

# NATPE DISCOP08

CONTENT BUSINESS IN CENTRAL & EASTERN EUROPE EAST

**18 - 20 JUNE 2008 • SOFITEL ATRIUM HOTEL**

**T + 33 1 42 29 32 24 / www.discop.com**

**PROMOTIONAL OPPORTUNITIES AND AVERTISING OPTIONS**  
AVAILABLE TO DISCOPEAST08 PARTICIPANTS ONLY

**CONTRACT TO BE SIGNED AND FAXED BACK TO + 33 1 42 29 34 74**

## COMPANY INFORMATION

COMPANY NAME .....N° VAT .....

ADDRESS .....

CITY .....STATE/REGION..... POSTAL CODE .....COUNTRY .....

MAIN TEL ..... MAIN FAX .....

MAIN EMAIL ..... WEB .....

NON-EXHIBITING SELLER     EXHIBITING SELLER     BUYER     OTHER

## ADMINISTRATIVE CONTACT

NAME ..... JOB TITLE .....

ADDRESS .....

CITY .....STATE/REGION..... POSTAL CODE .....COUNTRY .....

DIRECT TEL ..... DIRECT FAX .....

DIRECT EMAIL ..... WEB .....

## I WISH TO BOOK / ON SITE PROMOTIONAL OPPORTUNITIES

WELCOME PARTY (1 pack)	@	<input type="checkbox"/>	25,000 € x _____	= _____ €
TELENOVELAS GALA EVENING (1 pack)	@	<input type="checkbox"/>	12,500 € x _____	= _____ €
CAMPUS CONFERENCE (1 pack)	@	<input type="checkbox"/>	7,500 € x _____	= _____ €
PRESENTATION DURING THE CAMPUS CONFERENCE (3 packs)	@	<input type="checkbox"/>	1,000 € x _____	= _____ €
PRIVATE COCKTAIL PARTY (3 packs)	@	<input type="checkbox"/>	6,500 € x _____	= _____ €
PRIVATE LUNCH (3 packs)	@	<input type="checkbox"/>	5,000 € x _____	= _____ €
STRING / BADGE HOLDER (1 pack)	@	<input type="checkbox"/>	6,000 € x _____	= _____ €
SHOW BAGS (1 pack)	@	<input type="checkbox"/>	12,000 € x _____	= _____ €
EXTERNAL BILLBOARD (1 pack)	@	<input type="checkbox"/>	7,500 € x _____	= _____ €
ELEVATOR DOOR FRAMES (1 pack)	@	<input type="checkbox"/>	7,500 € x _____	= _____ €
STAFF T-SHIRTS (1 pack)	@	<input type="checkbox"/>	6,000 € x _____	= _____ €
WELCOME AREA AND INTERNET CORNERS (1 pack)	@	<input type="checkbox"/>	7,500 € x _____	= _____ €
PLASMA SCREENS (6 packs available)	@	<input type="checkbox"/>	1,500 € x _____	= _____ €
CUSTOMIZED JUMBO POSTERS (15 posters available)	@	<input type="checkbox"/>	1,250 € x _____	= _____ €
5 CUSTOMIZED JUMBO POSTERS (3 packs available)	@	<input type="checkbox"/>	6,250 € x _____	= _____ €
SHOW BAG INSERTS (10 packs available)	@	<input type="checkbox"/>	1,500 € x _____	= _____ €
MARKET PLAN (1 pack available)	@	<input type="checkbox"/>	3,000 € x _____	= _____ €
WATER COOLER (1 pack available)	@	<input type="checkbox"/>	5,500 € x _____	= _____ €
PRESS ROOM (1 pack available)	@	<input type="checkbox"/>	5,000 € x _____	= _____ €
BALLOONS (1 pack available)	@	<input type="checkbox"/>	2,500 € x _____	= _____ €
HOTEL DOOR BADGE (1 pack available)	@	<input type="checkbox"/>	5,000 € x _____	= _____ €

