APPLICATION FORM

Preliminary application deadline: 30 June 2008
Until this date we are giving a 10 % discount from the space fee and the prices of presentation packages

Details of the CONTRACTING PARTY on the exhibition:	
Classification of the CONTRACTING PARTY:	☐ Exhibitor ☐ Collective organiser ☐ Organiser (will pay but won't participiate)
Company name:	
Address:	
Invoices to:	
Letter:	
Phone:	
Fax:	
Mobile:	
Name and position of the chief executive:	
Name and position of contact person:	
Phone:	
Fax:	
E-mail:	
Website:	
Thematics: (please indicate code according to List of Products)	
Field of activity of the exhibiting company:	
☐ manufacturer ☐ trader ☐ supplier ☐ other:.....	

Organisers:

Bitpiac Ltd.
1113 Budapest, Bartók Béla út 105-113.
Phone: (36-1)481-4682
Fax: (36-1)209-4739
E-mail: info@bitpiac.hu
Internet: www.mobilshow.hu

HUNGEXPO C.Co. Ltd.
Budapest X., Albertirsai út 10.
Letters: 1441 Bp. Pf. 44
Phone: (36-1)263-6196
Fax: (36-1)263-6086
E-mail: infomarket@hungexpo.hu
Internet: www.infomarket.hu

Preliminary application deadline: 30 June 2008
Util this date we are giving a 10 % discount from the space fee and the prices of presentation packages

Space rental fee: 98 EUR + VAT (stand with floor + 50 % space rental) **Required space (in case of individual stand construction):** (The space rental fee includes the following services: basic catalogue entry, exhibitor badges according to the required place, 1 catalogue, pavilion basic lighting, heating, cleaning of walking places and stand)	sqm
Registration fee: 140 EUR + VAT	
Presentation packages:	
6 sqm presentation package: 1 160 EUR + VAT (registration fee * + space rental fee ** + stand construction ***)	☐
9 sqm presentation package: 1 720 EUR + VAT (registration fee * + space rental fee ** + stand construction ***)	☐
12 sqm presentation package: 2 720 EUR + VAT (registration fee * + space rental fee ** + stand construction ***)	☐
15 sqm presentation package: 3 400 EUR + VAT (registration fee * + space rental fee ** + stand construction ***)	☐
* Registration fee: 140 EUR + VAT (content: registration in computerised visitor system, 5 invitation cards, display of company name on official fair website with link to the exhibitor's hompage)	
** Space rental fee (content: basic catalogue entry, exhibitor badges according to the required place, 1 catalogue, pavilion basic lighting, heating, cleaning of walking places and stand)	
*** Stand construction (content: see „Our offers for micro and small sized firms" pp. 9-12)	

Data of co-exhibitors disposing of a part of the stand rented by the contracting party:			
Company name:			
Address:			
Letter:			
Name of the chief executive:			
Contact:		Phone/Fax:	
Mobile:		E-mail:	
Internet:			
Thematics: (please indicate code according to List of Products)			
Field of activity of the exhibiting company:			
☐ manufacturer ☐ trader ☐ supplier ☐ other:.....			
Exhibited products and brands:			

The stand construction can only be started if the rental fee and the presentation package are fully paid! The undersigned acknowledges of the general conditions and general rules and regulations of operation as binding.

Date:..... Authorized signature:.....

Please send it back with readable signaturei!

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PRODUCT GROUPS

1. Mobile phones and accessories

1.1 Mobile phone service
1.2 Developing and fabrication of Mobile phones
1.3 Trading and marketing of Mobile phones
1.4 Fabrication of Mobile phones components and accessories
1.5 Dealing of Mobile phones components and accessories

2. Mobile supply and services

2.1 Developing of content providers applications of Mobile phones
2.2 Service and developing of mobile payment keys
2.3 Developing and dealing of digital mobile contents
2.4 Developing and dealing of mobile datatransmission technology
2.5 Developing and dealing of mobile edited text contents
2.6 Trading and dealing of mobile communications marketing tools
2.7 Firms with other activities to make mobile keys of use

