

APPLICATION FORM AND CONTRACT

We accept the Exhibition Terms and Conditions, the Copyright Clause, Technical Guidelines and Price Lists of EPOC Messe Frankfurt GmbH and their partners and wish to register for Playworld Middle East:

1. Exhibitor Data

Full company name:			
Street, number and P.O. Box: (for courier mailings please provide full address)			
Postal Code:	City:	Country:	E-mail
Country code:	Tel:	Fax:	Website
Managing Director (first name and surname):			
Contact responsible for trade show organization:		Job title:	Mobile:
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.			
Country code:	Tel:	Fax:	E-mail:

<p>Deviating Correspondence and Billing address To be filled out only in case the correspondence and / or billing address differ from the address above!</p>	<p>Co-Exhibitors: The following company will be present as co-exhibitors with their own exhibits and staff on our stand: Kindly note: co-exhibitors will be listed free of charge in the online-list of exhibitors and are entitled to a catalogue entry (with costs)</p>
Full company name	Full company name
Contact: Tel.:	Contact: Tel.:
E-mail:	E-mail:
Street, No	Street, No
Country, Postal Code, City	Country, Postal Code, City

2. Stand Requirements

STEP 1 – Exhibition Space and Stand Type required (subject to availability, minimum 9 sqm):

<input type="checkbox"/> Row Stand (One open side) USD 375 per sqm	<input type="checkbox"/> Peninsula (Head) Stand (Three open sides) USD 395 per sqm
<input type="checkbox"/> Corner Stand (Two open sides) USD 385 per sqm	<input type="checkbox"/> Island Stand (Four open sides) USD 405 per sqm
Total square meters _____ sqm =	Stand #: (if applicable) _____
Front _____ m X	Depth _____ m
Total price = _____ USD	
<input type="checkbox"/> Second Floor in Double Storey Stands USD 80 per sqm	

STEP 2 – Choose Your Stand Construction Type (unless you want to use your own stand contractor)

<input type="checkbox"/> Maxima Stand Construction <i>Maxima stand construction, electricity, light, excluding furniture</i> USD 65 per sqm	Total square meters = _____ sqm	Total price = _____ USD
<input type="checkbox"/> Maxima Stand Construction with furniture <i>As above, including 1 table, 3 chairs, 1 lockable cabinet per 9sqm</i> USD 85 per sqm	Total square meters = _____ sqm	Total price = _____ USD

3. Discounts

Early- bird- discount (5%)

5% off raw space price for bookings received by **July 31st, 2011**

The discount is applicable **only if** a 30% down payment is made within 14 days after submitting the booking form.

4. Brands and Products

Brands The following brands will be presented on our stand (Information needed for online exhibitor list):

Products Our products belong to the following segments (please give a total of 100 percent)

- Baby, Infant and Pre-School Products / Toys:**
 - High chairs, cots, baby furniture
 - Strollers
 - Car seats
 - Baby fashion, children's personal grooming products and cosmetics
 - Soft toys for babies
 - Learning products, wooden toys
- Children's lifestyle**
 - Children's furniture
 - Children's clothing and accessories
 - Shoes and bags
 - Children's entertainment, travel and holidays
- Toys and games**
 - Board games
 - Video and computer games
 - cartoon characters and accessories
 - Musical instruments
 - Magic sets, joke products
 - Collecting kits
 - Licensors, Characters
- Bicycles and Sport Equipment**
 - Tricycles and Bicycles
 - Scooters, Skateboards
 - Sports toys
 - Outdoor toys
 - Kindergarten and playground equipment
- Dolls**
 - Baby dolls
 - Plush toys, puppets
 - Play houses
 - Dolls' clothing and accessories
 - Super-hero toys and action figurines
- Models and Electronics**
 - Model kits
 - Building blocks
 - Mechanical toys
 - Electronics for children (radios, stereos, clocks)
 - Recorded music (CDs, cassettes)
 - Electronic and battery operated toys
 - Radio controlled kits and cars
 - Car tracks and accessories

