



[www.ism-cologne.com](http://www.ism-cologne.com)

## THE FUTURE OF SWEETS

The world's leading trade fair for the confectionery industry

Cologne, 29.1.– 1.2.2012



Your registration documents

**Early bird discount if you book by 27.5.2011**

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## Registration

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## Catalogue:

Copy deadline for form 2.10: 28.10.2011

Advertising deadline for form 2.30: 08.11.2011

Please return your registration form 1.10 to Koelnmesse.

**A completed list of goods is required for the registration to be valid.**

If your registration is approved, you will receive your final stand confirmation, as of July 2011.

## Your contact persons

### Ines Weber

Product Manager

Telephone +49 221 821-2466

Telefax +49 221 821-3340

i.weber@koelnmesse.de

### Claudia Majchrowicz

Sales Manager Exhibitors

Telephone +49 221 821-3899

Telefax +49 221 821-3340

c.majchrowicz@koelnmesse.de

Start of hall layout:  
30.5.2011

## Essential information

Please also refer to our enclosed Conditions of Participation.



ISM 2012  
International Sweets and Biscuits Fair  
Cologne, 29.01.–01.02.2012

### The registration documents include

Essential information

The forms:

- 1.10 Registration for main exhibitor\*
- 1.11 Enclosure to the registration for main exhibitor
- 1.20 Application for Co-exhibitors\*
- 1.21 Application for Additional represented companies\*
- 1.30 List of Products\*
- 2.10 Order form for Media Package\*

**\*Must be returned**

2.30 Catalogue advertisement  
Conditions of Participation Special Section  
Conditions of Participation General Section  
Koelnmesse subsidiaries, representatives and information centres

### 1 Opening times

For exhibitors: Daily from 7:30 a.m. to 7:00 p.m.

For visitors: Daily from 9:00 a.m. to 6:00 p.m.

### 2 Registration

**Form 1.10** must be submitted by each main exhibitor. Please fill out the registration form completely, stamp it with your company seal, and have a responsible person sign it. The registration is only valid when accompanied by the list of products on **Form 1.30**. Co-exhibiting\* or additionally represented companies need to be registered using **Form 1.20** or Form 1.21 respectively. A separate list of goods (**Form 1.30**) has to be filled out for each of these companies.

\*see Item V of the General Section of the Conditions of Participation

**Start of hall layout planning: 30.05.2011.**

### 3 Participation fees

Renting a stand area costs 160.00 EUR per m<sup>2</sup>.

Upon registration by 27th May 2011  
– receipt of registration form by Koelnmesse –  
the participation fee amounts to 148.40 EUR per m<sup>2</sup>.

Upon registration by 27th May 2011  
– receipt of registration form by Koelnmesse –  
and occupation of a stand area of over 175 m<sup>2</sup>, the participation fee per m<sup>2</sup> from the 176th m<sup>2</sup> amounts to 138.60 EUR, insofar as you have previously taken part in the ISM 2009, 2010 and 2011 events as a main exhibitor and the participation fee has been paid in full for each; this does not apply to organizers of group participations.

In addition, a flat rate electricity fee\* of 6.50 EUR per m<sup>2</sup>. Exhibitors are also invoiced for a down payment for services\* amounting to 415.00 EUR.

All prices are net prices and do not include VAT at 19%.

**The rental fee for stand area does not include the cost for any constructions.**

Please note: Rising energy costs, particularly due to the changed law that gives priority to the use of energy from renewable sources, forces us to raise the flat-rate energy fee per square metre of occupied stand space.

\*see Item 3 of the Special Section of the Conditions of Participation

### 4 Turnkey stands / Koelnmesse Service stands

Tel.: +49 221 821-2091

Our subsidiary Koelnmesse Service GmbH offers turnkey stands. Why not take advantage of this service? These stands are available in various designs.

### 5 Construction times

**Start of construction period: Thursday, 26th January 2012, 8:00 a.m.**

**End of construction period: Saturday, 28th January 2012, 8:00 p.m.**

Construction should be completed by **8:00 p.m. on 28th January 2012.**

### 6 Dismantling times

**Start of dismantling period: 6:00 p.m. on Wednesday, 1st February 2012**

**End of dismantling period: 24:00 midnight on Friday, 3rd February 2012**

Dismantling may begin no earlier than **6:00 p.m. on 1st February 2012.**

**A contractual penalty of up to 5,000.00 euros may be imposed for violating this agreement.**

### 7 Stand confirmation

Once your company has been accepted for participation, you will receive confirmation of your stand **starting** July 2011.

### 8 Technical guidelines / services

Our entire range of services, with technical assembly guidelines, can be found online at the Koelnmesse Service Portal ([www.koelnmesse-service-portal.de](http://www.koelnmesse-service-portal.de)). You will shortly receive your log-in data with your stand confirmation.

**Please note the order deadlines.**

### 9 Maximum stand height / special constructions

**The maximum permissible stand height is 3.5 metres. This is also the maximum allowable height for all company and product signs and all types of advertising.**

In addition, lighting equipment may be suspended from the hall ceiling, whereby the maximum permissible distance from the upper edge of the lighting to the hall floor is 4.5 m. Please note that for any objects hanging from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand construction.

**Two-storey constructions are not allowed.**

### 10 Scale-drawings of stands

Sketches of stands can be provided on a scale of 1:200 upon request by the exhibiting companies.

## 11 Withdrawal / non-participation

The contractual relationship can no longer be terminated once the stand has been bindingly registered and confirmed. The organizer can agree to the request for release from the contract only in exceptional cases if the stand space not required can be rented to another exhibitor. In this instance the organizer is entitled to demand a general reimbursement of the costs incurred corresponding to 25 % of the participation fee. If the space cannot be re-rented, the full participation fee must be paid. Please see "General Conditions of Participation", Item II.

## 12 Invoicing

You will receive the invoice for the stand area along with your free exhibitor and work passes **starting in** October 2011. Please observe the terms and conditions of payment listed under Item IV of the General Conditions of Participation.

## 13 VAT refunds

Foreign proprietors from the EU may submit their refund applications to the Bundeszentralamt für Steuern only via the online site provided for this purpose in their respective countries. Due to the probable changes in legal regulations, German VAT will generally no longer be charged for services provided by Koelnmesse. The reverse charge process will be used instead so that the location at which the services are offered is considered to be in the recipient's country. A VAT ID will therefore be required from all EU exhibitors. If Koelnmesse is not provided with the exhibitor's VAT ID and therefore does not have any proof of business activity, German VAT will have to be charged for the services rendered. The tax can not be reimbursed in this case, as the legal requirements would not be met.

The VAT ID cannot be used by foreign companies from non-EU countries. However, due to the probable changes in legal regulations, German VAT will generally no longer be charged for services provided by Koelnmesse in this case either. The reverse charge process will be used instead so that the location at which the services are offered is considered to be in the recipient's country. If VAT is charged in exceptional cases, foreign exhibitors from non-EU countries may use the VAT reimbursement service offered by Koelnmesse Service GmbH (this service is subject to a fee. For information and applications go to Marketing Services → VAT refund Service at the Koelnmesse-Service-Portal). Alternatively, they can send their refund claims directly to the Bundeszentralamt für Steuern, Dienstsitz Schwedt, Passower Chaussee 3 b, 16303 Schwedt/Oder, Germany, Tel.: +49 228 406-1200, fax : +49 228 406-2661, e-mail: vorsteuerverguetung@steuerliches-info-center.de. Further details are available on the Internet at: [www.bzst.bund.de](http://www.bzst.bund.de).

## 14 Exhibitor passes

Each exhibitor receives free of charge and valid for the period from the first day on which construction work begins to the final day of dismantling:

- two passes for a stand of up to 10 m<sup>2</sup>
- four passes for a stand of up to 20 m<sup>2</sup>
- one pass for each further unit or part unit of 10 m<sup>2</sup> up to a stand area of 100 m<sup>2</sup>
- one pass for each further unit or part unit of 20 m<sup>2</sup> above this area

## 15 Work passes

You will receive free work passes that allow your **company's** personnel access to the fair grounds during the construction and dismantling periods.

## 16 Media Package / Catalogue

The Media Package is a comprehensive and eye-catching solution for all phases of your trade fair communication. The efficient combination of online, print and mobile marketing maximises your messages' visibility. All main exhibitors, co-exhibitors and additionally represented companies are obliged to order the Media Package, which guarantees them an entry in the printed catalogue. A fee (359.00 EUR) is charged for this service.

The order form for this service (Form 2.10) is enclosed.

The catalogue will be published approx. four weeks before the fair begins.

Please note: **Copy deadline for form 2.10:** 28.10.2011

**Advertising deadline for form 2.30:** 08.11.2011

SWEETS GLOBAL NETWORK e.V., Grillparzerstr. 38, 81675 München, Germany, is responsible for production, processing, design and advertising. Tel. +49 89 45769088-0, fax +49 89 45769088-88, e-mail: [info@sg-network.org](mailto:info@sg-network.org)

## 17 Koelnmesse representatives abroad

Koelnmesse has representative offices in over 80 countries, as well as in Berlin. They will gladly assist you at any time. A list of these offices is available on the Internet at [www.koelnmesse.de](http://www.koelnmesse.de)

## 18 Advertising

If you hand out any bags, their dimensions may not exceed 40 x 30 x 10 cm; empty bags should not be handed out.

## Important contacts

	Tel.: +49 221 821-	Fax: +49 221 821-
<b>ISM Project Team</b>	-2466, -3899, -3061	-3340
Press	-2288, 2321	-3285
Protocol	-2502	-3402
Accounts department	-2378	-3174
Cash office (additional exhibitor passes)	-2996	-3437
Congresses, special events, conference rooms	-2223	-3430
Security office east	-2550, 2549	-3450
Turnkey stands	-2091	-2188
Technical service	-3910, -2324, -3575	-3922
Advertising	-3223, -2209	-3624
Exhibition facilities	-2085, -2777	-3194
Car parking	-3998	-3999
Truck parking	-2927, -2838	-991335
Forwarding agents (customs clearance/storage/transport)		
– Schenker	+49 221 981310	+49 221 318890
– Kühne & Nagel	+49 221 2849240	+49 221 2849243
Insurance	+49 221 77156359	+49 221 77156390
Security	-2456, -2818	-3435
Arranging personnel		
– Hostesses / service staff	+49 221 28492-05/-06	+49 221 8800066
– Construction / dismantling stuff	-2882	+49 221 45559636
Restaurants/stand catering	+49 221 2849444	+49 221 2849445
Hotel accommodation	-2273	-3739

Please send to:  
 Koelnmesse GmbH  
 Postfach 21 07 60  
 50532 Köln  
 Germany  
 Fax +49 221 821-3340



29.01.–01.02.2012

Customer number:

**0 0 2 0**

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Main exhibitor:

## Registration for main exhibitor

Must be returned. List of Products (Form 1.30) must be filled in for registration to be valid.

Start of hall layout planning: 30.05.2011

**1.10**

Please affix label here!

### 1 Main Exhibitor

#### 1.1 Address:

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

\_\_\_\_\_

\_\_\_\_\_

Street: \_\_\_\_\_

P.O.Box: \_\_\_\_\_

Postal Code / City: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail\*: \_\_\_\_\_

Internet\*: \_\_\_\_\_

\*Entry required for the Media Package / Catalogue

President / Owner: \_\_\_\_\_

Correspondance language:

- german     english  
 french     italian

Register first letter of company name:

\_\_\_\_\_

Contact person for the exhibition is:

- Mr:  
 Mrs: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

#### 1.2 We are:

- Manufacturers                     An association/organization  
 Importers                             Specialist media  
 A marketing company

#### 1.3 Subsidiary/branch of parent company/group:

Company: \_\_\_\_\_

\_\_\_\_\_

Street: \_\_\_\_\_

Postcode/Town: \_\_\_\_\_

Country: \_\_\_\_\_

#### 1.4 Turnover tax ID number (VAT):

(Required information for companies from EU countries)

\_\_\_\_\_

### 2 Stand requirements (subject to availability)

#### 2.1 According to the Conditions of Participation we order the following space at a price (plus VAT) of:

Early-bird price until 27th May 2011      148.40 EUR/m<sup>2</sup>

Regular price      160.00 EUR/m<sup>2</sup>

6.50 EUR / m<sup>2</sup> flat-rate charge

Space in total m<sup>2</sup>

Frontal Width in meters	min	max
_____	_____	_____

Depth in meters	min	max
_____	_____	_____

- We prefer a:     terrace stand                     corner stand  
 two-corner stand                     island stand

#### 2.2 Stand construction as follows:

- The stand construction will be ordered by Koelnmesse Service GmbH (Please submit the separate form!).

### 3 Products or Services to be exhibited

**The application is only valid with the attached List of Products!**

Please indicate your products / services on the enclosed list of exhibits. Only goods listed here are permitted at ISM.

#### Please note:

The event organizer will use and proceed the information provided in this form within the framework of the fulfilment of contractual duties via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account.

**By signing and returning the registration form, we acknowledge that the General and the Special Sections of Koelnmesse GmbH's Conditions of Participation as well as the stipulations of the Koelnmesse Service Portal (in particular the technical regulations and the supplements contained in the order forms) are binding for our company.**

Place, Date:

Please send to:

Koelnmesse GmbH  
 Postfach 21 07 60  
 50532 Köln  
 Germany  
 Fax +49 221 821-3340



29.01.-01.02.2012

Customer number:

0	0	2	0
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Main exhibitor:

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**Enclosure to the registration  
 for main exhibitor**

Invoice address /  
 Address for correspondence

1.11

**1. Invoice address – if different from Main Exhibitor**

If **invoice** should be charged to address other than the one of the Main Exhibitor please enter below:

Company/Name:

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Contact  
 Person:

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Street:

Postal  
 Code/City:

---

Country:

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Phone:

---

Fax:

---

E-Mail:

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Correspondance language:

- german     english  
 french     italian

**Important!**

The registered company will be obliged to settle the invoice if the recipient of the invoice fails to effect payment!

