



24th International Trade Fair, New Munich Trade Fair Centre, 9–12 Nov 2010, Tel. (+49 89) 9 49-2 03 31/2 03 13, info@electronica.de, www.electronica.de  
**Please complete in full and return to:** Messe München GmbH, Messengelände, 81823 München, Germany, or **fax to: (+49 89) 9 49-2 03 39**

Address  
and invoice  
address

Company  
\_\_\_\_\_

Street/P. O. Box  
\_\_\_\_\_

Country \_\_\_\_\_ City \_\_\_\_\_ Postal code \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_ Homepage \_\_\_\_\_

Tax number (mandatory entry as required by legislation governing value-added tax)  
\_\_\_\_\_

Number and place of company registration  
\_\_\_\_\_

Contact in  
your company

**IMPORTANT!**  
Please be  
sure to  
complete all  
fields!

Without all  
the details  
concerned,  
your appli-  
cation cannot  
be processed!

Contact for trade fair organization  Ms.  Mr.  
 Title \_\_\_\_\_ First name \_\_\_\_\_ Last name \_\_\_\_\_

Position (contact)  
\_\_\_\_\_

Tel. (contact) \_\_\_\_\_ Fax (contact) \_\_\_\_\_ E-mail (contact) \_\_\_\_\_

Official representative of the company (managing director, chairman, etc.)  Ms.  Mr.  
 Title \_\_\_\_\_ First name \_\_\_\_\_ Last name \_\_\_\_\_ Position \_\_\_\_\_

Contact for our Press Office  Ms.  Mr.  
 Title \_\_\_\_\_ First name \_\_\_\_\_ Last name \_\_\_\_\_

E-mail (contact in your Press Office)  
\_\_\_\_\_

Address  
for correspon-  
dence  
only if address  
differs from above

Company  
\_\_\_\_\_

Street/P. O. Box  
\_\_\_\_\_

Country \_\_\_\_\_ City \_\_\_\_\_ Postal code \_\_\_\_\_

Contact  Ms.  Mr.  
 Title \_\_\_\_\_ First name \_\_\_\_\_ Last name \_\_\_\_\_

Tel. \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Information about your company

Type of company (multiple responses possible):

Manufacturer  Service company  Distributor with exclusive selling rights for Germany

Headquarters of the parent company with full address and country:

\_\_\_\_\_  
\_\_\_\_\_

Under which country would you like to be included in the statistics?

Headquarters  Branch Country \_\_\_\_\_

Co-exhibitors

**For registration of co-exhibitors please fill in the application form for co-exhibitors.**

No. of co-exhibitors (with own staff at the stand) \_\_\_\_\_ No. of additionally represented companies: \_\_\_\_\_

Stand requests

**Stand space only – minimum 20 m<sup>2</sup>**

Row stand (1 side open) EUR 199/m <sup>2*</sup> / EUR 204/m <sup>2</sup>		Corner stand (2 sides open) EUR 223/m <sup>2*</sup> / EUR 228/m <sup>2</sup>		End stand (3 sides open) EUR 231/m <sup>2*</sup> / EUR 236/m <sup>2</sup>		Island stand (4 sides open) EUR 237/m <sup>2*</sup> / EUR 242/m <sup>2</sup>	
front x depth	= m <sup>2</sup>	front x depth	= m <sup>2</sup>	front x depth	= m <sup>2</sup>	front x depth	= m <sup>2</sup>
	=		=		=		=

\* This price for stand space only is valid on receipt of application until incl. January 15, 2010, under the terms according to article B4 a) in Terms of Participation B. The prices for combination packages will not change.