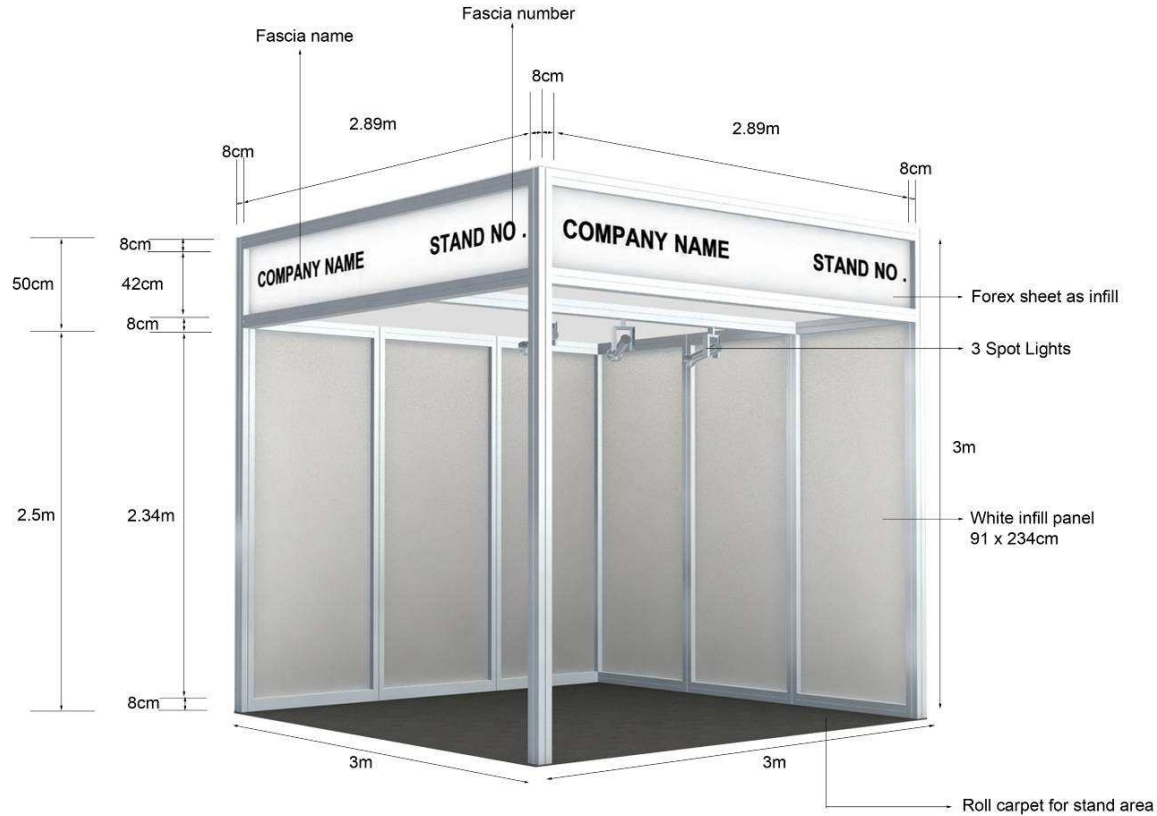
Please complete and return this booking form (consisting of 2 pages) to the address mentioned above. A down payment of 30% will be levied upon receipt of the booking form. Please note that deposits are not refundable. The remaining 70% must be settled four months prior to the opening day of the exhibition. Booking forms received within those four months will be invoiced at 100%. **Cancellations within the 4 months period will be charged a 100% cancellation fee. Prior to the 4 months period a 50% cancellation fee will be applied.** All payments mentioned above are due within 14 days of receipt of the corresponding invoice. The form must be signed by an authorized signatory of the company. Please make sure to keep one copy of the contract for your files.

