



REGISTRATION AND GENERAL TERMS & CONDITIONS

MBAfair™ 2010 - SPRING
March 10, 2010, 16:00 – 20:00
Hotel Hyatt Regency Belgrade, Belgrade, Serbia

Please send the completed and signed application form by fax: +381.11.308.6316 or via e-mail: office@oivivio.com

Name of Exhibitor.....

 Address
 City Postal code
 e-mail web www.....
 Tel Fax
 Person in charge of Fair
 Tel Mob
 VAT (Tax ID)
 Name of authorized person
 Signature Date

(Seal)

Price List¹

- Exhibition space² €1,650
- Presentation program (1/2 hr) € 500
- One year advertisement³ (banner) on www.mbafair.net € 400
- Supplemental charge for booth sharing +20%
- Full-page advertisement in the fair Catalogue that will be printed in 1000 copies and given away FOC to all visitors
 - black and white page € 550
 - full color page € 800
 - back cover page €1,200
- ALL INCLUSIVE** package includes Exhibition space, 1/2hr Presentation program, one year advertisement on the fair web site and accommodation for two nights for one person in a 4-star hotel in the very center of Belgrade €2,490
- Discount of 10% off the total (combined MBA + EDU) bill for the Exhibitors⁴ that also participate in the EDUfair™ 2010 in Belgrade, Serbia - 10%

Notes

- ¹ – All prices are subject to VAT (18%).
- ² – Exhibition space is a standard Hotel ballroom exhibition setting of app. 2x2 (4m²), comprising back wall, 1 table, 2 chairs, Exhibitor name, and AC power outlet 220V.

- ³ – Banner size is 120x60 pixels, up to 10kb on the home page + text of up to 125 words in the Exhibitor area of the site.
- ⁴ – Special volume discount for the Exhibitors who participate in both MBAfair™ 2010 and EDUfair™ 2010 is 10% off their total, combined bill.

Catalogue Entry

Exhibitor description (max 40 words) and the Exhibitor logo should be sent electronically to the Event Organizer on office@oivivio.com. Each additional word will be charged €4.00 per word.

Accommodation

There are several fairs and big events going on in Belgrade in mid-March 2010.

- If you would need assistance with hotel accommodation, please tick the box. The Event Organizer has reserved a block of rooms of different categories and prices.

General Terms and Conditions

- 1) A signed Registration Form, accepted by the Oivivio Consulting Services LLC or their representative (hereinafter: the **Organizer**), together with the General Terms and Conditions, is considered a legally binding Contract between the applicant (hereinafter: the **Exhibitor**) and the Organizer regarding the MBAfair™ 2010 (herein after: the **Fair**).

Application and Payment

- 2) Upon the receipt of a dully signed Application, the Organizer will provide a pro-forma invoice to the Exhibitor, who is responsible for settling the payment, not later than 60 (sixty) days before the opening of the Fair. It should be noted that the participation in the Fair, the location of the booth and a time slot in the Presentation Series will be guaranteed only upon receipt of the payment in full.
- 3) The submitted application is irrevocable and obliges the Exhibitor, unless cancelled in writing more than 30 days before the opening of the Fair.
- 4) If cancellation is made:
 - a) Less than 30 but more than 15 days before the opening of the Fair, the Exhibitor is entitled to full refund of the paid sum, minus 10% processing fee.
 - b) Less than 15 days before the opening of the Fair, the Exhibitor is not entitled to refund. The Organizer retains the right in such a case to dispose of the exhibition space to his liking.
- 5) The Organizer retains the right to:
 - a) Allocate booth location to the Exhibitor,
 - b) Alter previously designated location, while making appropriate adjustments in the Invoice,



- c) Cancel an already accepted application up to 15 days before the opening and reimburse all paid up monies,
- d) Increase or decrease the exhibition area, depending on the capacity of the location, by up to 15% of the registered area.
- 6) The Exhibitor cannot transfer the right to use the exhibition booth to a third party without the consent of the Organizer.
- 7) The Organizer informs the Exhibitor on the location of the designated exhibition area and provides a floor plan.
- 8) All complaints regarding the exhibition area and/or location must be made in writing exclusively during the Fair.

