



25th International Trade Fair, New Munich Trade Fair Centre, 13–16 Nov 2012, Tel. (+49 89) 9 49-2 03 31/2 03 13, info@electronica.de, www.electronica.de
Please complete in full and return to: Messe München GmbH, Messegelände, 81823 München, Germany, or **fax to: (+49 89) 9 49-2 03 39**

Address
and invoice
address

Company

Street/P. O. Box

Country

City

Postal code

Tel.

Fax

Homepage

VAT-ID no. (for EU countries only – mandatory for invoice)

Number and place of company registration

Applicants who are based in Germany or in the European Union: In the case of the given applicant, his/her company carries out business-related activities autonomously for the purpose of earning income on a sustainable basis (Art. 9 MwStSystRL). The applicant declares herewith that he/she is sourcing the services provided by Messe München GmbH for his/her company.

Applicants who are based in a country outside the European Union: In the case of the given applicant, his/her company carries out business-related activities autonomously for the purpose of earning income on a sustainable basis (Art. 9 MwStSystRL). The applicant declares herewith that he/she is sourcing the services provided by Messe München GmbH for his/her company.

Neither of the above declarations is applicable. In such cases, Messe München GmbH will charge for its services plus statutory German sales tax even if the given applicant is based abroad.

Contact in
your company

Contact for trade fair organization Ms. Mr.

Title / First name / Last name

Position

Tel.

Fax

E-mail (personalized)

Official representative of the company (managing director, chairman, etc.) Ms. Mr.

Title First name

Last name

Position

Contact for our Press Office Ms. Mr.

Title

First name

Last name

E-mail (personalized)

IMPORTANT!
Please be
sure to
complete all
fields!

Without all
the details
concerned,
your appli-
cation cannot
be processed!

Address for correspondence
only if address differs from above

Company

Street/P. O. Box

Country

City

Postal code

Contact Ms. Mr.

Title / First name / Last name

Tel.

Fax

E-mail (personalized)

Information about your company

Type of company (multiple responses possible):

Manufacturer Service company Distributor with exclusive selling rights for Germany

Headquarters of the parent company with full address and country:

Under which country would you like to be included in the statistics?

Headquarters Branch Country _____

Co-exhibitors

No. of co-exhibitors (with own staff at the stand) _____ No. of additionally represented companies: _____

Please register co-exhibitors/additionally represented companies using the application form for co-exhibitors. The registration fee is EUR 200 net for each co-exhibitor admitted and will be charged to the main exhibitor.

Stand requests

Stand space only – minimum 20 m²

Row stand (1 side open) EUR 210/m ² * / EUR 216/m ²		Corner stand (2 sides open) EUR 234/m ² * / EUR 242/m ²		End stand (3 sides open) EUR 243/m ² * / EUR 250/m ²		Island stand (4 sides open) EUR 249/m ² * / EUR 257/m ²	
front x depth	= m ²	front x depth	= m ²	front x depth	= m ²	front x depth	= m ²
	=		=		=		=

* This price for stand space only is valid on receipt of application until incl. January 13, 2012, under the terms according to article B4 a) in Terms of Participation B. The prices for combination packages will not change.

Are you planning a two-storey stand? yes no (Upper storey stand space costs 80% of the price of the respective ground floor space)

Combination packages (stand space incl. stand construction)
m²

<input type="checkbox"/>	Row "All inclusive" 20 m ² only/1 side open – EUR 8,380	20
<input type="checkbox"/>	Row "Standard" from 20 m ² –36 m ² only/1 side open – EUR 325/m ²	
<input type="checkbox"/>	Corner "Standard" from 20 m ² –36 m ² only/2 sides open – EUR 350/m ²	

Combination packages in the selected exhibition areas

<input type="checkbox"/> Automotive 9 m ² – EUR 5,250	<input type="checkbox"/> Software Village 9 m ² – EUR 5,650
<input type="checkbox"/> Automotive 12 m ² – EUR 6,050	<input type="checkbox"/> Wireless 9 m ² – EUR 5,250
<input type="checkbox"/> Embedded 12 m ² – EUR 4,320	<input type="checkbox"/> World of MEMS 9 m ² – EUR 5,250

Same location as in 2010? yes no (There is no legal claim to stand location.)

If possible, which companies would you prefer to have as neighbors?

If possible, which companies would you NOT prefer to have as neighbors?

Different invoice address

Due to value-added tax legislation requirements, Messe München GmbH is unfortunately unable to issue or re-address invoices for services rendered or to be rendered by MMG to the exhibitor as its contractual partner to an invoice recipient other than the exhibitor. Messe München GmbH can issue invoices only to its contractual partners.

