco-friendly products?

yes** no

** We are aware that we, the manufacturer, are required to vouch for the accuracy of this information with our signature

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Classify your brand:

Please enter your brand names here:

on the market since:

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 Messe München GmbH (MMG) in respect of the above fair (see also www.ispo.com/bike). Deadline: March 30, 2012

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

**co-exhibitors
application**

deadline: March 30, 2012

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Please use this form only to register co-exhibitors!

Participation of companies as supplementary representation is not permitted.

Main exhibitor

company

1st co-exhibitor

company

street/p.o. box

postal code

town

country

Tax ID no. (for EU countries only – mandatory for invoice)

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Contact

Mr. Mrs. title:

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 print name

**co-exhibitors
application**

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Please use this form only to register co-exhibitors!

Participation of companies as supplementary representation is not permitted.

2nd co-exhibitor

company

street/p.o. box

postal code

town

country

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number and place of company registration

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

Title
ISPO BIKE – One Show – All Segments – No Limits
 Venue: New Munich Trade Fair Centre

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

Duration and opening hours
Thursday 16 August – Sunday 19 August 2012
Thursday – Sunday 9 am – 6 pm

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 March 30, 2012.

B 2 Permitted exhibits and exhibitors (see A 2)

Only the following are admitted:

- Exhibits that are suitable for the individual ISPO BIKE 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 Participation fees

The minimum stand size is 16 m².

The participation fees per m² of floor space are:

Row stand (one side open)	EUR 120
Corner stand (two sides open)	EUR 120
End stand (three sides open)	EUR 120
Island stand (four sides open)	EUR 120

– For **two-storey stands** upper-storey stand space costs 50% of the respective ground floor space.

– The participation fee per m² of **outdoor exhibition area** is EUR 55.

Each square metre or part thereof will be included in full in the calculation (as per Terms of Participation A7).

Fees

The participation fee includes both the rental charge for stand space as well as the charge for the comprehensive services provided by MMG, which encompass notably stand planning advice, guidance in respect of the local technical specifics and requirements to be noted for stand design purposes, advice on setting up and dismantling the stand, planning and publicity work for the trade fair, visitor marketing and visitor promotion for the trade fair, the preparation and execution of press conferences, presentations and exhibitor evenings insofar as they are organised by MMG, the preparation and execution of forums and special shows insofar as they are organised by MMG or third parties on behalf of MMG, the supply of exhibitor passes entitling the holder to enter the fair in accordance with clause B 13 "Exhibitors' Passes," the lighting, heating and air-conditioning of the exhibition premises, basic event venue and grounds security services, the regular cleaning of visitor circulation areas, the provision of speaker systems for visitor information purposes and other visitor information systems including signage, the provision of recreation and gastronomic facilities for exhibitors, visitors and press representatives on the exhibition premises, the presence of paramedics and traffic guidance systems both outside and inside the event grounds.

- The **advance payment for services (see A 7) amounts to EUR 15 per m² of rented space. The payment concerned will be set off against the cost of the services actually ordered that are charged for via the final invoice issued after the trade fair.**
- Obligatory communication contribution**
 The obligatory communication contribution includes the application fee, the basic catalogue entry (print, online and mobile), one copy of the print catalogue (available on site at the fair), the basic entry in the Tour Guide as well as further communication services in accordance with clause B 11 "Catalogue – Internet – Mobile." A fee amounting to EUR 284 is charged for the obligatory communication contribution.
- One-off waste disposal charge for disposal during the fair**
 The one-off waste disposal charge for disposal during the fair amounting to EUR 1.50 per m² of stand space plus statutory VAT covers the cost of the disposal of the waste created by the exhibitor on its stand during the trade fair. Waste disposal is to occur in accordance with the provisions set out under no. 6.1 of the Technical Guidelines.
- AUMA fee**
 The German Council of Trade Fairs and Exhibitions (AUMA) charges a fee of **EUR 0.60 per m²** of rented exhibition space from all exhibitors. This charge is raised by MMG and transferred directly to AUMA.

B 4 Deadlines and 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 of access to the exhibition area, occupation of the stand space, entry in the catalogue and provision of 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. **Due to value added tax legislation requirements, Messe München GmbH is unfortunately unable to issue or re-address invoices for services rendered or to be rendered by MMG to the exhibitor as its contractual partner to an invoice recipient other than the exhibitor. Messe München GmbH can issue invoices only to its contractual partners.**

B 5 Co-exhibitors

The participation of companies as co-exhibitors (see A 4) is generally possible. It is subject to the prior consent and admission of MMG. The co-exhibitor can only be admitted if it were admissible as an exhibitor. An obligatory communication contribution amounting to EUR 284 is charged for each co-exhibitor. The communication contribution for the co-exhibitor concerned includes the application fee, the basic catalogue entry (print, online and mobile), one copy of the print catalogue (available on site at the fair), the basic entry in the Tour Guide as well as further communication services in accordance with clause B 11 "Catalogue – Internet – Mobile." Co-exhibitors must be registered by the main exhibitor by way of a separate form.

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

Stands in the Halls may be set up starting on Monday, August 13, 2012 at 8 am.

All delivery and stand-construction vehicles must be removed from the halls and from the openair site by 6 pm, on the last day for setting-up, August 15, 2012. Vehicles which are still in the halls or the outdoor exhibition area after these times will be removed by MMG at the risk and expense of the exhibitor concerned. Setting-up must be finished by 6 pm at the latest. Dismantling must be completed by Wednesday, August 22, 2012 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 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.

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 wholesale-salers, retail traders or trade customers.

B 11 Catalogue – Internet – Mobile

The official catalogue publisher for ISPO is jl.medien e.K., Inselkammerstraße 5, D-82008 Unterhaching. An official catalogue is published for the trade fair. All directly exhibiting companies 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, product index, Internet database and MMG's mobile catalogue. **This basic obligatory entry includes a listing in the alphabetical exhibitor index with the company name, hall/stand, address, phone/fax, internet/e-mail, the naming of all brands in the brand index (catalogue and online) and unlimited entries in the product index (Internet) as well as a link to the Internet address on the company's homepage.**

For an additional fee further entries in the catalogue may be placed. The additional entry and advertising options as well as the prices can be found in the catalogue order forms which are sent to the exhibitor by MMG's official publisher. The invoice for the obligatory basic entry is sent by MMG. Any additional media services booked are invoiced by MMG's official catalogue publisher. MMG assumes no liability for the correctness and 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 mobile catalogue at its instigation. 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 is to indemnify Messe München GmbH fully 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 mobile catalogue 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. Additional exhibitors' passes can be ordered online at www.ispo.com/bike. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to third parties. The exhibitor is liable for any unauthorized use of exhibitor passes and passes for setup and dismantling that are issued to him by MMG.

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.