



Franchise Day 2009

1st American Franchise Day in Prague ★ October 20, 2009 Hilton Prague Old Town



■ **ORDER & PRICE LIST OF ADDITIONAL SERVICES** (for Exhibitors and Non-Exhibitors)
Franchise Day 09, October 20, 2009, Hilton Prague Old Town, Prague

■ **EXHIBITOR** (Yes/No): **NON-EXHIBITOR** (Yes/No):

Company name: ↓

Brand name: ↓

Company address (street, city, post code, country): ↓

Correspondence address (if different from above): ↓

Invoicing address (if different from above): ↓

Phone: ↓

Cell phone: ↓

Fax: ↓

Www: ↓

E-mail: ↓

Account number: ↓

■ **CO-EXHIBITOR(S)**

Company name¹: ↓

Brand name: ↓

Www: ↓

¹ put additional Co-Exhibitors on extra list

■ **BOOTH AND EXHIBITION CONTACT**

Booth Person Name: ↓

Booth Cell phone: ↓

Booth Personal e-mail: ↓

■ **ACCEPTED FORM OF PAYMENT**

Credit cards are not accepted. Accepted form of payment is only bank transfer to: Cesky institut pro franchising, s.r.o., Novodvorska 994, 14221, Prague 4, Czech Republic, bank: GE Money Bank, a.s., PRAHA 4 – NOVODVORSKÁ, NOVODVORSKÁ 136, 142 00 PRAGUE, Czech Republic. IBAN: CZ230600000000176039275 BIC/ SWIFT: AGBACZPP.

PLEASE NOTE, IT IS COMPULSORY TO INDICATE THE COMPANY NAME ON YOUR PAYMENT. Copy of the payment by bank transfer must be sent to the administration of the Franchise Day 09 by fax or by email no later than September 20, 2009. Bank or other charges for payment transfer are not included in the price. It is necessary to use "All Charges Paid By Payer (OUR)" method.

We hereby agree with the REGULATION TERMS FOR EXHIBITORS at Franchise Day 09, being the integral part of this **ORDER TO ADDITIONAL SERVICES** found in the annex and on the web page www.franchiseday.cz.

Exhibitor is obliged to fully comply with and sign the original **order of additional services** for the Franchise Day 09 and fax (+420 257 022 810) or e-mail (franchiseday@ifranchising.cz) copy to the administration of the Franchise Day 09 no later than September 10, 2009.

Place, date

Name of the authorized person on behalf of Exhibitor

Stamp and signature

This ORDER must be send no later than September 20, 2009 to fax (+420 257 022 810) or e-mail (franchiseday@ifranchising.cz)

ORDER & PRICE LIST OF ADDITIONAL SERVICES (for Exhibitors and Non-Exhibitors)
FRAMchise Day 09, October 20, 2009, Hilton Prague Old Town, Prague

