



APPLICATION



25-28 APRIL 2012

Company name _____

VAT number _____

Marketing name _____

Address _____

Postal address _____

Country _____

Invoice reference number (if needed) _____

Contact person _____

Phone _____ Phone direct _____ Mobile _____

E-mail _____

Website _____

We will exhibit the following products/services:

- Beer
- Cider
- Spirit
- Wine
- Other, such as _____

SPECIAL OFFER
 UNTIL MAY 31,
 2010
 Get free tickets.

Please fill in the information below if you are co-exhibitor, representative or wish to have the invoice sent to another address than above.

Co-exhibitor Representative/Agent Invoice address

Co-exhibitors pay SEK 3,500 excl VAT and will receive the same information as the main exhibitor.

Company name _____

VAT number _____

Marketing name _____

Address _____

Postal address _____

Country _____

Invoice reference number (if needed) _____

Contact person _____

Phone _____ Phone direct _____ Mobile _____

E-mail _____

Website _____

EXPOSTART

EXHIBITOR INSURANCE
Your participation in the fair is insured both during the exhibition and during the transportation to and from the exhibition. You will also get a Business Travel Insurance.

ELECTRICITY CONNECTION
You will get an electricity connection (230V, 10A, max 200W) installed in your stand.

STORAGE OF EMPTY PACKAGING
Your empty packaging will be stored during the exhibition. We will collect and return the empty packaging at your stand.

GOODS HANDLING
Your goods will be loaded, unloaded and transported within the fair.

STAND CLEANING BEFORE DAY ONE
Your stand will be cleaned before the first day of the exhibition.

EXPO START: SEK 4,900, VAT not included. The Expo Start is to be paid by exhibiting companies against invoice. It is not deductible from the stand rent. Will only be returned in the event of no stand being available.

TERMS OF PAYMENT: Stand rent is to be paid against invoice by January 25, 2012. Prices do not include VAT.

PRICE: The first 100 m² 1,540 SEK/ m²
 After that 1,465 SEK/ m²

We hereby order (min 12m²):

X = m²

TO BE FILLED IN BY THE FAIR

Stand Number _____

Customer Number Exhibitor _____

Cust No Co-Exhibitor/Representative _____

572 – _____
Order Number Exhibitor

572 – _____
Order No Co-Exhibitor/Representativ

This application is legally binding and the undersigned pledges to abide by rules and regulations printed above and on the reverse side.

Place _____ Date _____

Company _____

Legal signaturer _____

1. BACKGROUND Stockholmsmässan AB ("the Fair") arranges fairs, either in its own name or on behalf of organisers of exhibitions with arrangements of their own. In addition the Fair grants the use of its premises both in connection with fairs and as independent arrangements or congresses. These general terms are applicable both for exhibitors on fairs arranged by the Fair, and where relevant, for lessee's of premises (mutually referred to as "Exhibitor/s").

These general terms governs rent of space for stands and all other services provided by the Fair, technical and other, including rent of premises, unless otherwise specifically provided for. If these general terms conflicts with any specifically stated term regarding services provided by the Fair, the latter shall prevail.

2. THE AGREEMENT Reservation of space for stand or rent of premises, as well as these conditions, whatever the form of the reservation, through an application form created specifically for this purpose, via Internet, telephone, or facsimile, or any other way, are binding for the Exhibitor. The Fair reserves the right to assess and, without any explanation, deny or set up specific requirements for the Exhibitor's participation in a certain event.

The Fair is bound by the agreement when an order confirmation has been sent to the Exhibitor. Such confirmation can also be made in the form of an invoice. If the confirmation deviates from the reservation, the Exhibitor shall notify the Fair thereof in within 10 (ten) days from the date of order confirmation/invoice. If no such notification is made both parties are bound by the content of the order confirmation. If the Exhibitor notifies the Fair about the deviation within the time limit stated above, the Fair shall either correct the deviation or declare the agreement cancelled.

Exhibitor's specifications, made on an order form or the like, regarding stand location and its size, are only considered as requests. The Fair grants the Exhibitor a final stand location based on the use of the exhibition halls, the Exhibitor's line of business and classification of interest. Time of application is of no relevance. The Fair reserves the right to, whenever it finds necessary, adjust and rearrange the layout of the exhibition halls. Hence, a deviation between the requested stand location and the stand location finally directed to the Exhibitor shall never be considered a deviation between the reservation and the order confirmation.

