

ORDERING CATALOGUE OF SERVICES FOR EXHIBITORS



- Detailed layout of area with the drawing of firm's exposition
- Letňany Exhibition Centre area site - layout
- Important notice
- Order of parking
- Competition with mass media
- Confirmation of the exposition realisation
- Deadlines, addresses, contacts to Fair Administration ABF, a.s.
- Order of photodocumentation and video recording
- Fair catalogue, Fair guide
- Offer of other services
- Order of plastic dishes
- Order of honorary tickets
- Order of general cleaning

Prague Letňany Exhibition Centre, September 23-27, 2003

Organised by ABF, a.s.

www.forarch.cz

Important notice

**Assembly: on September 18 - from 8:00 (see the Assembly Instructions for more precise specification)
Dismantling: from September 27 (16:30) to September 29 (12:00)**

Notice!

All payments must be transferred to the bank account of ABF before the beginning of trade fair. The company, which will pay in cash within the registration, in spite of this warning, will be charged an additional fee amounting to 10% of the original price.

The companies, which did not paid registration fee and did not register till receiving this notice and by the commercial conditions of ABF a.s. for trade fairs FOR ARCH 2003, FOR TECH 2003, FOR COMPUTER 2003, FOR VERTICAL LIFTING 2003, for each another firm which will be presented at their own exposition (in form of presenting products, company logo, name of the company, brochures, video programme...) are obligate to pay registration fee for co-exhibitors.

In the case that the exhibitor will fail this policy will be obligate to pay registration fee for co-exhibitors in double amount during the event.

Important! Do not overlook!

The closing date of all orders is **8. 8. 2003** (the date of delivery to Trade Fair Administration), for this reason you should send the orders back as soon as possible. We ask you to send the orders in your own interest **by registered mail!** In the case that you are using a fax, send the original (especially the backgrounds for graphics) immediately by mail as well.

For the Exhibitors who are ensuring the construction of the stand by their own means, or by means of an advertising or realisation agency it is necessary to send for approval by 8. 8. 2003 to the Trade Fair Administration, the design of the stand (in its front view and ground plan) with the drawing of possible height dominant points and eye-catchers, including the orientation of the stand within the ordered area and the co-ordinates of the positions of power supply, water inlet and waste water outlet. Without the confirmation of the ABF-Fair administration architect the stand buiding won't be allowed. At doublefloor expositions exhibitors are obliged to submit also the statical opinion, event. documentation. It's possible to send these documents by e-mail to the address: vyjidak@abf.cz

CAUTION! Halls 1 and 2 are fitted with transversal technical channels (see the area layout) from which the connection branches are realised. It means that no drilling for the inlet lines, which used to be done in previous years, will be carried out. While designing your stands to be placed in these halls (numbers 1 and 2), it is necessary to consult in advance the orientation of water inlets and outlets for the stand. The connections in other halls are made in a traditional manner, i.e. by drilling in floor.

In the case that some exhibitors fail to send appropriate documentation before the closing date, they will expose themselves to the danger of possible difficulties in connection with the realisation of the stand, and thus also to possible additional financial costs.

If you like to use for advertising of your exposition the logo of the fair, please, use services of ABF on internet. On the sites www.forarch.cz/logo will be placed the logo of the fair, which you can obtain and use for the advertising. On this sites you can also obtain the actual information for exhibitors and visitors.

NEW SERVICES – Parking for a special guests!

For choice guests of your exhibition stand, to whom you wish to offer specific services, are to disposal the parking cards, which will allow parking free of charge at the reserved parking area a front of Prague-Letnany Exhibition Centre. Those parking cards you can order **free of charge in our office** place a stamp of your company and send to your partners, together with invitation (possibly with honorary ticket) for visiting your stand. One day parking ticket at FOR ARCH exhibition will be at amount of **5 EUR** and will be invoiced after the show. The parking cards will be enclosed to the final invoice, only those which will be delivered to our office. **We will charge only the tickets, which will be used by your partners.**

Notice: The parking cards, which will be not marked by your stamp, name and car number, are not valid.