**2. Address for correspondence –  
 if different from Main Exhibitor**

If **correspondence** should be sent to address other than the one of the Main Exhibitor please enter below:

Company/Name:

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Contact  
 Person:

---

Street:

Postal  
 Code/City:

---

Country:

---

Phone:

---

Fax:

---

E-Mail:

---

Correspondance language:

- german     english  
 french     italian

**Please note:**

The event organizer will use and proceed the information provided in this form within the framework of the fulfilment of contractual duties via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account.

Place:

Date:

Please send to:  
 Koelnmesse GmbH  
 Postfach 21 07 60  
 50532 Köln  
 Germany  
 Fax +49 221 821-3340



29.01.–01.02.2012

Customer number:

0	0	2	0
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Main exhibitor:

## Application for Co-exhibitors\*

List of Goods (Form 1.30) must be filled in for registration to be valid

1.20

In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following co-exhibitors at our stand:

If you need to register more than two additional companies, please photocopy the blank form first.

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

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Contact person:

E-Mail

Contact person:

Street:

Postal Code/

City:

P.O.Box:

Postal Code/

City:

Country:

general Phone:

general Fax:

general E-Mail\*\*:

Internet\*\*:

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

---



---

Contact person:

E-Mail

Contact person:

Street:

Postal Code/

City:

P.O.Box:

Postal Code/

City:

Country:

general Phone:

general Fax:

general E-Mail\*\*:

Internet\*\*:

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

Please ensure that the entries in this form are identical with the ones made for the Media Package (Form 2.10).

Please provide a separate list of exhibits (Form 1.30) for each co-exhibitor that you register.

Place, Date:

Place, Date, Stamp, Legally binding signature of the main exhibitor

Customer number:

0	0	2	0
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Register first letter of company name:

The company is:  Manufacturer  An association/organization  
 Importers  Specialist media  
 A marketing company

The company is represented with:  own products  
 own staff  
 own company graphics

The participation fee per co-exhibitor is to 250.00 EUR (plus VAT) and will be charged to the main exhibitors' account. This fee does not include the entry in the Media Package. (Please note the enclosed Form 2.10)

\*\*required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

Customer number:

0	0	2	0
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Register first letter of company name:

The company is:  Manufacturer  An association/organization  
 Importers  Specialist media  
 A marketing company

The company is represented with:  own products  
 own staff  
 own company graphics

The participation fee per co-exhibitor is to 250.00 EUR (plus VAT) and will be charged to the main exhibitors' account. This fee does not include the entry in the Media Package. (Please note the enclosed Form 2.10)

\*\*required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

### \* Explanation "Co-exhibitors":

Co-exhibitors are companies with their own products and their own personnel that use the stand area of a main exhibitor. Companies within groups and subsidiaries count as co-exhibitors.

### Please note:

The event organizer will use and proceed the information provided in this form within the framework of the fulfilment of contractual duties via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account.

Please send to:

Koelnmesse GmbH  
Postfach 21 07 60  
50532 Köln  
Germany  
Fax +49 221 821-3340



29.01.–01.02.2012

Customer number:

0	0	2	0
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Main exhibitor:

## Application for Additional represented companies\*

List of Goods (Form 1.30) must be filled in for registration to be valid

1.21

In accordance with Item V of the General Section of the Conditions of Participation, we hereby register the following additionally represented companies at our stand:

If you need to register more than two additional companies, please photocopy the blank form first.

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

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Contact person:

E-Mail

Contact person:

Street: \_\_\_\_\_  
Postal Code/ City: \_\_\_\_\_

P.O.Box:

Postal Code/ City: \_\_\_\_\_

Country: \_\_\_\_\_

general Phone: \_\_\_\_\_

general Fax: \_\_\_\_\_

general E-Mail\*\*: \_\_\_\_\_

Internet\*\*:

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

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---

Company Name (give particulars of legal status such as "Limited, Corporation" etc.):

---



---

Contact person:

E-Mail

Contact person:

Street: \_\_\_\_\_  
Postal Code/ City: \_\_\_\_\_

P.O.Box:

Postal Code/ City: \_\_\_\_\_

Country: \_\_\_\_\_

general Phone: \_\_\_\_\_

general Fax: \_\_\_\_\_

general E-Mail\*\*: \_\_\_\_\_

Internet\*\*:

Turnover tax ID number (VAT):

(Required information for companies from EU countries)

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Please ensure that the entries in this form are identical with the ones made for the Media Package (Form 2.10).

Please provide a separate list of exhibits (Form 1.30) for each additional represented company that you register.

Place, Date:

Place, Date, Stamp, Legally binding signature of the main exhibitor

Customer number:

0	0	2	0
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Register first letter of company name:

The company is:

- Manufacturer  An association/organization  
 Importers  Specialist media  
 A marketing company

The company is represented with:

- own products  
 own staff  
 own company graphics

The fee for the media package will be invoiced to the main exhibitor. (Please note the enclosed Form 2.10)

\*\*required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

Customer number:

0	0	2	0
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Register first letter of company name:

The company is:

- Manufacturer  An association/organization  
 Importers  Specialist media  
 A marketing company

The company is represented with:

- own products  
 own staff  
 own company graphics

The fee for the media package will be invoiced to the main exhibitor. (Please note the enclosed Form 2.10)

\*\*required for Media Package (see Form 2.10). Please complete this section in full, otherwise we will be unable to set up a link to your company's website/e-mail address.

\* Explanation "Additionally represented companies":

Additionally represented companies are companies that also use the stand area of a main exhibitor, but which do not fulfil one of the named conditions (products/personnel).

Please note:

The event organizer will use and proceed the information provided in this form within the framework of the fulfilment of contractual duties via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account.

Please send to:

Koelnmesse GmbH  
Postfach 21 07 60  
50532 Köln  
Germany  
Fax +49 221 821-3340



29.01.–01.02.2012

Customer number:

0 0 2 0

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Main exhibitor:

## List of Products

Must be returned by

– Main exhibitors

– Co-exhibitors

– Additionally represented companies

Please fill in and return with your registration

1.30

Name of exhibitor/co-exhibitor/additionally represented company\*: \*Please use one list of products per company

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For exhibitors/additionally represented company

Name of main exhibitor:

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Main exhibits: (Please complete absolutely)

(max. 2 entries)

No:

No:

List of exhibits (   Please cross the corresponding items)

### 1 Cocoa and Chocolate Products

### 2 Biscuits

### 3 Snack Foods

### 4 Sugar Confectionery

### 5 Ice-cream / Raw Pastes

### 6 Private Label

### 7 Other

### 8 Organic

#### 1 Cocoa and Chocolate Products

1.10	Alpine milk chocolate/Alpine cream chocolate/Alpine full-milk, chocolate
1.11	Dark chocolate/Dark cream chocolate
1.12	Flaked cracknel chocolate
1.13	Block chocolate
1.14	Capuccino chocolate
1.15	Cola chocolate
1.16	Chocolate for diabetics and diet chocolate
1.17	Superior dark chocolate/Superior full-milk chocolate
1.18	Peanut chocolate
1.19	Nut chocolate in transparent packing
1.20	Fruit chocolate (orange/lemon)
1.21	Fruit chocolate with cream
1.22	Household chocolate/Household milk chocolate
1.23	Ginger chocolate
1.24	Yoghurt chocolate (filled and solid)
1.25	Cocoa powder, retail packs
1.26	Instant cocoa powder, retail packs
1.27	Chocolate crisp
1.28	Coconut chocolate
1.29	Crème chocolate
1.30	Cracknel chocolate
1.31	Chocolate coating, retail packs
1.32	Aero chocolate
1.33	Almond chip chocolate
1.34	Almond cracknel chocolate
1.35	Almond nougat/Hazelnut nougat chocolate
1.36	Almond-hazelnut chocolate
1.37	Marzipan chocolate
1.38	Milk chocolate
1.39	Hazelnut milk chocolate
1.40	Mocha chocolate/Mocha cream chocolate, solid
1.41	Mocha chocolate, filled
1.42	Nougat (Hazelnut praliné) chocolate/Nougat cracknel chocolate
1.43	Nut cracknel chocolate/Hazelnut nougat chocolate
1.44	Peppermint chocolate, solid

1.45	Peppermint chocolate, small, solid bars
1.46	Peppermint chocolate, filled
1.47	Peppermint chocolate, small, filled bars
1.48	Tablet of filled chocolate
1.49	Puffed-rice chocolate
1.50	Cream chocolate
1.51	Rum and almond chocolate
1.52	Rum and raisin chocolate
1.53	Rum, hazelnut and raisin chocolate
1.54	Cream chocolate/Cream cracknel chocolate
1.55	Alcohol-filled chocolate
1.56	Small bar of chocolate
1.57	Chocolate covering
1.58	Truffle chocolate
1.59	Full-milk chocolate
1.60	Full-milk cracknel
1.61	Full-milk almond chocolate
1.62	Full-milk mocha chocolate
1.63	Full-milk hazelnut chocolate
1.64	Full-milk nut chocolate
1.65	Full-milk chocolate with whole almonds or nuts
1.66	White chocolate
1.67	Flavoured white chocolate
1.68	Dark (semi-sweet) chocolate
1.69	Dark (semi-sweet) chocolate with whole nuts

#### Chocolates

1.70	Alcohol-filled chocolates
1.71	Dessert chocolates
1.72	Chocolates for diabetics and low-calorie chocolates
1.73	Peanut chips/Peanut lumps/Peanut pyramids
1.74	Chocolate sticks with flavoured, liquid centres
1.75	Fondant chocolates
1.76	Fruit chocolates (pineapple, apple, strawberry, raspberry, cherry, orange)
1.77	Chocolate-coated dried fruit (pineapple, apple rings, apricots, dates, figs, plums)
1.78	Coated jellies
1.79	Yoghurt chocolates
1.80	Crème chocolates
1.81	Chocolate coated coffee beans and coffee chocolates, solid
1.82	Chocolate coated coffee beans and coffee chocolates, filled
1.83	Advocat chocolates
1.84	Cracknel chocolates
1.85	Liqueur chocolates

Main exhibitor/co-exhibitor/additionally represented company:

0 0 2 0

Customer number:

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	1.86	Almond chocolates/Almond chips/Almond lumps/Almond pyramids
	1.87	Marzipan chocolates/Marzipan and walnut chocolates
	1.88	Mocha beans and mocha chocolates, solid
	1.89	Mocha beans and mocha chocolates, filled
	1.90	Mozartkugeln
	1.91	Nougat (hazelnut nougat) chocolates
	1.92	Crème nougat chocolates
	1.93	Hazelnut lumps/Hazelnut pyramids/Hazelnut chips
	1.94	Hazelnut chocolates
	1.95	Peppermint chocolates
	1.96	Chocolate eggs
	1.97	Rum-filled chocolate beans/Rum-filled chocolate eggs/Rum balls (Jamaica rum)
	1.98	Walnut chocolates
	1.99	Brandy (cognac) chocolate beans
	1.100	Brandy (cognac) chocolate eggs
	1.101	Brandy (cognac) chocolates with cherries/Brandy chocolates
	1.102	Cognac chocolates
	1.103	Truffle chocolates
<b>Other Chocolate Products</b>		
	1.104	Advent calendar
	1.105	Christmas tree chocolates
	1.106	Flaked cracknel
	1.107	Chocolate flake for sprinkling
	1.108	Chocolate cornflake crisp (milk/plain)
	1.109	Hollow chocolate figures (also filled chocolate figures)
	1.110	Langues de chat (also filled)
	1.111	Toys (also chocolates with toy gifts)
	1.112	Chocolate items for the toy-shop
	1.113	Advocat-filled chocolate items
	1.114	Neapolitains
	1.115	Santa sacks
	1.116	Santa chocolate canes
	1.117	Santa chocolate boots
	1.118	Two nuts in a shell
	1.119	Easter chocolate products
	1.120	Layered choaaltes/Layered chocolate eggs
	1.121	Filled chocolate Biedermeier bouquets
	1.122	Gift-eggs
	1.123	Puffed-rice pieces, bars
	1.124	Grated chocolate
	1.125	Chocolate with imprinted designs
	1.126	Chocolate bars, filled/solid
	1.127	Chocolate cups, chocolate bowls, chocolate pots
	1.128	Chocolate leaves, chocolate tiles, chocolate buttons
	1.129	Chocolate eggs, solid
	1.130	Chocolate barrels/Chocolate bottles /filled with liqueurs/brandy/whisky)
	1.131	Chocolate flakes/Milk chocolate flakes
	1.132	Chocolate-shaped hearts/Chocolate-shaped hearts on strings
	1.133	Chocolate witch's house
	1.134	Chocolate horseshoe
	1.135	Chocolate wreath, solid/filled
	1.136	Chocolate balls, solid
	1.137	Chocolate beetles/Lucky chocolate beetles/Chocolate ladybirds
	1.138	Chocolate coins/Chocolate squares/Chocolate doubloons
	1.139	Chocolate biscuits
	1.140	Chocolate butterflies
	1.141	Chocolate slices and slithers
	1.142	Plain chocolate vermicelli/Milk chocolate vermicelli/White chocolate vermicelli

	1.143	Chocolate vermicelli
	1.144	Chocolate cigars/Chocolate cigarettes
	1.145	Choc-chips
	1.146	Choc-sticks, solid
	1.147	Choc-sticks, filled
	1.148	Chocolate balls coated in vermicelli
	1.149	Chocolate goods for Christmas