Place and Date

Company Stamp and Signature of Authorized Representative

4. Stand Build Specifications (Maxima System)

Please note: With stand sizes smaller than 21 sq m booking a shell scheme stand construction with the organizers is **recommended**. Exhibitors who have ordered maxima stands will receive a stand erected to the following specifications in Maxima System (image example of 3x3m)



Floor covering All stands are carpeted.

Walling 2340mm high underside of ceiling beams comprising 1000mm wide panels. White vinyl covered infill panels set in Maxima frame. No fixings may be made to the walls. Each panel can take a maximum weight of 4 to 5 kg. The inside of each panel measures 910mm x 2340mm and half panel measures 420mm x 2340mm (h)

Fascia 500mm height at 3000mm width comprising of maxima frame with infill panel fitted between dividing walls with additional supports at corners and where fascias exceed 3000mm in length.

Name Board (Fascia) Stand lettering fitted to the shell scheme fascia. Where the stand fascia exceeds 6000mm an additional name panel will be fitted. Only Exhibitors with Maxima System Stands will be provided with a stand name and number on the stand fascia. No company logos or fittings may be attached to the name panel or fascia.

Roof Beams 80mm deep maxima beams will be fitted to take light fixtures.

Electrics / Lighting With each 9 square meters, 3 x 100w spotlights are fitted behind the fascia-board or to the roof support beam and 1 x 13 amp 3 pin socket outlet is provided at floor level on the rear wall.

Head and Island Stands Head Stands (3 open sides) will only have one wall constructed. Island Stands do not normally come with any walls. If required, the allowance is 1 wall panel per 3 sq m of stand space. The position of any panels required must be clearly marked on a grid plan that will be part of the exhibitor manual and must be submitted to the stand constructor not later than 20 days prior to the show date.

Furniture is not provided with the basic package. Exhibitors who have ordered the full package including furniture will be provided with the following:

- 3 chairs (9sqm), 6 chairs (18sqm)
- 1 lockable cupboard
- 1 table (9sqm), 2 tables (18sqm)

Further furniture items and display aids are available through our online exhibitor manual.

IMPORTANT - Exhibitors will be liable for any damage caused to System Stand. Please note that hooks, chains and double sided Velcro Tapes can be sourced from the Onsite Help Desk.

5. Country Pavilions

Exhibitors of Country Pavilions (Joint Presentation) will get stand construction as per agreed design and details. Please note that in these cases the company providing additional furniture and decoration items will be the same company that is building the stands. This might not be the same company which is providing the Maxima stands. Please refer to your pavilion organizer for details and price lists.

6. Raw Space Stand Specifications

The Raw Space option does not include any stand fittings, flooring or electrics, but enables the exhibitors to create their own individual stand build.

Please ensure that your stand design does not include the standard shell scheme as this is provided by our Official Stand Contractors only and plans containing shell scheme will be rejected.

Exhibitors arranging their own stand fitting are reminded that, where their stand joins another Exhibitor's area, the back of any dividing walls, panels or exhibits must be painted white or masked to present a neat appearance. It is the responsibility of Exhibitors not taking shell stands to make their own arrangements for the provision of suitable floor covering for their area and also to ensure their stand number is clearly displayed.

Since no power supply is included in space only sites, a separate application for the mains supply must be made to the Official Contractors at least two months before the event, using the forms in the Exhibitor Information Manual.

All Space Only Exhibitors must submit dimensional drawings of their proposed stand design to the Organisers' for approval no later than the scheduled deadline. Please

complete and return the corresponding order form from the Exhibitor Information Manual. The Organisers' reserve the right to reject a design likely to unreasonably affect nearby Exhibitors' sites in any way.

Stand fitting and display work to space only sites must not exceed an overall height of 2500mm without the Organisers' written permission. With permission, the total possible height to which you may construct your stand is 6000mm depending on the hall & location within the hall. Applications should be made in writing to the Organisers' and be accompanied by a scale drawing. Such applications should be made at least four weeks prior to the Show.

