

LASER World of PHOTONICS



23 - 26 May 2011

New Munich Trade Fair Centre in Munich, Germany

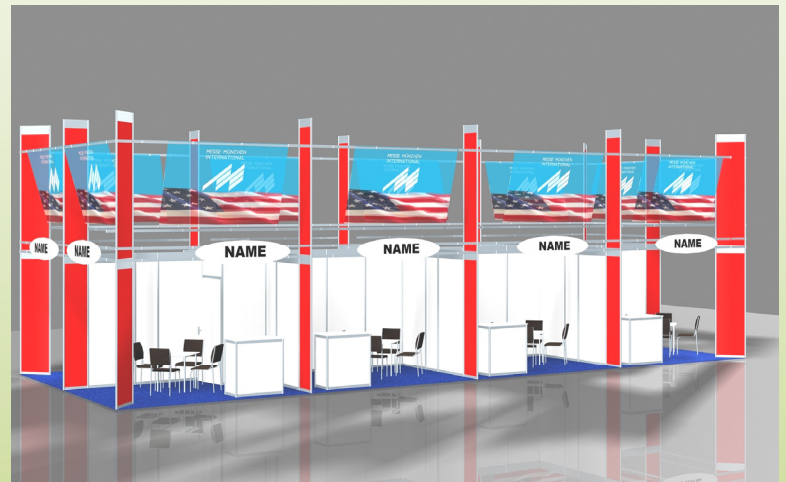
www.world-of-photonics.net

USA Pavilion Package

Munich International Trade Fairs operates USA Pavilions to help small and medium sized companies and those new to the global market to exhibit effectively without exhausting their marketing budgets.

Why USA Pavilions?

- Small exhibitors easily get lost in the crowd of our huge global show. Become more visible by exhibiting in our pavilion
- Hosted lounge offers refreshments and light snacks to serve to your staff and prospects
- On-Site supporting assistance during set-up and show times
- Avoid the hassle of contracting for stand construction overseas
- Free assistance with a variety of show-related needs (such as shipping, hotel and local dining recommendations, sightseeing)



Standard Features

- Standard company header (up to 15 letters)
- Lockable storage closet (1x1m)
- 1 electrical outlet (220Volt/50Hz)
- 1 information counter & 1 stool
- 1 table (70x70cm) and 4 padded chairs
- 2 shelves (100x30cm)
- 1 coat rack and 1 waste basket
- Overhead lighting (1spotlight per 3 sqm)
- Wall to wall carpeting (blue color)
- Wall (white), wall elements (red), banner construction with US-flag
- Daily stand cleaning

Our promotion around LASER WORLD of PHOTONICS will be:

- Show directory listing
- Show internet portal listing, incl. company profile
- Pre-show press work
- Advertisement with leading industry associations and publications

Initial Here: _____

Munich International Trade Fairs / 75 Broad Street, 21st Floor / New York, NY 10004

Contact: Sabine Kallup / T: 646-437-1012 / F: 212-262-6519 / E: skallup@munich-tradefairs.com / www.munichtradefairs.com



LASER World of PHOTONICS

All-Inclusive Package USA Pavilion

Company: _____

Contact Person: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ Email: _____

Products or services to be exhibited: _____

<input type="checkbox"/> 12 square meters (app. 130 sq. ft.)	€ 5,940.00
<input type="checkbox"/> 15 square meters (app. 162 sq. ft.)	€ 7,425.00
<input type="checkbox"/> 18 square meters (app. 194 sq. ft.)	€ 8,910.00
<input type="checkbox"/> 21 square meters (app. 226 sq. ft.)	€ 10,395.00
<input type="checkbox"/> other (min. 12 sqm) _____ sqm x 495.00 €	€ _____
<input type="checkbox"/> Corner Booth (optional)	€ 250.00
Booth Space Total	€ _____
+ Registration Fee	€ 360.00
Subtotal	€ _____
+ 19% Tax (totally refundable)	€ _____
TOTAL	€ _____
Less 50% Non-refundable Deposit by Credit Card (must be enclosed)	€ _____
Balance Remaining of Booth Space Cost (due by January 28, 2011)	€ _____

Product Index

not for ordering catalog entry

Company (Please underline keyword for alphabetical entry)		Dept.
Contact: <input type="checkbox"/> Mr <input type="checkbox"/> Ms (Last name, First name)		
Position		
Street/P.O. Box		
Country/Town/Postal code		
Area code	Phone	Fax
E-mail		Homepage
		www:
Distribution/Marketing manager		

Important for the location of your company's stand in a specific hall!

