

Application Co-exhibitor /

additionally represented companies

GOLF EUROPE 2008

5 – 7 October 2008
New Munich Trade Fair Centre



Please complete this form and send it to: Messe München GmbH, Messengelände, 81823 München, Germany or Fax: (+4989) 949-20179
16th International Trade Fair for Golf, Telephone (+4989) 949-20172, info@golf-europe.com, www.golf-europe.com

Please use this form only to register co-exhibitors or additionally represented companies!

Main exhibitor

Company

Registration Please complete for co-exhibitors/additionally represented companies

Registering 1 2 3 co-exhibitors / additionally represented companies

1. Co-exhibitor (with your own staff)

Company

Postal code

City

additionally represented companies (without your own staff)

Street/
P. O. Box

Country

1. Contact person

Title First name Last name

Ms.
Mr.

Tel. w/area code
and extension

Fax

E-mail

2. Co-exhibitor (with your own staff)

Company

Postal code

City

additionally represented companies (without your own staff)

Street/
P. O. Box

Country

2. Contact person

Title First name Last name

Ms.
Mr.

Tel. w/area code
and extension

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3. Co-exhibitor (with your own staff)

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P. O. Box

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Title First name Last name

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Mr.

Tel. w/area code
and extension

Fax

E-mail

Please note the Terms of Participation A and B as well as the Technical Guidelines. By signing this form, the undersigned agrees to the Terms of Participation A and B as well as the Technical Guidelines and recognizes them as legally binding. All applicants acting on behalf of third parties shall be directly liable for meeting the demands of MMG regarding the above fair.

Location/Date

Company
stamp and
legally binding
signature

Title:
GOLF EUROPE 2008 – München
16th International Trade Fair for Golf

Venue:
New Munich Trade Fair Centre
Halls B4 - B6, Entrance East

Duration:
Sunday, 5 October 2008 to Tuesday, 7 October 2008

Opening hours:
9 am to 6 pm; 7 October: 9 am to 5 pm

Organizer and financing body:
Messe München GmbH, Munich, Germany, Phone (+49 89) 9 49-01
info@golf-europe.com, www.golf-europe.com

Conceptual sponsors:
PGAЕ – Professional Golfers' Associations of Europe,
Centenary House, The Belfry, Sutton Coldfield, West Midlands,
England B76 9PT, www.pgae.com, info@pgae.com
EGIA – European Golf Industry Association of Federation House,
Stoneleigh Park, Warwickshire CV8 2RF, Great Britain,
egia@sportslife.org.uk

Special Terms of Participation (B)

All prices indicated below are net, and are subject to value-added tax, currently at the rate of 16%.

B 1 Application (see A 1)
The deadline for applications is 15 March 2008.

B 2 Permitted exhibits and exhibitors (see A 2)
Only the following are admitted:
a) Exhibits conforming to the accompanying Product Index and indicated precisely by name and type in the application.
b) Exhibitors meeting with the following qualifications: domestic and foreign manufacturers of exhibits, as well as organizations offering written proof that they are authorized by a manufacturer to exhibit his products. MMG decides on the admission of exhibitors. Organisers of joint stands are not exhibitors as defined by 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)
Registration fee per main exhibitor **EUR 115**
The minimum size of a stand is 16 sqm.

The participation fees per sqm of floor space are:

	16 – 69 sqm	70 sqm and more
row stand (one side open)	EUR 125	EUR 125
corner stand (two sides open)	EUR 129	EUR 125
end stand (three sides open)	EUR 131	EUR 125
island stand (four sides open)	EUR 131	EUR 125

– For **two-storey stands** upper-storey stand space costs 50% of the respective ground floor space.
– The rental fee per sqm of **open-air site** is EUR 60.

Fees
The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a **charge of EUR 0.60 net** per sqm 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 MMG, such as consultation and planning advice, as well as publicity work, organization, technical assistance, and free use of all Munich City 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** (see A 7) costs **EUR 15 net** per sqm of rented 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 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.

B 6 Dates of setting up and dismantling (see A 14)
Stands may be set up starting on Friday, 3 October 2008 at 8:00.
All delivery and stand-construction vehicles must be removed from the halls and from the open-air site by 18:00, on the last day for setting-up, Saturday, 4 October 2008. 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.
Setting-up must be finished by 18:00 at the latest.
Dismantling must be completed by Thursday, 9 October 2008 at 18:00.
If exhibits are removed or the stand is dismantled before the fair closes (Tuesday, 7 October 2008 at 17:00), 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 Exhibitors' Service Booklet as well as the order documents for furnishings and floor coverings will be sent to you in due time.

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
Only cranes, fork-lift trucks and working platforms may be used that have been provided by the MMG service partners responsible. In special cases, permission must be obtained from MMG's Technical Exhibition Services Division.

B 10 Sales regulations
Direct sales and other services or deliveries made from the stand are not permitted. Public display of sales prices is 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 wholesalers, retail traders or trade customers.

B 11 Catalogue/Internet
An official trade fair catalogue will be published both in print and on the Internet. The printed as well as the online version of this catalogue contain a list of all exhibitors (including co-exhibitors and additionally represented companies), in alphabetical order according to the designation specified on the application form. Prices can be seen on the order forms of the publisher commissioned by MMG. The relevant forms will be sent to the applicant in good time by the publisher. The printed and online catalogues give rise to a contractual relationship which is exclusively between the exhibitor and the publisher commissioned by MMG. MMG undertakes no guarantee of the accuracy or completeness of the catalogue.

B 12 Exhibitors' passes (see A 13)
For the time in which the trade fair is held, each exhibitor receives 3 exhibitor passes free of charge for a stand of up to 20 sqm in size. For every further 10 sqm or part thereof up to 100 sqm, one additional exhibitors' pass is put at the exhibitor's disposal; above this size there is a further pass for each additional 20 sqm.
The number of exhibitors' passes is not increased for co-exhibitors or additionally represented organisations. Additional exhibitors' passes may be ordered by a separate order form. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to third parties.
You are entitled to free use of Munich City Transport (MVV) on presentation of your exhibitor's pass from the day before until the day after the fair.

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
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.

As of January 2008