

**World of  
Industry**  
PART II

EURASIA



# WIN World of Industry

International Trade Fairs  
for the Manufacturing Industry

OTOMASYON EURASIA,  
ELECTROTECH EURASIA,  
HYDRAULIC & PNEUMATIC EURASIA  
MATERIALS HANDLING EURASIA

29 March – 01 April 2012

Tüyap Center-Büyükçekmece-Istanbul



Deutsche Messe  
Worldwide

Hannover-Messe  
Bileşim Fuarçılık A.Ş.

## EXHIBITOR DETAILS

Company name: \_\_\_\_\_  
Street/P.O.Box: \_\_\_\_\_  
Postal code: \_\_\_\_\_ City: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Website: \_\_\_\_\_ General Email: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Title of Contact Person: \_\_\_\_\_  
E-mail of Contact Person: \_\_\_\_\_

## Invoicing address: --- Please fill in if different from above ----

Company name: \_\_\_\_\_  
Street/P.O.Box: \_\_\_\_\_  
Postal code: \_\_\_\_\_ City: \_\_\_\_\_  
Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Website: \_\_\_\_\_ General Email: \_\_\_\_\_  
Contact person: \_\_\_\_\_  
Title of Contact Person: \_\_\_\_\_  
E-mail of Contact Person: \_\_\_\_\_

**Application deadline: 15 February 2012**

**Organizers :**



Deutsche Messe  
Worldwide

Hannover-Messe  
Bileşim Fuarçılık A.Ş.

**Contact:**

Hannover-Messe International Istanbul  
Ms. Ayca Erdemci  
Ms. Çağla Şen  
Büyükdere Cad. Şarlı İş Merkezi  
No:103 B Blok Kat.5-6 34394  
Mecidiyeköy/ Istanbul – Turkey  
Tel: + 90 212 334 69 75 – 69 21  
Fax:+ 90 212 334 69 34 / +90 212 230 0480  
Email: [ayca.erdemci@hf-turkey.com](mailto:ayca.erdemci@hf-turkey.com)  
Email: [cagla.sen@hf-turkey.com](mailto:cagla.sen@hf-turkey.com)

<b>STAND SPACE APPLICATION</b> (Please choose only one option)			
<b>Option</b>	<b>Price per sqm</b>	<b>Stand Area / sqm</b>	<b>Total Payment</b>
<b>Option 1</b> Raw space only (min. 12 sqm) – without carpet	EURO 203-/sqm + VAT		
<b>Option 2</b> Space + Modular stand (min. 12 sqm)	EURO 228-/sqm + VAT		
<b>Option 3</b> Space + Modular stand with special design (min. 12 sqm)	EURO 253-/sqm + VAT		
<b>Option 4</b> <b>International Pavilion</b> Space + Modular stand with special design (min. 12 sqm)	EURO 230-/sqm + VAT		
<b>Registration fee</b> (obligatory for all participants)	EURO 200-/stand + VAT		EURO 200
<b>VAT %18 (obligatory for all international and national companies)</b>			
<b>TOTAL PRICE</b>			

**Service packages prices option 1, 2, 3 and 4 International Pavilion includes:** Please see General Terms and Conditions § 5 / Service Packages. **Note: The organizer reserves the right to alter the size of the stand slightly.**

**Product Groups – Please mark the relevant product groups**

**Automation:**

Assembly & Handling Systems, Linear Positioning Systems  Robotics  Industrial Image Processing Systems  Control Systems, PLC, SCADA  
 Sensors and Actuators  Industrial PCs  Communication, Networks and Field Bus Systems  Embedded Systems  
 Measuring and Test Systems  Industrial Automatic Data Capturing and Identification Systems  Industrial IT & Software  Laser Technology  
 Industrial Building Automation Systems  Automation Services  Others \_\_\_\_\_