Terms of Participation A and B (enclosed)

The attached Terms of Participation A and B as well as the Technical Guidelines are recognized as legally binding in all parts. Each applicant acting on behalf of a third party shall be directly liable for meeting the demands of MMG in respect of the above fair.

Place and date

Company stamp and legally binding signature. Please also print name.

Admission to electronica 2012 subject to the applicant's conformity with the Product Index defined!

Company

Contact

Main product group

multiple responses not possible

Important for the correct allocation of your trade fair stand!

If items from several main product groups are exhibited, please indicate where the emphasis lies.

- | | | | |
|--|---|--|--|
| <input type="checkbox"/> 1 Semiconductors | <input type="checkbox"/> 5 Sensor technology | <input type="checkbox"/> 9 Electromechanics/ System peripherals | <input type="checkbox"/> 12 Assemblies and subsystems |
| <input type="checkbox"/> 2 Embedded systems | <input type="checkbox"/> 6 Test and measurement | <input type="checkbox"/> 10 Power supplies | <input type="checkbox"/> 13 Automotive |
| <input type="checkbox"/> 3 Displays | <input type="checkbox"/> 7 Electronic Design (ED/EDA) | <input type="checkbox"/> 11 PCBs, other circuit carriers and EMS | <input type="checkbox"/> 14 Wireless |
| <input type="checkbox"/> 4 Micronano-systems | <input type="checkbox"/> 8 Passive components | | <input type="checkbox"/> 15 Information gathering and services |