| EXHIBITORS SERVICES | COMMENT | US\$ EACH | QUANTITY | TOTAL US\$ |
|---|------------------------------------|------------------------|------------------------|------------------------|
| Upgrade Standard Booth to 2 x 4 meter | additional only to STADARD PACKAGE | \$400 | x <input type="text"/> | = <input type="text"/> |
| Logo on back wall of the booth | 2000 x 1000 mm | \$150 per logo | x <input type="text"/> | = <input type="text"/> |
| Branding on forex table | 1000 x 500 mm | \$120 per logo | x <input type="text"/> | = <input type="text"/> |
| Brochure rack (rent) | Pict.#1 | \$200 | x <input type="text"/> | = <input type="text"/> |
| Extra Table (rent) | Pict.#2 | \$120 | x <input type="text"/> | = <input type="text"/> |
| Extra Chair (rent) | Pict.#3 | \$90 | x <input type="text"/> | = <input type="text"/> |
| Floral decoration | | \$250 | x <input type="text"/> | = <input type="text"/> |
| EXHIBITORS ADVERTISING IN EXPO | | | | |
| Banner Display Advertising in the Lobby | Limited to 5 Brands Only! | \$350 per banner | x <input type="text"/> | = <input type="text"/> |
| Banner Display Advertising in the Food Court | Limited to 3 Brands Only! | \$550 per banner | x <input type="text"/> | = <input type="text"/> |
| Banner Display Advertising in the On-Site Registration | EXCLUSIVE! | \$650 per banner | x <input type="text"/> | = <input type="text"/> |
| Badge Holder Inserts Advertising | EXCLUSIVE! | \$1100 | x <input type="text"/> | = <input type="text"/> |
| Lanyard Advertising | EXCLUSIVE! | \$950 | x <input type="text"/> | = <input type="text"/> |
| (NON-) EXHIBITORS ADVERTISING ON WEB | | | | |
| Web Banner Ads¹ for Targeting Visitors on Home Page¹ | EXCLUSIVE! | \$950 | x <input type="text"/> | = <input type="text"/> |
| Web Banner Ads¹ for Targeting Visitors on page CONFERENCE PROGRAM¹ | EXCLUSIVE! | \$700 | x <input type="text"/> | = <input type="text"/> |
| Web Banner Ads² for Targeting Visitors on page OUTLINE | Limited to 4 Brands Only! | \$450 | x <input type="text"/> | = <input type="text"/> |
| Web Banner Ads² for Targeting Visitors on page FOR VISITORS | Limited to 4 Brands Only! | \$450 | x <input type="text"/> | = <input type="text"/> |
| Web Banner Ads² for Targeting Exhibitors and Suppliers on page FOR EXHIBITORS | Limited to 6 Suppliers! | \$700 | x <input type="text"/> | = <input type="text"/> |
| ¹ Full Banner 468 x 60 ² Square Button 125 x 125 or Half Banner 234 x 60 | | | | |
| Detail catalogue information about Company on On-line wwwCatalogue + Contact List of all interested Visitors | 12 months, 09/2009 - 08/2010 | \$750 | x <input type="text"/> | = <input type="text"/> |
| Visitor e-Newsletter Sponsor | Limited to 2 Exhibitors Only! | \$550 per e-newsletter | x <input type="text"/> | = <input type="text"/> |
| On-Line Registration and Email Reminders | EXCLUSIVE! | \$1050 | x <input type="text"/> | = <input type="text"/> |
| NON-EXHIBITORS ADVERTISING IN EXPO | | | | |
| Exhibiting brand and marketing materials at the Center Booth for Non-Exhibitors + Contact List of all interested visitors | Up to 10 kg materials /brand | \$700 | x <input type="text"/> | = <input type="text"/> |
| Detail catalogue information about Company on On-line wwwCatalogue for non-exhibitors | 12 months, 09/2009 - 08/2010 | \$1650 | x <input type="text"/> | = <input type="text"/> |
| OTHER SERVICES | | | | |
| Interpreter (a local English speaking student) | will be paid on site in cash | \$110 per day | <input type="text"/> | <input type="text"/> |
| Contact List of all registered visitors | | \$190 | x <input type="text"/> | = <input type="text"/> |
| <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 30%; border-bottom: 1px solid black;"></div> <div style="width: 40%; border-bottom: 1px solid black;"></div> <div style="width: 25%; border-bottom: 1px solid black;"></div> </div> <div style="display: flex; justify-content: space-between; font-size: small; margin-top: 5px;"> Place, date Name of the authorized person on behalf of Exhibitor Stamp and signature </div> </div> | | | | |

REGULATION TERMS FOR EXHIBITORS AT FrAMchise Day 09

These regulations specify the relationship between Exhibitors at the FrAMchise Day 09 (hereinafter: Exhibitors) and organizer of the FrAMchise Day 09 – Český institut pro franchising, s.r.o., (hereinafter: Organizer) regarding participation, financial relations, exhibition terms, liability for possible damages and such occurrences relating to the FrAMchise Day 09 (hereinafter: FrAMchise Day 09). The terms specified in these regulations are integral part of the participation contract for the FrAMchise Day 09. Should the circumstances not provided by these regulations arise, the practices and rules of good business customs would be applied in order to protect the interests of both, the Exhibitors and the Organizer.

1. General provisions

Based on this Application Form, the Organizer and the Exhibitor enter into contractual relationship. Application form is a legally binding irrevocable contract between the Exhibitor and Organizer and is confirmed by the Exhibitor's signature and a seal with the submission of the application form to the Organizer of the FrAMchise Day 09. Exhibitor grants and accepts regulation terms of the FrAMchise Day 09 as an integral part of the contract. The Organizer retains the right to decide either to accept or refuse the application should the submitted exhibits or products not meet the requirements and the quality standards of the FrAMchise Day 09, or for any other business related reasons.