**Electrotech:**

Transformers, Accumulators and Uninterruptible Power Supplies  Electric Motors & Frequency Inverters, Motor Drives  Gears, Mechanical Drive Systems  Cables & Equipment for Electric Power Transmission  Electric Switch Gear and Equipment for Electric Power Distribution  
 Electronic and Opto-Electronic Components  Electric and Electronic Test and Measuring Equipment  Lighting Equipment Electric Power and Engineering Services  Others \_\_\_\_\_

**Hydraulic and Pneumatic:**

Oil Hydraulic Systems and Components  Water Hydraulic Systems and Components  Pneumatic Systems and Components  
 Lubrication Systems, Components & Oils for Machinery and Hydraulics  Hydraulics and Pneumatics Services  
 Others \_\_\_\_\_

**Materials Handling:**

Cranes and Transport Systems  Warehousing and Storage Systems  Packaging, Commissioning and Weighing Systems  
 Complete and Turnkey Materials Handling Systems  Logistics, Intralogistics and Software Systems  
 Materials Handling and Logistics Services  Transportation  Others \_\_\_\_\_

<b>Installment Payment</b>	<b>Date</b>	<b>Amount</b>	<b>Payment Mode (Credit card or Bank transfer )</b>
<b>1<sup>st</sup> Payment</b> (50% of total participation fee + registration fee due 15 days after stand confirmation)			
<b>2<sup>nd</sup> Payment</b> (January 31, 2012)			

**Mode of Payment:**  
Bank drafts are to be made payable to:  
Account Owner: Hannover Messe Bileşim Fuarçılık AŞ.  
Büyükdere Cad.Şarlı İş Merkezi No:103 B Blok K:5-6 34394 Mecidiyeköy /İstanbul  
Bank Name: İş Bank Beşiktaş Branch / İstanbul  
Account No.: 1008-2588839 (TL) **IBAN NO:** TR580006400000110082588839  
1008-0918214 (EURO) **IBAN NO:** TR520006400000210080918214  
1008-0931622 (USD) **IBAN NO:** TR400006400000210080931622



# TERMS AND CONDITIONS

The following Specific and General Conditions for Participation in WIN 2012 become legally binding in all points with the exhibitor's application to the event. They form the legal basis regarding participation in the event.

## I. Specific Terms and Conditions for Participation

### 1. Organizers

Hannover-Messe Bileşim Fuarçılık AŞ.  
Hannover -Messe International İstanbul Ltd. Şti.  
Büyükdere Cad.Şarlı İş Merkezi No:103 B Blok K:5-6 34394  
Mecidiyeköy /İstanbul  
Tel: +90 212 334 69 00  
Fax: +90 212 334 69 34  
E-mail: [info@hf-turkey.com](mailto:info@hf-turkey.com)  
Web: [www.hfturkey.com](http://www.hfturkey.com), [www.win-fair.com](http://www.win-fair.com)

### 2. Location

TÜYAP Fair, Convention and Congress Center,  
Beylikdüzü – Istanbul / Turkey

### 3. Date of the Event

March 29 – April 01, 2012

### 4. Participation Fees

#### Registration Fee:

Obligatory for all participants and all options  
€ 200, -/booth + (18% VAT)

**Option 1:** Raw space (min. size 12 sqm) without carpet  
€ 203, -/sqm + (18% VAT)

**Option 2:** Space + Modular stand (min. size 12 sqm)  
€ 228, -/sqm + (18% VAT)  
(Including services in § 5.2)

**Option 3:** Shell scheme stand with special design  
€ 253, -/sqm + (18% VAT)  
(Including services in § 5.3)

#### International Pavilion:

Shell scheme stand with special design  
€ 230, -/sqm + (18% VAT)  
(Including services in § 5.4)

### 5. Service Packages

#### 5.1. General Services included in the participation fee of Option 1, 2, 3 and 4

- General cleaning and security service (no individual stand cleaning)
- Promotional material for your individual invitation campaign
- Comprehensive Service Manual with detailed information about the fair
- Standard entry in the fair catalogue
- One free sample of the official fair catalogue