Product Index

multiple responses possible

- | | | |
|---|---|--|
| <p>1 Semiconductors</p> <p><input type="checkbox"/> 1.1 Diodes (including diode networks)</p> <p><input type="checkbox"/> 1.2 Transistors</p> <p><input type="checkbox"/> 1.3 Power semiconductor components</p> <p><input type="checkbox"/> 1.4 Opto semiconductor components</p> <p><input type="checkbox"/> 1.5 Accessories for discrete semiconductors</p> <p><input type="checkbox"/> 1.6 Logic circuits</p> <p><input type="checkbox"/> 1.7 Microprocessors (see Embedded systems)</p> <p><input type="checkbox"/> 1.8 Memory (see Embedded systems)</p> <p><input type="checkbox"/> 1.9 Application-specific ICs (ASSP)</p> <p><input type="checkbox"/> 1.10 Data/signal transformer ICs</p> <p><input type="checkbox"/> 1.11 ICs, special designs (including ASICs/CSICs)</p> <p>2 Embedded systems</p> <p><input type="checkbox"/> 2.1 Development tools, software</p> <p><input type="checkbox"/> 2.2 Development tools, hardware</p> <p><input type="checkbox"/> 2.3 Hardware</p> <p><input type="checkbox"/> 2.4 Peripheral systems</p> <p><input type="checkbox"/> 2.5 DDI and other network-technology components</p> <p><input type="checkbox"/> 2.6 Memories and memory peripherals</p> <p><input type="checkbox"/> 2.7 System solutions</p> <p>3 Displays</p> <p><input type="checkbox"/> 3.1 Liquid Crystal Display (LCD)</p> <p><input type="checkbox"/> 3.2 Plasma Display Panel (PDP)</p> <p><input type="checkbox"/> 3.3 Cathode Ray Tube (CRT)</p> <p><input type="checkbox"/> 3.4 Vacuum Fluorescent Display (VFD)</p> <p><input type="checkbox"/> 3.5 Organic Light-Emitting Diode (OLED)</p> <p><input type="checkbox"/> 3.6 EL display</p> <p><input type="checkbox"/> 3.7 Field Emission Display (FED)</p> <p><input type="checkbox"/> 3.8 Light-Emitting Diode (LED)</p> <p><input type="checkbox"/> 3.9 Surface Conduction Emitter Display (SED)</p> <p><input type="checkbox"/> 3.10 Projection display</p> <p><input type="checkbox"/> 3.11 E-Paper</p> <p><input type="checkbox"/> 3.12 Peripheral equipment for displays</p> <p>4 Micronano-systems</p> <p><input type="checkbox"/> 4.1 Microsystems</p> <p><input type="checkbox"/> 4.2 MEMS</p> <p><input type="checkbox"/> 4.3 Nanotechnology</p> <p>5 Sensor technology</p> <p><input type="checkbox"/> 5.1 Sensors for geometrical parameters</p> <p><input type="checkbox"/> 5.2 Sensors for mechanical parameters</p> <p><input type="checkbox"/> 5.3 Sensors for time and time-based parameters</p> <p><input type="checkbox"/> 5.4 Sensors for temperature and calorific parameters</p> <p><input type="checkbox"/> 5.5 Sensors for climatic parameters</p> <p><input type="checkbox"/> 5.6 Sensors for optical and acoustic parameters</p> <p><input type="checkbox"/> 5.7 Sensors for electrical and magnetical parameters</p> <p><input type="checkbox"/> 5.8 Sensors for chemical parameters</p> <p><input type="checkbox"/> 5.9 Sensors for biological parameters</p> <p><input type="checkbox"/> 5.10 Sensor elements by technology</p> <p>6 Test and measurement</p> <p><input type="checkbox"/> 6.1 Measuring/testing of geometric parameters</p> <p><input type="checkbox"/> 6.2 Mechanical parameters</p> <p><input type="checkbox"/> 6.3 Time and time-based parameters</p> | <p><input type="checkbox"/> 4.7 Specialized laboratory/test equipment</p> <p><input type="checkbox"/> 4.8 CAD/CAE tools</p> <p><input type="checkbox"/> 4.9 Generation software</p> <p><input type="checkbox"/> 4.10 Test software</p> <p><input type="checkbox"/> 4.11 Software for special applications</p> <p><input type="checkbox"/> 4.12 Peripheral equipment for ED/EDA environments</p> <p><input type="checkbox"/> 4.13 ED/EDA services</p> <p><input type="checkbox"/> 4.14 Design and development systems</p> <p>8 Passive components</p> <p><input type="checkbox"/> 8.1 Inductors and accessories</p> <p><input type="checkbox"/> 8.2 Capacitors</p> <p><input type="checkbox"/> 8.3 Resistors (including R networks)</p> <p><input type="checkbox"/> 8.4 Radiofrequency and microwave components</p> <p><input type="checkbox"/> 8.5 Polymer components</p> <p><input type="checkbox"/> 8.6 Nonlinear high-voltage components</p> <p><input type="checkbox"/> 8.7 Passive components, miscellaneous</p> <p><input type="checkbox"/> 8.8 Piezoelectric components</p> <p><input type="checkbox"/> 8.9 Magnetic and electronic ceramic products</p> <p>9 Electromechanics/ System peripherals</p> <p><input type="checkbox"/> 9.1 Switches and keyboards</p> <p><input type="checkbox"/> 9.1.1 Switches for continuous connection</p> <p><input type="checkbox"/> 9.1.2 Switches with additional functions</p> <p><input type="checkbox"/> 9.1.3 Electrical keys</p> <p><input type="checkbox"/> 9.1.4 Detector components</p> <p><input type="checkbox"/> 9.1.5 Detector and signaling devices</p> <p><input type="checkbox"/> 9.1.6 Keyboards</p> <p><input type="checkbox"/> 9.1.7 Components and accessories for keyboards</p> <p><input type="checkbox"/> 9.1.8 Initiation devices, manually activated</p> <p><input type="checkbox"/> 9.1.9 Relays</p> <p>9.2 Interconnection components/systems</p> <p><input type="checkbox"/> 9.2.1 Standardized connectors</p> <p><input type="checkbox"/> 9.2.2 Connectors for specific handling</p> <p><input type="checkbox"/> 9.2.3 Connectors, PCB-mountable</p> <p><input type="checkbox"/> 9.2.4 Sockets</p> <p><input type="checkbox"/> 9.2.5 Connectors, application-oriented</p> <p><input type="checkbox"/> 9.2.6 Connectors for telecommunications</p> <p><input type="checkbox"/> 9.2.7 Cables with connectors</p> <p><input type="checkbox"/> 9.2.8 Connectors with additional functions</p> <p><input type="checkbox"/> 9.2.9 Connectors, specific forms</p> <p><input type="checkbox"/> 9.2.10 Miscellaneous connectors</p> <p><input type="checkbox"/> 9.2.11 Accessories for connectors</p> <p><input type="checkbox"/> 9.2.12 Specialized connection/connecting components</p> <p><input type="checkbox"/> 9.2.13 Cables</p> <p>9.3 Casing technology</p> <p><input type="checkbox"/> 9.3.1 System racks</p> <p><input type="checkbox"/> 9.3.2 Build-in and desktop housings</p> | <p><input type="checkbox"/> 9.3.3 Small-scale housings</p> <p><input type="checkbox"/> 9.3.4 Special housings</p> <p><input type="checkbox"/> 9.3.5 Accessories for housings</p> <p><input type="checkbox"/> 9.3.6 Thermal management</p> <p><input type="checkbox"/> 9.3.7 Electronic protection devices (EMI/ESD)</p> <p>10 Power supplies</p> <p><input type="checkbox"/> 10.1 Transformers</p> <p><input type="checkbox"/> 10.2 Coilware for specific applications</p> <p><input type="checkbox"/> 10.3 Accessories for coilware</p> <p><input type="checkbox"/> 10.4 Power supplies, DC output</p> <p><input type="checkbox"/> 10.5 Power supplies, AC output</p> <p><input type="checkbox"/> 10.6 Frequency converters</p> <p><input type="checkbox"/> 10.7 UPS systems</p> <p><input type="checkbox"/> 10.8 Special power supplies</p> <p><input type="checkbox"/> 10.9 Batteries</p> <p><input type="checkbox"/> 10.10 Static current supplies, miscellaneous</p> <p><input type="checkbox"/> 10.11 Power management systems</p> <p><input type="checkbox"/> 10.12 Accessories</p> <p>11 PCBs, other circuit carriers and EMS</p> <p><input type="checkbox"/> 11.1 Non-PTH single- and double-sided PCBs</p> <p><input type="checkbox"/> 11.2 Double-sided PCBs, PTH</p> <p><input type="checkbox"/> 11.3 Multilayer PCBs (ML)</p> <p><input type="checkbox"/> 11.4 Special PCBs</p> <p><input type="checkbox"/> 11.5 Ceramic PCBs</p> <p><input type="checkbox"/> 11.6 PCBs for backplanes/bus systems</p> <p><input type="checkbox"/> 11.7 EMS Electronic manufacturing services</p> <p><input type="checkbox"/> 11.8 Prototyping</p> <p><input type="checkbox"/> 11.9 Accessories for PCBs</p> <p>12 Assemblies and subsystems</p> <p><input type="checkbox"/> 12.1 Assemblies for control applications</p> <p><input type="checkbox"/> 12.2 Printer assemblies</p> <p><input type="checkbox"/> 12.3 Assemblies, miscellaneous</p> <p><input type="checkbox"/> 12.4 Hybrid modules (including multi-chip modules)</p> <p><input type="checkbox"/> 12.5 Servo technology/Drive elements</p> <p>13 Automotive</p> <p><input type="checkbox"/> 13.1 Drive (engine and gears)</p> <p><input type="checkbox"/> 13.2 Chassis/Steering</p> <p><input type="checkbox"/> 13.3 Brake</p> <p><input type="checkbox"/> 13.4 Interior/Comfort</p> <p><input type="checkbox"/> 13.5 Body/Safety</p> <p><input type="checkbox"/> 13.6 Active safety</p> <p><input type="checkbox"/> 13.7 Electrical on-board power supply</p> <p><input type="checkbox"/> 13.8 Construction and test</p> <p>14 Wireless</p> <p><input type="checkbox"/> 14.1 Cellular systems</p> <p><input type="checkbox"/> 14.2 Non-cellular systems</p> <p><input type="checkbox"/> 14.3 Wireless applications</p> <p><input type="checkbox"/> 14.4 Business partners</p> <p>15 Information gathering and services</p> <p><input type="checkbox"/> 15.1 Information</p> <p><input type="checkbox"/> 15.2 Approval testing and other services</p> <p><input type="checkbox"/> 15.3 Start-up Forum</p> |
|---|---|--|

