



InnovationsArea Application Form

**Deadline for applications:
 14 December 2007**

Company (Please underline keyword for alphabetical entry) _____
 Department _____
 Street/P.O. Box _____
 Country/Town/Postcode _____
 Area Code _____ Phone _____ Fax _____
 E-mail _____
 Contact _____
 No. and Place of Company Registration _____
 Official Representative (Managing Director, Chairman, etc.) _____

VAT-ID number (for companies registered in Europe): _____

**Important!
 Do not forget to fill in!**

- Manufacturer (1)
- Importer (3)
- Distributor (4) with exclusive selling rights for Germany
- Service enterprise (5) (multiple entries possible)

Address for correspondence:
 (State only if address differs from above)

Company _____ Street _____
 Town/Postcode _____ Contact _____
 Position Contact _____ E-mail _____

Differing Invoice Address:





Unfortunately, value-added tax legislation prevents Messe München GmbH from issuing or re-addressing invoices to an addressee other than the exhibitor on whose behalf MMG has or will render services as its contracting party. Messe München GmbH is only allowed to issue invoices to its contracting party. Should it be necessary to issue invoices to a party other than yourself, we would kindly ask you to contact us so that a solution in compliance with the relevant tax legislation can be found.

**We hereby place the following order for the
 InnovationsArea at analytica 2008 in keeping
 with the terms of participation:**

- InnovationsArea demo point Prices plus VAT
EUR 1,650
- InnovationsArea package EUR 2,580
 (InnovationsArea demo point + Innovations Marcom Special)
- Package stand 12 sqm row stand EUR 3,520
 model Innovation
- Package stand 12 sqm corner stand EUR 3,520
 model Innovation

We would prefer the following location:

Stand locations depend on hall assignments for the overall exhibition. Locations are assigned by Munich International Trade Fairs.

Stand space only (minimum size: 20 sqm)	sqm (EUR 164/sqm)	front (m) x depth (m)
 Row stand (1 side open)		
 Corner stand (2 sides open)		
 End stand (3 sides open)		
 Island stand (4 sides open)		

More information about the participation options and permission: Special Terms of Participation (B)

Please take notice of the Participation Terms A and B as well as the Technical Guidelines. The attached Participation Terms A and B are recognized as legally binding in all parts. Each applicant acting on behalf of a third party shall be directly liable for meeting the demands of MMG in respect of the above fair.

Title of trade fair:
analytica 2008
21st International Trade Fair for Instrumental Analysis,
Laboratory, Technology and BioTechnology and analytica
Conference

Venue: New Munich Trade Fair Centre

Duration: Tuesday 1 to Friday 4 April 2008

Opening hours: 9:00 to 18:00

Organizer and financing body:
Messe München GmbH (MMG), Messegelände,
81823 München, Germany
Phone (+49 89) 9 49-2 03 81, fax (+49 89) 9 49-2 03 89
info@analytica.de, www.analytica.de

Special Terms of Participation (B)

All prices indicated below are net, and are subject to value-added tax, currently at the rate of 19%.

B 1 Application (see A 1)

Applications are to be made on the enclosed form, which should be returned to MMG at the earliest opportunity, filled in and signed with a legally binding signature.

The deadline for applications is 14 December 2007.

B 2 Permitted exhibits and exhibitors (see A 2)

All domestic and foreign manufacturers and service enterprises will be admitted as exhibitors. Professional traders other than those proving their exclusive selling right for Germany in writing will not be admitted. All exhibits must comply with the Product Index. Items that are either not registered or not approved may not be exhibited. Whether or not exhibitors shall be admitted to the fair is decided by MMG. Exhibitors have no right to admission unless otherwise stipulated by law. Organizers of joint stands are not considered exhibitors as defined by the Special Terms of Participation.

Special requirements count for the InnovationsArea:

A) InnovationsArea Demopoint/InnovationsArea package

For renting an InnovationsArea Demopoint or InnovationsArea package only start-up companies are permitted. Definition start-up company: Company must have been founded after April 1, 2002 and may have no more than 15 employees.

B) Package stand Innovation/Individual stand construction

For renting the package stand Innovation or individual stand construction both start-up companies (definition B2a) and universities, research organizations, business incubators, associations or bioregions are permitted.

