

Please forward to the department  
in charge of fair participation !  
Current entry:

your reference:  
our reference:  
person in charge:  
  
date:

free update and offer 2/2011

Your data update

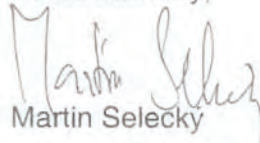
Dear Sir or Madam,

The update of your pre-registered listing in our exhibitors directory is essential to guarantee problem-free communication to all visitors seeking contact with your company and to ensure that only accurate data is published. The enclosed order form indicates what data is currently on record. The Fair Guide is independent, objective and not affiliated to any organizer or marketing association.

As you are responsible for your company's fair participation, you are asked to submit any necessary corrections of your data under [www.fairguide.com](http://www.fairguide.com). Upon receipt of these modifications, your free listing will be displayed as verified and receive priority ranking. Should you wish to place an order for a payable insertion please use the attached order form. Modifying data free of charge can only be done online.

We trust that you will check the accuracy of your listing and proceed with its update and remain

Yours faithfully,

  
Martin Selecky  
(project manager)

# Exhibitors Directory for Fairs and Exhibitions

Return envelope enclosed.  
No postage necessary.

Please confirm the accuracy of your details with .  
This form is only for your correct listing as an individual advertisement entry.

**1.** Correct your data right away in the spaces below!

|                   |                                  |
|-------------------|----------------------------------|
| company name      | <input type="checkbox"/> correct |
| street            | <input type="checkbox"/> correct |
| postal code, city | <input type="checkbox"/> correct |

**2.** Your entry has been published to date for free under the following event (additional entries may be included)

|              |
|--------------|
| exhibition   |
| organized by |

**3.**

|           |                                  |                |                                  |
|-----------|----------------------------------|----------------|----------------------------------|
| telephone | <input type="checkbox"/> correct | website        | <input type="checkbox"/> correct |
| telefax   | <input type="checkbox"/> correct | contact person | <input type="checkbox"/> correct |
| e-mail    | <input type="checkbox"/> correct |                |                                  |

**4.** S2123.  
description of your business activity (use key words):

|  |
|--|
|  |
|--|

**5.**

|   |                         |
|---|-------------------------|
| <b>level of operations</b>  | <b>statistical data</b> |
| <input type="checkbox"/> regional <input type="checkbox"/> national <input type="checkbox"/> Europe | yearly turnover .....   |
| <input type="checkbox"/> America <input type="checkbox"/> Asia <input type="checkbox"/> worldwide   | employees .....         |

**6.** Please also include your business card (for further enquiries) and your company brochure (if available).

**Order:** We agree to the publication of our company's data as an advertisement and place the order with Construct Data Publishers a.s. to publish the data printed on this form for the next three years as an advertisement in the fair and exhibitor guide at [www.fairguide.com](http://www.fairguide.com). The order is payable and irrevocable unless revoked by registered letter within ten days of submission date. Date of postage is decisive. The three years' duration begins with the date of the first invoice. Costs per year amount to 1717 USD and become due each year upon issue of the invoice. The order is prolonged year by year, if no cancellation notice is given in writing by registered letter, at the latest three months before order's expiry. Sole legal venue and place of performance is Bratislava, Slovakia. Applicable law is exclusively Slovakian. Construct Data reserves the right to initiate legal proceedings at contractor's place of business and to transfer rights and obligations related to this order to third parties. Company data will be processed and saved electronically.

**7.**

|             |   |
|-------------|---|
| _____       |  |
| place, date | stamp, legally binding signature  |

*What possibilities does the FAIR Guide® offer to your company?*

## THE FORM

The FAIR Guide team continuously researches the latest data on trade fairs and exhibitions. The addresses of exhibitors are published immediately in the FAIR Guide as a “basic entry” in the section entitled “exhibitors”. With this form, you can turn the existing basic entry into an effective payable insertion.

For this purpose, put your legally binding signature at the bottom of the form, add pictures or text and return everything to our address. If you want your ad to include specific text or pictures, please mark the sections clearly in the material of your choice and enclose it with the form. But even if you do not provide us with any additional material, our graphics team will make the best of your data!

Corrections for your free line entry can be done online under [www.fairguide.com](http://www.fairguide.com) „MyEntry“!

## IMPRINT

Editor, publisher and contractor:

Construct Data Publishers a.s.