The Organizer decides on any acceptance, extension or refusal of any application without being obliged to give reasons for such decision. The Organizer retains the right to refuse the display of the exhibits in case it is subsequently found that the exhibits in question do not correspond to the cited description list of the Exhibitor. Should this be the case, the Organizer can withdraw from the contract and remove the exhibits from the exhibition area at the Exhibitor's expense.

Exhibitor is responsible for any chattels hired from the Organizer and is obliged to return them undamaged after the termination of the event. Exhibitor is obliged to repair any damage of the exhibition area and the Organizer installations at his own costs or to reimburse any cost arisen out of such damage to the Organizer.

Exhibitor pledges himself to meet any obligation arising from his participation, the participation of his co-Exhibitors and any companies authorized by Exhibitor to build a stand or transport exhibits. Any change is subject to a previous approval of the Organizer.

In case that the Organizer cannot as a consequence of force majeure open a fair or other event, provide the duration of any event for the entire period or any part of it, the Organizer shall notify Exhibitor without undue delay. Any obligations of the Organizer arisen out of the concluded contract on Exhibitor's participation become null and void. In such case Exhibitor has no right of compensation.

2. Applications and allocation of the exhibition area

The application for the participation at the FrAMchise Day 09 has to be submitted exclusively via the application form. The application form must be filled out, signed by the Exhibitor and returned to the Organizer by e-mail or fax not later than September 20, 2009, with requested format of company logo due to timely preparations.

The success of the FrAMchise Day 09 is in the Organizer's best interest; therefore he should be the one who would decide whom to accept as an Exhibitor including the decision on the allocation of the exhibition area. Every change, related to the exhibition area should be approved by the Organizer in advance. Organizer is uniquely authorized to decide on these changes that must always be in the best interest of the FrAMchise Day 09, exhibition and Exhibitors. The Organizer is not obliged to meet any prospective Exhibitor's requirement concerning the location of his exposition.

3. Sublease and co-Exhibitors

The Exhibitor is strictly prohibited to sublease the exhibition area and/or booth, or any part thereof to a third party without previous exclusive consent by the Organizer. Exhibitor may share their exhibiting area and/or booth. Should the consent be obtained, the Exhibitor is duly obliged to provide the information on his co-exhibitor including their exhibition program no later than September 20, 2009. Exhibitor must pay a fee for every co-Exhibitor. This fee will allow visibility of co-Exhibitors in media. The amount payable for each co-Exhibitor will be included in the final statement which will be delivered to booth during the exhibition.

4. Fee and payment

After receiving an Application Form, the Organizer will send you an electronic pro-forma invoice to be paid within 7 days. After the fee has been paid the Organizer issues a certificate of the allocated exhibition area and booth and provides Exhibitor with a pro-forma invoice for the additional ordered services. A day of taxable performance is October 20, 2009. Any assignment of exhibition area to Exhibitor is conditioned by payment of the total fee within the fixed deadline. The Exhibitor assumes obligation to pay for the exhibition area and bear all other expenses arising from his participation at the FrAMchise Day 09. Prices are expressed in net amounts thus incurring the mandatory proportional tax on the net amount at the rate of 19% VAT.

5. Cancellation

In case the Exhibitor wishes to cancel the participation at the FrAMchise Day 09, he is obliged to pay: 50% of the agreed price in case of the cancellation up to 15 days prior to the opening of the FrAMchise Day 09; 100% of the agreed price in case of the cancellation within 10 days prior the opening of the FrAMchise Day 09. The Exhibitor must deliver the termination of the contract in writing. The termination of the contract is in effect from the date of the receipt of the written form of such termination.

6. Advertising

It is not allowed to take photos, tape or reproduce the exhibits and exhibition area in any way without the permission from the Exhibitor or the Organizer of the FrAMchise Day 09. The Organizer has a right to reproduce or allow the reproduction of panoramic or individual views of the area - exterior and interior - of the FrAMchise Day 09. Every Exhibitor can advertise his own brands and/or products at his exhibition area. Setting up billboards and other signs outside the

leased area, audio and video advertising in or outside of the exhibition area, is subject to charges regulated by special regulations.

7. Technical conditions

Exhibitors lease the exhibiting areas for the booths from the Organizer. Electrical connection 220V-50Hz can be arranged for free upon request. The size of the equipment must not exceed 2x2 meters horizontal and 2 meters vertical.

Exhibitors can put additional exhibiting equipment/furniture, pop-up displays or carpets to their exhibiting areas. Available exhibiting equipment, services and its prices are listed in the Additional Services Price List.

