

RETURN BY
25TH JUNE 2010 TO:

REED EXPOSITIONS FRANCE - MIDEST

TOUR VISTA
52-54, QUAI DE DION BOUTON - CS 80001
92806 PUTEAUX CEDEX - FRANCE
Tel.: +33 (0)1 47 56 52 34
Fax: +33 (0)1 47 56 21 40

www.midest.com
info@midest.com

RESERVED TO THE ORGANISER

DATE DE RÉCEPTION

COM

ISG

N° SFDC

N° CM

N° PNR

CODE EXPOSANT

CODE CI

NOUVEAU

ADV

N° DOSSIER

Please complete in capital letters

COMPANY NAME OF THE EXHIBITOR

CONTACT AND ADDRESS FOR CORRESPONDENCE

VAT Number

Company name (if different) _____

Address _____

Postcode _____ Town _____ Country _____

Tel. _____ Fax _____

Web site _____

Company e-mail _____

Person in charge of exhibition Mr Mrs Miss Forename _____ Name _____
E-mail _____ @ _____
Function _____

Managing director Mr Mrs Miss Forename _____ Name _____
E-mail _____ @ _____

Press Relation Mr Mrs Miss Forename _____ Name _____
E-mail _____ @ _____

Correspondence language: French English

INVOICE ADDRESS (if different from contact's address)

VAT Number

Company name (if different) _____

Address _____

Postcode _____ Town _____ Country _____

Tel. _____ Fax _____

Contact Mr Mrs Miss Forename _____ Name _____
E-mail _____ @ _____
Function _____

SECTOR FOR YOUR STAND LOCATION (tick a single box - see attached abstract of product categories)

METAL PROCESSING

Subsectors (tick a single subsector)

- Fabrication
- Finishing / Surface Treatments / Thermal Treatments
- Forging
- Foundry
- Industrial Fasteners
- Machining
- Metal Cutting
- Raw materials / Materials / Semi-finished products

- Screw Cutting
- Special Machines

PLASTIC / RUBBER / COMPOSITE MATERIAL PROCESSING

ELECTRONICS / ELECTRICITY

MICROTECHNICS

INDUSTRY SERVICES

Subsectors (tick a single subsector)

- Design Aid
- Engineering / Analysis
- Industrial Design
- Industrial Maintenance
- Quality
- Research & Development
- Others

NATIONAL AND REGIONAL STANDS

Main activity of the company _____

PREVIOUS PARTICIPATION(S) (circle) 2000 - 2001 - 2002 - 2003 - 2004 - 2005 - 2006 - 2007 - 2008 - 2009

1 COMPULSORY PARTICIPATION FEE

Ex. VAT

€ 655

To be paid by each exhibiting company.

Including:

- Registration of exhibiting company's name and address in the hard copy of the official catalogue
- Entry in the official Midest catalogue, on the web site and in the show plan
- Online company presentation page in the online catalogue with 3 pictures and a text
- Link to your own web site (on online company presentation page in the online catalogue)
- Active e-mail link (on online company presentation page in the online catalogue)
- Press release on www.midest.com
- Membership of the Midest Partners Club
- 100 visitor invitation cards To choose among : French or English
- Self adhesive Midest 2010 stickers
- 10 VIP nominative badges (on request)
- Insurance (files costs included)
- Free banner sign if request received before 13th September 2010
- Free grey carpet if request received before 13th September 2010
- Daily floor cleaning
- Exhibitor nominative badges (one badge per 3 sqm / minimum 3 badges per package)
- Participation in the 2010 Midest Awards
- Press pigeonhole in the show press office

CO-EXHIBITORS

Any company present or represented on your stand must complete a co-exhibitor form (enclosed) and pay a participation fee of € 655 ex. VAT.

STAND LOCATION

A proposed location will be sent to you at the end of the 2nd quarter of 2010 that takes your wishes into account as far as possible.