#### 5.2. Special Services included in Option 2 only

- Shell scheme stand with rear and side walls
- Carpet
- 3 chairs and 1 table
- 1 spotlight 100 W per 4 sqm
- 1 electrical outlet 220 V, 50 Hz, 2 kW (energy consumption is included)
- Fascia with standard company lettering

#### 5.3. Special Services included in Option 3 only

- Shell scheme stand with special design
- Carpet
- 3 leather chairs and 1 table
- 1 m. x 1 m. lockable storage space
- 1 spot light 100 W per 4 sqm
- 1 electrical outlet 220 V, 50 Hz 2kW(energy consumption is included)
- Fascia board with standard company lettering
- 1 waste bin

#### 5.4. Special Services included in Option 4 (International Pavilion)

- Space
- Stand rear and side walls
- Carpeting
- 3 chairs
- 1 meeting table
- 1 info desk
- 1m x 1m lockable storage room
- 1 fascia sign board with standard company name
- 1 spotlight per 4 sqm
- 1 waste bin (30 cm)
- Daily stand cleaning services
- Lounge area with beverage services (tea, coffee and soft drinks)

#### 5.5. Other recommendations for services (charged separately)

- Forwarding agent for the transportation of the exhibits
- Travel and accommodation offer
- Additional booth equipment
- Interpreter and stand personnel service
- Translation, printing and office services
- Catering service
- Stand cleaning

All additional services, which are not included in the participation fee, are charged separately and will be invoiced according to the extra order of the exhibitor during the show.

#### 6. Value Added Tax

All charges are subjected to Value Added Tax of 18%, where applicable.

#### 7. Catalogue Entry

Information of application form (exhibitor and co-exhibitor) will be used as the exhibitor's official catalogue entry in case the organizer does not receive the catalogue entry form from the service manual in due time.

## II. General Terms and Conditions for Participation

### 1. General Conditions

The Specific Terms and Conditions for Participation in WIN 2012 (Part II) as well as the following General Terms and Conditions for Participation refer to the allocation of display space by the organizer to companies exhibiting in the event, insofar as the contractual partners have not made contrary agreements in writing. Transfer to a third party of the rights and obligations resulting from this contract are not permissible.

### 2. Conclusion of Contract

Application for a stand is made by filling in and returning the application form. On receipt of a stand confirmation a contract between the exhibitor and the organizer shall come into force.

### 3. Stand Space Allocation

The Organizer allocates stand space according to the application dates. Space is allocated on the "first come, first serve" basis.

The Organizer reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits to the exhibition grounds and the halls, and to carry out any other structural alterations providing it has a substantial interest, in such measures as a result of special circumstances.

### 4. Time of Payment

**All payments must be completed before the opening date of the fair.**

**The amount equivalent to 50% + (18% VAT) of the stand rental fee and the registration fee of 200 Euro + (18% VAT) is due 15 days after the participating company has received its stand confirmation from the organizer.** The rest of the stand payments is due until 31 January 2012. Exhibitors who apply three months or less before the show have to complete all payments at once after they received their stand confirmation and invoice.

All extra stand equipment or service payments have to be transferred to **Hannover- Messe Bileşim Fuarçılık AS.** after ordering and before opening the Fair.  
All payments must be made to the bank account provided below. All bank charges, if any, are the responsibility of the applicant (including refunds).

<b>Account Owner:</b> Hannover- Messe Bileşim Fuarçılık AS.
<b>Name of Bank:</b> İş Bank Beşiktaş Branch/ Istanbul
<b>Account No:</b> 1008-2588839 (TL )
TR580006400000110082588839 (TL IBAN)
1008-0918214 (EUR)
TR520006400000210080918214 (EUR IBAN)
1008-0931622 (USD)
TR400006400000210080931622 (USD IBAN)
<b>SWIFT:</b> ISBKTRISXXX
<b>Reference:</b> World of Industry 2012 / Part 2

#### **5. Stand Construction and Design**

It is the sole responsibility of the Exhibitor that the construction of the stand complies with the Terms and Conditions for Participation, the Exhibitor Service Manual, and the Turkish Building Regulations in effect. The Exhibitor shall be obliged to get the approval for his stand design measures by the organizer before the event. Any stand design contrary to the Building Regulations valid at the place of the event or to the Terms and Conditions and the Exhibitor Service Manual of the Organizer may be removed or altered by the Organizer at the expense of the Exhibitor.