Exhibitors may send their marketing materials and exhibiting equipment to the Hilton Old Town Hotel three days prior to the event. All packages have to be marked "FrAMchise Day 09 - TEREZA ILLIKOVA".

Exhibitors must make their exhibiting areas ready between 8:00pm October 19, 2009 and 8:00am October 20, 2009.

Exhibitors are not allowed to remove their exhibits from the area before the official end of the FrAMchise Day 09. The above deadlines can be shortened or extended by consent due to any special circumstances about which the Organizer or the Exhibitor must be warned beforehand in writing.

Exhibitors are obliged to be present during arranging and setting up of the exhibits in the booth, as well as during the removal of the abovementioned. During that period the Exhibitor assumes absolute responsibility for the equipment and the exhibits.

Exhibitors are obliged to remove their exhibits and equipment from the FrAMchise Day 09 exhibition area by midnight of October 20, 2009 or it will be removed by the organizer at the Exhibitors' costs.

Exhibitors, as well as contractors (assemblers, decorators and others) are obliged to be present during installation and disassembling, and during the period of the duration of the FrAMchise Day 09 to observe local fire safety regulations, safety at work regulations any other technical regulation and standard.

All Exhibitors' equipment and materials have to be removed from the hotel by October 22, 2009, or they will be removed by the Organizer at the Exhibitors' costs. After the FrAMchise Day 09 ends, Exhibitors are due to return the rented equipment and the exhibition area in the same condition they were found before the opening of the FrAMchise Day 09. Otherwise, the exhibitors will be liable to compensate any possible damage.

The Organizer doesn't provide guarding of the materials and equipment and is not liable for them.

The Exhibitor is obliged to pay for the expenses of the ordered services by the set deadline. Should it turn out that they disregard the set deadlines of payment, the Organizer reserves the right to cancel the participation of such Exhibitors. The services ordered just before the opening of the FrAMchise Day 09 are to be paid immediately: in case immediate payment is not honored, the Organizer reserves the right to keep the exhibits until the amount is fully paid.

8. Complaints

Exhibitor has to report any possible complaints to a person authorized by the Organizer and submit these complaints in writing immediately following the occurrence, but not later than 5 days from the event. After that period the complaints will not be taken into consideration.

9. FrAMchise Day 09 wwwCatalogue

The Organizer will present on-line list of all Exhibitors and/or co-Exhibitors on website www.framchiseday.cz and www.ifranchising.cz and www.ifranchise.cz (hereinafter: the wwwCatalogue). Each Exhibitor can order placing detailed company profile, logo, contacts, and products information or additional advertising in the wwwCatalogue. Prices are specified in the Price List of Additional Services. Information necessary for publishing of the wwwCatalogue needs to be delivered by the Exhibitor no later than September 20, 2009 and he is the only one responsible for it. Organizer cannot be responsible for any mistakes that could appear in printing or within the information contents. Organizer can refuse release advertisements, which jeopardize other Exhibitors or the event itself. It is possible to participate in the wwwCatalogue with through an article or advertisement without participating at the FrAMchise Day 09 as an Exhibitor.

10. Insurance

The Organizer is not responsible to Exhibitors or to his co-Exhibitors for any loss, destruction or other damage of exhibits, stand furnishing and equipment, goods, packages and packing materials, things displayed at the stands, without any respect to the fact whether such destruction or damage happened before, during or after the trade fair or any other event organized by the Organizer. For this purpose, Exhibitor shall conclude insurance.

11. Jurisdiction

The place of performance of mutual obligations between Exhibitor and the Organizer is the venue of trade fair or exhibition in the Czech Republic. Both Exhibitors and the Organizer agree to resolve all possible disagreements in a peaceful manner. This should not be possible, contracting parties agree to the jurisdiction of the courts in Prague.

Stamp and signature:

Important notice: These regulations have to be printed out, signed, stamped and sent by e-mail or fax to the Organizer: **CZECH FRANCHISE INSTITUTE (Český institut pro franchising, s.r.o.), SPALENA 51, CZ110 00, Prague 1, Czech Republic; Fax: +420 257 022 810; Tel.: +420 226 518 868; Cell phone: +420 603 578 035; E-mail: framchiseday@ifranchising.cz; tamchyna@ifranchising.cz; Web: <http://www.ifranchising.cz>**

Comments to Additional Services

▪ **Brand and Advertising on Banner Display Stand in the Lobby or Food Court.**

Watch visitors as they stop and read your Banner Display located in the Lobby outside the Exhibit Hall or in the Food Court. These boards (800 x 2000 mm or 900 x 2000 mm or 1000 x 2000 mm) will catch the attention of every visitor and exhibitor as they enter and leave the show floor. Use this innovative marketing medium to increase your branding. You supply the design and we create the Banner Display. You can even include photos. (Production of Banner Display Stand additional.)