This is not a catalog entry form

Which sectors do you supply?

- | | | | | |
|--|---|---|--|--|
| <input type="checkbox"/> Industrial electronics | <input type="checkbox"/> Telecommunications, fixed-line | <input type="checkbox"/> Other renewable energies | <input type="checkbox"/> Electronics for other consumer goods | <input type="checkbox"/> Medical electronics |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Wireless | <input type="checkbox"/> Home entertainment electronics | <input type="checkbox"/> Electronics for office and data systems | <input type="checkbox"/> Electronics for aviation, space and defence |
| <input type="checkbox"/> Electronics for railway systems | <input type="checkbox"/> Photovoltaics | | | |

Title of trade fair:
electronica 2012
components | systems | applications
25th International Trade Fair

Venue: New Munich Trade Fair Center

Duration: Tuesday to Friday, 13 - 16 November 2012

Opening hours: Tuesday to Thursday 9:00 a.m.–6:00 p.m., Friday 9:00 a.m.–5:00 p.m.

Organizer and financing body:
Messe München GmbH (MMG), Messegelände, 81823 München
Tel. (+49 89) 9 49-01, Fax (+49 89) 9 49-09
info@electronica.de, www.electronica.de

Special Terms of Participation (B)

All prices indicated below are net and are subject to value-added tax. Hereinafter, the term "exhibitor" refers to main exhibitors, co-exhibitors and exhibitors participating in joint exhibits.

