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Please take a copy for your records.

Send the original to us.

LEARNTEC



29 January - 31 January 2013

Karlsruhe Trade Fair Center

Karlsruher Messe- und Kongress-GmbH

LEARNTEC

P.O. Box 1208

76002 Karlsruhe

Germany

info

Joint exhibitor(s):

Represented on the stand with personnel and products

Registration of Co-exhibitor(s)

▶ **Joint exhibitor(s) // registration fee incl. marketing fee: 695.- €:**

Company/Institution

Street /P.O. Box

Post code, Town/City

Country

Tel.

Fax

Contact

Extension

E-mail

Internet

VAT ID number of beneficiary: _____ If affiliated with a VAT group, please specify the VAT ID number of the group: _____

and the address of the parent company _____ .

Different invoice recipient. (Please notify us of the invoice recipient.)

Catalogue:

The joint exhibitor(s) will be entered in the list of exhibitors and on the internet under letter:

To be entered in the catalogue, fill in the form in the Online Service Centre (OSC). If it is not returned, the adjacent postal address will be published. Further entries may be made subject to charge.

Exhibits:

Prices do not include the VAT (19%) applicable in the year the event is held. The General Participants Guidelines for Trade Fairs and Exhibitions available at www.learnotec.de (trade fair / exhibitor info) for IDFA members and the Special Participants Guidelines, and all parts thereof, are hereby acknowledged to be legally binding. Verbal agreements that differ from the exhibition conditions and other circulars are not valid. The place of performance and place of jurisdiction is Karlsruhe.

Date, Town/City

Company stamp, legally binding signature

Stand construction service

LEARNTEC

Professional presentation with all-round service

We will plan and organise your trade fair stand and ensure that it is constructed on schedule. All you have to do is set your stand up shortly before the trade fair opens. On the final day of the trade fair, simply pack up all your exhibits and furniture and we will dismantle the stand.

Basic package

The right setting for a professional presentation!

- Plastic-coated panels, white, Octanorm system, construction height: 250 cm, white rear and side panels, ceiling beams on the open stand sides
- Grey carpeted floor
- Power connection: 230 V / 3 kW with 3 x sockets and flat-rate power consumption
- Lighting: 1 spotlight (150 W) per 3 sqm of stand area
- Cover panels on the open stand sides, incl. lettering and logo (max. 25 letters per cover panel, "Helvetica semi-bold" font, dark grey)
- 1 cabin (1 m x 2 m) with swing door, lockable, as of 15 sqm stand area
- Exhibitor passes as per Participants Guidelines
- Planning and organisation with set-up and dismantling

Comfort package

Make the most of our all-inclusive package containing everything you need to ensure a successful trade fair presence!

Services such as the basic package, also featuring:

- 1 brochure shelf
- 1 coat rail (white) – only in conjunction with cabin, as of 15 sqm stand area
- Furniture: 1 table 75 x 115 cm, 4 chairs, light grey/chrome, 1 counter with bar fixture, 1 bar stool
- Daily stand cleaning service

Basic package MAXIMA 40 (bookable as of 9 sqm)

The right setting for your individually designed presentation!

- Plastic-coated panels, white, Octanorm system, Maxima 40, panel height: 250 cm, construction height: 300 cm, white rear and side panels, 2 Octanorm panels, exterior, available in the following colours: red, blue, green and dark grey
- Carpeted floor available in red, blue, green and dark grey
- Power connection: 230 V / 3 kW with 3 x sockets and flat-rate power consumption
- Lighting: 1 spotlight (150 W) per 3 sqm of stand area
- Cover panels on the open stand sides, incl. lettering and logo (max. 25 letters per cover panel, "Helvetica semi-bold" font, dark grey)
- 1 cabin (1 m x 2 m) with swing door, lockable, as of 15 sqm stand area
- Exhibitor passes as per Participants Guidelines
- Planning and organisation with set-up and dismantling

Comfort package MAXIMA 40 (bookable as of 12 sqm)

Stand out from your fellow exhibitors with our customised all-inclusive package!

