



**INTER EXPO
& CONGRESS
CENTER
(IEC)**
147, Tsarigradsko Chaussee
BG-1784 Sofia, Bulgaria

FRANCHISING & ENTREPRENEURSHIP

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



**Franchising
entrepreneurship**

03 - 05 September 2009

DEADLINE 31 May 2009

A. Catalogue Entry

In accordance with the conditions stated overleaf, we order the following catalogue entry:

1. ADDRESS legibly written

To be entered under letter:

Company / Address:

Phone:

Fax:

e-mail / http:

2. TEXT OF ENTRY in English and if possible in Bulgarian language, **sent by e-mail**.

Company's exhibits and / or production range

B Trade Mark

We hereby order a catalogue entry:

1) with trade mark (**sent by e-mail**)

2) without trade mark

C Advertisements

We hereby place our order for an additional advertisement of the following size:

1/1 page black/white (110 mm wide x 220 mm high)

1/1 page coloured (110 mm wide x 220 mm high)

1/2 page coloured (85 mm wide x 90 mm high)

1/1 page coloured on the cover

Contact Person / Department

Authorized signature /stamp:

Place and Date



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e-mail: bul-reklama@bulgarreklama.com
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BULGARIAN FRANCHISE ASSOCIATION
36, Ivan Vazov Str., BG - 9000 Varna
Mobile: +359 88 68 71 051
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I. Technical Data

Paper size: 100 mm wide, 210 mm high
 Type area: 110 mm wide, 220 mm high = 1/1 page
 85 mm wide, 90 mm high = 1/2 page
 Printing system: Offset (two colours)
 Printing material: Materials uploaded on CD
 or sent by e-mail
 Language: Language of the organizer and
 English
 Classification: Information, attending programme, hall
 plan, alphabetical list of exhibitors and
 co-exhibitors (obligatory), index of
 products (obligatory), advertisements.

II. Costs

A. Terms and Costs of the Compulsory Entry:
 According to the conditions of participation, the entry in
 the exhibitions catalogue is obligatory for each exhibitor
 and co-exhibitor and costs **150,00 EUR** for up to 10 lines.
 Each additional line will be charged at **15,00 EUR**.

a) Compulsory Entry of the Address:
 Name of the company, address, telephone, telefax, e-mail,
 internet (will be printed in Latin letters in the catalogue).

b) Compulsory Entry of the Company's exhibits and / or
 Production Range:
 In the language of the organizer and in English.
 Translation free of charge!
 Length of line: 65 mm (approx. 35 letters).

B. Trade Mark:
 Maximum size 15 mm high.
 Costs per trade mark **20,00 EUR**

C. Advertisements:

| | |
|--|-------------------|
| 1/1 page black/white (110 x 220) | 120,00 EUR |
| 1/1 page coloured on the cover (110 x 220) | 200,00 EUR |
| 1/1 page coloured (110 x 220) | 160,00 EUR |
| 1/2 page coloured (85 x 90) | 130,00 EUR |

Intended (bleed) advertisements: **20 % extra**
Translation free of charge!

III. General Conditions and Terms of Payment

1. The entry of the exhibitors and their sub-exhibitors into
 the alphabetical list and the production range of the official
 exhibition catalogue is obligatory.
 If you need additional forms for sub-exhibitors' entries
 please order them.

2. To ensure completeness of the catalogue, exhibitors, sub-
 exhibitors and represented companies who have not
 submitted their order forms within the stated time will be
 entered in the catalogue at their own expense on the basis
 of the information available in the application without any
 guarantee for correctness.

3. Claims for damage through non-entry or incorrect entry
 cannot be accepted.

4. Orders for entries are not confirmed by the publisher.

5. The organizers of the trade fair and their authorized
 representatives are entitled to refuse the acceptance of
 orders without giving reasons.

6. The costs for entries cannot include the costs for graphic
 work or for the execution of copyable material. If such
 work is necessary due to the execution of an order, it will
 be calculated separately. Furthermore, the company placing
 an order can be charged with costs resulting from
 considerable modifications of orders originally agreed
 upon.

7. Copy proofs of entries and insertions are not forwarded.

8. Only the number of lines actually printed in the catalogue
 will be calculated and not the manuscript as mentioned in
 the order form.

9. The obligatory entry of exhibitors and their sub-exhibitors
 will be invoiced together with the general trade fair
 charges, before the catalogue goes to print.

10. The charges for extra entries, trade marks or advertise-
 ments will be invoiced additionally.

11. The publisher may be exonerated from his obligation to
 execute the order provided that he is prevented from
 fulfilling this obligation through reasons of force majeure.