For exhibitors there will be available (not safeguard) parking areas inside of Prague Letnany Exhibition Centre in term from September 18 during the assembly a front of Entry gate nu.1 and in term of show September 23-27, 2003 on reserved areas. Parking card is valid 5 days during assembly and 5 days of show. It is possible to use card each day for a different car, car number will be written each day into the card. The parking card has to be visible whole day in car behind the front car window.

PRICE: EUR 95 / September 18–27, 2003

The parking cards will be issued with registration on Exhibition Centre

Company: _____

Hall no. _____ Sector _____ Stand no. _____

We hereby definitely order _____ pieces of parking cards (for exhibitors – 95 EUR/pcs)

We hereby definitely order _____ pieces of parking cards (for your guests – 5 EUR/day)

Place and date

Stamp and signature

Note: The order is not valid unless the place, date, stamp and signature are filled in

Dear Exhibitors,

Also the 14th International Building Fair FOR ARCH 2003 will be accompanied by a rich accompanying programme as it has already become a good tradition. We prepare specialised seminars, lectures, consulting sessions and in co-operation with mass media also many competitions for the public. Besides the actual presentation of your products we would like to offer you co-operation in the field of these competitions within the framework of the advertising campaign which we are currently preparing.

The competitions will take place in daily press or radio stations before the commencement of the Fair and during their organisation. Some of the competitions will take place directly at the Fair.

If you are interested in taking part in their organisation, you can devote some of your products or advertising objects to the competitions as a prize.

Company: _____

Hall no. _____ Sector _____ Stand no. _____

We would like to devote the following prizes:

Name of product, advertising object:

1. _____

at a price of EUR _____

2. _____

at a price of EUR _____

3. _____

at a price of EUR _____

Place and date

Stamp and signature

If you are interested in more detailed information, please, do not hesitate to contact:

Martina Průšová

Tel.: 00420 / 222 891 138

Fax: 00420 / 222 891 199

E-mail: prusova@abf.cz

**Not to be completed by the exhibitor whose stand construction is realised through ABF, a.s.
Exhibitor's confirmation**

Firm _____

Hall no. _____ Sector no. _____ Stand no. _____

We hereby confirm that the construction of our stand will be realised by:

Firm _____

Address: street _____ city _____

Post Code Number _____

Contact person _____ Telephone no. incl. prefix: _____

Fax no. incl. prefix _____ Mobile phone _____

which we hereby also authorise to conduct negotiations concerning the construction of the stand and arrangement of technical connections.

At the same time, herewith we enclose the design of the stand for approval (in a front view and ground plan), with the marking of possible height dominants and eye-catchers and possible area reinforcement.

Confirmation

We hereby confirm that we have made ourselves familiar with and fully respect the all Conditions of Participation at the Fairs FOR ARCH 2003, FOR TECH 2003, FOR COMPUTER 2003 and FOR VERTICAL & FAIR LIFTING 2003, IDT 2003, description of halls and outdoor exhibition areas and the received floorplan with the location of the exposition.

At the same time we confirm the assumption of responsibility for the realisation of the exposition at the Fairs and that the firm authorised by us to realise the exposition holds the licence to carry out all professional activities required.

Moreover we confirm that all materials used for the construction of the stands feature a reduced category of combustibility within the meaning of the standards and regulations and that especially the textiles have been impregnated against fire.

Place and date

Stamp and signature

Note: without specification of place, date, stamp and signature the confirmation is invalid.

We remind again:

The closing date of all orders specified in the Catalogue of Services is **August 8, 2003** (the date of delivery to Veletržní správa, ABF, a.s. (*Trade Fair Administration, Ltd.*)). We ask you to send the orders by **registered mail** in your own interest! In the case that you are using fax, send the original immediately by mail as well. Please, pay particular attention to the forwarding of your graphic backgrounds.

