

EXHIBITOR APPLICATION FORM

EXHIBITOR DETAILS

Company Name:

Department:

VAT / Tax No:

Address:

ZIP: Postal Code:

City:

State / Province: Country:

CONTACT

Salutation: Ms. Mr.

Family Name:

First Name:

Position:

Phone: Fax:

Mobile:

Company URL: E-mail:

YOUR STAND

We apply to participate at the 14th China Beauty Expo – Shanghai, May 18-20, 2009

Raw Space only (min 36 sqm): sqm x EUR 255 / sqm = EUR

Standard Package (min 9 sqm): sqm x EUR 295 / sqm = EUR

Preferred Booth No: in Hall:

W1 – Skincare, perfumery, colour cosmetics & personal care

W2 – Country pavilions, skincare, perfumery, colour cosmetics & personal care

W3 – Skincare, perfumery, colour cosmetics, OEM, personal care & ingredients

W4 – Professional line, hair and nail care, salon products & equipment

W5 & W6 – Cosmetech:
Machinery, Packaging, Ingredients

W7 – Skincare, perfumery, colour cosmetics, personal care & media

M – International packaging

YOUR COMPANY NAME FOR CATALOGUE ENTRY

Company Name (English):

Company Name (Chinese):

Company Name for Fascia Board:

Brands:

YOUR BUSINESS

Nature of Business:

- | | | | | |
|---|--|-------------------------------------|---|--|
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Distributor | <input type="checkbox"/> Retailer | <input type="checkbox"/> Agent | <input type="checkbox"/> Consultancy |
| <input type="checkbox"/> Medical Sector | <input type="checkbox"/> Hospital / Clinic | <input type="checkbox"/> Spa | <input type="checkbox"/> Research | <input type="checkbox"/> Media / Press |
| <input type="checkbox"/> Education | <input type="checkbox"/> Association | <input type="checkbox"/> Government | <input type="checkbox"/> Other (please specify) _____ | |

Product Description:

- | | | | | |
|--|---|--|------------------------------------|---|
| <input type="checkbox"/> Cosmetics | <input type="checkbox"/> Skin Care | <input type="checkbox"/> Body Care | <input type="checkbox"/> Hair Care | <input type="checkbox"/> Perfumes |
| <input type="checkbox"/> Make Up | <input type="checkbox"/> Toiletries | <input type="checkbox"/> "OEM" | <input type="checkbox"/> Machinery | <input type="checkbox"/> Beauty Equipment |
| <input type="checkbox"/> Medical Equipment | <input type="checkbox"/> Raw Materials | <input type="checkbox"/> Natural Ingredients | <input type="checkbox"/> Packaging | <input type="checkbox"/> Nails |
| <input type="checkbox"/> Chiropody | <input type="checkbox"/> Diet / Health | <input type="checkbox"/> Furniture | <input type="checkbox"/> Training | <input type="checkbox"/> Logistics |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Other (please specify) _____ | | | |

ADDITIONAL SERVICES

Translator (3 days), please specify language:*

Booth Cleaning Service* Special Equipment

Comments _____

*Please contact us for further details

We hereby agree to the organiser's general conditions that have been read and fully understood.

Place, Date

Company stamp, authorised signature

GENERAL CONDITIONS

GENERAL CONDITIONS

These General Conditions govern all contracts entered into by BMC Baiwen Exhibition Co., LTD (the "organiser"), in China or anywhere else in the world.

Article 1. REGISTRATION.

1.1 After receipt of an applicant's duly completed and signed application form, the applicant is registered as a participant at an event being organised by the organiser. By completing and signing the form, the applicant declares himself to be familiar with the objective of the event, and agrees to exhibit only those products or services which come within the scope of the event.

1.2 The person or persons signing the application form on behalf of the applicant shall be deemed to have full authority to do so on behalf of the applicant and the applicant shall have no right to claim against the organizer that such person or persons did not have such authority.

1.3 By completing and signing the form, the applicant also undertakes to be bound by these General Conditions.

1.4 If the organiser accepts the applicant as a participant, he will send a confirmation to the participant. In this confirmation, at least the following points will be covered:

- The place where the event is being held.
- The dates on which the event is being held.
- The size of the space reserved for the participant at the event, in square meters.
- Pro-forma invoice of organizer.

1.5 The organiser has the exclusive authority to allocate its available stand space to participants. The wishes of the participant will be taken into account as far as possible.

1.6 The organiser reserves the right to refuse an applicant's registration.

Article 2. MANUAL AND STAND DESIGN.

