

RETURN BY
25TH JUNE 2010 TO:

REED EXPOSITIONS FRANCE - MIDEST

TOUR VISTA
52-54, QUAI DE DION BOUTON - CS 80001
92806 PUTEAUX CEDEX - FRANCE
Tel.: +33 (0)1 47 56 52 34
Fax: +33 (0)1 47 56 21 40

www.midest.com
info@midest.com

RESERVED TO THE ORGANISER

DATE DE RÉCEPTION

COM

ISG

N° SFDC

N° CM

N° PNR

CODE EXPOSANT

CODE CI

NOUVEAU

ADV

N° DOSSIER

Please complete in capital letters

COMPANY NAME OF THE EXHIBITOR

CONTACT AND ADDRESS FOR CORRESPONDENCE

VAT Number

Company name (if different) _____

Address _____

Postcode _____ Town _____ Country _____

Tel. _____ Fax _____

Web site _____

Company e-mail _____

Person in charge of exhibition

Mr Mrs Miss Forename _____ Name _____

E-mail _____ @ _____

Function _____

Managing director

Mr Mrs Miss Forename _____ Name _____

E-mail _____ @ _____

Press Relation

Mr Mrs Miss Forename _____ Name _____

E-mail _____ @ _____

Correspondence language: French English

Invitation cards: French English

INVOICE ADDRESS (if different from contact's address)

VAT Number

Company name (if different) _____

Address _____

Postcode _____ Town _____ Country _____

Tel. _____ Fax _____

Contact

Mr Mrs Miss Forename _____ Name _____

E-mail _____ @ _____

Function _____

SECTOR FOR YOUR STAND LOCATION

International and regional stands - hall 6

Specify your main activity: _____

Name for sign board (Max. 16 letters):

PREVIOUS PARTICIPATION(S) (circle)

2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009

1 COMPULSORY PARTICIPATION FEE

Ex. VAT

€ 655

To be paid by each exhibiting company.

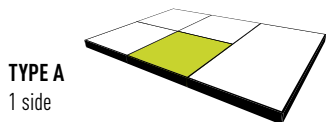
Including:

- Registration of exhibiting company's name and address in the hard copy of the official catalogue
- Entry in the official Midest catalogue, on the web site and in the show plan
- Online company presentation page in the online catalogue with 3 pictures and a text
- Link to your own web site (on online company presentation page in the online catalogue)
- Active e-mail link (on online company presentation page in the online catalogue)
- Press release on www.midest.com
- Membership of the Midest Partners Club
- 100 visitor invitation cards To choose among : French or English
- Self adhesive Midest 2010 stickers
- 10 VIP nominative badges (on request)
- Insurance (files costs included)
- Daily floor cleaning
- Exhibitor nominative badges (one badge per 3 sqm / minimum 3 badges per package)
- Participation in the 2010 Midest Awards
- Press pigeonhole in the show press office

CO-EXHIBITORS

Any company present or represented on your stand must complete a co-exhibitor form (enclosed) and pay a participation fee of € 655 ex. VAT.

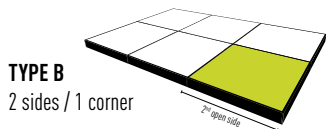
2 SPACE ONLY BOOKING (partitions not included)



TYPE A
1 side

A. SPACE ONLY "TYPE A" Stand with an open side (minimum 9 sqm)

_____ sqm x € 212 ex. VAT = €



TYPE B
2 sides / 1 corner

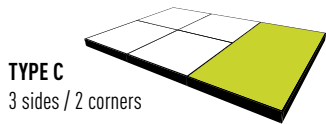
B. SPACE ONLY "TYPE B" Stand with 2 open sides (minimum 18 sqm, subject to availability)

_____ sqm x € 212 ex. VAT = €

_____ m of shortest side x € 212 ex. VAT = €

(supplement for 2nd open side)