**2 Biscuits**

	2.10	Aniseed biscuits
	2.11	Sugar paper for baking
	2.12	Log cake
	2.13	Bear's paws (butter biscuits on a chocolate base)
	2.14	Meringues
	2.15	Sponge fingers
	2.16	Flake pastries
	2.17	Butter pretzels/Butter pastries/Butter biscuits
	2.18	Christmas Stollen
	2.19	Diabetic and low-calorie pastry
	2.20	Dominoes
	2.21	Sandwich biscuits with cream filling
	2.22	Decorative butter biscuits
	2.23	Biscuits made with fresh eggs
	2.24	Ice-cream cornets and wafers
	2.25	Sugar paper rounds and squares
	2.26	Triangle wafers/Flat wafers
	2.27	Florentine biscuits
	2.28	Boxed/Tinned biscuits/Biscuit assortments/Chocolate coated biscuits
	2.29	Stick-shaped biscuits
	2.30	Large shortbread coins (Fruit biscuits/Almond biscuits/Hazelnut biscuits)
	2.31	Spiced biscuits
	2.32	Crunch snaps
	2.33	Honey spice cake/Honey biscuits
	2.34	Karlsbad thins
	2.35	Kipferl (Vanilla Kipferl)
	2.36	Crispbread/Crackerbread (water biscuits)
	2.37	Coconut cakes/Coconut biscuits
	2.38	Cake
	2.39	Bar-shaped cakes/Small cakes
	2.40	Brown gingerbread
	2.41	Gingerbread hearts
	2.42	Gingerbread hearts on strings
	2.43	Sugar covered gingerbread
	2.44	Gingerbread on wafer base (Elisen gingerbread)
	2.45	Traditional bread/alpine bread
	2.46	Macaroons (Hazelnut/Coconut/Almond/Marzipan/Persipan – marzipan made from apricot kernels)
	2.47	Almond pastries/Almondbiscuits
	2.48	Marbled biscuits
	2.49	Marzipan pastries
	2.50	Light shortbread/Light shortbread biscuits
	2.51	Muesli biscuits
	2.52	Muesli bars
	2.53	Hazelnut pretzels/Hazelnut biscuits/Hazelnut stars
	2.54	Orange biscuits
	2.55	Gingerbread shapes/Gingerbread balls
	2.56	Printen (hard gingerbread)
	2.57	Bars with biscuit and wafer centre
	2.58	Russian bread
	2.59	Butter cakes
	2.60	Sesame cakes
	2.61	Marshmallow wafers/Marshmallow wafer crescents
	2.62	Layer cakes
	2.63	Speculatus biscuits
	2.64	Springerle (special Christmas biscuits flavoured with aniseed)
	2.65	Spiced cakes/Spiced biscuits

Main exhibitor/co-exhibitor/additionally represented company:

0 0 2 0

Customer number:

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	2.66	Butter cakes
	2.67	Tartlets/Flan bases
	2.68	Wafers, filled/without filling/plain wafers, coated in chocolate
	2.69	Wafer eggs/Wafer nuts
	2.70	Wafer assortment/Wafer rolls/Wafer fingers
	2.71	Cinnamon stars
	2.72	Lemon biscuits
	2.73	Wholemeal biscuits
	2.74	Wholemeal butter biscuits
	2.75	Rusks
	2.76	Madeleines
	2.77	Panettone

**3 Snack Foods**

	3.10	Pretzels/Salted cocktail snacks/Salted sticks
	3.11	Cashew nuts, salted and/or roasted
	3.12	Cocktail biscuits
	3.13	Peanuts, salted an/or roasted
	3.14	Peanut puffs
	3.15	Pork scratchings
	3.16	Crackers (water biscuits)
	3.17	Hazelnuts, salted and roasted
	3.18	Cheese biscuits/Assorted cheese snacks/ Cheese wafers/Cheese rolls
	3.19	Potato crisps/Potato sticks/Other potato snacks
	3.20	Cocktail crackers/Mini-pizza crackers
	3.21	Salted pretzels and rolls
	3.22	Macadamia nuts, salted and/or roasted
	3.23	Macadamia nuts dry-roasted
	3.24	Corn snacks
	3.25	Almonds, salted and roasted
	3.26	Almonds, dry-roasted
	3.27	Assorted nuts/Assorted nuts and raisins
	3.28	Assorted nuts/Tropical fruit and nuts
	3.29	Assorted nuts, salted and/or roasted
	3.30	Assorted nuts, dry-roasted
	3.31	Pecan nuts salted and/or roasted
	3.32	Pine kernels, salted and/or roasted
	3.33	Pistachios, salted and/or roasted
	3.34	Popcorn/Puffed-corn/Puffed-rice
	3.35	Rice-snacks
	3.36	Salted snacks (Pretzels/Assortments/Sticks)
	3.37	Salted snacks - water biscuits
	3.38	Soya kernels, salted and/or roasted
	3.39	Biscuit snacks
	3.40	Walnut kernels, salted and roasted
	3.41	Wheat snacks
	3.42	Onion rings/Onion rolls

**4 Sugar Confectionery****Hard and Soft Caramels**

	4.10	Sweets filled with alcohol
	4.11	Aniseed sticks
	4.12	Bavarian malt, in bar or as individual sweets
	4.13	Sweets in presentation tin or glass
	4.14	Sweets with a fruit centre in tray presentation pack (Vienna Sweets)
	4.15	Necklace of sweets
	4.16	Fizzy sweets
	4.17	Cachous
	4.18	Cola drops
	4.19	Diabetic and low-calorie sweets
	4.20	Drops
	4.21	Boiled sweets with soft centres
	4.22	Eucalyptus sweets/Eucalyptus and menthol sweets
	4.23	Fruit flavoured boiled sweets
	4.24	Hazelnut sweet/Nut sweets/Haselnut nougat sweets

	4.25	Honey sweets
	4.26	Cough drops
	4.27	Yoghurt sweets
	4.28	Coffee sweets
	4.29	Caramel sweets
	4.30	Chews
	4.31	Coin crisps
	4.32	Herbal sweets
	4.33	Cracknel sweets
	4.34	Licorice sweets
	4.35	Licorice toffees
	4.36	Lollipops (Cherries on sticks/Shaped lollies/ also filled lollies)
	4.37	Milk/Full-milk caramels/Milk praliné sweets
	4.38	Mocha sweets
	4.39	Peppermint sweets/balls
	4.40	Cream sweets
	4.41	Hard caramel dummy
	4.42	Chocolate sweets/Chocolate mint sweets
	4.43	Satin sweets
	4.44	Toffees/Butter toffees
	4.45	Vitamin sweets
	4.46	Sweets made with non-sugar sweeteners

**Coated sweets**

	4.47	Butter buttons
	4.48	Coated eggs/Coated egg arrangements
	4.49	Viennese chocolate-coated almonds
	4.50	Chocolate beans
	4.51	Chocolate-coated kernels, raisins etc.
	4.52	Silver beads/vermicelli/hundreds and thousands
	4.53	Burnt almonds

**Slabs/Tablets**

	4.54	Sorbitol fruit tablets
	4.55	Peppermint tablets (rolls/sticks/rounds and squares)
	4.56	Sorbitol peppermint tablets
	4.57	Glucose tablets
	4.58	Vitamin tablets
	4.59	Tablets made with non-sugar sweeteners

**Other Sweet Products**

	4.60	Effervescent powder/tablets
	4.61	Diabetic and diet
	4.62	Ice-cream confectionery
	4.63	Fondant products
	4.64	Fondant
	4.65	Fruit gums/Youghurt fruit gums
	4.66	Layered fruit and nut pastes (Nut/Hazelnut slices/Almond Slices)
	4.67	Caramelised peanuts/haselnuts/almonds
	4.68	Sugared jellies
	4.69	Sweet gums/jelly bears
	4.70	Gums and jelly confectionery
	4.71	Ginger products
	4.72	Cocoa confectionery
	4.73	Cocoa crème/cocoa crème confectionery/ Cocoa crème products
	4.74	Candied fruit/Candied blossoms
	4.75	Chewing gum (Bubble gum/with liquid filling/ Soft gum)
	4.76	Chewing gum with non-sugar sweeteners
	4.77	Toys (sweet products combined with toys)
	4.78	Toy-house sized sweets
	4.79	Fairground products
	4.80	Coconut balls/Coconut eggs
	4.81	Coconut flakes, coloured/chocolate coated
	4.82	Coconut lumps/balls/sticks/cubes
	4.83	Cream-filled figures/cigars/hats
	4.84	Cracknel (hazelnut/coconut/almond/almond and nut)
	4.85	Cracknel eggs/Almond cracknel eggs

Main exhibitor/co-exhibitor/ additionally represented company:

0 0 2 0

Customer number:

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	4.86	Licorice/Licorice products
	4.87	Marshmallows
	4.88	Marzipan products
	4.89	Chocolate coated marshmallows/crescents
	4.90	Nougat products
	4.91	Orange rounds/Orange sticks
	4.92	Coated popcorn/Coated puffed-rice
	4.93	Peppermint slabs/Peppermint sticks
	4.94	Peppermint rings/Peppermint cubes
	4.95	Peppermint tablets/Peppermint rounds
	4.96	Mallow products/Mallow eggs
	4.97	Dusting and springkling products
	4.98	Nougat/Turkish nougat
	4.99	Wine gums
	4.100	Lemon rounds
	4.101	Sugar figures
	4.102	Sweet spreads containing cocoa, nut and milk creme
	4.103	Jams (not exclusively)

**6 Private Label**

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**7 Other**

	7.10	Trade associations/Institutions
	7.11	Specialist publishing houses/Trade periodicals
	7.12	Information/specialist media

**8 Organic**

	8.10	Organic Cocoa and Chocolate Products
	8.11	Organic Biscuits
	8.12	Organic Snack Foods
	8.13	Organic Sugar Confectionery
	8.14	Organic Ice-Cream (Quality Ices) / Raw Pastes
	8.15	Organic Private Label
	8.16	Organic Trade Associations / Institutions / Specialist media

**5 Ice-cream (Quality Ices) / Raw Pastes**

	5.10	Plain ice-cream
	5.11	Ice-cream bombes and cakes
	5.12	Ice-cream containing vegetable fat
	5.13	Ice-cream
	5.14	Fruit ice
	5.15	Ice-cream with non-milk fat
	5.16	Real dairy ice-cream with milk
	5.17	Real dairy ice-cream with cream
	5.18	Ice-cream in wholesale quantities
	5.19	Ice cream in tubs
	5.20	Pre-portioned packs
	5.21	Other ice-cream products for gastronomic purposes
	5.22	Ice-cream in family packs
	5.23	Ice-cream in multi-packs
	5.24	Packs of ice-cream with individually wrapped portions
	5.25	Ice-cream in individual tubs
	5.26	Ice-cream bars
	5.27	Ice-Cream sandwiches
	5.28	Cornets
	5.29	Peanut paste
	5.30	Marzipan (also in retail packs)
	5.31	Nougat
	5.32	Almond nougat
	5.33	Hazelnut nougat
	5.34	Nut paste
	5.35	Persipan – marzipan made with aprico kernels (also in retail packs)
	5.36	Chopped and grated products (also in retail packs)
	5.37	Semi-manufactured products (also in retail packs)
	5.38	Macaroon paste
	5.39	Nut macaroon paste
	5.40	Persipan (marzipan made with apricot kernels) macaroon paste
	5.41	Oilseed paste
	5.42	Synthetic honey, retail packs

## A package for many contacts

### The Koelnmesse Media Package

You can arrange to have your company benefit from a new dimension in cross-media trade fair communication. Koelnmesse's media package provides you with an individual mix of print, online and mobile advertising materials, which you can use to efficiently reach customers and interested parties. Take advantage of this marketing tool and draw attention to your trade fair presentation before, during and after the event. With the Koelnmesse Media Package you can make new contacts and strengthen existing ones on a long-term basis.

#### How you benefit:

The Media Package is automatically part of your trade fair registration. This ensures maximum effectiveness and time savings when you're making contacts.

**Turn the page for information about all the services and contents of the Media Package!**

# 3 contact stages for your trade fair success

## 1 Print Catalogue

Print Entry  
Product Group Entry

## 2 Online Catalogue

Online Exhibitor Entry  
Online Schedule Planer  
Online Matchmaking  
Online Route Planner

## 3 Mobile Catalogue

Mobile Exhibitor Entry  
Mobile Navigator

### 1 Print Catalogue

The Print Catalogue is both a reference work and a sector directory that will enable visitors to contact you directly. The Media Package includes your company's entry in the alphabetical list of exhibitors, as well as two entries in the product group list. These services ensure that your company will continue to be in the spotlight long after the fair has ended. They also make it easy for you to stay in touch with customers and visitors.

### 2 Online Catalogue

The Online Catalogue includes all the online services your company will need for successful communication:

- The expanded search function allows visitors to view all of your exhibitor entries clearly with just one click. It also enables a search for products and hall locations.
- With the integrated Online Schedule Planner, visitors can directly request meeting appointments with your company by e-mail.

- Online Matchmaking is the optimal platform for the dialogue between visitors, customers and your company. This ensures that you are represented in all of the product groups listed in your registration, which will increase the number of specific inquiries you will receive.
- Your visitors can use the Online Route Planner to create a custom-tailored visit plan that will include the optimal route to your trade fair stand.

### 3 Mobile Catalogue

Our Mobile Catalogue can be downloaded as an application for mobile devices and is an innovative navigation system as well as a catalogue. Visitors can find out information about your company at the trade fair and then be directed straight to your stand. This will give you more time to engage in talks at the stand.