2.1 In due time before the start of the event, participants will receive the "Manual", for the event for which the participant has registered.

The provisions contained in this Manual, together with the General Conditions, form an integral part of the contract between parties. In case of doubt the General Conditions will prevail above the Manual.

2.2 In case of stand erection by the participant, the design for a stand must be received by the organiser, as a scale drawing in duplicate, before the date mentioned in the Manual. The design of the stand must meet the requirements as laid down in the Manual and by relevant Legislation and Regulations.

2.3 Any third parties used by the participant in any way, must be approved by the organiser.

Article 3. STAND AND EXHIBITS.

3.1 The participant is obliged to comply with all instructions given by or on behalf of the organiser, or other officials responsible for the maintenance of order and safety with regard to the construction, layout and safety of the stand, the products or objects to be exhibited and the decorations.

3.2 The participant is not permitted to make all or part of the allocated standspace available to third parties.

3.3 The organiser reserves the right to require the participant to remove any exhibit being exhibited, if the organisers in their absolute discretion consider that the same is libelous or of an obscene nature or may infringe the rights of any third party or which the organisers in their absolute discretion consider to be undesirable or detrimental to the exhibition, to other exhibitors or the general commercial interest of the organisers or is required by any legal obligation whatsoever. No compensation or damages will be payable as a result of such removal by the organiser.

3.4 Participants warrant to the organiser that all designs and artwork on or relating to the participants stand or any items at display on the participant's stand shall not infringe any trademarks, copyright, patents or other intellectual property rights of any third party in any way. In an event of infringement the organizer may close the stand during the event (blocked stand) and / or ban the exhibitor from participating in future trade fairs.

3.5 No use of amplification equipment may be made, in order to attract the attention of the visitors of the event, unless prior written consent is given by the organiser.

3.6 Participants are obliged to ensure that their stands are permanently manned during opening hours of the event.

3.7 The participant is obliged to leave the space made available to him, in its original condition when the contracted period comes to an end. If the organiser considers it necessary to take steps to restore it to its original state, the costs incurred will be borne by the participant.

Article 4. PRODUCTS.

4.1 The participant may only exhibit, demonstrate or show samples of the products and services specified on the application form.

4.2 Participants aren't permitted to provide goods or services at their stand for reimbursement.

Article 5. PAYMENT.

5.1 50% of payment must be made within 15 days after receipt of the pro-forma invoice. 50% of payment must be made 3 months before the exhibit. All banking charges, if any, will be borne by the participant. All pro-forma invoice amounts are to be transferred without deduction to the account specified in the pro-forma invoice. In the event pro-forma invoices are sent to third parties on the orders of the organiser, the organizer shall still be the debtor.

5.2 Should the participant fail to make a payment on time, he forfeits any right to exhibit at the event. The provisions of art. 6, clause 6.3, of these General Conditions are applicable. Unless stated otherwise in this article, the agreed price remains payable in full.

5.3 Contractual interest at an annual rate of 15 % of the agreed price is payable by the participant from the due date specified on the invoice.

Article 6. CANCELLATION.

6.1 If serious circumstances dictate, whether they are dependant or independent of the organiser, organiser has the right to cancel the event. The undertakings made in the confirmation of reservation cease to apply and the payments already made by the participant will be refunded, with a deduction made for the costs incurred by the organiser, which may not exceed 15 % of the originally agreed price. The participant is not entitled to claim compensation. Organiser can accept no responsibility whatsoever for cost or damages by participant, as a consequence of the cancellation of the event.

6.2 Participant must occupy the space allotted to him 24 hours before the opening of the exhibition. Any participant failing to do so will be deemed to have cancelled his participation. In this event the terms and conditions relating to cancellation as set out in this article will apply and the organiser may resell or reallocate such space. The organiser shall be under no obligation to compensate participant.

6.3 In the event that a participant either wishes to cancel his participation or fails to meet any of the payment obligations (whether as to amounts or dates of payment) detailed on the application form, the organiser has then the right to apply following cancellation charges and to reallocate such space:

| Cancellation occurring. | Cancellation charge: |
|--|---|
| More than 6 months prior price (plus applicable taxes) | 40 % of total contract to the event VAT and/or (sales) |
| More than 3 months prior price (plus applicable VAT and/or | 70 % of total contract to the event (sales) taxes) |
| Less than 3 months prior price (plus applicable taxes) | 100 % of total contract to the event VAT and/or (sales) |

6.4 Organizer shall be entitled to withdraw from the agreement and demand damage compensation in the event admission was granted on the basis of false premises or information or the requirements for admission are eliminated at a later date or organizer still has outstanding claims against the participant on the date of the rescission declaration.