Services such as the basic package MAXIMA 40, also featuring:

- 1 coat rail (white) – only in conjunction with cabin, as of 15 sqm stand area
- 2 brochure shelves, 1 pillar 30 cm x 30 cm x 100 cm, 4 brochure compartments
- Furniture: 1 table 75 x 115 cm, 4 chairs, light grey/chrome, 1 sideboard, 1 bar stool
- Daily stand cleaning service



Contact:

Stand construction and service:

Mona Taller

Tel. +49 721 3720-5183 | Fax: +49 721 3720-5189

mona.taller@kmg.de



CONNECTING IDEAS.
Karlsruhe –
Messen und Kongresse

Pictures: Design of corner stand 12 sqm

List of goods and services

Please classify your exhibits and indicate the corresponding numbers when registering. This will enable our project managers to allocate you a suitable position.

100 Training management

- 101 Educational controlling/
ROI concepts
- 102 Educational marketing
- 103 Training strategies
- 104 Change management
- 105 University management
- 106 Learning concepts/
qualification concepts
- 107 Learning methods:
Blended Learning
- 108 Learning methods:
E-Learning
- 109 Learning methods:
Attendance Training
- 110 Project consulting
- 111 Quality management,
Performance Improvement
- 112 Social media concept/
consulting
- 113 Copyright/ licensing/
application management
- 114 Knowledge diagnostics,
testing, assessment

200 Content/ Contentproduction

- 201 Computer Based Training
(CBT)
- 202 Game Based Learning
- 203 Individual production
- 204 Micro Content
- 205 Mobile Content
- 206 Open-/ Shared Content
- 207 Business simulation games
- 208 Rapid Content Creation
- 209 Simulations
- 210 Language learning service
- 211 Standard Content
- 212 Web Based Training (WBT)
- 213 Serious Games

300 Hardware/ Equipment

- 301 Workplace equipment
- 302 IT Infrastructure
- 303 Mobile devices
- 304 Presentation technology
- 305 Smart Media

400 Media

- 401 Technical literature
- 402 Web Portal
- 403 TV/ Video

500 Tools and Technologies

- 501 Audio-/ Videoconferencing
- 502 Authoring tools
- 503 Blog/ Social Media
- 504 Content Management
Systems (CMS)
- 505 Gaming Systems
- 506 Collaboration Tools
- 507 Learning Management
Systems (LMS)
- 508 Mobile Software
- 509 Open Source
- 510 Podcast/ Vodcast
- 511 Presentation Tools
- 512 Social Media
- 513 Testing Tools
- 514 Virtual Classroom/
Virtual Worlds
- 515 Web 2.0

600 Training and Coaching

- 601 Coaching
- 602 E-Coaching/ E-Tutoring
- 603 Executive development/
management training
- 604 Inhouse-Training
- 605 Intercultural Training
- 606 IT-Training
- 607 Conflict and crisis
management/ Mediation
- 608 MBA/ MA
- 609 Attendance Training
- 610 Project management
- 611 Language learning
- 612 Talent management
- 613 Team development
- 614 Behavioural training
- 615 Time management
- 616 Certification

700 Knowledge management

- 701 Concept development
- 702 Semantic systems
- 703 Search engines
- 704 Knowledge databases
- 705 Knowledge services



Special Terms and Conditions for Participation

in events organised by

Karlsruher Messe- und Kongress-GmbH
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76002 Karlsruhe, Germany
Phone: +49 721 3720-0
Fax: +49 721 3720-2116
E-mail: info@kmmkg.de
www.messe-karlsruhe.de

LEARNTEC

01. Event

21st Leading International Trade Fair and Convention for Vocational Education, Learning and IT

02. Organiser

Karlsruher Messe- und Kongress-GmbH (KMK)
Postfach 12 08, 76002 Karlsruhe, Germany

03. Date(s) and venue

29 - 31 January 2013
Messe Karlsruhe, dm-arena

04. Assembly and dismantling periods

Assembly:

Saturday, 26 January 2013 8.00 to 20.00
Sunday, 27 January 2013 8.00 to 20.00
Monday, 28 January 2013 8.00 to 20.00

Dismantling:

Thursday, 31 January 2013 18.00 to 00.00
Friday, 1 February 2013 8.00 to 20.00

05. Registration and admission

Registration shall be made via the attached registration form and shall be sent to Karlsruher Messe- und Kongress-GmbH with a legally binding signature. The exhibitor shall print out a copy of the document for his own files. The exhibitor shall receive confirmation of the receipt of his registration, which shall also be the required admission document. The trade fair / exhibition management will endeavour to meet your requests concerning the choice of a stand shape but reserves the right – upon consultation with you – to make any changes necessitated by layout planning.

