

INNOWA! ● Clever Str. 34 ● 50668 Köln

## HVVplus GmbH

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Köln, den 20.09.2011

Elke Frings

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## INNOWA! trade-fairs 2012

INNOWA 2012 presents its new format, which is based on the input of exhibitors and visitors. We hope you will take the time to visit us and allow us to provide you with comprehensive information.

We have conducted a survey of exhibitors and trade show visitors to learn more about their positioning and levels of satisfaction. This visitor and exhibitor survey has inspired substantial innovation.

Clear delineation of individual product segments, autonomy of themes, and target group-oriented communication form the essence of the new system. Requests for "take home products," and "free admission" will be met as early as January of next year.

Starting with INNOWA! 2012, we will offer three specialized trade shows under one roof:

INNOWA!papeterie  
INNOWA!boutique  
INNOWA!gourmet

And the new format:

INNOWA!direct

In particular ...

INNOWA!papeterie is the trade fair for stationery, productivity and play.

INNOWA!gourmet is the trade fair for cooking, dining, and enjoyment.

INNOWA!boutique is the trade fair for gifts, living and decorating.

We are especially proud of the new building block:

INNOWA!direct – discovering, shopping, hosting.

Fresh spring merchandise to launch "directly," new products for the beginning of the year. INNOWA!direct starts in a separate exhibition hall that offers great loading and unloading facilities for visitors. It offers "carry-home" products from all three specialty trade fairs. Take advantage of this opportunity to bring your "available now" Spring products to market at the beginning of January.

The exhibit system developed for this purpose - available with an integrated POS system – makes INNOWA!direct an instant success with little time investment. Quick and easy assembly and disassembly. You can count on only one day of construction; take-down can be done in a matter of hours. "Taking best sellers to market at the beginning of the year," is a concept we are so excited about that we intend to introduce INNOWA!direkt throughout Germany. We see this "Cash & Carry" model as a great way to attract new customers.

If you are interested in booking two trade-fair booths because you carry both "to order" products as well as direct sales products, please talk to us about our special "direct-double" offer.

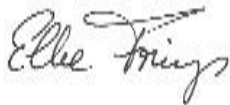
By the way, our application materials now include a detailed questionnaire regarding your collection. This information provides us with the basis to provide you with customer-focused marketing. Tell us what makes your collection unique so that we can communicate what you have to offer.

To allow visitors maximum flexibility in planning their trip, INNOWA! offers free "all in one" tickets for all four days of the show: Friday, Saturday, Sunday and Monday, from January 6 through January 9, 2012.

INNOWA! Always innovative, always full of ideas!  
INNOWA! Platform for high profile products!  
INNOWA! Where retailers purchase innovation!

We look forward to seeing you!

Thank you very much.



Elke Frings  
General Manager

PS: For those exhibitors who would like to show their products at two trade shows at the same time, we offer an exhibition booth with a professional lighting system (HQI-Spotlights) at all of our INNOWA! specialty trade fairs at a very competitive price. Take advantage of this opportunity to have two exhibits at once. Assembly and disassembly can be done in a matter of hours, even at night. The installation service provider is highly motivated and is available on site, 24 hours a day.

# INNOWA!

FACHMESSEN



06.-09. Jan 2012

HVVplus GmbH  
Clever Straße 34  
50668 Köln

## Registration

via Fax: 0221 - 99 22 39 10  
or Email to: [info@innowa-dortmund.de](mailto:info@innowa-dortmund.de)

deadline: 15.10.2011

exhibitor:

street:  
city:  
phone.:  
www:  
IDNR: -

responsible for INNOWA!

contact person:  
phone:  
fax:  
Email:

Please enter changes here!

## exhibition space

We require the following exhibition space in sqm

as far as possible with the following dimensions  
the walls are colored white

or

or

gewünschte Standart

We use a system or ready-made stand with own walls

Stand walls are required. [100 [width] x 250 [height], 2,7cm [thick], white

Die Standhöhe, falls über 2,50m, beträgt:

Reihe

Ecke

Kopf/Block

## INNOWA! tradefairs

Bitte markieren Sie die Fachmesse auf der Sie Ihre Produkte ausstellen möchten

**INNOWA!papeterie**  
trade fair for writing, organizing, playing

**INNOWA!gourmet**  
trade fair for cooking, dining, enjoying

**INNOWA!boutique**  
trade fair for giving, living, decorating

**INNOWA!direkt**  
selecting, buying, loading

**'direkt-double-deal' for exhibitors of all trade fairs papeterie, gourmet und boutique**  
Book a second stand at the INNOWA!direkt as a complete stand. Equipment: White Exhibition walls, carpeting, shelf, table, illumination with HQI lamps, supplied with integrated lockable cabin. The price includes the catalogue and the entry in the Internet.

