



# ispo china winter 2011

**5% early bird discount  
deadline Sept. 30, 2010**

Please complete and return to: Messe München GmbH, Messengelände, 81823 Munich, Germany  
Phone (+49 89) 9 49-2 01 65, Fax (+49 89) 9 49-2 01 99, mueggenburg@ispo.com, www.ispo.com, www.ispochina.com

<b>company address</b>	<b>headquarters of the parent company with full address and country ( if different from left)</b>
company <input type="text"/>	company <input type="text"/>
street/p.o.box <input type="text"/>	street/p.o.box <input type="text"/>
postal code town <input type="text"/>	postal code town <input type="text"/>
country <input type="text"/>	country <input type="text"/>
homepage www. <input type="text"/>	homepage www. <input type="text"/>

<b>contact</b>	<b>contact person in China (if any)</b>
title first name surname Ms <input type="checkbox"/> Mr <input type="checkbox"/> <input type="text"/>	title first name surname Ms <input type="checkbox"/> Mr <input type="checkbox"/> <input type="text"/>
phone (country code + area code + phone no.) <input type="text"/>	phone (country code + area code + phone no.) <input type="text"/>
fax (country code + area code + fax no.) <input type="text"/>	fax (country code + area code + fax no.) <input type="text"/>
your position in the company <input type="checkbox"/> managing director <input type="checkbox"/> sales director <input type="checkbox"/> marketing director <input type="checkbox"/> other <input type="text"/>	your position in the company <input type="text"/>
e-mail <input type="text"/>	e-mail <input type="text"/>

**Brands** please enter your brands

1. <input type="text"/>	2. <input type="text"/>	3. <input type="text"/>	4. <input type="text"/>
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**community** select your community

<input type="checkbox"/> outdoor	<input type="checkbox"/> boardsports	<input type="checkbox"/> teamsports/running	<input type="checkbox"/> fitness
<input type="checkbox"/> racketsports	<input type="checkbox"/> ski	<input type="checkbox"/> sportswear & sportstyle	<input type="checkbox"/> golf
<input type="checkbox"/> bike	<input type="checkbox"/> fishing	<input type="checkbox"/> fabrics & fibers	<input type="checkbox"/> others <input type="text"/>

**raw space** (min. 12 m<sup>2</sup>)  
 width x  length =  m<sup>2</sup> x EUR  =

**stand type** choose your type of stand

<input type="checkbox"/> row stand (min. 12 m <sup>2</sup> ) (1 side open) – Euro 180/m <sup>2</sup>	<input type="checkbox"/> corner stand (min. 36 m <sup>2</sup> ) (2 sides open) – Euro 183/m <sup>2</sup>	<input type="checkbox"/> end stand (min. 72 m <sup>2</sup> ) (3 sides open) – Euro 185/m <sup>2</sup>	<input type="checkbox"/> island stand (min. 100 m <sup>2</sup> ) (4 sides open) – Euro 189 / m <sup>2</sup>
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**shell scheme** (stand package)

If you would like to order one of our professional stand packages in addition to your raw space, please tick the box and choose one of the options below. See also page 3 for more details.

<input type="checkbox"/> PREMIUM EUR 45/m <sup>2</sup>	<input type="checkbox"/> SPARKLE EUR 55/m <sup>2</sup>	<input type="checkbox"/> ECONOMIC EUR 65/m <sup>2</sup>
<input type="checkbox"/> SUPERIOR EUR 75/m <sup>2</sup>	<input type="checkbox"/> EMINENCE EUR 95/m <sup>2</sup>	<input type="checkbox"/> CLASSIC EUR 105/m <sup>2</sup>

x EUR  =   
**= EUR TOTAL**

According to the regulations of PR.China, exhibitors not applying from mainland China are obligated to pay 5% business tax on net amount of total raw space fee and application fee.

