

This application includes documents A to F

AFAG Messen und Ausstellungen GmbH
Project Management Americana
Phone +49(0)8 21/589 82-380
Fax +49(0)8 21/589 82-389
Internet: www.americana.de
E-mail: info@americana.de

Customer No.:

Reg. No.:

Setup planning starting May 04, 2015

(*) = this information will be included in exhibitors' index

Company*	
Street*	
Postal code*	
City*	Country*
Phone*	
Cell phone (at the booth)*	
Fax*	
E-mail*	
Internet*	
Value added tax ID No.	

Contact person
Phone (extension)
E-mail (personal)

Billing address (if different from catalog entry)

Exhibited products / services provided:

A listing of code numbers according to Attachment **B**, Index of Goods, is mandatory!

1		4	
2		5	
3			





This information is also required for entry into the exhibitors index and the Internet. We reserve the right to refuse or restrict exhibits if required. (see FAMA General Trade Fair Terms and Conditions, clause 3).

Will there be other exhibitors at your booth?

☐ No.

☐ Yes (if so, please fill in Attachment **C** and attach it to your application).

We herewith order according to the Conditions of Participation:

Prices in EURO per m ²		12-59 m ²	60-99 m ²	100 m ² and more	Front (m)	Depth (m)	Area (m ²)
Row Booth – 1 side open		112	90	–			
Corner Booth – 2 sides open min. 15 m ²		134	115	98			
End of Block Booth – 3 sides open min. 18 m ²		134	115	98			
Island Booth – 4 sides open		–	111	98			

Dimensions variable? ☐ yes ☐ no | Contact Spacing _____ (m)

Please note: Participation plus AUMA fee (€ 0,60 /m²), standard waste disposal fee* € 2,50 / m² and standard media fee € 190,-

Please note: fill in page A2 and include it in your application - thank you!

Please send this application to:

AFAG

Messen und Ausstellungen GmbH
Project Management AMERICANA
Am Messezentrum 5
86159 Augsburg
Germany

Additional information on your trade fair presence

Please use this form to tell us further details concerning the preferred location of your booth. Please note, however, that we cannot always consider all your requests.

Booth Location:

- ☐ We were pleased with our booth location in 2013 and would like to book the same again if possible.
- ☐ We were pleased with our booth location in 2013, however would like to increase / reduce floor space (please underline where applicable) _____ m x _____ m = _____ m²
- ☐ We were not satisfied with our booth location in 2013 and are asking for an alternative suggestion (Please note down requests and suggestions in the following).
- ☐ We have not been exhibitors in 2013.

Placement requests:

- ☐ We would like to be in the neighborhood of following companies:

- ☐ We do not want to be in the direct neighborhood of the following:

Other requests and suggestions:

This application includes documents A to F

Technical specifications

Please absolutely regard the reorganization of booth wall construction and floor covering.

• Booth construction

- ☒ **Mandatory separating walls** (Octanorm) **18,50 €/lfm**
(coated white)
- ☐ We will use a prefabricated / system stand or individual construction and therefore, mandatory separating walls are omitted.
When using a prefabricated / system stand or individual construction, the exhibitor is required to separate his booth from the next booth using a **non-transparent 2.50 m high separating wall system**.
- ☐ We are ordering stand construction package **Comfort EURO 102,- m²** plus booth rent. For details please refer to Form E
- ☐ We are ordering stand construction package **Basic EURO 94,- m²** plus booth rent. For details please refer to Form F
- ☐ If stand construction or exhibits will exceed a height of **2.50 m, please specify height:** _____ m.
- ☐ We would like to have advisory service on stand construction.

• Floor covering

- ☒ **Mandatory floor covering** (BOMA fleece carpet) **EURO 7,90 m²**
Order will be charged and includes carpeting and disposal
☐ red ☐ blue ☐ green ☐ gray
- If no choice is made in this section, floor covering of gray color will be laid at the exhibitor's expense.
- ☐ We have our own / rented floor covering or will order it separately via the service manual, consequently mandatory floor covering is omitted.

• Water connection / drainage

Water connection / drainage is required: ☐ yes ☐ no
Attention: This is **not an order**, but for the project management's information only. An order must be placed separately via the service manual.

Special participations

Any services not listed here, must be ordered separately and are subject to charge. Please enter stand size and format on Form **A1**.

All special participations plus AUMA fee (hall: EURO 0.60 / m² - open-air ground: EURO 0.60 / m²), media fee (EURO 190.00) and disposal fee (EURO 2.50/m²).