Catalogue

- 9) Catalogue listing contains the following:
 - a) Comprehensive info supplied by the Exhibitor of up to 40 words.
 - b) Logo of the Exhibitor printed in the Catalogue
 - c) Two (2) copies of the Catalogue
 - d) Entry in the official Exhibition directory
 - e) Entry in the Exhibitor List published on the MBAfair™ web site www.mbafair.net
- 10) Full-page advertising in the MBAfair™ Catalogue is available. Please direct your enquiries to the Event Organizer.

Presentation Program

- 11) The Presentation Program is a companion event during which the exhibitor will be given access to an exclusive presentation room furnished with chairs for attendees, video beam, and a projection screen. Participation in the Program makes an effective means of presenting the Exhibitor MBA program offering to a selected group of pre-qualified potential MBA students. The duration of this rental is 30 minutes. The room has to be vacated before the time is up.
- 12) The Presentation Program Schedule is during the Fair opening hours in 1/2 hour time allotments, beginning on the hour and half past the hour.
- 13) Presentation Room is located right next to the Exhibition Hall, within the same conference area.

Liabilities

- 14) Organizer will undertake all necessary measures to provide for safety of Exhibitors, their staff, their belongings and the visitors. Nevertheless, the Organizer can not be held liable for injuries, damages or losses incurred by the Exhibitor or their staff. Exhibitors are advised to obtain their own liability and damage insurance.
- 15) During the preparation and the Fair, the Exhibitor is obliged to be present when the Hall is opened and closed.

Booth Setup and Decoration

- 16) Promo material cannot be brought into the Exposition Hall earlier than 1 hour before the start of the Fair or removed before the closing of the Fair.
- 17) The exhibited goods must not be taken out nor exchanged before the closing of the Fair. Packing and removal can start only after the closing and must complete within 2 hours after closing. After the deadline, the Fair retains the right to hire a forwarding agent, who will store the goods in its own warehouse at the expense of the Exhibitor.
- 18) The Exhibitor shall reimburse the Organizer for all damages caused by the Exhibitor's staff or third parties that work at the exhibition area under the Exhibitor's orders. The damage shall be assessed by the Committee formed by the Organizer.

- 19) The Exhibitor can use the allocated area at the Fair to demonstrate their products and services only. The noise volume at the Exhibitor's booth must be confined within the booth.
- 20) Other services like the Internet connection are available, but are charged separately.
- 21) In case of dispute, the parties accept the real jurisdiction of the court in Belgrade, Serbia.

Marketing Promotion

- 22) To attract qualified visitors, the Organizer undertakes to develop, fund and execute a comprehensive promotional campaign consisting of, but not limited to, the following:
 - a) Advertise the Fair in the mass media (newspaper ads, radio and TV interviews and appearances), Internet (own and third party sites);
 - b) Press releases and Press conference;
 - c) Direct mailing to direct marketing to key businesses, business associations and organizations who hire MBAs or have expressed need in hiring them;
 - d) Inviting qualified individuals to register at the Fair's web site and to invite them to visit the Fair in person.
- 23) To make the promotion as effective as possible, the Organizer invites the Exhibitors to join forces and create synergy through co-promotion (e.g. joint advertisements, Exhibitors inviting target audience to visit them at their booth at the Fair, promotion on their web sites, radio/TV channels, etc.)
- 24) The Organizer, as the owner of the intellectual property rights over the name and logo MBAfair™, grants Exhibitor the limited right of use for promotional purposes only. When doing so, the Exhibitor will use standard notations like the "™" or "TM".

Booth Location

- 25) Booth locations are assigned according to Exhibitor's preference and on a "first come, first served" basis. The priority is established as date of payment as received by the Organizer.

Event Organizer

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 Fax +381.11.308.6316
 e-mail
 web www.oivivio.com

Attn. Project Manager
 Fairs and Exhibitions

For Official Use Only

Appl. No.
 Location
 Date Appl
 Date Acce
 Priority No.
 Signature

Note: All queries, application and specific requests should be directed to the Fair Project Manager.

Initials of the Exhibitor