3. Business and professional press of mobile communication

3.1 Professional and mobile print business newspaper
3.2 Mobil internet portal
3.3 Mobil internet (WAP) site

4. PDA, GPS devices, applications

4.1 Developing and operating of GPS systems
4.2 Developing and dealing of PDA operation and users' applications
4.3 Dealing of PDA and GPS devices
4.3 PDA, GPS print professional press
4.4 PDA, GPS internet professional press
4.2 Dealing of GPS devices

5. Wireless networks

5.1 Developing and projecting of wireless networks
5.2 Operating and dealing of wireless networks
5.3 Fabrication and dealing of net connecting tools of wireless networks

6. Other mobile

6.1 Mobile business guidance
6.2 Mobileprofessional guidance
6.3 Mobil market consumer researches
6.4 Competitions
6.5 Education, training
6.6 Unique developes

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7. INFORMATION TECHNOLOGY

7.1. Hardware
7.2. Moding
7.3. Software
7.4. Games software
7.5. Cyber sport
7.6. IT security
7.7. Consoles
7.8. Portable players
7.9. Internet
7.10. Services
7.11. Advice

8. DATA AND TELECOMMUNICATIONS

8.1. Data transfer equipment and services
8.2. Fixed line sets and services
8.3. E-mail services
8.4. Satellite systems and services
8.5. Microwave systems
8.6. Public terminal networks

9. BUSINESS SOLUTIONS AND TECHNOLOGIES

9.1. Telecommunications and data communication
9.2. Network technologies
9.4. Finance, accounting, controlling
9.5. Trade
9.6. Logistics
9.7. Security
9.9. Education
9.11. E-marketing
9.12. HR
9.13. Office solutions
9.14. Repro and copying technology
9.15. Internet
9.16. Databases and database systems
9.17. Banking equipment, money handling systems, cash registers
9.18. Services

GENERAL TERMS AND CONDITIONS

which shall form an integral and inseparable part of the contract to be concluded by and between HUNGEXPO Closed Company Limited for Fairs and Publicity (hereafter referred to as HUNGEXPO C.Co. Ltd.) and a party that agrees to participate at an exhibition organised by HUNGEXPO C.Co. Ltd. (hereafter referred to as the CONTRACTING PARTY).

1. Contracting

1.1. By sending the General Terms and Conditions – hereinafter Terms and Conditions – and the Application Form to the CONTRACTING PARTY, HUNGEXPO C.Co. Ltd. shall be considered to have made an offer.

1.2. By returning the Application Form duly signed by the CONTRACTING PARTY to HUNGEXPO C.Co. Ltd., the contract is deemed concluded between the parties. The EXHIBITOR has studied and accepted the present Terms and Conditions that represent an inseparable part of the contract.

1.3. Within three working days from the receipt of the Application Form, HUNGEXPO C.Co. Ltd. shall send an invoice covering the registration fee to the CONTRACTING PARTY. The exhibitor shall pay the registration fee to the account of HUNGEXPO C.Co. Ltd. In the case the amount of the registration fee is not credited to the above account within the set term, HUNGEXPO C.Co. Ltd. is entitled to terminate the contract unilaterally in written notice.

1.4. HUNGEXPO C.Co. Ltd. selects the site of the exhibition stand after the receipt of the registration fee. HUNGEXPO C.Co. Ltd. decides on the allocation of the stands without the obligation to give explanation. HUNGEXPO C.Co. Ltd. shall notify the CONTRACTING PARTY of the selection of the exhibition site (stand identification) and shall – latest at that time – send to the CONTRACTING PARTY the General Rules and Regulations of Operations (hereinafter GRRO) and the floor plan that also form inseparable parts of the contract. The CONTRACTING PARTY may notify HUNGEXPO C.Co. Ltd. of its rejection to accept the selected exhibition area within 8 business days of the dispatch of the floor plan attached to the decision on stand identification. In such a case HUNGEXPO C.Co. Ltd. is doing its best to find a suitable exhibition site for the CONTRACTING PARTY among the remaining sites.

2. Exhibition Participant Categories

The following categories shall be indicated by the party that completes the Application Form (the CONTRACTING PARTY). (Should you have any questions, feel free to contact HUNGEXPO C.Co. Ltd. staff.)