Are you planning a two-storey stand?  yes  no

**Combination packages**

(stand space incl. stand construction)

	m <sup>2</sup>
<input type="checkbox"/> <b>Row "All inclusive"</b> 20 m <sup>2</sup> only/1 side open – EUR 8,140	<b>20</b>
<input type="checkbox"/> <b>Row "Standard"</b> from 20 m <sup>2</sup> –36 m <sup>2</sup> only/1 side open – EUR 315/m <sup>2</sup>	
<input type="checkbox"/> <b>Corner "Standard"</b> from 20 m <sup>2</sup> –36 m <sup>2</sup> only/2 sides open – EUR 339/m <sup>2</sup>	

**Combination packages in the selected exhibition areas**

**Automotive**  
9 m<sup>2</sup> – EUR 5,100

**Software Village**  
9 m<sup>2</sup> – EUR 5,500

**Automotive**  
12 m<sup>2</sup> – EUR 5,900

**Wireless**  
9 m<sup>2</sup> – EUR 5,100

**Embedded**  
12 m<sup>2</sup> – EUR 4,200

**World of MEMS**  
9 m<sup>2</sup> – EUR 5,100

Same location as in 2008?  yes  no (There is no legal claim to stand location.)

If possible, which companies would you prefer to have as neighbors?

\_\_\_\_\_

If possible, which companies would you NOT prefer to have as neighbors?

\_\_\_\_\_

Different invoice address

Due to value-added tax legislation requirements, Messe München GmbH is unfortunately unable to issue or re-address invoices for services rendered or to be rendered by MMG to the exhibitor as its contractual partner to an invoice recipient other than the exhibitor. Messe München GmbH can issue invoices only to its contractual partners. Should it be necessary for invoices to be issued to a different invoice recipient and not to you, we would kindly ask you to contact the electronica Exhibition Management so that an acceptable solution can be found, taking tax legislation requirements into account.

Final invoice only if company name has changed

Please note that the final invoice can be issued only to the above invoice address, i. e. the same as was used for the invoice for admission costs. Only in this way is it possible for the advance payment made to be set off against the services actually availed of.

Should the exhibitor wish to have an invoice amended because of a change in the name, legal form or address of the recipient of the invoice, the exhibitor is obliged to pay MMG an amount of EUR 50 plus VAT for each amendment to the invoice concerned unless the details in the original invoice in respect of name, legal form and address of the recipient of the given invoice were incorrect and MMG is responsible for the incorrect details concerned.

Terms of Participation A and B (enclosed)

**The attached Terms of Participation A and B as well as the Technical Guidelines are recognized as legally binding in all parts. Each applicant acting on behalf of a third party shall be directly liable for meeting the demands of MMG in respect of the above fair.**

Place and date

Company stamp and legally binding signature. Please also print name.

\_\_\_\_\_

**Admission to electronica 2010 subject to the applicant's conformity with the Product Index defined!**

Company

Contact

Main product group

multiple responses not possible

**Important for the correct allocation of your trade fair stand!**

If items from several main product groups are exhibited, please indicate where the emphasis lies.

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> 1 Semiconductors    | <input type="checkbox"/> 5 Sensor technology          | <input type="checkbox"/> 9 Electromechanics/ System peripherals  | <input type="checkbox"/> 12 Assemblies and subsystems          |
| <input type="checkbox"/> 2 Embedded systems  | <input type="checkbox"/> 6 Test and measurement       | <input type="checkbox"/> 10 Power supplies                       | <input type="checkbox"/> 13 Automotive                         |
| <input type="checkbox"/> 3 Displays          | <input type="checkbox"/> 7 Electronic Design (ED/EDA) | <input type="checkbox"/> 11 PCBs, other circuit carriers and EMS | <input type="checkbox"/> 14 Wireless                           |
| <input type="checkbox"/> 4 Micronano-systems | <input type="checkbox"/> 8 Passive components         |  | <input type="checkbox"/> 15 Information gathering and services |