If you wish to exhibit products in more than one of the main groups in the Product Index, please indicate in which principal product sector (ONLY ONE, PLEASE) you would like your stand to be located:

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Laser and optronics | <input type="checkbox"/> Sensors, test and measurement | <input type="checkbox"/> Optical information technology | <input type="checkbox"/> Green Photonics |
| <input type="checkbox"/> Optics | <input type="checkbox"/> Laser systems for production engineering | <input type="checkbox"/> Biophotonics and life sciences | <input type="checkbox"/> Security and Defense |
| <input type="checkbox"/> Manufacturing technology for optics | <input type="checkbox"/> Optical measurement systems | <input type="checkbox"/> Imaging | |

Please indicate product group (does not count as catalog entry).

- | | | |
|---|---|---|
| <input type="checkbox"/> 1 Laser and Optronics | <input type="checkbox"/> 4.03 Systems for measuring optical parameters of devices and systems | <input type="checkbox"/> 6.17 Systems for security and defense |
| <input type="checkbox"/> 1.01 Solid-state lasers | <input type="checkbox"/> 4.04 Optical measurement systems | <input type="checkbox"/> 6.18 Systems for other sectors |
| <input type="checkbox"/> 1.02 Gas lasers | <input type="checkbox"/> 4.05 Optical sensors | |
| <input type="checkbox"/> 1.03 Diode lasers | | 7 Laser systems for production engineering |
| <input type="checkbox"/> 1.04 Fiber lasers | | <input type="checkbox"/> 7.01 Material processing systems |
| <input type="checkbox"/> 1.05 Other lasers | 5 Services | <input type="checkbox"/> 7.02 System components of laser production engineering |
| <input type="checkbox"/> 1.06 Laser system components | <input type="checkbox"/> 5.01 Application development and application labs | <input type="checkbox"/> 7.03 Laser-aided product design and development systems |
| <input type="checkbox"/> 1.07 Laser components | <input type="checkbox"/> 5.02 Optical design and engineering services | <input type="checkbox"/> 7.04 Laser systems for various materials |
| <input type="checkbox"/> 1.08 Safety/protection against laser radiation | <input type="checkbox"/> 5.03 Processing centers | <input type="checkbox"/> 7.05 Laser systems for various applications |
| <input type="checkbox"/> 1.09 Light-emitting diodes (LEDs) and components | <input type="checkbox"/> 5.04 Contract production | <input type="checkbox"/> 7.06 Raw materials for material processing |
| <input type="checkbox"/> 1.10 OLEDs | <input type="checkbox"/> 5.05 System consultants | <input type="checkbox"/> 7.07 System integration |
| <input type="checkbox"/> 1.11 Non-coherent light and radiation sources | <input type="checkbox"/> 5.06 Maintenance and service for laser systems | |
| <input type="checkbox"/> 1.12 Electro-optics | <input type="checkbox"/> 5.07 Optics and illumination design | 8 Optical measurement systems |
| <input type="checkbox"/> 1.13 Acousto-optics | <input type="checkbox"/> 5.08 Second-hand equipment | <input type="checkbox"/> 8.01 Laser-aided test and measurement systems |
| <input type="checkbox"/> 1.14 Opto-electronic tubes | <input type="checkbox"/> 5.09 Education and advanced training | <input type="checkbox"/> 8.02 Holographic systems and components |
| <input type="checkbox"/> 1.15 Opto-electronic components | <input type="checkbox"/> 5.10 Authorities, institutes, organizations, associations | |
| <input type="checkbox"/> 1.16 Optical systems | <input type="checkbox"/> 5.11 Special information, databases | 9 Optical information technology |
| <input type="checkbox"/> 1.17 Opto-mechanics | <input type="checkbox"/> 5.12 Technical literature, trade journals | <input type="checkbox"/> 9.01 Fibers, cabling, connectors and distribution |
| <input type="checkbox"/> 1.18 Software for Laser und Optics | <input type="checkbox"/> 5.13 Research and development | <input type="checkbox"/> 9.02 Active optical components and subsystems |