Desired location in relation to other companies:

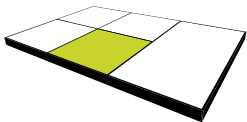
Near _____

Far from _____

Specific features _____

2 SPACE ONLY BOOKING (partitions not included)

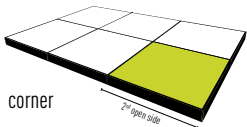
TYPE A
1 side



A. SPACE ONLY "TYPE A" Stand with an open side (minimum 9 sqm)

_____ sqm x € 212 ex. VAT = €

TYPE B
2 sides / 1 corner



B. SPACE ONLY "TYPE B" Stand with 2 open sides (minimum 18 sqm, subject to availability)

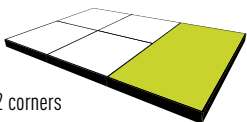
_____ sqm x € 212 ex. VAT = €

_____ m of shortest side x € 212 ex. VAT = €

(supplement for 2nd open side)

} = €

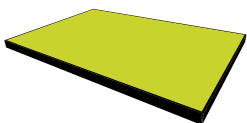
TYPE C
3 sides / 2 corners



C. SPACE ONLY AISLE END "TYPE C" Stand with 3 open sides
(minimum 48 sqm, subject to availability)

_____ sqm x € 244 ex. VAT = €

TYPE D
4 sides



D. SPACE ONLY (ISLAND) "TYPE D" Stand with 4 open sides
(minimum 96 sqm, subject to availability)

_____ sqm x € 244 ex. VAT = €

The area, dimensions requested and the identities of neighbouring stand holders cannot be guaranteed and may vary on the basis of placement possibilities. Invoicing will be based on the allocated area.

3 STAND FITTING OPTIONS (excluding space)

ECO



ECO STAND

- Camel tufted carpet
- Partitions (aluminium frame and panels in melamine faced pear) and stiffeners
- 1 sign board (text on both sides)

Stand _____ sqm x € 49 ex. VAT = €

PRACTICAL



PRACTICAL STAND

- Flooring:**
- Camel tufted carpet
- Fittings:**
- Partitions (aluminium frame and panels in melamine faced pear) and strip
 - 1 lockable 1 sqm storeroom; 2 sqm for stands ≥ 18 sqm

- Furniture (€ 36/sqm credit voucher, choose from our partner's catalogue)
 - 1 floral decoration
- Electricity:**
- 3 kW electrical connection
 - One 100 W spotlight per 3 sqm section

- Signage:**
- 1 sign board (text on both sides)
 - 1 text sign (100 x 100 cm)

Stand _____ sqm x € 176 ex. VAT = €

COMFORT



COMFORT STAND from 15 sqm

- Flooring:**
- Tufted carpet, choice of colours
 - Carpet print, choice of colours
- Fittings:**
- Modular partitions ht 2.40 m (light wood, dark wood, white, gray or black) and aluminium framework (grey or white)
 - 1 lockable 1.5 sqm storeroom, fitted with coat pegs
 - 2 shelves (straight or angled)
 - 1 finished white reception counter (1 x 0.4 m) with middle shelf
 - 2 heads printed drop partitions (referring to

- carpet inlay color), height 3 m
 - 1 makrolon partition, surrounding a reception area
 - 1 curved sign panel (double face printed), height 4,40 m
 - 2 presentation accessories (podium, show case...) per 15 sqm section (to be selected from our partner's catalogue)
 - Furniture (€36/sqm credit to be selected from our partner's catalogue)
 - 1 floral decoration
- Electricity:**
- 3 kW electrical connection – From 21 sqm: 4kW

- One 100 W spot per 2 sqm section
 - 2 spotlights on stem for partition tops
 - Two 300 W halogen spots for the curved sign panel
 - 1 triple electric socket for the storeroom
- Signage:**
- Double-sided logo (1.50 x 1.20 m) on the curved sign panel
 - Logo on front of the reception counter
 - Exhibitor's name and stand number on the printed drop partitions
 - Printing of your communication on a 1 sqm poster

