

Application Form

National exhibition ARENA PROFESSIONAL TRADE
April 24-26 2010, hall 5, Inter Expo Center, Sofia

Exhibitor:		
Address:		
ID №:	VAT №	Represented by:
Phone:	Contact Person:	
Fax:	E-mail:	
Organizer: ASK Advertising and PR services Ltd., Represented by Krasimira Kraeva Sofia 1463, 3 Udovo str. fl. 1 ap. 1 phone: 02/ 980 28 24; fax: 02/ 989 00 14; e-mail: arena@ask.bg ; http://arenaofbeauty.bg		

	Description	Price sq. m.	quantity	Measure	Sum
		In EURO			In EURO
1.	Construction and furniture of 9 sq.m. to 14 sq.m. exhibition stand includes: exhibition space /point.2/, design, construction of exhibition stand 2.50 meters high, furnished with: table, 2 chairs, 1 light source for every 3 sq.m., illuminated branding with PVC material, outlet, electricity up to 2 kW.	103		sq.m.	
2.	Renting exhibition space includes: exhibition space, lantern light, security and cleaning, information service, inclusion in the exhibition catalogue, 1 invitation for every sq. m., 1 parking space	-	-	-	
2.1	from 15 sq.m. till 35 sq.m. * bonus: 1 advert. Page in the exhibition catalogue	68		sq.m.	
2.2	from 36 sq.m. till 60 sq.m. *bonus: 1 advert page in the exhibition catalogue, 64k internet connection	55		sq.m.	
3.	Increase according to stand type Frontal /3 open sides/- 5% incensement over base price; Island /4 open sides/- 15% incensement over base price. Two floored stand - 50% incensement over base price /min size 36 sq. m./	0		%	0
4.	Stand construction according your individual design See: Appendix 1				
5	Additional services:	-	-	-	-
5.1	Phone	54		Per 1	
5.2	Internet connection 64k	30		Per 1	
5.3	Electricity 220V, power 2 - 5 kW. Electricity 380V, up to 5 kW.	60 78			
5.4	Water supply	48		-	
5.5	Additional exhibition invitations	1		Per 1	
5.6	Additional nametags	5		Per 1	
6	Appendixes 2, 3, 4 please, fill the appendix number in column "Measure"				
Sum:					
VAT 20%:					
Total:					

Participation conditions

1 Participation application:

EXHIBITOR maybe any Bulgarian, joint or foreign company, which is a manufacturer or distributor in a field related to the topic of the exhibition. The Exhibitor is liable for the origin and by putting his signature on this contract declares that he has the right to exhibit and sell his products in Bulgaria. The exhibitor has to fill this application form and to send it with authentic signature and seal to the ORGANIZER, through currier, post, e-mail or fax no later then **30.10.2008**.

The application form is valid only after 50% advance payment.

Once fully filled by the Exhibitor, and received by the organizer, this Application form is considered for a final agreement for the Exhibitor to participate in the exhibition and pay the due amount. The Exhibitor does not have the right to cancel the agreement on his own, and all the cost made by the Organizer in regard of this agreement, should be reinstated. An Exhibitor, which has not paid the amount due, on time, will be penalized with 0.2% per day over the amount that he owes.

2 Deadline for application submission: 25.03.2010

3 Schedule and working hours:

Stand construction: 22. 04. 2010 from 09.00 till 18.00 hours

Stand dismantle: 27. 04. 2010 from 09.00 till 18.00 hours

Settling down: 23.04. 2010 from 09.00 till 18.00 hours

Clearing the stand: 26.04. 2010 from 17.30 till 20.00 hours., 27. 04. 2010 from 09.00 till 14.00 hours

Working hours: for exhibitors from 09.30 till 19.30 hours; for visitors 24 and 25.04 - 10.00 till 19.00 hours, 26.04 – 10.00 till 17.00 hours

4 General terms:

- The ORGANIZER offers the exhibition space to the EXHIBITORS according the time of their application form submission.
- The ORGANIZER offers construction and design of exhibition stands.
- The ORGANIZER offers construction of a stand according to a individual design. **APPENDIX 1**
- The ORGANIZER offers 3 name tags for space till 15 sq.m., and 1 for each 5 sq.m. above 15 sq.m. exhibition space.
- The ORGANIZER will secure a night security. The Organizer is not liable for any theft, loss or damage during the working hours of the exhibition.
- The ORGANIZER is not liable for any loss, damage or delays, due to citizen unrests, strikes or lock-outs, military action, terrorist attacks or other extreme events, which make the exhibition impossible or impractical to organize at the chosen venue and set time. The Organizer holds the right to hold the exhibition at different date or/and different venue;
- The ORGANIZER will cooperate for any company meetings, cocktails and other services, according to the EXHIBITOR needs, for additional charges.
- The ORGANIZER has the right to change the architecture plan of the exhibition.

