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1. Reed Exhibitions Iberia, S.A.

The show is organised by REED EXHIBITIONS IBERIA, S.A.

The corporate purpose of the company is to organise, manage, hold and promote trade fairs, conferences, exhibitions, trade exhibitions, and any other similar event or method of professional or commercial promotion in any field of activity, both in Spain and abroad.

Reed Exhibitions Iberia, S.A. (Diputación 119, 08015 Barcelona, Telephone: 93 452 07 22, Tax I.D. Number (NIF): A59835447).

2. General Information

2.1. Name

Expo Reclam 2011 – International Advertising and Promotional Gift Show.

2.2. Location, dates and opening times

The show will be held at Feria de Madrid, 15-17 February 2011.

Opening times for visitors:

15-16 February, 10.00am - 7.30pm.

17 February, 10.00am - 5.00pm.

3. Hiring Space

3.1. Exhibiting

Exhibitors at Expo Reclam must be manufacturers, importers, wholesalers and/or distributors from the promotional gift sector.

3.2. Exhibitor Contract

In order to participate in Expo Reclam, exhibitors must submit a properly completed and signed Exhibitor Contract (by post, fax or email) to Reed Exhibitions Iberia, S.A. by the established deadline. The contract must be accompanied by payment of the corresponding amount in the form of a bank transfer or cheque payable to Reed Exhibitions Iberia, S.A., creating a contractual obligation between the two parties.

Minimum surface: 9sqm.

Should payment not be made by the established deadline, the exhibitor will lose all rights to the reserved space. This space will then become available to the Organiser, which may offer it to other companies. In any event, authorisation to occupy the exhibition space will not be issued for any space not paid for in full. Nor will stands hired from the Organiser be assembled unless the aforementioned requirement has been met and any assembly fee or charges paid.

By virtue of signing the contract, the exhibitor accepts these and all regulations and requirements established by the Organiser.



4. Admission

4.1. Admission as an exhibitor

The Organiser reserves the right to control admission of exhibitors and products to be exhibited.

- Main exhibitor

Main exhibitor is considered the company, person or entity which formalizes the Participation Contract, which occupies the hired stand, get the invoice from the organizer of the show and pays directly, being required that is given high on the tax liability under current law (Social Security, Economic Activities and certification Tax census). The main exhibitor may not subcontract the allocated space. Otherwise, the organization charged registration fees directly to the second exhibitor, as well as rent and compulsory services required to actually occupy space in which case the first exhibitor is not entitled to claim a refund of any amount or by rental space that has been the second exhibitor. The direct exhibitor who has contracted directly with the Organization shall be jointly liable for the amounts that could claim connection with the outsourcing space.

- Co-exhibitor

Main exhibitors may hire space for themselves and for subsidiaries or companies in which they hold a majority interest or for companies in which they hold a controlling interest, provided that proof of this can be provided in the form of verifiable documentation and in accordance with legislation in force, should the Organiser so request. Reed Exhibitions is committed to ensuring the confidentiality of the documents submitted.

Co-exhibitors must request joint participation from the Organiser in writing using the Participation Contract. Participation as co-exhibitor involves the payment of Registration Fee. In addition, at least 9 m2 for the rental of space in the same conditions that the direct exhibitor (space rental option and compulsory services), will be invoiced to the co-exhibitor. Reed Exhibitions will issue the invoice according to the co-exhibitor billing information provided in the Participation Contract. The payment of Participation Fee, guarantees the inclusion in the Official Catalogue, exhibitor passes, applications for invitations and promotion web site and press. As they are not considered main exhibitors, companies which are co-exhibitors may not take part in the public space allocation process and must accept the space assigned to their main exhibitor. The maximum number of co-exhibiting companies for direct exhibitor will be one co-exhibiting company. For co-exhibitor and direct exhibitor is required that that is given high on the tax liability under current law (Social Security, Economic Activities and certification Tax census). The co-exhibitors and main exhibitor shall be jointly liable to the Organiser and the obligation to observe all show regulations.

- Exhibitor group

When a company, person or entity manages the participation of a group of companies with Reed Exhibitions, this shall be considered an exhibitor group (also called pavilions).



However, companies that participate in the exhibitor group must formalize the hiring of space directly with the event organizers and individually they will be exhibitors. For all exhibitors and also for the entity that manages the participation is required that that is given high on the tax liability under current law (Social Security, Economic Activities and certification Tax census).

The managing company, person or entity shall undertake to ensure the compliance of all companies taking part in the event under its auspices with all show regulations. The managing company, person or entity shall be obligated to inform Reed Exhibitions of the companies taking part under its auspices for the purpose of verifying that their profile matches that required in the show regulations. Companies participating as part of an exhibitor group must sign a Participation contract with the Organiser and shall each be considered main exhibitors. All members of exhibitor groups and the managing body shall be jointly liable to the Organiser.

The right to grant final authorisation to participate is reserved by the Event Management and the Organising Committee, which may reject any applications deemed not to fit the theme of the show. Applicants may not make any claim based on participation in previous editions of the event.