Product Index

multiple responses possible

- |   |  |  |
|---|--|--|
| <p><b>1 Semiconductors</b></p> <p><input type="checkbox"/> 1.1 Diodes (including diode networks)</p> <p><input type="checkbox"/> 1.2 Transistors</p> <p><input type="checkbox"/> 1.3 Power semiconductor components</p> <p><input type="checkbox"/> 1.4 Opto semiconductor components</p> <p><input type="checkbox"/> 1.5 Accessories for discrete semiconductors</p> <p><input type="checkbox"/> 1.6 Logic circuits</p> <p><input type="checkbox"/> 1.7 Microprocessors (see Embedded systems)</p> <p><input type="checkbox"/> 1.8 Memory (see Embedded systems)</p> <p><input type="checkbox"/> 1.9 Application-specific ICs (ASSP)</p> <p><input type="checkbox"/> 1.10 Data/signal transformer ICs</p> <p><input type="checkbox"/> 1.11 ICs, special designs (including ASICs/CSICs)</p> <p><b>2 Embedded systems</b></p> <p><input type="checkbox"/> 2.1 Development tools, software</p> <p><input type="checkbox"/> 2.2 Development tools, hardware</p> <p><input type="checkbox"/> 2.3 Hardware</p> <p><input type="checkbox"/> 2.4 Peripheral systems</p> <p><input type="checkbox"/> 2.5 DDI and other network-technology components</p> <p><input type="checkbox"/> 2.6 Memories and memory peripherals</p> <p><input type="checkbox"/> 2.7 System solutions</p> <p><b>3 Displays</b></p> <p><input type="checkbox"/> 3.1 Liquid Crystal Display (LCD)</p> <p><input type="checkbox"/> 3.2 Plasma Display Panel (PDP)</p> <p><input type="checkbox"/> 3.3 Cathode Ray Tube (CRT)</p> <p><input type="checkbox"/> 3.4 Vacuum Fluorescent Display (VFD)</p> <p><input type="checkbox"/> 3.5 Organic Light-Emitting Diode (OLED)</p> <p><input type="checkbox"/> 3.6 EL display</p> <p><input type="checkbox"/> 3.7 Field Emission Display (FED)</p> <p><input type="checkbox"/> 3.8 Light-Emitting Diode (LED)</p> <p><input type="checkbox"/> 3.9 Surface Conduction Emitter Display (SED)</p> <p><input type="checkbox"/> 3.10 Projection display</p> <p><input type="checkbox"/> 3.11 E-Paper</p> <p><input type="checkbox"/> 3.12 Peripheral equipment for displays</p> <p><b>4 Micronano-systems</b></p> <p><input type="checkbox"/> 4.1 Microsystems</p> <p><input type="checkbox"/> 4.2 MEMS</p> <p><input type="checkbox"/> 4.3 Nanotechnology</p> <p><b>5 Sensor technology</b></p> <p><input type="checkbox"/> 5.1 Sensors for geometrical parameters</p> <p><input type="checkbox"/> 5.2 Sensors for mechanical parameters</p> <p><input type="checkbox"/> 5.3 Sensors for time and time-based parameters</p> <p><input type="checkbox"/> 5.4 Sensors for temperature and calorific parameters</p> <p><input type="checkbox"/> 5.5 Sensors for climatic parameters</p> <p><input type="checkbox"/> 5.6 Sensors for optical and acoustic parameters</p> <p><input type="checkbox"/> 5.7 Sensors for electrical and magnetical parameters</p> <p><input type="checkbox"/> 5.8 Sensors for chemical parameters</p> <p><input type="checkbox"/> 5.9 Sensors for biological parameters</p> <p><input type="checkbox"/> 5.10 Sensor elements by technology</p> <p><b>6 Test and measurement</b></p> <p><input type="checkbox"/> 6.1 Measuring/testing of geometric parameters</p> <p><input type="checkbox"/> 6.2 Mechanical parameters</p> <p><input type="checkbox"/> 6.3 Time and time-based parameters</p> | <p><input type="checkbox"/> 4.7 Thermal units</p> <p><input type="checkbox"/> 4.8 Environmental parameters</p> <p><input type="checkbox"/> 4.9 Chemical and biological parameters</p> <p><input type="checkbox"/> 4.10 Optical and acoustical parameters</p> <p><input type="checkbox"/> 4.11 Image/pattern recognition and processing</p> <p><input type="checkbox"/> 4.12 Electrical parameters</p> <p><input type="checkbox"/> 4.13 Specialized laboratory/test equipment</p> <p><b>7 Electronic Design (ED/EDA)</b></p> <p><input type="checkbox"/> 7.1 CAD/CAE tools</p> <p><input type="checkbox"/> 7.2 Generation software</p> <p><input type="checkbox"/> 7.3 Test software</p> <p><input type="checkbox"/> 7.4 Software for special applications</p> <p><input type="checkbox"/> 7.5 Peripheral equipment for ED/EDA environments</p> <p><input type="checkbox"/> 7.6 ED/EDA services</p> <p><input type="checkbox"/> 7.7 Design and development systems</p> <p><b>8 Passive components</b></p> <p><input type="checkbox"/> 8.1 Inductors and accessories</p> <p><input type="checkbox"/> 8.2 Capacitors</p> <p><input type="checkbox"/> 8.3 Resistors (including R networks)</p> <p><input type="checkbox"/> 8.4 Radiofrequency and microwave components</p> <p><input type="checkbox"/> 8.5 Polymer components</p> <p><input type="checkbox"/> 8.6 Nonlinear high-voltage components</p> <p><input type="checkbox"/> 8.7 Passive components, miscellaneous</p> <p><input type="checkbox"/> 8.8 Piezoelectric components</p> <p><input