

# NATPE DISCOP

CONTENT DISTRIBUTION, PROGRAMMING  
AND COPRODUCTION MARKETS FOR  
GROWING WORLD REGIONS

**MIDDLE  
EAST**

14-16 March 2011 • INTERCONTINENTAL CEYLAN • ISTANBUL

## 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 \_\_\_\_\_  
City (+state) \_\_\_\_\_ Postal Code \_\_\_\_\_  
Main Tel \_\_\_\_\_ Country \_\_\_\_\_  
Main E-mail \_\_\_\_\_ Main Fax \_\_\_\_\_  
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 ACTIVITY DETAILS
- PRESENTATION OF BUSINESS OBJECTIVES AT THE MARKET
- UP TO 10 CONTENT PROPERTIES PROFILED
- ACCESS TO THE LIST OF PARTICIPANTS
- STAFF SUPPORT

\*14 March : CONFERENCES DAY / 15 - 16 March : MARKET DAYS

#### ONSITE BASIC SERVICES

- ACCESS TO ALL MARKET, CONFERENCE AND NETWORKING AREAS
- INVITATION TO THE WELCOME PARTY
- COMPANY PRESENTATION IN DISBOOK AFRICA
- DISCOUNTED HOTEL ACCOMMODATIONS

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

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

(\* **14 March:** Training and pitching program dedicated to intra-regional coproduction opportunities  
**15-16 March:** Market days

#### 4 NON-EXHIBITING PARTICIPATION OPTIONS

- **NON-EXHIBITING SELLERS' MARKET BADGE** 800 € (excl. VAT) x \_\_\_\_\_ = \_\_\_\_\_ €  
Including one numbered meeting table with company signage
- **ADDITIONAL NON-EXHIBITING SELLERS' MARKET BADGE** 500 € (excl. VAT) x \_\_\_\_\_ = \_\_\_\_\_ €

#### 5 EXHIBITING PARTICIPATION OPTIONS

Exhibiting Sellers will be provided with personalized assistance in the organisation of their meetings with targeted audiences.

- **EXHIBITING SELLERS MARKET BAGE(S)** 500 € (excl. VAT) x \_\_\_\_\_ = \_\_\_\_\_ €

#### VIEWING BOXES

Viewing boxes are located in communal areas on the "R" level

- Working space with partition panel • Company signage • Individual screening set (TV + Multizone DVD Player) • Table + 4 chairs

• **VIEWING BOX** \_\_\_\_\_ x 2000 € = \_\_\_\_\_ €

#### SCREENING STANDS

Screening stands are located on the "R" level.

- Private screening stand • 15 M<sup>2</sup> of working space (table + 4 chairs) • Company signage • Individual screening set (TV + Multizone DVD Player)

• **SCREENING STAND** \_\_\_\_\_ x 6500 € = \_\_\_\_\_ €

#### ACADEMY SUITES

Academy suites are located on the "R" level.

- Private suite • 40 M<sup>2</sup> of working space (table + 4 chairs) • Company signage • Individual screening set (TV + Multizone DVD Player)

• **ACADEMY SUITE** \_\_\_\_\_ x 8000 € = \_\_\_\_\_ €

#### 6 ADVERTISING OPTIONS

##### • ADVERTS IN DISCOP LINK

DISCOP LINK is individually mailed to 3,000 content BUYERS active in the 101 countries covered by DISCOP events

1 x **FULL COLOUR PAGE ADVERT** \_\_\_\_\_ x 1000 € = \_\_\_\_\_ €

2 x **FULL COLOUR PAGE ADVERTS** \_\_\_\_\_ x 1250 € = \_\_\_\_\_ €

1 x **FRONT PAGE ADVERT** \_\_\_\_\_ x 1500 € = \_\_\_\_\_ €

1 x **BACK PAGE ADVERT** \_\_\_\_\_ x 1250 € = \_\_\_\_\_ €

##### • ADVERTS IN DISBOOK MIDDLE EAST

DISBOOK MIDDLE EAST serves as the show directory and is given to all participants.

1 x **FULL COLOR PAGE ADVERT** \_\_\_\_\_ x 700 € = \_\_\_\_\_ €

1 x **BACK PAGE ADVERT** \_\_\_\_\_ x 1000 € = \_\_\_\_\_ €

#### 7 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

1. Please read carefully this booking form and fill in the following requested information.

2. Complete and sign this contract and proceed with the appropriate payment within 5 days.

**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

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 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 MIDDLE EAST annexed here to.

#### DISCOP MIDDLE EAST 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 DISCOP EAST's 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.

##### 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 remaining unremedied. 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 the meeting and take back possession of the stand.

##### 3 - Description of DISCOP MIDDLE EAST

The main theme of the annual DISCOP MIDDLE EAST 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 Participant agrees to present products or services complying with the said nomenclature. The organizer reserves the right to refuse entry to any participant presenting products or services that are not part of the nomenclature.

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

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

##### 5 - Termination and Cancellation of DISCOP MIDDLE EAST

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 DISCOP MIDDLE EAST, 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 Participant 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.

##### 6 - Termination by the Participant

Any request of termination by the Participant 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 Participant will have the consequences outlined in Article 2 of this booking form.

##### General cancelation terms are:

- Market Badges will not be reimbursed if canceled.
- Only 50% of all deposits paid before 1 December will be reimbursed for canceled exhibiting options.
- Past that date, no reimbursements will be made.

##### 7 – Photographs

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

##### 8 - 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.

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

##### 10 – Miscellaneous

The Participant 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. Participants 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.

##### 11 – 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 the DISCOP MIDDLE EAST. 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 DISCOP MIDDLE EAST by an 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.

##### 12 – 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.