☐ **AMERICANA light:** **EURO 999.00** **Ideal for newcomers and smaller businesses!**

This offer includes booth rent for 9 m² (3 m x 3 m) and wall construction (white) and floor carpet (gray).
Booth location according to management's discretion.

☐ **Electrical connection AMERICANA light** **EURO 150.00** 230V/16A, max. 3kW inc. consumption (Only in combination with the AMERICANA light booth)

☐ **Open-air ground (gastronomic offers):** **EURO 1520.00** Starting at 20 m² (minimum stand size) Each additional area unit **EURO 76.00 / m²**

☐ **Open-air ground** The following scale prices are applicable, dependent on the floor space desired:

Up to 100 m ² (open-air ground only)	EURO 63.00 / m²
100 m ² and more	EURO 53.00 / m²
200 m ² and more	EURO 47.00 / m²
300 m ² and more	EURO 36.00 / m²

Important notes

Submission of this application is legally binding and not an inquiry!

Please direct inquiries informally

- By phone at +49(0)821/58982-380
- By fax at +49(0)821/58982-389
- Per e-mail at info@americana.de

By submitting this application, the attached „General Trade Fair and Exhibition Terms and Conditions“ by FAMA (Professional Association Trade Fairs and Exhibitions) as well as the Specific Trade Fair Terms and Conditions by AFAG Messen Ausstellungen GmbH are expressly acknowledged for this event. Attachment **D**

All prices are net prices and do not include VAT.

The **service manual** will be available for download at www.americana.de as of **June 2015**.

Place, date: ✕

✕

Company stamp and legally binding signature

Return original to project management!

Please make a copy for your records!

AFAG
WIR MACHEN MESSEN

To be filled in by fair management	Register No.	Hall / Booth No.	Booth type	Front x Depth	Booth size

Please enter the code number(s) of your goods
offered on the Application for fair booth, **A1**

Riding Equipment

01001 Western riding equipment
01002 Hobby riding equipment
01003 Long-distance riding equipment

01004 Saddles
01005 Chaps
01006 Leather care
01007 Navigation / route recording devices
01008 Helmets

Western Outfit – Jewelry

02001 Western wear
02002 Jeanswear
02003 Rainwear, coats
02004 Western boots
02005 Hats, caps
02006 Belts, belt buckles
02007 Indian jewelry
02008 Western jewelry

Horse Care, Animal Feed

03001 Fodders, special fodders
03002 Pasture / field management
03003 Fodder storage / treatment / technology
03004 Sunning and drying
03005 Horse shoeing, hoof care
03006 Horse care equipment and products
03007 Training and health technology, equine therapy
03008 Veterinary medicine technology and products
03009 Animal breeding and grooming equipment
03010 Litter

Stable and Technical Equipment

04001 Alarm systems
04002 Outdoor stables, running pens
04003 Arena levelers
04004 Sprinkler systems
04005 Stable boxes
04006 Electric fences, fence systems
04007 Dung removal equipment
04008 Automatic feeders
04009 Mangers, hayracks
04010 Horse walkers
04011 Treadmills
04012 Riding halls, round pens
04013 Ropes, hooks, loops
04014 Fodder silos
04015 Stable floor coverings
04016 Drinking troughs
04017 Cleaning agents
04018 Saddle lockers
04019 Cutting machines
04020 Floor coverings for horseboxes and riding grounds

Vehicles, Transportation

05001 Towing vehicles, jeeps, SUVs
05002 Horse transporters, self-propelled
05003 Horse trailers
05004 Camping vehicles, mobile homes
05005 Tractors
05006 Covered wagons
05007 Coaches
05008 Harnesses
05009 Accessories
05010 Forwarders

Horse Tournament Equipment

06001 Trophies
06002 Ribbons
06003 Stable tags
06004 Time measurement devices

Horse Keeping, Travels, Recreation

07001 Horse training
07002 Riding lessons
07003 Training stables
07004 Horse dealers
07005 Horse breeding farms, ranches
07006 Horseback tourism
07007 Riding associations
07008 Breeding associations

Information & Services

08001 Insurances
08002 Video Recordings
08003 Media services
08004 Professional literature

Other Offers

09001 Gift items
09002 Country music
09003 Arts and crafts
09004 Stickers, posters
09005 Embroidery
09006 Food & beverages

In case you shouldn't be able to categorize your goods /
services offered according to this, please name your items
in free text on Form **A1**.

