

Please return to:

Verlag für Messepublikationen
 Thomas Neureuter GmbH
 Postfach 10 20 52, D-45020 Essen
 Phone +49 201 1006-231
 Fax +49 201 1006-172
 dms08@neureuter.de



9. – 11.09.2008

Customer no. (from your stand confirmation)

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Hall / Aisle / Stand no.

Co-Exhibitors only: we exhibit at (company):

Company		Department /contact	
Full address, postal code, town, country			
Phone, fax		E-mail	

Order by fax **+49 201 1006-173**

Final application deadline **July 3, 2008**

The following prizes apply to advertisements in the printed catalogue:

Size	Breite	Höhe	EUR*
1/1 page, 4c	97 mm	180 mm	1.880,00
1/1 page, b/w	97 mm	180 mm	980,00
1/1 page, 4c**	117 mm	220 mm	1.880,00
1/1 page, b/w**	117 mm	220 mm	980,00
1/2 page, b/w	45 mm	180 mm	530,00
	97 mm	88 mm	530,00
1/2 page, 4c	45 mm	180 mm	980,00
	97 mm	88 mm	980,00
inside front cover page/ back cover page, 4c**	117 mm	220 mm	2.300,00
inside back cover page, 4c**	117 mm	220 mm	2.200,00
1/1 dividing page-reverse, 4c**	117 mm	220 mm	1.980,00

**plus 3 mm bleed on each side

With colour advertisements a preprint/proof is required.

The following prices apply to bookmarks/inserts, in EUR*:

Insert	1.560,00
Bookmark	1.700,00

Samples or blind/dummy samples are requested with the order.

Maximum permitted sample format: 90 mm wide x 180 mm high

Maximum scope of the insert: up to four pages
 Paper thickness: on request

Catalogue format: 117 mm wide x 220 mm high.

Printing materials for advertisements:
 TIF, PDF or EPS files with 300 dpi resolution or higher

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

On the basis of the prices quoted above and in accordance with the General Terms and Conditions of Verlag für Messepublikationen Thomas Neureuter GmbH printed overleaf applying to advertisements, bookmarks and brochure inserts in the trade fair catalogues, and also taking into account the General Terms and Conditions of Payment and Delivery of Verlag für Messepublikationen Thomas Neureuter GmbH, we hereby order the following advertisement:

Placement of advertisement:

Alphabetical list of exhibitors

Class of goods among list of products

1/1 page

1/2 page 45 mm wide x 180 mm high

1/2 page 97 mm wide x 88 mm high

b/w

Colour

Price

Colour advertisement with special position

Required position***:

Cover page

Dividing page

Price

*** Should the preferred positioning already be taken, we will inform you as soon as possible regarding other positioning possibilities.

The materials to be printed will be supplied by us by the closing date for copy as stated in the order confirmation.

Bookmark

Insert

(Please mark with a cross)

The bookmarks/inserts will be delivered by us to the specified address no later than the latest permissible date as specified in the order confirmation.

Media Package "Catalogue/Internet/Matchmaking"

As part of the Media Package for DMS EXPO, Koelnmesse GmbH publishes a catalogue which includes an alphabetical list of exhibitors and a list of products.

This catalogue and the related electronic media is therefore an important, up-to-date reference work for all interested parties that remains useful even after DMS EXPO has come to a close.

Koelnmesse Service GmbH will produce the catalogue and publish the advertisements. Printing will be carried out by

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Fax +49 201 1006 -172,
e-mail: dms08@neureuter.de

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.

General Terms and Conditions for advertisements and brochure inserts in the fair catalogues