Presentations on exhibition stands must be so arranged as to cause no visual, acoustic or odorous disturbance to neighboring stands and no obstructions on the stands or in aisles. **The noise level at the stand cannot exceed 60 dBA at any time during the fair.** Infringement of this ruling authorizes the Organizer at its discretion to forbid such presentations that cause a nuisance or obstructions. If the infringement is repeated, the Organizer may terminate the stand rental contract without notice.

#### **6. Approval of Exhibition Stand**

Two-storey structures may be constructed only if approved. Exhibitors will approve their stands at "[proje@hf-turkey.com](mailto:proje@hf-turkey.com)" email address by measured and detailed stand drawings. Two and multi storey stand design and construction criteria;

- Exhibitors and Stand Contractors are responsible of any kind of loss that can be occur during setup, fair and dismantling time.
- Two and multi storey construction is prohibited, if the stand construct by Aluminum System and wood. (Sample: Octanorm (Syma), Mero, Maxima and Aluminium Modular System, etc.)
- Two and multi storey stand construction must build by steel, and has static report ready to share with Organizer.
- By the confirmation, exhibitor and stand constructor must present "3rd Party Liability Insurance" to the Organizer, at the first day of setup.

#### **7. Stand Personnel, Exhibits and Direct Sales**

Stands must display exhibits and be occupied by staff throughout the opening hours of the event. The Exhibitor shall ensure that the stand personnel have a special knowledge of the exhibited goods. The display of products other than those listed by the inflammable, explosive, strongly odorous, dangerous goods, or goods whose demonstration involves noise may only be exhibited when permission has previously been given by the Organizer. The exhibition of any goods or services at the exhibition stands that violate Turkish Laws and Regulations is strictly forbidden.

The Organizer is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not accord with the range of exhibits for the event.

Details of price and references to suppliers, customers and sales already affected of the product types on display are prohibited.

Sales affected by handing over a product or receiving money for a product (direct sales) are not permitted during the fair. The same applies to services for which a charge is made. Any possible exceptions to this rule are given in the specific conditions for each event.

The Exhibitor is entitled to conduct interviews only on his own stand.

#### **8. Transports, Setting-Up and Dismantling of Exhibits and Stand Design**

The transport of the exhibition goods to the exhibition stand and back, the storage of empty packing materials, the use of lifting and transport equipment, the employment of personnel for packing and unpacking, the setting-up of the exhibition goods and their dismantling, the repackaging and other activities in this context shall be the concern and at the costs of the Exhibitor exclusively. Any liability whatsoever on the part of the Organizer shall be excluded.

The transport of exhibits and stand construction goods at the fairground is solely assigned to the official freight forwarder of the event. It will be selected by tender and appointed by the organizer. The freight forwarder has to state the prices, and terms and conditions for its services before the show.

Delivery of the exhibition goods and stand materials can only be done during the pre-determined and announced set-up dates and hours. **The Organizer by any means cannot be**

**designated as the recipient of the exhibition goods and stand materials.** The Exhibitor must arrange the delivery of their exhibition goods and stand materials to the fair ground with the freight-forwarding agency so that there are assigned staff of the Exhibitor at the arrival time of the goods and materials. Very important to note that, unless the Exhibitor designates their own local branches or representatives, the official freight-forwarding agency must be designated as the recipient of the goods and materials during the customs clearance.

#### **9. Customs Guarantee Declaration**

In case that instead of the necessary assurance, a re-export guarantee declaration for the import of exhibition goods is given by the embassy of the country of origin of the Exhibitor, the Exhibitor is directly liable to his embassy if the exhibition goods are either not exported, not exported in time, or not entirely exported after the closing of the event.

