



**SIHRE**  
International Specialised Exhibition of  
Hotel, Restaurant and SPA  
Equipment and Furnishing



27 - 30 October 2010

DEADLINE 01.09.2010

Company / Address:

**VAT Number:**

Phone:

Fax:

E-mail / Internet:

Contact person:

Stand leader:

Department:

**A** Full Service Arrangement .....m<sup>2</sup> x **80 EUR**

Includes per standard unit:  
space, rear & side walls, 1 interview table, 4 chairs, 1 exhibition table, 1 spotlight per 3 m<sup>2</sup>, standard stand inscription, electricity (220 V up to 2 kW), carpeting, general aisle cleaning and security of the hall

**B** Indoor space only (min. 15 sq.m.) .....m<sup>2</sup> x **63 EUR**

Includes: space, general aisle cleaning and security of the hall

Type of stand:  
(according to availability)

Row stand  
(Minimum size 9 m<sup>2</sup>)

Corner stand  
(Minimum size 18 m<sup>2</sup>)

Head stand  
(Minimum size 30 m<sup>2</sup>)

Island stand  
(Minimum size 60 m<sup>2</sup>)

Two-floor stand  
(Minimum size 36 m<sup>2</sup>)  
+50% on base rate

**Advertising in the Exhibition Catalogue**

1/1 page, 4 colours (110 x 220 mm)      **100 EUR**

1/2 page, 4 colours (85 x 90 mm)      **60 EUR**

Trade mark      **20 EUR**

1/1 page, 4 colours on the cover      **150 EUR**

1/1 page, black/white (110 x 220 mm)      **60 EUR**

**Registration Fee:**

Listing in the Catalogue, (Max. 60 Words in English and Bulgarian),  
1 catalogue, exhibitor passes, invitation cards - 50 pcs.



**80 EUR**

30 % of the rental fees (without deduction) must be transferred to the bank account immediately upon receipt of the invoice, and 70 % 30 days before the start of the exhibition. **Bulgarreklama Agency Ltd. VAT №** BG121122275. Bank **account in EUR:** IBAN: BG45UNCN96601426037707  
**SWIFT Bic code:** UNCRBGSF, UniCredit Bulbank, Sofia, Bulgaria. If the invoice address is different from above, please provide invoice address.

We confirm our agreement to the conditions of participation above and overleaf.

Place and date:

Authorised signature / stamp:



**BULGARREKLAMA AGENCY Ltd.**  
147, Tsarigradsko Chaussee, BG-1784 Sofia, Bulgaria  
Tel.: (+359 2) 9655 274; 9655 281  
Fax: (+359 2) 9655 231; http: //www.iec.bg  
e-mail: iec@iec.bg

National Association of Hotel,  
Restaurant, Cafeteria  
www.xopeka.com



**I. Conditions for Participation****1. Place of Holding**

INTER EXPO CENTER (IEC)

147 Tsarigradsko Chaussee Blvd., BG-1784 Sofia, Bulgaria

**2. Organiser**

Bulgarreklama Agency Ltd. (in specific cases on contractual grounds - in partnership with other persons). Phone: (+359 2) 9655 220; fax: (+359 2) 9655 231

e-mail: iec@iec.bg

**3. Right to Participate**

Right to participate in the exhibitions have Bulgarian and foreign physical persons and legal entities, state institutions and other persons, offering products and services which fall within the branch list of the respective exhibition. The Exhibitor may only present products and services not prohibited by law. Exhibitors presenting arms, explosives, poisonous, toxic and other substances for the presentation of which licenses/registrations issued by a state authority are needed, shall provide all necessary documents by themselves and shall notify the Organiser.

**4. Registration****4.1. Application for Participation**

Application for participation shall be made by the Exhibitor by filling in, signing and submitting the standard form of Application Contract for the respective exhibition within the deadlines set, and in particular cases - by signing a special contract for participation with the Organiser.

The written confirmation of the Application Contract on the part of the Organiser shall be considered to be the moment of conclusion of the contract between the two parties. The issued by the Organiser proforma-invoice shall also be deemed to be confirmation in writing.

The Exhibitor shall be bound by the General conditions, unless the special contract stipulates other regulations.

The Exhibitor is entitled to make revisions to the signed Application Contract, provided they are made in writing not later than 60 (sixty) days before the opening day of the respective exhibition and after they are coordinated with the Organiser.

**4.2. Registration of Sub-exhibitors**

The Exhibitor shall be obliged to register the sub-exhibitors at the rented area by listing them in the Application Contract for the respective exhibition. The Exhibitor shall not be entitled to concede all or part of the rented area or to advertise third parties and/or their registered marks without the consent of the Organiser. In case of established violation of the present Item, the Organiser reserves the right, due to guilty behavior of the Exhibitor, to terminate the participation of the Exhibitor and/or to impose a 50% (fifty percent) of the price of the ordered exhibition area sanction.

**4.3. Refusal to Participate**

Refusal to participate shall be accepted, if it has been received in writing not later than 60 (sixty) days before the opening of the exhibition. After this deadline the Exhibitor shall pay a penalty amounting to 30% (thirty percent) of the rent price of the ordered exhibition area, as well as the full price of the services provided in connection with the participation of the Exhibitor in the exhibition. In case the Organizer suffers higher damages as a result of the refusal, the latter is entitled to claim the full amount of the damages.

**II. Services****1. Indoor Space Only Rent**

The Organiser shall provide the ordered exhibition area taking into consideration to the maximum degree the Exhibitor's requirements and the concept for the overall exhibition space arrangement of the exhibition. The indoor space only rent includes: cleaning of the aisles between the stand/bungalow and of the other common areas, wastes collection and disposal during the exhibition, general electricity, ventilation and heating costs, general security, general information services. The indoor space only rent does not include: construction, cleaning of the stand/bungalow and other services.

