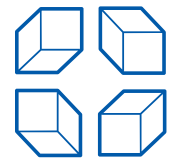


The ICEF Berlin Workshop

including the Work & Travel Zone

Connecting international educators with the world's best agents



ICEF

Connect. Recruit. Grow.



Hotel InterContinental, Berlin • Oct 31 – Nov 02, 2010

Marketing, Sponsorship and Exhibiting

Company / Institution Details

Company / Institution _____

Contact person Mr Ms

Last name _____ First name _____

Street _____ P.O. Box _____

City _____ Postal code _____

Country _____ State _____

Tel (incl. area code & extension) _____ Fax _____

Email _____ Web _____

Advertising

Logo and Website Link on the eSchedule PRO (Deadline: August 20, 2010) € 2900
 Exclusive offer for 4 sponsors only.

Adverts in the ICEF Event Catalogue (Deadline: September 24, 2010)

With my advertisement I want to target:	Agents	Educators	Both
1/2 Page advertisement (full colour)	<input type="checkbox"/> € 750	<input type="checkbox"/> € 750	<input type="checkbox"/> € 1200
1 Page advertisement (full colour)	<input type="checkbox"/> € 1200	<input type="checkbox"/> € 1200	<input type="checkbox"/> € 2200
Inside front cover (full colour)	<input type="checkbox"/> € 2200	<input type="checkbox"/> € 2200	<input type="checkbox"/> € 3700
Inside back cover (full colour)	<input type="checkbox"/> € 2200	<input type="checkbox"/> € 2200	<input type="checkbox"/> € 3700
Outside back cover (full colour)	<input type="checkbox"/> € 2700	<input type="checkbox"/> € 2700	<input type="checkbox"/> € 4700

Prices exclusive of 19% VAT

Copy requirements and printing format: The catalogue format is DIN A4. Ads must not exceed 210 mm x 297 mm for 1/1 page and 210 mm x 148,5 mm for 1/2 page advertising and have a minimum of 300dpi. Accepted file formats are: EPS (fonts created to outlines), TIFF, PNG or PDF (fonts have to be embedded).

Event Sponsorship

Refreshment points Exclusive offer for one sponsor only (Deadline: September 24, 2010) € 5000

Internet hub Exclusive offer for one sponsor only (Deadline: September 24, 2010) € 5000

Agent lounge Exclusive offer for one sponsor only (Deadline: September 24, 2010) € 5000

Industry presentations	15.00 - 17.00	17.00 - 19.00
Presentations are limited and will be allocated on a first-come, first-served basis		
25 min slot	<input type="checkbox"/> € 290	<input type="checkbox"/> € 390
50 min slot	<input type="checkbox"/> € 490	<input type="checkbox"/> € 590

Prices exclusive of 19% VAT

Title of presentation _____

Speaker _____

With my presentations I want to target: Agents Educators Both

Merchandise Sponsorship

Workshop bag insert (Deadline: October 15, 2010)

One item only, max. size DIN A4, max. of 24 pages, limited to 10 sponsors

Agent bags	<input type="checkbox"/>	€ 880
Educator bags	<input type="checkbox"/>	€ 880
Both bags	<input type="checkbox"/>	€ 1200

Workshop bag tags Exclusive offer for one sponsor only. (Deadline: September 17, 2010) € 2500

Workshop note pads Exclusive offer for one sponsor only. (Deadline: October 15, 2010) € 2000

Workshop pens Exclusive offer for one sponsor only. (Deadline: October 15, 2010) € 2700

Workshop pens and note pads Exclusive offer for one sponsor only. (Deadline: October 15, 2010) € 3500

Key card sleeves Exclusive offer for one sponsor only. (Deadline: September 17, 2010) € 3500

Neck cord Exclusive offer for one sponsor only. (Deadline: September 24, 2010) € 4500

Workshop bag branding Exclusive offer for one sponsor only. (Deadline: September 17, 2010) € 8250

Prices exclusive of 19% VAT

Exhibits and Displays (will be allocated on a first-come, first-serve basis)