**Sponsorship & Advertisement** An additional form will be offered if you request sponsorship and advertisement as listed below:

<input type="checkbox"/> Sponsorship	<input type="checkbox"/> Conference & Events	<input type="checkbox"/> On-site Advertisement
<input type="checkbox"/> Fashion Show	<input type="checkbox"/> Tent Area	<input type="checkbox"/> Meeting, Room & Facilities

The Participation Terms 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. Please read more on www.ispochina.com.

place and date / company stamp and legally binding signature / please print name



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main exhibitor

company

Permission for co-exhibitors must be requested in writing. The registration fee is Euro 115 net for each co-exhibitor admitted.

co-exhibitor 1

company

street/p.o.box

postal code town

country

contact 1

Ms  title first name surname

Mr

phone (country code + area code + phone no.)

fax (country code + area code + fax no.)

e-mail

co-exhibitor 2

company

street/p.o.box

postal code town

country

contact 2

Ms  title first name surname

Mr

phone (country code + area code + phone no.)

fax (country code + area code + fax no.)

e-mail

The Participation Terms 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 print name



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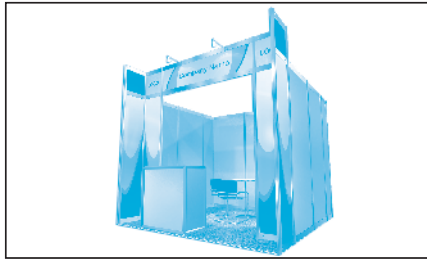
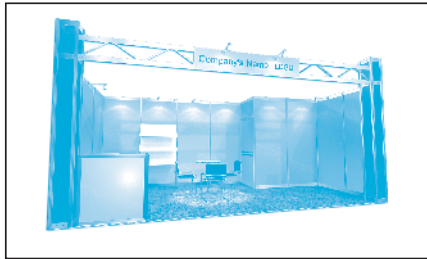
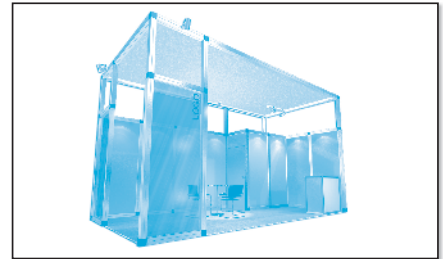
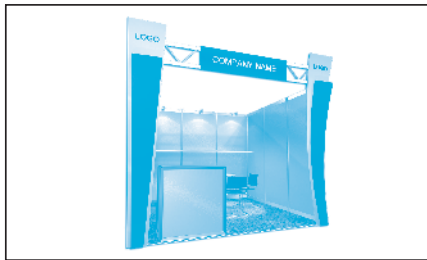
please enter your Technical Department details if necessary:

contact person for technical matters

phone (country code + area code + phone no.)

e-mail

fax (country code + area code + fax no.)

Fill in your stand size and return with the completed application form (1) + (2). Please find further details and specifications of your Shell Scheme Stand in the MMI-SH Stand Packages Catalogue, which you will also find in the internet: [www.ispochina.com](http://www.ispochina.com)**PREMIUM**  
(min. 12 sqm)EUR 45/m<sup>2</sup>**SUPERIOR**  
(min. 12 sqm)EUR 75/m<sup>2</sup>**SPARKLE**  
(min. 18 sqm)EUR 55/m<sup>2</sup>**EMINENCE**  
(min. 18 sqm)EUR 95/m<sup>2</sup>**ECONOMIC**  
(min. 12 sqm)EUR 65/m<sup>2</sup>**CLASSIC**  
(min. 12 sqm)EUR 105/m<sup>2</sup>

## individual stand design

If you wish to get your individual stand design, we offer you unlimited solutions and services: conception, design and planning, structural engineer approval, construction, site supervision and/or management of your stand

Please contact us for an offer:  
[zheng.min@mimi-shanghai.com](mailto:zheng.min@mimi-shanghai.com)

**Title of the fair:**  
**ispo china winter 2011**  
**International Trade Show for Sports, Fashion and Lifestyle Brands in Asia**

**Venue:**  
**China National Convention Centre (CNCC), Beijing**

**Duration and opening hours:**  
**Wednesday, February 23rd to Friday, February 25th, 2011**  
**Wednesday to Thursday 9:00 – 18:00, Friday 9:00 – 16:00**

**Contact:**  
Messe München GmbH, Messegelände, 81823 München, Germany  
Phone: (+49 89) 949 20165, Fax (+49 89) 949 20199  
mueggenburg@ispo.com