According to FAMA Trade Fair Terms and Conditions, clause 7

Principal exhibitor (company as per Form A1)

Company

Contact person

Phone

E-mail

Notice:

Please note that according to FAMA General Trade Fair Terms and Conditions, clause 7, co-exhibitors are subject to registration, approval, and charge. Violations may cause closedown of the fair booth, at least however a supplementary payment in the amount of 50 % of the booth rent.
To register more than 3 co-exhibitors, please use an empty copy of Form C.

Co-exhibitor No. 1

Company

Contact person

Street

Phone

Postal code, city

Fax

E-mail

Internet

Products (specify code numbers according to Attachment **B**, Index of Goods)

Country

- ☐ The participating company is represented by its own personnel and products.
☐ The participating company is **not** represented by its own personnel and products.
☒ Co-exhibitor fee EURO 565.00 plus media fee for co-exhibitor EURO 190.00 plus VAT

Co-exhibitor No. 2

Company

Contact person

Street

Phone

Postal code, city

Fax

E-mail

Internet

Products (specify code numbers according to Attachment **B**, Index of Goods)

Country

- ☐ The participating company is represented by its own personnel and products.
☐ The participating company is **not** represented by its own personnel and products.
☒ Co-exhibitor fee EURO 565.00 plus media fee for co-exhibitor EURO 190.00 plus VAT

Co-exhibitor No. 3

Company

Contact person

Street

Phone

Postal code, city

Fax

E-mail

Internet

Products (specify code numbers according to Attachment **B**, Index of Goods)

Country

- ☐ The participating company is represented by its own personnel and products.
☐ The participating company is **not** represented by its own personnel and products.
☒ Co-exhibitor fee EURO 565.00 plus media fee for co-exhibitor EURO 190.00 plus VAT

x

Place and date

x

Company stamp and legally binding signature principal exhibitor

For your fair participation, the Specific Trade Fair Terms and Conditions by AFAG as well as the General Trade Fair and Exhibition Terms and Conditions by FAME are effective. Please find supplementary terms in the 2015 Americana service manual.

1. Place – duration – opening hours:

The AMERICANA takes place from 2 through September 06, 2015 at the Augsburg Exhibition Center. The fair is open Wednesday till Saturday from 9.00 to 19.30 hours, Sunday from 9.00 to 18.00 hours. Admission for visitors Wednesday till Saturday until 18.30 hours, Sunday until 17.00 hours.

2. Advertising space:

The fair management will be glad to provide an offer for advertising space inside the trade fair premises. Please present your concept.

3. Payment dates:

The invoice amount is due for payment by July 27, 2015. Invoices issued after July 27, 2015, are immediately due for payment. Place of performance and place of jurisdiction is Nuremberg, Germany. The laws of the Federal Republic of Germany are effective. 8% p.a. default interest/reminder charges will be due as of the third reminder.

4. AUMA:

A surcharge of EURO 0.60 per m² is charged and paid to the Association of the German Trade Fair Industry (AUMA). AUMA is preserving the interests of the German exhibition and trade fair industry.

5. Co-exhibitors

Accommodation of a co-exhibitor is subject to registration, approval, and charge according to FAMA General Trade Fair Terms and Conditions, clause 7. Such accommodation must be notified and submitted to the project management in writing using Form C of this Application. The fee per each co-exhibitor amounts to EURO 565.00. The media fee per each co-exhibitor amounts to EURO 190.00. All prices are net prices; VAT will be added.

6. Erection & Set-up:

Setup starting date: Monday, August 31, 2015, 7.00 – 24.00 hours.

Setup completion: Tuesday, September 1, 2015, 7.00 – 16.00 hours.

Any setup commencement ahead of schedule requires the prior written agreement. In the course of traffic control, vehicle passes will be issued against deposit of a fee.

Pillars, exposed wall projections and technical facilities are integral part of the stand floor space and therefore are included in the charging. Any exceedance of stand size limits is not permissible because of fire safety regulations.

If start of construction has not started until noon (12.00 hours) of the day before the fair begins, the booth will be decorated at exhibitor's expense unless disposed of otherwise. In such case, the renting exhibitor cannot assert claims for compensation.

The exhibitor undertakes to delimit the closed sides of the booth by means of a non-transparent separating wall system. Such separating walls (Octanorm, white) can be ordered subject to charge within this Application, or by using the service manual. Separating walls that are used but haven't been ordered (e.g. walls from the neighboring booth) will be charged to the exhibitor at the aforesaid rates.

The floor of each booth must be fully covered with uniform flooring. If a ready-made booth or a system booth with cover profile is not available, installation of a cover profile is recommended.

Requirements regarding booth design and configuration as well as type and contents of advertising messages are reserved. Acoustic and visual advertising media are in any case to be applied for and subject to authorization. All statutory commercial provisions – particularly in respect of price labeling – must be observed.

