

# APPLICATION FORM AND CONTRACT

We accept the General and Special Conditions of Participation, the Technical Guidelines and Price Lists of EPOC Messe Frankfurt GmbH and their partners and wish to register for Garden & Landscaping 2010:

## 1: Exhibitor data

Full company name:			
_____			
Street, number			
_____			
Country	Postal Code:	City:	
_____	_____	_____	
P.O.Box	Postal Code for P.O.Box-Address (if deviating from above)		
_____	_____		
Country code:	Tel:	Fax:	E-mail
_____	_____	_____	_____
Managing Director (first name and surname):		Company homepage (internet):	
_____		_____	
		www.	
Contact responsible for trade show organization:	Job title:	Mobile:	
_____	_____	_____	
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.			
Country code	Tel:	Fax:	E-mail
_____	_____	_____	_____
Contact responsible for press and marketing:	Job Title	Mobile	
_____	_____	_____	
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.			
Country code	Tel:	Fax:	E-mail:
_____	_____	_____	_____

### Deviating Correspondence and Billing address

To be filled out only in case the correspondence and / or billing address differ from the address above!

#### All correspondence should be sent to this address:

Full company name

Contact: \_\_\_\_\_ Tel.: \_\_\_\_\_

E-mail: \_\_\_\_\_

Street, No \_\_\_\_\_

Country, Postal Code, City \_\_\_\_\_

#### All invoices should be sent to this address:

Full company name

Contact: \_\_\_\_\_ Tel.: \_\_\_\_\_

E-mail: \_\_\_\_\_

Street, No \_\_\_\_\_

Country, Postal Code, City \_\_\_\_\_

Please complete and return this application form (consisting of 3 pages) to the address mentioned above. A down payment of 30 % will be levied upon receipt of the Booking Form. Please note that deposits are not refundable. The remaining 70% must be settled four months prior to the opening day of the exhibition. Booking forms received within those four months will be invoiced at 100%. Cancellations within the 4 months period will be charged a 100% cancellation fee. Prior to the 4 months period a 50% cancellation fee will be applied. All payments mentioned above are due within 14 days of receipt of the corresponding invoice. The form must be signed and authorized by an authorized signatory of the company. Please make sure to keep one copy of the contract for your files.

**31 October – 2 November 2010**  
**Dubai International Convention and Exhibition Centre**  
**United Arab Emirates**

**Your direct contact:**  
 Senior Show Manager: [mehtap.kenar@uae.messefrankfurt.com](mailto:mehtap.kenar@uae.messefrankfurt.com)

## 2: Stand requirements

### Exhibition space required (subject to availability):

_____ m	X	_____ m	=	_____ Sq m	Stand no:	
Frontage		Depth		Total square metres	(if applicable)	

### Type of Space (Subject to availability) - THIS SECTION MUST BE COMPLETED BY ALL EXHIBITORS

NB: Space only stands are required to be a minimum of 21 sq m)

**Row Stand**  **USD 395 per sq m**  
 (one open side)

**Corner Stand**  **USD 405 per sq m**  
 (two open sides)

**Peninsula (Head-) Stand**  **USD 415 per sq m**  
 (three open sides)

**Island Stand**  **USD 420 per sq m**  
 (four open sides)

#### ADDITIONAL ITEMS:

**Second floor in double storey stands**  **USD 80 per sq m**

<b>TOTAL</b>	_____	X	\$	_____	=	\$	_____
	TOTAL SQM			SPACE PRICE			TOTAL

### Shell Scheme – Stand Construction

(Shell scheme order is mandatory for stand sizes 9 to 21 sqm. Please refer to page 4 for details on shell scheme specifications)

**Basic Shell Scheme**  **USD 50 per sq m**  
 (without furniture)  
 (In addition to stand space charges above)

#### ADDITIONAL ITEMS:

**Furniture Package**  **USD 225**

(1 Table, 3 chairs, 1 lockable cabinet)

*For additional furniture elements please refer to the furniture list in the exhibitor manual*

<b>TOTAL</b>	_____	X	\$ 50.00	(+ \$ _____)	=	\$ _____
	TOTAL SQM		SHELL PRICE PER SQ M	Optional Furniture Package		TOTAL

<b>GRAND TOTAL</b>	\$ _____	+	\$ _____	+	\$ _____	=	\$ _____
	SPACE CHARGES		SHELL PRICE PER SQ M (optional)		Furniture Package (optional)		GRAND TOTAL

**Country Pavilion:**   
 (if applicable indicate here)

**COUNTRY PAVILION:**

**Stand construction as per agreed offer and visual, including pavilion upgrade and furniture**

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**3: Discounts, Co-exhibitors, brands**

**Discounts:**

**Early- bird- discount (5 %)**

5% off space only price  
 for bookings received by

**March 30th, 2010.**

The discount is applicable **only if** booking is  
 accompanied by payment of 30% of the space  
 rental fee or a postdated cheque amounting to  
 the complete rental fee (due not later than April  
 30, 2010).

