



PARTICIPATION CONDITIONS

Amsterdam Golf 2010

To be held from 12 through 14 March 2010

The conditions under which participation is possible in the Amsterdam Golf 2010 (hereinafter referred to as: the Exposition) are delineated in these Participation Conditions as well as in the General Regulations for participation in expositions and exhibitions organised by or in collaboration with Amsterdam RAI (hereinafter referred to as: General Regulations). The General Regulations are in a separate document and will be sent on request by the Organizer or can be downloaded from the site. By signing the Registration Form the Participant indicates that he is familiar with the contents of the Participation Conditions and the General Regulations and that he/she pledges to conform to the contents of these Participation Conditions and General Regulations.

Organisation

The Exposition is being organised by the private limited liability company Holland Golf Events (to be referred to hereinafter and in the 'General Regulations' as: 'the Organisers'). The office/correspondence address is: Holland Golf Events B.V.
Attn: project team Amsterdam Golf Show
Duwboot 29
3991 CD HOUTEN
Telephone: +31(0)30 – 256 71 75
Fax: +31(0)30 – 256 71 72
E-mail: info@hollandgolfevents.nl
website: www.hollandgolfevents.nl
In all instances the Organisers are legally represented by Mr A.F.M. Beerendonk.

Place and time

The Exposition will be held in the RAI exposition building at Europaplein in Amsterdam from Friday 12 March through Sunday 14 March 2010.

Opening hours

The Exposition will be open for visitors on Friday 12, Saturday 13, and on Sunday 14 March. The exact opening hours will be communicated on www.amsterdam-golf.com at Visitors.
For Participants the building is open daily from two hours before opening time to two hours after closing time of the Exposition.

Construction & disassembly

For the scheme for construction and furnishing of stands as well as for goods to be brought in, please refer to the Digital Exhibitors Manual on the site of RAI Exhibitor Services (available from February). Organiser will also communicate to Participants all details regarding this subject by mail.

Admission price

The basic admission price for the Exposition, meant in Article 3 of the 'General Regulations', is communicated on the site at Visitors as well as special arrangements to visitor categories.

Exposition programme

At the Exposition only goods and services may be displayed that the Organisers feel are consistent with the goal of the Exposition to give the public the most varied possible overview of what is currently available at home and abroad in terms of products and services in the realm of Golf and all associated products and services.

Whether or not a request to participate is honoured or not is solely up to the Organisers or an admission committee to be specified by the Organisers, bearing in mind that stated in this regard in article 4 of the General Regulations. Participation can be refused by the Organisers without specification of a reason.

Participants

Participants can be manufacturers, agents, importers, retailers, wholesalers, exporters, publishers and other service providers, as long as they are economically active in the realm of Golf and all associated products and services. Whether or not a request to participate is honoured or not is solely up to the Organisers or an admission committee to be specified by the Organisers, bearing in mind that stated in this regard in article 4 of the General Regulations. Participation can be refused by the Organisers without specification of a reason.

Stand space rental rates

The stand space rental rate without construction, meant in Article 6 of the 'General Regulations', is specified in the Appendix "AG2010 Price list for Exhibitors".

The registration fee, media contribution and facilities are included in the rate for standard stand space as specified in the Appendix "AG2010 Price list for Exhibitors".



Participants may take part in the Exposition with stand spaces of various dimensions and placement. The costs depend upon placement and are specified in the Appendix "AG2010 Price list for Exhibitors".

Participation with one's own stand construction is possible commencing at 64 m².

Stand construction and equipment

The stand construction consists of self-supporting side and rear walls that are 2.50 metres high, frieze frames with name, floor covering, storage space for island stands only, table(s), chairs, double wall outlet and lighting (appr. 1 spotlight per 4 m²). Numbers and sizes of these items depend on the chosen stand space and are listed in "AG2010 Price list for Exhibitors".

Stand construction and equipment should be ordered from RAI Exhibitor Services after confirmation of the registration by the Organiser. Participant receives a personal code to log in to the webshop for placing his orders.