▪ **Banner Display Stand Advertising in On-Site Registration.**

Be one of the first companies to make an impression on potential franchisees by sponsoring On-Site Registration. There will be a Banner with your logo acknowledging your sponsorship. What a great way to be seen by every visitor registering for the show on-site. (Production of Banner Display Stand additional.)

▪ **Badge Holder Inserts Advertising EXCLUSIVE!**

Have every attendee and exhibitor help you advertise as they walk the show floor. Your insert will be in every badge holder and visible to everyone at the show. What a great way to drive traffic to your booth and ensure that your brand is visible to everyone throughout the show. (Production of Inserts additional.)

▪ **Lanyard Advertising EXCLUSIVE!**

Your company name will be seen throughout the show when you sponsor the show lanyards. These branded lanyards are given to every visitor and exhibitor at registration and used to hold their badge. It's a walking advertisement for your company that will be seen throughout all FrAMchise Day. (Production of Lanyard additional.)

▪ **Web Banner Ads for Targeting Visitors** (on "Home Page", on page "Outline", on page Conference Program or on page "For Visitors"), **Web Banner Ads for Targeting Exhibitors and Suppliers** on page "For Exhibitors"

Drive traffic to your web site before, during and after FrAMchise Day 2009 with your banner ad on our web site. We include you banner ad with a link to your web site on the most heavily trafficked pages on our web site. For more information, contact ad@ifranchising.cz. (Exhibitor to

provide Full Banner 468 x 60¹ or Square Button 125 x 125² or Half Banner 234 x 60² .gif or .jpeg; animation in banners/buttons is available.)

▪ **Brand and Detail Information about Company at the On-line wwwCatalogue.**

Exhibitor and any non-exhibitors (without participating at the FrAMchise Day 09) can order "virtual booth" in the wwwCatalogue on website FrAMchise Day 09 www.framchiseday.cz and websites www.ifranchising.cz and www.ifranchise.cz placing detailed company profile (consisting in text of up to maximum of 2000 characters and 1 picture; image format .gif or .jpg, maximum 150 kb) in English and Czech, Company logo (format: gif; size 200x100), Sector of activity, contacts, Link to your website and products information (consisting in a text of up to a maximum of 1200 characters and 1 picture; image format .gif or .jpg, maximum 150 kb) or additional advertising.

▪ **On-Line Registration and Email Reminders EXCLUSIVE!**

Your branding banner will be Exclusively introduced to every pre-registered visitor. Your ad with a link to your web site will be Exclusively on registration form, on the email confirmation. What a great way to get your message to the most serious visitors to our franchise shows. (Exhibitor to provide Full Banner 468 x 60 or Half Banner 234 x 60² .gif or .jpeg; animation in banners/buttons is not available.)

▪ **Visitor's eNewsletter Sponsor**

Your message can be delivered to potential franchisees before they arrive at the show. In our pre-show Visitor Email Newsletters, we'll include a paragraph about your company, a logo and link to your web site. To maximize the impact of your message, we limit this program to 2 Category Exclusive sponsors per newsletter. (Exhibitor to provide Full Banner 468 x 60 or Half Banner 234 x 60² .gif or .jpeg; animation in banners/buttons is not available.)

▪ **Brand and marketing materials exhibited at the FrAMchiseDay Center Booth**

The organizer will operate a FrAMchise Center Booth at a central location in the exhibition space staffed with a local English speaking hostess. Your company can send us up to 10kg of marketing materials (flyers, brochures, etc.), which will be put on table or rack at this booth. We will also send you a Contact List of all the visitors that express interest in your brand during the show with their contact information.

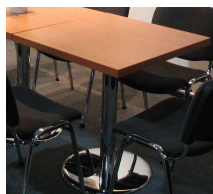
▪ **Rent further furnishing**

Brochure rack \$200



Pict.#1

Additional table \$120



Pict.#2

Additional chair \$90



Pict.#3