

EXHIBITOR

Name of the company (organization that pays the Invoice and signs the Contract)		
Company name for official announcement (in the catalogues, on the web-page, etc.)		
Country, city, postal code		
Street address		
Contact person for exhibition matters	Ms <input type="checkbox"/> Mr <input type="checkbox"/>	
Phone number (with country and city code)		
Fax		
E-mail		
VAT No. (Mandatory for EC-registered companies)		

I. Raw Space (EUR / sqm, incl. VAT)

Included: raw space (space only), aisle cleaning, pavilion security at nighttime. 5KWt electricity are also mandatory to order.

Zone A	(min. 40 sqm)	455	<input type="radio"/>
Zone B	(min. 25 sqm)	420	<input type="radio"/>
Zone C	(min. 12 sqm)	400	<input type="radio"/>
Zone D	(min. 9 sqm)	380	<input type="radio"/>
Zone E	(min. 9 sqm)	355	<input type="radio"/>

II. Shell Scheme (EUR / sqm, incl. VAT).

Standard booth space includes: constructed space with standard furniture set, carpet and lighting.

Electricity is up to 2KWt regardless of the stand size. In case of excess 2 KWt extra electricity should be ordered and paid separately.

Zone A	555	<input type="radio"/>
Zone B	520	<input type="radio"/>
Zone C	500	<input type="radio"/>
Zone D	480	<input type="radio"/>
Zone E	455	<input type="radio"/>

TOTAL SPACE SQM

III. REGISTRATION FEE: 350 EUR (incl. VAT):

Registration fee includes: exhibitor listing in online catalogue, mobile app Reed Click, access to traffic statistics at the company stand, access to scan statistics of visitors tickets and badges.

IV. BOOTH TECHNICAL CONNECTION PRICE-LIST (incl. VAT)

Electric supply systems and electricity, one connection with fixed power

upto 5 Kwt	405	<input type="radio"/>
upto 10 Kwt	470	<input type="radio"/>
upto 20 Kwt	770	<input type="radio"/>
upto 40 Kwt	1225	<input type="radio"/>
upto 60 Kwt	1330	<input type="radio"/>

V. INSURANCE OF THE CIVIL LIABILITY OF EXHIBITORS FOR DAMAGE CAUSED TO THIRD PARTIES:

Stand size, m2	Insurance premium, Euro	
Less than 25	115	<input type="radio"/>
From 25,01 to 50	160	<input type="radio"/>
From 50,01 to 100	185	<input type="radio"/>
From 100,01 and more	250	<input type="radio"/>

VI. SPONSORSHIP PACKAGES (inc. VAT)

Sections: Natural/Organic Cosmetics, Cosmetology, Nail Service, Hairdressing.
 Detailed options as per Advertising Manual.

	Price, Euros	
Section Partner of INTERCHARM Professional 2021	4 700	<input type="radio"/>
Congress Partner of InterCHARM Med	4 700	<input type="radio"/>

VII. BE AN INTERCHARM Professional 2021 PARTNER! CUSTOMIZED SPONSORSHIP PACKAGES.



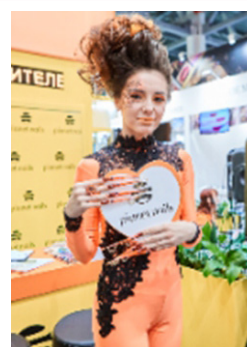
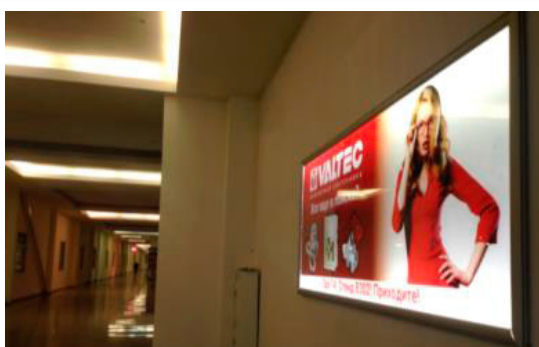
Check, if interested