type="checkbox"/> 8.9 Magnetic and electronic ceramic products</p> <p><b>9 Electromechanics/ System peripherals</b></p> <p><b>Switches and keyboards</b></p> <p><input type="checkbox"/> 9.1.1 Switches for continuous connection</p> <p><input type="checkbox"/> 9.1.2 Switches with additional functions</p> <p><input type="checkbox"/> 9.1.3 Electrical keys</p> <p><input type="checkbox"/> 9.1.4 Detector components</p> <p><input type="checkbox"/> 9.1.5 Detector and signaling devices</p> <p><input type="checkbox"/> 9.1.6 Keyboards</p> <p><input type="checkbox"/> 9.1.7 Components and accessories for keyboards</p> <p><input type="checkbox"/> 9.1.8 Initiation devices, manually activated</p> <p><input type="checkbox"/> 9.1.9 Relays</p> <p><b>9.2 Interconnection components/systems</b></p> <p><input type="checkbox"/> 9.2.1 Standardized connectors</p> <p><input type="checkbox"/> 9.2.2 Connectors for specific handling</p> <p><input type="checkbox"/> 9.2.3 Connectors, PCB-mountable</p> <p><input type="checkbox"/> 9.2.4 Sockets</p> <p><input type="checkbox"/> 9.2.5 Connectors, application-oriented</p> <p><input type="checkbox"/> 9.2.6 Connectors for telecommunications</p> <p><input type="checkbox"/> 9.2.7 Cables with connectors</p> <p><input type="checkbox"/> 9.2.8 Connectors with additional functions</p> <p><input type="checkbox"/> 9.2.9 Connectors, specific forms</p> <p><input type="checkbox"/> 9.2.10 Miscellaneous connectors</p> <p><input type="checkbox"/> 9.2.11 Accessories for connectors</p> <p><input type="checkbox"/> 9.2.12 Specialized connection/connecting components</p> <p><input type="checkbox"/> 9.2.13 Cables</p> <p><b>9.3 Casing technology</b></p> <p><input type="checkbox"/> 9.3.1 System racks</p> <p><input type="checkbox"/> 9.3.2 Build-in and desktop housings</p> | <p><input type="checkbox"/> 9.3.3 Small-scale housings</p> <p><input type="checkbox"/> 9.3.4 Special housings</p> <p><input type="checkbox"/> 9.3.5 Accessories for housings</p> <p><input type="checkbox"/> 9.3.6 Thermal management</p> <p><input type="checkbox"/> 9.3.7 Electronic protection devices (EMI/ESD)</p> <p><b>10 Power supplies</b></p> <p><input type="checkbox"/> 10.1 Transformers</p> <p><input type="checkbox"/> 10.2 Coilware for specific applications</p> <p><input type="checkbox"/> 10.3 Accessories for coilware</p> <p><input type="checkbox"/> 10.4 Power supplies, DC output</p> <p><input type="checkbox"/> 10.5 Power supplies, AC output</p> <p><input type="checkbox"/> 10.6 Frequency converters</p> <p><input type="checkbox"/> 10.7 UPS systems</p> <p><input type="checkbox"/> 10.8 Special power supplies</p> <p><input type="checkbox"/> 10.9 Batteries</p> <p><input type="checkbox"/> 10.10 Static current supplies, miscellaneous</p> <p><input type="checkbox"/> 10.11 Power management systems</p> <p><input type="checkbox"/> 10.12 Accessories</p> <p><b>11 PCBs, other circuit carriers and EMS</b></p> <p><input type="checkbox"/> 11.1 Non-PTH single- and double-sided PCBs</p> <p><input type="checkbox"/> 11.2 Double-sided PCBs, PTH</p> <p><input type="checkbox"/> 11.3 Multilayer PCBs (ML)</p> <p><input type="checkbox"/> 11.4 Special PCBs</p> <p><input type="checkbox"/> 11.5 Ceramic PCBs</p> <p><input type="checkbox"/> 11.6 PCBs for backplanes/bus systems</p> <p><input type="checkbox"/> 11.7 EMS Electronic manufacturing services</p> <p><input type="checkbox"/> 11.8 Prototyping</p> <p><input type="checkbox"/> 11.9 Accessories for PCBs</p> <p><b>12 Assemblies and subsystems</b></p> <p>Assemblies for control applications</p> <p><input type="checkbox"/> 12.1 Printer assemblies</p> <p><input type="checkbox"/> 12.2 Assemblies, miscellaneous</p> <p><input type="checkbox"/> 12.3 Hybrid modules (including multi-chip modules)</p> <p><input type="checkbox"/> 12.4 Servo technology/Drive elements</p> <p><b>13 Automotive</b></p> <p><input type="checkbox"/> 13.1 Drive (engine and gears)</p> <p><input type="checkbox"/> 13.2 Chassis/Steering</p> <p><input type="checkbox"/> 13.3 Brake</p> <p><input type="checkbox"/> 13.4 Interior/Comfort</p> <p><input type="checkbox"/> 13.5 Body/Safety</p> <p><input type="checkbox"/> 13.6 Active safety</p> <p><input type="checkbox"/> 13.7 Electrical on-board power supply</p> <p><input type="checkbox"/> 13.8 Construction and test</p> <p><b>14 Wireless</b></p> <p><input type="checkbox"/> 14.1 Cellular systems</p> <p><input type="checkbox"/> 14.2 Non-cellular systems</p> <p><input type="checkbox"/> 14.3 Wireless applications</p> <p><input type="checkbox"/> 14.4 Business partners</p> <p><b>15 Information gathering and services</b></p> <p><input type="checkbox"/> 15.1 Information</p> <p><input type="checkbox"/> 15.2 Approval testing and other services</p> <p><input type="checkbox"/> 15.3 Start-up Forum</p> |
|---|--|--|

