



ADOPT THE WORLD **ISTANBUL**

14-16 March 2011 • CEYLAN INTERCONTINENTAL HOTEL • TURKEY

BOOKING FORM FOR CONTENT SUPPLIERS

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

1 COMPANY INFORMATION

Company Name _____
Address _____
Postal Code _____
City (+state) _____ Country _____
Main Tel _____ Main Fax _____
Main E-mail _____
VAT Number (applicable to EU countries only) _____

2 BILLING CONTACT

Mr Mrs Ms

First & Family Name _____
Job title _____
Company Name _____
If different from above
Billing Address _____
If different from above
Direct Tel _____ Direct Fax _____
Direct E-mail _____

3 MARKET BADGES

An individual SELLERS MARKET BADGE must be purchased by each participant attending the market to sell content. A minimum of one SELLERS MARKET BADGE must be confirmed with contract for listing purposes and additional badges can be purchased afterwards. SELLERS MARKET BADGES PRIVILEGES INCLUDE the following:

ONLINE BASIC SERVICES

- LISTING OF COMPANY BUSINESS PROFILE
- UP TO 10 CONTENT PROPERTIES PROFILED
- ACCESS TO THE LIST OF PARTICIPANTS
- ACCESS TO THE MEETING ORGANISATION PLATFORM

ONSITE BASIC PRIVILEGES

- ACCESS TO ALL MARKET, CONFERENCE AND NETWORKING AREAS
- INVITATION TO THE WELCOME PARTY
- COMPANY PRESENTATION IN DISBOOK
- ONSITE MEETING ORGANISATION SUPPORT

First & Family Name _____
Job title _____
Direct Tel _____ Direct Fax _____
Direct E-mail _____

First & Family Name _____
Job title _____
Direct Tel _____ Direct Fax _____
Direct E-mail _____

4 PARTICIPATING PACKAGES OPTIONS

MEETING TABLE + ONE MARKET BADGE

- SHARED @ 1000 €** (excl. VAT) x _____ = _____ €
 SINGLE @ 1500 € (excl. VAT) x _____ = _____ €
- One numbered meeting table shared with another company
 - Company signage on the meeting table
 - One numbered meeting table
 - Company signage on the meeting table

VIEWING BOX + ONE MARKET BADGE

Viewing Boxes are located in the two exhibiting halls (BOSPHORUS + ANADOLU)

- Working space with partition panel
- Company signage
- Table + 4 chairs
- Individual screening set

- BOSPHORUS VIEWING BOX @ 3000 €** (excl. VAT) x _____ = _____ €
 ANADOLU VIEWING BOX @ 2500 € (excl. VAT) x _____ = _____ €

SCREENING STAND + ONE MARKET BADGE

Screening stands are located in the two exhibiting halls (BOSPHORUS + ANADOLU)

- Private screening stand
- 9 M² of working space (table + 4 chairs)
- Company signage
- Individual screening set

• **SCREENING STAND** _____ x **5000 €** (excl. VAT) = _____ €

V.I.P. SCREENING STAND + TWO MARKET BADGES

Screening stands are located in the two exhibiting halls (BOSPHORUS + ANADOLU)

- Private screening stand
- 9 M² of working space (table + 4 chairs)
- Company signage
- Individual screening set
- 2 X single, 4-night, hotel accommodation package at the Intercontinental Ceylan
- Individual airport and hotel pick-up
- Personalized meetings organization assistance

• **VIP SCREENING STAND** _____ x **8500 €** (excl. VAT) = _____ €

PREMIUM DOUBLE SCREENING STAND + TWO MARKET BADGES

Screening stands are located in the two exhibiting halls (BOSPHORUS + ANADOLU)

- Private screening stand
- 18 M² of working space (2 tables + 8 chairs)
- Company signage
- Individual screening set

• **PREMIUM DOUBLE SCREENING STAND** _____ x **12000 €** (excl. VAT) = _____ €

V.I.P. DOUBLE SCREENING STAND + FOUR MARKET BADGES

Screening stands are located in the two exhibiting halls (BOSPHORUS + ANADOLU)