Caution:

The term of maturity of the invoice relating to the ordered services is at the latest by **September 16, 2003**. A precondition for the beginning of the assembly is the provable settlement of all advancement invoices issued - the producing of **bank extract** (not orders of payment).

Address: (for mail connectin)

ABF, a.s.
Trade fairs administration
Václavské nám. 29
111 21 Praha 1, Czech republic

(for personal connection)

ABF, a.s.
Trade fairs administration
Mimoňská 645
Praha 9 - Prosek, Czech republic

PhDr. Jan Novotný, Director of the Division of Fairs and Exhibitions, ABF, a.s.

Secretariat 00420 222 891 111

Production:

Milena Plecítá	plecita@abf.cz	00420 222 891 130
Jana Kubičková	kubickova@abf.cz	00420 222 891 131
Libuše Kodýmová	kodymova@abf.cz	00420 222 891 129

Foreign relations:

Ladislav Baxa	baxa@abf.cz	00420 222 891 132
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Promotion:

Martina Průšová	prusova@abf.cz	00420 222 891 137
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Technical realisation and servis:

ing. arch. Aleš Vyjídák	vyjidak@abf.cz	00420 222 891 115
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Manager of the Specialised Exhibition EXPERT:

Ing. Martin Dostoupil	dostoupil@abf.cz	00420 222 891 121
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Accounting Dept.:

Jaroslava Toupalová		00420 222 891 118
Václava Sezimová		00420 222 891 247

Accompanying programmes:

Mgr. Petra Dolanská	dolanska@abf.cz	00420 222 891 261
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Competition of apprentices in building branches:

PhDr. Lenka Ulrychová	ulrychova@abf.cz	00420 222 891 136
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Fax messages: 00420 222 891 198-9

e-mail: veletrhy@abf.cz, fairs@abf.cz

www.forarch.cz

Company: _____

Hall no. _____ Sector _____ Stand no. _____

PHOTO

● **Offer of reporting photograph production:**

- actions at the stand and in the exposition
- accompanying actions of the Fair
- presentation of products and services
- visits of personalities to the company stand
- reports from prize awards

Format: 13 x 18 to 20 x 30 cm

Price: **EUR 2 – 4** per photo

● **Offer of technical photograph preparation**

photographs of products, services and expositions in a technical quality suitable for pre-printing preparations or large-format magnified images. Photographed on medium or large formats of negatives, including preview photographs of 20 x 30 cm.

Price: **EUR 15 – 25** per photo

Data digitalisation and other services in pre-print form by way of agreement

We hereby order, on a binding basis, photograph documentation

of our stand: Yes No

of our events: Yes No

VIDEO

- Offer of shooting and processing a presentation video programme about your company, products or technologies. Production of a non-stop loop for presentations at exhibitions, foreign language versions, copies on VHS, CD ROM.

Prices to be agreed upon according to demands of a particular order.

- Video services during the FOR ARCH Fair

Shooting and processing a documentary video record about the participation of your company at the Fair (expositions, accompanying events, prize awards, presentations, etc.) with a three-minute track, final copy on VHS

Prices: without any commentary text **EUR 155.-**

with a Czech commentary **EUR 220.-**

with a foreign language commentary by way of agreement

- Other services during the Fair: express preparation of copies of videotapes, advisory services and relating video services

Prices: express copies of videotapes about **EUR 15.- per tape**

We hereby order, on a binding basis, a video record Yes No

Place and date

Stamp and signature

Note: The order is not valid unless the place, date, stamp and signature are filled in

On the occasion of the 14th year of the International Building Fair FOR ARCH 2003, its organiser, i.e. ABF, a.s., issues traditional publications: Fair Catalogue and Fair Guide. At the same time the Fair will be presented on the web sites www.forarch.cz. All of the three products offer space for presenting your company and your products to a wide range of potential clients from the number of specialists as well as the public. Also this year we have prepared significant price discounts for the exhibiting companies.

