

Please send to:
 Koelnmesse Service GmbH
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 mediapaket@koelnmesse.de
 www.koelnmesse-service.com



10.–14.10.2009

Customer no.:

0 2 5 0

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We are exhibiting at:
Hall, aisle, stand
 (if known)

Order for Media Package

(obligatory)
 – exhibitors, – co-exhibitors,
 – additionally represented companies

2.10

Deadline for submission: 01.06.2009

The Media Package includes:

- Entry in the alphabetical List of Exhibitors (printed catalogue)
- 2 entries in the Product Group List (printed catalogue)
- Entry in the online catalogue: company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.31
- Entry and activation for Anuga Online Matchmaking with all product group entries you marked in Form 1.31

- Activation for the Anuga online schedule planner
- Entry in the online route planner
- Entry and image in the Mobile Exhibition Guide (M.E.G.): company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.31

Should you have any further questions, please call us on:
 tel. +49 221 821-3998, e-mail: marketing-services@koelnmesse.de

Please read the information on the reverse side before completing this form.

This form is used by the printers. Please complete in block capitals. Immediate completion and return ensures careful attention.

1 Entry in the alphabetical List of Exhibitors

In accordance with the conditions on Form 2.10 (see Item 7, Conditions of Participation, Special Section), we order the following **obligatory entry** in the alphabetical index of the Media Package at a price of 349.00 EUR.

We are:
 Exhibitor
 Co-exhibitor / additionally represented company

Sort alphabetically in the List of Exhibitors under the letter:

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Name: _____

Address: _____

State:
 (English spelling) _____

Tel.:
 (Country-, City-, Extension) / /

Fax: / /

E-mail: _____

Internet: _____

2 Entry in the List of Goods (printed catalogue) / logo image (printed and online catalogues)

We hereby order the following entry/entries in the catalogue's List of Goods, corresponding to the information listed in the columns below. The first two product group entries are included in the price of the Media Package and should be entered in the column **A**. Beginning with the third product group entry, each entry costs 99.00 EUR and should be entered in the column **B**. We also hereby order entries of the ticked logo image(s) in the printed catalogue and in the online catalogue, at a price of 58.50 EUR per entry:

A Included in the media package:

Product list number (corresponding to Form 1.31)	with logo?
	<input type="checkbox"/>
	<input type="checkbox"/>

B Additional order:

Product list number (corresponding to Form 1.31)	with logo?
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>
	<input type="checkbox"/>

Technical requirements for logos:

Print (b/w) not more than 35 mm wide and 13 mm high. Please provide us with a reproducible print template, a PC-TIF file or eps file with a resolution of 300 dpi or the note "logo from the previous catalogue".

New media: .TIF file up to 150 pixels wide, 300 dpi.

A one-time fee will be charged for the use of new logos (in accordance with costs incurred). If logos suitable for Internet use have to be created or processed by the printing company, an additional fee (in accordance with the costs incurred) will be charged.

Logo from catalogue for previous event

Space for further text if required

Length of entry 10 printed lines each of approx. 35 keystrokes incl. name, address, communication and stand number:

3 Contact for Anuga online Matchmaking and online schedule planner:

This contact person will later receive the inquiries made via the Anuga online Matchmaking tool.

If you wish to be activated free of charge for the online schedule planner, please mark this box (the contact person will then also receive requests for specific appointments from trade fair visitors)

Name: _____

E-mail: _____

By making this reservation, we acknowledge the Conditions of Participation laid down by Koelnmesse GmbH as well as the conditions regulating the entry in the Media Package.

All prices given are net prices. In cases where value added tax applies, it will be added to the price.

Invoice address:

Company _____

Contact _____

Full address _____

Telephone _____

Fax _____

E-mail _____

Place, date, legally binding signature and company stamp

Media Package

As part of its Media Package, Koelnmesse is publishing a printed catalogue for Anuga, which contains, amongst other things, an alphabetical list of firms, a list of goods and a list of trademarks.

This makes the catalogue an important and up-to-date source of reference for all interested persons and also gives it added value after the event is over.

Koelnmesse Service GmbH, Messeplatz 1, 50679 Köln, Germany, has been commissioned to create the media package. In turn, the company is authorised to assign the production of the catalogue and the publishing of the advertisement to a third party company.

The advertiser shall be responsible for the subject matter of advertisements and entries and for any harm or damage resulting from them.

Koelnmesse GmbH and Koelnmesse Service GmbH do not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing.

Methods of payment accepted by Koelnmesse Service GmbH

- a) All invoices are due and payable within 7 days of receipt.
- b) The invoice amount must be paid by giro transfer at the costs and risk of the contractual partner in EUR into one of the accounts of Koelnmesse Service GmbH specified therein.
- c) In the event of default, interest of 5 % points above the basic rate of interest is payable. Koelnmesse Service GmbH reserves the right to claim higher damages if the requirements are satisfied.

In addition, the General Terms and Conditions of the printing company that is commissioned shall apply. Koelnmesse Service GmbH will provide these upon request.

The place of jurisdiction for merchants entered in the commercial register is Cologne. For all other customers is the place of jurisdiction for default actions.

Entry in the List of Exhibitors and Product Group List in the printed and online catalogues

- a) For an obligatory fee of 349.00 EUR, each exhibitor is entered once in the printed catalogue's alphabetical List of Exhibitors, complete with their company designation, address and business segment (only the name registered in accordance with commercial law).
- b) The product groups listed on the reverse are definitive for inclusion in the Product Group List in the printed catalogue. Each entry in the Product Group List in the printed catalogue costs 99.00 EUR (beginning with the third product group entry of up to 10 lines, at 35 keystrokes per line, counting the basic entry). The first two product group entries are included in the price of the Media Package. Each additional line is charged at $\frac{1}{10}$ of the price for the basic entry.

In addition, company logos can be included in the Product Group List in the printed and online catalogues for the price of 58.50 EUR per image.

Entries in the Product Group List in the printed catalogue are based on the product group numbers taken from the list of products (Form 1.31) and listed on the reverse.

The information given by the exhibitor on this Form 2.10 is authoritative for all entries. Immediate return of the completed form (even without a stand number) will ensure careful processing. Koelnmesse will pass on the stand numbers to the printing company.

- c) The product groups listed on Form 1.31 will be included in the online catalogue. These product group entries are a prerequisite for use of the online Matchmaking service. The exhibiting company and these product groups will then automatically be included in the online Matchmaking service and the Mobile Exhibition Guide (M.E.G.) for Anuga.

The printing company will be responsible for printing the correct stand number.

Deadline for submission: 01.06.2009.

If an exhibitor has not submitted Form 2.10 by the editorial deadline, the information from the exhibitor's registration (Form 1.10) will be used for the required and fee-based entry in the catalogue.

Applications received after this date will be included in the catalogue supplement and a charge made for such entries.