B 1 Application (see A 1)

Applications may be submitted online at www.electronica.de or using the enclosed form, which should be completed, signed (legally binding signature) and returned to Messe München GmbH (MMG) as soon as possible.

Allocation of stand space begins on Monday, 16 January 2012.

B 2 Permitted exhibits and exhibitors (see A 2)

The following are permitted:

a) Companies whose exhibits correspond with the Product Index of electronica 2012 (see enclosure). Please tick only one of the main product groups in the product index. The location of your company's stand in a specific trade-fair hall depends on the main product group you tick. Articles other than those permitted and registered may not be exhibited.

We cannot process your application without a duly completed Product Index.

b) Exhibitors with the following qualifications: German and foreign manufacturers and service companies, as well as trading companies that can prove they have been authorized by the manufacturer to exhibit its products.

The final decision regarding admission and requested stand space lies with MMG. Organizers of joint stands are not exhibitors as defined by the Special Terms of Participation.

B 3 Co-exhibitors and additionally represented companies (see A 1/2/4)

The participation of companies as co-exhibitors/additionally represented companies (cf. 4) is as a general rule possible. Participation in such cases is, however, subject to the prior authorization of MMG. Permission to participate may be granted only if the co-exhibitor/additionally represented company concerned would also have been eligible to participate as an exhibitor. There is an application fee of EUR 200 for each co-exhibitor or additionally represented company.

Co-exhibitors and additionally represented companies must be registered on a separate form by the main exhibitor.

Definition of additionally represented companies:

An additionally represented company presents its products and/or services at the stand of an existing exhibitor without having its own personnel present at the stand. Therefore, please keep in mind that exhibitor passes and vouchers for one-day tickets may not be ordered for additionally represented companies because they are not represented by their own stand personnel.

B 4 Participation fees, advance payment for services (see A 7)

a) Participation fees (minimum size for stand space only is 20 m²) are as follows (net fees):

aa) Stand space only in halls

Row stand (1 side open)	EUR 216/m ²
Corner stand (2 sides open)	EUR 242/m ²
End stand (3 sides open)	EUR 250/m ²
Island stand (4 sides open)	EUR 257/m ²

For exhibitors whose applications are received by MMG up to and including 16 January 2012, the following prices apply if the exhibitor concerned

- rents stand space with the same or a larger area and with the same or a more expensive type of stand (row stand, corner stand, end stand, island stand) than that specified in his application, or if he
- rents stand space with a smaller area or a lower cost type of stand than that specified in his application insofar as MMG has proposed allocating the exhibitor such a stand without the exhibitor having provided MMG with prior notification of his wish for stand space with a smaller area or a lower cost type of stand than that specified in his application:

Row stand (1 side open)	EUR 210/m ²
Corner stand (2 sides open)	EUR 234/m ²
End stand (3 sides open)	EUR 243/m ²
Island stand (4 sides open)	EUR 249/m ²

For two-storey stands, upper-story stand space costs 80% of the respective ground-floor space. This fee will be included in the final invoice.

ab) On the outdoor exhibition area

Container site EUR 1,035

ac) Combination packages

All inclusive

(20 m² row stand only) EUR 8,380
This turnkey stand offer includes: stand assembly and dismantling, stand space (20 m² row stand), stand design as pictured in the information brochure on participation alternatives, 1 table with 4 chairs, 1 info counter with bar stool, 1 closet (1 m², with lockable door, incl. coat rack), 1 display case (50 x 50 x 250 cm, height of glass: 100 cm), 1 brochure rack, 1 waste basket, company lettering up to 15 letters, carpeting (choice of color), lighting (1 spot per 3 m² of stand space), 3 kW electrical connection incl. 1 outlet and electricity, stand cleaning, AUMA fee, 1 press compartment, 200 free online vouchers for one-day tickets, basic media entry (catalog, Internet).

Standard row/corner stand

(20 to 36 m² row or corner stand only) EUR 325 - EUR 350 per m²
This turnkey stand offer includes: stand assembly and dismantling, stand space (20 - 36 m², as ordered), stand design as pictured in the information brochure on participation alternatives, 1 table with 4 chairs, 1 info counter with bar stool, 1 closet (1 m², with lockable door,

incl. coat rack), 1 display case (50 x 50 x 250 cm, height of glass: 100 cm), 1 brochure rack, 1 waste basket, company lettering up to 15 letters, carpeting (choice of color), lighting (1 spot per 3 m² of stand space), 3 kW electrical connection incl. 1 outlet and electricity, AUMA fee, 200 free online vouchers for one-day tickets.

ad) Combination packages in selected exhibition areas

Automotive

(9 m² corner stand only) EUR 5,250
This turnkey stand offer includes: stand assembly and dismantling, stand space (9 m² corner stand), stand design as pictured in the information brochure on participation alternatives, 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste basket, carpeting, lighting, electrical connection including electricity, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet), 200 free online vouchers for one-day tickets, inclusion in MMG's advertising campaigns and press work.