2.1. The CONTRACTING PARTY participating at an exhibition is a firm in a contractual relationship with HUNGEXPO C.Co. Ltd. that is under obligation (as the party named as payer on invoices) to pay same the space rental fee and to pay for services rendered by same. The category of the capacity of the exhibitors is defined by the CONTRACTING PARTY in the Application Form. The CONTRACTING PARTY participating at an exhibition may be an exhibitor, an organiser of a collective exhibition or a company that arranges participation and pays the costs thereof on behalf of an exhibitor. In all these instances, the name of such a participant shall be entered in the space provided on the Application Form for the CONTRACTING PARTY's particulars.

2.1.1. An exhibitor participates at an exhibition with his/her own section of a stand and may also arrange the participation of other companies (co-exhibitors) with a separate section within the stand which has been ordered and contracted for by the exhibitor. The exhibitor shall enter the particulars for such companies (in the Co-exhibitors blank) on the Application Form.

2.1.2. An organiser of a collective exhibition arranges the participation of a nation/state or an association/chamber and is not necessarily involved in the exhibition with a separate section of a stand. As in the point above, such a collective organiser shall enter the particulars for companies whose participation he/she arranges (in the Co-exhibitors blank) on the Application Form.

2.1.3. A payer-organiser is a company that is not necessarily involved in the exhibition with a separate section of a stand, but arranges the participation of other companies at the exhibition and enters into a contract with the organiser of the exhibition on their behalf. For technical reasons, a payer-organiser's particulars shall likewise be entered in the space provided for the CONTRACTING PARTY's particulars, whereas the particulars for companies whose participation he/she organises shall be entered (in the Coexhibitors blank) on the Application Form as in the points above.

2.2. A co-exhibitor has his/her own section at a stand, but is not in a contractual relationship with HUNGEXPO C.Co. Ltd. The CONTRACTING PARTY shall be under obligation to enter the co-exhibitor's particulars on the Application Form. A co-exhibitor shall also be under obligation to abide by the rules to which the CONTRACTING PARTY is subject, but the obligation to pay shall be limited exclusively to the CONTRACTING PARTY.

2.3. A represented firm is a company or legal person that does not use a separate section of a stand but whose business affairs are represented at a stand by an exhibitor or a co-exhibitor.

3. Modifying Rented Spaces
Exhibitors shall not be entitled to exchange rented spaces designated by HUNGEXPO C.Co. Ltd. amongst themselves, expand the area of their spaces through an agreement with another exhibitor or transfer their spaces. Any changes in respect of such rented spaces shall require the prior written consent of HUNGEXPO C.Co. Ltd.

4. Products, Product Groups and Services
The CONTRACTING PARTY shall only be entitled to exhibit products, product groups and services identified on the Application Form and approved by HUNGEXPO C.Co. Ltd. and to advertise the co-exhibitor and represented firm identified on the Application Form. In the event that, after a first warning, an exhibitor fails to remove either a product that does not belong to the product group he/she has identified or an advertising tool that does not present the CONTRACTING PARTY, a co-exhibitor or a represented firm, HUNGEXPO C.Co. Ltd. may have the given stand shut down and/or claim damages at the CONTRACTING PARTY's expense and peril.

5. Catalogue
The catalogue shall contain an entry for each CONTRACTING PARTY that submits an Application Form by the deadline. The space rental fee entails no more than the fee for a standard entry for a CONTRACTING PARTY that signs the Application Form. A payer-organiser is entitled to transfer the right to a standard entry to an exhibitor that he/she represents. Cancellation of services ordered in the catalogue shall be free of charge up to the date on which the catalogue manuscript goes to press. Cancellations after that date will not be considered and an invoice will be issued for services previously ordered.