Immediately after the space is allocated and accepted by the exhibitor company, the Organiser will send out an appendix to the Contract with the final location, the corresponding invoice(s), Exhibitor's Guide, pass request forms to send to customers (according to the space size hired and upon request submitted by the established deadline), etc.

Transfer of the registration fee and all or part of the stand to a third party is prohibited. The Organiser reserves the right to make changes to the area and/or location assigned should circumstances so require, without entitling the exhibitor to any compensation whatsoever due to exercise of said right.

Exhibitors submitting the Participation Contract after the first due date must include the sum corresponding to 50% of the fee for the space hired and compulsory services. Exhibitors submitting the Exhibitor Contract after the second due date must include the sum corresponding to 100% of the fee for the space hired and compulsory services.

The Organiser is authorised to withhold the materials exhibited in the event of failure to make payment of any sums deriving from participation in the event. Under no circumstances shall the Organiser be liable for any damages incurred by the exhibited materials as a result of the aforementioned action. All expenses deriving from withholding said materials shall be borne by the exhibitor.

The exhibitor shall undertake to staff the stand during the opening hours of the event. No products marked with a sale price may be exhibited at the stands.

The company signing the Participation Contract shall acknowledge the compulsory nature of all requirements contained in the Exhibitor Rules and Regulations.

4.2. Admission as a visitor

ACCESS IS LIMITED EXCLUSIVELY TO PROFESSIONALS FROM THE SECTOR. (Please check the regulations to ensure the visitor's status as a professional.) The Organiser reserves the right to control which persons may be admitted to the show, as well as the right to verify their identity.

Passes are personal and non-transferable and must be visible at all times.

No pets will be admitted, except service animals.

Unauthorised sales are prohibited.

Smoking is prohibited inside the venues.

NO ONE UNDER THE AGE OF 16 IS PERMITTED DURING BUILD-UP, THE EVENT AND BREAK-DOWN, EITHER ALONE OR ACCOMPANIED BY AN ADULT.

5. Withdrawal

Should an exhibitor withdraw from participation, ALL MONEYS PAID SHALL BE FORFEIT, INCLUDING THE REGISTRATION FEE, with the following specifications: if the withdraw takes place over two months from the date of celebration 10% of the cost of the space hired and registration fee will be assessed as a cancellation fee. Should the withdrawal occur within two months of the date of the event, the cancellation fee shall be 50% of the total for the space hired and registration fee, to cover damages incurred.

6. Space selection

6.1. Notification

During the months of September/October 2010, exhibitors that have signed a space hire contract will receive a space selection notice from the Organiser. Those exhibitors that have submitted the space hire form but have not yet made payment of the corresponding sums as stipulated in the Method of Payment section shall be excluded from this notification.

The regulations applicable to the allocation of spaces shall be those governing the Public Space Allocation System. Through this system, main exhibitors will choose their space at public meetings organised by space size (from most to least) and exhibitor seniority. This allocation shall be carried out based on the Participation Contracts received by the Organiser by the deadline indicated in the Participation Contract.

6.2. Determining the space selection order

- a) During the months of October/November 2010, following official notification from the Organiser, the corresponding public meetings will be held, once the plans for space layout has been approved by technical services at Feria de Madrid. These meetings will be organised by space size, beginning with the companies which have requested the most space and ending with those that have requested the least.
- b) Within each group of exhibitors and continuing to go from most to least space, the companies which took part in the edition immediately previous to the current one will begin choosing stands. Subsequently, for each group of

exhibitors, the remaining available spaces will be allocated to the companies that have requested the most space.

- c) Should more than one company request the same space size, preference will be given to the companies which have participated in the most previous editions of Expo Reclam and for the longest. Should all things remain equal, the company present at the meeting shall choose first (except for foreign companies unable to attend due to their location). Should all things still remain equal, the selection order will be decided by mutual agreement between the companies, or if this is not possible, by drawing lots.
- d) Larger groups may be sub-divided into groups of 10-20 exhibitors, beginning with those that have requested the largest space size. Notification of each meeting will be sent by fax or email, and each company must confirm its attendance in the same manner.
- e) Within each group, the space size requested may be increased, as this does have a negative impact on any company that has already chosen its space.
- f) If, on the other hand, a company wishes to reduce the size of its space, the following rules shall apply:
 - f.1. If the company requesting a smaller space is part of one of the groups with more than 200 m², it may reduce the space by up to 5%. Should the company request a reduction of more than 5%, it will be moved to the corresponding lower group.
 - f.2. If the company is in a 50-200 m² group, it may reduce the space by up to 7.5%. Should the company request a reduction of more than 7.5%, it will be moved to the corresponding lower group.
 - f.3. If the company is in a group with less than 50 m², it may reduce the space by up to 10%. Should the company request a reduction of more than 10%, it will be moved to the corresponding lower group.
- g) The public space allocation meetings will be organised according to the number of companies that have requested space. The Organiser may allocate spaces smaller than 15 m² after the public meetings, following the same order used at these. The Organiser will contact these companies (by telephone or email) to allocate their space.
- h) The Event Organiser may reserve special spaces at the venue for specific uses such as promotional areas, product demonstration areas, rest areas, etc. The Organiser may also make exceptions to the current system, according to the needs of the trade show.