**Organiser:**  
MMI (Shanghai) Co., Ltd., GC Tower, 1088 Yuanshen Road,  
Pudong New Area, Shanghai 200122

**Co-organisers:**  
CIEC – China International Exhibition Center Group Corp.  
Postal Code 100028, 6 East Beisanhuan Rd. Beijing, China  
Jing Mu International Exhibition Co., Ltd.  
Phone +86 10 84 60 03 70, Fax +86 10 84 60 03 94

**Technical Management and Stand Contractor:**  
MMI (Shanghai) Co., Ltd.,  
GC Tower, 1088 Yuanshen Road,  
Pudong New Area, Shanghai 200122  
Contact Person: Ms. Dacia Zheng  
Phone: +86 (0)21 2020 5509, Fax: +86 (0)21 2020 5666  
eMail: zheng.min@mmi-shanghai.com

## Special Terms & Conditions of Participation

All prices indicated below are net. No value-added tax is required.

### 1. Participation fees

#### 1.1. Space rental

Stand space only: 180 – 189 EUR per m<sup>2</sup> (raw space minimum: 12 m<sup>2</sup>)

row stand	(1 side open)	Euro 180/m <sup>2</sup>	(min. 12 m <sup>2</sup> )
corner stand	(2 sides open)	Euro 183/m <sup>2</sup>	(min. 36 m <sup>2</sup> )
end stand	(3 sides open)	Euro 185/m <sup>2</sup>	(min. 50 m <sup>2</sup> )
island stand	(4 sides open)	Euro 189/m <sup>2</sup>	(min. 100 m <sup>2</sup> )

Schell scheme (min. 12 m<sup>2</sup>): raw space price + price of different packages (e.g. Euro 180/m<sup>2</sup> + package „Premium“ Euro 45/m<sup>2</sup> x 12 m<sup>2</sup>) = Euro 2,700

**Terms of Participation (A): please read this on**  
**www.ispochina.com → exhibitor information.**

### General Terms of Participation (B)

#### B 1 Application

Applications are to be made on the enclosed form, which should be returned at the earliest opportunity, filled in and signed with a legally binding signature. One copy is retained by the applicant. The Start of space allocation begins on October 1, 2010.

#### B 2 Permitted exhibits and exhibitors

All domestic and foreign manufacturers and service companies are admitted as exhibitors, as well as companies authorized by the manufacturer to exhibit his products. All exhibits and services must conform to the range of products for this exhibition, and be indicated precisely by name and type in the application. MMI Shanghai has the final decision. Organizers of joint stands are not exhibitors as defined by the Special Terms of Participation.

#### B 3 Terms of payment

The deadlines for payment given in the invoices must be observed. Prior payment in full of the amount invoiced is a condition for access to the exhibition area, an entry in the catalogue, and the provision of workers' and exhibitors' passes. The applicant or exhibitor will receive invoices for all additional charges (e.g. lettering, technical services, electricity) with the confirmation of the order; they are to be paid immediately on receipt. All invoices are to be paid in Euro, without deductions and free of all charges, by credit transfer to the account specified in the invoices, mentioning the exhibitor's client and invoice number.

#### B 4 Dates of setting up and dismantling

Stands may be set up from **February 20, 2011, 12 – 6 pm; February 21, 2011, 8:30 am – 6 pm; February 22, 2011, 8:30 am – 9 pm.** All delivery and stand construction vehicles must be removed from the halls and from the open-air area by 9 pm on the last day for setting-up. Vehicles which are still in the halls or the open-air area after these times will be removed by MMI Shanghai at the risk and expense of the exhibitor concerned. Setting-up must be finished by 6 pm at the latest. An extension is possible only in exceptional cases with the written permission of MMI Shanghai's Operations Department. **Dismantling must be completed by February 25, 2011 from 4 – 9 pm (till midnight must pay over-work fee).**

#### B 5 Stand design and equipment

##### a) In the halls

##### Stand Height:

The maximum construction and advertising height for stand construction is 6 m. Assuming that the Technical Guidelines are observed in designing and constructing a stand, drawings need to be submitted for one-storey stand construction in the halls insofar as they are built by the exhibitor. On request, MMI Shanghai will check submitted stand construction plans (submitted in quadruplicate) for exhibitors. No specific approval will be issued.