If you require more specific information regarding our Media Package, please call us on:  
Telephone: +49 221 821-3998  
or send an e-mail to:  
[marketing-services@koelnmesse.de](mailto:marketing-services@koelnmesse.de)

Please send to:

SWEETS GLOBAL NETWORK e.V.  
 Susanne Hansen  
 Grillparzerstraße 38  
 81675 München  
 Germany  
 Fax +49 89 45769088-88



29.01.–01.02.2012

Customer number:

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We are exhibiting:

Hall: \_\_\_\_\_ Aisle: \_\_\_\_\_ Stand: \_\_\_\_\_

## Order Form for Media Package (obligatory)

2.10

Deadline: 28.10.2011

### The Media Package includes:

- Entry in the alphabetical List of Exhibitors (printed catalogue)
- 1 entry in the Product Group List (printed catalogue)
- Entry in the online catalogue: company name, stand location, website and e-mail address and all of the product groups marked in Form 1.30
- Activation for the ISM online schedule planner
- Entry and activation for ISM Online Matchmaking with all product group entries marked in Form 1.30
- Entry in the online route planner
- Entry and image in the Mobile Exhibition Guide (M.E.G.): company name, stand location, website and e-mail address and all of the product groups marked in Form 1.30

Please read the information on the reverse side before completing this form.

This form is used by the printers. Please complete in block capitals. Immediate completion and return ensures careful attention.

### 1 List of Exhibitors

In accordance with the conditions on form 2.10 (see Item 8, Conditions of Participation, Special Section), we order the following **obligatory entry** in the Media Package at a price of 359.00 EUR.

Sort alphabetically in the List of Exhibitors under the letter:

We are:  Main exhibitor  
 Co-exhibitor/additionally represented company

of: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Town, postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Internet: \_\_\_\_\_

Type of business: \_\_\_\_\_

### 2 Entry in the List of Goods (printed catalogue) / logo image

We hereby order the following entry(ies) in the List of Goods in the printed catalogue, in correspondence to the data entered in the columns below. **The first product group entry is included in the price of the Media Package.** Beginning with the second product group entry, each entry costs 150.00 EUR (up to 5 lines à 40 strokes). We also hereby order entries of the ticked logo image(s) in the printed catalogue and in the online catalogue, at a price of 10.00 EUR per entry:

Please mark the desired product group **with a cross**; if desired, also the logo.

Desired product group	with Logo?	
	yes	no
<input type="checkbox"/> 1 Chocolate products	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 2 Biscuits	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 3 Snack foods	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 4 Sugar confectionery	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 5 Ice cream / Raw pastes	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 6 Organic	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 7 Private Label	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> 8 Other	<input type="checkbox"/>	<input type="checkbox"/>

Additional text (please attach a separate page if required)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

#### Technical requirements for logos:

**Print (b/w)** not more than 25 mm wide and 25 mm high. Please provide us with a reproducible print template – a PC-TIFF file or JPG file with a resolution of 300 dpi.

**We have read and accept the General Terms and Conditions of the SWEETS GLOBAL NETWORK e.V. (available online at [www.sg-network.org/verband/impressum.html](http://www.sg-network.org/verband/impressum.html)).**

### 3 Contact person for the online Matchmaking tool and the online schedule planner:

This contact person will later receive the inquiries regarding online Matchmaking in connection with the product categories ordered above, as well as visitors' requests for meetings as indicated in the online schedule planner:

Name: \_\_\_\_\_ E-Mail: \_\_\_\_\_

If you do not want any inquiries via the online schedule planner, please tick here

By placing this order, we acknowledge the Conditions of Participation laid down by Koelnmesse GmbH as well as the conditions regulating entry in the Media package.

All prices given are net prices. In cases where value added tax applies, it will be added to the price.

Invoice address:

Firm \_\_\_\_\_ Responsible \_\_\_\_\_

Full address \_\_\_\_\_

Telephone \_\_\_\_\_ Telefax \_\_\_\_\_ E-Mail \_\_\_\_\_

Date, Place \_\_\_\_\_ Stamp, Legally binding signature \_\_\_\_\_ VAT. No. \_\_\_\_\_

### Media Package

As part of the Media Package for ISM, the Working Group of the International Sweets and Biscuits Fair (AISM) publishes a catalogue which includes an alphabetical List of Exhibitors and a List of Products.

This catalogue and the related electronic media\* is therefore an important, up-to-date reference work for all interested parties that remains useful even after ISM has come to a close.

Koelnmesse GmbH has commissioned the following organisation to produce the catalogue and manage advertising:

SWEETS GLOBAL NETWORK e.V.

Grillparzerstraße 38

81675 München

Germany

Tel. +49 89 45769088-0

Fax +49 89 45769088-88

info@sg-network.org

Customers are responsible for the content of their advertisements and entries and are liable for any damages related thereto.

Koelnmesse GmbH is not liable for printing errors, incorrect placement, mistakes and other gaps or faults in the printing.

**\*Should you have any further questions, please call us on:**

**tel. +49 221 821-3998,**

**e-mail: marketing-services@koelnmesse.de**

### Entry in the printed catalogue's List of Exhibitors and List of Products

- a) For an obligatory fee of 359.00 EUR, each exhibitor is entered once into the printed catalogue's alphabetical List of Exhibitors, complete with their company designation, address and business segment (only the name registered in accordance with commercial law).  
Company or product logos cannot be inserted into the catalogue's alphabetical List of Exhibitors.
- b) The product groups listed on the reverse are definitive for inclusion in the Product Group List in the printed catalogue. Each entry in the Product Group List in the printed catalogue costs 150.00 EUR and includes the name, address, country and stand number, as well as a maximum of 120 characters of further text if needed. **The first product group entry is included in the price of the Media Package.**  
In addition, a company logo can be included in the Product Group List in the printed and online catalogues for the price of 10.00 EUR per image.  
Entries in the Product Group List in the printed catalogue are based on the product group numbers taken from the list of products/index and listed on the reverse. The information given by the exhibitor on this Form 2.10 is authoritative for all entries in the Media Package.  
Immediate return of the completed form **(even without a stand number)** will ensure careful processing. Koelnmesse will pass on the stand number to the printing company.

**SWEETS GLOBAL NETWORK e.V. will be responsible for printing the correct stand number.**

**Deadline: 28.10.2011**

If an exhibitor has not submitted Form 2.10 by the editorial deadline, the information from the exhibitor's registration (Form 1.10) will be used for the required and fee-based entry in the catalogue.

Late submissions will not be included in the catalogue.

### Invoicing/conditions of payment

Koelnmesse will invoice exhibitors for the obligatory entry in the alphabetical list of exhibitors. The conditions of payment as stated in Item IV of the General Section of the Conditions of Participation apply.

Exhibitors that apply for an additional, optional entry in the List of Products will be invoiced separately by the SWEETS GLOBAL NETWORK e.V. The General Terms and Conditions of the Sweets Global Network e.V. apply.

Place of jurisdiction for general merchants is Cologne. For all other customers, Cologne is the place of jurisdiction for default actions.

Please send to:

SWEETS GLOBAL NETWORK e.V.  
Martina Wolfermann  
Grillparzerstraße 38  
81675 München  
Germany  
Fax Nr. +49 89 45769088-88



29.01.-01.02.2012

Customer number:

0 0 2 0

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We are exhibiting:

Hall: \_\_\_\_\_ Aisle: \_\_\_\_\_ Stand: \_\_\_\_\_

## Advertising in the event catalogue

# 2.30

Closing date: 08.11.2011

### Orders for advertisements

Only exhibiting companies and those from the supply and vending industries as well as offering services such as banks, freight forwarding and travel may advertise in the catalogue. The advertiser is liable for the content of the advertisement.

The advertisement order is binding on the advertiser. SWEETS GLOBAL NETWORK e.V. reserves the right to refuse orders received without giving a reason.

Advertisements accompanied by placement conditions are not acceptable. The catalogue is produced by CTP file.

### Catalogue format: 126 x 210 mm

For bleed advertisements, the catalogue format (126x210 mm) applies plus 3 mm beyond the cut-line.

### The following charges are made for advertisements:

Formate	1/1 page	1/2 page horizontal	1/4 page horizontal
Size in mm (width x height) print space	99 x 171	99 x 83	99 x 40
black/white	1,900.00	950.00	475.00
2 colour	2,240.00	1,270.00	785.00
3 colour	2,580.00	1,590.00	1,095.00
4 colour	2,920.00	1,910.00	1,405.00

All prices in EUR\*

### Printing materials for advertisements:

The digital files has to be sent until 11.11.2011 to SWEETS GLOBAL NETWORK e.V (m.wolfermann@sg-network.org).

A surcharge of 10% will be charged for confirmed special placement. A supplement of 400.00 EUR will be charged for every additional colour. Special arrangements must be made for colours outside the normal four-colour scale.

Cover pages: 4-colour 3,900.00 EUR each

### The following prices apply to bookmarks/inserts, in EUR\*:

per 1000 inserts	Width	Height	
Insert	120	205	<b>340.00</b>
Bookmark (plus manufacturing costs)			<b>530.00</b>

Samples or blind/dummy samples are requested with the order. Maximum scope of the insert: up to four pages  
Paper thickness: on request  
Total circulation volume: 8,900

\*All listed prices are net prices.  
In cases where value added tax applies, it will be added to the price.

On the basis of the prices quoted above and in accordance with the General Terms and Conditions of SWEETS GLOBAL NETWORK e.V. printed overleaf applying to advertisements, bookmarks and brochure inserts in the trade fair catalogues, and also taking into account the General Terms and Conditions of Payment and Delivery of Sweets Global Network e.V., we hereby order the following advertisement:

### Size of advertisement:

- 1/1 page  
 1/2 page horizontal  
 1/4 page horizontal

### Colour:

- black/white  
 2-colour  
 3-colour  
 4-colour

Preferred position:

If this special position is already taken, we will immediately inform you about the vacant positions.

The digital files has to be sent until 11.11.2011 to SWEETS GLOBAL NETWORK e.V (E-Mail: m.wolfermann@sg-network.org).

- Cover pages  
 Bookmark  
 Insert

The bookmarks/inserts respectively the digital files will be delivered by us to the specified address no later than the latest permissible date as specified in the order confirmation.

Invoice address:

Firm \_\_\_\_\_ Responsible \_\_\_\_\_

Full address \_\_\_\_\_

Telephone \_\_\_\_\_ Telefax \_\_\_\_\_ E-Mail \_\_\_\_\_

Date, Place, Stamp, Legally binding signature \_\_\_\_\_ VAT. No. \_\_\_\_\_

## Media Package Catalogue

As part of the Media Package for ISM, the Working Group of the International Sweets and Biscuits Fair (AISM) publishes a catalogue which includes an alphabetical List of Exhibitors and a List of Products.

This catalogue and the related electronic media is therefore an important, up-to-date reference work for all interested parties that remains useful even after ISM has come to a close.

The International Sweets and Biscuits Fair Working Group (AISM) has commissioned the following organisation to produce the catalogue and manage advertising:

SWEETS GLOBAL NETWORK e.V.

Grillparzerstraße 38

81675 München

Germany

Tel. Nr. +49 89 45769088-0

Fax Nr. +49 89 45769088-88

info@sg-network.org

Customers are responsible for the content of their advertisements and entries and are liable for any damages related thereto.

Koelnmesse GmbH is not liable for printing errors, incorrect placement, mistakes and other gaps or faults in the printing.

## General Terms and Conditions for advertisements and brochure inserts in the fair catalogues

1. Only exhibiting companies and those from the supply and vending industries as well as offering services such as banks, freight forwarding and travel may advertise in the catalogue.
2. Only advertisements occupying page sections in the pre-set sizes or their corresponding format (e.g., 1/8 + 1/4 page) are accepted. If the printing materials are larger than the confirmed page section, the next largest will be invoiced. Advertisements with positioning requests cannot be accepted. Positioning requests are, however, taken into account as far as possible.
3. The advertiser is responsible for the contents of the advertisement. In the event of copy corrections by telephone, SWEETS GLOBAL NETWORK e.V. shall accept no liability whatsoever for errors in data transfer. In addition, SWEETS GLOBAL NETWORK e.V. shall not be liable for errors due to unclear, illegible handwritten orders.
4. SWEETS GLOBAL NETWORK e.V. reserves the right to reject orders for advertisements and inserts on the grounds of their content, their origin or their technical form, in accordance with uniform, objectively justified principles of the printers, if the content of such infringes the laws or legal regulations or their publication is deemed unacceptable by the printers. Koelnmesse reserves the right to reject orders placed without stating reasons. Orders for inserts are binding for SWEETS GLOBAL NETWORK e.V. only after submission of a sample of the insert and after approval by the printers. The client will be immediately informed of the rejection of an order.
5. The client is responsible for supplying on time printing material or inserts in perfect condition (the closing date for submission of materials to be printed is: 11.11.2011). Submitted materials for printing will be handled with care. In the case of clearly unsuitable or damaged printing /advertising materials, SWEETS GLOBAL NETWORK e.V. will immediately demand a replacement from the client. If any possible deficiencies in the printing materials are not immediately recognisable, but only become apparent during the printing process, the client placing the advertisement shall not be entitled to any claims in the event of inadequate reproduction quality. SWEETS GLOBAL NETWORK e.V. shall guarantee the usual printing quality standard for the fair catalogue containing the insertion, within the scope of the possibilities provided by the printing materials/advertising materials.
6. Printing materials shall be returned to the client only if this has been specifically requested. The obligation to retain the copy shall expire two months after the advertisement has appeared. Changes to or the complete new preparation of printing materials/advertising materials will be invoiced separately.
7. Claims for reimbursement of any costs incurred due to a change in the catalogue circulation at short notice by Koelnmesse cannot be lodged against SWEETS GLOBAL NETWORK e.V.
8. If the publication of an advertisement is not possible because the advertiser has not supplied the required printing materials by the agreed closing date for copy, 50 % of the advertising price will be invoiced.
9. The cancellation of an advertising order is possible up to 14 days after the closing date for advertisements. If an advertisement is cancelled after this date, 50 % of the advertisement price shall be invoiced.
10. On request, SWEETS GLOBAL NETWORK e.V. shall supply an excerpt of the advertisement with the invoice. If the type and scope of the advertisement order justify it, up to two complete voucher copies will be supplied. If a voucher can no longer be obtained, it shall be replaced by a legally binding declaration by the printers.
11. In the event of a wholly or partially illegible, incorrect or incomplete reprint of the advertisements, the client shall be entitled to a reduction in the amount payable or to a replacement advertisement, but only to the extent to which the purpose of the advertisement was impaired. Claims extending beyond this are excluded. Complaints must — with the exception of non-apparent deficiencies — be lodged within four weeks after receipt of the invoice and voucher copy. In the event of force majeure or other events which are beyond the control of SWEETS GLOBAL NETWORK e.V., every obligation to fulfil orders and comply with payment of damages shall expire. In particular, no damages will be due either for non-published advertisements or advertisements not published on time.
12. SWEETS GLOBAL NETWORK e.V. is entitled, in the event of an important reason, even during an ongoing advertisement order, without taking into consideration an originally agreed payment deadline, to make the appearance of further advertisements dependent on the advance payment of the invoiced amount and the settlement of outstanding invoices, without the client being able to lodge any claims against SWEETS GLOBAL NETWORK e.V. which might possibly arise from this.
13. The fees for the catalogue entry and advertisement are payable in full within 14 days of the invoice date. Catalogue production and advertising: SWEETS GLOBAL NETWORK e.V. Editorial content: Federation of the German Confectionery Industry, 53113 Bonn and SWEETS GLOBAL NETWORK e.V., 81675 München, on behalf of the International Sweets and Biscuits Fair Working Group (AISM).