12sqm complete stand 950,00€

**collections**

Please inform us for any collection that you issue with the requested details.  
The order determines the order of the collections of the catalog entry.  
For more than two collections you fill out multiple forms, thank you!

Nb\_\_ **Name of the collection**

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Desciption: Please describe in one sentence, what makes this collection unique.

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**price Segment**

inexpensive       medium       elevated       exclusive

**minimum order quantity:**      please define bundle and value

no minimum order       minimum order quantity       bundle/value \_\_\_\_\_

**Country of manufacture:**      Please specify the country of manufacture

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**availability**       complete collection       parts of the collection

in stock       2 weeks       4 weeks       more than 4 weeks       \_\_\_\_\_

Nb\_\_ **Name of the collection**

---

Desciption: Please describe in one sentence, what makes this collection unique.

---

**price Segment**

inexpensive       medium       elevated       exclusive

**minimum order quantity:**      please define bundle and value

no minimum order       minimum order quantity       bundle/value \_\_\_\_\_

**Country of manufacture:**      Please specify the country of manufacture

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**availability**       complete collection       parts of the collection

in stock       2 weeks       4 weeks       more than 4 weeks       \_\_\_\_\_

### searchterm

Please check the keyword under which you are listed alphabetically in the catalogue current keyword, if any

New keyword: \_\_\_\_\_

### theft insurance

theft insurance during the event approximate value in € 1000,00 €   
deductible über occurrence 500,00€



### VAT Id number

My VAT ID number is:

### co-exhibitors



The following colleagues exhibit together with me	Zusatzeintrag im Katalog	
<input type="text"/>	ja <input type="checkbox"/>	nein <input type="checkbox"/>
<input type="text"/>	ja <input type="checkbox"/>	nein <input type="checkbox"/>

### sign registration co - exhibitor

 <input type="text"/>	 <input type="text"/>
place and date	company stamp and sign

### terms and conditions

With my signature I accept the enclosed terms and conditions and the current price list and keeping it for the INNOWA! and to confirm the accuracy of my statements. I am aware that under the terms and conditions and especially at a time and incorrect information can be made permanent exclusion from the exhibition and possibly damage claims may be asserted against me. I further commit myself to stand in full up to the end of the Mass [Sonntag, 8. Januar 2012, 18.00 clock] to operate, and to begin with before any dismantling work. Please note that the sending or delivery of the declaration forms to our terms and conditions are not entitled to an exhibition space at the INNOWA! justified. The decision on the approval and the actual state space makes the show organizers.

 <input type="text"/>	 <input type="text"/>
place and date	company stamp and sign

**NEW! All stand rental fees now include white perimeter walls, entry fee, advertising cost allocation, 1 page catalog entry and entry in the Internet Directory.**

## INNOWA! trade fair papeterie, gourmet, boutique, direkt

Preise in Euro

Row booth space rental per sqm including white partition walls, advertising costs, registration fee, 1 page catalog entries and select Internet	59,50
Corner booth space rental per sqm including white partition walls, advertising costs, registration fee, 1 page catalog entries and select Internet	64,50
Booth rent head / block - Stand per sqm including white boundary walls, advertising costs, registration fee, 1 page catalog entries and select Internet	69,50

## NEU! INNOWA! Addition for system-stands

Supplement full content per square meter booth exhibitions [electricity, carpet, furniture, lighting HQI]	32,00
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**INNOWA! direkt** - System stand including the registration fee, advertising cost allocation, Catalogue entry (max. 1 page) and select Internet

20 sq.m. floor area including Vollausstattung [electricity, carpet, furniture, lighting HQI, cab]	2.400,00
40 sq.m. floor space including fully equipped [electricity, carpet, furniture, lighting, cabin]	4.500,00

## INNOWA! "direkt-double-deal" January 2012

When booking an additional booth at INNOWA! direkt 12 square meters including equipment and lighting at a fixed price	950,00
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Additional entry in the exhibitor & Internet Directory	30,00
insurance package - obligatory	15,00
theft insurance per 1000€	5,00
decoration - table round 1.0 m in diameter	300,00
Partition walls white 2.50 m x1,00m x 0.27 m m of each	230,00
door white for cabin	35,50
Panel white 25 cm wide per meter	90,00
Support for panel white 2,5 m high per unit	15,00
	12,00
	45,00
	20,00

The above prices are exclusive of VAT at 19%.

Orders of additional walls, doors and panels have up to 2 weeks before the first Construction day be received by us, so that a systematic treatment is possible. Orders received later will be charged a 20% premium!

The cost for electric connections, water connections, garbage disposal, stand cleaning and power consumption are provided directly by the exporting firms charge. This also applies to rental furniture and carpets of the current state.

Apply the attached terms and conditions. The event is organized HVVplus GmbH, Cleverstr. 34, D-50668 Cologne.