VIII. NEW ADVERTISING PACKAGES, available only for exhibitors with a stand (incl. VAT)

Special PromoPackage	ONLY FOR INTERNATIONAL EXHIBITORS	Discount	Price, Euros	Special Notes
<ul style="list-style-type: none"> • Full Page Advertising in the Official Show International Exhibitors Catalogue • Company Logo on the ShowMaps in the Foyer 			2 079	○
Package 1	PAY MORE ATTENTION TO YOUR COMPANY			
<ul style="list-style-type: none"> • Online package SILVER (including Logo in the Online Directory) • Company logo in mobile app Reed Click 		15%	300 260	○
Package 2	HIGHLIGHT YOUR BOOTH AMONG OTHERS			
<ul style="list-style-type: none"> • Company logo on show floorplan in Show Map • Company logo on show floorplan in mobile app Reed Click and Tritex construction in Pavilion Foyer 		20%	720 580	○
Package 3	ATTRACT MORE VISITORS TO THE BOOTH BY YOUR ACTIVITY			
<ul style="list-style-type: none"> • Integration in stories at InterCHARM Instagram official page (at the 1st opening day) • Ad post in INTERCHARM VK.com, Facebook & Instagram pages (at the 1st opening day) 		20%	790 635	○
Package 4	TELL AUDIENCES ABOUT YOURSELF IN ADVANCE AND MEET THEM AT THE SHOW			
<ul style="list-style-type: none"> • Banner D (1 month before InterCHARM, in rotation (1 of 3), no exposure limitation. Main Page only. • Ad lightbox near the hall entrance, both sides placement, size 1.15x1.95 m. 		20%	2 215 1 775	○
Package 5	COVER THE AUDIENCE ONLINE			
<ul style="list-style-type: none"> • Banner A (1 month before the show, in rotation (1 of 3), unlimited number of views. All pages except «Contacts» & «Registration form». • Company info e-mailing at 100 000 addresses of the show professional contacts (text up to 300 characters, link + photo 300x200px) 		15%	1 560 1 330	○
Package 6	MEET THE AUDIENCE WHO IS IN SEARCH OF COMPANIES			
<ul style="list-style-type: none"> • Banner F (1 month before InterCHARM, full slot, no exposure limitation. Online catalogue page only) • Ad construction near the pavilion entrance, size 4x3m 		20%	3 155 2 525	○
Package 7	MEET THE AUDIENCE WHO IS INTERESTED IN PROGRAM			
<ul style="list-style-type: none"> • Banner G (1 month before InterCHARM, full slot, no exposure limitation. Program page only) • Ad construction near the pavilion entrance, size 4x3m 		20%	3 155 2 525	○
Package 8	MAXIMUM COVERAGE AND TRAFFIC FOR THE BOOTH!			
<ul style="list-style-type: none"> • Reed Push, 1000 sms to the visitors of the show at the entrance to the show halls • Tritex construction in Pavilion Foyer, 2x2m 		20%	2 030 1 624	○

IX. THE MOST EFFECTIVE OPTIONS

The permission for Exhibitor's promoter to work in the halls during show hours	545	○
2000 sms to the visitors of the show at the entrance to the show halls	1 170	○
Lightbox 3x1,2m, in the passage of Pavilion #3 leading to Myakinino Metro Station entrance	1 600	○





<https://pro.intercharm.ru/en-gb.html>

WEBSITE BANNERS

NOTE: Banner price depends on the type and the month of its placement. All banners are automatically adjusted to various device types: 970x90px for a desktop, 728x90px for a tablet, 320x100px for smartphones. The content of the banner stays the same*.

BANNER TYPE / ADVERTISING PERIOD & TYPE	01.02.2021 – 28.02.2021 PRICE PER 1 MONTH (EUR)		01.03.2021 – 31.03.2021 PRICE PER 1 MONTH (EUR)		01.04.2021 – 30.04.2021 PRICE PER 1 MONTH (EUR)	
	FULL SLOT	IN ROTATION (only 3 available)	FULL SLOT	IN ROTATION (only 3 available)	FULL SLOT	IN ROTATION (only 3 available)
BANNER A TOP position of all website pages (excl. Contacts, Exhibitor Directory, Show Program, registration and feedback forms)	1350	540	1510	650	1675	760
BANNER B TOP RIGHT CORNER of all internal pages (excl. Contacts, Exhibitor Directory, Show Program, registration and feedback forms)	915	365	1020	440	1130	510
BANNER C <u>Home page</u>	915	365	1020	440	1130	510
BANNER D <u>Home page</u>						
BANNER E FOOTER of all show website pages (excl. Contacts, Exhibitor Directory, Show Program, registration and feedback forms)						
BANNER F <u>Exhibitor Directory listing page</u>						
BANNER G <u>Show Program page</u>						

* We highly recommend you to provide a link with UTM-tag together with the banner.