- 1) Only exhibiting companies may place advertisements in the fair catalogue, apart from service companies such as banks, forwarding agents, airlines, etc.
- 2) Only advertisements occupying page sections in the pre-set sizes or their corresponding format (e.g. 1/8 + 1/4 page) are accepted. If the printing materials are larger than the confirmed page section, the next largest will be invoiced. Advertisements with positioning requests cannot be accepted. Positioning requests are, however, taken into account as far as possible.
- 3) The advertiser is responsible for the contents of the advertisement. In the event of copy corrections by telephone, Verlag für Messepublikationen Thomas Neureuter GmbH shall accept no liability whatsoever for errors in data transfer. In addition, Verlag für Messepublikationen Thomas Neureuter GmbH shall not be liable for errors due to unclear, illegible hand-written orders.
- 4) Verlag für Messepublikationen Thomas Neureuter GmbH reserves the right to reject orders for advertisements and inserts on the grounds of their content, their origin or their technical form, in accordance with uniform, objectively justified principles of the printers, if the content of such infringes the laws or legal regulations or their publication is deemed unacceptable by the printers. Koelnmesse reserves the right to reject orders without stating reasons. Orders for inserts are binding for Verlag für Messepublikationen Thomas Neureuter GmbH only after submission of a sample of the insert and after approval by the printers. The client will be immediately informed of the rejection of an order.
- 5) The client is responsible for supplying printing material or inserts in perfect condition and on time. (The closing date for submission of materials to be printed is July 3, 2008.) Submitted materials for printing will be handled with care. In the case of clearly unsuitable or damaged printing/advertising materials, Verlag für Messepublikationen Thomas Neureuter GmbH will immediately demand a replacement from the client. If any possible deficiencies in the printing materials are not immediately recognisable, but only become apparent during the printing process, the client placing the advertisement shall not be entitled to any claims in the event of inadequate reproduction quality. Verlag für Messepublikationen Thomas Neureuter GmbH shall guarantee the usual printing quality standard for the fair catalogue containing the insertion, within the scope of the possibilities provided by the printing materials/advertising materials.
- 6) Printing materials shall be returned to the client only if this has been specifically requested. The obligation to retain the copy shall expire two months after the advertisement has appeared. Changes to or the completely new preparation of printing materials/advertising materials will be invoiced separately.

Terms and conditions of payment of Koelnmesse Service GmbH

- a) All invoices are due and payable within 7 days of receipt without any discount.
- b) The due amount must be paid in EUR, at the risk and expense of the contract partner, to one of the accounts of Koelnmesse Service GmbH listed on the invoice.
- c) In the event of default, interest will be charged at 5 percentage points above the basic rate of interest. Koelnmesse Service GmbH reserves the right to claim higher damages if the preconditions are met.

The General Terms and Conditions of Verlag für Messepublikationen Thomas Neureuter GmbH also apply.

Place of jurisdiction for general merchants is Cologne. For all other customers, Cologne is the place of jurisdiction for default actions.

- 7) Claims for reimbursement of any costs incurred due to a change in the catalogue circulation at short notice by Koelnmesse cannot be lodged against Verlag für Messepublikationen Thomas Neureuter GmbH.
- 8) If the publication of an advertisement is not possible because the advertiser has not supplied the required printing materials by the agreed closing date for copy, 50% of the advertising price will be invoiced.
- 9) The cancellation of an advertising order is possible up to 14 days after the closing date for advertisements. If an advertisement is cancelled after this date, 50% of the advertisement price shall be invoiced.
- 10) On request, Verlag für Messepublikationen Thomas Neureuter GmbH shall supply an extract of the advertisement with the invoice. If the type and scope of the advertisement order justify it, up to two complete voucher copies will be supplied. If a voucher can no longer be obtained, it shall be replaced by a legally binding declaration by the printers.
- 11) In the event of a wholly or partially illegible, incorrect or incomplete reprint of the advertisements, the client shall be entitled to a reduction of the amount payable or to a replacement advertisement, but only to the extent to which the purpose of the advertisement was impaired. Claims extending beyond this are excluded. Complaints must – with the exception of non-apparent deficiencies – be lodged within four weeks after receipt of the invoice and voucher copy. In the event of force majeure or other events which are beyond the control of Verlag für Messepublikationen Thomas Neureuter GmbH, every obligation to fulfil orders and comply with payment of damages shall expire. In particular, no damages will be due either for non-published advertisements or advertisements not published on time.
- 12) In the event of an important reason, Verlag für Messepublikationen Thomas Neureuter GmbH is entitled, even during an ongoing advertisement order and without taking into consideration an originally agreed payment deadline, to make the appearance of further advertisements dependent on the advance payment of the invoiced amount and the settlement of outstanding invoices, without the client being able to lodge any claims against Verlag für Messepublikationen Thomas Neureuter GmbH which might possibly arise from this.