**For organizer use only:**  
 Applicable y/n

**Major-presence-discount (up to 15 %)**

Any single exhibitor booking at least the following no.  
 of sqm is entitled to the indicated discounts:

- 72 + sqm - 5% of space rental
- 90 + sqm - 10% of space rental
- 120 + sqm - 15% of space rental

**For organizer use only:**  
 Applicable y/n

**Co-exhibitors:** The following companies will be present as co-exhibitors with their own exhibits and staff on our stand:  
 Kindly note: co-exhibitors will be listed free of charge in the online-list of exhibitors and are entitled to a catalogue entry (with costs)

Full company name	Full company name
Contact: Tel.:	Contact: Tel.:
E-mail:	E-mail:
Street, No	Street, No
Country, Postal Code, City	Country, Postal Code, City

**Brands:** The following brands will be presented on our stand:

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**Products:** The following products will be presented on our stand:

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We accept the General and Special Conditions of Participation, the Technical Guidelines and Price Lists of Epoc Messe Frankfurt GmbH and their partners and wish to register for Garden & Landscaping 2009:

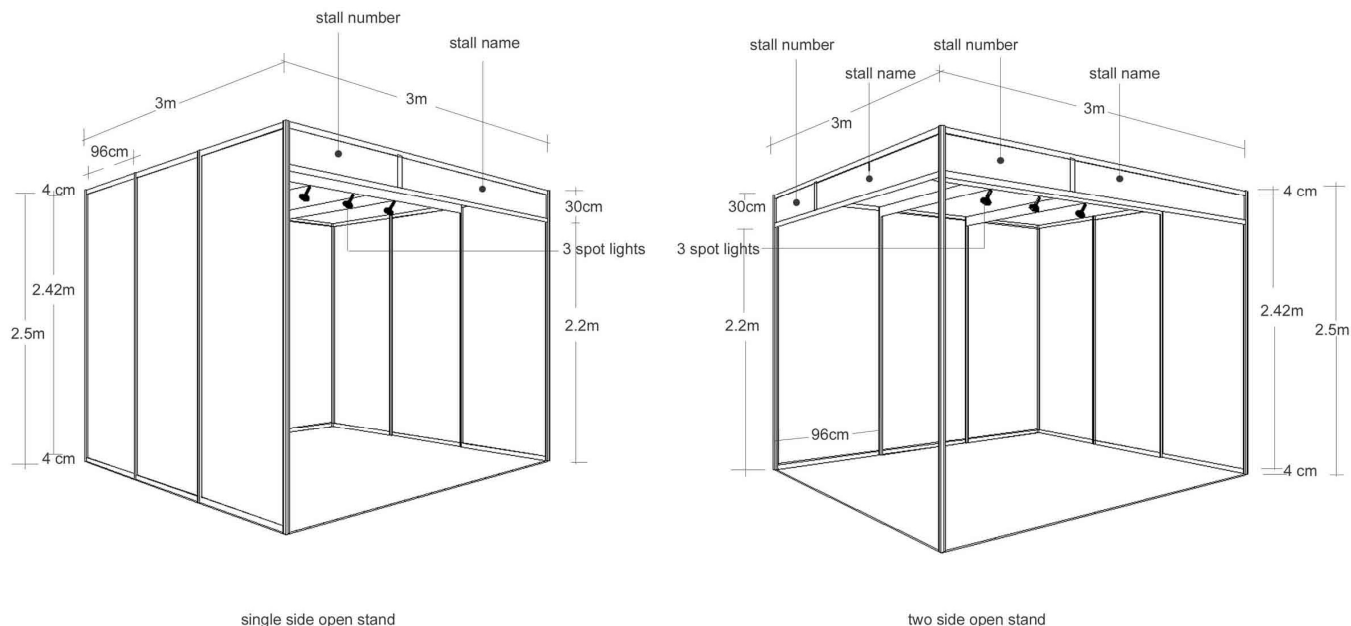
----- Place and Date	----- Company stamp and signature of authorized representative
-------------------------	---

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## 4: Basic and Upgrade Shell Scheme Specifications

### Shell Scheme Stands (basic)

Please note: With stand sizes smaller than 21 sq m booking a shell scheme stand construction with the organizers is **compulsory**.