If a space only exhibitor needs to hire furniture, they can only order from their stand builders. Furniture will not be readily available on site. Exhibitors' stand fitting contractors can commence work on space only stands on the date scheduled in the Deadline Checklist that is part of the Exhibitor Information Manual.

7. Exhibition Terms and Conditions

1. The term "Exhibitor" refers to the company that signatory to this application form and includes all employees or agents of such. The term "Exhibition" refers to the event described on the front of this form (over). The term "Organizer" refers to EPOC Messe Frankfurt. In case of "Joint ventures", howsoever described the Exhibitor is deemed to have obtained the consent of all the individual participants to all the terms and conditions of this contract.
2. The organizer reserves the right to cancel a booking upon due notice to the Exhibitor or agent should the exhibitor fail to make payments upon the due dates. In such cases any monies already paid to the Organiser will be non-refundable and the organizer reserves the right to demand the remaining balance from the Exhibitor. The Organiser reserves the right to levy a surcharge of 2% above the base rate of the London, England clearing banks on any overdue exhibitor payment. Any loss incurred by the Organiser, resulting from the Exhibitor's actions must be paid by the Exhibitor to the Organiser.
3. All applications for space must contain details of the proposed exhibit(s) and the name of any other company(s) represented by the Exhibitor whose products/services are to be displayed on the stand. The Exhibitor is strictly forbidden to sub-let or assign or grant licenses in respect of any part of the space without the prior written approval of the "Organiser". Only the products/services/companies listed on this form may be exhibited. The charges for space are currently exclusive of any applicable national, federal or local government taxes, all of which must be borne by the Exhibitor. Changes in VAT taxes are subject to government law. If VAT tax is introduced by the UAE government, these charges need to be added retroactively and paid by the exhibitor.
4. The Organiser reserves the sole and exclusive right to determine the size, layout and position of any stands. The Exhibitor shall accept a new stand size, layout or position if it is reasonable for the Organiser to exercise this right.
5. Upon the acceptance of the application for space a contract shall arise between the Organiser and the Exhibitor in the terms and conditions of this contract subject to variation notified by the Organiser at their sole discretion to the Exhibitor. The relationship of Licensor and licensee shall immediately arise and continue between the Organiser and the Exhibitor. In the case non payment of any due sum or any breach or non-observance of any of these terms and conditions by the Exhibitor the Organiser shall have the full right to revoke this license and to re-enter upon the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against the exhibitor and the right to recover damages sustained by the Organiser.

6. The Exhibitor must occupy the space allotted to it by 8.00 am on the day prior to the first day of the opening of the Exhibition. In the event of default for whatever reason the Exhibitor shall pay to the Organiser a further sum in liquidated damages equal to the total charge for the space. The Organizer reserves the right to reallocate such space in any way it sees fit.
7. In the event of the Exhibitor becoming insolvent, declared bankrupt or facing winding up proceedings the contract with Exhibitor shall be determined void and all monies already paid shall be retained by the Organiser.
8. Breach of Contract and Withdrawal by the Exhibitor. Without prejudice to rights and remedies of the Organiser in respect of any breach of the Contract on the part of the Exhibitor the Organiser may at its discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
 - a) The Exhibitor must give written notice to the Organiser that it desires to withdraw if the Organiser allows such withdrawal it will notify the Exhibitor of its decision in writing;
 - b) Any such notification by the Organiser to the Exhibitor will constitute a cancellation of the Contract subject to the payment by the Exhibitor to the Organiser a consideration for release from the contract.
 - c) The amount of such payment will be specified in the Organiser's notification to the Exhibitor and will be that proportion of the space rental payable under the contract dependent upon the date upon which the Organiser receives the notification from the Exhibitor as detailed below:

