

NON EQUIPPED STAND

■ Area only:

■ from 9 to 36 m²:
€115 Before tax / m²

■ from 37 to 90 m²:
€110 Before tax / m²

■ 91 m² and more:
€100 Before tax / m²

EQUIPPED STAND



- Area include:
- Aluminium structure
 - PVC partition
 - 1 kW electrical connection + 1 rail with 3 spotlights of 100-watt
 - 1 junction box with outlet
 - 1 water inlet / outlet
 - 1 counter
 - 2 stools

■ from 9 to 36 m²:
€135 Before tax / m²

■ from 37 to 90 m²:
€125 Before tax / m²

■ 91 m² and more:
€115 Before tax / m²

Note: the minimum area has to be 9 m² but it can be shared.

€ _____ x _____ m²

€ _____ x _____ m²

€ _____ Before tax

€ _____ Before tax

Payment: Deposit and cancellation

DEPOSIT calculated on the full price including VAT (tax), **25% to be included herewith for participation**, the latter being confirmed only when accompanied by such payment.

BALANCE OWED to be paid on/or before August 28th, 2009. A direct bank transfer of your deposit and balance owed can be made to the following account:

BANK TRANSFER. Direct bank transfer of our deposit and balance:

CIC EST

RIB 30087 33080 00023701301 01

IBAN FR76 3008 7330 8000 0237 0130 101 **BIC** CMCIFRPP

All cheques must be made out to Strasbourg Evénements.

CANCELLATION: See Article 7 of the regulations.

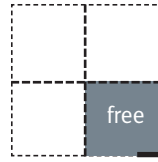
ADDITIONAL SERVICES

All additional services (furnishings package, electricity for non-fitted stands, water, telephone, cleaning of stands, etc.) are covered in a technical guide which will be sent at a later date.

Sign at: _____ Date: _____

Signature _____ and company stamp

ADDITIONAL CORNERS



- 1 corner (2 sides) - Free
- 2 corners (3 sides) = **€195**
- 4 corners (4 sides) = **€585**

_____ angles € _____
 Before tax

+

■ Mandatory contribution to waste management
€2.20/m² x _____ m²

€ _____
 Before tax

+

€62 Before tax

INSURANCE

MANDATORY Insurance contracted through the intermediary of the Organising Committee. See Article 12 of the regulations.

■ **"All risk / Damage" mandatory:** Insured capital of €10 000 Excess of €150 € per accident. **€46 Before tax**

■ **"Exhibitor civil liability" mandatory:** All damage insured for €8.000.000 (including €10.000 in material damage). Excess of €150 per accident. **€16 Before tax**

OPTIONAL

■ **Additional "All risk / damage"** Additional fee of €10 per slice of €3 000 Before tax.

Subscription of _____ slices x **€10** = € _____
 Before tax

■ **"All risk / damage" breakage extension:** Extension of 0.16% of the value of the insured goods.

0.16% x € _____ = € _____
 Before tax

MANDATORY ADMINISTRATIVE COSTS

■ Include: Inclusion in the event program and free listing of the companies represented at your stand.

Main exhibitor **€180** before taxes. For all co-exhibitors present at the stand **€180** each. Except if it is a Pavilion managed by a single respondent.

Number of exhibitors _____ x **€180** = € _____
 Before tax

_____ € Before tax

TOTAL BEFORE TAX € _____

TAX 19.6% € _____

TOTAL PRICE INCLUDING TAX € _____

The VAT (tax) must be paid by foreign exhibitors, who can reclaim it from the French tax authorities after the event.
 Direction des résidents à l'étranger et des services généraux (DRESG). Services des Remboursements de TVA des assujettis étrangers
 10, rue du Centre - TSA 60015 - 93465 Noisy-le-Grand - France - Tel.: (0033) 01 57 33 84 00
 Download form 3559 at the website www.impots.gouv.fr under the heading "form search".



Attention all future exhibitors!

IMPORTANT

The completely new concept of the MONDIAL DE LA BIÈRE of STRASBOURG EUROPE requires some explanation.

This sampling festival offers free admission to the general public as well as professionals. However, all sampling requires the purchase of the official glass (marked with the Mondial logo) and coupons when entering the fair. These are required for the actual sampling, which is measured in 12.5 cl. portions (glass being marked up accordingly) in exchange for a certain number of coupons (this number is defined by the exhibitor, depending on the origin, the rarity and the strength of the beer or beverage being served: beer, bitter, cider, whisky, bierbrand or any other drink related closely or distantly to beer).

Please note that glasses and coupons may be purchased when entering the fair, but also at the many points of sale evenly distributed throughout the site. The glass is also sold at the MONDIAL DE LA BIÈRE shop, which is located at the fair's exit.

