

Important Notice from Messe Berlin to Exhibitors regarding Unofficial Indices of Exhibitors – in particular Expo Guide and Fair Guide

In the past few months, many of our exhibitors have received proposals from a company registered in Mexico called Commercial Online Manuals S de RL de CV. The letter, under the reference "Your data update", offers to include company information in an index for fairs and exhibitions called "**Expo Guide**", which entry is subject to a fee governed by certain pre-requisites. To our knowledge, the order forms sent have already been filled out, providing the name of our fair, the fair dates and the contact information of the exhibitors. The fine print of these forms indicates that upon their being signed, a contract is concluded for three (3) years that will generate costs of at least 1,000.00 US\$ per annum.

Recently the Construct Data Publishers a.s., registered now in Bratislava, Slovakia, is again offering a listing in its exhibition directory "**Fair Guide**". The approach is the same as with the "Expo Guide" (contract for three (3) years that will generate costs of T1,717 US\$ per annum).

Since many exhibitors have been receiving these proposals, we wish to make clear that the registrations offered to be made in the "Expo Guide" or "Fair Guide" are not entries in the official index of exhibitors for FRESHCONEX.

Messe Berlin is not connected in any way whatsoever to the publishers of the "Expo Guide" or Fair Guide".

We wish to indicate to our exhibitors that

Messe Berlin either produces its catalogues itself or awards exclusive contracts for the production and marketing of such catalogues. Any publishing firms we work with will introduce themselves to the exhibitors as the exclusive catalogue publisher for Messe Berlin or the respective fair project.

***For FRESHCONEX,
our exclusive partner is: Eurofruit Magazine
Market Intelligence Ltd., London***

in collaboration with: Editorial team Virtual Market Place®

Once exhibitors have been admitted to a fair, their basic entry in the official fair catalogue is assured. The printed exhibitor catalogue can be updated until 21 November 2011. Furthermore, all exhibitors will be contacted by the editorial team of Virtual Market Place® so that they may complete their entries in the online catalogue should they so desire. The Virtual Market Place® is online from 1 November 2011 to 31 October 2012. During this period, exhibitors may update their entries as often as they like.

Please feel free to contact us at any time should you receive a proposal and have doubts as regards the party submitting such proposal. If you have already signed an agreement with an external offeror in the erroneous assumption that this company is connected in any way to our official index of exhibitors, we urgently recommend that you contact an attorney ***prior to expiry of the period for revoking and/or voiding such contracts.***

For further information please also write to the AUMA, Association of the German Trade Fair Industry (email: info@auma.de). On its website you will find further advice including a sample letter on how to react to reminders

(http://www.auma.de/pages/e/12_Download/download/LegallInformation/AUMAadviseConcerningUntrustworthyExhibitorDirectoryOffers.pdf).