Date of Receipt by Organiser of Notice of Withdrawal	Proportion of Space Rental Payable
More than four months prior to the Exhibition:	50%
Less than four months prior to the Exhibition:	100%
 - d) Upon payment of such amount to the Organiser by the Exhibitor (credit being given by the Organiser for all rental already paid by the Organiser for all rental already paid by the Exhibitor) the Contract shall be cancelled and neither party shall have any further claim against the other.
9. Exhibitors shall be totally responsible for the obtaining of visas and customs clearance for their staff, agents, products or services and in no event shall there be any claim for damages or otherwise against the Organiser in respect of any loss or expense relating thereto. Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them which has been altered or damaged in any way. The Exhibitor shall hold the Organiser safe and harmless from all loss or damage suffered by or arising from out of any act or default of any servant, agent, employee or subcontractor of the Exhibitor.
10. The Organiser shall not be responsible for the loss or damage to any property of the Exhibitor or any other person, for the loss of, or damage or destruction to same by theft or fire or other cause whatsoever or of any loss or damage whatsoever sustained by any Exhibitor by reason of any defect in a building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organiser, whether ejusdem generis or not, or for any loss or damage occasioned, if by reason of the happenings of any such events, the opening of the exhibition is prevented or postponed or abandoned or a building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor will be liable for third party claims arising from their own stand fittings and for or a building becomes wholly or partially unavailable for the holding of the Exhibition. The Exhibitor will be liable for third party claims arising from their own stand fittings and for their proportion of the shell scheme and furthermore for physical loss or damage to the basic shell scheme stand. As the Organisers will accept no responsibility for any of the matters aforesaid, the Exhibitor must cover themselves by insurance in respect thereof to any extent available and the Organiser reserves the right to demand sight of such a policy.
11. In no event shall the Exhibitor have any claim for damages of any kind against the Organiser in respect of any loss or damage consequential upon the prevention, postponement or abandonment of the Exhibition by reason of the happening of any of the events referred to in Condition 10 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition for reasons beyond the Organisers control, and the Organiser shall be entitled to retain all sums paid by the Exhibitor or such part thereof as the Organiser shall consider necessary. If in the opinion of the Organiser by re-arrangement or postponement of the period of the Exhibition or by substitution of another hall or building or any other reasonable manner the Exhibition can be carried through the contract for space shall be binding upon the parties except as to the size and position as to which any modification or re-arrangement they consider necessary shall be determined by the Organiser.
12. Stands must be properly manned and exhibits displayed during all the time the exhibition is open to visitors. No exhibits may be removed before the end of the exhibition without the written permission of the Organiser which will only be given in exceptional circumstances. All exhibits and stand fitting materials must be removed from the Exhibition Building within the period stipulated by the Organiser. The Exhibitor will compensate the Organiser for any expenses incurred through failing to comply with this condition.
13. The Organiser reserves the right to make an additional charge to the Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organiser accepts no responsibility for breakdown or failure of any the services provided for or in connection with the Exhibition.
14. Unless permitted in writing by the Organiser and then only in accordance with any conditions imposed, Exhibitor shall not collect any charge or fee for admission to the Exhibition.
15. The Exhibitor shall comply and cause third parties as well as invitees to comply with all provisions of law including within limitation legislative enactments, buildings by-laws and other governmental regulations which, in particular, relate to the use of the exhibition building, the stands and fittings of the stands, the handling and use of materials and displays. Further, the Exhibitor shall comply and cause third parties as well as invitees to comply with all police, fire and health regulations imposed by any governmental authority or insurance underwriters. Exhibitor assumes full responsibility for all his actions and omissions, as well as for actions and omissions of third parties as well as invitees. Further, Exhibitor is responsible for the stand, the stand fittings, displays and any other material brought to the Exhibition Building.
16. Exhibitor shall also comply and cause third parties as well as invitees to comply with all valid regulations and orders of the Dubai World Trade Centre, the valid "Venue Terms and Conditions" can be found in the online Exhibitor Manual.