Fair Catalogue

The only official catalogue of the Fair containing:

- alphabetic list of exhibitors
- addresses incl. telephone, fax and e-mail contacts
- home web sites of companies
- characteristics of presented exhibits or services in both Czech and English
- stand layout
- orientation map of the Exhibition Centre
- list of companies according to product groups
- list of business names of exhibits
- information on accompanying programmes
- advertisements of companies

The printed circulation of the Fair Catalogue is 7,000 pieces. The catalogue will be distributed free of charge to all exhibitors, accredited journalists, official guests invited to the Fair, ABF Club members. The visitors will be able to buy it during the Fair directly in the Prague Letňany Exhibition Centre area or in ABF bookshops in Prague, České Budějovice, Plzeň and Zlín.

Fair Guide

A separate publication issued before the beginning of the FOR ARCH Fair. In terms of its content focus, circulation and targeted distribution it presents the Fair under preparation to the wide public, mainly from the number of its specialised visitors.

It will contain, without limitation:

- plan of the Exhibition Centre
- information on services for visitors and exhibitors
- information from the field of the building industry and architecture
- specialised articles
- company invitations to the Fair
- company advertisements
- list of exhibitors with the number of exposition

The Guide is issued in a circulation of 60,000 pieces and it will be distributed in advance and free of charge to all subscribers of the journals Stavební listy (ČKAIT and ČSSI members) and Fórum architektury a stavitelství. The guide will be available also to visitors at the Fair, at all information stands.

Internet presentation - www.forarch.cz

ABF is the most important provider of information on the field of the building industry - on the Internet it makes available datas from comprehensive databases of the Czech Building Information System. As the FOR ARCH Fair organiser is published a database of visitors and all official datas concerning both the Fair and its course.

The above mentioned products will be presented to you in the following periods by our business representative in person. In the case of your interest he or she will also provide you with recommendations concerning the most appropriate manner of presentation of your company and will make you familiar with its terms and conditions and will prepare a corresponding order for you.

Contacts: +420 224 152 340-4, 224 152 050-2, email: inzerce@abf.cz

The below listed firms are contractual partners of ABF and we recommend the use of their services at the Trade Fairs FOR ARCH 2003, FOR TECH 2003, FOR COMPUTER 2003 and FOR VERTICAL LIFTING 2003.

Hostesses and interpreters:

TARGO promotion

Hana Dvořáková

Na Florenci 31

110 00 Praha 1, Czech republic

Tel.: 00420 / 255 777 740

Fax: 00420 / 255 777 000

Mobil: 00420 / 603 195 379

E-mail: targo@targo.cz

Advertising and technical photographs of the exhibits and of the entire expositions:

Foto

Zlatá 143

Jozef Čáslava

280 00 Kolín

Tel/fax: 00420 / 321 727 627

Mobil: 00420 / 602 387 255

Flower decoration:

KVĚTINOVÝ SERVIS - Viktor Dvořák (*The Flower Services*)

Kateřina Cábová, business manager

Revoluční 25

110 00 Praha 1, Czech republic

Tel.: 00420 / 224 826 261

Mobil: 00420 / 777 788 058

Handout distribution:

Martina Průšová – promotion

Tel.: 00420 / 222 891 138

Fax: 00420 / 222 891 199

E-mail: prusova@abf.cz

ABF, a.s.

Václavské nám. 29

111 21 Praha 1, Czech republic

Individual security of expositions:

B+H, spol. s r.o.

