



**INTER EXPO
& CONGRESS
CENTER
(IEC)**

FRANCHISING & ENTREPRENEURSHIP

1st International Specialised Exhibition for franchising,
new investment opportunities and business services



**Franchising
entrepreneurship**

03 - 05 September 2009

DEADLINE 31 May 2009

EXHIBITOR INFORMATION	Company name:	
	Company address: Postal code (ZIP code), town, country:	
	Billing address: Postal code (ZIP code), town, country:	
	CEO / President	Commercial Register (number and location)
	Telephone:	Facsimile:
	Web Contact:	E-mail:

The organisers offer discount of 20% for payment of standard stand and indoor space only fees not later than 30.06.

With the following all-inclusive packages you can save time and money when preparing your participation at the exposition. The packages include stand surface, stand construction as well as further services. Please tick:

FULL-SERVICE PACKAGE	<p>A Basic package (9 sq m stand surface included) 1, 060.00 EUR</p> <p><input type="checkbox"/> Includes: rear & side walls, exhibition table, interview table, 4 chairs, 3 display lights, electricity (220 V up to 2 kW), standard stand inscription, carpeting, cleaning, security</p>	
	<p><input checked="" type="checkbox"/> Exhibition Catalogue entry 50.00 EUR</p>	
	<p><input checked="" type="checkbox"/> Registration fee (50 invitation cards, exhibitor passes, information services) 100.00 EUR</p>	
	Total sum (net)	1, 210.00 EUR

FULL-SERVICE PACKAGE	<p>B Advanced package (15 sq m stand surface included) 1, 985.00 EUR</p> <p><input type="checkbox"/> Includes: rear & side walls, exhibition table, interview table, 4 chairs, 1 cabin (cloak rack, 2 folding chairs and refrigerator), 5 display lights, internet (256 kb), electricity (220 V up to 2 kW), standard stand inscription, carpeting, cleaning, security</p>
	<p><input checked="" type="checkbox"/> Exhibition Catalogue entry 50.00 EUR</p>
	<p><input checked="" type="checkbox"/> Registration fee (50 invitation cards, exhibitor passes, information services) 100.00 EUR</p>
	Total sum (net)



BULGARREKLAMA AGENCY Ltd.
147, Tsarigradsko Chaussee, BG-1784 Sofia
tel.: (+359 2) 9655 273; fax:(+359 2) 9655 231
e-mail: bul-reklama@bulgarreklama.com
http: //www.bulgarreklama.com



BULGARIAN FRANCHISE ASSOCIATION
36, Ivan Vazov Str., BG - 9000 Varna
Mobile: +359 88 68 71 051
e-mail: bulfa@vip.bg; www.bulfa.org.



Please tick:

<input type="checkbox"/> Row stand (min 9 sq m)	_____ sq m x 96 EUR _____	EUR
<input type="checkbox"/> Corner stand (min 15 sq m)	_____ sq m x 101 EUR _____	EUR
<input type="checkbox"/> Head stand (min 30 sq m)	_____ sq m x 106 EUR _____	EUR
<input type="checkbox"/> Island stand (min 60 sq m)	_____ sq m x 112 EUR _____	EUR
<input checked="" type="checkbox"/> Energy flat rate 220V up to 2kW		60.00 EUR
<input checked="" type="checkbox"/> Exhibition Catalogue entry		50.00 EUR
<input checked="" type="checkbox"/> Registration fee (50 invitation cards, exhibitor passes, information services)		100.00 EUR

Total sum (net) _____ **EUR**

Exhibition Catalogue

<input type="checkbox"/> 1/1 page black/white (110 x 220 mm)	120,00 EUR	<input type="checkbox"/> 1/1 page coloured on the cover	200,00 EUR
<input type="checkbox"/> 1/1 page coloured (110 x 220 mm)	160,00 EUR	<input type="checkbox"/> 1/2 page coloured (85 x 90 mm)	130,00 EUR
<input type="checkbox"/> Trade mark	20,00 EUR		

Terms of payment

Early bird discount until 15. April 2009: 10% on the surface rental fee, 50% of the rental fees (without deductions) must be transferred to the bank account immediately upon receipt of the invoice, and the arrearage till the end of July 2009. Discount entitlement only valid when paying all invoices on time. 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.

The signature herewith confirms our agreement to the General Conditions for Participation in this exhibition.

Date/Place:

Legally binding signature:

Company name and stamp:



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

INTER EXPO & CONGRESS CENTER(IEC)

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

2. Organizer

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: bul-reklama@bulgarreklama.com

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 Organizer.

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 Organizer.

The written confirmation of the Application Contract on the part of the Organizer shall be considered to be the moment of conclusion of the contract between the two parties.

The issued by the Organizer 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 30 (thirty) days before the opening day of the respective exhibition and after they are coordinated with the Organizer.

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 Organizer. In case of established violation of the present Item, the Organizer 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 Organizer 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 Organizer 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 Organizer. 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 Organizer.

3. Congress Center

The Organizer 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@bulgarreklama.com.

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@bulgarreklama.com.

5. Other Services

The Organizer 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 Organizer 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 Organizer 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 Organizer and after their payment. All commission rewards due for the bank transfers shall be on the Exhibitor's account. The Organizer 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 Organizer 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 Organizer or its co-organizers.

4. Personal Data Protection

Personal data, gathered by the Organizer 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 Organizer.

V. Final Provisions

1. The Organizer 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.