Exhibitors who have ordered shell scheme stands will receive a stand erected to the following specifications:

**Floor covering** All stands are carpeted.

**Walling** 2500mm high (2430mm to underside of ceiling beams) comprising 1000mm wide panels. White vinyl covered infill panels set in aluminium frame. No fixings may be made to the walls. Brackets are available for Exhibitors' display panels, signs etc. Each panel can take a maximum weight of 4 to 5 kg. The inside of each panel measures 946mm x 2400mm and half panel measures 451mm x 2400mm (h) (approx.)

**Fascia** 300mm deep at 2200mm high to the underside comprising of aluminium frame with infill panel fitted between dividing walls with additional supports at corners and where fascias exceed 4000mm in length.

**Name Board (Fascia)** Stand lettering fitted to the shell scheme fascia. Where the stand fascia exceeds 6000mm an additional name panel will be fitted. Only Exhibitors with Shell Scheme Stands will be provided with a stand name and number on the stand fascia. No company logos or fittings may be attached to the name panel or fascia.

**Roof Beams** 70mm deep aluminum beams will be fitted to take light fixtures.

**Electrics / Lighting** With each 9 square metres 2 x 100w spotlights are fitted behind the fascia-board or to the roof support beam and 1 x 13 amp 3 pin socket outlet is provided at floor level on the rear wall.

**Head- and Island Stands** Head Stands (3 open sides) will only have one wall constructed. Island Stands do not normally come with any walls. If required, the allowance is 1 wall panel per 3 sq m of stand space. The position of any panels required must be clearly marked on a grid plan that will be part of the exhibitor manual and must be submitted to the stand constructor not later than 14 days prior to the show date.

**Furniture** Furniture is not provided with the basic shell scheme package. A full range of furnishings, stand fittings and lighting are available to enhance and decorate your stand at additional cost. Exhibitors are advised to order immediately to avoid disappointment and payment of surcharge.

**IMPORTANT - Exhibitors will be liable for payment for damaged Shell Scheme panels.**

## 5: Country Pavilions

Exhibitors of Country Pavilions (Joint Presentation) will get stand construction as per agreed design and details. Please note that in these cases the company providing additional furniture and decoration items will be the same company that is building the stands. This might not be the same company which is providing the Shell Scheme stands (Projex Event Services). Please refer to your pavilion organizer for details and price lists.

## 6. Space Only Stand Specifications

The Space Only option does not include any stand fittings, flooring or electrics, but enables the exhibitors to create their own individual stand build.



Please ensure that your stand design does not include the standard shell scheme as this is provided by our Official Stand Contractors only and plans containing shell scheme will be rejected.

Exhibitors arranging their own stand fitting are reminded that, where their stand joins another Exhibitor's area, the back of any dividing walls, panels or exhibits must be painted white or masked to present a neat appearance. It is the responsibility of Exhibitors not taking shell stands to make their own arrangements for the provision of suitable floor covering for their area and also to ensure their stand number is clearly displayed.

Since no power supply is included in space only sites, a separate application for the mains supply must be made to the Official Contractors at least two months before the event, using the forms in the Exhibitor Information Manual.

All Space Only Exhibitors must submit dimensional drawings of their proposed stand design to the Organizers' for approval no later than the scheduled deadline. Please

complete and return the corresponding order form from the Exhibitor Information Manual. The Organizers' reserve the right to reject a design likely to unreasonably affect nearby Exhibitors' sites in any way.

Stand fitting and display work to space only sites must not exceed an overall height of 2500mm without the Organizers' written permission. With permission, the total possible height to which you may construct your stand is 6000mm depending on the hall & location within the hall. Applications should be made in writing to the Organizers' and be accompanied by a scale drawing. Such applications should be made at least four weeks prior to the Show.