** Banner slot is the position of the banner on the website page. There can be either one banner in the slot, or 3 alternating banners changing after each page refresh. Rotation means changing the banner with each new page load.

Home Page

Internal Pages

WEBSITE BANNERS

Show Directory Page

Program Page

<https://pro.intercharm.ru/en-gb.html>

In addition to launching your advertising campaign, we constantly monitor its progress to achieve the best results!

Show website is the landing page for most of the our advertising and PR campaigns, hence thousands of professionals and beauty industry representatives visit <https://pro.intercharm.ru/en-gb.html> regularly. Despite the fact that some of them may not actually attend the exhibition for various reasons, you still have a unique opportunity to increase your brand awareness among them!

466 767 unique web-users

665 749 unique web-sessions

2 minutes **9** seconds – average session duration

Web-pages were opened **2 289 053** times: **3-4** pages per session *

*Web statistics for www.global.intercharm.ru by Google Analytics for InterCHARM 2020 (01.10.2019– 02.07.2020)

WEB-BANNER FORM

REQUIREMENTS

Terms of application:

This Application constitutes a legally binding and irrevocable offer on the part of the Exhibitor to conclude a contract with Reed CEE GmbH ("Official partner") for exhibition space in accordance with the terms and conditions of this Application (hereinafter "Contract for Exhibition Space"). The Application shall be filled in completely by the Exhibitor and signed by an authorized person using the company stamp. The Application shall be sent to the Official partner by fax, e-mail or post. The Exhibitor agrees that any data contained in the Application may be forwarded by the Official partner to the Organizer.

Upon receipt of the Application the Official partner will send to the Exhibitor an invoice for 50% of the total amount of exhibition space cost (exhibition space cost includes registration fee, exhibition area price, price for additional booth technical connections and Advertising services, hereinafter "Exhibition Space Cost") thereby offering to conclude a Contract for Exhibition Space with the Exhibitor. The Official partner reserves the right to reject applications with or without cause.

By payment of the invoice within 5 (five) banking days from receipt of the invoice (in accordance with article 438.3 of the Civil Code of the Russian Federation) Exhibitor accepts the offer and enters into a Contract for Exhibition Space with the Official partner. In case of late payment the Official partner reserves the right to return the money to the Exhibitor and lease the reserved space to a third party.

The remaining 50% of the total amount of Exhibition Space Cost shall be transferred to the Official Partner's bank account until March 01, 2021.

Exhibitors are not admitted to participate in the Exhibition unless the total amount of the Exhibition Space Cost has been fully paid. Payments must include all fees which also includes all bank transfer charges.

If the Exhibitor refuses in writing to participate in the Exhibition before March 01, 2021, the Official partner keeps 25% of the total amount of the Exhibition Space Cost as a penalty. If the Exhibitor refuses in writing to participate in the Exhibition after March 01, 2021, the penalty equals 50% of total Exhibition Space Cost and if the Exhibitor refuses in writing to participate in the Exhibition after March 20, 2021 the penalty equals 100% of the total Exhibition Space Cost.

The Official partner has the right to rescind the Contract for Exhibition Space without prior notice and with immediate effect in the event that the Exhibitor does not meet its payment obligations on a timely basis. In this case a penalty shall be payable by the Exhibitor to the Official partner. If the Exhibitor sent the termination notice before March 01, 2021 / after March 01, 2021 / after March 20, 2021 the penalty shall amount to 25% / 50% / 100 % of Total Exhibition Cost respectively. In case of unpaid invoices the Official partner also reserves the right to refuse to admit the Exhibitor into the venue of the Exhibition.