- Private screening stand
- 18 M² of working space (2 tables + 8 chairs)
- Company signage
- Individual screening set
- 4 X single, 4-night, hotel accommodation package at the Intercontinental Ceylan
- Individual airport and hotel pick-up
- Personalized meetings organization assistance

• **VIP DOUBLE SCREENING STAND** _____ x **16000 €** (excl. VAT) = _____ €

5 ADDITIONAL EXHIBITING SELLERS MARKET BADGE (S)

500 € x _____ = _____ €

6 COSTS CONFIRMATION AND PAYMENT DETAILS

GRAND TOTAL DUE = _____ €

VAT (when applicable)* = _____ €

FINAL TOTAL DUE (100% OWED UPON RECEIPT OF INVOICE) = _____ €

ACCEPTANCE BY PARTICIPANT

- Payments must be made according to agreed terms and **within 5 business days** following receipt of the faxed invoice
- Payments can be executed by WIRE TRANSFER or by CREDIT CARD
- 4% surcharge for all AMERICAN EXPRESS payments

DATE

SIGNATURE + STAMP

BASIC LEAD
12, rue Faraday
75017 Paris - FRANCE
T + 33 1 42 29 32 24 - F + 33 1 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

Subject to the review and the acceptance of your registration by BASIC LEAD, the organizers of the DISCOP markets, 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 PARTICIPANT and guarantees that he/she is duly authorized to sign this booking form on behalf of the participating company. The signature of this document shall represent the participating company's agreement to abide by the general rules of DISCOP ISTANBUL annexed.

DISCOP GENERAL REGULATION

1 - General Conditions

This booking form will be a firm agreement following its signature by the PARTICIPANT. The amounts paid by the PARTICIPANT are not refundable, even in case of cancellation by the Participant. The PARTICIPANT is bound to pay all sums remaining due, in pursuance to the terms hereof, even in case of cancellation by the PARTICIPANT and, if applicable, even if BASIC LEAD rents out the exhibit or part of it to another exhibitor. Should the PARTICIPANT 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 PARTICIPANT's right to participate in the exhibition, or maintain the right to participate while bringing an action against the PARTICIPANT for payment of the sums remaining due. In case of a request by the PARTICIPANT 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.

The initial payment for early bird registration is due within 5 business days of reception of the invoice. If payment is not received in a manner respective of payment terms - the participating company loses the right to benefit from the EARLY BIRD DISCOUNTS according to the EARLY BIRD GRADUATED DISCOUNT PROGRAM for subsequent markets.

2 - Termination

Failing payment of the entry fee by the PARTICIPANT 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, the contract shall automatically terminate and BASIC LEAD may keep the first installment(s) already paid by the Participant, or cancel the right of the Participant to participate in DISCOP and take back possession of the exhibiting space.

The PARTICIPANT must comply with, and apply any French laws and the laws of the country welcoming DISCOP, as well as BASIC LEAD regulations and rules.

3 - Termination and cancellation of DISCOP

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, DISCOP, or any part of the event, should be stopped, or its functioning be impeded or prevented, or should be cancelled by BASIC LEAD, or should the allocated space become not available, BASIC LEAD, upon its choice and

at its discretion, will determine and reimburse to the PARTICIPANT a part of the amounts already paid, after deducting expenses and costs supported by BASIC LEAD and a reasonable profit for BASIC LEAD.

4 - Termination by the PARTICIPANT

Any request of termination by the PARTICIPANT of any part of this booking form will be subject to BASIC LEAD's written approval. BASIC LEAD may reject such request in its absolute discretion.

General cancellation terms are:

- * Market Badges will not be reimbursed if canceled.
- * Only 50% of all deposits paid 90 days before the event will be reimbursed for canceled participating options.
- * Past that date, no reimbursements will be made.

5 - 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.

6 - Terms, Conditions and Regulation Agreement

The PARTICIPANT 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 DISCOP. In addition to its right to terminate participation or cancel its approval of a booking form, BASIC LEAD, in its own judgment, may refuse to consider the participation in future DISCOPs by a PARTICIPANT who has breached or who did not comply with these terms, conditions and regulations. There is no other booking form or guarantee between the PARTICIPANT 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.

7 - Organiser's public liability insurance

BASIC LEAD is insured against the financial consequences of its civil liability in its role as organizer. PARTICIPANTS 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.