Closing date: 30. September 2012

Once admission has been granted, the exhibitor cannot rescind the agreement outside the legal regulations and the following provisions. If the exhibitor cancels participation after the date of admission or declares rescission or cancellation of the agreement, he shall bear the full cost of the stand and of all additional charges incurred by the organiser until that date. Please note the following cancellation fees applicable to service packages:

- from 6 days before the beginning of assembly under clause 04: cancellation fee 50% of stand construction and services
- from the beginning of assembly under clause 04: cancellation fee 100% of stand construction and services

06. Admission requirements

Admission is granted to all German and non-German manufacturers and all companies that are authorised by a manufacturing plant to exhibit its products. All exhibits shall be specified accurately in the registration form and shall match the groups of exhibits as detailed in the nomenclature. Items shall not be brought to the exhibition unless they have been registered and admitted. Admission shall be at the discretion of the trade fair / exhibition management. Admission shall be granted by the trade fair / exhibition management in writing. The lease contract shall not be considered as concluded in a legally binding manner until admission has been granted. However, the trade fair / exhibition management shall be entitled to withdraw admission if the admission requirements turn out to be inapplicable or cease to be applicable.

07. Prices of participation

Rental prices for row stands, corner stands, end-of-block stands and block stands. These prices are for net space, excluding stand construction, side panels and partitions. Should you require further services, please order them via the service folder or the Online Service Center (OSC).

08. Stand construction service

(Stand construction, furnishings and services, excluding stand space)

Basic package	€ 72.-/sqm
Comfort package	€ 93.-/sqm
Basic package Maxima 40	€ 82.-/sqm
Comfort package Maxima 40	€ 103.-/sqm

Please note: If the exhibitor orders a basic or comfort package, he cannot claim offset or reimbursement for any stand construction material that is not required. Both packages can only be ordered through registration on the registration form. Once registration has taken place, stand construction can only be ordered via the relevant form in the service folder or the Online Service Center (OSC).

09. LEARNTEC 2013

Every exhibitor is offered a overall convention ticket free of charge (not for Co-exhibitors).

10. Photography

The trade fair / exhibition management is entitled to authorise staff to make drawings, video recordings and photographs of trade fair stands and exhibits and to use the resulting material for its advertising purposes. The exhibitor shall waive all objections arising from his rights of ownership and rights of use. Other persons require express written permission from the trade fair / exhibition management for recordings of any kind.

11. AUMA fee

Net fees of € 0.60 per square metre for indoor space and € 0.30 per square metre for outdoor space are levied for the Association of the German Trade Fair Industry (AUMA). This amount shall be invoiced along with the stand rental. AUMA upholds the manifold interests of German industry in matters of exhibitions and trade fairs.

12. Co-exhibitors

Inclusion of a co-exhibitor requires prior written indication on the registration, specifying complete address details including contacts (see form 2). A registration fee incl. marketing fee of € 695.- is payable for each co-exhibitor.

13. Two-level stands

Two-level stands are subject not only to the stand rental but also to another 50% for the upper level.

14. Stand space

Minimum stand space shall be 9 sqm. Smaller stand space can only be leased if such space results from the layout planning. Any structural columns that are located within the stand space shall form part of the stand. The final rental invoice shall be based on the dimensional survey taken by the trade fair / exhibition management. Each square metre or part thereof shall be charged in full, and the stand space shall generally be calculated as a rectangle, irrespective of installations, minor deviations, etc.