# General Terms and Conditions for the INNOWA! Innovative Wohnart

## 1. Designation, conditions of participation, visitor classification

The "INNOWA! Innovative Wohnart" exhibition for trade visitors takes place at the beginning of each year and at midyear as order days for the specialized trade. Dates and opening times will be announced in invitations, registration forms and exhibition catalogues. The "INNOWA! Innovative Wohnart" is not open to the general public. Only the specialised trade may visit the exhibition...

## 2. Registration

The registration must be carried out on a form specified for this purpose. The General Terms and Conditions are accepted as fully binding at submission of the registration; this also applies to the representative of the exhibitor. The payment obligations become effective thereby. The registration continues to be binding, even if the date of the "INNOWA! Innovative Wohnart" is changed. Cancellation is only possible for extraordinary reasons after prior written consent of the exhibition management. Already incurred costs will be charged to the exhibitor, who has been released from the contract. The exhibition management reserves the right to request a down payment for the anticipated exhibition costs at registration...

Forwarding or handing over of the registration forms by HVVplus GmbH does not yet entitle to participation in the "INNOWA! Innovative Wohnart".

## 3. Admission

Only the HVVplus GmbH decides on acceptance of the registrations and admission of exhibitors to the "INNOWA! Innovative Wohnart" as well as on exhibition stand allocation. The exhibitor is only entitled to repayment of the already paid exhibition stand rent if HVVplus GmbH is unable to provide an already confirmed exhibition stand for unforeseeable circumstances. There is no right to compensation. Only such goods may be exhibited, which belong to the line of goods available in the industry. Product lines which do not comply with the context of "INNOWA! Innovative Wohnart" may be also rejected after admission of the exhibitor..

Subletting, exchanging places or advertising for companies, which are not specified as exhibitors or represented companies in the exhibitor catalogue, is not permitted. Transferring the entitlement to exhibition stands is not permitted. Competition issues are not considered and the exclusion of competitors will not be granted..

Conditional requests for a specific location will not be acknowledged. They are only considered as location requests and will be considered in the best possible way. HVVplus GmbH reserves the right to assign the exhibitor a different exhibition stand of appropriate dimensions and length, even if another exhibition stand has already been confirmed. The exhibition management reserves the right to deviations of the exhibition stand size if this becomes necessary due to the requirements of the overall design. The organiser must be notified of the use of system and ready-made exhibition stands at registration for organisational reasons..

## 4. Exhibition stand rental charges and terms of payment

The exhibition stand rental charges can be inferred from the respective valid registration documents and apply subject to consistent prices of our contracting parties. The exhibition stand rent is the product of price per square meter and the floor space in square meters. Every further part of a square meter is fully invoiced, the floor space in principle as a rectangle without consideration of installations, smaller deviations and the like. The exhibition stand rental costs and all other billed costs are payable ten days after issuing the invoice without any deductions. The exhibition management reserves the right not to admit exhibitors whose payment has not been received in good time. The costs incurred up to that point will be invoiced. If the payment term is exceeded, interest will be charged in the amount of 5% above the current discount rate of the European Central Bank after the due date without prior reminder..

## 5. Sales procedure, setting up and dismantling, exhibition stand sign

Each exhibitor is obligated to keep his exhibition stand constantly occupied during the opening hours. Setting up and dismantling the exhibition stands is not permitted during these times..

No obtrusive promotion is permitted. It is prohibited to attach commercial samples or advertisements to the exterior of the exhibition stand walls; advertising that offends public morality or legal provisions is inadmissible. Taking pictures of another exhibition stand other than one's own is only permitted with the consent of the other exhibition stand owner. Commercial photography requires permission of the exhibition management. Private sales are not permitted.

It is the obligation of each exhibitor and his employees to behave correctly in every conceivable way in the exhibitor community. A temporarily or permanent exclusion from participation at the "INNOWA! Innovative Wohnart" can be declared in the case of offences and serious infringements of the community spirit as well as against public morality. The exhibitor is not entitled to compensation in this case.. Setting up and organising the exhibition stands can commence three days before the exhibition opens. The exact date for the setting up and dismantling work will be communicated separately and must be observed. The goods delivery entrances must be cleared as soon as possible after unloading the goods. The same applies correspondingly for removing the goods. Under no circumstances may motor vehicles drive in the exhibition hall..

The exhibition stand boundary must be observed precisely. Shelves, counters, etc. may not project into the aisle. Likewise, it is prohibited to set chairs up in the aisle. The exhibition stand owner is solely responsible for the safety of his exhibition stand construction. The exhibition stand walls may not be painted, pasted, nailed or damaged in any way. Wallpapering may only be carried out by contractor companies authorised by the exhibition management, since these are responsible for perfect removal of the wallpaper at the end of the exhibition. The exhibition stand owner is responsible for all damages which occur due to non-observance of this provision.