6.3. Special cases

a) Exhibitors wishing to occupy two or more stands

If space has been hired for two or more areas, spaces will be selected in order according to space size following the allocation rules for each area. In



this case, the exhibitor company must submit a Participation Contract to the Organiser for each space it wishes to occupy.

b) Changes in space size

Any space hire contract may be modified to change the number of metres, if the following requirements are met:

- I. Before the space selection meetings, it will be necessary to submit a new Participation Contract, properly completed and indicating the new number of metres requested.
- II. After the space selection meetings. Once the space has been allocated, the amount by which exhibitor companies may reduce their allocated space is limited as follows: If the stand is larger than 200 m², it may be reduced by a maximum of 5%. If the stand is between 50 and 200 m², it may be reduced by a maximum of 7.5%. If the stand is smaller than 50 m², it may be reduced by a maximum of 10%. Otherwise, the exhibitor company may lose its location.

c) Space allocation for co-exhibitors

As they are not considered main exhibitors, companies which are co-exhibitors may not take part in the public space allocation process and must accept the space assigned to their main exhibitor.

d) Space allocation for exhibitor groups

Space assignments for groups of participants within a common area will be at the discretion of the Organiser.

e) Subletting or transferring space

Transferring or subletting space to companies other than those indicated above is expressly prohibited.

6.4. Considerations for space allocation

Immediately after the space is allocated and accepted by the exhibitor company, the Organiser will send out an appendix to the contract, the corresponding invoice(s), Exhibitor's Guide, pass request forms to send to customers (upon request submitted by the established deadline), etc.

Exhibitor companies that are unable to attend their respective meeting may delegate responsibility in writing to another company or to the Organiser.

If the exhibitor company or its delegate is absent at the time of allocation, the exhibitor will lose its place in the allocation order.

All contracts received after the deadline indicated in the Exhibitor Contract will be put on a waiting list. They will then be allocated a stand based on the spaces still available at that time, taking into account the size requested, seniority and the date the Exhibitor Contract was received, in that order.

7. Method of Payment

Payment in instalments according to the Participation Contract.

Bank details:

HSBC BANK PLC

Plz. Pablo Ruiz Picasso, 1 Torre Picasso, Planta 33. 28020 Madrid.

C.C.C. 0162-0001-21-0064633002, Reed Exhibitions Iberia, S.A.

8. Official Catalogue

Expo Reclam publishes an Official Catalogue of all exhibitors in digital version showing the data for the exhibitors as well as new products that appear on the occasion of Expo Reclam.

The exhibitor must complete the Official Catalogue data through the exhibitor's guide (<http://servicios.reediberia.com>) or directly through the organization's extranet (<http://expositor.reediberia.com>). Compensation for erroneous, incomplete and non-execution of insertion is inadmissible.

Through this process, exhibiting companies can review your company's data and validate, correct or add any changes that will be published in the Official Catalogue of the exhibition. The information that initially appears is that publishes in the Official Catalogue of Expo Reclam unless changed by the exhibitor within the corresponding deadline.

Data from co-exhibiting company must complete the section represented company.

- Represented brand

This includes any of the brands represented by main exhibitors at their stands. This type of company shall not be considered an exhibitor and therefore may not hire services of any kind for the event from the Organiser or partner organisations, whether free of charge or for payment. Nor will they enjoy any visibility, as they will not appear in documents promoting the event or on lists of exhibitors. They can only appear in the Official Catalogue as a represented brand at the stand of the main exhibitor, provided that the latter enters this information into the system used to gather information for the Official Catalogue.

9. Rules to guarantee visitor professionalism

Given the professional nature of Expo Reclam, access is restricted to professional brokers from the advertising and promotional gift sector: promotional gift dealers, distributors, and advertising, marketing and graphic arts agencies.

Exhibitors are prohibited from sending registration forms to any company which does not meet the above requirements.



In order to verify that visitor companies fit the professional profile which the event is intended to serve, they are required to provide:

- Spanish companies: registration or receipt for the I.A.E. (Spanish acronym for the Business Activity Tax) or any other official document (tax registration form or corporate articles of incorporation) which shows the company's activity or corporate purpose.
- International companies: a business card or any other type of information which assists in verifying the business activity carried out by the company (corporate website, for example).

The Organiser reserves the right to control admission and may deny access to the trade show to those companies or persons that do not fit the professional profile for visitors, regardless of whether or not these have entered into business agreements with exhibitor companies. Under no circumstances shall customers or end consumers be permitted to enter.

In the case of companies that are potential exhibitors at future editions of Expo Reclam, they are permitted access for one day, provided that they agree not to engage in any business activity within the trade show.

These rules are established for the benefit of the sector and to aid in creating a desirable business environment for an event of this kind.