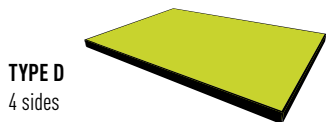
} = €



TYPE C
3 sides / 2 corners

C. SPACE ONLY AISLE END "TYPE C" Stand with 3 open sides
(minimum 48 sqm, subject to availability)

_____ sqm x € 244 ex. VAT = €



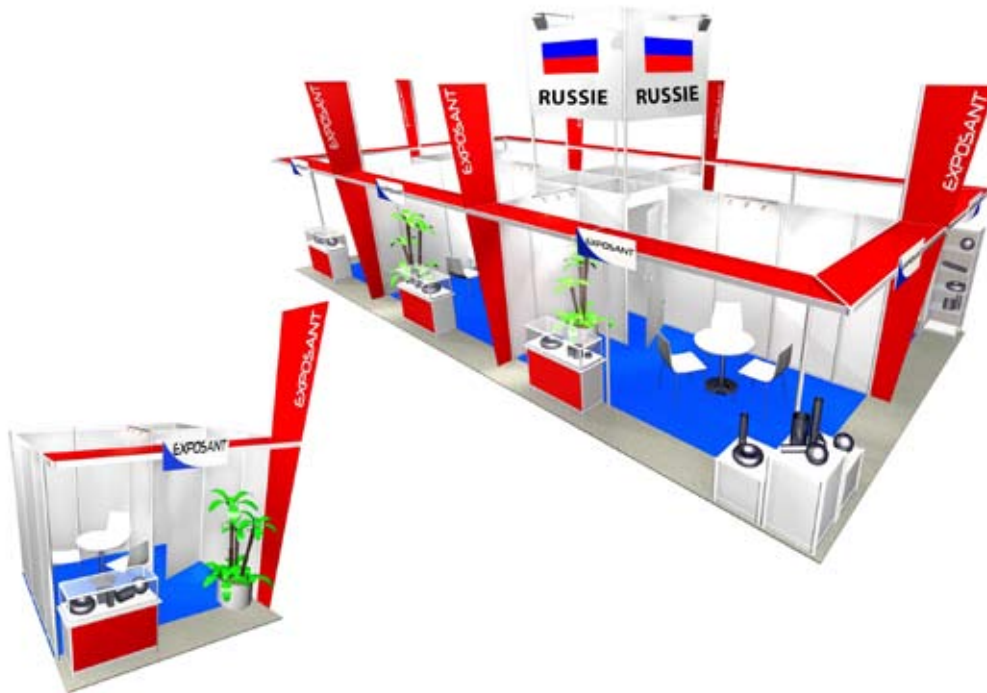
TYPE D
4 sides

D. SPACE ONLY (ISLAND) "TYPE D" Stand with 4 open sides
(minimum 96 sqm, subject to availability)

_____ sqm x € 244 ex. VAT = €

The area, dimensions requested and the identities of neighbouring stand holders cannot be guaranteed and may vary on the basis of placement possibilities. Invoicing will be based on the allocated area.

3 STAND FITTING PAVILION FORMULA DESCRIPTION



Visuals not contractually binding

9 sqm stand includes:

If your stand is bigger, please contact us

- Needle carpet
- Partitions 2.40 high (aluminium frame and melamine coated panels)
- Ceiling in brushed cotton (on the border)
- 1 lockable storeroom (1 sqm with coat peg, 1 triple socket, 2 shelves)
- 1 semi-glazed counter, reception desk (without light)
- 2 podiums
- 1 set of 1 table, 3 chairs, 1 display for brochures, 1 dustbin
- 1 floral decoration
- 2 signboards (exhibitor's name and stand number)
- Spotlight: One 100 W spot per 3 sqm section
- Electrical connection

Fitting "Russian Pavilion" Stand _____ sqm x € 166 ex. VAT = €

Common fitting and services:

- Electric box: 1 per pavilion (non permanent + power)
- 1 signage tower, 4 sides (Russian flag) 4.80 high
- Cleaning before opening and daily floor cleaning

→ TOTAL OF YOUR STAND ex. VAT

1 Participation fee € 655 + **2** Space only € + **3** Stand fitting options € = €

VAT 19.60% = €

→ TOTAL inc. VAT = €

TOTAL OF YOUR PARTICIPATION

→ TOTAL inc. VAT BROUGHT FORWARD STANDS **1 + 2 + 3 = €**

→ TOTAL ex. VAT BROUGHT FORWARD COMMUNICATION TOOLS **A + B + C + D + E + F + G = €**

→ **GRAND TOTAL** **STANDS + COMMUNICATION TOOLS = €**

In the event of cancellation, the sums paid or still due will not be returned or waived (art. 6 of the general conditions).