Using your own stand

From 64 m² upward it is possible for Participants to use their own stands. The stand construction of Participants who do not make use of uniform stand construction must fulfil the following conditions:

- Self-bearing side and rear walls;
- Frieze frames with names on them;
- Floor covering and lighting.

If the Participant builds higher or lower than 2.50 metres, his own or a possible adjacent stand must be completed. Participants with more than 64 m² standspace that do not make use of standard stand construction must submit their stand design before 1 January 2010 to the Organisers for their approval. The Organisers shall indicate their approval in writing within 10 workdays.

Participants using their own stand construction will also receive a personal access code for the web shop of RAI Exhibitor Services to order electricity and other items they may need.

Driving range

Participants for the driving range should enrol through a special registration form. See for all conditions for this participation "AG2010 Price list Driving Range".

Demonstrations

Special activities at stands, such as for example appearances and shows, can solely be permitted if permission has been requested for this in writing at least 30 days before the commencement of construction. Such permission must be requested and received in writing from the Organisers. One of the conditions attached to the receipt of permission is that the activity must be situated such that the interested visitors do not stand in the aisles. All special activities are bound to that which is stated in that context in the General Regulations, in particular articles 10 and 11.

Disputes

Should you have a complaint, please pass this on immediately and never later than 30 days after the last day of the exposition. After that time complaints will no longer be considered.

Complaints should be addressed to:

Holland Golf Events B.V.
Attn project team Amsterdam Golf
Show
Duwboot 29
3991 CD HOUTEN
Telephone: +31(0)30 – 256 71 75
Fax: +31(0)30 – 256 71 72
E-mail: info@hollandgolfevents.nl

Dutch law at all times applies to the handling of complaints and disputes. If parties cannot arrive at a solution to a dispute that is acceptable to both parties by means of consultation, the dispute can solely be placed before the authorised court in the District Utrecht, with the exclusion of all other fora.

Special conditions:

- Participants are not permitted to exhibit with or otherwise make use of open, flowing, spraying and/or fogging liquids at or around the stand during the exposition without the prior written permission of the Organisers. This may involve, for example, free-standing air conditioning systems, fountains, high pressure cleaning systems, room humidifiers, showers, saunas and whirlpools. Requests must be submitted in writing at least three months before the commencement of the event.
- With reference to that stipulated in Article 10.3 of the 'General Regulations' the participant is not permitted to sell goods with