Automotive

(12 m² corner stand only) EUR 6,050
This turnkey stand offer includes: stand assembly and dismantling, stand space (12 m² corner stand), stand design as pictured in the information brochure on participation alternatives, 1 cabin (1 m², lockable), 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 info counter with bar stool, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste basket, carpeting, lighting, electrical connection including electricity, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet), 200 free online vouchers for one-day tickets, inclusion in MMG's advertising campaigns and press work.

Embedded

(12 m² row stand only) EUR 4,320
This turnkey stand offer includes: stand assembly and dismantling, stand space (12 m² row stand), stand design as pictured in the information brochure on participation alternatives, 1 table with 4 chairs, 1 info counter with bar stool, 1 cabin (1 m², with lockable door, incl. coat rack), 1 waste basket, company lettering up to 15 letters, carpeting (choice of color), lighting (1 spot per 3 m² surface area), 3 kW electrical connection incl. 1 outlet and electricity, stand cleaning, AUMA charge, 100 letter stickers (without imprint), basic media entry (catalog, Internet).

Wireless, World of MEMS

(9 m² row/corner stand only, depending on availability) EUR 5,250
This turnkey stand offer includes: stand assembly and dismantling, stand space (9 m² row/corner stand, depending on availability), stand design as pictured in the information brochure on participation alternatives, 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste basket, carpeting, lighting, electrical connection including electricity, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet), 200 free online vouchers for one-day tickets, inclusion in MMG's advertising campaigns and press work.

Software Village

(9 m² row/corner stand only, depending on availability) EUR 5,650
This turnkey stand offer includes: stand assembly and dismantling, stand space (9 m² row/corner stand, depending on availability), stand design as pictured in the information brochure on participation alternatives, 1 workstation (lockable, may be used as PC workstation), 1 high table (60 cm diameter), 3 bar stools, 1 column showcase (height 180 cm, partially glazed with 2 glass shelves, substructure and lighting), 1 brochure rack, 1 waste basket, carpeting, lighting, electrical connection including electricity, stand cleaning, company lettering up to 15 letters, use of facilities (cloakroom, storage room, catering), half-hour time slot for lectures in the embedded Forum, AUMA charge, 2 press compartments, posting of 2 press releases and 2 images on the Internet, basic media entry (catalog, Internet), 200 free online vouchers for one-day tickets, inclusion in MMG's advertising campaigns and press work.

The participation fee includes both the rental fee for stand space and the comprehensive services of MMG. These services include in particular the following: advice on stand planning, advice on the technical conditions and requirements regarding stand design at the trade-fair center, advice on setting up and dismantling the stand, conceptual and public-relations work for the fair, visitor marketing and visitor acquisition for the fair, preparation and organization of fair related opening events, press conferences, presentations and exhibitor evenings provided they are organized by MMG, the preparation and implementation of forums and special shows, provided they are organized by MMG or by third parties on behalf of MMG, providing exhibitor passes for authorized persons in accordance with B 13 "Exhibitor Passes," the lighting, heating and air-conditioning of all exhibition space, basic security service for the event's facilities, regular cleaning of common areas, providing loudspeaker systems used for informing visitors attending the fair as well as other visitor-information systems including signs, the provision of meeting rooms and catering facilities for exhibitors, visitors and the press within the exhibition premises, the presence of first-aid operatives and traffic routing to the event center and within the event site.

b) Mandatory communications fee:

The mandatory communications fee includes a basic entry in the catalog (print and online), one copy of the printed catalog (available at the fair) as well as a basic entry in the Visitor Guide in accordance with Clause B 12 "Catalog" and **costs EUR 435**.

c) The advance payment for services such as electrical, water and telephone connections and the supply of electricity, water, etc. is **EUR 20 (net) per square meter of rented exhibition space (see A 7)**. After the fair, the advance payment will be used to offset the cost of services actually ordered in the final invoice.

d) Flat-rate fee for waste disposal during the fair

The flat-rate fee for waste disposal during the fair of EUR 1.50/m² of stand space plus VAT covers the disposal of waste generated by the exhibitor at his stand during the fair. The regulations regarding waste disposal are set out in Clause 6.1 of the Technical Guidelines.

e) AUMA fee

The German Council of Trade Fairs and Exhibitions (AUMA - Der Ausstellungs- und Messeausschuss der Deutschen Wirtschaft e.V.) charges an amount of EUR 0.60/m² of rented exhibition space to all exhibitors. The amount is invoiced by MMG and passed on directly to AUMA.

