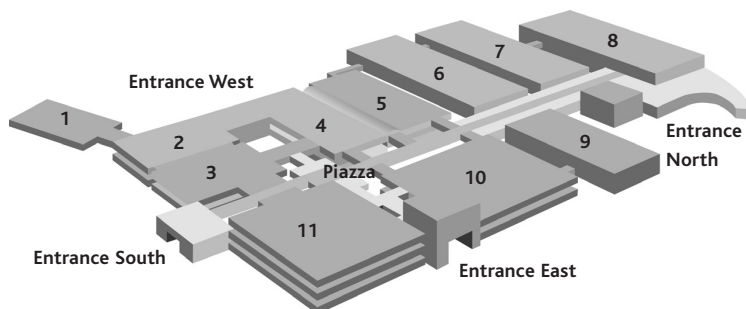


Essential information

Please also refer to our enclosed Conditions of Participation.



INTERNATIONAL HARDWARE FAIR
COLOGNE
February 28th to March 3rd, 2010



The registration documents include

Checklist for preparing your participation

Essential information

Information sheet Media Package

The forms:

- 1.10 Registration for main exhibitors*
- 1.11 Enclosure to the registration for main exhibitors
- 1.20 Registration for co-exhibitors*
- 1.30 List of products*
- 2.10 Order form for Media Package*

*Must be returned

- 2.30 Catalogue advertisement
- Z.01 Exhibitors' passes against payment
- Z.03 Infoscout (Trade representative search)

Brochure "We'll create the perfect setting for your ideas" – Our trade fair

stands ensure your successful presentation

Conditions of Participation Special Section

Conditions of Participation General Section

1 Opening times

For exhibitors: Daily from 8 a.m. to 7 p.m.

For visitors: Daily from 9 a.m. to 6 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* are required to register using **Form 1.20**. 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 157.50 euros per m² floor area.

In addition, a flat rate electricity fee of 6.95 euros per m² and an AUMA fee* of 0.60 euros per m² are charged.

Minimum stand area is 12 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 INTERNATIONAL HARDWARE FAIR / PRACTICAL WORLD 2008.

For exhibitors that did not take part in the previous event, the net down payment amounts to 624.50 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.

Visitor Promotion Package

Koelnmesse will provide each main exhibitor and group organizer (registration with order forms 1.10 or 1.12) with an adequate number of ticket vouchers (minimum 500 p.) for customer invitations as part of the Visitor Promotion Package. The ticket vouchers require registration.

The mandatory contribution for each exhibitor (main exhibitor, group participants) is 359.00 EUR. The costs of the Visitor Promotion Package will be charged with the stand rental invoice. A separate order form will be mailed at a later date. Ticket vouchers may not be resold.

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

4 Turnkey stands / Koelnmesse Service Stands

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.

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

standbau-services@koelnmesse.de

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

5 Construction times

Start of construction period: Saturday, 20th February 2010, 8 a.m.

End of construction period: Saturday, 27th February 2010, 6 p.m.

6 Dismantling times

Start of dismantling period: 6 p.m. on Wednesday, 3rd March 2010

End of dismantling period: 8 p.m. on Saturday, 6th March 2010

7 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand as of **August 2009**.

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 November 2009.

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

9 Stand construction declaration

Construction diagrams (view and layout plan, including measurements and a construction description) must be submitted to Koelnmesse at least six weeks prior to the beginning of the event. The information contained in these documents is binding for all exhibitors (see Form W.01 in the Online-Service Package/www.koelnmesse-service-portal.com).

10 Maximum stand height / special constructions

The maximum permissible stand height is 3.0 metres. This is also the maximum allowable height for all company and product signs and all types of advertising.

In exceptional cases Koelnmesse can approve (against payment) advertising upside the stand construction of 3.0 metres (see Item 5 of the Special Section of the Conditions of Participation).