29.01.–01.02.2012

Customer no. (from your stand confirmation)

0 0 2 0

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Hall

Aisle

Stand no.

Company

Department/contact

Full address, postal code, town, country

Phone

Fax

E-Mail

In accordance with the Conditions of Participation we apply herewith for the following exhibitors' passes in addition to those to which we are already entitled for our stand area

\_\_\_\_\_ exhibitors' passes / 53.00 EUR each

We are aware that:

exhibitors' passes are only valid for stand personnel during the fair, as well as for stand erection and stand dismantling.

**Exhibitor cards and cards for stand construction personnel**

Each exhibitor receives **free of charge** and valid for the period from the day on which assembly work begins to the final day of dismantling.

- 2 passes for a stand up to 10 m<sup>2</sup> in area,
- 4 passes for a stand up to 20 m<sup>2</sup> in area,
- 1 pass for each further unit or part unit of 10 m<sup>2</sup> up to a stand area of 100 m<sup>2</sup>,
- 1 pass for each further unit or part unit of 20 m<sup>2</sup> above this area.

The passes are sent to exhibitors together with the invoice.

We are aware that additional exhibitors' passes cannot be returned after they have been invoiced.

Place

Date

Legally binding signature and company stamp

Please note reverse pages!

Please send to:

Koelnmesse GmbH  
Abt. EDV  
Postfach 210760  
50532 Köln  
Germany  
Telefax +49 221 821-3447



29.01.–01.02.2012

Customer no. (from your stand confirmation)

0 0 2 0

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Hall

Aisle

Stand no.

Company

Department/contact

Full address, postal code, town, country

Phone

Fax

E-Mail

Stand description

Hall	Aisle	Stand-No.	Aisle	Stand-No.					

Stand telephone number

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For the countries/postal areas mentioned below we want a commercial agent.

Country/countries (according to list of countries)

1.		2.		3.		4.		5.		6.		7.	
8.		9.		10.		11.		12.		13.		14.	

Postal code Federal Republic of Germany

1.		2.		3.		4.		5.	
6.		7.		8.		9.		10.	

Product numbers according to product list (Form 1.31)

1.		2.		3.		4.		5.	
6.		7.		8.		9.		10.	
11.		12.		13.		14.			

Free choice of text (as in specimen at page Z.03 /4)

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Place

Date

Legally binding signature and company stamp

**"Infoscout" – Visitor Information System**

Information about your company, as provided on Forms 1.10 to 1.30, will be made available to interested visitors at the information stands in the halls during the trade fair.

In addition, you may use Koelnmesse's "Infoscout" electronic information system to publish **vacancies for trade representatives**.

Exhibitors and visitors can use the "Infoscout" system free of charge.

**"Infoscout" can provide visitors with the following information:**

- **Which exhibitor is showing products XY?**

"Infoscout" takes this information in your application forms 1.10 to 1.30. Our urgent request to you: based on the list of products please check whether the information you originally supplied on application forms 1.10 to 1.30 is still up-to-date and inform us about any possible alterations or additions.

**Additional information is only necessary if the goods you intend to exhibit have, in the meantime, changed.**

- **Where do I find company XY?**

Here again "Infoscout" uses the information provided on your application forms 1.10 to 1.30. Please check whether all companies represented by you or exhibiting with you have been registered. In addition, in order to make searching easier we will allocate a further three search keys for your company.

We have already made this information available to "Infoscout".

**If you wish to publish vacancies for trade representatives we require the following information:**

- **Where does a trade agent find firms who are still looking for representatives in several regions?**

You can provide this information in German, English or French. For a specific product, as defined in the list of products, you can enter the desired national code/postal code and a freely variable text.

The recording capacity here is limited to a maximum of 14 national codes, max. 10 postal codes, max. 14 product numbers and max. 407 letters in freely variable text.

Possibly the CDH – Central Federation of German Trade Agents and Merchant Brokers Associations – will write to you separately about this question.

Should the available number of entries be insufficient for your requirements, please request separate additional forms. Please take into account the above-mentioned capacities.

**Supplementary to this information in "Infoscout", the system can provide answers to the following questions:**

- Service facilities in the exhibition centre including the open restaurants
- Cologne restaurants and pubs
- Wanted persons announcements
- Lost / Found
- Supporting events
- Congresses
- Seminars
- Company events

**Please do not forget to include your customer number on every form. You will find it on your stand confirmation note.**

## Countries

Germany	004	Gabon	314	Liechtenstein	037	Saudi-Arabia	632
Egypt	220	Gambia	252	Lithuania	055	Sao Tome and Principe	311
Equatorial Guinea	310	Georgia	076	Luxembourg	018	Sweden	030
Ethiopia	334	Ghana	276	Macau	743	Switzerland	039
Afghanistan	660	Gibraltar	044	Madagascar	370	Senegal	248
Albania	070	Grenada	473	Malawi	386	Seychelles	355
Algeria	208	Greece	009	Malaysia	701	Sierra Leone	264
American Oceania	457	Greenland (Denmark)	406	Maldives	667	Zimbabwe	382
Andorra	043	Great Britain	006	Mali	232	Singapore	706
Angola	330	Guadeloupe	458	Malta	046	Slovakia	063
Antigua and Barbuda	459	Guatemala	416	Morocco	204	Slovenia	091
Argentina	528	Republic of Guinea	260	Martinique	462	Somalia	342
Armenia	077	Guinea-Bissau	257	Mauretania	228	Spain	011
Aruba (Netherl. Antilles)	474	Guyana	488	Mauritius	373	Sri Lanka	669
Azerbaijan	078	Haiti	452	Macedonia	096	St. Helena	329
Australia	800	Honduras	424	Mexico	412	St. Lucia	465
Bahamas	453	Hong Kong	740	Mozambique	366	St. Pierre and Miquelon	408
Bahrain	640	India	664	Moldova	074	St. Vincent and the Grenadines	467
Bangladesh	666	Indonesia	700	Monaco	001	Sudan	224
Barbados	469	Iraq	612	Mongolia	716	South Afrika	388
Belgium	017	Iran	616	Montserrat	470	Surinam	492
Belize	421	Republic of Ireland	007	Myanmar	676	Swaziland	393
Benin	284	Iceland	024	Namibia	389	Syria	608
Bermuda	413	Israel	624	Nauru	803	Tajikistan	082
Bhutan	675	Italy	005	Nepal	672	Taiwan	736
Bolivia	516	Jamaica	464	New Caledonia	809	Tanzania	352
Bosnia-Herzegovina	093	Japan	732	New Zealand	804	Thailand	680
Botswana	391	Yemen	653	Nicaragua	432	Togo	280
Brasil	508	Jordan	628	The Netherlands	003	Trinidad and Tobago	472
British Oceania	468	Cambodia	696	Netherlands Antilles	478	Chad	244
Brunei	703	Cameroon	302	Niger	240	Czech Republic	061
Bulgaria	068	Canada	404	Nigeria	288	Turkey	052
Burkina Faso	236	Cap Verde	247	Norway	028	Tunisia	212
Burundi	328	Kazakhstan	079	Austria	038	Turkmenistan	080
Chile	512	Qatar	644	Oman	649	Uganda	350
China	720	Kenya	346	Pakistan	662	Ukraine	072
Costa Rica	436	Kyrgyzstan	083	Panama	442	Hungary	064
Denmark	008	Colombia	480	Papua New Guinea	801	Uruguay	524
Djibouti	338	Comoros	375	Paraguay	520	Uzbekistan	081
Dominican Republic	456	Congo	318	Peru	504	Vatican City	045
Ecuador	500	Korea	728	The Philippines	708	Venezuela	484
El Salvador	428	Croatia	092	Poland	060	United Arab Emirates	647
Ivory Coast (Côte d'Ivoire)	272	Cuba	448	Portugal	010	United States	400
Eritrea	336	Kuwait	636	Puerto Rico	400	Vietnam	690
Estonia	053	Laos	684	Réunion	372	Belarus	073
Faroe Islands	041	Lesotho	395	Rwanda	324	Western Samoa	819
Fiji	815	Latvia	054	Romania	066	Central African Republic	306
Finland	032	Lebanon	604	Russia	075	Cyprus	600
France	001	Liberia	268	Zambia	378		
French Polynesia (Tahiti)	822	Libya	216	San Marino	047		

Example of completion of form Z.03 "Infoscout"

**Stand description**

10 . 2 A 002 / B 003  
 Hall Aisle Stand-No. Aisle Stand-No.

**Stand telephone number**

**For the countries/postal areas mentioned below we want a commercial agent.**

**Country/countries** (according to list of countries)

1. 004 2. 400 3.  4.  5.  6.  7.   
 8.  9.  10.  11.  12.  13.  14.

**Postal code Federal Republic of Germany**

1. 50679 2.  3.  4.  5.   
 6.  7.  8.  9.  10.

**Product numbers according to product list** (Form 1.31)

1. 000321 2.  3.  4.  5.   
 6.  7.  8.  9.  10.   
 11.  12.  13.  14.

**Free choice of text** (as in specimen at page Z.03/4)

COMMERCIAL AGENT WANTED FOR SALE OF NEW PRODUCTS

Please send to:  
 Koelnmesse GmbH  
 Abt. EDV  
 P.O.Box 210760  
 50532 Cologne  
 Germany  
 Fax +49 221 821-3447



Brand names

Customer no. (from your stand confirmation)

0	0	2	0
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Hall                      Aisle                      Stand no.

Company \_\_\_\_\_ Department/contact \_\_\_\_\_

Full address, postal code, town, country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

We register the following:

**Brand names**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Place

Date

Legally binding signature and company stamp

## General Conditions of Participation

### I Application

1. To indicate your intention to take part in the event, you must return to us a completely filled in and signed registration form (Registration).

2. By signing and returning the form, you acknowledge that the General and the Special Sections of the Conditions of Participation and the Technical Guidelines are binding for your company as part of the contract. You can download the Technical Guidelines from the event's website or from [www.koelnmesse-service-portal.de](http://www.koelnmesse-service-portal.de). You also always have the option of requesting the Technical Guidelines in printed form or on CD-ROM.

The event organizer will store the information provided in this form via an automated procedure that takes the regulations stipulated under the Federal Data Protection Law of the Federal Republic of Germany into account, and such information will be transmitted to third parties within the framework of the fulfilment of contractual duties.

3. The registration shall be regarded as legally binding on your part, irrespective of admission; no conditions or reservations may be appended to the aforesaid registration. Requests for stands at specific locations, in particular, do not represent conditions for participation.

### II Acceptance / Transfer of stand space

1. The organizer shall accept your application in accordance with the conditions which apply to all participants (acceptance/stand area confirmation).

There is no legal claim to acceptance. If the number of registration forms complying with the requirement profile and received by the organizer prior to the expiration of the registration period exceeds the number of available exhibition spaces, the organizer shall have the right to make a discretionary decision regarding the admission of registrants to the exhibition.

You may be disqualified from admission to the exhibition if you failed to fulfil your financial obligations to the organizer at any time, or if you failed to fulfil such financial obligations within the prescribed period of time.

2. The contract comes into effect at the latest upon receipt of the admission (by post, fax or other electronic means of transmission), which is valid without a signature. Should the content of the confirmation of acceptance differ substantially from that of your application, then the contract shall be concluded under the terms of acceptance if you do not lodge a written objection within 2 weeks of receipt of confirmation of acceptance. The same shall apply, if it is necessary to postpone the event or to transfer the event to another location, and the change is deemed to be reasonable with respect to yourself; in this case, the corresponding notification of change from the organizer shall supersede the admission.

The acceptance only applies to the respective event, the company applying, and its registered products and services. Products which do not conform to the list of commodities may not be exhibited at the trade fair.

3. The organizer allocates stand space on the basis of which exhibition theme at the event your registered products belong to.

There is no right to claim the allocation of stand space in a certain form, in a certain size, in a certain hall or in a certain hall area. Deviations from the requested form or placement of the stand do not provide grounds for an objection to be made under Item II, Paragraph 2 of the General Section of the Conditions of Participation.