All other stand constructions which are higher than 3 meters, multi-storey stands (see item 4.9 Technical Guidelines), mobile stands, stands with bridges, stairs, cantilevered roofs, galleries, etc.) and constructions on the open-air exhibition grounds require approval.

Two-storey stand construction is permitted in the halls with the approval of a top-level certified structural engineer, who is employed by the exhibitor or recommended by MMI Shanghai. Approval for the two-storey stand depends on the position of the stand within the hall and the area it occupies. Stand drawings containing elevations and cross-sections, cutaway view, electricity layout, static test report or static load calculation, specification of construction must be submitted in quadruplicate to MMI Shanghai's Operations Department for approval by the deadline specified, at the latest 9 weeks before stand assembly is to start.

For two-storey structures covering more than 30 m<sup>2</sup>, exhibitors need to install a sprinkler system on the ceilings of each storey. The structures of the stand cannot hang on the structures of the hall. In the case of infringement of any of the conditions specified here, MMI Shanghai is entitled to take action in accordance with the General Terms of Participation. MMI Shanghai will erect partition walls only upon request and at the exhibitor's expense. Exhibitors will receive, in good time, the order form for these walls and further stand walls (height 2.50 m) with the Exhibitor Manual.

##### b) On the open-air site

All structures to be set up in the open-air area exhibition grounds require the prior consent of MMI Shanghai. Permission from the construction supervising authority must be obtained for building facilities, which exceed a roofed area of 50 m<sup>2</sup> or a height of 3.00 m. Two-storey stand construction is permitted in the open-air site with the approval of a top-level certified structural engineer, who is employed by the exhibitor or recommended by MMI Shanghai. Approval for the two-storey stand depends on the position of the stand and the area it occupies. The required application forms as well as plans of ground and upper floor, elevations, cross-sections, electricity layout and static calculations or test reports, specification of construction and material must be submitted to MMI Shanghai's Operations Department in due time, but at least 9 weeks before setup begins. At the setup of facilities, especially buildings, all applicable regulations at the event site must be observed.

Upper-storey stand space costs 50% of the price of the respective ground floor space. Besides the rent of the stand area, the participation fees include extensive services provided by MMI Shanghai, such as consultation and planning advice, publicity work, organization, and technical assistance.

Exhibitors with booths size 12-36 m<sup>2</sup> can also apply for corner stand by extra payment of 10% on total raw space fee.

According to the Regulations of P.R. China, exhibitors not applying from Mainland China are obligated to pay **5% business tax** on net amount of total raw space fee and application fee.

### 1.2. Co-exhibitors

Permission for co-exhibitors must be requested in writing. The registration fee is EUR 115 net for each co-exhibitor admitted.

## 2. General Services for Exhibitors

### 2.1. Services

- Technical and organisational management by MMI Shanghai during preparation and event-days of ispo china
- Participation within the specific visitor-promotion of the organisers
- Provision of an organiser's office and other service stations on-site
- Daily cleaning of the aisles
- Security and fire-protection
- Catalogue entry (specifications are following with the Exhibitor's Manual)

### 2.2. Remarks

2.2.1. An Abandonment of single specific or general services is causing no claim to reduce the participation fee.

2.2.2. All materials and the total equipment are provided for the duration of this event on a rental basis only.

### 3. Exhibitor Manual

The Exhibitor Manual will be sent to every exhibitor with the official admission. Technical or other services within the scope of the trade fair can be ordered in compliance with the there-mentioned rules and conditions.

### 4. Criteria for acceptance

Only brands which fulfil the following criteria can be accepted as exhibitors:

- Original trademark • Authentic products only • Specific sports/ fashion distribution

### 5. Allowance Fees

#### Cancellation before official admission: EUR 250

Cancellation after official admission and no later than 4 weeks prior to the beginning of the trade fair: 25% of net raw space rate.

#### Cancellation 4 weeks prior to the beginning of the trade fair: full attendance fee

### 6. Terms of payment

**With this application, a down-payment of 30% of the total attendance fee to MMI Shanghai is due.** Since we cannot accept any credit card payment, we kindly ask you to send a cheque to MMI SHANGHAI or to transfer the amount. Amount upon receipt of the invoice.