This is not a catalog entry form

**Which sectors do you supply?**

- |  |   |   |  |  |
|--|---|---|--|--|
| <input type="checkbox"/> Industrial electronics          | <input type="checkbox"/> Telecommunications, fixed-line | <input type="checkbox"/> Other renewable energies       | <input type="checkbox"/> Electronics for other consumer goods    | <input type="checkbox"/> Medical electronics                         |
| <input type="checkbox"/> Automotive                      | <input type="checkbox"/> Wireless                       | <input type="checkbox"/> Home entertainment electronics | <input type="checkbox"/> Electronics for office and data systems | <input type="checkbox"/> Electronics for aviation, space and defence |
| <input type="checkbox"/> Electronics for railway systems | <input type="checkbox"/> Photovoltaics                  |   |  |  |

**Title of trade fair:**  
**electronica 2010**  
**components | systems | applications**  
**24th International Trade Fair**

**Venue:** New Munich Trade Fair Centre

**Duration:** Tuesday 9 to Friday 12 November 2010

**Opening hours:** Tuesday to Thursday 9:00 a.m.–6:00 p.m., Friday 9:00 a.m.–5:00 p.m.

**Organizer and financing body:**  
**Messe München GmbH (MMG), Messegelände, 81823 München, Germany**  
**Tel. (+49 89) 9 49-01, Fax (+49 89) 9 49-09**  
**info@electronica.de, www.electronica.de**

## Special Terms of Participation (B)

All prices indicated below are net and are subject to value-added tax.