Literature display rack € 1100

Exhibition Stands	1 Person / 1 eSchedule*	2 Persons / 2 eSchedules* standard	2 Persons / 2 eSchedules* premium
Size			
3 m ²	<input type="checkbox"/> € 3000	-	-
4,5 m ²	<input type="checkbox"/> € 4500	-	-
6 m ²	-	<input type="checkbox"/> € 6000	<input type="checkbox"/> € 7000
9 m ²	-	<input type="checkbox"/> € 9000	<input type="checkbox"/> € 10000

Additional eSchedule Pro account € 1500

Accompanying Person € 880

Prices exclusive of 19% VAT

Exhibition stands are equipped with white octanorm walls, stand identification sign, table, multi-plug extension cord and, depending on the size of the stand, 1 – 2 counters, 2 – 4 chairs and 1 – 2 literature stands. Rates also include wireless LAN Internet connection and a written entry in the educator and exhibitors catalogue for distribution to all attendees.

*eSchedule indicates that the participant has an entry in the online booking system eSchedule Pro and can preschedule meetings with other participants.

Total

€ _____

Payment

Invoice

Credit card

By signing we acknowledge the accuracy of information provided and agree to the terms and conditions on the following page.

Signature _____ Date and place _____

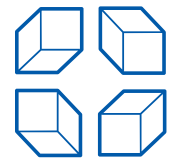
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Exhibitor Terms & Conditions

1. General

Participation is open to organisations in a position to make direct contributions to the subject matter. Participation will be confirmed by ICEF and will be made definitive by forwarding the confirmation and invoice.

2. Rescission of contract

The application is considered as binding and becomes effective immediately. Applicants having submitted a binding application form cannot be discharged from their contractual duties. Delegates cancelling their participation by registered mail up to 12 weeks prior to the first day of the event will be charged 20% of the full participation fees. Thereafter the full amount is payable. No refund is available after receipt of the lists of participants, which is considered intellectual property of ICEF.

3. Participant details

The participants' details received prior to and during the event are for one-time use only - in connection with the respective ICEF event - and may not be passed on to a third party.

4. Allocation of tables

ICEF will allocate the tables and comply, as much as possible, with the wishes of the participants.

5. Event catalogues

Event catalogues will be provided to each registered participant.

6. Payment

Standard payment terms are 30 days from the invoice date. Payment terms will be as stated on the invoice.

7. Transport and delivery of promotional materials

Participants wishing to forward materials to events must employ their own forwarding service. ICEF is not liable for loss or incorrect delivery. Please note that the storage of boxes or any other kind of packing material is prohibited in the event halls due to fire and safety regulations.

8. Advertising and promotion during the event

Appointments will take place at tables, identified by name cards, and allocated to educators. Participants must abide by the following, unless written approval from ICEF has been attained:

- The only type of display and advertising materials permitted are small items, such as posters, photographs and laptops, which can be placed on the table or attached to the covering table cloth and do not obstruct the view of other participants' tables.
- Advertising materials must not be distributed outside the allocated space.
- Participants may not organise any hospitality event, seminar or tour which encourages participants to leave the event at any time during the programme. ICEF is entitled to prohibit unauthorised advertising or activities without judicial order.

9. Liability and insurance

Participants should be insured against personal liability, fire and theft. ICEF will not be held liable for any loss of or damage to exhibits, materials or equipment as for instance through fire or theft, regardless of whether this damage or loss is sustained prior to, during, or after the event. The participants on their part will be held liable for any damage to persons or objects caused by them, their employees, their representatives or by exhibits or items of their equipment.

10. Belongings

While ICEF will take precautions to keep participants' promotional materials safe, ICEF is not liable for any loss or damage. As a precaution, the event halls will be locked or guarded between 19:00h and 08:00h.

11. Media waiver

I give permission to ICEF to use photographs or video footage of me, taken at an ICEF event, for ICEF promotional purposes only.

12. Concluding provisions

The contract is valid under German law. Venue is Bonn, Germany.