7. Storage Areas and Parking Spaces

In order to ensure that there is sufficient space for emergency routes and parking spaces for fire fighters and the rescue service the following rules were established and are applied. During the period from 2 to 6 September it is possible to rent separate storage areas depending on the size of the rented booth. These storage areas are lockable, accessible and secured as the situation requires. In exceptional cases it is possible to rent parking space for transportation vehicles. The parking space will be assigned as the situation warrants and is for a minimum vehicle width of 2 meters.

Please note that applications for a storage area will only be accepted and possibly approved starting at a minimum booth size of 60 m² and for parking space starting at a minimum booth size of 100 m². The offer is limited to the space available and will not exceed 20% of the regular booth size as a maximum.

Storage areas are available at a price of € 45.00/m², parking spaces at a price of € 22.00/m² and are subject to the payment dates and conditions as outlined in paragraph 3, above. Please send your application for storage areas and parking spaces to: info@americana.de.

For your fair participation, the Specific Trade Fair Terms and Conditions by AFAG as well as the General Trade Fair and Exhibition Terms and Conditions by FAMA are effective. Please find supplementary terms in the 2015 Americana service manual.

8. Waste Disposal / Waste Separation / Waste Disposal Fee:

Due to statutory regulations, exhibitors are required to avoid waste as much as possible and to separate waste which can be recycled in order to support correct waste disposal.

Please note that waste coming from setup and removal of your booth is not included in the waste disposal fee and will be charged separately. The waste disposal fee will be indicated separately in the invoice for your booth rental and includes paper / cardboard packaging, foliage and residual waste.

The use of non-returnable bottles, single-use tableware and tins is not allowed. Food and drinks must be served upon / in multi-use tableware / glasses. Please fill in the 'waste disposal' form of the service handbook and hand it over to the fair management.

9. Takedown:

Takedown starting date:

Sunday, September 06, 2015, 18.00 hours.

Takedown completion:

Tuesday, September 08, 2015, 18.00 hours.

Takedown activities are possible around the clock.

Booths that have not been taken down, or exhibited goods that have not been removed from the stand by the deadline stated for takedown completion will be removed and stored away at the exhibitor's expense.

Booth spaces and materials rented from contractor companies are to be returned in proper condition.

Damages of the structural substance of buildings, of technical facilities and of fair grounds must immediately be reported to the fair management. The exhibitor is liable for that.

10. AMERICANA Guide:

You will receive detailed information about your advertising possibilities in the AMERICANA Guide together with your acceptance. The AMERICANA Guide replaces the AMERICANA Magazine and is offered to the visitors free of charge.

11. Service manual:

The service manual will be available for download at www.americana.eu as of June 2015. By sending in order sheets, the exhibitor places the order directly with the relevant contractor companies and commits to defray the accruing costs. The technical instructions, regulations for setup, fire protection measures / fire safety regulations as well as the site rules are integral part of the contract.

12. Selling:

Giving out food samples and selling of food and beverages for consumption on the premises requires the prior authorization by the fair management.

Thereby the floor space occupied for such offers / services must not exceed a maximum of one quarter (25 %) of the exhibition area on which the product respectively information being the basis of the admission is presented. Selling of any type of goods as well as dispensing of food and beverages must stop at 19.30 hours, on Sunday at 18.00 hours.

Exemptions will be considered at written request and, as the case may be, approved by the organizer in writing. Such approval of exemption shall be shown to security personnel on request!

13. Lotteries:

Tombolas, competitions, quizzes, raffles, etc., giving away advertising gifts and the like must neither be conducted against payment nor against donations.

14. Insurance:

The fair management is not liable for any damages at or losses of booth structures and exhibited goods. Taking out insurance for fair commodities and third party liability can be arranged at favorable conditions on basis of a skeleton agreement via the service manual.

15. Smoking Ban

Smoking is forbidden in all parts of the fairground. Special smoking zones are indicated.

Organizer:

AFAG Messen und Ausstellungen GmbH

Branch Office Augsburg

Am Messezentrum 5, 86159 Augsburg / Germany

Phone +49 (0) 8 21 / 58 982-0

Fax +49 (0) 8 21 / 58 982-300

Internet: www.afag.de

E-mail: info@afag.de

Court of Registration Nuremberg / Germany, HRB 651

Executive Directors: Heiko Könicke, Hermann Könicke

Project Management:

AMERICANA 2015

Am Messezentrum 5, 86159 Augsburg / Germany

Phone +49 (0) 8 21 / 58 982-380

Fax +49 (0) 8 21 / 58 982-389

Internet: www.americana.de

E-mail: info@americana.de

General Terms and Conditions for Exhibitions of the FAMA

Fachverband Messen und Ausstellungen e. V.