Main exhibitors commit to take care that their co-exhibitors meet the requirements of the InnovationsArea.

C) Joint exhibits

There are different requirements for joint exhibits. Please contact us directly.

B 3 Co-exhibitors and additionally represented companies

(see A 1, A 2, A 4)

There is a fee of EUR 600 for each co-exhibitor and a fee of EUR 275 for each additionally represented company. This fee covers also the cost of entry in the alphabetical index of the official trade fair catalog, in the Internet database and the MMG Visitor Information System. Co-exhibitors and additionally represented companies must be registered on a separate form by the main exhibitor.

B4 InnovationsArea participation fees

InnovationsArea demo point EUR 1,650

Price includes stand space (3 sqm), application fee, AUMA fee, stand construction (demo point incl. equipment), use of InnovationsArea incl. meetingrooms, catalog entry (company name, address, hall- and stand number, 2 entries in products/service directory).

InnovationsArea package EUR 2,580

(InnovationsArea demo point + Innovations Marcom Special)
Price includes InnovationsArea demo point + guest tickets (unlimited number including shipping service (print) to 50 company addresses), entry in press guide, exhibition training for up to 2 people, comprehensive catalog entry (basic entry with company, address, hall- and stand number plus Telephone and fax numbers, e-mail address and 5 lines company profile), mention in all official media for analytica 2008.

"Innovation" package stand (12 sqm)

Row stand 12 sqm EUR 3,520
Corner stand 12 sqm EUR 3,520

Included in the package price are: Stand space, system stand assembly and dismantling, signboard with lettering, carpeting, lockable cubicle, lighting including electricity consumption, 1 table, 4 chairs, inclined display shelves, info counter with bar stool or table-top glass display case and 1 outlet.

Stand space only

The net participation fees per sqm of floor space are:

Row stand (one side open)	EUR 164
Corner stand (two sides open)	EUR 164
End stand (three sides open)	EUR 164
Island stand (four sides open)	EUR 164

Minimum stand size: 20 sqm

Upper storey stand space costs 50% of the price of the respective ground floor space.

AUMA charge

The German Council of Trade Fairs and Exhibitions (AUMA) levies all exhibitors a **charge of EUR 0.60 net** per sqm of rented exhibition space. This amount is charged by MMG and transferred directly to AUMA.

The advance payment for services to be ordered by the exhibitor (see A7) costs EUR 15 net per sqm hall space.

The AUMA fee is already included in the rental fee for the InnovationsArea demo point and the InnovationsArea package and will not be invoiced separately.

Application fees in 2008:

EUR 325 for main exhibitors/exhibitors at joint exhibition stands

EUR 600 for co-exhibitors

EUR 275 for additionally represented companies

The application fee for main exhibitors is already included in the rental fee for the InnovationsArea demo point and the InnovationsArea package and will not be invoiced separately.

This fee includes: Basic entry in the trade fair catalog, in the Visitor Information System, at www.analytica.de and at the year-round analytica portal.

B 5 Terms of payment (see A 7)

The deadlines for payment given in the notice of admission or the invoice must be observed. Prior payment in full of the amount invoiced is a condition for access to the exhibition area, an entry in the catalog, and the provision of workers' and exhibitors' passes.

All invoiced amounts in all MMG invoices, which are connected with the event, must be transferred in euro, without deductions and free of all charges, to one of the accounts specified in the respective invoice, indicating the reference number.

B 6 Dates of setting up and dismantling (see A 14)

Stands may be set up starting on 28 March 2008 at 8:00.

All delivery and stand-construction vehicles must be removed from the halls and from the open-air area by 16:00, on 31 March 2008, the last day for setting-up. Vehicles which are still in the halls or the open-air area after these times will be removed by MMG at the risk and expense of the exhibitor concerned. Setting-up must be finished by 18:00 at the latest. An extension is possible only in exceptional cases with the written permission of MMG's Technical Exhibition Services Division. Dismantling must be completed by 7 April 2008 at 18:00.

B 7 Stand design and equipment

The maximum permitted height for one-storey stands is 6 m. The express consent of MMG must be obtained before planning a two-storey stand (permitted only in halls of sufficient height).