Article 7. REDUCTION OF SPACE.

7.1 A participant who wishes to change his participation, must notify organiser by written notice. The organisers reserve the right to apply the cancellation charges according to article 6, clause 6.3, to the total contract price according to the amount by which the original participation is reduced. The organisers may resell or reallocate the space in question, in which case the cancellation charges remain applicable. There shall be no obligation on the organiser.

Article 8. BANKRUPTCY.

8.1 If a participant becomes bankrupt, insolvent, goes into liquidation, requests or obtains a moratorium or otherwise loses or has lost his capacity to dispose of his property, as well as if a participant has permanently ceased to trade, the organiser reserves the right to terminate the participation and the terms and conditions relating to cancellation of article 6, clause 6.3 shall apply.

Article 9. LIABILITY AND INSURANCE.

9.1 Any liability of the organisers to the participant in any way arising out of this contract shall:

- Be limited to direct losses or damages only and shall not extend to loss of profit or any indirect or consequential loss or damage arising; and
- Shall not exceed an amount equal to the contract payment.

9.2 The participant must effect at his own cost full indemnity insurance against public liability and all other usual risks in respect of loss, damage or injury to goods and persons and against theft. Where a situation occurs which is covered by such insurance for which the participant wishes to be compensated, then he must claim under such insurance in priority to making any claims against the organisers.

9.3 The participant shall fully indemnify the organisers against all costs claims, proceedings and losses whatsoever made against or incurred by the organisers as a result of the participant participating at the event.

Article 10. NON-COMPLIANCE.

10.1 In case the participant is in default for non-compliance with any of the obligations resting with the participant under the terms of these general conditions or any further written agreements, the organiser may dissolve the agreement without the intervention of the court with immediate effect. The participant is bound to compensate the organiser for damages suffered or to be suffered as a result of his failure to comply. At the same time any right to reserved stand space is terminated.

10.2 At first demand by the organiser or its authorized personnel, participants must comply with the obligations resting with them under the terms of these general conditions or any further instructions given by the organiser or its authorized personnel. Should the participant refuse to comply, organiser may demand that the participant closes his participation within an hour and leaves the event.

The participant is excluded from participation for the entire remainder of the event. The participant may not claim a refund for the period he is excluded from participating, nor is he entitled to make any claim for compensation.

10.3 The organiser is entitled to dismantle the stand of the participant and dispose of the goods by public or private sale if the participant fails to meet the stipulations of these general conditions.

10.4 The organiser reserves the right in its absolute discretion to exclude or remove from the event, any person whose presence (in the opinion of the organiser) is likely to be undesirable and the organiser may execute such rights notwithstanding that any person is the employee or agent of the participant or is in any way connected or associated with the participant.

Article 11. POSTPONEMENT OR ABANDONMENT.

11.1 The participant shall not have any claim against the organiser in respect of any loss or damage whatsoever, as a consequence of the event failing (for whatever reason) to be held, or the event venue being or becoming wholly or partially unavailable for the holding of the event for whatever reason. Organiser preserves the rights under all circumstances to change the dates and/or venue of the event or alter the participants stand in size, place or design if such is deemed necessary by the organiser. Participant shall not be entitled to any claim or compensation in these cases.

11.2 If by rearrangement or postponement of the event, or by change of venue or by

means of any other reasonable matter or thing, the event can be held, the contracts for participation shall be binding upon all parties.

Article 12. ATTENDANCE.

12.1 The participant acknowledges that the organiser shall not be held responsible for the failure of all or any other (contracted) participant to attend the event, or the failure of any number of attendees to attend the event for any reason.

12.2 Organiser shall use its reasonable endeavours to organise and promote the event, in such way as is considered appropriate by organiser. Any statements made on or behalf of organiser as to audience projections or methods or timing of promotion shall constitute only general indications of the organisers' promotion and organising strategy and shall not amount any representation or warranty.

Article 13. DISPUTES.

13.1 The legal relationship between the participant and the organiser is governed by the laws of the Peoples Republic of China. All disputes will be adjudicated by the competent court of Beijing to the exclusion of any other legal body.

13.2 In the event of a dispute the Chinese version of these General Conditions will prevail.

Beijing/ Shanghai,
Peoples Republic of China,
in June 2006