4. In special cases for important reasons, the organizer is entitled to subsequently allocate you stand space other than stated in the confirmation of acceptance, to change the size and dimensions of your stand space, to relocate or close entrances or exits and to undertake structural changes in the exhibition halls without claims arising on your part. In the event of a reduction in stand space size, you will be credited with the difference arising from the correspondingly lower participation fee.

You will be notified without undue delay if the stand space becomes unavailable due to reasons which are beyond the organizer's control. In this case, you will be entitled to a reimbursement of the participation fee.

Any further claims for damages, which will exceed the aforementioned reimbursement, shall be excluded in this case.

5. Any complaints on your part must be submitted in writing immediately or at the latest while the event is in progress; complaints submitted at a later date cannot be considered.

6. The organizer shall have the right to rescind the contract, if there is a substantial reason or good cause. Such substantial reason exists, in particular, if an application for opening insolvency proceedings against your assets has been made, such an application has been dismissed due to lack of funds, or insolvency proceedings have commenced. You must inform the organizer of this immediately.

7. Prior to receipt of acceptance/stand area confirmation, revocation of registration shall only be possible if permitted by the Special Section of the Conditions of Participation. In this event, a fee specified in the Special Section of the Conditions of Participation shall be paid.

8. Following receipt of acceptance/stand area confirmation, in general, revocation is no longer possible. The organizer can agree to the request for release from the contract in exceptional cases if the stand space no longer required can be rented to another exhibitor. In this instance, the organizer is entitled to demand general reimbursement of the costs incurred corresponding to 25 % of the participation fee without providing proof, unless otherwise specified in the Special Section of the Conditions of Participation.

You shall have the right to provide proof that a damage or loss has not been incurred or that the extent of the damage or loss incurred is considerably less.

Liability for catalogue fees, stand construction costs and other costs, which in particular, have been incurred as a result of a claim by a third party, is not affected.

Occupation of a space which becomes available in the form of an exchange of stand areas by a participant already approved and allotted a space for the event does not represent an alternate stand area rental.

9. The following cases will fall solely within your scope of risk as exhibitor:

- a) if the products which you have stipulated for the presentation cannot be introduced at the venue of the event due to the legal requirements prevailing there or due to other reasons, or
  - b) if such products do not arrive in due time, do not arrive undamaged or do not arrive at the venue of the event at all – e.g. as a result of any loss, delay in transport or customs, etc. – or
  - c) if your journey, the journey of your employees or your stand or installation personnel should be delayed or should become impossible.
- You will remain under obligation to pay all the charges agreed upon.

10. Event-related regulations are detailed in the Special Section of the Conditions of Participation.

### III Construction and arrangement of stands

1. The construction and arrangement of stands must conform to statutory regulations and be in accordance with the regulations of the Special Section of the Conditions of Participation applicable to the event as well as the Technical Guidelines. As an exhibitor, you are obliged to define your assembly measures in advance with the organizer. A stand design which does not conform to the construction regulations of the venue and/or the Technical Guidelines of the organizer or rental company of the venue can be removed or changed by the organizer at your expense.

All stand-construction companies shall require a special permit from the organizer in order to construct the trade fair stands in the exhibition halls. Any additional technical services that may be required, particularly the installation of electricity, water and safety devices, the recruitment of local auxiliary personnel, etc., can be ordered via the Koelnmesse-Service-Portal (KSP) by means of special order forms against a separate charge.

2. For the duration of the event the stands must be staffed by personnel and display the products specified in the application and confirmation of acceptance. Vacating the stand prior to the end of the event represents a serious breach of these Conditions of Participation and shall entitle the organizer to assert damage claims and exclude your company from future participation in Koelnmesse Group events.

3. You will be responsible for ensuring compliance with all the statutory provisions of the Federal Republic of Germany. If this is not the case, then the organizer shall have the right to demand the removal of exhibited articles or the non-performance of an activity. Should you fail to comply with this demand immediately, the organizer is entitled to have the products in question removed at your expense and risk and to close your stand, without it being possible for you to claim against the organizer.

4. The organizer is entitled to demand that you remove products from your stand that do not correspond to the List of Goods or, which through their odour, noises, other emissions or appearance, could constitute a considerable disruption to the operation of the event or put the safety of exhibitors and visitors at risk.

### IV Participation fee and other costs / Terms of payment

1. The amount of the participation fee as well as the flat-rate cost of energy will be calculated according to the rates specified in the Special Section of the Conditions of Participation. Invoicing will be on the basis of the total stand floor space as allocated and will not exclude any projecting or overhanging parts, pillars, installation connections and other permanent internal fittings.

2. After your admission, you will receive an invoice for the participation fee and the other costs; the invoiced amount is due immediately upon receipt of the invoice. The rates stipulated at the time of the admission are net fixed rates plus any accruing turnover tax as well as any comparable taxes which may be imposed at the venue of the event. The organizer shall have the right to increase the rates by the amount of the corresponding cost increment in the event of any increase in its own prime cost, particularly as a result of higher production, purchasing and labour costs as well as higher fees, taxes and other fiscal charges imposed at the venue of the event.

3. Failure to execute payment on time will result in interest being charged of 8% above the base rate according to § 1 of the Diskontsatz-Überleitungs-Gesetz (DÜG – Transitional Discount Rate Law). If the damage incurred by the organizer is greater, he shall be entitled to lodge a claim for these damages. The compensation shall become invalid or be reduced, if you can provide evidence that the organizer has incurred little or no damage as a result of the payment default.

Should settlement of the invoice not be effected by the deadline, the organizer is, in addition, entitled to dissolve the contract with you.

4. Resulting from the organizer's claim in regard to stand space rental, your exhibits are subject to a contractual lien in the organizer's favour.

5. Any services that have been provided by the organizer will be invoiced in euros. You are obliged to pay the amount shown on the invoice in the currency shown on the invoice ("billing currency"). If the organizer should be prepared, as a courtesy, to accept settlement of the invoice in a currency other than the billing currency in individual cases, without being under any obligation to do so, such payment must be based with regard to the conversion on the official buying rate of the billing currency on the date of payment. Any exchange rate losses in relation to the billing currency after the invoice becomes due for payment are, therefore, at your expense.

6. Any complaints relating to the invoice are to be submitted in writing, immediately, at the latest 2 weeks after receipt; complaints made at a later date cannot be considered.

7. Any projecting or overhanging parts, pillars, installation connections and other permanent internal fittings in the stand space do not entitle you to any reduction in the participation fee or other costs.

8. The organizer shall also be entitled to the payment of the full amounts, if you fail to fulfil any of your obligations arising from the contractual relationship. This does not affect claims to damages. In the event of the contract not being fulfilled at all by the organizer, or being fulfilled only in part, you have claims to a proportional reimbursement of any payments you have already made. Claims above and beyond this are ruled out in accordance with the regulations in Items VII and VIII of these Conditions of Participation. The regulations in Item XI of these Conditions of Participation shall remain unaffected.

9. In the event of counter claims being made against those claims arising from the contract, you can only set off or assert your right of retention in as far as your claims have been found to be uncontested or legally valid.

10. In the event that an invoice is sent to a third party at the request of the exhibitor, this does not constitute any waiver of the right to claim the account receivable from the exhibitor. The latter remains obliged to pay until such time as the account receivable has been settled in full.

The payment of all liabilities within the prescribed period shall be a prerequisite for the occupation of the stand space.

## V Co-exhibitors, additionally represented companies, group participations

1. In principle, stand spaces shall be hired out only as a whole unit and only to one contracting party. As an exhibitor, you are not permitted to relocate, exchange, share, or in any other way make the stand space allocated to you completely or partially accessible to third parties, without the prior consent of the organizer.
2. A stand area may only be used by several companies at once, if the stipulations of the Special Section of the Conditions of Participation allow the participation of co-exhibitors and/or additionally represented companies.
3. Use of the stand area by another company with its own products and own staff (co-exhibitor) requires a special application for permission and approval by the organizer. This also applies to companies who have their own products at the stand but none of their own staff (additionally represented companies). Companies which are members of a group as well as subsidiaries are considered to be co-exhibitors. The organizer reserves the right to demand a special participation fee and other costs for approving co-exhibitors. Such charges and costs will be invoiced to you as the exhibitor. If co-exhibitors and additionally represented companies are to be accepted, the preconditions laid out in Item II of these Conditions of Participation apply; these companies are subject to the Conditions of Participation in as far as they apply.

Should you accommodate a co-exhibitor or a company which is additionally represented, without the express permission of the organizer, this shall be grounds for dissolving the contract with you without notice and to have the stand space vacated at your risk and expense.

Even after confirmation of acceptance has been received, the contract exists exclusively between the organizer and the exhibitor, who is liable for the negligence on the part of his co-exhibitors/additionally represented companies as well as for his own negligence.

4. If several companies wish to participate at the event together on one stand – group participation – then the existing General and Special Sections of the Conditions of Participation and the Technical Guidelines are binding for each individual company. The registration is accomplished by the group organizer, who is responsible for the group participants' adherence to the Conditions of Participation. Subsequent to acceptance and stand area confirmation, a contractual relationship exists exclusively between the group organizer and the event organizer. Exceptions exist in the case of individual orders for services by the group participants before or during an event.

## VI Domiciliary rights

1. The organizer exercises domiciliary rights throughout the exhibition grounds.
2. He is entitled to have exhibits removed from a stand if their display contravenes statute law, offends good morals or is not in keeping with the event programme. Promotion of political and ideological ends is prohibited. In the event of serious offences against the Conditions of Participation, the organizer is entitled to close your stand or have it vacated.

## VII Warranty

The warranty period for deliveries of new articles is 1 year. For used articles, all liability based on warranty is excluded. No warranty claims are available if the damage is due to normal wear and tear, force majeure, faulty or negligent handling, excessive loads or failure to comply with statutory provisions or operating instructions.

## VIII Liability/Insurance

1. The organizer does not assume any obligation to exercise proper care of exhibits, stand fittings and objects which are the property of the stand personnel.
2. Any liability for property damages and pecuniary damages shall be excluded, if it is possible to underwrite the risks. This does not affect liability on the basis of wilful or grossly negligent misconduct. This exclusion of liability is not restricted by the security measures of the organizer.

Within the scope of liability, the statutory burden of evidence regulations shall continue to apply; they will not be affected by this clause.

3. The organizer recommends that you take out exhibition insurance. In addition to this, you can also order special security measures for your stand.
4. As an exhibitor, you will be liable to the organizer for any damage inflicted on the organizer, provided that such damage is attributable to your culpable action or the culpable action of your personnel, your employees or any third party which you have appointed or any other third parties, whose services you are using for the purpose of fulfilling your obligations. It is necessary to observe strict compliance with the Technical Guidelines, as well as with the information from the organizer's circular letters pertaining to questions on the preparation and implementation of the event.
5. In accordance with statutory obligations, the organizer shall be liable for damages caused intentionally or by gross negligence in the event of any damage claims resulting from fatal injuries, bodily or health injuries. Other contractual and/or legal damage claims of any type, including damage claims for consequential damages, shall be excluded, unless the damage was caused by the intentional or grossly negligent action of the organizer. The foregoing limitations of liability shall apply, to the full extent, to the executive organs, employees, legal representatives, persons employed in performing an obligation and vicarious agents, whose services are used by the organizer for the performance of the contract.

However, all damage claims shall be restricted to the payment of typical, foreseeable damages. Furthermore, the organizer shall be liable for every culpable infringement of an essential contractual obligation. Essential contractual obligations shall pertain only to those contractual obligations which must be complied with during the execution of the contract. This applies to all claims which could arise as a result of, and in connection with, this contract.

If the organizer is compelled to temporarily vacate or permanently close the exhibition area or parts thereof, to postpone the event, shorten or extend it due to force majeure, or for other reasons beyond its control, then you are not entitled to any rights, in particular, to claims for damages against the organizer.

The responsibility of the event organizer is limited to fault in all cases without prejudice to any limitations of liability under these Conditions of Participation. In the event of contracts that provide for the procurement of certain items, then, unless otherwise expressly agreed in individual cases, the organizer does not assume the risk of procurement.

## IX Period of limitation

1. Your claims against the organizer – of whatever type – must be submitted to the organizer in writing immediately or, in any event during the course of the event. The date on which the organizer receives the claim will be the sole criterion for determining if it has been received by the deadline. Claims which are received at a later date cannot be considered. This does not affect the regulations under Item VIII, Paragraph 2 of these Conditions of Participation.

2. Any of your claims, which may be asserted against the organizer and which may arise from the contractual relationship, as well as all other claims relating thereto, shall become statute-barred after one year, unless a shorter statutory limitation period applies or the liability of the organizer results from an intentional action. The longer statutory limitation periods for tortious claims, fraudulent intent and culpable impossibility of performance shall remain unaffected. The limitation period shall commence at the close of the month, in which the closing date of the event falls.

## X Place of fulfilment / place of jurisdiction / applicable law

1. The place of fulfilment shall be the principal place of business of the organizer. The place of jurisdiction, also in a process involving documents, bills of exchange and cheques is, in so far as you are a businessman, legal entity of public law or a separate asset under public law, Cologne. The organizer shall also be entitled, at his option, to lodge his claims at the court of the place where you have your place of business or your branch.

2. All legal relationships between you and the organizer are subject to Federal German Law as well as to the German text.

## XI Reservations / Final Provisions

1. As an exhibitor, you will be solely responsible for compliance with all the laws, guidelines, and other regulations which are in force in the host country, even if the content of the organizer's Conditions of Participation deviate from such regulations. You must obtain information promptly and comprehensively of the relevant regulations prevailing at the venue of the event, and obtain the required knowledge.