17. In case Organiser suffers any damage or is held responsible by third parties due to the non-compliance or due to any act or omission attributable to the Exhibitor or to third parties acting on behalf or in the interests of Exhibitor, then Exhibitor shall indemnify and hold harmless the Organiser. The duty to indemnify and to hold harmless the Organiser shall also apply to damages caused by the stands, stand fittings, displays or any other material brought to the exhibition building by the Exhibitor or by third parties acting on behalf or in the interests of the Exhibitor.
18. The Exhibitor shall not without the prior written consent of the Organiser display, exhibit or bring in to the Hall any explosives, radio active, flammable, dangerous or hazardous substances or any such item which may cause noxious fumes or make use of or display any materials which may involve a danger to the health or safety of any person. The Exhibitor shall indemnify the Organiser against any loss or damage arising out of a breach of this clause. All stand fittings and display materials must comply with any local fire, health and safety regulations. No Exhibitor may construct anything above 2.5 metres height without the prior written consent of the organizers. All stands built by the Exhibitor must gain approval from the organizer by sending a scale plan and description of the building materials to the Organiser. All display materials and exhibits must be appropriate to the subject matter of the Exhibition in the sole opinion of the Organiser and shall be tasteful and of a suitably high standard and shall not contravene with any local law, moral or custom and if in the opinion of the Organiser the Exhibitor is in breach of this clause the Organiser may direct the Exhibitor to rectify such breach and the Exhibitor shall do so immediately.
19. The Organiser reserves the right to alter, add to or amend any of these terms and conditions and the decision of the Organiser shall be final. No alteration, addition, amendment or waiver to or of these terms and conditions shall operate to release any Exhibitor from its contract.
20. An Exhibitors Information Manual will be issued to each Exhibitor containing detailed instructions for the organisation of the Exhibition.
21. The Organiser can not accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition. All claims and disputes shall be settled in Dubai in accordance with Dubai Law and Custom or in the country of the Exhibitor's origin if the Organiser decides to do so.

Copyright Clause

22. The Exhibitor hereby declares bindingly and irrevocably that the exhibited products are not unauthorized copies or replicas of the products of other suppliers or third parties. The Exhibitor also undertakes to respect the priority property rights of third parties. Should an infringement of property rights of this kind be brought to the Exhibitor's attention in the correct manner during their participation in the event, the Exhibitor undertake to remove the products concerned from their exhibition stand. The exhibitor is aware that, in the event of a violation of the undertakings given above, EPOC Messe Frankfurt GmbH is entitled to bar the Exhibitor from taking part in this or future events.

**8. Payment instructions**

A down payment of 30% will be levied upon receipt of the booking form. Please note that deposits are not refundable. The remaining 70% must be settled four months prior to the opening day of the exhibition. Booking forms received within those four months will be invoiced at 100%.

Cancellations within the 4 months period will be charged a 100% cancellation fee. Prior to the 4 months period a 50% cancellation fee will be applied. All payments mentioned above are due within 14 days of receipt of the corresponding invoice.

Please transfer funds to:

Beneficiary Name: **EPOC Messe Frankfurt GmbH (Dubai Branch)**
Beneficiary Address: **PO Box 26761 Dubai, United Arab Emirates**
Bank: **HSBC Bank Middle East Limited**
SWIFT Code: **BBME AEAD**
UAE Dirhams Account Number: **035 - 881614 - 001**
US Dollar Account Number: **035 - 881614 - 100**
Cheque payment has to be in favour of: **EPOC Messe Frankfurt GmbH (Dubai Branch)**

Bank charges to be borne by exhibitor.

EPOC Messe Frankfurt
P.O. Box 26761
Dubai
United Arab Emirates
www.messefrankfurtme.com
Tel. +971 4 389 4500