If the Exhibitor informs the Official partner in writing about a reduction of exhibition space before March 01, 2021 / after March 01, 2021 / after March 20, 2021 the Exhibitor shall be liable to pay a penalty in the amount to 25% / 50% / 100 % of the exhibition area price related to space reduction by the Exhibitor respectively.

If a penalty becomes payable the Official partner shall have the right to keep any amounts received by the Exhibitor to cover the penalty and the Exhibitor shall be obligated make additional payments, if these amounts are insufficient to cover the penalty. The Official partner reserves the right to change the location of stands.

General Conditions of Participation

- 1. Contractual Relationship between Exhibitor and Official Partner / Organizer.** The Official Partner is a partner of the Organizer and concludes Contracts for Exhibition Space in his own name and for his own account. Official Partner may assign any contractual rights and obligations to the Organizer. Exhibitor's contractual obligations in accordance with these General Conditions of Participation are to the Official Partner and the Organizer as third party beneficiary.
 - 2. Duties of Official Partner.** The Official Partner shall book and provide exhibition space (raw space and standard space as defined in the Application), place data of Exhibitor in the Official Online Catalogue and in the virtual pavilion in the Internet. Furthermore the Official Partner shall be responsible for daily cleaning-up of the passages and open space fulfill the Exhibitor accreditation and provision of permanent passes for Exhibitor's representatives (one badge per every 3 sq.m. of exhibition space) and additional services in accordance with the present application, including free invitation tickets (online only), 1 invitation ticket per 1sqm. If the Application is received by the Official Partner later than one month before the beginning of assembling works prices for all services requested (other than exhibition area price) will be 50% higher than the prices indicated in this application form. The period of assembly works is April 19-21, 2021. The period of dismantling works is April 25-26, 2021. Official Partner reserves the right to modify and supplement the list, names and format of events of the parallel programme preserving its general subject orientation unilaterally without the Exhibitor's approval, and to change the location of the stands also unilaterally. Official Partner reserves the right to postpone the exhibition period within six calendar months from its initially announced dates period unilaterally without the Exhibitor's approval.
 - 3. Security.** The Official Partner is responsible for the exhibition admission and for the provision of general security of the halls limited to external surveillance of the exhibition halls and hall entrances during the period from 20.00 till 8.00 and periodic patrolling of the halls by security personnel during the working hours of the Exhibition from 8.00 till 20.00. The Official Partner is not responsible for any theft, damage and/or loss of exhibition and stand equipment and furnishings, exhibits or other materials of the Exhibitor or third parties. If the Exhibitor ordered individual security for the booth a security company is liable for any theft and/ or damage of exhibits and materials against a separate contract.
 - 4. Exhibits.** All goods (services) exhibited are to be certified (licensed) in accordance with the current laws and regulations. The Exhibitor must have attested copies of the certificates (licenses) at the booth.
 - 5. Rights and liabilities of the Exhibitor.** During the working hours of the Exhibition the Exhibitor's representative(s) must be present at the booth. Exhibitor's representative must be either its employee or a person duly authorized by a power of attorney to act on behalf of the Exhibitor. Retail sale of exhibits at the Exhibition is allowed only if it is made in accordance with the requirements of the legislation of the Russian Federation. Distribution of exhibits, leaflets and promotional materials shall be confined to the Exhibitor's own booth area and is permitted only to the extent visitors and neighboring Exhibitors are not disturbed, which shall be determined by the Organizer at his sole discretion. Any product which is not manufactured or officially contracted for distribution by the Exhibitor, shall be distributed only with the written permission of the Organizer. Exhibiting of products or advertising boards outside the booth is expressly forbidden. Exhibitor may conduct any kind of lottery, draws, prize competitions or promotional actions accumulating people on restricted area only pursuant to the current legislation and written permission of the Organizer. The Exhibitor shall not apply any coatings, lacquers, paints, enamels or adhesives on the booth constructions (standard). It is prohibited to sublet or otherwise leave to the disposition of a third party the allotted booth or parts of it without written permission of the Official Partner. If the Exhibitor does not take over the exhibition space allotted to him till the time of completion of assembling works, it shall be