ON SITE PROMOTIONAL OPPORTUNITIES

= \_\_\_\_\_ €

## I WISH TO BOOK / Advertising Options

### DISCOP.COM

#### TOP ROTATING BANNER (728 X 90)

OFF-PEAK SIX MONTH PACKAGE (1 November to 1 May)	@	<input type="checkbox"/>	<b>1,000 €</b> x _____	= _____	€
PRIME-TIME SIX MONTH PACKAGE (1 May to 1 November)	@	<input type="checkbox"/>	<b>2,000 €</b> x _____	= _____	€
		<input type="checkbox"/>			

#### PREMIUM ROTATING BOX ADVERT (300 X 250)

OFF-PEAK SIX MONTH PACKAGE (1 November to 1 May)	@	<input type="checkbox"/>	<b>2,000 €</b> x _____	= _____	€
PRIME-TIME SIX MONTH PACKAGE (1 May to 1 November)	@	<input type="checkbox"/>	<b>3,000 €</b> x _____	= _____	€

### DISCOP LINK

FRONT COVER	@	<input type="checkbox"/>	<b>2,000 €</b> x _____	= _____	€
BACK COVER	@	<input type="checkbox"/>	<b>1,500 €</b> x _____	= _____	€
INSIDE COVER	@	<input type="checkbox"/>	<b>1,250 €</b> x _____	= _____	€
DOUBLE SPREAD	@	<input type="checkbox"/>	<b>1,000 €</b> x _____	= _____	€
FULL PAGE	@	<input type="checkbox"/>	<b>750 €</b> x _____	= _____	€
5 FULL PAGES	@	<input type="checkbox"/>	<b>3,750 €</b> x _____	= _____	€

### DISCOPEAST08 DAILY

3x BOX INSERTS (7 x 5 cm)	@	<input type="checkbox"/>	<b>1,500 €</b> x _____	= _____	€
3x FRONTPAGE PREMIUM BANNERS (27X6CM)	@	<input type="checkbox"/>	<b>4,500 €</b> x _____	= _____	€
3x BACKPAGE PREMIUM BANNERS (27X 6CM)	@	<input type="checkbox"/>	<b>3,600 €</b> x _____	= _____	€

### DISCOPEAST08 HANDBOOK SELLERS AND BUYERS

SELLERS BACK COVER	@	<input type="checkbox"/>	<b>1,500 €</b> x _____	= _____	€
BUYERS BACK COVER	@	<input type="checkbox"/>	<b>1,500 €</b> x _____	= _____	€
SELLERS INSIDE COVER (2x available)	@	<input type="checkbox"/>	<b>1,300 €</b> x _____	= _____	€
BUYERS INSIDE COVER (2x available)	@	<input type="checkbox"/>	<b>1,300 €</b> x _____	= _____	€

**ADVERTISING OPTIONS** = \_\_\_\_\_ €

## PAYMENT

**ON SITE PROMOTIONAL OPPORTUNITIES** = \_\_\_\_\_ €

**ADVERTISING OPTIONS** = \_\_\_\_\_ €

**GRAND TOTAL 100% DUE NOW**

= \_\_\_\_\_ €

GENERAL POLICY : WE AGREE TO THE ABOVE MENTIONED TERMS AND TO THE FACT THAT PAYMENT OF DUE INVOICES WILL BE MADE BY WIRE TRANSFER OR BY CREDIT CARD WITHIN 5 BUSINESS DAYS OF THEIR RECEIPT. A 3,5% COMMISSION FEE WILL BE CHARGED ON AMERICAN EXPRESS CARDS.

### ACCEPTANCE BY BASICLEAD

NAME .....

JOB TITLE .....

DATE .....

\_\_\_\_\_ SIGNATURE + STAMP \_\_\_\_\_

### ACCEPTANCE BY PARTICIPANT

NAME .....

JOB TITLE .....

DATE .....

\_\_\_\_\_ SIGNATURE + STAMP \_\_\_\_\_

## Security

1. Please read carefully this booking form and fill in the following requested information.
2. Complete and sign the DISCOP EAST 08 PROMOTIONAL OPPORTUNITIES AND ADVERTISING OPTIONS FORM and proceed to appropriate payment within 5 days from signing the contract.