Each exhibition stand must display uniformly manufactured well visible signs with the name of the exhibition stand owner and colleagues also possibly mentioned in the exhibitor catalogue. The signs with the addresses of the exhibiting companies, used within the exhibition stand, can be designed as required..

## 6. List of exhibitors

The form specified for this purpose must be used for the entry into the list of exhibitors. Only those articles may be mentioned for which the exhibitor actually has the marketing right when listing the exhibiting companies and the goods manufactured or marketed by this company. The entered text may not contain any advertisement.

Entries or corrections concerning the list of exhibitors, which are received late, can only be considered if the appropriate typesetting and make-up costs are replaced as far as printing has not yet commenced. The share of the cost for the basic entry will be charged to each exhibitor. No liability is assumed for misprint, incorrect placement, incomplete or incorrect prints in the list of exhibitors..

## **7. Liability**

The exhibitors are not entitled to compensation if the exhibition is cancelled, closed or prematurely terminated because of force majeure or official order..

HVVplus GmbH has concluded a blanket property insurance for the exhibition stands and samples of the exhibitors. The basic agreement of this insurance can be inspected at the office and is a component of the General Terms and Conditions. The premium is agreed together with the exhibition stand rent. The exhibitors are only entitled to what the insurance company must pay in the case of a damage event. The organiser meets his obligations by ceding the claim against the insurer to the exhibitor on request. The organiser is not liable as far as the damage is covered by the insurance. The organiser is in all other respects only obligated to indemnify for damages if he has caused the loss or the damage of brought-in items by gross negligence or intent. Any further liability of the organiser is excluded. The liability for consequential damages and financial losses is excluded, as far as the organiser is not responsible for intent. Where permitted, the liability for damages not covered by the liability insurance of the exhibitor and caused by an exhibitor or a person employed is furthermore excluded..

## **8. Rules**

Only fire resistant material may be used for decorating. A certificate on the impregnation according to the valid DIN regulations, which may not be older than one year, must be submitted on request. It is mandatory that the other fire safety regulations must be complied with. Safety equipment, fire extinguishers, fire hydrants and their instruction plates may not be covered or overbuilt. Continuous closed exhibition stand coverings may only be installed if they are made of water-permeable and flameproof impregnated fabric coverings. The function of automatic fire sprinkler systems may not be impaired. Any type of naked flame, such as e.g. burning candles and oil lamps, is forbidden!n..

Cardboard boxes, pallets and packing material may not be stored in the exhibition hall..

Only contractor companies assigned by the exhibition management may assemble electrical connections of any type. The total connected load must be indicated in KW for this purpose, in order to avoid short-circuits. Under no circumstances may the indicated value be exceeded. It is possible to provide spotlights on loan. The contractor company bills the costs directly and these must be paid immediately. The incurred electricity costs for the special lighting shall be invoiced at the end of the exhibition. All electrical installations must comply with the relevant technical regulations, which must always be observed.

The exhibition stand owner is liable for damages which occur after leaving the exhibition stand and result from leaving the electrical equipment on. This applies in particular also to refrigerators..

HVVplus GmbH has the domestic authority in the rented halls. Each exhibitor and his assigned employees is subject to the above provisions and all further provisions to be declared in the interest of the exhibition, police and other official regulations as well as exhibition and traffic regulations with submission of the legally signed registration..

## **9. Industrial Code**

Pursuant to § 105 b para 2 of the Industrial Code it is prohibited for employees to work on Sundays and holidays. This does not apply to spouses of the exhibitor, temporary workers, as far as they are related to the exhibitor, sales managers and executives who are responsible for at least 20 persons and owners of the exhibiting companies. All other persons are subject to the work prohibition. An exceptional permission must be requested from the labour inspectorate for this category of persons.

## **10. Other**

### **a) Entering the exhibition**

Exhibitors and their employees may only enter the exhibition after presenting the exhibitor identification.

### **b) Limitation**

Claims of the exhibitors against the organiser concerning the exhibition stand rental contract and all thereby concerned legal relationships fall under the statute of limitations within six months. The period of limitation begins with the end of the month in which the last day of the exhibition falls.

### **c) Rental furniture**

Rental furniture that has been booked in advance will be supplied to the exhibition stands and invoiced directly by the assigned company. Additionally required furniture can be obtained later on the spot as far as available.

### **d) Cleaning of the exhibition stand**

General hall cleaning does not comprise cleaning of the exhibition stand. This must be carried out by the exhibitors themselves. This can be carried out, if ordered, by an authorised cleaning company at a charge..

## **11. Area of jurisdiction and place of performance**

Exclusive place of performance for all obligations as well as area of jurisdiction for all disputes arising from the concluded contract is Cologne..

Verbal agreements must be confirmed in writing.