considered free and the Official Partner may, at his sole discretion, make the space available for other purposes without further notice. The Exhibitor shall not receive any reimbursement and shall not be relieved of any contractual payment obligations. During the exhibition the Exhibitor must observe the General Terms of Holding Events at Crocus Expo" International Exhibition Center as well as Regulation for fire-prevention safety in locations of Crocus Expo International Exhibition Center and Regulation on electrotechnical works in Crocus Expo International Exhibition Center, all of which the Exhibitor may find at: <http://eng.crocus-expo.ru>. By signing the General Conditions of Participation the Exhibitor confirms that he has read and understood the documents stated above and warrants to fulfill all their requirements and shall be responsible and liable for any violation thereof.
 - 6. Damages caused to properties.** The Exhibitor bears responsibility for any damage, caused to premises, booth construction and other equipment located at the Exhibitor's booth and shall be liable for any third party claims resulting from such damage. Furthermore, the Exhibitor shall hold harmless, reimburse and protect the the Official Partner against any loss, cost or expense incurred by the Official Partner arising out of any such damage. The Official Partner is not liable for any damage caused to the Exhibitor's property or loss of his incoming or outgoing cargo.
 - 7. Other Third Party Claims:** If a third party asserts a claim against the Official Partner and/or the Organizer which is based on a violation of its rights and interests by any action of Exhibitor related to the event (including but not limited to the exhibition of products, works and services by the Exhibitor or placement and publication of data provided by the Exhibitor) Exhibitor undertakes to provide the Organizer and/or the Official Partner with all required documents to confirm proper conduct by the Exhibitor and shall hold harmless, reimburse and protect the Official Partner and/or Organizer against any loss, cost or expense incurred by the Official Partner / Organizer arising out of any such third party claim.
 - 8. Expulsion of the Exhibitor.** In case of disorderly conduct of the Exhibitor, to be determined at the sole discretion of the Organizer, any Exhibitor may be removed from the venue of the Exhibition.
 - 9. Force Majeure.** The Parties are released from liability for partial or complete non-fulfilment of obligations hereunder, if impossibility of fulfilment of the obligations by one of the parties hereto arises from force majeure, for which neither party is responsible. Official Partner is entitled to postpone the exhibition period for the period of force majeure. If such force majeure lasts for more than six months and if it is impossible to hold the exhibition due to the force majeure, Official Partner is bound to refund the paid amount to the Exhibitor within ten bank days from occurrence of such force majeure, except for the part that is required to cover Official Partner's expenses incurred before the unforeseen circumstances without indemnification of Exhibitor.
 - 10. Delivery of cargo and exhibits.** All arriving cargos are to be received only in specially designated places, as indicated by the Organizer. All cargos are to be registered properly and paid for by the Exhibitor. All documents confirming customs clearance shall be available anytime at the Exhibitor's booth. If for any reason the cargo of the Exhibitor does not arrive, Exhibitor nevertheless bears responsibility to take over the exhibition space allocated to him and shall neither receive any reimbursement nor be relieved of any contractual payment obligations.
 - 11. Dismantling of the booth.** All exhibits shall remain in place until the complete termination of the Exhibition. The exhibitions space shall be vacated and the exhibits and other belongings of the Exhibitor shall be removed from the exhibition center before the dismantling works period ends. In case the Exhibitor does not vacate the exhibition space in accordance with these terms, the Organizer reserves the right to organize the dismantling of the exhibition booth and the removal of the exhibits and other belongings of the Exhibitor, to store them in a warehouse or to carry out any other instructions in this respect, all at the cost and risk of the Exhibitor and without Official Partner bearing any responsibility. In case of raw space lease, violation of dismantling terms shall result in penalty equal to three times Exhibition Space Cost per day and per 1 sq.m. of space not vacated. The Official Partner reserves the right to recover damages in excess of the penalty.
 - 12. Applicable law, arbitration.** The relationship between the Official Partner and the Exhibitor shall be governed by, and interpreted in accordance with the laws of Austria. All disputes arising out of or in connection with this Application (Contract for Exhibition Space) shall be finally settled by the competent court in Vienna, Austria.
-
- Accepted:**
-
- | | |
|---------------------------|------------------|
| Exhibitor Director | |
| General (name) | signature |
| | Stamp |