B 5 Invoicing, payment deadlines and terms (see A 7)

For reasons associated with value-added tax law, MMG is not allowed to issue invoices to recipients other than the exhibitor or modify the name of the recipient on an invoice for services that MMG provides to an exhibitor as its contractual partner. **MMG can only issue invoices to its contractual partners.**

Please keep in mind that the final invoice can only be sent to the address that was also used for the admission invoice. This is the only way that the advance payment for services can be used to offset the costs for services that were actually used. If the exhibitor wants to have an invoice address changed because the name, legal form or address of the invoice recipient has changed, the exhibitor will be charged a fee of EUR 50.00 for each change to the invoice, unless the name, legal form or address of the recipient on the original invoice were incorrect and MMG is responsible for the incorrect information.

The admission notification/invoice will probably be sent out in the summer of 2012, and the payment deadlines listed on it must be observed. Prior payment of the full amount invoiced is a prerequisite for access to the exhibition area, the media entry and for issuing the exhibitor passes. **Please keep in mind that the exhibitor passes (Print@home Tickets) will not be sent out by e-mail until payment of the admission invoice has been received.** Invoices for all incidental expenses (e.g. lettering, technical services, electricity) will be sent to the exhibitor after the exhibition is over and should be paid immediately upon receipt.

All invoiced amounts on all MMG invoices that pertain to the event must be transferred in euros, without deductions and free of all charges, to one of the accounts specified on the respective invoice, indicating the customer number.

B 6 Dates (see A 15)

Stand-design plans drawn to scale must be submitted in duplicate to MMG's Technical Exhibition Services Division for approval no later than 26 September 2012.

Setup	From 7 Nov. 2012 (8 a.m.) to 12 Nov. 2012 (6 p.m.) (completion of construction work) Decorative work at the exhibitor's own stand is permitted until 8 p.m.
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An extension of the setup deadline is only granted in exceptional cases and requires the written authorization of the Technical Exhibition Services Division.

Rented shell-scheme stands will be available for occupancy as of 12 Nov. 2012 (10 a.m.).

On the final day of setup, 12 Nov. 2012, all delivery and setup vehicles must be **removed from the halls and the open-air site no later than 4 p.m.** Vehicles that are still located in the halls or at the open-air site after that time will be removed by MMG at the risk and expense of the respective exhibitor.

Exhibitors may not begin dismantling their stands while the fair is still running.

Dismantling	From 16 Nov. 2012 (6 p.m.) to 20 Nov. 2012 (6 p.m.)
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Halls are open around the clock during setup and dismantling.

B 7 Admission times for exhibitors and visitors/Opening hours

Exhibitors	Monday: no passes needed With exhibitor pass: Tuesday – Friday admission starting at 8 a.m.
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Visitors	With (online) voucher for one-day ticket/visitor pass: Tuesday – Friday admission starting at 9 a.m.
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Opening hours	13 – 15 Nov. 2012	Tuesday – Thursday	9 a.m. – 6 p.m.
	16 Nov. 2012	Friday	9 a.m. – 5 p.m.

B 8 Stand design and stand equipment

Exhibitors must obtain the express written consent of MMG's Technical Exhibition Services Division for stands that have a structural or advertising height of more than 3 meters, more than 100 m² of stand space, a horizontal stand cover or for two-storey stands.

The maximum structural height of single-storey exhibition stands is 6 meters; the maximum advertising height (upper edge) is also 6 meters.

The maximum structural height of two-storey stands is 7.5 meters; the maximum advertising height (upper edge) is also 7.5 meters.

The design of the stand should suit the type of stand rented (island, end, corner or row stand). To maintain electronica's character as a communications and working exhibition, stands should have an open design. MMG is authorized to prescribe changes in stand design.

The backs of all walls to neighboring stands must be white and kept neutral, clean and free of installation materials. Advertising that points directly toward neighboring stands must be at least 2 meters from the edge of the stand. Advertising may not use blinking or alternating lights.

As a rule, MMG partition walls (booth walls) are only used at the request and expense of the exhibitor. They may not be treated by the exhibitor. All gluing, papering and painting work must be carried out by an authorized MMG contractor. Nails may only be nailed into the built-in nailing battens. For safety reasons, the use of nail guns and tackers is strictly forbidden.