| <input type="checkbox"/> 1.19 Placement and assembly systems | <input type="checkbox"/> 5.14 Customer-specific solutions | <input type="checkbox"/> 9.03 Passive optical components and subsystems |
| | <input type="checkbox"/> 5.15 Technical consultants and agencies | <input type="checkbox"/> 9.04 Fiber optical test and measurement |
| 2 Optics | <input type="checkbox"/> 5.16 Services, miscellaneous | <input type="checkbox"/> 9.05 Process and assembly equipment for fiber optical applications |
| <input type="checkbox"/> 2.01 Raw materials | <input type="checkbox"/> 5.17 Professional financing services | |
| <input type="checkbox"/> 2.02 Crystals | | 10 Biophotonics and life sciences |
| <input type="checkbox"/> 2.03 Processed components | 6 Systems by application sectors | <input type="checkbox"/> 10.01.1 Applications Medicine |
| <input type="checkbox"/> 2.04 Optical lenses | <input type="checkbox"/> 6.01 Systems for the automotive industry and OEMs | <input type="checkbox"/> 10.01.2 Applications Biotechnology |
| <input type="checkbox"/> 2.05 Diffractive optics | <input type="checkbox"/> 6.02 Systems for the toolmaking and mechanical engineering | <input type="checkbox"/> 10.02 Methods and techniques |
| <input type="checkbox"/> 2.06 Optical transmission components | <input type="checkbox"/> 6.03 Systems for printing technology and graphics | |
| <input type="checkbox"/> 2.07 Optical components, miscellaneous | <input type="checkbox"/> 6.04 Systems for data processing and information technology | 11 Imaging |
| <input type="checkbox"/> 2.08 Design software for passive optical components | <input type="checkbox"/> 6.05 Systems for electronics | <input type="checkbox"/> 11.01 Components |
| 3 Manufacturing technology for optics | <input type="checkbox"/> 6.06 Systems for electrical engineering | <input type="checkbox"/> 11.02 Applications |
| <input type="checkbox"/> 3.01 Optical manufacturing equipment for optical systems | <input type="checkbox"/> 6.07 Systems for the semiconductor industry | <input type="checkbox"/> 11.03 Image processing |
| <input type="checkbox"/> 3.02 Optical manufacturing processes for optical systems | <input type="checkbox"/> 6.08 Systems for plastics processing | <input type="checkbox"/> 11.04 Displays |
| <input type="checkbox"/> 3.03 Manufacturing materials for optical systems | <input type="checkbox"/> 6.09 Systems for biophotonics, life sciences and pharma | <input type="checkbox"/> 11.05 Monitor assemblies |
| <input type="checkbox"/> 3.04 Optical coating materials | <input type="checkbox"/> 6.10 Systems for research and science | <input type="checkbox"/> 11.06 Display assemblies |
| <input type="checkbox"/> 3.05 Manufacturing technology for optical systems, miscellaneous | <input type="checkbox"/> 6.11 Systems for show technology, advertising, art | <input type="checkbox"/> 11.07 Display elements |
| <input type="checkbox"/> 3.06 Adhesives for optical systems | <input type="checkbox"/> 6.12 Systems for sensor technology | |
| 4 Sensors, test and measurement | <input type="checkbox"/> 6.13 Systems for illumination technology | 12 Green Photonics |
| <input type="checkbox"/> 4.01 Measurement systems for laser characterization | <input type="checkbox"/> 6.14 Systems for solar production | <input type="checkbox"/> 12.01 Illumination |
| <input type="checkbox"/> 4.02 Measurement and analysis systems for optical parameters | <input type="checkbox"/> 6.15 Systems for power and environment engineering | <input type="checkbox"/> 12.02 Photovoltaics and renewable energy |
| | <input type="checkbox"/> 6.16 Systems for aerospace industry | <input type="checkbox"/> 12.03 Environment and nutrition |
| | | 13 Security and Defense |

We would like to meet your placement demands.

Which companies would you like as neighbours, if possible?