15. Design, fittings and furnishings

It is a requirement that each stand area must have constructionally defined borders separating it from neighbouring stands. If you do not have your own stand construction system or if you do not rent such a system via KMK, then stand separation partitions (back and side panels) are mandatory. Such stand separation partitions are subject to a fee which is not included in the stand rental. Please remember that flooring is mandatory on all stand space. Should you require stand separation partitions, please refer to the relevant forms in the service folder or the Online Service Center (OSC). If you do not order stand separation partitions but your stand space is surrounded by partitions of your neighbours or by existing partitions, then you will be charged for those partitions on the terms specified in the service folder / the Online Service Center (OSC). Approx. 5 cm shall be deducted from the width of an allocated stand, unless you have specifically requested clear width on account of standard stand construction. For safety reasons, stand separation partitions in basic stand construction are secured by support partitions which may only be removed by the exhibitor upon securing the structural stability of the separation partitions with other constructional elements. The exhibitor is liable for any damage resulting from failure to ensure the renewed structural stability of stand separation partitions after the dismantling of his stand. The exhibitor shall submit drawings and sketches of the intended stand construction. To set up his own marquees, pavilions or roofed-over facilities on outdoor premises, the exhibitor requires permission which shall be dependent on the prior submission of a draft plan. Any decorative material used by the exhibitor shall be flame-retardant and must comply with all other police regulations. Any damage to partitions and flooring and any modifications to the rented stand space by the exhibitor, his staff or his agents shall be the exhibitor's liability. Any compensation claims resulting from such damage shall be billed separately. The exhibitor shall notify the trade fair / exhibition management of any contracted design companies unless those are companies which the exhibitor runs himself. The exhibitor shall use local companies if this becomes relevant. The interior finish of the halls shall not be modified by exhibitors. Pillars, wall projections, fire extinguishers, partitions, distribution boxes and other technical facilities form part of the allocated stand space.

16. Assembly and dismantling

The exhibitor shall be sent the service folder / access details for the Online Service Center (OSC) in good time and undertakes to note the content of the same. If a company's stand is still unoccupied 12 hours prior to the beginning of the event or if there is no indication that the exhibitor will arrive at a later stage, then his space shall be given side and back panels at the expense of the exhibitor, upon instruction of the trade fair / exhibition management, and the entire stand shall be either decorated with a view to creating a good overall impression or the space shall be given to other customers. In such a case stand rental shall be payable in full. The trade fair / exhibition management shall under no circumstances be held liable for damage caused by the exhibitor's delay in submitting order forms or failure to submit those forms (incorrect obligatory entry in the exhibitors' directory, incomplete electric power lines during assembly, etc.). If the exhibitor dismantles his

stand before the end of the exhibition, then the trade fair / exhibition management shall be entitled to charge a contractual penalty of € 500.00.

17. Exhibitors' badges

Exhibitors' badges are issued by the office of the trade fair / exhibition management or sent off in good time prior to the exhibition. 2 passes are issued free of charge for stands of up to 10 sqm, and 1 each free of charge for each further 10 sqm, up to a maximum of 15 passes. Should this be required, then further badges can be issued subject to a charge. Please refer to the relevant notes in the service folder or the Online Service Center (OSC).

18. Technical facilities

Requests for electricity, water, compressed air, telephone connections, etc. can only be met if orders are received on time via the service folder or the Online Service Center (OSC). A sufficient amount of general illumination will be available. However, the exhibitor can ask for additional electric lines to be installed at his own expense. Charges for such lines shall be based on the nearest connection point from the relevant stand. The installation of supply lines may only be entrusted to contractors licensed for this purpose by the trade fair / exhibition management. The use of electricity, water and gas within the stand space shall be at the exhibitor's expense. The trade fair / exhibition management accepts no liability for damage due to technical faults resulting from supply fluctuations, power cuts or force majeure or due to power disruptions effected upon the orders of the fire department, police or public utilities.

19. Exhibitors' directory

The organiser shall issue an exhibitors' directory. The obligatory entry comprises basic details (company name, address, e-mail/web address, hall, stand no.) in the alphabetical directory, in the product directory (company name, hall, stand no.) and on the website. This can only be provided if registration has been received on time. Further entries are possible against payment of fees. Please refer to the relevant forms in the service folder or the Online Service Center (OSC).

20. Terms of payment

Rent for stand space (stand rental) and all other charges are net prices and exclusive of German VAT which is payable at the relevant statutory rate, specified in addition to each price. The exhibitor shall receive an invoice for the stand space upon/after confirmation of the stand; where additional charges and stand construction packages are concerned, invoicing shall depend on the order date. All invoices are payable upon receipt. If an invoice is not settled by the exhibitor within 30 days of receipt, then the exhibitor shall be considered as being in arrears irrespective of a reminder. If the exhibitor is in arrears, then the trade fair / exhibition management shall be entitled to charge default interest at the statutory rate. In the event of continuing arrears despite a reminder the trade fair / exhibition management reserves the right to cancel the agreement with immediate effect on the grounds of a compelling reason.