COUPONNING

BEER SAMPLING COUPONS

The beers for sampling are sold using a coupon-exchange system; each coupon has a unit value of €0.70, taxes included.

The MONDIAL DE LA BIÈRE will refund 50% (taxes included) of the price of the coupon to the exhibitor.

A statement of account and payment will be provided within 45 to 60 days by bank transfer (the exhibitor must supply full bank account details when registering with MONDIAL DE LA BIÈRE.)

GLASSWARE

1 - The glass in which beer may be served is designed for sampling quantities of 12.5 cl. and 25 cl.

2 - A single sample is 12.5 cl and 2 samples 25 cl.

3 - The maximum quantity allowed to be served at once must not exceed 25cl.

4 - One sample serving must cost between 2 and 5 coupons and a two sample serving must cost between 4 and 10 coupons.

5 - Exhibitors are not permitted to use their own glasses for sampling. Only the MONDIAL DE LA BIÈRE glass may be used.

SAMPLING COUPONS FOR OTHER ALCOHOLIC DRINKS

Samples are provided on the basis of a coupon exchange system.

An exhibitor of whiskies, brandies, ciders and other spirits agrees to sell samples using a system involving the exchange of coupons with a value of €0.70 each.

The price of samples must be at least 4 coupons for 2 cl and maximum 8 coupons per sample of 4 cl, depending on the product being sampled.

The MONDIAL DE LA BIÈRE will refund 50% (taxes included) per coupon to the exhibitor.

A statement of account and payment will be provided within 45 to 60 days by bank transfer (the exhibitor must supply full bank account details when registering with MONDIAL DE LA BIÈRE.)

COUPONS

The exhibitor agrees to accept sampling coupons and to return them to MONDIAL DE LA BIÈRE by no later than 26 October 2009 for reimbursement. After this date, MONDIAL DE LA BIÈRE may, at its discretion, refuse to reimburse sampling coupons or may apply a surcharge of 20% to the total of the accumulated coupons.

REMUNERATION OF EXHIBITORS

This will take place on the basis of the reimbursement of 50% (taxes included) to the exhibitor by the organisers of the price of the coupons exchanged for samples of its beers. The organisers will retain the other 50% for payment of their investments in the organisation, advertising campaign, accounting personnel, caretaking and security, stocking and destocking, hostesses, etc. At the same time, the exhibitor has the opportunity to sell his beer through the organisation of the MONDIAL DE LA BIÈRE in the general shop located at the fair's exit. This enables anyone who has enjoyed the beers sampled at the stands to buy them and to enjoy them at home. The organisers will deduct 25% (taxes included) from sales to cover the miscellaneous costs relating to the shop, such as sales staff, caretaking and security, stocking and destocking, etc.

The Organising Committee

GENERAL REGULATIONS

ART. 1 - GENERAL PROVISIONS

MONDIAL DE LA BIÈRE — STRASBOURG EUROPE will be held at the Parc des Expositions (Exhibition Centre) in Strasbourg, Wacken, Hall 20 from the 16th to the 18th of October 2009. It will be open to the public Friday, the 16th and Saturday, the 17th from 11am to 9pm and Sunday, the 18th from 10am to 7pm. Mondial de la bière - Strasbourg Europe is a beer tasting festival open to the general public and professionals. The exhibitors shall receive a Registration form. They may be allowed to participate according to the products they offer and subject to available space. The exhibitors shall agree to comply, without restrictions or discretion, with the clauses of these regulations and any new provisions which may be imposed by circumstances and adopted by the organisers in the interest of the event.

ART. 2 - EXHIBITORS

The following are considered as exhibitors: brewers, distributors of beers, drinks (other than wine) and other malt-based products, caterers/restaurateurs, traders offering products in relation to home or professional brewing, without excluding other businesses which may have a positive contribution to the aim of the event. The Trade Register shall prove their business. French or foreign exhibitors who have reserved a stand must comply with the list of elements permitted to be exhibited, served and/or sold.

For the products, other than sampling, refer to Article 17 of this regulation.

ART. 3. - SELECTION

Applicants are asked to attach a description of products to be presented at the event to the Registration form. This description must at least contain the names of the product and producer and its percentage of alcohol. The organisers may accept or refuse an exhibitor without giving a reason.

Participation in one or several editions of Mondial de la bière - Strasbourg Europe shall not lead to automatic admission the following year.

ART. 4 - RESERVATION AND REGULATION

The Registration form must be returned as quickly as possible accompanied by a statutory deposit representing 25% of the total amount including taxes. The form shall not be considered until the organisers have received this payment.