(Special Association for Fairs and Exhibitions)



1. Application

The stand shall be booked using the application form. The applicant is bound by application for seven days after the closing date for applications given in the "Special Terms and Conditions for Exhibitions" and not longer than six weeks prior to the opening of the exhibition if authorization has not been granted in the meantime. If an application is received later or after the closing date for applications, the applicant shall be bound by a fortnight.

2. Acknowledgement

With this application, the applicant acknowledges the "General Terms and Conditions of the FAMA, Fachverband Messen und Ausstellungen e. V.", the "Special Terms and Conditions for Exhibitions", applying to the particular exhibition, and the domiciliary rights as binding upon itself and all persons employed by the exhibitor.

All statutory, labour and trade regulations are to be observed, particularly those concerning environmental protection, fire safety, accident prevention, company identification and price labelling.

3. Admission

The right to admit exhibitors and individual exhibits is incumbent solely on exhibition management if necessary with the assistance of the exhibitors' advisory board or the exhibition committee. The organizer is entitled to limit the number of registered exhibits and to alter the amount of registered floor space if conceptually necessary.

The organizer may exclude individual exhibitors and supplier from the exhibition for legitimate reasons, such as lack of space. The organizer may restrict exhibition admission to particular exhibitors, supplier or visitor groups should this be required to serve the purpose of the exhibition. The exclusion of competing exhibitors may not be requested or confirmed.

The contract between the organizer and exhibitor is considered concluded upon receipt of the admission confirmation or invoice by the exhibitor. Granted admission may be cancelled if the conditions required for such admission are not or no longer fulfilled.

The exhibition management is entitled to terminate the contract immediately should the exhibitor remain in default despite two previous default notices. In such a case, 25% of the stand rent shall be charged to cover any resulting expenses.

Should justified complaints or objections be made in connection with exhibited merchandise or the business practice of a participating company, the exhibition management is entitled and authorized to act in the interest of all concerned and remedy the problem accordingly.

Moreover, the exhibition management has the right to cancel existing contracts for subsequent exhibitions due to the non-fulfilment of fundamental conditions laid down in the contract.

The exhibition of non-admitted, unregistered or used merchandise is prohibited.

4. Changes — Force majeure

Unforeseen events making the planned realization of the exhibition impossible and for which the organizer is not responsible entitle the latter to

a) Cancel the exhibition prior to its opening.

If cancellation takes place more than 6 weeks but not more than 3 months prior to the opening date, 25% of the stand rent will be charged to cover costs.

If cancellation takes place in the last 6 weeks prior to the opening date, the contribution towards expenses shall be raised to 50%. Furthermore, any expenses incurred at the exhibitor's request shall be paid as well. If the exhibition must be closed on account of force majeure or by an official order, stand rent and all the costs to be borne by the exhibitor are to be paid in full.

b) Postpone the date of the exhibition.

Exhibitors who can prove that the exhibition will then coincide with another exhibition for which the exhibitor already have a firm booking may be released from the contract.

c) Shorten the duration of the exhibition or break it off.

Exhibitors are not entitled to be released from the contract. Nor will any reduction in the stand rent be allowed.

In all cases, the organizer shall make decisions of such serious nature in cooperation with the appointed committees or exhibitors or advisory boards and give notice as early as possible. Claims for damages are barred for both parties in all cases.

5. Withdrawal

Should the organizer exceptionally permit the withdrawal from the contract after the confirmation of the exhibitor's application or admission, 25% of the rent shall be charged as well as any expenses incurred by the exhibitor out of existing orders upon the request of the exhibitor. In this case, the exhibitor has the right to prove that no or little damage has been caused to the organizer.

Application for rescission of the contract must be made in writing. It shall be deemed to be legally binding only if the organizer also gives its consent in writing.

The exhibition management may make such rescission depend on a subsequent rental to another exhibitor. Rental to a new exhibitor corresponds to a release from the contract for the original exhibitor, but the latter shall pay any difference between the actual and the original rent, plus any contributions payable pursuant to paragraph 1.

If the stand cannot be rented to any other exhibitor, the exhibition management is entitled to move another exhibitor to the unoccupied stand or to fill the stand in some other manner. The original holder is not

entitled to claim any reduction in the stand rent. Any costs incurred for decoration or filling the unoccupied stand shall be borne by the original holder.