6. Terms of Payment and Occupation
6.1. The space rental fee and the fees for all services are payable in accordance with the terms set down on the invoice (advance account). HUNGEXPO C.Co. Ltd. shall be entitled to charge a default interest of 20% p.a. for overdue amounts. Proof of payment (including the payment of an invoice for a shell scheme stand) must be presented at the Exhibitor Registration Desk in Building K.
6.2. Upon receipt of an exhibitor's Application Form, HUNGEXPO C.Co. Ltd. shall be entitled to issue an invoice for a registration fee or advance payment in accordance with the stated terms. Payment of the registration fee shall be effected in accordance with the payment terms indicated on the invoice. The deadline for paying the invoiced advance payment shall be determined within a period of 30 days before event construction begins.
6.3. The exhibitor may take possession of the leased site and begin construction only after the total amount of the space fee is paid.
6.4. The amounts invoiced for on-site services must be paid before the close of the event.
6.5. In the event of a failure by a CONTRACTING PARTY to meet the obligation to effect payment – of the principal plus interest – due before the close of the event, HUNGEXPO C.Co. Ltd. may enforce its right of retention (lien) set forth in point I.4.8. of the Rules.
6.6. The party under obligation to pay the registration and space rental fees as well as the fees for services rendered by HUNGEXPO C.Co. Ltd. shall be the same firm, the CONTRACTING PARTY (the party named as payer on invoices), regardless of who may be acting on behalf of the CONTRACTING PARTY. The only contractual relationship shall be between HUNGEXPO C.Co. Ltd. and the CONTRACTING PARTY.
6.7. All the services of HUNGEXPO C.Co. Ltd. are deemed complex services, that is why 20% VAT is to be charged.
6.8. The CONTRACTING PARTY must have liability insurance cover for any incidental, unforeseen (accidental) damage or loss that stems from him/her in his/her capacity and with his/her responsibility as exhibitor or builder (decorator, dismantler etc.) either directly or through subcontractors and shall keep such liability cover in effect for the period of his/her activities on the premises of the HUNGEXPO Budapest Fair Center. HUNGEXPO C.Co. Ltd. shall include in the space rental fee invoice the fee for compulsory exhibition liability insurance and collect payment on behalf of and credited to the insurance company. The liability insurance fee shall be 1 per cent of the prevailing space rental fee. The CONTRACTING PARTY shall be under obligation to pay the premium in the same manner as the space rental fee. Payment of the insurance premium obliges the insurer to pay indemnity without a deductible instead of the exhibitor and/or the building subcontractor (decorator, dismantler etc.) for all incidental, unforeseen (accidental) damage or loss caused by the CONTRACTING PARTY in his/her capacity as exhibitor or as builder (decorator, dismantler etc.) on the premises of the HUNGEXPO Budapest Fair Center and for which the CONTRACTING PARTY shall be under obligation to pay indemnity under Hungarian civil law. In addition to the liability insurance, exhibitors may choose to enter into a contract of insurance for exhibited items, installed items and other objects in their possession on the premises of the HUNGEXPO Budapest Fair Center. Exhibitors shall bear the consequences of any damage arising from the lack of, or any

delay in taking out, such cover. Exhibitors shall be jointly and severally liable for damage caused by their subcontractors in respect of HUNGEXPO C.Co. Ltd. and third parties.
6.9. An exhibitor shall be under obligation to submit for approval to the exhibition division director a request for music service at his/her stand no less than 30 days prior to the opening of the exhibition. Consent given by renters of neighbouring stands must be attached to the submission. Exhibitors shall arrange their loudspeakers so that they face the inside of the stand and sound pressure levels shall not exceed 80 dBA. In the event that an exhibitor fails to discontinue musical activity that violates the above limit upon a joint request by the exhibition and co-ordination staff and the exhibition division director or to comply with point I.4.6. of the Rules, HUNGEXPO C.Co. Ltd. will terminate the power supply to the exhibitor's stand.