Stand _____ sqm x € 245 ex. VAT = €

Visuals not contractually binding

PRESTIGE



PRESTIGE STAND from 18 sqm

- Flooring:**
- Tufted carpet, choice of colours
 - Carpet print, choice of colours
- Fittings:**
- Wooden partitions (ht 2.5 m) with brushed cotton (choice of colours)
 - Plinths (wood or white)
 - 1 lockable 1.5 sqm storeroom, fitted with coat pegs and 3 straight shelves
 - 2 straight shelves on partition
 - 1 finished white reception counter (1 x 0.4 m) with middle shelf
 - 1 plexi light box
 - From 24 sqm: semi-glazed office
 - Furniture (€55/sqm credit to be selected

- from our partner's catalogue)
 - 1 floral decoration
- Electricity:**
- 4 kW electrical connection – From 30 sqm: 6kW
 - 1 electrical connection or single socket for 18 m² and one electrical connection or single socket for each additional 9 sqm.
 - One 100 W spotlight on stem per 2 sqm section
 - 1 triple electric socket
 - 1 socket in the semi-glazed office
 - 2 fluorescent tubes for the light box
 - Lighting of the high level sign: two 300 W spotlights on stem on the

- storeroom (stands < 30 sqm) or four 300 W spots on lighting framework (stands ≥ 30 sqm)
- Signage:**
- Exhibitor's name on brushed cotton (adhesive letters, 2 lines maximum)
 - Exhibitor's message on the plexi light box (2.30 x 0.50 m)
 - Double-sided high level sign (2.30 x 1.60 m) slung (from 30 sqm: on lighting framework)
 - Exhibitor's logo on the reception counter
 - Printing of your communication on a 1 sqm poster

Stand _____ sqm x € 267 ex. VAT = €

You can also opt for a turnkey solution in one of the TRADE VILLAGES located at the heart of the show's sectors.

For more information, please contact us: +33 (0)1 47 56 52 34

Services included for all fitted stands:

- Stand cleaning on the eve of the show's opening (removal of film from carpet, vacuum cleaning the flooring and cleaning of the structures).
- Permanent technical team presence during build up and throughout the show.

→ TOTAL OF YOUR STAND ex. VAT

1 Participation fee € 655 + 2 Space only € + 3 Stand fitting options € = €

VAT 19.60% = €

→ TOTAL inc. VAT = €

TOTAL OF YOUR PARTICIPATION

→ TOTAL inc. VAT BROUGHT FORWARD STANDS **1 + 2 + 3 = €**

→ TOTAL ex. VAT BROUGHT FORWARD COMMUNICATION TOOLS **A + B + C + D + E + F + G = €**

→ **GRAND TOTAL** **STANDS + COMMUNICATION TOOLS = €**

In the event of cancellation, the sums paid or still due will not be returned or waived (art. 6 of the general conditions).

PAYMENT TERMS

Exhibitors have 2 instalments options:

→ I CHOOSE OPTION:

A TWO INSTALMENTS

DEPOSIT: 30% x (OVERALL TOTAL INC. VAT) Payable with order = €

BALANCE: 70% x (OVERALL TOTAL INC. VAT) Payable by 10th September 2010 = €

B FOUR INSTALMENTS

1st DEPOSIT: 10% x (OVERALL TOTAL INC. VAT) Payable with order = €

2nd DEPOSIT: 20% x (OVERALL TOTAL INC. VAT) Payable by 9th April 2010 = €

3rd DEPOSIT: 35% (OVERALL TOTAL INC. VAT) Payable by 2nd July 2010 = €

BALANCE: 35% x (OVERALL TOTAL INC. VAT) Payable by 10th September 2010 = €

Booking forms must be accompanied by the deposit.