#### **10. Additional Companies Represented**

The sharing of a stand area by several companies is only permissible if the application documents for the event explicitly attach an approval of co-exhibitors or indirectly represented companies. Sharing a stand area with another company requires a special application by the Exhibitor in conformance with the attached application forms. The following must be registered:

- Co-exhibitors, i.e. those companies which are represented with their own display goods and personnel alongside the Exhibitor on the stand area rented by the Exhibitor or the organizer of a joint participation.
- Indirectly represented companies, i.e. those companies which are not exhibitors, but which are represented through the Exhibitor with their own display goods and not solely by brochures or similar publications.

Where appropriate these Specific and General Terms and Conditions for Participation apply to these companies as well. The Exhibitor must inform these companies about the Specific and General Terms and Conditions and any supplementary conditions.

If an exhibitor fails to register co-exhibitors and indirectly represented companies or gives incomplete or incorrect information in his application, the Organizer may terminate the contract and forbid the Exhibitor from participation. Even so, the main Exhibitor is still liable for the full payment of the stand rental and other fees. Should several companies wish to rent a stand jointly, they are required to name one person as a joint representative in their application. Moreover, each of the Exhibitors is obliged to send samples to the stand and staff with its own personnel.

If a third party is employed to set up the exhibition stand or otherwise used to organize the Exhibitor's participation at the trade fair, the Exhibitor can authorize this company, by indicating the representative's address in writing, to order legally binding services or to submit declarations connected with the participation at the trade fair for the Exhibitor, as well as for any co-exhibitors and indirectly represented companies. All further documents related to the event stand confirmation will be sent to this named, authorized company, which will process them for the Exhibitor.

#### **11. Terms of Payment**

The time of payment stated in Number 4 of the General Terms and Conditions for Participation must be adhered to. Advance payment of the full invoice amount is a precondition for use of the allocated stand area, for entry in the catalogue and for the issuing of exhibitor cards. All invoices must be paid without any deduction in Euro. Payment must be made by transfer to the bank account stated in the application form and in the invoice. The Organizer reserves the right to charge default interest of 2% per month on delayed payments.

The Exhibitor renounces the right to offset counterclaims against participation fees payable, costs for supplementary services and other claims resulting from the contractual relationship unless the counterclaims are undisputed or have been confirmed by the Organizer and its court of law.

If the Exhibitor fails to meet his financial obligations, the Organizer is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realization of objects seized are set aside insofar as this is legally permissible.

During the event, the invoice for additional services (e.g. additional booth equipment, electricity, water and telephone installation and consumption) will be submitted to the Exhibitor. In case of advance payment for services, the paid amount will be set off against the amount due. The Exhibitor has no claim to interest payable on the advance deposit.

The Exhibitor, co-exhibitor and indirectly represented companies are jointly and severally liable to the Organizer with regard to obligations arising from the rental contract or from orders placed for services.

A special application by the Exhibitor, who must specifically request the appropriate form, makes it possible to invoice a third party with regard to the participation fees and the costs for services. The application takes effect only when it has been signed by the Exhibitor and the named recipient of the invoice so as to be legally binding and is submitted to the Organizer at the latest by the submission date given on the form.

#### **12. Reservations**

All services are provided within the limits imposed by the facilities available. Given serious cause (e.g. industrial action, acts of God, any disaster beyond control, war, riots, shortage/interruption of traffic and/or communication services), the organizer is entitled to postpone the exhibition, curtail it, close it temporarily in whole or in part, or cancel it. In the event of complete or partial postponement or of curtailment, the contract is regarded as valid for the new date and the new duration unless the Exhibitor objects in writing within a period of 2 weeks after notification of the alteration. There will be no reduction of the contractual prices and the regulations given in § 12 of these General Terms and Conditions for Participation apply.