PAYMENT TERMS

Exhibitors have 2 instalments options:

→ I CHOOSE OPTION:

A TWO INSTALMENTS

DEPOSIT: 30% x (OVERALL TOTAL INC. VAT) Payable with order = €

BALANCE: 70% x (OVERALL TOTAL INC. VAT) Payable by 10th September 2010 = €

B FOUR INSTALMENTS

1st DEPOSIT: 10% x (OVERALL TOTAL INC. VAT) Payable with order = €

2nd DEPOSIT: 20% x (OVERALL TOTAL INC. VAT) Payable by 9th April 2010 = €

3rd DEPOSIT: 35% (OVERALL TOTAL INC. VAT) Payable by 2nd July 2010 = €

BALANCE: 35% x (OVERALL TOTAL INC. VAT) Payable by 10th September 2010 = €

Booking forms must be accompanied by the deposit.

Payment in full must accompany orders placed after 10th September 2010

I WILL PAY BY Cheque made out to: Reed Expositions France / Midest 2010

Bank transfer (enclose a copy of the transfer order)

BANK	BRANCH	ACCOUNT No	RIB KEY	NAME	ADDRESS	VAT NUMBER
30066	10947	00010067602	68	MIDEST 2010	Crédit Industriel et Commercial - CIC Saint Augustin GCE 102, Boulevard Haussman - 75008 Paris	FR 92410219364

IBAN : FR76 3006 6109 4700 0100 6760 268

Transfers from foreign exhibitors must bear the wording «payments must be made at no cost to the beneficiary» as well as the SWIFT code for CIC: CMCIFRPP. The undersigned declares that he or she is familiar with the general conditions of sale of REED Expositions France and undertakes to abide by them without reservation or restriction. The undersigned declares that he or she possesses a copy of the general regulations of MIDEST, is familiar with them and accepts all their clauses without reservation or restriction. The undersigned declares that he or she is familiar with the features of the insurance policy taken out by the organizer and waives any recourse against the company managing the venue in which the show takes place as well as against the organizer or any other exhibitor and against anyone acting on behalf of the above mentioned persons. I, the undersigned, expressly agree to receive commercial information from REED Expositions France by letter, fax or electronic mail. If you no longer wish to receive information from Reed Expositions France, please write to:

REED EXPOSITIONS FRANCE - SALON MIDEST - TOUR VISTA - 52-54, QUAI DE DION BOUTON - CS 80001 - 92806 PUTEAUX CEDEX - FRANCE.

Made at _____

Date _____

Stamp and signature (compulsory)

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COMPANY NAME (please complete in capital letters)

Reserved to the organiser

A PACKAGES

Total ex. VAT

THE WEB PACKAGE

Midest web package reinforces your presence on www.midest.com.

It includes: • Button (120 x 60 pixels) on the Exhibitors list page • Your logo on your presentation page of the online catalogue on www.midest.com
• Company name highlighted in bold and colour in the list of exhibitors search results.

Value: € 900 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 450 ex. VAT = €

THE TARGETED PACKAGE

The targeted promotion package has been created to promote your presence to visitors before and during the show.

It includes: • 40 nominative VIP badges • Display of company name in bold in the exhibitors list of the show map
• 200 e-mail messages with your logo to your selection of pre-registered visitors.

Value: € 580 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 290 ex. VAT = €

NEW

THE LOGO PACKAGE

• Show map (1 logo) • Wall plans (1 logo) • Floor plans (1 logo) • Your presentation page on the online catalogue (1 logo)

Value: € 2 300 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 1 150 ex. VAT = €

THE POLE POSITION PACKAGE

A package of 7 media to advertise.

• Printed catalogue (1 page) • Show map (1 page) • Show map (1 logo) • Wall plans (1 logo) • Floor plans (1 logo) • Newspaper (W 120 x H 190 mm or W 240 x H 100 mm) • Internet (1 logo on your presentation page on the online catalogue) • Sails at the show entrances (2 ex).

Value: € 8 100 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 4 050 ex. VAT = €

TOTAL **A** ex. VAT = €

B ON www.midest.com

BANNERS (728 x 90 pixels or 468 x 60 pixels) with link to your web site

- On home page (maximum of 3 advertisers) € 2 500 ex. VAT = €
- On exhibitor list page (maximum of 4 advertisers) € 2 500 ex. VAT = €
- On visitor badge request page (maximum of 4 advertisers) € 2 000 ex. VAT = €
- On any other web site rubric (maximum of 4 advertisers) € 1 000 ex. VAT = €

MEDIUM RECTANGLE (300 x 250 pixels) with link to your web site

- On home page (maximum of 3 advertisers) € 1 200 ex. VAT = €
- On exhibitor list page (maximum of 4 advertisers) € 1 200 ex. VAT = €
- On visitor badge request page (maximum of 4 advertisers) € 950 ex. VAT = €
- On any other web site rubric (maximum of 4 advertisers) € 700 ex. VAT = €