Suché Mýto 1

811 03 Bratislava / Slovakia

phone: +421 - 2 / 321 14 110

fax: +421 - 2 / 33 010 334

email: [info@fairguide.com](mailto:info@fairguide.com)

commercial reg.: 44 539 231

Managing Director: S. Anhorn

VAT number: SK 2022 742 458

## International directory for trade fairs

The FAIR Guide is a comprehensive database of trade fairs and exhibitions, exhibitors and event organisers. It offers 24 hour access to 13,000 trade fairs and 2.7 million exhibitors. A number of highly efficient tools for searching and researching make the FAIR Guide an effective advertising medium. It provides an additional opportunity for exhibitors to make their companies better known and thus increase the impact of their attendance at the trade fair.

## Basic entry

The free basic entry of your company is published using the data compiled by our team. The entry contains the company name, postal address, telephone and fax numbers and an e-mail address link, which enables internet users with an appropriate browser to contact your company directly. A “fairs” link is located at the end of the entry. This link lists all trade fairs that your company has attended. All entries in the “exhibitors” section are classified according to country, and company names are arranged alphabetically for each country.

## Effective advertising

By placing an order, you can purchase an entry in the FAIR Guide at the internet address [www.fairguide.com](http://www.fairguide.com). In the exhibitors section, your company address is graphically highlighted (see pictures “basic entry” and “database entry”). Your database entry is placed at the top of the list of exhibitors for the respective country and includes the following information:

- a) Address: company name, street, city, province/region, country
- b) Contact information: telephone and fax numbers, e-mail
- c) Company homepage and access to the “integrated website”.
- d) The “SHOW FAIRS” button in the database entry gives the user an overview of all trade fairs and exhibitions that your company has attended. The database entry in turn is included in all exhibitors’ directories of trade fairs that have been announced. The advertising impact increases with the number of trade fairs you have attended. You should therefore keep us informed of all the trade fairs that you have attended in the past and are planning to attend in the future.
- e) The database entry can also include your company logo in the graphic formats JPEG or GIF (not animated) up to a size of 200 x 200 pixels. You can either provide us with the electronic version of your logo or leave its preparation to our own graphic designers. A

one-off processing time of two hours is included in the overall price. You will be invoiced separately for any work in excess of this time.

The “INTEGRATED WEBSITE” link in the database entry and the URL <http://www.fairguide.com/<as desired>> takes you to a multi-page company presentation. This presentation will from now on be referred to as an “integrated website”. The desired URL which connects users to your presentation should contain company-specific characteristics (e.g. “construct\_data” for “Construct Data Publishers a.s.”). The layout of the integrated website is standardised (for an example, see: [http://www.fairguide.com/construct\\_data/](http://www.fairguide.com/construct_data/)):

“Homepage”(compulsory): HTML page containing company details such as name, address, telephone, fax, e-mail, website, year founded, number of employees, VAT number, annual turnover, up to four contact persons and their positions in the company, regions in which the company operates (regional, national, Western Europe, Eastern Europe, USA/Canada, Middle East/North Africa, Africa, Asia/China/Australia, Latin- and South America/Caribbean or worldwide) as well as possible correspondence languages. In addition to the text, this page can also display the company logo. This service is subject to the same conditions that apply to the database entry. The page is accessed via the link “integrated website”.

“Products”(optional): Page with freely formatted HTML for the presentation of products and/or services (e.g. a list of all your products).

“Agencies & representations”(optional): Page with freely formatted HTML for addresses and contact data of agencies and representations.

“Further details”(optional): Page with freely formatted HTML for advertising messages or detailed company presentations. The page can also be divided into subsections.

“Get in contact”(optional): HTML page for direct fax contact. After entering name, address and text, a fax can be sent directly to the owner of the “integrated website”. The fax service is free, as long as a standard limit of 50 faxes per month is not exceeded.

Individual text and pictures can be included in the pages “Products”, “Agencies and representations” and “Further details”. The limit for data provided electronically is 9,000 characters and 15 pictures. If printed material is provided, the maximum is 3,000 characters and 5 pictures. If you require additional services, you will be invoiced separately for the work involved. Please contact our customer service for further information.

The customer owns the text and pictures that are included in the entry and is responsible for their content. The customer shall also be held responsible for trademark or copyright violations.