The organizer will not be liable for damages and other losses which could be incurred on your part as an exhibitor.

2. The organizer shall have the right to postpone, shorten, extend or cancel the event, as well as to terminate the event temporarily or definitely, as well as individually or collectively, if such an action is required due to unforeseen events such as force majeure, natural disasters, wars, disturbances, strikes, breakdown or obstruction of traffic and communication. In the event of any postponement, shortening, extension or termination, you shall not be entitled to the payment of any resulting damages which you may have incurred. You shall have the right to rescind the contract, if you lose your interest in participating because of such an action, and if you waive the reservation for the stand space allotted to you as a result of this. Upon obtaining knowledge of the change, the rescission of the contract must be declared in a written statement and without undue delay. In case of the cancellation of an event, the organizer shall not be liable for damages and/or other losses which may be incurred on your part. Upon request of the organizer, you will be obligated to defray a reasonable share of the expenses resulting from the preparation of the event. The amount of the share to be paid by each exhibitor shall be stipulated by the organizer after consultation with the business organizations concerned.

3. By signing the application form you recognize the organizer's Conditions of Participation (the General and Special Sections and the Technical Guidelines) together with all other regulations relating to the contractual relationship, as binding.

4. Should these provisions be partially legally invalid or contain gaps, this shall not effect the validity of the remaining provisions or the contract. In this event, the parties shall undertake to replace the invalid provision with such a provision or to fill the gap with such a provision, which comes closest to enabling the commercial purpose pursued by the parties to be fulfilled.

5. All alterations to the contract must be made in writing. The same shall also apply to any amendment or cancellation of the written-form clause itself.

# Conditions of Participation

## Special section



ISM 2012  
International Sweets and Biscuits Fair  
Cologne, 29.01.–01.02.2012

### 1 Organiser, event, venue and dates, visitor admission

#### 1.1 Name

The International Sweets and Biscuits Fair (ISM) is organised by Koelnmesse GmbH, Messeplatz 1, 50679 Köln, Germany. The conceptual sponsor is the International Sweets and Biscuits Fair Working Group (AISM). The event will be held at the Cologne Exhibition Centre from Sunday, 29th January 2012 to Wednesday, 1st February 2012.

#### 1.2 Opening times

For exhibitors, daily from 7:30 a.m. to 7:00 p.m.  
For visitors, daily from 9:00 a.m. to 6:00 p.m.

#### 1.3 Stand construction and dismantling

Stand construction may begin at 8:00 a.m. on Thursday, 26th January 2012. Construction must be completed by no later than 8:00 p.m. on Saturday, 28th January 2012. The aisles must be completely cleared by this time. Dismantling of the exhibition stand and the goods presentation may not begin before the end of the event at 6:00 p.m. on Wednesday, 1st February 2012. Admission for dismantling personnel: starting at 6:00 p.m. Trucks will be permitted to enter: starting at 8:00 p.m. Dismantling of all stands and exhibits must be finished by midnight on Friday, 3rd February 2012.

#### 1.4 Visitor admission

The International Sweets and Biscuits Fair is open to trade visitors only. Only trade visitors are admitted. Buyers from the following areas of the retail and wholesale trades are permitted to attend the fair: confectionery, grocery and cooperative wholesale outlets; trade chains and their regional branches; C+C companies; self-service department stores and consumer markets; health food wholesalers; drugstore chains; specialist confectionery retailers; cafés; confectioners; nutritionists, bakeries; filling station buying centres and filling station chains.

### 2 Eligibility to participate

#### 2.1 Exhibitors

Only manufacturers that are entered in the commercial register or in the Handicrafts Register are permitted to participate at the International Sweets and Biscuits Fair. Such producers may only exhibit products that correspond to the focus of the event (see the List of Goods). You may only participate as an exhibitor if the exhibited products are manufactured or developed by your company itself or developed or produced on its behalf and exclusively marketed or, in the case of services, exclusively provided by your company. You can exhibit for the companies you represent as a trade representative, sales company, association and importer insofar as the goods exhibited are not offered by any other company at the trade fair and you possess the necessary rights to present the exhibits.

Koelnmesse also requires that proof of the nature of the manufacturer's business or of the activities as the manufacturer's sales company or importer be submitted in appropriate form on demand.

Decisions on company admissions, eligible products and the location of exhibitor stands will be made by Koelnmesse. In the event of a rejection, you will receive a separate letter.

All exhibited products and services must correspond to the focus of the event. See the accompanying List of Goods, Form 1.30. The products must be new ex-works. Products and services that do not correspond to the List of Goods and used products may not be exhibited or offered.

#### 2.2 Co-exhibitors

The participation of co-exhibitors and/or additionally represented companies at the International Sweets and Biscuits Fair is possible. A special application and the acceptance by the organiser are required for the use of the stand area by a co-exhibitor (see Item V of the General Section of the Conditions of Participation).

### 3 Participation fee and other costs

#### 3.1 Participation fee: €160 per m<sup>2</sup> of floor space

The participation fee amounts to €148.40 per square metre if Koelnmesse receives the registration form by 27th May 2011. If Koelnmesse receives the registration form by 27th May 2011, the participation fee amounts to €138.60 per m<sup>2</sup> for each square metre above 175 m<sup>2</sup> for a stand area measuring more than 175 m<sup>2</sup>, provided that the company participated in ISM in 2009, 2010 and 2011 as a main exhibitor and that the participation fee was paid in full; this rule does not apply to organizers of group participations.

#### **The participation fee does not include the provision of stand partition walls or other special construction elements.**

The participation fee covers the rental of exhibition space for the entire duration of the fair, including the stipulated construction and dismantling periods; a specific number of exhibitor and work passes — see Item 5.1; the use of all technical and service facilities in the trade fair halls; advice by Koelnmesse experts on organization, advertising and public relations work for your participation; complimentary advertising materials for attracting customers to your firm; rooms for press conferences; and press contact services.

The participation fee will be calculated according to the dimensions of the stand area allocated. Hall pillars and other fixed construction elements present in the rented stand area do not provide grounds for a reduction in the participation fee.

#### 3.2 Energy costs

Exhibitors will be charged a proportional flat-rate energy fee of €6.50 per m<sup>2</sup> of occupied stand area.

#### 3.3 Down payment for services

Koelnmesse and/or Koelnmesse Service are entitled to collect an adequate down payment for the services provided at an event — e.g., electricity and water supplies, media services etc. The amount of the down payment for services is based on the services invoiced at the previous event. For exhibitors that did not take part in the previous event, the down payment amounts to €415. Following the event, a separate invoice will be drawn up for the services provided; the down payment will be credited to this amount. Invoice amounts are payable immediately upon receipt. If the down payment exceeds the amount charged for services provided, the excess amount will be paid back to the exhibitor. Exhibitors are not entitled to have interest paid on their down payment.

#### 3.4 Co-exhibitor fee

Insofar as the inclusion of other companies is permitted at your stand (see Item V of the General Section of the Conditions of Participation/Item 2.2 of these conditions), a co-exhibitor fee of €250 per company will be charged. The price of the Media Package is not included in this fee (see Item 7). The co-exhibitor fee remains payable should the co-exhibitor not participate in the event.

#### 3.5 Catalogue

Entry in the Media Package "Catalogue/Internet/Matchmaking" is obligatory and costs €359 (see Item 7).

### 3.6 VAT

All prices given are net prices. The statutory VAT will be charged separately where applicable.

### 3.7 Reimbursement of VAT

Foreign exhibitors (proprietors) may receive a refund of the VAT paid with the invoice as long as they fulfil the legal requirements.

**3.7.1** Foreign proprietors from the EU may submit their refund applications to the Bundeszentralamt für Steuern only via the online site provided for this purpose in their respective countries. Due to the probable changes in legal regulations, German VAT will generally no longer be charged for services provided by Koelnmesse. The reverse charge process will be used instead so that the location at which the services are offered is considered to be in the recipient's country. A VAT ID will therefore be required from all EU exhibitors. If Koelnmesse is not provided with the exhibitor's VAT ID and therefore does not have any proof of business activity, German VAT will have to be charged for the services rendered. The tax can not be reimbursed in this case, as the legal requirements would not be met.

**3.7.2** The VAT ID cannot be used by foreign companies from non-EU countries. However, due to the probable changes in legal regulations, German VAT will generally no longer be charged for services provided by Koelnmesse in this case either. The reverse charge process will be used instead so that the location at which the services are offered is considered to be in the recipient's country. If VAT is charged in exceptional cases, foreign exhibitors from non-EU countries may use the VAT reimbursement service offered by Koelnmesse Service GmbH (this service is subject to a fee. For information and applications go to Marketing Services → VAT refund Service at the Koelnmesse-Service-Portal).

Alternatively, they can send their refund claims directly to the Bundeszentralamt für Steuern, Dienstsitz Schwedt, Passower Chaussee 3 b, 16303 Schwedt/Oder, Germany, Tel.: +49 228 406-1200, fax : +49 228 406-2661, e-mail: vorsteuerverguetung@steuerliches-info-center.de.

**3.7.3.** Further details are available on the Internet at: [www.bzst.bund.de](http://www.bzst.bund.de).

### 3.8 Costs in the event of non-participation

#### 3.8.1 After receipt of admission/stand area confirmation

You cannot normally withdraw from the contract after you have received the admission/stand area confirmation. The regulations contained in Item II of the General Section of the Conditions of Participation apply. In the event of non-participation, companies that have registered for a trade fair must pay compensation amounting to 25% of the participation fee if the reserved stand area can be rented to a third party.

If you have also ordered stand construction services from Koelnmesse Service, you may cancel the stand construction order only if you do so no later than 6 weeks before the stand construction period officially begins. The date on which Koelnmesse Service receives the exhibitor's declaration is the criterion for determining if the deadline has been met. If the declaration revoking the order is received after the deadline, Koelnmesse Service is entitled to demand payment of the costs for the dismantling of the respective stand from you. These costs amount to 100% of the agreed fee in the event of a cancellation during the construction of the stand, 50% of the agreed fee in the event of a cancellation within 3 weeks prior to the start of construction, and 30% of the agreed fee in the event of a cancellation within 4 weeks prior to the start of construction. The agreed fee has to be paid in full for individually crafted or purchased components and graphics. In a case where the stand construction has been ordered independently of the registration of a stand area, the provisions of the corresponding order form of Koelnmesse Service, Form S.12, shall apply in the event of a cancellation of this order.

**3.8.2** You shall be entitled to prove that no damages were incurred or that the costs were significantly less extensive than the fee charged.

## 4 Stand sizes and construction

### 4.1 Stand size

The minimum stand size is 12 m<sup>2</sup>.

Please note that hall pillars and other fixed construction elements may be present in the rented stand area.

Minor deviations from the requested stand size do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

Trade fair partition walls for separating the stand area are not automatically provided. If needed as stand construction elements, however, they can be ordered for a fee from [www.koelnmesse-service-portal.de](http://www.koelnmesse-service-portal.de).

This fee does not include stand construction.

Koelnmesse will erect partition walls only if this is necessary for safety reasons due to the installation of water pipes or electrical systems.

### 4.2 Responsibility

Stand construction and design must adhere to all regulations that are valid in Germany (including the special construction regulation, the DIN and EN standards, the VDE regulations, and the accident prevention regulations of the professional associations in the currently valid versions). All these provisions apply to both the company's own as well as to independent stand designers, decorators, and sign writers and to all persons, in as far as they perform activities as commissioned by the exhibitor or on the exhibitor's behalf in connection with the construction and design of the stand.

The exhibitor is responsible for ensuring that all regulations are complied with. The exhibitor must supervise construction personnel and other persons working on their behalf to ensure that they adhere to the regulations.

### 4.3 Maximum stand height

**The maximum permissible stand height is set at 3.50 m**, insofar as this is permitted by the hall ceiling and any fixed structures that may be present. In addition, lighting equipment may be suspended from the hall ceiling, whereby the maximum permissible distance from the upper edge of the lighting to the hall floor is 4.5 m. Please note that for any objects hanging from the hall ceiling, neither the lighting equipment nor its mounts may be connected to the stand construction.

As long as the technical guidelines are observed when designing and erecting stands, there is no need to submit for approval drawings for stands that do not exceed the permitted height. All other stands and designs must be approved, particularly if the stand features special structures or meeting areas, or static calculations are required. Plans must be submitted in duplicate for approval by Koelnmesse in good time before the work is carried out, and at least 6 weeks before the event commences.

These documents, which can be scrutinized, consist of ground plans, views and design cross sections with all measurements.

### 4.4 Notice of approval

Stand construction may not commence until the exhibitor has received a copy bearing Koelnmesse's notice of approval. This notice of approval does not release the exhibitor from the observance of the relevant provisions. It only states that Koelnmesse has no objections in the context of stand design/arrangement. If requested to do so by Koelnmesse, the exhibitor is obliged to submit any additionally required information relating to the stand immediately.

There is no obligation on the part of Koelnmesse to ensure the observance of other provisions.

Nevertheless, if an infringement of the relevant provisions is found to have been committed, Koelnmesse can, for this reason, also refuse to issue the notice of approval. You have been informed of the fact that in exceptional cases — at your request and on your account — the stand construction documents must be submitted to the responsible authorities for scrutiny.

Irrespective of official approvals of the stand, any objections made by Koelnmesse concerning the stand must be immediately responded to. In case of imminent danger, Koelnmesse is entitled to determine at its absolute discretion the measures necessary and have them implemented at the exhibitor's expense.

#### 4.5 Form of stand

The following terms are used for the stand forms:

Terrace stand:	one side open
Corner stand:	two sides open
Two-corner stand:	three sides open
Island stand:	four sides open.

Deviations from the requested stand shape do not entitle an objection to be made under Item II of the General Section of the Conditions of Participation.