7. Cancellations, Complaints, Legal Disputes and Sections of the Contract

7.1. In the event that a valid application is cancelled, the registration fee shall not be refunded and the services tied to the registration fee shall not be available.
7.2. Should the CONTRACTING PARTY cancel its participation in the period after the conclusion of the contract and 60 days before the opening of the exhibition, 50%, in the period between the 60th and 30th day before the exhibition 80%, within 30 days, 100% of the space fee should be paid as penalty. Cancellations by the CONTRACTING PARTY shall only be valid if made in correspondence and delivered to HUNGEXPO C.Co. Ltd. in a verifiable manner. The cancellation shall take effect when HUNGEXPO C.Co. Ltd. receives the cancellation notice. Should the CONTRACTING PARTY cancel 20 % or more of its rented space 45 days before the opening of the exhibition it is obliged to pay a penalty. Tha rate of the penalty is in propotion to the space cancelled as follows: between the 45th and 30th day before the exhibition 80 % of the space fee due for the cancelled space and beginning from the 29th day 100 %.
7.3. In the event that the CONTRACTING PARTY fails to occupy the space designated for him/her 24 hours prior to the opening of the event (hereafter referred to as the no-show CONTRACTING PARTY), HUNGEXPO C.Co. Ltd. may rent the space to another exhibitor with no obligation to pay a refund or damages. The no-show CONTRACTING PARTY shall not have his/her registration fee or paid-in space rental fee refunded and shall be under obligation to pay for services ordered and provided. If the no-show CONTRACTING PARTY has not paid the space rental fee by the opening of the exhibition, then he/she shall be under obligation to pay 100% of the space rental fee as a penalty, the registration fee, and the fees tied to the construction of the shell scheme stand.
7.4. In order to facilitate verification, the CONTRACTING PARTY shall lodge any complaint in respect of the organisation, implementation, operation etc. of an event prior to the close of the event and shall make any observations regarding invoicing before the payment deadline. Complaints and observations must be made in correspondence and forwarded to HUNGEXPO C.Co. Ltd. Complaints received after the given deadlines cannot be considered.
7.5. HUNGEXPO C.Co. Ltd. has the right in the event of an act of God (force majeur) to cancel an exhibition or event in whole or in part, or change its venue or opening time. The term „act of God" is herein interpreted as any unforeseeable and unavoidable event for which HUNGEXPO C.Co. Ltd. cannot be reproached and occurs regardless of the intentions and/or conduct of HUNGEXPO C.Co. Ltd. (e.g. war, civil commotion, work stoppage, epidemic, natural disaster, fire, flood, earthquake or any other uncontrollable emergency which substantially hinders, or makes impossible, the holding of the exhibition or event). HUNGEXPO C.Co. Ltd. shall inform the CONTRACTING PARTY of any such act of God that has occurred. If, in the event of an act of God, an exhibition or event has been cancelled in whole or in part, HUNGEXPO C.Co. Ltd. shall reimburse the CONTRACTING PARTY for any payments, or a proportionate part of them, that it has made but HUNGEXPO C.Co. Ltd. shall not be liable to pay any other damages.
7.6. The Parties shall attempt to settle any disputes amicably. If an amicable settlement fails, the Parties shall defer to the exclusive jurisdiction of the Pest Central District Court respectively the Municipal Court of Budapest over legal disputes.
7.7 These Terms, the Rules and the Application Form and written representations or warranties given by one party to the other shall form inseparable parts of the contract between the parties.

Catalogue Form

Deadline: 1. september 2008

Name of CONTRACTING PARTY:
……..

Name of exhibitor's CONTACT REPRESENTATIVE:……
Phone:……Fax:……
Mobile:……E-mail:……

Text to be published in the catalogue:

Company's full name:……
Address:……
Letters:……
Phone:……
Fax:……
E-mail:……
Internet:……

Short information about the company's activity and products:
/max. 55 characters – free of charge/

□□□

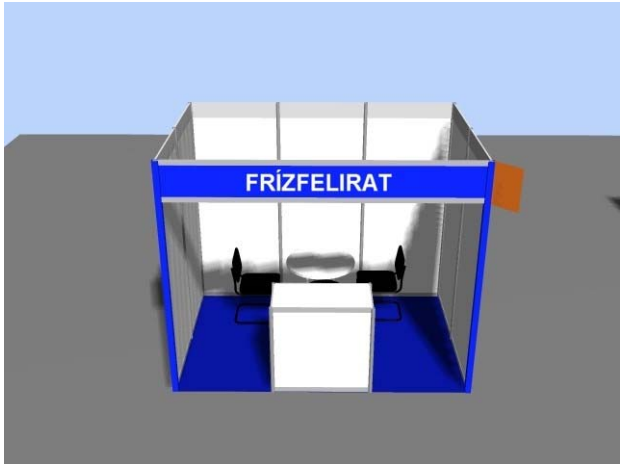
Our offers for micro and small sized firms