To assist you with ongoing preparations, the Exhibitor Services booklet will be sent to you prior to the fair. Stand designs including plan and side-view sketches must be submitted in duplicate to MMG's Technical Exhibition Services Division for approval by 26 Sept. 2012, i.e. at least 6 weeks prior to the beginning of setup.

B 9 Technical installations

Applications for electric installation, water, drainage, and telephone connections can be considered only if submitted in due time on the order forms available from MMG. The precise terms and connection fees are stated on these forms.

MMG reserves the right to charge an additional fee for orders that are submitted late.

B 10 Use of equipment

Only cranes, fork-lift trucks and working platforms may be used that have been provided by the MMG under contract. Special equipment requirements must be coordinated with the MMG's Technical Exhibition Services Division.

B 11 Sales regulations

Direct sales and other services or deliveries made from the stand are not permitted. The open display of prices is not permitted. Exhibits may not be delivered to purchasers until after the trade fair closes.

In accordance with section 64 of the trade regulations (GewO), sales are permitted only to wholesalers, retail traders or trade customers.

B 12 Catalog (print und online)

The entries in the catalog and in the online exhibitor database is included in the mandatory communications fee and are **obligatory** for all exhibitors, co-exhibitors and additionally represented companies.

The mandatory communications fee is EUR 435 (see B 4). The contents of the basic entry can be found on the order forms. The forms will be sent to exhibitors in plenty of time. Exhibitors will be informed about the official catalog publisher and prices in their application confirmation.

MMG does not assume any liability for the correctness or completeness of the catalog.

The exhibitor is solely responsible for the permissibility under law – and particularly laws regarding competition – of any advertisement placed in the trade-fair catalog or the online database of MMG at the instigation of the advertiser. Should third parties assert claims against MMG due to the impermissibility of the advertisement under the law in general or the laws regarding competition, the advertiser shall hold MMG fully safeguarded against all claims asserted including all costs of any necessary defense in court on the part of MMG. The same applies to exhibitor entries actuated by exhibitors in the trade-fair catalog and the online database of MMG.

B 13 Exhibitors' passes (Print@home Ticket) (see A 14)

For the duration of the trade fair, each exhibitor receives 3 exhibitors' passes free of charge for a stand of up to 20 m² in size. For every additional 20 m² or part thereof, one additional exhibitor's pass is made available to the exhibitor.

Exhibitors who have booked a combination package in the selected exhibition areas obtain 2 exhibitors' passes free of charge.

Additional exhibitor passes are available from the Exhibition Management office for a fee of EUR 30 per pass. **Including co-exhibitors or additionally represented companies at your stand does not increase the number of exhibitor passes.** Exhibitor passes are only intended solely for stand personnel and may not be passed on to third parties. In the event of misuse, MMG is authorized to confiscate the exhibitor pass.

The exhibitor pass does NOT entitle the holder to free use of Munich's public transportation systems (MVV – Munich Transport and Tariff Association).

B 14 Noise, background noise

MMG's special written permission is required for musical performances on the trade-fair grounds.

Equipment presentations and video, music, and show performances may not interfere with or disturb visitors or other exhibitors (maximum permitted noise level is 75 dB(A)).

Despite previously granted permission, MMG is authorized to limit or prohibit any performances that cause noise or an optical disturbance or for any reason lead to the endangerment or interference of the event or its participants. Official regulations and guidelines must be observed.

Electronically amplified systems are not permitted.

B 15 Photography, filming, video recording, and sketching (see A 10)

Only persons authorized by MMG and in possession of a valid permit issued by MMG may film, photograph or make sketches or video recordings in the exhibition halls. Your photographer may apply for a permit to photograph your own stand at the Exhibition Management office. Under no circumstances may photographic or other images or recordings be made of other exhibitors' stands.

B 16 Promotion teams

Promotion teams are not permitted. The use of stationary or mobile sales or advertising aids, carrying or driving around advertising media and the distribution of printed materials, stickers and samples outside the exhibitor's stand or rented promotion points is not permitted. For information about booking promotion points, please contact the Media Sales Department: Ms. Fiona Kahlow, Tel.: (+49 89) 94920594, E-mail: fiona.kahlow@messe-muenchen.de

B 17 Circulars

Additional details regarding preparations for and participating in the trade fair will be sent to exhibitors in the form of circulars in e-mails and e-newsletters.

B 18 Alterations

MMG reserves the right to make alterations and additions in matters affecting technical arrangements and safety.

Last update: August 2011