#### 4.6 Construction and design of the stands

The stand must be constructed to comply with the form of the stand confirmed.

The arrangement of the stand is left to the exhibitor but should be appropriate for the event in question.

The exhibitor has to obtain information on the load capacity of the hall floor and the hall headroom. Only the on-site measurements apply to stand space.

Banners and company signs are not permitted to encroach into the aisles.

Koelnmesse Service also offers a completely outfitted turnkey stand system.

Orders can be placed at [www.koelnmesse-service-portal.de](http://www.koelnmesse-service-portal.de) (KSP).

#### 4.7 Dismantling

For the entire duration of the fair, the registered and authorised exhibits must be on display at the stand, and stand personnel must be in attendance (General Section of the Conditions of Participation, III, Paragraph 3). Stand dismantling may not begin before 6:00 p.m. on 1st February 2012. This means that the stand may not be partially or completely cleared, and exhibits may not be packed away, before this time.

**Koelnmesse has the right to impose a fine of up to €5,000 for each time that an exhibitor violates this regulation. The size of the fine will depend on the seriousness of the violation. Koelnmesse may in addition/as an alternative bar the exhibitor in question from participating in the next International Sweets and Biscuits Fair.**

## 5 Exhibitor passes and work passes

#### 5.1 Receipt of the passes

Each exhibitor receives free of charge and valid for the period from the first day on which construction work begins to the final day of dismantling:

- Two passes for a stand up to 10 m<sup>2</sup>
- Four passes for a stand up to 20 m<sup>2</sup>
- One pass for each additional 10 m<sup>2</sup> or part thereof up to a stand size of 100 m<sup>2</sup>
- One pass for each additional 20 m<sup>2</sup> or part thereof

The passes are sent together with the invoice for your stand. If more exhibitor passes are needed for stand personnel, they can be requested from the Koelnmesse Sales Service Centre for a fee (Form Z.01).

You will also receive free passes that allow your company's personnel access to the fair grounds during the construction and dismantling periods: These passes are only valid up to the start of, and after the end of, the event. They do not entitle the holders to enter the grounds during the event. These passes will also be sent together with the invoice for your stand rental fee. Independent stand construction teams require special admission passes in order to be able to begin stand construction in the halls.

All passes are for specific individuals and are non-transferable.

#### 5.2 Exchange and return of passes

Exhibitor and work passes that were paid for but not used can be returned to Koelnmesse until the last day of the trade fair for a refund of the fee. Transferring a pass to a third party — whether sold or given free of charge — is not permitted and represents a severe violation of the Conditions of Participation, in accordance with Item VI of the General Section of the Conditions of Participation.

## 6 Rules on selling

In view of the trade nature of the event, direct sales of exhibits or samples at the stands are not permitted. Furthermore, exhibits may not carry a price tag.

This regulation does not apply to printed matter such as trade publications and specialist journals.

Koelnmesse has the right to carry out checks and, in the event of violations of these conditions, to take suitable measures. Koelnmesse also has the right to immediately close the stands of any exhibitors who commit such violations. Claims on the part of the exhibitor for damages or refunds are excluded in the event of such measures.

## 7 Media Package

#### 7.1 Elements of the Media Package

Koelnmesse offers its exhibitors a Media Package for its events. The Media Package consists of the following elements:

- One entry in the alphabetical List of Exhibitors (printed catalogue)
- One entry in the product group list (printed catalogue)
- Entry in the online catalogue with company name, stand location, website and e-mail address, and all product groups you indicated in Form 1.30
- Entry and activation for ISM Online Matchmaking with all product groups you marked in Form 1.30
- Activation for the ISM online schedule planner
- Entry in the online route planner
- One entry and image in the Mobile Exhibition Guide (M.E.G.) with company name, address, stand location, website and e-mail address and all of the product groups you marked in Form 1.30

The printed catalogue includes an alphabetical list of companies, a list of products and advertisements. The printed catalogue is therefore an important, up-to-date reference work for all interested trade representatives that remains useful even after the event has come to a close.

#### 7.2 Costs for inclusion in the Media Package

Each participating company, co-exhibitor and additionally represented company must be listed in all of the directories of the Media Package.

A fee of €359.00 is charged for this service.

Please note: **Copy deadline for 2.10: 28th October 2011**

**Advertising deadline for 2.30: 8th November 2011**

If the exhibitor fails to submit Order Form 2.10 before the deadline, entries in the Media Package are based on the information given in Form 1.10 or Form 1.20/1.21 and are subject to a fee. Late submissions will be included in the supplement to the catalogue at the exhibitor's expense.

### 7.3 Responsibility/release of Koelnmesse from liability

The production, processing, design and advertising will be carried out by Sweets Global Network e.V., Grillparzerstr. 38, 81675 München, Germany. Tel.: +49 89 45769088-0, fax: +49 89 45769088-88, e-mail: info@sg-network.org

Customers are responsible for the content of their advertisements and entries and are liable for any damages related thereto. Koelnmesse is not liable for printing errors, incorrect placement, mistakes and other gaps or faults in the printing.

## 8 Commercial property rights

**8.1** Koelnmesse does not want any exhibitors who in the process of producing, disseminating, selling, owning or advertising their products violate laws regarding the protection of intellectual property or commercial property rights in the broadest sense.

If a final court decision has determined *res judicata* that an exhibitor in connection with one of Koelnmesse's events has violated laws of the kind mentioned in paragraph 1, Koelnmesse is entitled to bar that exhibitor from the next event of this kind after the *res judicata* court decision if there is sufficient suspicion that the exhibitor will again and repeatedly violate laws for the protection of intellectual property or commercial property rights.

**8.2** You will find more detailed information in the No Copy! brochure.

## 9 Non-permissible advertising/ violations of the Conditions of Participation

In order to ensure that the overall character of the event is safeguarded and the exhibitors and visitors are protected from irritating or illegal activities, in particular the following advertising measures are forbidden:

- Exceeding the binding specified booth height
- Advertising activities outside the rented stand area
- Advertising of an ideological or political nature

If you hand out bags, their dimensions may not exceed 40 x 30 x 10 cm; empty bags should not be handed out.

Lotteries and games may not be held within the exhibition centre if such events require that participants come to the organiser's stand.

The exhibitor bears responsibility for the legality of competitions, raffles etc.

**The distribution of advertising material or samples outside the stand area is not permitted.**

## 10 "Infoscout" — Information service for visitors

The information about your company that you submitted on Forms 1.10 to 1.30 will be made available at the information stands in the halls for interested visitors during the event. Furthermore, with Koelnmesse's electronic information system Infoscout you can publish vacancies for trade representatives.

You can use Form Z.03 to specify this offer according to products, countries or regions. Exhibitors and visitors can use Infoscout free of charge.

## 11 Requirement for a written document

All declarations must be specified in writing.

## 12 Severability clause

Should individual or several provisions of these conditions be or become invalid in whole or in part, the validity of the remaining provisions and of the contract shall not be affected. The parties will conduct negotiations in good faith to replace the invalid provisions with valid provisions that come as close as possible to fulfilling the business purpose of the invalid provisions.

Should the invalidity of a provision have arisen from a specific figure given therein with regard to performance or time (deadline or date), the nearest legally permissible figure shall replace the invalid one in the provision.

## 13 General Section of the Conditions of Participation, Technical Guidelines

The stipulations of the General Section of the Conditions of Participation and the Technical Guidelines are not affected.

# Koelnmesse Tochtergesellschaften, Repräsentanzen, Auslandsvertretungen Koelnmesse subsidiaries, representatives and information centres

**Africa** (for Botswana, Kenya, Malawi, Mauritius, Namibia, Tanzania, Zambia, Zimbabwe): Jorrit H. F. Plambeck – International Trade Fair Marketing, 31 Josiah Chinamano Ave, P.O. Box 3794, Harare-Zimbabwe, Tel. +263 4 251490-93, Fax +263 4 251489, E-Mail: info@fairpros.com

**Albania:** Deutsche Industrie- und Handelsvereinigung in Albanien, Rruga Skenderbeg Pall. 4/7, Tirana, Albanien, Tel. +355 4 222 7146, Fax +355 4 225 1791, E-Mail: koelnmesse@dih-al.com

**Andorra:** see España

**Argentina:** Cámara de Industria y Comercio Argentino-Alemana, Av. Corrientes 327, piso 23, C. 1043 AAD Buenos Aires, Tel. +54 11 5219-4000, Fax +54 11 5219-4001, E-Mail: ferias@cadicaa.com.ar

**Australia:** Fairlab Pty. Ltd., 242 Dowling Street, Woolloomooloo / Sydney, Australien, Tel. +61 2 83540068, Fax +61 2 83540069, E-Mail: info@fairlab.com.au

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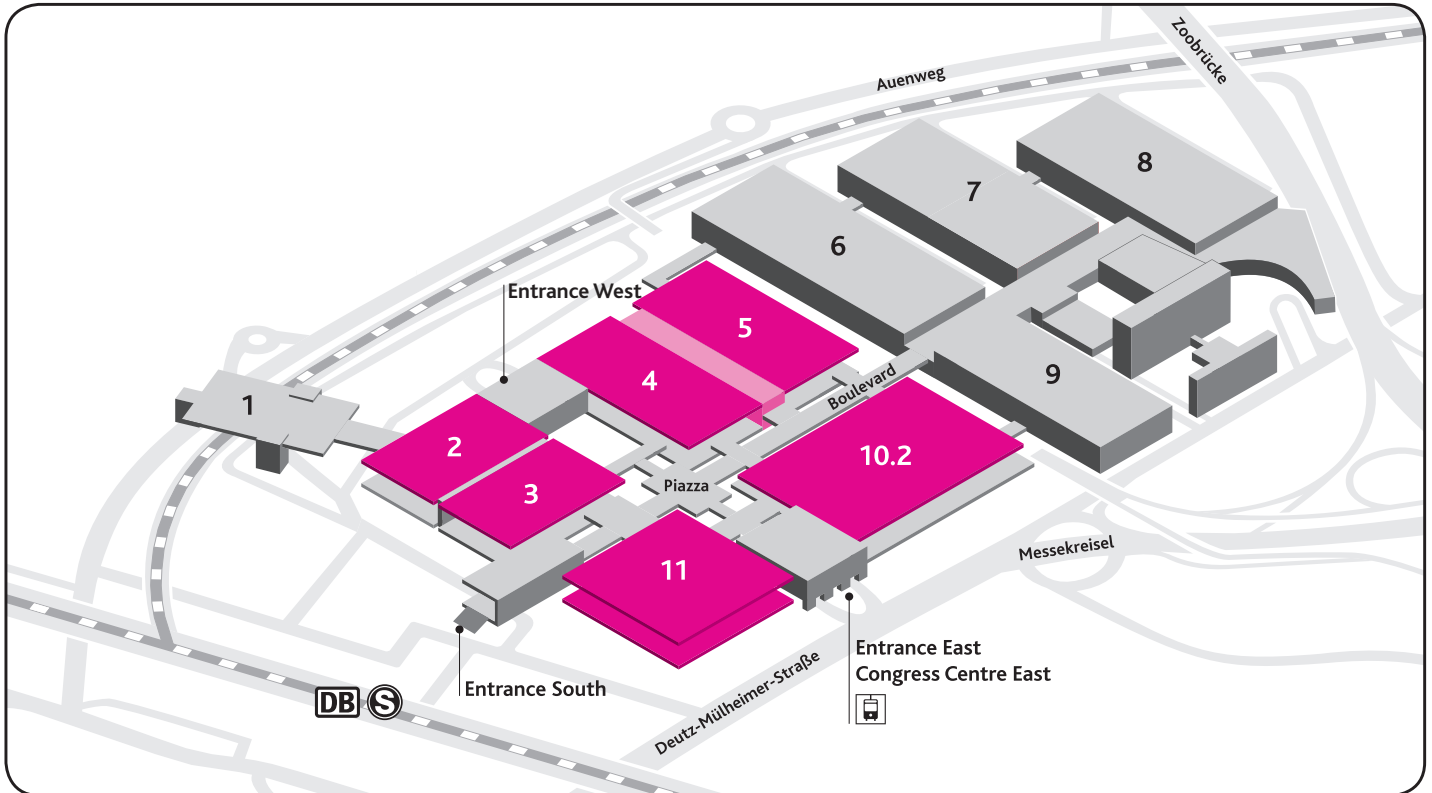
<input checked="" type="checkbox"/> Registration forms	Mailing April 2011
<input type="checkbox"/> Confirmation of receipt	Mailing begins April 2011
<input type="checkbox"/> Your registration using form 1.10, and a list of products, using form 1.30	Send by 27.5.2011 at the latest! (Early bird discount!)
<input type="checkbox"/> Start of hall layout planning	30.5.2011
<input type="checkbox"/> Stand confirmation	Mailing begins July 2011
<input type="checkbox"/> Copy deadline 2.10 (catalogue)	28.10.2011
<input type="checkbox"/> Entry as main exhibitor in the Basic Media Package, using form 2.10	28.10.2011
<input type="checkbox"/> Entry of co-exhibitors/additionally represented companies in the Basic Media Package, using form 2.10	28.10.2011
<input type="checkbox"/> Advertising deadline 2.30 (catalogue)	08.11.2011
<input type="checkbox"/> Dispatch of invoices	as of October 2011
<input type="checkbox"/> Payment due date	immediately
<input type="checkbox"/> Dispatch of advertising kit	October 2011
<input type="checkbox"/> Mailing of traffic guidance plan	January 2012

## Stand construction

<input type="checkbox"/> Power supply, electricity, water, telephone, stand cleaning etc.	At least 6 weeks prior to the start of the trade fair
<input type="checkbox"/> Construction	From 8:00 a.m. on 26.1. to 8:00 p.m. on 28.1.2012
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