#### **13. Exemption from Liability**

The Organizer does not undertake to safeguard exhibits or stand equipment and excludes, also for its staff, all liability for damage to these, except in cases of intent or gross negligence. This exemption from liability also applies if stand equipment or exhibits are seized and stored by the Organizer. This exemption from liability is in no way impaired by the special security measures taken by the Organizer.

The Organizer moreover excludes any claim for a reduction in rent as well as all liability for disadvantages and damages suffered by the Exhibitor as the result of defects in the rented object, erroneous information given in connection with the allocation of space, stand construction or stand design approval, or catalogue entries, and also through changes in stand size or other deficiencies in the service provided unless the Exhibitor immediately complains in writing, except in the event of intent or gross negligence on the part of the Organizer's staff.

#### **14. Premature Termination of the Rental Contract**

If after binding application or after conclusion of the contract the Organizer agrees in exceptional cases to a complete or partial withdrawal from the contract, the Exhibitor is liable for 100% of the space rental and 200, - Euro of registration, if the stand was not being sold to a third party for a fee. If the re-letting of the stand takes place, then the canceling Exhibitor is liable for 50% of the rental space and 200, - Euro registration fee.

**All of the cancellation refunds will be made after the fair is completed. Any bank charges and other fees associated with these refunds will be handled by the Exhibitor.**

A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another exhibitor

without the Organizer deriving further proceeds from re-letting the area previously occupied by the company displayed. Nor can a space be considered re-let if unoccupied stand space is still available in the relevant exhibitor group or the Organizer as a result of the cancellation has to replan the stand area given back and the adjoining stand areas.

Without relinquishing any further claims, the Organizer is entitled to withdraw from or to revoke the rental contract - even long-term ones - without notice if the Exhibitor fails, even after a reasonable period of grace, to meet obligations arising from the rental contract, the Specific and Terms and Conditions for Participation or any supplementary regulations. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing program that his products can no longer be assigned to the trade fair for which he has rented stand space.

The same applies if the Exhibitor suspends payment or becomes involved in composition or bankruptcy proceedings, or if the Exhibitor company is in the process of liquidation. The Exhibitor shall be obliged to inform the Organizer of such proceedings immediately. If the Organizer becomes aware of the facts, it is entitled to withdrawal or immediate termination of the contract and to compensation amounting to 50% of the net basic rent including surcharges.

#### **15. Supplementary Provisions**

Constituent parts of the rental contract are the Regulations for the Exhibition Grounds, the list of goods (nomenclature), and the organizational, technical and other rules (exhibitor service manual). The exhibitor service manual is an inseparable part for participation terms and conditions. In particular, the conditions listed in the exhibitor service manual apply, which stipulate specific services as obligatory in connection with the event (e.g. entry in the catalogue, exhibitor identity cards).

#### **16. Claims, Procedure, Place of Performance and Place of Jurisdiction**

This contract is governed exclusively by Turkish law; the Turkish version of the Turkish law is authoritative. Consequently, the rights and obligations of the contracting parties are solely subject to the law of the Republic of Turkey.

Place of performance and jurisdiction is Istanbul. The Turkish Republic Istanbul Courts and Istanbul Execution Offices have jurisdiction over disputes arising from this contract.

Mutual agreements between the two contracting parties, which deviate from these Specific and General Terms and Conditions or from any supplementary regulations, must be in writing; facsimile signatures suffice.

If a stipulation of this contract is or become invalid, the other stipulations shall not be affected by this invalidity.

All claims by the Exhibitor against the Organizer must be lodged in writing. The period of limitation is 6 months starting from the closure of the event.

#### **17. Notification Procedure**

The exhibitor's address which is stated on the front page, will be used as the notification address in case of the disputes arising from this contract. In case of a change in this address of the exhibitor should notify in writing to the organizers 1 week after the change took place. All consequences resulting from incorrect or delayed submission of contact details or the failure to submit exhibitor contact details at all, shall be borne by the exhibitor.

THIS FAIR IS ORGANIZED WITH THE PERMISSION OF THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY IN ACCORDANCE WITH THE LAW NUMBER 5174