21. Advertising

Active advertising outside the rented stand is not permitted. In the event of violations, the trade fair / exhibition management reserves the right to take immediate action. It may also cancel existing agreements for subsequent events on the grounds that essential requirements for contractual fulfilment are no longer met.

22. Prevention of accidents

It is mandatory for the exhibitor to ensure that his exhibited machinery, equipment, devices, etc. have safety devices that comply with the accident prevention regulations of the relevant trade association. Any personal injury or property damage arising from the operation of exhibited machinery, equipment, technical systems, etc. shall be the exhibitor's liability. Fire extinguishers and their signs shall not be removed or covered, and emergency exits shall not be covered or concealed by exhibition stands or exhibits.

23. Cleaning

The cleaning of outdoor exhibition premises and halls shall be conducted by the trade fair / exhibition management. The exhibitor undertakes to clean the stand he has rented. Packaging and similar materials shall not be stored in halls.

24. Insurance and security

The exhibitor shall be liable for any personal injury and property damage caused by his company. As detailed in the participation regulations of IDFA (the Interest Group of German Trade Fairs and Exhibition Cities), the trade fair / exhibition management accepts no liability for damage caused by fire, burglary, theft, burst pipes or weather conditions. We therefore urgently recommend the conclusion of an exhibition risk insurance. The trade fair / exhibition management has concluded a special agreement with an insurance company for the duration of the exhibition. In view of the special reduced rates that are available, it is recommended that exhibitors join this agreement. Should the exhibitor wish to obtain special chargeable stand security, then this shall be conducted exclusively by companies commissioned for this purpose by the trade fair / exhibition management on the terms which are applicable at the time. The relevant forms can be found in the service folder or the Online Service Center (OSC).

25. Animals

Animals are not admitted to the exhibition. The only exceptions are guide dogs for disabled persons and for the blind and service dogs.

26. GEMA

The exhibitor shall contact GEMA (German Society for Musical Performing Rights and Mechanical Reproduction Rights) in the following cases: use of live music, band music, records, cassettes, CDs, DVDs, presentations of films with sound or videos with music or in the event of membership of an AV or TV medium. GEMA, Postfach 10 17 53, 70015 Stuttgart, Germany, Phone: +49(0)711 22526, Fax: +49(0)711 2252800.

27. Data protection

Details specified by yourself will be recorded and saved to the database of Karlsruher Messe- und Kongress-GmbH. Karlsruher Messe- und Kongress-GmbH will use your details, including company details, for the purpose of conducting the exhibition. Karlsruher Messe- und Kongress-GmbH will share your personal details with third parties to the extent that this is required for the fulfilment of the agreement between yourself and Karlsruher Messe- und Kongress-GmbH. Your surface mail address, your e-mail address and your company details will serve the purpose of keeping you informed about forthcoming events on the premises of Karlsruher Messe- und Kongress-GmbH, either by surface mail or e-mail. You are entitled to withdraw your consent to the promotional use of your details at any time.

28. Domiciliary right

The trade fair / exhibition management exercises a domiciliary right on the outdoor premises and in the exhibition halls. Instructions of the trade fair / exhibition management, their employees and their stewards shall be observed.

29. Recognition of the terms and conditions of exhibition and the house rules

By registering for participation in the exhibition, the exhibitor bindingly recognises these Special Terms and Conditions for Participation, the General Exhibiting Guidelines for Trade Fairs and Exhibitions of IDFA Members and the House Rules both for himself and for his agents. In the event of a violation, the trade fair / exhibition management shall be entitled to remove the faults or disruptions at the expense of the relevant exhibitor and to close down the stand without compensation.

30. Period of limitation

All contractual and pre-contractual claims of the exhibitor towards the trade fair / exhibition management shall come under the statute of limitation for a period of 6 months. This period shall start on the working day after the end of the exhibition.

31. The place of jurisdiction and performance is Karlsruhe.

32. Voidance

Should any of the aforementioned provisions be or become invalid, then this shall not affect the validity of the remaining Special Terms and Conditions for Participation or the entire agreement. Should one of these provisions be invalid, then the parties agree that it shall be replaced by whatever provision comes as close to it as possible in terms of its economic meaning and purpose.