6. Stand Assignment

Stands shall be assigned by the exhibition management on the basis of the concept and theme of the exhibition. The date of receipt of the application is irrelevant. Special requests shall be taken into consideration where possible.

The exhibitor shall be notified in writing of the location of the stand. As a rule, notification hereof is given in connection with the admission confirmation and hall and stand number. Complaints must be made in writing within 8 days of receipt of notification.

The exhibitor is obliged to accept a minimal reduction in assigned floor space, where this is required for technical reasons. The reduction may be a maximum of 10 cm in width and length respectively and does not constitute reasons for rent reduction. This does not apply for prefabricated stands or system stands that have been expressly registered as such.

A stand may only be relocated for mandatory reasons. The exhibition management is obliged to offer the respective exhibitor an equivalent stand floor space. The exhibitor is entitled to cancel the contract without mutual indemnification within two days after notification. The withdrawal shall be made in writing. The above provision does not apply to stands that are moved a few metres in the same hall.

The exhibition management reserves the right to alter the location of entrances, exits, emergency exits and passages where this considered necessary.

The exhibition management is obliged to notify exhibitors in writing of any alterations referring to the location, size or type of stand.

7. Subletting, co-exhibitors, assignment of a stand to a third party, sale on behalf of third parties

The exhibitor is not authorized to sublease or relinquish, in whole or in part, the assigned stand to a third party. Moreover, the exhibitor is not entitled to exchange the assigned stand or accept orders on behalf of other companies without the consent of the exhibition management.

Authorized co-exhibitors are obliged to pay a fee. Unauthorized subleasing or transfer of the stand to a third party shall result in a surcharge of 50% of the stand rent to be paid by the exhibitor, where the exhibition management has not requested the subtenant to vacate the stand.

Order books have to contain the addresses of both supplier and stand tenant, except the exhibitor is using its own order books. The order form has to show which exhibitor and purchasing company concluded the purchase order.

8. Joint and several liability

If several exhibitors rent a stand together, each of them is jointly and severally liable.

In the application, they shall name an authorized representative and the exhibition management need only negotiate with the latter.

Notices to the authorized representative named in the application shall be deemed to be notices to the exhibitor or exhibitors (in the case of joint stands).

9. Rental fees and expenses

The rental fees for stands and surcharges for corner, head and block stands are shown in the "Special Terms and Conditions for Exhibitions". The exhibitor shall be informed in advance, if so requested, of the costs of supply systems to be installed at its request and of other subsidiary services, e. g. gas, water, electric power supplies.

The exhibitor's AUMA (German association for fairs and exhibitions) contribution is calculated net per rented square metre and shown separately on the invoice.

10. Terms of payment

a) Due date

Invoiced amounts shall be paid punctually, namely 50% within 30 days of invoiced date, the remainder by 6 weeks prior to the opening date, unless otherwise agreed in writing or otherwise specified in the "Special Terms and Conditions for Exhibitions". Invoices issued later than 6 weeks prior to the opening date shall be due immediately in full.

b) Default

Default interest shall be charged from the due date. For the year, this interest shall amount to five percentage points above the basic interest rate. For legal transactions in which the consumer is not involved, the interest rate for accounts receivable shall amount to eight percentage points above the basic interest rate. The organizer shall reserve the right for higher damages caused by default.

The exhibition management has the right to dispose of stands whose exhibitors have not heeded repeated default reminders at its own discretion. Moreover, the exhibition management may refuse to issue exhibitor passes and refuse the exhibitor the use of the stand (see Item 5).

c) Lien

The organizer holds a lessor lien for all unfulfilled obligations and resulting expenses and applies to all exhibits brought to the exhibition. The organizer is not liable for accidental damage or loss of goods covered by the lien and has the right to sell such goods upon written notification hereof. It is assumed that the exhibitor is the sole proprietor of the goods concerned.

11. Design and outfitting of the stand

During the exhibition the name and address of the exhibitor shall be displayed in an easily recognizable form. The exhibitor is responsible for outfitting his stand, within the scope of any instructions on the part of the organizers with respect to a standardized form of construction. The guidelines issued by the exhibition management should be adhered to ensure a unified appearance. If the exhibitor sets up its own stand, one may be required to submit measured drawings, for approval prior to commencing work. The use of pre-fabricated and module-system stands should be expressly stated in the application. The name of the firms commissioned to execute the design and construction work on the stand shall be submitted to the exhibition management. Stand boundaries may not be crossed under any circumstances. The prescribed height of the stand may not be exceeded without the expressly written consent of the exhibition management.