- 1 _____
2 _____
3 _____

Which companies would you not like to be placed next to?

- 1 _____
2 _____
3 _____



LASER World of PHOTONICS

All-Inclusive Package USA Pavilion

Note:

This application, when signed by the exhibitor and the organizer, constitutes a binding legal agreement. The organizer agrees to review exhibitor’s application and assign space to the exhibitor, if available, consistent with pavilion eligibility requirements and policies. The exhibitor agrees that upon acceptance of this application by the organizer, with or without the appropriate payment, this application shall become a legally binding contract, enforceable against the exhibitor in accordance with its terms. By signing below, the individual signing this application represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the exhibitor. It is understood that the booth will be assigned to the company listed above.

Name of legally responsible party (please type or print name, title and sign below):

Exhibitor has read, understands and agrees to be bound by the conditions of participation and information regarding pavilion package attached hereto. This application, including the conditions of participation and information regarding pavilion package, constitutes the entire agreement between the parties hereto and can not be modified except by express written agreement signed by the organizer. Space assignments are provided on a first-come-first-served-basis.

Exhibitor:

Printed Name

Title

Signature

Date

Accepted By Organizer:

Printed Name

Title

Signature

Date

Please return this application with the completed and signed Credit Card Authorization Form for a 50% deposit of the exhibit fee identified above.

Munich International Trade Fairs
75 Broad Street, 21st Floor
New York, NY 10004
Phone: 212-974-1880
Fax: 212-262-6519

Conditions of Participation in the USA Pavilion at LASER World of PHOTONICS 2011 – May 23-26, 2011

Trade Show Services GACC New York, Inc., (hereafter called "Organizer"), and the exhibiting company identified on the attached Application ("Exhibitor") do hereby agree to the following terms and conditions of participation in the USA Pavilion at LASER World of PHOTONICS 2011, May 23-26, 2011 (the "Pavilion"):

The terms set forth on the attached Application shall be and are part of this Agreement; without limiting such terms, Organizer and Exhibitor further agree as follows:

A. Terms of Payment:

1. If for any reason the Exhibitor desires to cancel its participation in the Pavilion, a written cancellation notice from Exhibitor must be actually received by Organizer no later than January 28, 2011. Cancellation prior to that date incurs a 50% cancellation fee in the form of the 50% Non-Refundable Deposit. Any participant that cancels on or after January 28, 2011, or whose right has been cancelled by Organizer under Item A.2. below, is unconditionally liable for 100% of the remaining Booth Space Cost payable as set forth on the attached. In addition, any and all services ordered by the Exhibitor prior to cancellation shall remain payable in full notwithstanding such cancellation. The Organizer may accept Applications received after January 28, 2011, in its sole discretion. Upon acceptance of any Application after January 28, 2011, 100% of all fees will be immediately due and non-refundable in the event of a cancellation.

2. The Organizer reserves the right in its sole discretion to cancel the participation of any Exhibitor which has a) not paid for its space in full by January 28, 2011, or b) not paid the required deposit for additional services and options for its exhibit participation by January 28, 2011, or c) not in any other way made timely payment as required hereunder, or d) breached any other term of this Agreement, including the terms of Item D.1. below. Under any of the above circumstances, the cancellation policy listed under Item A.1. applies. Any cancellation by Organizer hereunder shall be effective immediately and all rights of Exhibitor hereunder shall terminate and Exhibitor shall immediately vacate the premises provided hereunder without further notice or process, which Exhibitor hereby expressly waives. In the event of cancellation on or prior to January 28, 2011, any prepayment made for the 50% Balance Remaining of Booth Space Cost, after deduction of any applicable cancellation fee, shall be returned to the Exhibitor, without interest.

B. The Organizer agrees to the following:

To provide the following services: USA Pavilion display stand design and construction; install and dismantle display system, furniture and standard participant identification sign; normal utilities and hookup service; hostess assistance, all consistent with Organizer's normal course of business, as described in the attached sheet entitled "USA Pavilion Package."

C. The Exhibitor agrees to the following:

1. To provide appropriate equipment and/or material for display and promotion.

2. To make full financial payment to Organizer for exhibit space and stand equipment as well as additional services and options as contracted hereby or separately with Organizer.