The Fair is entitled to terminate the agreement with the Exhibitor in writing with immediate effect in case of the Exhibitor's late payment.

Cancellation The Exhibitor may, free of charge, cancel a booking of space for a stand within 10 (ten) days from the date of order confirmation/invoice. If a cancellation is made later than this date, the Exhibitor is charged 100 (one hundred) percent of the rent for the space for the stand, unless otherwise stated on the order confirmation or the invoice. Registration fees are however never refunded.

Upon cancellation of a booking of premises in any of the A-, B-, C-halls, the Victoria hall and the halls K1, K2, K11, K16/17 and K21, the Exhibitor will be charged 10 (ten) percent if cancellation is made more than four months prior to the first day of use, 50 (fifty) percent if cancellation is made more than three months prior to the first day of use, 75 (seventy five) percent if cancellation is made more than two months prior to the first day of use and 100 (one hundred) percent if cancellation is made less than two months before the first day of use. For all other reserved premises, the Exhibitor will be charged 50 (fifty) percent if cancellation is made more than four weeks prior to the first day of use, 75 (seventy five) percent if cancellation is made more than three weeks prior to the first day of use and 100 (one hundred) percent if cancellation is made less than three weeks prior to first day of use.

Space for a stand or premises must not, fully or partly, be assigned or sublet by the Exhibitor without the Fair's approval.

The Exhibitor obligates himself to follow these general terms and other specific terms and regulations that may be issued by the Fair.

3. EXHIBITORS USE OF STAND OR PREMISES, ETC. Prior to the fair/conference The Exhibitor shall take possession over the stand location no later than 24 (twenty four) hours prior to the opening of the fair. Failure to do so entitles the Fair to use the stand location for other purposes.

The Exhibitor shall have the stand location ready and prepared 12 (twelve) hours prior to the opening of the fair.

Stand location may not be taken into possession unless registration fee, rent and any other fees according to the order confirmation and, if relevant later made orders, are paid in full. Entry to premises is not granted unless 70 (seventy) percent of the rent and any other fees according to the order confirmation are paid in full.

The Exhibitor is responsible for the design, construction, decoration, dismantling, removal and cleaning of his stand. The Fair, through Exhibitor Service, provides everything from individual products to complete stands. Ordering from Exhibitor Services made either through a specific ordering form or via www.stockholmsmassan.se.

Conference rooms, course rooms, convention rooms and office rooms are as standard furnished with the number of places specified in the price list and equipped according to the specification in the price list, that are available on www.stockholmsmassan.se.

During the fair/conference The stand must meet the requirements stated in the Technical Information established by the Fair. These can be requisitioned from the Fair and are available at www.stockholmsmassan.se. Furthermore, the stand (including such in two levels), decorations, exposure area for advertising and the like, may not, without approval from the Fair, exceed the maximum heights that are decided for the relevant fair.

The Exhibitor shall keep the stand in good condition and, on his own expense, make necessary improvements thereof if the Fair considers it not to meet reasonable quality requirements.

Rented premises shall be maintained and returned in the same state as upon first entry. The Exhibitor shall indemnify the Fair for all damages the Exhibitor or anyone for whom he is responsible causes on the rented premises.

Only those objects that are considered by the Fair to comply with the objectives of the current fair and that meet reasonable quality requirements may be exhibited. In the event that an item that is exhibited is found by the Fair not to meet the aforementioned requirements, the Exhibitor is obliged to remove the items from the stand immediately and on his own expense. The Exhibitor shall not

be entitled to a refund of the stand rent or any part thereof, or to receive any other compensation from the Fair in respect of any cost or loss – either direct or indirect – which may arise as a consequence of a decision of the aforementioned kind by the Fair.

The Fair has an unconditional right to dismiss an Exhibitor or an exhibited object. Dismissal is made on the Exhibitor's expense.

It is not permissible for the Exhibitor to:

- without approval of the Fair conduct sale over the counter for cash payment, or to take deposits.
- without approval of the Fair distribute advertisement outside his own stand.
- without approval of the Fair through displays within the area of the fair refer to an exhibition outside the fair.
- present or allow political propaganda in the stand or elsewhere in the area of the fair.
- to arrange his stand, decoration, demonstrations and sales activities in a way which contravenes the basic rules of the international Chamber of Commerce governing advertising, or which causes disturbance to other exhibitors and visitors. All spoken and written marketing shall be of a responsible nature and shall conform to marketing legislation.
- carry out in activities or demonstrations which due to their sound level, as assessed and considered by the Fair, negatively affects other exhibitors' possibility to participate and demonstrate their products, articles or services.