The exhibition management is authorized to request the removal or alteration of exhibition stands whose installation has not been approved or does not conform to exhibition requirements. Should the exhibitor fail to comply with this written request within 24 hours, the exhibition management is entitled to remove or alter the stand at the exhibitor's expense. If it is necessary to close the stand for the same reason, the exhibitor is not entitled to claim reimbursement of the stand rent.

12. Advertising

In any form whatsoever, particularly the distribution of printed materials and the addressing of visitors, is permitted only within the stand.

The use of loudspeaker systems, musical performances and film or slide projection any kind of - even for advertising purposes - requires express approval, and notice must be given well in advance.

Demonstrations involving machines, acoustic equipment, projection equipment and modems, even for advertising purposes, may be restricted or prohibited after permission if such demonstrations are considered a disruption of the general order of the exhibition. If the organizer operates a loudspeaker system, the exhibition management reserves to pass on announcements.

13. Construction

The exhibitor is obliged to complete the construction of the stand within the deadline specified in the "Special Terms and Conditions for exhibitions". If construction has not been commenced at noon the day before the opening of the exhibition, the organizer has the right to dispose of the stand at its own discretion. Moreover, the exhibitor is liable to the exhibition management for the agreed stand rental fee and any other incurred expenses. Under no circumstances the exhibitor is entitled to damage claims.

Complaints concerning the location, size or type of stand must be made in writing to the exhibition management before stand construction has commenced and no later than one day after the specified commencement date.

All materials used for construction must be fireproof.

14. Passes

Each exhibitor shall be issued the following passes free of charge for the required stand and operating personnel:

Up to 10 sq. metres, 2 passes, and if needed, one other pass for each full 10 sq. metres of stand area in halls or every 50 sq. metres outdoors, but not more than 10 passes in all.

If the necessity is proved, up to half the number of passes issued free of charge will be issued additionally and charged for. For the period of erection and dismantling, the exhibition management reserves the right to issue work passes. If improperly used, a pass will be withdrawn without indemnification.

15. Stand supervision

The exhibitor shall outfit its stand with the registered exhibits for the duration of the exhibition, and, unless the stand has been expressly rented purely for representation, the latter shall employ trained personnel.

The exhibition management is responsible for keeping the exhibition premises, halls and passages clean. The exhibitors are responsible for cleaning the stands and shall perform this work daily after the exhibition is closed.

The exhibitor is requested to avoid and to separate the waste. Additional costs for sewage and refuse disposal are charged to the cause.

16. Dismantling

No stand may be vacated, in whole or part, prior to the closing of the exhibition. Exhibitors violating this provision shall be charged with a fine of 50% of the stand rent.

Exhibits may not be removed after the termination of the exhibition, if the exhibition management has asserted its lien right. Notification hereof shall be given to the representatives of the stand proprietor present at the stand during the exhibition. The removal of exhibits despite notification shall be considered as a violation of the lien. The exhibitor is liable for any damage to the floor, walls and materials leased or lent to the exhibitor by the exhibition management.

The exhibition floor space used by the exhibitor shall be left in its original condition not later than the deadline specified to completely vacate this area. Any mounted materials, foundations, excavated areas and resulting damage are to be completely removed and/or repaired. Otherwise the exhibition management is entitled to have this work carried out at the expense of the exhibitor. Further damage claims remain unaffected.

Exhibition stands which are not dismantled until the specified deadline or left exhibits are removed at the expense of the exhibitor. The exhibits are stored with non-warranty of the organizer at the exhibition forwarding remover.

17. Utilities

General illumination shall be provided at the organizer's expense. If connections are desired, this shall be stated in the application. Installation and consumption shall be at the exhibitor's expense.

In the case of ring cables, costs shall be shared on a pro rata basis. All installation work up to the stand outlet may be performed only by firms approved by the exhibition management. These firms will be commissioned to perform such work through the exhibition management and with its approval, and they shall present their statements for installation and consumption directly to the exhibitors in compliance with the price guidelines issued by the exhibition management.

Terminals and equipment that do not comply with the relevant regulations - in particular VDE regulations - or whose consumption is higher than reported, may be removed from the exhibition premises at the exhibitor's expense or put out of order.

The stand tenant shall be liable for all damage caused by the use of unregistered terminals, or by installations that have not been executed by the approved installation firms.

The exhibition management is not liable for interruptions or fluctuations that may occur in the power, water, gas and air pressure supplies.

18. Security

The grounds and the halls shall be generally guarded by the organizers without liability for losses or damage.