Payment in full must accompany orders placed after 10th September 2010

I WILL PAY BY Cheque made out to: Reed Expositions France / Midest 2010

Bank transfer (enclose a copy of the transfer order)

BANK	BRANCH	ACCOUNT No	RIB KEY	NAME	ADDRESS	VAT NUMBER
30066	10947	00010067602	68	MIDEST 2010	Crédit Industriel et Commercial - CIC Saint Augustin GCE 102, Boulevard Haussman - 75008 Paris	FR 92410219364

IBAN : FR76 3006 6109 4700 0100 6760 268

Transfers from foreign exhibitors must bear the wording «payments must be made at no cost to the beneficiary» as well as the SWIFT code for CIC: CMCIFRPP. The undersigned declares that he or she is familiar with the general conditions of sale of REED Expositions France and undertakes to abide by them without reservation or restriction. The undersigned declares that he or she possesses a copy of the general regulations of MIDEST, is familiar with them and accepts all their clauses without reservation or restriction. The undersigned declares that he or she is familiar with the features of the insurance policy taken out by the organizer and waives any recourse against the company managing the venue in which the show takes place as well as against the organizer or any other exhibitor and against anyone acting on behalf of the above mentioned persons. I, the undersigned, expressly agree to receive commercial information from REED Expositions France by letter, fax or electronic mail. If you no longer wish to receive information from Reed Expositions France, please write to:

REED EXPOSITIONS FRANCE - SALON MIDEST - TOUR VISTA - 52-54, QUAI DE DION BOUTON - CS 80001 - 92806 PUTEAUX CEDEX - FRANCE.

Made at _____

Date _____

Stamp and signature (compulsory)

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92806 PUTEAUX CEDEX - FRANCE
TEL. : +33 (0)1 47 56 52 34
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COMPANY NAME (please complete in capital letters)

Reserved to the organiser

A PACKAGES

Total ex. VAT

THE WEB PACKAGE

Midest web package reinforces your presence on www.midest.com.

It includes: • Button (120 x 60 pixels) on the Exhibitors list page • Your logo on your presentation page of the online catalogue on www.midest.com
• Company name highlighted in bold and colour in the list of exhibitors search results.

Value: € 900 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 450 ex. VAT = €

THE TARGETED PACKAGE

The targeted promotion package has been created to promote your presence to visitors before and during the show.

It includes: • 40 nominative VIP badges • Display of company name in bold in the exhibitors list of the show map
• 200 e-mail messages with your logo to your selection of pre-registered visitors.

Value: € 580 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 290 ex. VAT = €

NEW

THE LOGO PACKAGE

• Show map (1 logo) • Wall plans (1 logo) • Floor plans (1 logo) • Your presentation page on the online catalogue (1 logo)

Value: € 2 300 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 1 150 ex. VAT = €

THE POLE POSITION PACKAGE

A package of 7 media to advertise.

• Printed catalogue (1 page) • Show map (1 page) • Show map (1 logo) • Wall plans (1 logo) • Floor plans (1 logo) • Newspaper (W 120 x H 190 mm or W 240 x H 100 mm) • Internet (1 logo on your presentation page on the online catalogue) • Sails at the show entrances (2 ex).

Value: € 8 100 ex. VAT SPECIAL PACKAGE PRICE (- 50%): € 4 050 ex. VAT = €

TOTAL **A** ex. VAT = €

B ON www.midest.com

BANNERS (728 x 90 pixels or 468 x 60 pixels) with link to your web site

- On home page (maximum of 3 advertisers) € 2 500 ex. VAT = €
- On exhibitor list page (maximum of 4 advertisers) € 2 500 ex. VAT = €
- On visitor badge request page (maximum of 4 advertisers) € 2 000 ex. VAT = €
- On any other web site rubric (maximum of 4 advertisers) € 1 000 ex. VAT = €

MEDIUM RECTANGLE (300 x 250 pixels) with link to your web site

- On home page (maximum of 3 advertisers) € 1 200 ex. VAT = €
- On exhibitor list page (maximum of 4 advertisers) € 1 200 ex. VAT = €
- On visitor badge request page (maximum of 4 advertisers) € 950 ex. VAT = €
- On any other web site rubric (maximum of 4 advertisers) € 700 ex. VAT = €

BUTTONS (120 x 60 pixels) with link to your web site

- On exhibitor list page € 600 ex. VAT = €
- On visitor badge request page € 500 ex. VAT = €

