

Please use block letters

| | |
|-------------------------|--------------------|
| Company name | Company phone |
| Address | Company email |
| Post address, post code | website |
| Country | VAT no. |
| Contact name | Cell phone contact |
| Phone contact | Email contact |

Invoice address, if different from above

| | |
|-------------------------|------------------------|
| Company name | Company phone |
| Address | VAT no. |
| Post address, post code | Country |
| Contact name, invoice | Email contact, invoice |

Space required

_____ x _____ = _____ m². **Price: SEK 1760 m²**
(approx. 176 €)
Minimum 6 m². Partition walls included.

Basic fee **SEK 3000**
In addition to stand rent. (approx. 300 €)

Exhibition insurance **SEK 1200**
Exhibition insurance is obligatory. (approx. 120 €)
Terms and conditions: www.svenskamassan.se
VAT added on all prices.

Product category

In order to locate your stand in the correct section of the Fair, we must know the category of your product. You will be able to link additional groups later, via Exhibitor service Online.

I would like to have more information about

- Stand design Advertising
 Arena advertising

Budget option

We wish to order a Budget option **Price: SEK 7500**
(approx. 750 €)

The Budget Option consists of:
2 x 2 m floor area • Carpet (blue) • One table 120 x 80 cm • One folding chair
The Budget Option will be allocated in May 2012. A limited number is available.
Max 1 Budget Option per exhibitor! (including basic fee)

Exhibition insurance **SEK 1200**
VAT added on all prices. (approx. 120 €)

Terms of payment

20% of the stand rental is to be paid 6 months and the balance 2 months before the opening of the exhibition. All technical services ordered will be invoiced upon receipt of the order. Invoices will be sent out 30 days before the date of maturity and must be settled by the stipulated date. Interest will be charged after due date. Interest rate is 2% per month. The exhibitor is responsible for the entire cost of space if the contract is cancelled. VAT will be levied in accordance with Swedish tax legislation.

VAT-registration
Non-Swedish traders with no permanent establishment in Sweden are liable for VAT. Exhibitors that sell directly to the consumer/enduser must register for VAT with the Swedish Tax Authority in Stockholm.
For more information about this and VAT-refund of your expenses in Sweden please visit www.vatadviser.se.

Special offer Shell stand Basic

We wish to order **Price: SEK 985 m²** (excl. stand space)
(approx. 99 €)



NBI
The printed images on the stand shown in the picture are optional extras.

For information please contact
Niclas Lilja tel. +46 31 708 81 23,
e-mail niclas.lilja@svenskamassan.se

Price includes:
Stand construction as per drawing
Carpet (blue, red, black or dark grey)
Spotlights
Electricity, 10 amp 1-phase
240V

Fascia text (Helvetica)
Information counter
4 shelves
Table
Chairs
Storage shelf
Plant

Signature

This application is legally binding and the undersigned undertakes to comply with the regulations specified on the reversed side.

Date & Place

Duly authorized signature

Printed name

Please mail or fax the application to: Göteborg Book Fair, SE-412 94 Göteborg, Sweden | Tel: + 46 31 708 84 00 | Fax: + 46 31 20 91 03 | www.goteborg-bookfair.com

General Regulations at the Swedish Exhibition & Congress Centre

1. Exhibitors are bound by their bookings until they are accepted or refused by the Swedish Exhibition & Congress Centre. Acceptance of a booking represents a binding agreement for the stand space and rent that are specified in the order confirmation from the Swedish Exhibition & Congress Centre or in other correspondence from the Swedish Exhibition & Congress Centre. The stand space must not be occupied until the registration fee, exhibitor insurance and stand rent have been paid in full.

2. The Swedish Exhibition & Congress Centre reserves the right to decide which exhibitors are allocated space and how stand space is allocated, as it deems appropriate. Transfer of rented space, in part or in full, is not permitted without the approval of the Swedish Exhibition & Congress Centre. Cancellation of rented space by an exhibitor does not provide any rights to the rented space nor does it release the exhibitor from the obligation to pay the rent for the space ordered or entitle the exhibitor to repayment of rent that has already been paid.

3. Exhibitors undertake to read and abide by the "General Regulations for Exhibitors" stipulated herein, as well as all other regulations concerning order and safety, or instructions of a technical nature, that are issued by the Swedish Exhibition & Congress Centre and are effective at the time.

4. Only those items that are deemed by the Swedish Exhibition & Congress Centre to be in accordance with the aims of the relevant exhibition, and meet reasonable quality requirements or are deemed suitable in some other way, may be exhibited. If an exhibited item is regarded as failing to meet the specified requirements of the Swedish Exhibition Centre, the exhibitor is obliged to remove the item from the stand immediately and at his own cost. Exhibitors are not entitled to partial or full repayment of stand rent that has been paid, nor to receive any compensation from the Swedish Exhibition & Congress Centre for costs or damages, direct or indirect, that may arise as a result of such a decision by the Swedish Exhibition & Congress Centre.