## BASIC LEAD

12, rue Faraday  
75017 Paris - FRANCE  
T + 33 | 42 29 32 24 - F + 33 | 42 29 34 74

### Bank Information for Payment :

Account Name : BASIC LEAD  
Bank Name : CIC PARIS CLER  
Bank Code : 30066  
Branch Code : 10111  
Account Number : 00010019501 62  
Bank Swift Code: CMCIFRPPXXX  
IBAN ( International Bank Account Number ) :  
FR76 3006 6101 1100 0100 1950 162

3. Subject to the review and the acceptance of your registration by BASIC LEAD, the terms set out below shall comprise the registration contract between BASIC LEAD and your company. Terms of payment are specified in the chapter entitled Instructions. In signing this booking form, the signer represents the Exhibitor and guarantees that he/she is duly authorized to sign this booking form on behalf of the Exhibitor. The signature of this document shall represent the Exhibitor's agreement to abide by the general rules of the exhibition annexed here to.

## EXHIBITION GENERAL REGULATION

### 1 - General Conditions

This booking form will be a firm agreement following its signature by the Exhibitor. The amounts paid by the Exhibitor are not refundable, even in case of cancellation by the Exhibitor. The Exhibitor is bound to pay all sums remaining due, in pursuance to the terms hereof, even in case of cancellation by the Exhibitor and even if BASIC LEAD rents out the exhibit or part of it to another exhibitor. Should the Exhibitor fail to make any payment at the due date at the latest, BASIC LEAD, without prior notification, and without refund of the amounts already paid, may cancel the Exhibitor's right to participate in the exhibition, or maintain the Exhibitor's right to participate while bringing an action against the Exhibitor for payment of the sums remaining due. In case of a request by the Exhibitor for a reduction of its exhibit surface area, the surplus part of the pre-payment will not be subject to a refund, all sums due remaining to be paid pursuant to the booking form.

### 2 - Termination

Failing payment of the entry fee by the Exhibitor pursuant to the terms and conditions set forth in paragraph 1 of these General Regulations, after a period of 8 (eight) days following formal notice remaining unremedied. The contract shall automatically terminate and BASIC LEAD may keep the first installment(s) already paid by the Exhibitor, or cancel the right of the Exhibitor to participate in the meeting and take back possession of the stand.

### 3 - Description of the Exhibition

The main theme of the annual DISCOP content market is to bring together international content sellers and television, mobile, pay-tv, broadband, DVD and theatrical distributors, and merchandisers from Central & Eastern Europe. The Exhibitor agrees to present products or services complying with the said nomenclature. The organizer reserves the right to refuse entry to any exhibitor presenting products or services that are not part of the nomenclature.

### 4 - Use of the Exhibition Area

The Exhibitor agrees to solicit business only inside the Stand he has been allocated only, unless he has received BASIC LEAD prior written authorization to the contrary. The Exhibitor is not allowed to transfer or attribute to a third party any of his rights regarding the allocated Stand or part of it, or to sublet or let any of them without BASIC LEAD prior written approval, that BASIC LEAD may at will grant or withhold. The Exhibitor agrees that he will not give out printed material related to his products or any other item, outside the allocated Stand. Any company that has not been allocated a exhibit, will not be allowed to post signs or look for business inside the Exhibition areas. Exhibitors are liable for themselves and for the companies and staff (employees or not) working for them for any damage caused to the building, floors, area or furniture during transportation, set-up, running or removal of their facilities and equipment. Exhibitors shall be solely responsible for payment of their staff during the Exhibition.

### 5 - Compliance with the Law and Regulations.

The Exhibitor must comply with, and apply any French and Hungarian laws, national or local, BASIC LEAD regulations, rules and decoration regulations.