A registration fee (handling fee) shall be paid by every exhibitor and co-exhibitor present on the stand. The invoice must be settled before August 28, 2009. The exhibitor shall only be definitively allowed to attend the event once all the fees due are paid.

Badges for the exhibitors and practical information shall be provided at the exhibitors' reception to the trade fair.

ART. 5 - NON-ACCEPTANCE

In the event that the Registration form is not accepted, the deposit shall be returned to the applicant.

ART. 6 - CANCELLATION

The entire amount shall be owed after the applicant's Registration form is accepted by the organiser.

In the event that the exhibitor withdraws, he shall remain liable to pay the invoice for the site, as long as the organisers remain unable to re-let the site under the same conditions.

ART. 7 - ALLOCATION OF STANDS

The allocation of stands shall be carried out according to the arrival order of the Registration forms accompanied by the payment of the statutory deposit. No complaints about this allocation shall be admitted.

ART. 8 - OCCUPATION OF THE SITE

Stands may be assembled on October 14 and 15 from 8am to 7pm.

If the exhibitor has not occupied his site at the latest by 2pm the day before the trade fair opens, he shall be considered as having resigned his site and the Committee shall take charge of it, without the participant being able to claim a refund or compensation.

The exhibitors shall be bound to occupy their site until the end of the event. Products to be sold or tasted should be delivered to the storage/exhibition space to the rear of Hall 20 during public opening hours.

Disassembly shall take place on October 18 from 7pm and through the night until Monday, October 19 at 6pm.

After this time period, the organiser shall have the merchandise and equipment removed at the cost and risk of the exhibitor, and without the exhibitor being

able to claim, if necessary, any form of compensation as a result of this removal.

The organiser shall not assume responsibility for any damage which may occur after the trade fair closes; the cover against theft ceases to be effective on Sunday, October 18 at precisely 7pm.

Every stand should be constantly occupied during the public opening hours, including during the final day. The exhibitors must leave the sites, decorations and equipment placed at their disposal in the state in which they were found.

ART.9 - LAYOUT OF THE STANDS

The exhibitors shall have the option either to set up the interior of their stand according to their taste and by their own means, or to speak to special services for installation needs. It is forbidden to stick wallpaper on partitions and walls and to raise partitions. The exhibitor shall agree to return the site and equipment placed at his disposal to its original state. Any loss or deterioration shall be invoiced by Strasbourg Événement. It is furthermore forbidden to deface or impair the walls, floor, ceilings or equipment belonging to the administration of the trade fair, or to dig a hole in the exhibition floor without prior assurance from the City's Public Services Department that there are no underground pipelines or electric cables. The installations must comply with the safety regulations. Fireproofing of the installations shall be mandatory. The exhibitor must ensure that fireproofing certificates are available to the Safety Commission. The exhibitors who wish to build a temporary structure outside and in the halls should submit a sketch of this structure for prior approval by the committee, without which work cannot be undertaken. Furthermore, they are bound to ensure that the site they occupied is restored to its original state at the end of the event.

Electricity (power and light) and water shall be made available to exhibitors on the basis of conditions set by service providers.

ART.10 - SECURITY

All necessary measures shall be taken by the organisers to ensure effective security of the event outside of opening hours.

A day and night Surveillance Service, a police post, a fire-fighters post and a first-aid post shall be put in place.

However, it shall be the responsibility of every exhibitor to remain vigilant as regards their personal equipment and possessions during the public opening hours, and during the assembly and disassembly of the stands.

The exhibitors must leave the access to electric boxes or radio-telephone boxes on or near their site clear.

ART. 11 - CLEANING AND WASTE REMOVAL

Cleaning of the trade fair (walkways, event and toilet areas) shall be taken care of by and at the cost of the organisers. The exhibitor shall be responsible for the daily cleaning of his stand.

No waste shall be placed in the walkways after the cleaning team has finished (cleaning to be carried out after closing). Skips shall be placed in the area surrounding the hall.

New European directives on sorting and waste disposal to all areas of business means that Strasbourg Événement must comply with the regulations which govern them. Strasbourg Événement also reserves the right to reclaim all or part of the charges, taxes and duties that they generate. Strasbourg Événement also commits to raising the awareness of the exhibitors and to demonstrate that it is in their interest to manage their production of waste.

ART. 12 - INSURANCE OBLIGATION

Each exhibitor should arrange All Risks insurance through the Organiser Committee. The actual and total value of the goods to be covered should be declared to the Committee, including fittings and decorations. In the event that the amounts declared are imprecise, a proportional rule shall be applied. Any exhibitor who does not declare the value of his goods shall automatically receive all risks insurance for the amount of € 10,000 on the objects exhibited, including the fittings and decorations. An "Assurance CASSE" extension shall be possible by paying an extra premium. The conditions and procedures of the insurance is an integral part of these general regulations.