If a space only exhibitor needs to hire furniture, they can only order from their stand builders. Furniture will not be readily available on site. Exhibitors' stand fitting contractors can commence work on space only stands on the date scheduled in the Deadline Checklist that is part of the Exhibitor Information Manual.

## 7: EXHIBITION TERMS AND CONDITIONS (I)

1. The term "Exhibitor" refers to the company that signatory to this application form and includes all employees or agents of such. The term "Exhibition" refers to the event described on the front of this form (over). The term "Organizer" refers to EPOC Messe Frankfurt GmbH. In case of "Joint ventures", howsoever described the Exhibitor is deemed to have obtained the consent of all the individual participants to all the terms and conditions of this contract.
2. The organizer reserves the right to cancel a booking upon due notice to the Exhibitor or agent should the Exhibitor fail to make payments upon the due dates. In such cases any monies already paid to the Organizer will be non-refundable and the organizer reserves the right to demand the remaining balance from the Exhibitor. The Organizer reserves the right to levy a surcharge of 2% above the base rate of the London, England clearing banks on any overdue exhibitor payment. Any loss incurred by the Organizer, resulting from the Exhibitor's actions must be paid by the Exhibitor to the Organizer.
3. All applications for space must contain details of the proposed exhibit(s) and the name of any other company(s) represented by the Exhibitor whose products/services are to be displayed on the stand. The Exhibitor is strictly forbidden to sub-let or assign or grant licenses in respect of any part of the space without the prior written approval of the "Organizer". Only the products/services/companies listed on this form may be exhibited. The charges for space are exclusive of any applicable National, Federal or Local government taxes all of which must be borne by the Exhibitor. There are no such current taxes in operation.
4. The Organizer reserves the sole and exclusive right to determine the size, layout and position of any stands. The Exhibitor shall accept a new stand size, layout or position if it is reasonable for the Organizer to exercise this right.
5. Upon the acceptance of the application for space a contract shall arise between the Organizer and the Exhibitor in the terms and conditions of this contract subject to variation notified by the Organizer at their sole discretion to the Exhibitor. The relationship of licensor and licensee shall immediately arise and continue between the Organizer and the Exhibitor. In the case non payment of any due sum or any breach or non-observance of any of these terms and conditions by the Exhibitor the Organizer shall have the full right to revoke this license and to re-enter upon the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against the exhibitor and the right to recover damages sustained by the Organizer.
6. The Exhibitor must occupy the space allotted to it by 8.00 am on the day prior to the first day of the opening of the Exhibition. In the event of default for whatever reason the Exhibitor shall pay to the Organizer a further sum in liquidated damages equal to the total charge for the space. The organizer reserves the right to reallocate such space in any way it sees fit.
7. In the event of the Exhibitor becoming insolvent, declared bankrupt or facing winding up proceedings the contract with Exhibitor shall be determined void and all monies already paid shall be retained by the Organizer.
8. Breach of Contract and Withdrawal by the Exhibitor. Without prejudice to rights and remedies of the Organizer in respect of any breach of the Contract on the part of the Exhibitor the Organizer may at its discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
  - a) The Exhibitor must give written notice to the Organizer that it desires to withdraw if the Organizer allows such withdrawal it will notify the Exhibitor of its decision in writing;
  - b) Any such notification by the Organizer to the Exhibitor will constitute a cancellation of the Contract subject to the payment by the Exhibitor to the Organizer a consideration for release from the contract;
  - c) The amount of such payment will be specified in the Organizer's notification to the Exhibitor and will be that proportion of the space rental payable under the contract dependent upon the date upon which the Organizer receives the notification from the Exhibitor as detailed below:
 