### B 1 Application (see A 1)

The deadline for applications is 15 January 2010.

### B 2 Permitted exhibits and exhibitors (see A2)

The following are permitted:

- companies whose exhibits correspond with the **Product Index** of electronica 2010 (see enclosure). Please tick only one of the main product groups in the product index. The location of your company's stand in a specific trade fair hall depends on the main product group you tick. Articles other than those permitted and registered may not be exhibited.  
**We cannot process your application without a duly completed Product Index.**
- exhibitors with the following qualifications: German and foreign manufacturers and service companies, as well as trading companies that can prove they have been authorized by the manufacturer to exhibit its products.

MMG has the final decision. Organizers of joint stands are not exhibitors as defined by the Special Terms of Participation.

### B 3 Co-exhibitors and additionally represented companies (see A 1, A 2, A 4)

The participation of companies as co-exhibitors/additionally represented companies (cf. 4) is as a general rule possible. Participation in such cases is, however, subject to the prior authorization of MMG. Permission to participate may be granted only if the co-exhibitor/additionally represented company concerned would also have been eligible to participate as an exhibitor. There is an application fee of EUR 200 for each co-exhibitor or additionally represented company. Co-exhibitors and additionally represented companies must be registered on a separate form by the main exhibitor.

### B 4 Participation fees, advance payment for services (see A7)

The minimum stand size for stand space only is 20 m<sup>2</sup>.

Participation fees are as follows:

#### a) Stand space only in halls

Row stand (one side open)	EUR 204/m <sup>2</sup>
Corner stand (two sides open)	EUR 228/m <sup>2</sup>
End stand (three sides open)	EUR 236/m <sup>2</sup>
Island stand (four sides open)	EUR 242/m <sup>2</sup>

For exhibitors whose applications are received by MMG up to and including 15 January 2010, the following prices apply if the exhibitor concerned

- hires stand space with the same or a larger area and with the same or a more expensive type of stand (row stand, corner stand, end stand, island stand) than that specified in his application, or if he
- hires stand space with a smaller area or a lower cost type of stand than that specified in his application insofar as MMG has proposed allocating the exhibitor such a stand without the exhibitor having provided MMG with prior notification of his wish for stand space with a smaller area or a lower cost type of stand than that specified in his application:

Row stand (1 side open)	EUR 199/m <sup>2</sup>
Corner stand (2 sides open)	EUR 223/m <sup>2</sup>
End stand (3 sides open)	EUR 231/m <sup>2</sup>
Island stand (4 sides open)	EUR 237/m <sup>2</sup>

For two-storey stands, upper-storey stand space costs 80% of the respective ground floor space.

#### Prices include the following:

- Free use of all services provided by MVV—Munich Transport and Tariff Association (subways and suburban trains, trams and buses) from one day before until one day after the fair in the entire MVV network against presentation of your exhibitor's pass
- Messe München GmbH's marketing services
- Technical and organizational services

#### b) On the outdoor exhibition area

Container site EUR 1,035

#### c) Combination packages

##### All Inclusive

(20 m<sup>2</sup> row stand only) EUR 8,140  
The all inclusive stand offer comprises: stand assembly and dismantling, stand space (20 m<sup>2</sup> row stand), stand design as pictured in the information brochure on participation alternatives, 1 table with 4 chairs, 1 info counter with bar stool, 1 cabin (1 m<sup>2</sup>, with lockable door, incl. coat rack), 1 display case (50 x 50 x 250 cm, height of glass: 100 cm), 1 brochure rack, 1 waste paper basket, company lettering up to 15 letters, carpeting (choice of colour), lighting (1 spot per 3 m<sup>2</sup> surface area), 3 kW electricity connection incl. 1 power outlet and electricity consumption, stand cleaning, AUMA charge, 1 press compartment, 100 free guest tickets, basic media entry (catalog, Internet, Visitor Information System).