3. Exhibitor shall not assign, sublet or in any way transfer any rights under this Agreement, including but not limited to the exhibit space provided hereunder, without the prior written consent of the Organizer; any attempted assignment, transfer or sublet in violation of this clause shall be void. In all cases where an Exhibitor has subtenants within its group exhibit, (e.g. a state or association stand), the Exhibitor will remain fully responsible for all the group's payment, including those of the subtenants. The Exhibitor must provide a minimum of 12 square meters (130 square feet) of exhibit space for each subtenant exhibiting.

4. To provide detailed, accurate information as to the technical specifications of the equipment to be exhibited, including electrical requirements, as well as information on the booth layout, furnishings and graphic designs, which conform to the parameters of the Pavilion as set forth by the Organizer in the document entitled "USA Pavilion Package" and which comply with the Organizer's technical guidelines, as set forth in the document entitled "General Terms of Participation (A) Technical Guidelines Munich Trade Fair Centre." The Exhibitor's space will be consistent with the technical specifications provided to Organizer.

5. To provide a qualified and duly authorized representative to arrive at the site at least one (1) day prior to opening to oversee set-up of the display and to gain familiarity with the location, as well as to staff the booth during business hours throughout the term of the show. This representative shall be authorized to discuss the equipment displayed and to conduct contract negotiations, including all terms thereof; and to enter into and execute contracts on behalf of the Exhibitor.

6. Exhibitor must secure adequate property and liability insurance as reasonably determined by Organizer, which insurance shall provide coverage in an amount equal to no less than one hundred thousand Euros (€100,000) per incident. The Exhibitor shall provide the Organizer with proof of such policy upon request.

7. To arrange for shipping of the Exhibitor's equipment and/or material; to remove the Exhibitor's equipment and/or material from the exhibition site after the close of the show; and to make immediate payment for all on-site expenses, including handling and shipping costs. The risk of loss for Exhibitor's equipment and materials shall at all times remain with the Exhibitor. Organizer shall have no responsibility for any loss or damage to Exhibitor's equipment or materials at any time. The Organizer has the right to discard or otherwise dispose at the expense of the Exhibitor of any materials left behind at the exhibition site after the show.

8. The Exhibitor understands and agrees that the actual occupancy of the space reserved by the Exhibitor is of the essence. If the Exhibitor does not occupy the space continuously during the hours of the show, the Organizer may occupy or cause said space to be occupied as it may deem in the best interests of the show, without in any way releasing the Exhibitor from any liability hereunder. In addition, in the event that an Exhibitor fails to occupy its space, all other rights of an Exhibitor will be revoked.

9. Exhibitors shall at all times comply with the terms set forth in the "General Terms of Participation (A) Technical Guidelines Munich Trade Fair Centre," which will be made available to the Exhibitor upon request.

10. The Exhibitor will at all times ensure that the conduct of their staff and the presence of their equipment and materials in the space will in no way interfere with the operation of their neighbors' booths, or with the rights of other exhibitors and visitors. In particular, Exhibitor will keep levels of sound produced in their space at a reasonable volume.

11. The Exhibitor hereby acknowledges that they may only provide catering services to guests and staff with the advance written permission of the Organizer, and only through those caterers approved by the Organization and the Messe Muenchen GmbH (Munich Trade Fair Center).

12. At all times during the show, the Exhibitor will comply with the laws in effect in Munich, Germany.

D. Other conditions:

1. The Organizer has the authority, at its sole discretion, to assign or reassign space, determine articles and methods to be used for display of items, determine location of participant and agent identification in stands, and has overall decision authority concerning all matters directly relating to the USA Pavilion and participants. Organizer, at its sole discretion, may make any substitutions or modifications of items and services described herein with items and services of similar kind and quality. Exhibitor may not use with respect to, or bring onto, the exhibit space any contractor, subcontractor or supplier, including but not limited to stand construction companies, graphic designers or suppliers or audio/visual consultants or suppliers, without the prior written consent of the Organizer.