<b>Date of Receipt by Organizer of Notice of Withdrawal</b>	<b>Proportion of Space Rental Payable</b>
More than four months prior to the Exhibition	50%
Less than four months prior to the Exhibition	100%
  - d) Upon payment of such amount to the Organizer by the Exhibitor (credit being given by the Organizer for all rental already paid by the Organizer for all rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against the other.
9. Exhibitors shall be totally responsible for the obtaining of visas and customs clearance for their staff, agents, products or services and in no event shall there be any claim for damages or otherwise against the Organizer in respect of any loss or expense relating thereto. Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them which has been altered or damaged in any way. The Exhibitor shall hold the Organizer safe and harmless from all loss or damage suffered by or arising from out of any act or default of any servant, agent, employee or subcontractor of the Exhibitor.
10. The Organizer shall not be responsible for the loss or damage to any property of the Exhibitor or any other person, for the loss of, or damage or destruction to same by theft or fire or other cause whatsoever or of any loss or damage whatsoever sustained by any Exhibitor by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organizer, whether ejusden generis or not, or for any loss or damage occasioned, if by reason of the happenings of any such events, the opening of the exhibition is prevented or postponed or abandoned or a building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor will be liable for third party claims arising from their own stand fittings and for or a building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor will be liable for third party claims arising from their own stand fittings and for their proportion of the shell scheme and furthermore for physical loss or damage to the basic shell scheme stand. As the Organizer will accept no responsibility for any of the matters aforesaid, the Exhibitor must cover themselves by insurance in respect thereof to any extent available and the Organizer reserves the right to demand sight of such a policy.

## **7: EXHIBITION TERMS AND CONDITIONS (continued)**

11. In no event shall the Exhibitor have any claim for damages of any kind against the Organizer in respect of any loss or damage consequential upon the prevention, postponement or abandonment of the Exhibition by reason of the happening of any of the events referred to in Condition 10 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition for reasons beyond the Organizer's control, and the Organizer shall be entitled to retain all sums paid by the Exhibitor or such part thereof as the Organizer shall consider necessary. If in the opinion of the Organizer by re-arrangement or postponement of the period of the Exhibition or by substitution of another hall or building or any other reasonable manner the Exhibition can be carried through the contract for space shall be binding upon the parties except as to the size and position as to which any modification or re-arrangement they consider necessary shall be determined by the Organizer.
12. Stands must be properly manned and exhibits displayed during all the time the exhibition is open to visitors. No exhibits may be removed before the end of the exhibition without the written permission of the Organizer which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organizer. The Exhibitor will compensate the Organizer for any expenses incurred through failing to comply with this condition.
13. The Organizer reserves the right to make an additional charge to the Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organizer accepts no responsibility for breakdown or failure of any the services provided for or in connection with the Exhibition.
14. The Exhibitor shall not without the prior written consent of the Organizer display, exhibit or bring in to the Hall any explosives, radio active, flammable, dangerous or hazardous substances or any such item which may cause noxious fumes or make use of or display any materials which may involve a danger to the health or safety of any person. The Exhibitor shall indemnify the Organizer against any loss or damage arising out of a breach of this clause. All stand fittings and display materials must comply with any local fire, health and safety regulations. No Exhibitor may construct anything above 2.5 metres height without the prior written consent of the organizers. All stands built by the Exhibitor must gain approval from the organizer by sending a scale plan and description of the building materials to the Organizer. All display materials and exhibits must be appropriate to the subject matter of the Exhibition in the sole opinion of the Organizer and shall be tasteful and of a suitably high standard and shall not contravene with any local law, moral or custom and if in the opinion of the Organizer the Exhibitor is in breach of this clause the Organizer may direct the Exhibitor to rectify such breach and the Exhibitor shall do so immediately.
15. The Organizer reserves the right to alter add to or amend any of these terms and conditions and the decision of the Organizer shall be final. No alteration, addition, amendment or waiver to or of these terms and conditions shall operate to release any Exhibitor from its contract.
16. An exhibitor's manual will be issued to each Exhibitor containing detailed instructions for the organization of the Exhibition.
17. The Organizer can not accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition. All claims and disputes shall be settled in Dubai in accordance with Dubai Law and Custom or in the country of the Exhibitor's origin if the Organizer decides to do so.

## **PAYMENT INSTRUCTIONS**

**Please transfer funds to:**

Beneficiary name and address: EPOC Messe Frankfurt GmbH, P.O.Box 26761, Dubai, United Arab Emirates

Dirhams Account No.: 60601205422201

Euro Account No.: 60601205422302

Dollar Account No.: 60601205422301

Bank: Lloyd's Bank Plc, Dubai, United Arab Emirates, CHIPS UID 166473,  
Swift Code: LOYDAEAD

Cheque payment has to be in favour of EPOC Messe Frankfurt GmbH

Bank charges to be borne by exhibitor

**EPOC Messe Frankfurt GmbH**  
P.O. Box 26761  
Dubai  
United Arab Emirates  
[www.uae.messefrankfurt.com](http://www.uae.messefrankfurt.com)  
Tel. + 971 4 338 0102