- The EXHIBITOR cannot lend or give, part or the whole exhibition space to third parties.
- EXHIBITOR, constructing his stand with a outside company must co-ordinate the design with Inter Expo Center.
- Advertising and exhibition activity of the EXHIBITOR is limited only to the boundaries of his exhibition stand.
- The EXHIBITOR can insure the exhibited products; transportation and product arrangement is his responsibility.
- The EXHIBITOR must exhibit products, which are not forbidden by the Bulgarian law.
- Smoking is prohibited in the Expo Center; using unauthorized electrical equipment is forbidden; following fire regulations is mandatory.
- The exhibitor cannot exhibit inflammable products, which require permission by the law.
- The EXHIBITOR is responsible for the correct exploitation of the exhibition space. All damage caused by the EXHIBITOR during the time of the exhibition, must be covered by the EXHIBITOR.

5 Conditions and dates for payment:

The EXHIBITOR agrees to pay to the ORGANIZER the sum formed according to the application form, as follows:

- 50 % - up to 5 days after the APPLICATION FORM has been signed.
- 50 % - till 15.04.2010

the sum should be paid in leva according to BNB rates for the day.

Organizer's bank account:

FIRST INVESTEMENT BANK

Account in BG leva: **BG26 FINV 9150 10BG N00D 71, BIC: FINVBSGF**

The EXHIBITOR agrees to keep the timetable, according to the application form.

In case that, the amounts due have not been transferred in to the ORGANIZER'S account, or paid cash on time, the ORGANIZER has the right to reject participation to the EXHIBITOR, and the exhibition space will be offered to others.

If after the application formed has been signed, and the EXHIBITOR has rejected participation in the exhibition for any reasons, the EXHIBITOR must pay 25 % penalty from the amount according to the application form.

If the EXHIBITOR cancels his participation in less then 30 days before the exhibition, he must pay the whole amount for the exhibition space.

6 Others:

Any arguments related to the understanding and fulfilling this agreement between the two sides, which has not been settled in discussion between the two sides, can be resolved in Bulgarian court of law in Sofia city.

ORGANIZER:

.....
signature and seal

EXHIBITOR:

.....
date, Sofia

.....
signature and seal

APPENDIX 1

STAND CONSTRUCTION

Construction according to a individual plan is possible through the companies approved by the ORGANIZER:

- Lard Ltd. – contact name: architect Ludmil Vrabchev, phone: +3590 02 952 66 41
- Bulgarreklama agency – contact name: Eleonora Yaneva, phone: + 359 02 965 52 67

EXHIBITOR, who will construct on his own his exhibition stand, or has an outside company to do it, must sign a construction contract with Inter Expo Center and pay for “construction permit” of 7 euro per sq.m., not later then 05.04.2010. In order to sign such contract he needs to have approved construction plan. The price for approval and signature by Inter Expo Center, in case that construction is made by an outside company is 1 euro per sq.m. All construction plans executed by an outside company must be submitted for approval not later then 30 days before exhibition opening. If a company-exhibitor, fails to submit its plan for approval at the established time frame, will not be cleared for construction.

APPENDIX 2

CATALOGUE

EXHIBITOR / stand No

I. FREE INFORMATION

Company:			
Address: city	post code:	blvd. / str.	№
Phone:	Fax:	E-mail:	
Manager:		contact person:	
<input type="checkbox"/> official representative	<input type="checkbox"/> importer	<input type="checkbox"/> manufacturer	<input type="checkbox"/> official distributor
of:			

- *The ORGINAZER is not responsible for any mistakes in the materials presented by the EXHIBITOR!*

	description	Price	Quantity	measurment	Сума
		Euro			Евро
1.	Whole color page	90		Per unit	
2.	Cover page	180		Per unit	

TECHNICAL INFORMATION

A. Advertising size

Catalogue format

Bleed format: 147 x 209 mm

Unbleeded format: 150 x 215 mm

B. Technical requirements

Fail format: TIFF, EPS, Print ready PDF

The price is filled in the application form

APPENDIX 4

PVC signs and foiling

EXHIBITOR / stand No
Additional signs: 1. 2.

Please describe the content of each sign.

Fill in the numeration of each board as is in stand plan.

For sign production you must submit original file, or material suited for scan together with color sample.

Foiling: yes no luster matt

- please mark the place which are to be foiled with the letter – ‘F’

	Description	Price in Euro	quantity	measure	Sum in euro
1.	Company name - PVC foil	16		Sq.m.	
2.	Company sign /logo/ - PVC foil	18		Sq.m	
3.	Foiling	12		Sq.m	
4.	Gonfalon from synthetic paper	20		Sq.m	
5.	others				
Sum according to appendix 4:					
VAT 20%:					
Total:					

The sum from the appendix will be filled in the application form

ORGANIZER:

.....
signature and seal

.....
date, Sofia

EXHIBITOR:

.....
signature and s