2. Organizer shall have sole and complete discretion to accept or reject any Exhibitor Application. No applicant shall infer any right to participate in the Pavilion from its participation at any previous event organized by Messe Muenchen GmbH, Organizer or any of their respective related or affiliated companies. Without limiting the generality of the foregoing, Organizer is free to deny the Application or cancel this contract without penalty for, by or with respect to any applicant which has any outstanding debts or obligations owed or owing to Messe Muenchen GmbH, Organizer or any of their affiliated entities.

3. ORGANIZER'S CANCELLATION AND REFUND POLICY IS AND AT ALL TIMES SHALL REMAIN AS SET FORTH ABOVE, WITHOUT EXCEPTION OR LIMITATION DUE TO ANY CIRCUMSTANCE BEYOND EITHER PARTY'S CONTROL, INCLUDING BUT NOT LIMITED TO, ACTS OF GOD, TERRORISM, WAR, CRIMINAL ACTS, CIVIL DISTURBANCE, STORM, STRIKE, ACCIDENT, GOVERNMENT ACTION, THIRD PARTY NONPERFORMANCE OR OTHER SIMILAR CIRCUMSTANCE.

4. The Organizer reserves the right to terminate the Pavilion if a minimum of ten (10) participants are not secured. In case of such cancellation, all funds will be returned to the participants; provided, however, that Exhibitor will not be entitled to any interest on funds paid.

5. The Exhibitor hereby forever releases the Organizer from any liability for any illness, injury, loss of life, damages to persons or for damages to property sustained by reason of participation by the Exhibitor in the Pavilion, or by reason of acts done or performed by the Exhibitor, its agents or employees.

6. It is agreed that the Organizer shall be absolved of any of and hereby indemnified and held harmless by Exhibitor from and against any liability for any claims, damages or losses resulting from or related to the failure of the Exhibitor to comply with the provisions of these Conditions of Participation and the conduct of the Exhibitor and its employees, agents, subcontractors, and representatives at the Pavilion. If the Exhibitor fails to fulfill any of its obligations under these Conditions of Participation, the Organizer shall be released from its obligation, and the participant's contribution forfeited. In the event additional costs are incurred by the Organizer as a result of the participant's failure to comply with the provisions of the Conditions of Participation, or instructions provided therein, such additional costs, including all attorney fees, shall be paid by the Exhibitor to Organizer.

7. While the Organizer will make every reasonable effort to identify reliable contractors such as freight forwarders, customs brokers, designers, photographers, translators, etc., for the benefit of the participant, it assumes no responsibility or liability for the acts of any contractor selected or for the safety and soundness of any such contractor's work.

8. In no event shall the Organizer be responsible for theft, loss or damage to Exhibitor's products or booth. Exhibitor agrees that it is wholly responsible for protecting its property on and off the premises of the show. Exhibitors are encouraged to secure their exhibits and products.

9. In the event of any conflict between the terms and conditions set forth herein, and those set forth in the document entitled "General Terms of Participation (A) Technical Guidelines Munich Trade Fair Centre," the terms set forth herein will prevail.

10. Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be submitted to and settled by arbitration in accordance with the Rules of the American Arbitration Association, to be conducted in New York, NY, USA and judgment upon any award rendered by the arbitrator(s) may be entered in any court having competent jurisdiction thereof. Exhibitor shall be obligated to pay, and reimburse Organizer for, all costs and expenses, including reasonable attorneys' fees and costs of arbitrations incurred by Organizer in connection with Organizer's enforcement of the terms of this Agreement.

WAIVER OF WARRANTY

ORGANIZER MAKES NO REPRESENTATION OR WARRANTY AS TO THE SAFETY, SOUNDNESS, SUITABILITY OR PERFORMANCE OF THE PAVILION OR ITS PRODUCTS OR PREMISES AND ALL WARRANTIES, WHETHER EXPRESS OR IMPLIED, ARE HEREBY EXPRESSLY WAIVED INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR PARTICULAR PURPOSE.

Exhibitor Initial Here: _____



LASER World of PHOTONICS

All-Inclusive Package USA Pavilion

Credit Card Payment Form

I hereby authorize Trade Show Services GACCNY, Inc. to charge my credit card for the following:

Name on Credit Card: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Credit Card Type: Visa Mastercard American Express

Credit Card Number: _____

Amount charged: _____

Expiration Date: _____

Date: _____

Legally binding signature: _____