Magistrů 173/6

140 00 Praha 4, Czech republic

Tel.: 00420 / 261 22 29 74

Fax: 00420 / 261 22 08 87

Company: _____

Hall no. _____ Sector _____ Stand no. _____

We definitely order the following plastic dishes:

SET FOR 4 PERSONS - EUR 12.- _____ pieces

- 40 items of 3 dl plastic cups
- 40 items of 2 dl plastic cups
- 4 items of coffee cup carriers
- 40 items of coffee cups, plastic
- 40 items of coffee-spoons, plastic
- 1 package of serviettes
- 15 items of paper trays

SET FOR 6 PERSONS - EUR 16.- _____ pieces

- 60 items of 3 dl plastic cups
- 60 items of 2 dl plastic cups
- 6 items of coffee cup carriers
- 60 items of coffee cups, plastic
- 60 items of coffee-spoons, plastic
- 1 package of serviettes
- 20 items of paper trays

SET FOR 10 PERSONS - EUR 26.- _____ pieces

- 100 items of 3 dl plastic cups
- 100 items of 2 dl plastic cups
- 10 items of coffee cup carriers
- 100 items of coffee cups, plastic
- 100 items of coffee-spoons, plastic
- 2 package of serviettes
- 30 items of paper trays

All prices are mentioned without VAT_____
Place and date_____
Stamp and signature**Deadline of orders: 8. 8. 2003***Note: The order is not valid unless the place, date, stamp and signature are filled in*

We offer to you honorary tickets for the Trade Fairs **FOR ARCH 2003, FOR TECH 2003, FOR COMPUTER 2003** and **FOR VERTICAL & FAIR LIFTING 2003** for your business partners. These tickets you may order **FREE OF CHARGE** at Veletržní správa ABF (Trade Fair Administration ABF), affix the seal or label of your company and send them to your partners together with an invitation for a **visit to your stand particularly on the contractual day - September 23, 2003**. The honorary ticket will be changed by your guests at the ticket office of the Trade Fair for an ordinary daily ticket. After the completion of the Trade Fair we will send you an invoice for the payment of the tickets of those partners only, who used your honorary ticket and it will be charged **at the level of 50% of the price of ordinary tickets**.

The invoice will be accompanied by the tickets with your identification marks, which have been exchanged at the ticket office.

Caution: Without any company identification the honorary tickets are invalid.

Company: _____

Hall no. _____ Sector _____ Stand no. _____

We order the sending of

50 items **100 items** **200 items** **300 items** **more _____ items**

of honorary tickets, which we will fit with the seal or label of our company. We hereby undertake to pay after the completion of the Trade Fair the accumulated amount of money for the tickets exchanged.

Honorary tickets: **we'll pick up personally at the Fair Administration ABF, a.s.**
 we'll ask for mail sending.

Reservation System of meetings at FOR ARCH 2003

After the last year's successful premiere of the booking system we would like to offer this service also for this year. The booking system will help you plan your meetings with your business partners comfortably through the Internet: at the beginning of the month we will send you the PIN access password to your e-mail address. If you select this password on the web site **www.forarch.cz/kontakt**, you will get access to the operating of time schedules. In July you will be able to reserve your time there (possibly to appoint your colleagues) for meetings with business partners during the days of the Fair. Then the system will be made accessible also for future visitors to the Fair, and an advertising campaign emphasising this service will be launched on the Internet. The entrance hall of the Prague Exhibition Centre will be equipped, during the time of the Fair, with a freely accessible Internet stand for visitors (possibly for exhibitors who do not order the Internet connection directly to the stand).

If you want to send the access password to any e-mail other than the one stated at the contact person in the Binding Application, please specify:

If you have any questions concerning the booking system of meetings, please send them at the address: kontakt@abf.cz

Place and date

Stamp and signature

Note: The order is not valid unless the place, date, stamp and signature are filled in

Caution! This order is not meant for these companies which have ordered daily cleaning at ABF. In this case is the service mentioned above in the price.

Company _____

Stand number: _____

price: EUR 0.5/sqm

We hereby definitely order overall cleaning of our exposition before the beginning of the fair **September 22, 2003**

in number of sqm

It's necessary to prepare the exposition to the overall cleaning **September 22, 2003 till 8:00 p.m.**

Place and date

Stamp and signature

Note: The order is not valid unless the place, date, stamp and signature are filled in