EXHIBITOR LIST

- Sponsored link so that your company appears at the head of the results list by sector € 650 ex. VAT = €
- Logo on your presentation page of the online catalogue € 200 ex. VAT = €
- Company name highlighted in bold and colour in the list of exhibitor search results € 100 ex. VAT = €

THE VISITOR GUIDE

- Advertisement on the Visitor Guide (exclusive) € 2 000 ex. VAT = €
- Logo on the first page of the Guide (maximum of 6 advertisers) € 400 ex. VAT = €

TOTAL **B** ex. VAT = €

C THE SHOW NEWSPAPER	Order form and technical elements must reach us by 25/06/2010	Quantity	Total ex. VAT
■ Banner (W 240 x H 50 mm)	€ 600 ex. VAT X		€
■ 1/4 page four colour (W 120 x H 190 mm ou W 240 x H 100 mm)	€ 1 100 ex. VAT X		€
■ 1/2 page four colour (W 240 x H 190 mm)	€ 2 600 ex. VAT X		€
■ Four colour full page (W 250 x H 400 mm fp)	€ 3 400 ex. VAT X		€
■ Back cover (W 250 x H 400 mm fp)	€ 4 600 ex. VAT X		€
TOTAL C ex. VAT =			€

D THE PRINTED CATALOGUE	Order form and technical elements must reach us by 24/09/2010	Quantity	Total ex. VAT
■ Four colour full page (W 150 x H 230 mm)	€ 1 900 ex. VAT X		€
■ 1/2 page four colour (W 150 x H 110 mm)	€ 1 000 ex. VAT X		€
■ Inside front page (W 150 x H 230 mm)	€ 4 000 ex. VAT X		€
■ Inside back cover (W 150 x H 230 mm)	€ 4 000 ex. VAT X		€
■ Back cover (W 150 x H 230 mm)	€ 4 500 ex. VAT X		€
■ Bound insert	€ 3 800 ex. VAT X		€
■ Bookmark (W 50 x H 150 mm)	€ 5 500 ex. VAT X		€
TOTAL D ex. VAT =			€

E THE SHOW MAP	Order form and technical elements must reach us by 17/09/2010	Quantity	Total ex. VAT
■ Your logo on the plan (W 50 x H 50 mm)	€ 700 ex. VAT X		€
■ Back cover (W 160 x H 220 mm)	€ 4 500 ex. VAT X		€
■ Front of plan (W 78 x H 50 mm)	€ 3 900 ex. VAT X		€
■ Page quadri (W 160 x H 220 mm)	€ 2 000 ex. VAT X		€
■ Company name highlighted in bold in the list of exhibitors	€ 90 ex. VAT X		€
TOTAL E ex. VAT =			€

F EMAILINGS		Quantity	Total ex. VAT
■ Sponsorship of the electronic badges (40 000 ex. - exclusive)	€ 2 000 ex. VAT X		€
■ Sponsorship of the d-5 visitor reminders (40 000 ex. - exclusive)	€ 2 500 ex. VAT X		€
■ Your message with your logo (200 pre-registered visitors)	€ 250 ex. VAT X		€
TOTAL F ex. VAT =			€

G AT THE SHOW	Order form and technical elements must reach us by 24/09/2010	Quantity	Total ex. VAT
■ The wall plan (1 logo with an arrow to your stand)	€ 700 ex. VAT X		€
■ Plans laid on the floor (1 logo with an arrow to your stand)	€ 700 ex. VAT X		€
■ Sails (2 sails (1 per entrance) fly your corporate flag at the entrances to the show)	€ 800 ex. VAT X		€
■ Distribute your communication materials at the show entrances (documents, branded carrier bags, badge holder lanyards...)	from € 1 000 ex. VAT =		€
Consult your sales contact			
TOTAL G ex. VAT =			€

→ **TOTAL ex. VAT COMMUNICATION TOOLS** **A + B + C + D + E + F + G** = €

Exemption from VAT for foreign companies only.

EXCLUSIVE – CONTACT US

- Your advertorial on the www.midest.com home page in the 'Exhibitor Focus' section (1 advertiser per period)
- Water Totem: clad the water fountains with your corporate image.