If your stand deviates from the construction guidelines in any way or you are planning to have special constructions (i.e. roof constructions, discussion booths) or two-story constructions, please submit your plans to Koelnmesse (Exhibition Technology and Realization) **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, whereby the maximum permissible distance from the upper edge of the lighting to the hall floor is 4.5 m. 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. Only Koelnmesse Service is permitted to hang objects from ceilings. You may order the corresponding service in our online-e-commerce-system (www.koelnmesse-service-portal.com) in the range of hanging objects from the hall ceiling (order form T.03).

11 Scale-drawings of stands

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

12 Withdrawal and non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed*. The organizer can agree to the request for release from the contract only in exceptional cases. If the stand space not required can be rented to another company, 25% of the participation fee will be charged to defray the costs incurred. If the stand cannot be re-rented, the full participation fee must be paid.

*see "Conditions of Participation General Section", item II.

If exhibitors cancel their participation after the copy deadline for the trade fair catalogue, the full fee for obligatory and additional entries must be paid.

13 Invoicing

You will receive the invoice for the stand area along with your free exhibitor and work passes **starting in November 2009**. The invoice payment is due immediately upon receipt. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

14 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 G-VAT (Form M.13 in the Online-Service Package/www.koelnmesse-service-portal.com).

15 Exhibitor passes

With the invoice, 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:

- four passes for a stand of 12 m²
 - six 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
- Additional exhibitor passes can be ordered at Koelnmesse against payment. The form in question will be sent together with the invoice.

16 Work passes

Together with the invoice, you will receive free-of-charge work passes to allow your company's personnel access to the fairgrounds for purposes of construction and dismantling.

17 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 and co-exhibitors are obliged to order the Media Package, which guarantees them an entry in the printed catalogue.

A fee of 219.50 EUR 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 30th October 2009.

The printed catalogue will be published approx. four weeks before the fair begins. Koelnmesse publishes in collaboration with the printers A. Sutter Fair Business GmbH the only official catalogue for the INTERNATIONAL HARDWARE FAIR COLOGNE.

18 Koelnmesse representatives abroad

Koelnmesse has representative offices in over 80 countries, as well as in Berlin. They will gladly assist you at any time. A list can be found in the registration documents and on the Internet at www.koelnmesse.de

19 "Infoscout" – Visitor Information System

Information about your company, as provided on Forms 1.10 to 1.30, will be made available to interested visitors at the information stands in the halls during the trade fair. In addition, you may use Koelnmesse's "Infoscout" electronic information system to **publish vacancies for trade representatives.**

You can use the attached Form Z.03 to specify this offer in terms of products, countries or regions.

Exhibitors and visitors can use the "Infoscout" system **free of charge.**

Important contacts

Exhibitor Service:	Tel.: +49 221 821-	Fax: +49 221 821-
Project Team INTERNATIONAL HARDWARE FAIR COLOGNE	-2539, -2492, -2392, -2266, -2393	-3006
Supporting programme/sponsoring	-3073	-3905
Visitor Service	-2380	-2799
Press	-2445, -2496	-2862
Protocol	-2502	-3402
Accounts department	-2378	-3174
Sales-Service Center		
– Additional exhibitor passes	-2996	-3437
– Catalogues	-2937	-3244
– Entrance ticket voucher	-2996	-3437
– Down payment	-3990	-3944
Congresses, special events, conference rooms	-2223	-3430
Messewache (security office) Nord	-2551, -2552	-3780
Messewache (security office) Ost	-2550, -2549	-3450
Koelnmesse Service (Stand Construction Service)	-2091	-2188
Technical Services	-3910, -2324	-3944
Marketing Services	-2925	-3501
Event Engineering	-3879, -2773	-3194
Car parking	-3998	-3999
Traffic controlling (truck parking)	-3588, -2838	-991335
Forwarding agents (customs clearance, storage, transport)		
– Peter Josef Zimmer	+49 221 981530	+49 221 981535
– 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 service	-2882	+49 221 45559636
Catering service	+49 221 2849444	+49 221 2849445
Koelnmesse Service (Hotel-Services)	-2370	-3739