### 6 - Termination and Cancellation of the Exhibition.

If, in case of war, fire, strike, act of God, government regulation, interruption of public transports or failure of public or private bodies to provide their services, act of governmental authority, force majeure or any other contingencies beyond the control of BASIC LEAD, the Exhibition, or any part of it, should be stopped, or its functioning be impeded or prevented, or should be cancelled by BASIC LEAD, or should the Allocated Stand become not available, BASIC LEAD, upon its choice and at its discretion, will determine and reimburse to the Exhibitor a part of the amount paid for the Stand's rental, after deducting expenses and costs supported by BASIC LEAD and a reasonable profit for BASIC LEAD.

### 7 - Termination by the Exhibitor

Any request of termination by the Exhibitor of any part of this booking form will be subject to BASIC LEAD written approval. BASIC LEAD may reject such request in its absolute discretion. In case of rejection, cancellation by the Exhibitor will have the consequences outlined in Article 2 of this booking form. General cancellation terms are:  
. SELLERS' Market Badges will not be reimbursed if canceled  
. Only 50% of all deposits paid before 1 April 2008 will be reimbursed for canceled exhibiting options.  
. Past that date, no reimbursements will be made.

### 8 - Photographs

No photographs or video recording may be made during the Exhibition without BASIC LEAD prior written agreement. The Exhibitor hereby authorizes BASIC LEAD to take and broadcast photographs and video recordings of the exhibition and in particular of the Exhibitor's exhibit.

### 9 - Indemnity and Performance Liability

BASIC LEAD shall take such steps as it considers necessary for the promotion of the event, but in no case will it be liable for the performance of the event.

### 10 - Use of equipment and information provided by BASIC LEAD

The Exhibitor agrees that preparation methodologies or materials provided to the Exhibitor as regards the preparation or Organisation of the Exhibition in accordance with the design or the running of the Exhibition, or the Exhibition network, are the sole property of BASIC LEAD and are BASIC LEAD' confidential information. BASIC LEAD grants to the Exhibitor a non transferable and non exclusive license for the use of these methodologies and materials for the sole purpose of allowing the Exhibitor to participate in the Exhibition, and the Exhibition network. At the end of the Exhibition, the Exhibitor undertakes to return all these materials to BASIC LEAD, within ten (10) days after receipt of BASIC LEAD' written request. Should the Exhibitor cease to be an Exhibitor prior to the commencement of the Exhibition, and within the ten days of a written request, the Exhibitor agrees to return all this material to BASIC LEAD.

### 11 - Miscellaneous

The Exhibitor must make sure that all customs documents are prepared and submitted to the French and Hungarian customs authorities in charge of goods and equipments importation and exportation. Only BASIC LEAD is authorized to edit and publish a Handbook or any other guide related to the event. Exhibitors will be responsible for the information they will provide for the editing of the catalogue. The organiser will in no case be liable for omissions or misprints or typesetting errors or similar that may occur.

### 12 - Terms, Conditions and Regulation Agreement

The Exhibitor agrees to observe and comply with the terms conditions and regulations herein, and with the terms, conditions and regulations that may be added from time to time by BASIC LEAD in view of an efficient, safe and proper running of the Exhibition. In addition to its right to terminate participation or cancel its approval of an booking form, BASIC LEAD, in its own judgement, may refuse to consider the participation in future Exhibitions by an Exhibitor who has breached or who did not comply with these terms, conditions and regulations. There is no other booking form or guarantee between the Exhibitor and BASIC LEAD besides those established in this booking form. Chapter headings used in this booking form are inserted only for the purpose of clarity and should not be used to allow the substance of this booking form to be construed. BASIC LEAD shall not be considered to have renounced all or part of its rights pursuant to this booking form except if this renunciation is the responsibility of a BASIC LEAD duly authorized representative. The Paris Tribunal de Commerce will be the sole jurisdiction for any dispute resulting from this booking form. This booking form is subject to and must be construed in accordance with French law.

### 13 - Organiser's public liability insurance

BASIC LEAD is insured against the financial consequences of its civil liability in its role as organizer. Exhibitors may ask to examine a copy of the policy which provides details of all the risks covered and the duration of the policy. The participant desiring to be insured for its goods must itself insure the goods with the insurer of its choice.