The exhibitors shall waive all responsibility of the organisers in the event of fire, explosion, flood, various troubles and for any element not attributable to the organisers, agents and officers. In particular, damages may not be demanded from the organisers in the event that the rented complex may not be effectively used by the exhibitors following force majeure (Acts of God) events.

ART. 13 - MISCELLANEOUS PROHIBITIONS

All subleasing is strictly prohibited.

The use of microphones or any other device for loud publicity without written authorisation from the Committee is prohibited. The Committee exclusively reserves the right to display posters inside the trade fair. No poster may be displayed in the interior of the trade fair without authorisation from the Committee. The exhibitors should display the price of their products (in money or coupons), in accordance with the provisions of the decree of September 1, 1971.

It is formally prohibited to make fire in the licensed sites without authorisation from the Committee. It is also prohibited to smoke in the halls.

ART. 14 - OBLIGATIONS OF THE ORGANISERS

The organisers may, in the event of a force majeure and notably in the event of a transport strike, postpone the event, change its opening hours or exclude the public from it. They may cancel it or close it before the date scheduled. In this event, the contracts with the exhibitors shall retain their whole validity and payment for the lease of the stands and any other services shall be due.

ART. 15 - APPLICATION OF THESE REGULATIONS

The organisers reserve the right to adjudicate at any time on all legal cases or those not provided for in these regulations. These decisions, even communicated verbally, may not be appealed against and shall be immediately enforceable.

The Committee reserves the right to amend these regulations in the general interest of the trade fair at any time that it sees fit to do so.

ART. 16 - CLAIMS

All participants shall comply without exception to the above conditions and the security and police measures which are prescribed. Any non compliance with these regulations shall lead to the adherent being immediately excluded, without having the right to demand a penalty or reimbursement of the amounts paid.

In the event of a dispute between the adherents and the Committee of the Trade Fair, only the courts of Strasbourg shall be competent. For the interpretation of the regulations, only the French text shall carry authority.

ART.17 - SHOP

All products and promotional items shall only be sold at the shop of the trade fair. By-products (caps, t-shirt, etc. except glass items) and drinks shall be on consignment. The organisers shall repay 75% including taxes of the sales revenue.

The beers to take out shall be put on sale at the shop from October 16-18. Beers offered as samples to taste in the Petit-Pub (small pub) will only be sold Sunday, October 18, subject to the stock available.

The exhibitor should reclaim his products from the person in charge of the stock from 8:30pm to midnight on October 18 or from 9am to 5pm Monday, October 19, 2009.

ART. 18 - GLASS ITEMS

The official glass of the Mondial de la Bière shall be sold at the entrance or in the trade fair shop. All visitors who wish to taste a product should buy one.

No other glass may be used for samples.

A sample is equivalent to 12.5 cl. for beer and non alcoholic drinks. A maximum of 2 samples at once shall be permitted.

For other strong alcoholic drinks, one sample is equivalent to 2 cl. A maximum of 2 samples at once shall be permitted.

ART. 19 - TASTING COUPONS FOR BEERS AND NON ALCOHOLIC DRINKS

Tasting shall be by exchange of coupons. They shall be sold at the entrance with the glasses or on stands set aside for that purpose in the hall.

For beers and other non alcoholic drinks, a sample is equivalent to the value of 2 to 5 coupons maximum, 2 samples shall be worth 4 to 10 coupons.

The unit value of a coupon is € 0.70 (including taxes). MONDIAL shall give back 50% (including taxes) of the value of the coupon to the exhibitor.

ART. 20 - TASTING COUPONS FOR OTHER ALCOHOL

Tasting shall be by exchange of coupons. They shall be sold at the entrance with the glasses or on stands set aside for that purpose in the hall.

For whiskies, brandies, ciders and other strong alcohol the price of samples should be 4 coupons minimum for 2 cl. and up to 8 coupons for 4 cl. depending on the product.

The unit value of a coupon is € 0.70 (including taxes). MONDIAL shall give back 50% (including taxes) of the value of the coupon to the exhibitor.

ART. 21 COUPONS

The exhibitor shall agree to collect the tasting coupons and return them to MONDIAL by October 26, 2009 at the latest for reimbursement. After this date, MONDIAL may, at its discretion, refuse to reimburse the tasting coupons or apply an increase of 20% to all the tasting coupons.

The bill and the payment shall follow within 45 to 60 days by bank transfer (the exhibitor should provide a bank account identification document - RIB).

PLEASE NOTE: The theft insurance cover expires on the last day (October 18, 2009 at 7pm: public closing.)