6 sqm presentation package

Elements:

- 2 KW power connection and consumption
- 1 pc wall socket
- carpet
- stand construction: octanorm system with white walls
- 30 cm wide fascia board
- company name in one colour
- 2 pcs spotlamps
- 1 pc info counter (lockable)
- 1 pc barstool
- 1 pc round table
- 2 pcs chairs
- 1 pc paper basket
- 1 pc clothes-hanger
- general night security of the pavilion
- daily cleaning during the opening of the exhibition
- 1 pc Wi-fi connection for one IP
- 4 pcs exhibitor entry tickets
- 5 pcs visitor entry tickets
- link at the websites www.infomarket.hu and www.mobilshow.hu
- participation in the visitors sms game
- participation in the visitors information system at our web- and wapsites, participation in the exhibition catalogue
- logo in the exhibition catalogue

Price: 1 160 EUR + VAT



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9 sqm presentation package

Elements:

- 4 KW power connection and consumption
- 1 pc wall socket
- carpet
- stand construction: octanorm system with white walls
- 30 cm wide fascia board
- company name in one colour
- 3 pcs spotlamps
- closable store (1 m × 1 m)
- 1 pc info counter
- 1 pc show case illuminated (lockable)
- 1 pc round table
- 4 pcs chairs
- 1 pc paper basket
- 1 pc clothes-hanger
- general night security of the pavilion
- daily cleaning during the opening of the exhibition
- 1 pc Wi-fi connection for two IP
- 4 pcs exhibitor entry tickets
- 5 pcs visitor entry tickets
- link at the websites www.infomarket.hu and www.mobilshow.hu
- participation in the visitors sms game
- participation in the visitors information system at our web- and wapsites, participation in the exhibition catalogue
- logo in the exhibition catalogue
- throwavay distribution

Price: 1 720 EUR + VAT

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12 sqm presentation package

Elements:

- 4 KW power connection and consumption
- 1 pc wall socket
- carpet
- stand construction: octanorm system with white walls
- 30 cm wide fascia board
- company name in one colour
- 4 pcs spotlamps
- closable store (1 m × 1 m)
- 1 pc info counter
- 2 pcs show cases illuminated (lockable)
- 1 pc round table
- 4 pcs chairs
- 1 pc paper basket
- 1 pc clothes-hanger
- general night security of the pavilion
- daily cleaning during the opening of the exhibition
- 1 pc Wi-fi connection for four IP
- 4 pcs exhibitor entry tickets
- 5 pcs visitor entry tickets
- link at the websites www.infomarket.hu and www.mobilshow.hu
- participation in the visitors sms game
- participation in the visitors information system at our web- and wapsites, participation in the exhibition catalogue
- logo in the exhibition catalogue
- throwavay distribution
- ¼ side advertising in the exhibition catalogue

Price: 2 720 EUR + VAT

Organisers:

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15 sqm presentation package

Elements:

- 4 KW power connection and consumption
- 1 pc wall socket
- carpet
- stand construction: octanorm system with white walls
- 30 cm wide fascia board
- company name in one colour
- 5 pcs spotlamps
- closable store (1 m × 1 m)
- 1 pc info counter
- 2 pcs show cases illuminated (lockable)
- 1 pc round table
- 4 pcs chairs
- 1 pc paper basket
- 1 pc clothes-hanger
- general night security of the pavilion
- daily cleaning during the opening of the exhibition
- 1 pc Wi-fi connection for four IP
- 6 pcs exhibitor entry tickets
- 5 pcs visitor entry tickets
- link at the websites www.infomarket.hu and www.mobilshow.hu
- participation in the visitors sms game
- participation in the visitors information system at our web- and wapsites, participation in the exhibition catalogue
- logo in the exhibition catalogue
- throwavay distribution
- ¼ side advertising in the exhibition catalogue

Price: 3 400 EUR + VAT

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