The maximum permitted height for two-storey stands is 7,5 m. Such stands must be kept free of lettering and any kind of symbols, product names and other advertising.

MMG does **not** provide partition walls between the stands.

Stand partition rentals can be ordered via the Exhibitor Center.

Partitions are provided unpainted as a matter of course. They must not be treated by the exhibitor. Any painting, papering, and gluing may be carried out only by MMG's approved contractors. Nails may be inserted only in the built-in nailing battens. The use of tackers is strictly forbidden for safety reasons.

Stand designs, including plan and side view sketches, must be submitted in duplicate to MMG's Technical Exhibition Services Division for approval by the date specified, at the latest 6 weeks before setting-up begins.

For further preparations the login for the Exhibitor Center will be sent to you in due time.

In addition, MMG rents attractive trade fair stands at very favourable prices.

For a quote on a specific system, please contact the Standbau Inland Dept., Phone (+49 89) 9 49-2 88 23.

B 8 Technical installations

Applications for electric installation, water, drainage, and telephone connections can be considered only if submitted in due time on the order forms available from MMG.

The precise terms of delivery and connection fees are stated on these forms.

B 9 Use of equipment

Only cranes, fork-lift trucks and working platforms may be used that have been provided by the MMG service partners responsible. In special cases, permission must be obtained from MMG's Technical Exhibition Services Division.

B 10 Sales regulations

Direct sales and other services or deliveries made from the stand are not permitted. Exhibited goods may not be delivered to the retail trade until after the trade fair closes.

In accordance with section 64 of the trade regulations (GewO), sales are permitted only to wholesalers, retail traders or trade customers.

B 11 Catalog – Internet – Visitor Information System

An official trade-fair catalog and an Internet database will be compiled for the trade fair. This entry is **compulsory** for all exhibitors, co-exhibitors and additionally represented companies. All exhibitors (including co-exhibitors and additionally represented companies) will be included in the lists of exhibitors, the catalog, the Internet database and the Visitor Information System (classified by alphabetical order, country and industry) according to the designation specified on the application form. The charge for additional entries can be seen on the order forms of the publisher commissioned by MMG. The publisher will send these forms to applicants in good time. MMG assumes no responsibility for the correctness and completeness of the catalog, Internet database and Visitor Information System.

The exhibitor is solely responsible for the permissibility under law – and particularly the law on competition – of any advertisement placed in the trade fair catalog and the Internet database of Messe München GmbH at the instigation of the advertiser. Should third parties assert claims against Messe München GmbH on account of the impermissibility of the advertisement under law in general or the law on competition, the advertiser shall hold Messe München GmbH fully safeguarded against all claims asserted including all costs of any necessary defence in court on the part of Messe München GmbH. The same applies to exhibitor entries actuated by exhibitors in the trade fair catalog, the Internet database or the Visitor Information System of Messe München GmbH.

B 12 Exhibitors' passes (see A 13)

For the time in which the trade fair is held, each exhibitor receives 2 exhibitors' passes free of charge for a stand of up to 12 sqm in size and 3 exhibitors' passes for a stand of up to 20 sqm. For every further 20 sqm or part thereof, one additional exhibitors' pass is put at the exhibitor's disposal.

Each co-exhibitor receives 1 exhibitors' pass free of charge. This does not apply to additionally represented companies. Additional exhibitors' passes are obtainable from the trade fair management at EUR 36 each. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to third parties. Any misuse on the part of the exhibitor entitles MMG to demand the return of or confiscate the given exhibitor's entrance pass. Exhibitors' passes are issued in the bearer's name. The exhibitors' pass entitles the holder to free use of all Munich City Transport (MVV: urban railway, underground, trams and buses) from the day before to the day after the trade fair.

B 13 Circular letters

Once the stands have been allocated, exhibitors will be informed by circular of further details concerning preparation and organization of the trade fair.

B 14 Noise

Systems with electronic amplifiers and live music during show hours (until 18:00) are not permitted.

B 15 Alterations

MMG reserves the right to make alterations and additions in matters affecting technical arrangements and safety.

As of June 2007