##### Row/corner stand Standard

(row/corner stand from 20 to 36 m<sup>2</sup> only) EUR 315 per m<sup>2</sup>/EUR 339 per m<sup>2</sup>  
This turnkey stand offer comprises: stand assembly and dismantling, stand space (from 20 to 36 m<sup>2</sup> as ordered), stand design as pictured in the information brochure on participation alternatives, 1 table with 4 chairs, 1 info counter with bar stool, 1 cabin (1 m<sup>2</sup>, with lockable

door, incl. coat rack), 1 display case (50 x 50 x 250 cm, height of glass: 100 cm), 1 brochure rack, 1 waste paper basket, company lettering up to 15 letters, carpeting (choice of colour), lighting (1 spot per 3 m<sup>2</sup> surface area), 3 kW electricity connection incl. 1 power outlet and electricity consumption, AUMA charge.

#### d) Combination packages in selected exhibition areas

##### Automotive

(9 m<sup>2</sup> corner stand only) EUR 5,100  
This turnkey stand offer comprises: stand assembly and dismantling, stand space (9 m<sup>2</sup> corner stand), stand design as pictured in the information brochure on participation alternatives, 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste paper basket, carpeting, lighting, electricity connection incl. electricity consumption, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet, Visitor Information System), inclusion in Messe München GmbH's advertising campaigns and press work.

##### Automotive

(12 m<sup>2</sup> corner stand only) EUR 5,900  
This turnkey stand offer comprises: stand assembly and dismantling, stand space (12 m<sup>2</sup> corner stand), stand design as pictured in the information brochure on participation alternatives, 1 cabin (1 m<sup>2</sup>, lockable), 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 info counter with bar stool, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste paper basket, carpeting, lighting, electricity connection incl. electricity consumption, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet, Visitor Information System), inclusion in Messe München GmbH's advertising campaigns and press work.

##### Embedded

(12 m<sup>2</sup> row stand only) EUR 4,200  
This turnkey stand offer comprises: stand assembly and dismantling, stand space (12 m<sup>2</sup> row stand), stand design as pictured in the information brochure on participation alternatives, 1 table with 4 chairs, 1 info counter with bar stool, 1 cabin (1 m<sup>2</sup>, with lockable door, incl. coat rack), 1 waste paper basket, company lettering up to 15 letters, carpeting (choice of colour), lighting (1 spot per 3 m<sup>2</sup> surface area), 3 kW electricity connection incl. 1 power outlet and electricity consumption, stand cleaning, AUMA charge, 100 free guest tickets, 100 letter stickers (without imprint), basic media entry (catalog, Internet, Visitor Information System).

##### Wireless, World of MEMS

(9 m<sup>2</sup> row/corner stand only, depending on availability) EUR 5,100  
This turnkey stand offer comprises: stand assembly and dismantling, stand space (9 m<sup>2</sup> row/corner stand, depending on availability), stand design as pictured in the information brochure on participation alternatives, 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste paper basket, carpeting, lighting, electricity connection incl. electricity consumption, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet, Visitor Information System), inclusion in Messe München GmbH's advertising campaigns and press work.

##### Software Village

(9 m<sup>2</sup> row/corner stand only, depending on availability) EUR 5,500  
This turnkey stand offer comprises: stand assembly and dismantling, stand space (9 m<sup>2</sup> row/corner stand, depending on availability), stand design as pictured in the information brochure on participation alternatives, 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste paper basket, carpeting, lighting, electricity connection incl. electricity consumption, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), half-hour time slot for lectures in the embedded Forum, AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet, Visitor Information System), inclusion in Messe München GmbH's advertising campaigns and press work.

**The advance payment for services to be ordered (see A7) is EUR 20 net per m<sup>2</sup> of rented space.**

**The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors (German and foreign) a charge of EUR 0.60 net per m<sup>2</sup> of rented exhibition space. This amount is charged by MMG and transferred directly to AUMA.**

#### B 5 Terms of payment (see A 7)

The deadlines for payment given in the notice of admission or the invoice must be observed. Prior payment in full of the amount invoiced is a condition for access to the exhibition area, the media entry and the provision of exhibitors' passes. All invoiced amounts in all MMG invoices, which are connected with the event, must be transferred in euro, without deductions and free of all charges, to one of the accounts specified in the respective invoice, indicating the reference number.