5. In the event of late payment a penalty interest rate of 2% per month will be charged.

6. The exhibition halls are accessible to exhibitors from the date indicated by the Swedish Exhibition & Congress Centre. All exhibit items shall be fully assembled by the evening of the day prior to the opening day. Exhibitors are required to accept any changes in the allocated space that circumstances dictate. The space allocated to the exhibitor may not be exceeded either in height or any other dimensions. Exhibitors must abide by any regulations that may be set forth by the State or local authorities. The Swedish Exhibition & Congress Centre is not liable for costs or damages that may arise in connection herewith.

7. Only machines that are silent in operation may be set up in the rented space. Exhibitors are reminded of their obligation in accordance with the Swedish Work Environment Act (Chapter 3:8) to ensure that equipment exhibited for the purpose of sale or promotion provides adequate protection against danger to health and the risk of accident or injury. Electricity is provided at cost price plus the cost of connection. The Swedish Exhibition & Congress Centre's electrical contractor, who is accountable to the authorities, must approve all electrical installations.

8. The Swedish Exhibition & Congress Centre carries out all general cleaning, but exhibitors are obliged to ensure that the space rented to them is kept clean.

9. All exhibits must be removed from the exhibition area after the close of the exhibition on the date specified by the Swedish Exhibition & Congress Centre. If this is not done by the specified date the Swedish Exhibition & Congress Centre is entitled to remove the items at the exhibitor's own cost and risk.

10. The exhibitor is liable for any damage caused either by himself or by any of his assistants to the Swedish Exhibition & Congress Centre's premises and grounds. The exhibitor is also liable for any other damage arising from the exhibitor's failure to supervise the space rented by him. The Swedish

Exhibition & Congress Centre is responsible for general security but is not responsible for the exhibited property. It is the responsibility of the exhibitor to secure and maintain the necessary insurance cover that is required to use the exhibition space. The Swedish Exhibition & Congress Centre is freed from its obligation to meet its part of the agreement and from any obligation to pay compensation if it is unable to fulfil its undertaking, or could only do so at exceptionally high cost, due to events such as riot, war, strike, lock-out, fire, explosion or intervention by a government authority, over which the Swedish Exhibition & Congress Centre has no control and could not be reasonably expected to foresee.

11. Any taxes or other surcharges that may be imposed in connection with the exhibitor's use of the space will be charged to the exhibitor. In those cases where catalogues, databases or other information are compiled (for example for use on the Internet or in printed form) the Swedish Exhibition & Congress Centre is free from any liability for any errors in such information.

12. Exhibited objects may not be removed from the exhibition place for the duration of the exhibition. Products liable to customs duty may only be removed after examination and with the written permission of the Swedish Customs Authorities. Exhibitors must bear the cost of transport, erection and dismantling of stands, tents, pavilions, etc., as well as the cost of connection to electricity, water, etc., from the available mains supplies. Transport can be arranged by the Swedish Exhibition & Congress Centre's Transport Office at fixed rates. If any items or waste are left on the stand after the final day for moving out, the Swedish Exhibition & Congress Centre may have them removed at the exhibitor's own cost and risk.

13. The height of a stand is 2.5 m. This height must not be exceeded without special reason, and then only in consultation with the Swedish Exhibition & Congress Centre. Advertisements for other exhibitions or displays outside the Swedish Exhibition & Congress Centre are not permitted in the exhibition area. Posters may be affixed only where indicated by the Swedish Exhibition & Congress Centre.

14. The liability of the Swedish Exhibition & Congress Centre to pay damages to exhibitors in connection with the contract is limited to direct damages up to an amount equivalent to the charge for the rented space. The Swedish Exhibition & Congress Centre is not liable under any circumstances, with the exception of gross negligence, for indirect damages such as loss of profits, expected savings, loss of income or any other general capital damages.

15. Exhibitors give the Swedish Exhibition & Congress Centre the right to handle personal details during the processing of bookings. The booking form indicates which information is obligatory. The exhibitor accepts that such information is recorded for the purpose of contracts and administration. (Information may be passed on to external partner companies for use in marketing.)

16. Exhibitors from abroad who intend to make cash sales are obliged to register for VAT in Sweden. Further information on this subject may be obtained from the Swedish Exhibition & Congress Centre.

17. Political propaganda is not permitted on stands or in any other part of the exhibition area.

18. All disputes arising from the interpretation or application of this contract shall be settled according to Swedish law and Swedish Courts. In the first instance, this is the Gothenburg City Court.

19. In accordance with the Swedish VAT Act (1994:200), VAT is charged on registration fees, stand rent and other remuneration the exhibitor pays to the Swedish Exhibition & Congress Centre for services rendered.

Violation of the above conditions may lead to expulsion from the exhibition. Those concerned will not be entitled to demand repayment of fees paid or payment of damages.