BUTTONS (120 x 60 pixels) with link to your web site

- On exhibitor list page € 600 ex. VAT = €
- On visitor badge request page € 500 ex. VAT = €

EXHIBITOR LIST

- Sponsored link so that your company appears at the head of the results list by sector € 650 ex. VAT = €
- Logo on your presentation page of the online catalogue € 200 ex. VAT = €
- Company name highlighted in bold and colour in the list of exhibitor search results € 100 ex. VAT = €

THE VISITOR GUIDE

- Advertisement on the Visitor Guide (exclusive) € 2 000 ex. VAT = €
- Logo on the first page of the Guide (maximum of 6 advertisers) € 400 ex. VAT = €

TOTAL **B** ex. VAT = €

C THE SHOW NEWSPAPER	Order form and technical elements must reach us by 25/06/2010	Quantity	Total ex. VAT
■ Banner (W 240 x H 50 mm)	€ 600 ex. VAT X		= €
■ 1/4 page four colour (W 120 x H 190 mm ou W 240 x H 100 mm)	€ 1 100 ex. VAT X		= €
■ 1/2 page four colour (W 240 x H 190 mm)	€ 2 600 ex. VAT X		= €
■ Four colour full page (W 250 x H 400 mm fp)	€ 3 400 ex. VAT X		= €
■ Back cover (W 250 x H 400 mm fp)	€ 4 600 ex. VAT X		= €
TOTAL C ex. VAT =			€

D THE PRINTED CATALOGUE	Order form and technical elements must reach us by 24/09/2010	Quantity	Total ex. VAT
■ Four colour full page (W 150 x H 230 mm)	€ 1 900 ex. VAT X		= €
■ 1/2 page four colour (W 150 x H 110 mm)	€ 1 000 ex. VAT X		= €
■ Inside front page (W 150 x H 230 mm)	€ 4 000 ex. VAT X		= €
■ Inside back cover (W 150 x H 230 mm)	€ 4 000 ex. VAT X		= €
■ Back cover (W 150 x H 230 mm)	€ 4 500 ex. VAT X		= €
■ Bound insert	€ 3 800 ex. VAT X		= €
■ Bookmark (W 50 x H 150 mm)	€ 5 500 ex. VAT X		= €
TOTAL D ex. VAT =			€

E THE SHOW MAP	Order form and technical elements must reach us by 17/09/2010	Quantity	Total ex. VAT
■ Your logo on the plan (W 50 x H 50 mm)	€ 700 ex. VAT X		= €
■ Back cover (W 160 x H 220 mm)	€ 4 500 ex. VAT X		= €
■ Front of plan (W 78 x H 50 mm)	€ 3 900 ex. VAT X		= €
■ Page quadri (W 160 x H 220 mm)	€ 2 000 ex. VAT X		= €
■ Company name highlighted in bold in the list of exhibitors	€ 90 ex. VAT X		= €
TOTAL E ex. VAT =			€

F EMAILINGS		Quantity	Total ex. VAT
■ Sponsorship of the electronic badges (40 000 ex. - exclusive)	€ 2 000 ex. VAT X		= €
■ Sponsorship of the d-5 visitor reminders (40 000 ex. - exclusive)	€ 2 500 ex. VAT X		= €
■ Your message with your logo (200 pre-registered visitors)	€ 250 ex. VAT X		= €
TOTAL F ex. VAT =			€

G AT THE SHOW	Order form and technical elements must reach us by 24/09/2010	Quantity	Total ex. VAT
■ The wall plan (1 logo with an arrow to your stand)	€ 700 ex. VAT X		= €
■ Plans laid on the floor (1 logo with an arrow to your stand)	€ 700 ex. VAT X		= €
■ Sails (2 sails (1 per entrance) fly your corporate flag at the entrances to the show)	€ 800 ex. VAT X		= €
■ Distribute your communication materials at the show entrances (documents, branded carrier bags, badge holder lanyards...)	from € 1 000 ex. VAT =		€
Consult your sales contact			
TOTAL G ex. VAT =			€

→ **TOTAL ex. VAT COMMUNICATION TOOLS** **A + B + C + D + E + F + G** = €

Exemption from VAT for foreign companies only.

EXCLUSIVE – CONTACT US

- Your advertorial on the www.midest.com home page in the 'Exhibitor Focus' section (1 advertiser per period)
- Water Totem: clad the water fountains with your corporate image.