The exhibition area rented shall be given to the Exhibitor for the time stipulated in the Application Contract and shall be vacated of exhibits and properties according to conditions set out individually for each exhibition.

**2. Arrangement of Exhibition Areas****2.1. Standard Stand**

The Exhibitor may order in writing with the Application Contract the rent of standard stands. The rent of the standard stand includes the services in the preceding Item 1, sentence two, as well as: design, assembly and disassembly of the stand, partition walls, floor cover, standard inscription, standard equipment for ordered minimum stand, listed in the Application Contract for the respective exhibition.

**2.2. Individual Stands and Bungalows**

At the Exhibitor's written request the Organiser shall prepare plans for construction of individual stands and bungalows as per the Exhibitor's requirements.

**2.3. Stands and Bungalows Construction by Another Contractor**

In cases when the Exhibitor constructs and arranges the stand/bungalow or assigns these activities to another party, the Exhibitor, respectively the other party, shall sign a separate contract with the Organiser. In these cases a construction permission fee and a stand / bungalow plan approval fee shall be paid which are described in details in the contract.

**The Exhibitors may present their exhibits only at the exhibition area ordered and paid in favor of the Organiser.**

**3. Congress Center**

The Organiser provides against additional payment congress halls and technical equipment in IEC for holding of accompanying the exhibitions events - congresses, seminars, business meetings, presentations, etc.

Phone: (+359 2) 9655 249, (+359 2) 9655 235; fax: (+359 2) 9655 231

e-mail: events@iec.bg.

**4. Forwarding Services, Customs Clearance and Insurance**

The exclusive and official forwarding agent on the territory of the IEC is:

Expo Logistik Ltd.

Phone.: (+359 2) 9655 296, (+359 2) 9655 297; Fax: (+359 2) 9655 258

e-mail: expologistik@iec.bg.

**5. Other Services**

The Organiser may render other services at the Exhibitor's written request and payment as per the form of the respective exhibition.

**6. Security and Risk-Bearing**

The Organiser shall provide the general security of the exhibition and shall not bear responsibility for damages and losses at the exhibition stands caused to the Exhibitor by third parties within the working hours of the exhibition.

The Organiser recommends that the Exhibitors insure their property against the respective risks in order to guarantee their interests.

**7. Working Hours**

Working hours in the days of assembly and disassembly of the exhibition constructions shall be set out individually for each exhibition.

**III. Terms and Manner of Payment**

The Exhibitor shall pay 30% (thirty percent) of the amount specified in the Application Contract against proforma-invoice by the time of signing of the Application Contract. The remaining amount, including the additionally requested services shall be paid under the terms and conditions set out in the Application Contract of the respective exhibition. Exhibitors which failed to pay the full amount of their obligations shall not be let to participate in the exhibition.

For the services requested by the Exhibitor during the week before the opening of the exhibition as well as during the exhibition, another 20% (twenty percent) over the price shall be calculated for urgency of execution. Services requested during the exhibition shall be provided if possible for the Organiser and after their payment. The Organiser's bank account is as follows:

**BULGARREKLAMA AGENCY LTD.**

UniCredit Bulbank, Sofia, Bulgaria

Account in EUR: IBAN: BG45UNCR96601426037707

SWIFT Bic code: UNCRBGSF

All commission rewards due for the bank transfers shall be on the Exhibitor's account.

The Organiser shall issue tax invoice in the term prescribed by the law.

**IV. Other Conditions****1. Fire Precaution Requirements**

All construction and advertising materials and exhibits used by the Exhibitor should meet the fire and average precaution legislation requirements. The Exhibitor shall be obliged to provide access to the fire sprinklers and hydrants in the halls and on the open premises. Smoking and storing of explosive materials in the exhibition premises are prohibited.

**2. Observance of Health and Safety at Work Regulations**

The Exhibitor shall be obliged to take all possible action to protect from possible risks all persons working at the exhibition stand during the exhibition, as well as during the assembly and loading of exhibits, disassembly and unloading of exhibits in cases when the Exhibitor's stand shall be constructed by persons hired by the Exhibitor.

**3. Intellectual Property Rights**

The Organiser shall not be responsible in case any of the presented by the Exhibitor exhibits, advertising materials and/or information violate the requirements of the acting legislation for intellectual property protection. All registered marks and names related to the exhibitions remain exclusive property of the Organiser or its co-organisers.

**4. Personal Data Protection**

Personal data, gathered by the Organiser in connection with the Exhibitor's participation in the exhibition, shall be processed in compliance with the requirements of the applicable legislation and shall not be revealed to third parties without the explicit consent of the Exhibitor.

**5. Force Majeure**

The Exhibitor shall not be entitled to redress in cases when the exhibition is postponed, canceled or terminated due to force majeure (act of nature). „Force majeure“ is to be construed as: war, natural disaster, strike and other events out of the control of the Exhibitor and the Organiser.

**V. Final Provisions**

1. The Organiser shall have the right to make revisions to the General conditions for participation, for which he shall immediately notify the Exhibitor.

2. In cases not governed by the present General conditions, the general provisions of the Bulgarian legislation shall be applicable in the relations between the parties.

3. All disputes that have arisen in connection with the fulfillment of the General conditions, shall be settled through negotiations. If the dispute cannot be thus solved, it shall be brought to the Arbitration court at the Bulgarian Chamber of Commerce and Industry.