



Conditions of participation for "ART + STYLE" within the Import Shop Berlin 2011

1 The event and its organizers

The Import Shop Berlin is organized by Messe Berlin GmbH on the Berlin Exhibition Grounds. The special shop "Art + Style" will be held in the framework of Import Shop Berlin. Only selected exhibitors will be allocated.

2 Nomenclature for "ART + STYLE"

Clothing:
Fashion, Shoes and Fashion accessories

Art:
Paintings, Sculptures

Design Jewelry:
Gold Jewelry, Silver Jewelry, Fashion Jewelry

Living, Gift articles:
handicrafts of high quality, home accessories and design furniture

3 Dates

Date:
November 9 –13, 2011

Closing for entries:
June 30, 2011

Commencement of construction:
November 7, 2011

Commencement of dismantling:
final day of fair, 19.00 hrs.

Submission of construction plans:
September 30, 2011

Deadline for furniture/equipment:
September 30, 2011

4 Exhibitors

Direct participation by designers, manufacturers, retailers and wholesalers in the above product groups.

5 Presentation of the exhibits

The exhibitor is obliged to decorate the stand in a suitable and attractive manner.

6 Rental charges

The rental charges per m² of stand area is EUR 115.00 plus value added tax. Included in the stand rental is a lump sum of EUR 38.00 for cleaning, guarding and illumination of the exhibition halls. An additional

charge of EUR 0.60 / m² of display space (+ value added tax) is payable in accordance with an agreement made with the Exhibition and Trade Fair Committee of German Industry (AUMA). A charge will be made for all other items of equipment, which should be ordered separately.

7 Stand size

The minimum stand size is 6 m².

8 Promotion Package Services

Exhibitors will be charged EUR 189.00 for a basic listing in the printed and electronic version of the exhibition catalogue (Virtual Market Place). The basic listing includes the following exhibitor's information: company name, country code, postal code, city, phone, fax, e-mail plus hall and stand numbers as well as product group index. All exhibitors will receive a copy of the printed catalogue. In the virtual exhibition for Import Shop exhibitors remain listed on the Virtual Market Place for one year. Company presentations in the Virtual Market Place include a company profile with picture, an illustrated description of up to ten products and a link to the company's website.

9 Regulations

Information of a political nature may not be displayed or distributed. Furthermore the stand design and decoration should not include any statements of a political nature. Messe Berlin accepts no liability for the exhibits.

Exhibitors must arrange adequate insurance cover for their exhibits. No animals are permitted on the exhibition grounds. The construction and fire safety regulations of Messe Berlin must be strictly observed. Failure to comply entitles Messe Berlin to remove exhibits at the exhibitor's expense, if such items are not kept on the stand in accordance with regulations.

10 Parking tickets

Parking tickets can be obtained against payment.

11 Exhibitors' passes

3 exhibitors' passes will be provided free of charge for the first 10 m² of display space. Exhibitors will receive additional passes for each additional 10 m² of space occupied.

12 Direct Sales

Direct Sales are allowed and requested.