Rent of premises for commercial business, requires a specific agreement to be entered into between the Fair and the Exhibitor.

Exhibited products may not be removed during the period of the fair without special approval of the Fair.

It is not permissible to exhibit live animals, explosive products or other items, which the Fair considers inappropriate from a safety point of view. Products that are exhibited shall conform to the regulations of relevant authorities and/or control and inspection bodies and shall, where necessary, have the approval of such authorities or bodies.

The Exhibitor is reminded of his obligations pursuant to applicable laws on working environment.

If necessary the Fair is entitled to undertake corrective measurements, on the Exhibitor's expense upon violation of any aforementioned regulation, which is valid during a particular fair or conference.

After the fair/conference After the final day of removal of the Fair may make arrangements for any objects left in the stand, rented premises or elsewhere within the area of the Fair, to be removed at the risk and expense of the Exhibitor.

As security for the full performance of all obligations to the Fair that the Exhibitor has or may have, the Fair shall be entitled to retain the Exhibitor's property until payment in full has been effected.

4. EXHIBITOR'S LIABILITY The Exhibitor shall indemnify the Fair for all damages caused by the Exhibitor or attributable to his personnel.

Breaches by the Exhibitor of any of these general terms or any other specific regulation concerning services provided by the Fair shall render him liable to exclusion with immediate effect from participation in ongoing and future events. The Exhibitor shall in such cases remain responsible for agreed rent.

The Exhibitor shall indemnify the Fair in the event of the Fair being obliged to pay taxes or other duties to the state or municipality, based on the Exhibitors rent or other fees paid by the Exhibitor for participation in the fair or conference.

The Exhibitor is specifically reminded that communication connections provided through Exhibitor Service, does not include any protection against infringement or computer viruses and that necessary protection through firewalls etc. must be provided by the Exhibitor himself.

5. THE FAIR'S LIABILITY In the event the Fair is not able to provide the agreed stand location, the Exhibitor is required to accept any adjustments in respect of space and location which may be necessary and reasonable due to the circumstances.

In the event the Fair is effectively unable to offer any stand location, the sole remedy for the Exhibitor is to receive a refund of paid stand rent and all other fees.

The Fair shall not be responsible for any exhibited object or decorations in the Exhibitor's stand, irrespective of whether damage has been caused as a result of an error or negligence on part of the Fair or staff for whom the Fair is responsible.

The Fair is not responsible for any material, clothes or equipment that belongs to the Exhibitor or any third party, which are being stored in premises rented from the Fair.

The Fair is not responsible for an event's commercial effect or success, number of participating exhibitors or visitors, or the presence of certain strategic exhibitors.

If, for reasons outside the Fair's control, restrictions occur in respect of heating, supply of electricity, water, communication connection, electronic or web based services or other by the Fair supplied facilities, the Exhibitor is not entitled to receive a refund of stand rent, premises rent or part thereof. Neither shall the Exhibitor be entitled to any form of compensation. If aforementioned restrictions occur due to circumstances within the Fair's control, the Fair's liability is restricted to a refund of the fee paid for such facility.

The Fair is not liable for any errors in catalogues or other compositions of information being made regarding a certain event, irrespective of form, written or electronic.

The Fair disclaims any responsibility for damages and claims resulting from these general terms or herein-stated conditions not being complied with, or from failure to obtain any required approval from the Fair. The Exhibitor shall himself remain responsible and indemnify the Fair for all such expenses and damages.

In the event of the Fair being forced to, as a consequence of war, riot or act of terror, action taken by local authority or lack thereof, new or altered legislation, conflicts on the labour market, blockade, fire, flooding or accident of substantial proportion or some other comparable incident, cancel or postpone the holding of a certain event, no refund of the rent will be paid. The Exhibitor shall as soon as the event can be held, be entitled to priority with regard to stand location or if applicable similar premises and exempted from the

registration fee. Except the aforementioned, the Exhibitor is not entitled to any form of compensation.

The Fair is not liable for any other damages than those aforementioned, unless caused by intention or gross negligence. The Fair is never responsible for the Exhibitors indirect damages. The Fair's liability shall under no circumstances exceed 5 (five) base amounts (Sw. "prisbasbelopp") according to the National Insurance Act (1962:382).