Attention must be paid to all existing supply pipes, foundations, distribution boxes, etc. during all setup work. Insofar as they are within individual stand areas, they must be accessible at all times. Stand structures may not be built nearer than 0.5 m to the border of neighbouring stands unless MMI Shanghai gives written permission for this. Construction elements, stand signboards and banners must be arranged so that there is no unreasonable nuisance to neighbours. Misleading company signs must be removed at the request of the trade fair management. For all construction work, allowance must be made for existing supply lines, distribution boxes, etc. Where these are located within individual stand areas, they must be accessible at all times. Any underground work may only be commenced after approval by MMI Shanghai's Operations Department. Exhibitors whose stands adjoin the enclosing fence of the trade fair grounds may not use the fence for their construction purposes. Use of the outside of the fence to carry advertising material is not permitted. Publicity balloons are not permitted on the trade fair grounds. In the case of infringement of any of the conditions specified here, MMI Shanghai is entitled to take action in accordance with the General Terms of Participation.

#### B 6 Technical installations

Applications for electrical installation, water, drainage, and telecommunication connections can be considered only if submitted in due time on the order forms available from MMI Shanghai. The precise terms of delivery and connection fees are stated on these forms.

#### B 7 Use of equipment

Only cranes, fork-lift trucks and working platforms may be used that have been provided by the MMI Shanghai service partners responsible. In special cases, permission must be obtained from MMI Shanghai's Operations Department.

#### B 8 Sales regulations

Direct sales and other services or deliveries made from the stand are not permitted. Exhibited goods must not be delivered to purchasers until after the trade fair closes. Sales are permitted only to wholesalers, retail traders or trade customers.

#### B 9 Catalogue, Internet, Visitor Information

An official trade-fair catalogue, an Internet database and visitor information will be compiled for the trade fair. All exhibitors (including co-exhibitors, companies at joint stands and additionally represented companies) are included, with the name indicated in the application, in the alphabetical list of exhibitors in these media. The minimum entry contains the exhibitor's company name, hall and stand number in the alphabetical list of exhibitors. Exhibitors (including co-exhibitors and companies at joint stands) will be offered other entries, eg. in the Product Index, and other forms of presentation in these media on a separate order form. The forms will be sent to applicants in good time. MMI Shanghai assumes no responsibility for the correctness and completeness of the catalogue, Internet database and visitor information.

The exhibitor is solely responsible for the permissibility under law – and particularly the law on competition – of any advertisement placed in the trade fair catalogue, the Internet database or the Visitor Information of MMI Shanghai at the instigation of the advertiser. Should third parties assert claims against MMI Shanghai on account of the impermissibility of the advertisement under law in general or the law on competition, the advertiser shall hold MMI Shanghai fully safeguarded against all claims asserted including all costs of any necessary defence in court on the part of MMI Shanghai. The same applies to exhibitor entries actuated by exhibitors in the trade fair catalogue, the Internet database or the Visitor Information of MMI Shanghai.

#### B 10 Exhibitors' and workers' passes

For the time in which the trade fair is held, each exhibitor receives the following number of exhibitors' passes free of charge:

Registered m <sup>2</sup>	Passes	Registered m <sup>2</sup>	Passes
12 – 17	5	55 – 78	25
18 – 27	10	79 – 100	30
28 – 40	15	> 100	40 (at most)
41 – 54	20		

The number of exhibitors' passes is not increased for co-exhibitors or additionally represented organisations. Additional exhibitors' passes are obtainable from the trade fair management and will be charged for. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to third parties.

Workers' passes for setting up and dismantling of stands are available in the numbers required and will be charged for. These passes are valid only during the time of setting up and dismantling and do not authorise the holder to enter the trade fair centre during the event. Workers' passes must not be passed on to unauthorised third parties, i. e. to any third party not in a relationship of permanent or temporary employment with the exhibitor.

#### B 11 Circular letters

Once the stands have been allocated, exhibitors will be informed by circular of further details concerning preparation and organization of the trade fair.

#### B 12 Alterations

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