#### B 6 Dates of setting up and dismantling (see A 14)

Stands may be set up starting on 3 November 2010 at 8:00 a.m.  
All delivery and stand-construction vehicles must be removed from the halls and from the outdoor area by 4:00 p.m. on the last day of set-up, 8 November 2010. Vehicles which are still in the halls or the outdoor area after these times will be removed by MMG at the risk and expense of the exhibitor concerned.  
Setting-up must be finished by 6:00 p.m. An extension is possible only in exceptional cases with the written permission of MMG's Technical Exhibition Services Division.  
Dismantling must be completed by 16 November 2010 at 6:00 p.m.

#### B 7 Stand design

Partition walls between the stands will be erected only on demand and the exhibitor will be charged.

##### One-storey stands:

The maximum construction height and advertising height (upper edge) must not exceed 6 m.

##### Two-storey stands:

Exhibitors must obtain MMG's explicit written permission before planning a two-storey stand.

The maximum construction height and advertising height must not exceed 7.50 m.

Plans of the stand with ground-plan and sketches must be submitted to MMG's Technical Exhibition Services Division for permission by the given date, at the latest 6 weeks before assembly begins.

**B 8 Technical installations**

Applications for electric installation, water, drainage, and telephone connections can be considered only if submitted in due time on the order forms available from MMG (Exhibitor Services CD-ROM).

The precise terms and connection fees are stated on these forms.

**B 9 Use of equipment**

Only cranes, fork-lift trucks and working platforms may be used that have been provided by the MMG under contract. Special equipment requirements must be coordinated with the MMG's Technical Exhibition Services Division.

**B 10 Sales regulations**

Direct sales and other services or deliveries made from the stand are not permitted. Exhibits may not be delivered to purchasers until after the trade fair closes.

In accordance with section 64 of the trade regulations (GewO), sales are permitted only to wholesalers, retail traders or trade customers.

**B 11 Catalog—Internet—Visitor Information System**

Each exhibitor (including co-exhibitors and additionally represented companies) must make a package booking (catalog, Internet, visitor information system). The basic entry is mandatory and costs EUR 415.

The content of the basic entry may be seen on the catalog order forms which will be sent to the exhibitor by MMG's official publisher in due time. MMG undertakes no guarantee of the accuracy or completeness of the catalog. Exhibitors will be invoiced by MMG's publisher.

The exhibitor is solely responsible for the permissibility under law—and particularly the law on competition—of any advertisement placed in the trade fair catalog, the Internet database or the visitor information system of Messe München GmbH at the instigation of the advertiser. Should third parties assert claims against Messe München GmbH on account of the impermissibility of the advertisement under law in general or the law on competition, the advertiser shall hold Messe München GmbH fully safeguarded against all claims asserted including all costs of any necessary defence in court on the part of Messe München GmbH. The same applies to exhibitor entries actuated by exhibitors in the trade fair catalog, the Internet database or in the visitor information system of Messe München GmbH.

**B 12 Exhibitors' passes (see A 13)**

For the duration of the trade fair, each exhibitor receives 3 exhibitors' passes free of charge for a stand of up to 20 m<sup>2</sup> in size. For every additional 20 m<sup>2</sup> or part thereof, one additional exhibitor's pass is put at the exhibitor's disposal.

Exhibitors who have booked a combination package in the selected exhibition areas obtain 2 exhibitors' passes free of charge.

The number of exhibitors' passes is not increased for co-exhibitors or additionally represented companies. Additional exhibitors' passes are available from the trade fair management at EUR 30 each. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to third parties.

The exhibitor's pass entitles you to free use of all services provided by MVV—Munich Transport and Tariff Association (subways and suburban trains, trams and buses) from one day before until one day after the fair in the entire MVV network.

**B 13 Noise, background noise**

MMG's special written permission is required for musical performances on the trade fair grounds. Presentations of equipment, videos, music, and show must not interfere with or disturb visitors or other exhibitors. The maximum permitted noise level for demonstrations of equipment and video performances is 75 dB(A).

Electronically amplified systems are not allowed at the stand.

**B 14 Alterations**

MMG reserves the right to make alterations and additions in matters affecting technical arrangements and safety.