6. TERMS OF PAYMENT Registration fee, stand rent and all other applicable fees shall be paid for in advance prior to the relevant fair. Rent for premises and other thereto related fees shall, unless otherwise agreed, be paid with 70 (seventy) percent in advance and 30 (thirty) percent after completion of the event.

Services provided by Exhibitor Service shall be paid for after completed fair, within 15 (fifteen) days after receipt of invoice. Complaints in respect of such services shall be made without delay and have reached the Fair no later than 10 (ten) days after date of invoice.

In the event of late payment, interest will be charged at a rate of 1,5 (one and a half) percent per month. Payments made with credit cards are subject to supplementary charge of 4 (four) percent on invoiced amount.

7. MISCELLANEOUS The Exhibitor permits available information about him/her to be furnished to a third party.

The Exhibitor consents to the Fair being freely entitled, without requiring the specific consent of the Exhibitor, to make sound and/or film recordings of the products, messages, films, presentations, performances, persons or anything else that represents that Exhibitor or that the Exhibitor shows at the Fair. The Fair is thereafter entitled to freely publicise the results of such recordings for its own PR or marketing purposes. The Fair is itself responsible for obtaining any necessary consents for such uses from any third parties who may be concerned.

The headings in these general terms are only intended as support for reading and shall not affect the interpretation of them.

No omission from the Fair in invoking these general terms shall operate as a waiver of such right. Neither shall a waiver of any right on any one occasion, irrespective of the reason therefore, be construed as a waiver of such right on any future occasion.

Disputes regarding interpretation or application of agreements between the parties, and thereto related legal relations, shall be settled in ordinary courts with Stockholm's district court being the court of first instance. Swedish law shall apply on any agreements between the Fair and the Exhibitor.

ABSTRACT OF TERMS FOR EXHIBITION RISKS INSURANCE including Transportation Insurance and Business Travel Insurance, in cooperation with If.

Complete terms at our site: www.stofair.se and EXHIBITOR INFO

FOR WHOM THE INSURANCE APPLIES The insurance applies for the policy holder as owner of the insured exhibition goods, and hired exhibition material for which the exhibitor has assumed the risk. The insurance also applies for co-exhibitor, companies that are represented as well as other owner of the insured exhibition goods, when such persons/companies cannot receive compensation for damage or loss through other insurance.

WHEN THE INSURANCE APPLIES The insurance applies in respect of damage/loss occurring during the insurance is in force. Insurance cover, including transportation commences when, for purposes of effecting the insured transportation, the exhibition goods leave the place of storage, or depot, at the place where the transportation begins. Continues during normal transportation including loading, reloading and unloading connected therewith, continues during the exhibition and any intermission connected therewith and even continues during normal return transportation to the designated storage premises (determinative place), however, see exception item 7.1 below

Ceases to be in force at the point of time of the occurrence of any of the following, whichever occurs first:

- the exhibition goods have been placed in the intended storage premises,
- the exhibition goods have been received by the Insured in other place,
- the Insured has disposed of the exhibition goods in some other manner,
- 30 days have passed since the exhibition ended.

WHERE THE INSURANCE APPLIES The insurance applies throughout the EU/EFTA. However, in respect of policyholders outside the EU/EFTA, the insurance only applies within the exhibition grounds.

INSURANCE AMOUNT AND DEDUCTIBLE The insurance applies up to the insurance amount stated by the Stockholm International Fair Ltd. The insurance amount may be raised subject to a supplementary Premium.

The deductible is SEK 1,000 at each damage/theft. However, in the event of a theft from a vehicle or trailer, the deductible is raised to 20% of the lost/damaged value, however, not less than SEK 5,000.

LIABILITY INSURANCE The liability insurance covers liability for damage in accordance with the current rules of law of torts for personal injury and damage to property as well as financial loss that is a consequence of a personal injury or property damage that is indemnifiable under the terms and conditions. Damage or injury through a sold product is not covered. The insurance policy covers operations for exhibitors at Stockholm International Fairs in connection with exhibitions on the premises of Stockholm International Fairs.

Exhibitors have no right of recovery in relation to this insurance policy through any liability insurance policies they may have. The insurance limit is SEK 10 000 000 per occurrence of damage or injury and SEK 20 000 000 per insurance year. The deductible is 20 per cent of the base amount. For other matters, reference is made to terms and conditions A140.