The exhibitor is solely responsible for supervising and guarding its stand, also during construction and dismantling periods. Special guards may be employed only with the consent of the exhibition management.

19. Liability

The organiser shall be liable in accordance with legal requirements. In the event of ordinary negligence, the organiser shall only be liable if essential contractual obligations (cardinal obligations) have been breached and only for damages which are typical to the contract and foreseeable. In addition, liability for damage caused by ordinary negligence shall be excluded.

Liability for personal injury and liability in accordance with the German Product Liability Act remains unaffected.

20. Insurance

Exhibitors are strongly advised to insure their exhibits accordingly and acquire liability insurance at their own expense.

21. Photographs, Drawings, Films

Professional photographs, drawings and films may only be made on the exhibition grounds by authorized companies or individuals.

22. Domiciliary rights

The exhibition management is the legal occupant of the exhibition premises. It may issue rules of the house.

Exhibitors and their employees may enter the premises and the halls only one hour prior to the opening of the exhibition.

They have to leave the halls and premises of the exhibition at the latest one hour after closing time.

It is prohibited to remain on the premises overnight.

23. Clause of forfeit

Exhibitors' claims against the organizers that have not been submitted in writing at the latest within 2 weeks after termination of the exhibition are forfeited.

24. Amendments

Agreements that deviate from the "General and Special Terms and Conditions for Exhibitions" are only effective when confirmed in writing.

25. Place of performance and court of jurisdiction

The place of performance and the court of jurisdiction are at the domicile of the organizer, even in cases where claims are pressed by way of summons, unless otherwise provided in the "Special Terms and Conditions for Exhibitions".

E**F**

Packages

AMERICANA® 2015

2.- 6. September • Messe Augsburg

For exhibitors without their own stand, we recommend our completely equipped, ready-to-use and reasonably priced exhibition stand.

E**F**

AFA
WIR MACHEN MESSEN

Please absolutely fill in also Forms **A₁** and **A₂**
and send them back to project management.
Thank you very much!



Offer for a stand construction package Basic.
Price per m² EURO 94.00 net price / no VAT incl.
Booth floor space will be charged in addition.

Scope of supplies and services and furnishings:

- Exhibition stand of modern design including setup and takedown (wall construction white matt, see photograph)
- Storage cabin (lockable) on your stand floor space 2 m x 1 m ☐ yes ☐ no
- Carpet (BOMA fleece floor carpeting) including laying – please mark desired color
☐ grey ☐ red ☐ blue ☐ green
- Seating set: 1 table Ø 70 cm plus 4 designer chairs – please mark desired color
☐ silver ☐ black ☐ blue
- Mero counter, lockable, countertop: white matt, frame: chrome
- 4 shelf boards silver – please select – see photograph
- stand construction package Comfort
☐ Horizontal ☐ Inclined (for brochures) or
☐ 1 brochure display stand, 3 tires, for DIN A 4 sheets (see photograph)
- Booth headboard white, matt
- Headboard lettering (abbreviated company name and city) – please specify:

- Electrical connection 230 V / 16 A including grounded socket outlet (SCHUKO), power rating 3 kW, (including power consumption)
- 1 spotlight per each 5 m² of stand floor space, minimum 3 spotlights

We herewith order the stand construction package Basic as per proposal:

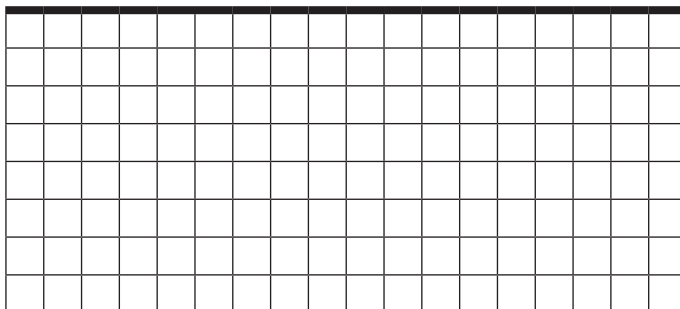
Stand floor space	m ²	Width	m	Depth	m
 <input type="checkbox"/> Row Booth	 <input type="checkbox"/> Corner booth				

Additional furnishings wanted: ☐ Yes (please specify) ☐ No

Further additional services
see service manual
(download as of June 2015)

Stand floor sketch:

Sketch in electrical connection
and cabin (1 m x 2 m max.)
and door
(1 square equals 0.5 m)



Company _____ Contact person _____

Phone _____ Fax _____ E-mail _____

x

Place

Date

x

Company stamp and legally binding signature