- the release of the purchased or sold goods or services without the prior written permission of or on behalf of the Organisers. Such permission may solely be given in advance and in writing, possibly under conditions to be specified, by the Organisers. The participation confirmation provided by the Organisers shall be viewed as a permit for the sale of Goods, Products and Services that are consistent with the goal of the Exposition, including such items as defined under the heading 'Exposition Programme'. For the sale of Goods, Products and Services that according to objective criteria do not fall under that definition, Participants must first request a permit from the Organisers. This request must be made in writing and must contain at least data on the name, address and city of the applicant as well as a summary of the Goods, Products and Services that one wishes to offer at the exposition.
- c. Both for sales in the form of orders or sales with the release of goods c.q. against cash payment, the participant must apply a 'cooling off period' of at least eight days after the purchase date by the public. Within this period of time the buyer has a right to terminate the order or purchase with the obligations attached thereto.
- d. With reference to that stipulated in Article 10.12 of the 'General Regulations' the participant is not permitted to bring beverages and/or foods of any nature whatsoever, or have them brought, or store them, inside the RAI exposition building, unless these products are obtained from Amsterdam RAI Catering; to sell refreshments and/or stimulants within the RAI-exposition building or on the adjacent grounds: to distribute beverages and/or foods free within the RA exposition building or on the adjacent grounds, unless those beverages and/or foods are distributed at the stand of the participant and were obtained from Amsterdam RAI Catering. That stipulated in Article 10.12 does not apply to beverages and/or foods that are sold by the Participant and are exhibited by him at his stand or that are required for demonstration purposes. Sale for consumption at the site is not permitted. Allowing incomplete foods (samples) to be sampled and tested is indeed permitted for this category of Participants under conditions whereby the Participant must fully adhere to applicable government and other regulations.
- e. With regard to alcoholic beverages the participant must strictly adhere to the bans and restrictions contained in the Code for Beverages Containing Alcohol and all legal stipulations and guidelines concerning beverages sales and sampling.
- f. In order to prevent any type of bother to others the participant is not permitted, without the prior written permission of or on behalf of the Organisers, to do the following: to project images, to amplify the spoken word by means of loudspeakers, to broadcast music and/or create sound, all of this to the extent that this may prove a nuisance, as well as to place television sets or moving goods other than those named in these 'participation conditions'. If the participant plans to make use of one or more of the above mentioned activities during the exposition he must provide a sound plan with regard to this. This sound plan must contain a clear description of the following:
- i. in what manner the participant plans to make use of sound.
 - ii. how often and for how long the participant plans to make use of sound c.q. image media during the exposition.
 - iii. the sound level in decibels (dba).
 - iv. In addition the Participant must indicate by means of a situational sketch how the sound and image media to be used shall be placed in the stand. Only after consideration of a sound plan according to the above described points a through d accompanied by the relevant reply coupon from the (digital) participants' hand book may the Organisers possibly grant permission for the use of sound c.q. image media in the stand. The Participant himself is responsible for respecting all copyrights including fulfilling the obligations of Buma/Stemra and SENA. In addition the participant is not permitted to hold lotteries, contests or carry out so-called 'stand work', or to advertise goods and services that are not authorised with regard to the exposition, respectively for companies or institutions that do not have stand space at the Exposition. Exceptions may only be made if permission has been requested and obtained in writing for this by way of the relevant form



from the Organisers. The Organisers are authorised to attach conditions to this permission. Participants who fail to comply with repeated requests by the Organisers to limit the bother that they cause shall be immediately instructed by the Organisers to cease their special activities. Reference is made to that stipulated in Article 10.13, as well as Article 11.11 of the "General Regulations". Among other things the Organisers shall carefully supervise the fulfilment of Article 10 of the "General Regulations", and they are authorised to seize the relevant goods and store them if actions are carried out that are in conflict with this stipulation, all of these actions at the expense and for the risk of the Participant, without the latter having a right to claim damages.

Registration and cancellation

Registration

Registration for participation in the Exposition must take place using the registration form with which the Participant is supplied (hard copy or digital).

Allocation of participation

This application shall be processed by the Organisers. If the application is refused the Participant shall be informed of this within two weeks after the date of receipt.

Allocation of definitive stand space and location

The Organisers shall determine the location and dimensions of stand space for each Participant. The stand space shall be determined as rapidly as possible and is binding for Participants, both in terms of dimensions and location in the exposition hall.

Cancellation

The Participant cannot unilaterally withdraw or change a registration. If a Participant wishes to cancel a registration that has already been made he must submit a relevant written, registered post request for this to the Organisers. The Organisers may grant a request for cancellation of registration under the condition that in case of cancellation (and acceptance thereof by the Organisers) the Participant pay the following cancellation

penalty, in deviation from that which is stated in the General Regulations:

- 1 In case of cancellation after receipt of the registration form by the Organisation, 25% of the costs of the requested standspace are owed as stated in the Appendix "AG2010 Price list for Exhibitors".
 - 2 In case of cancellation after allocation of the definitive stand space and location, 50% of the amount to be invoiced on the basis of the granted request is owed as stated in the Appendix "AG2010 Price list for Exhibitors".
 - 3 In case of cancellation fewer than two calendar months but more than one calendar month before the first public day of the Amsterdam Golf Show, 75% of the amount to be invoiced on the basis of the granted request is owed as stated in the Appendix "AG2010 Price list for Exhibitors".
 - 4 In case of cancellation less than one calendar month before the first public day of the Amsterdam Golf Show, 100% of the amount to be invoiced on the basis of the granted request is owed, as stated in the Appendix "AG2010 Price list for Exhibitors".
- with the possible addition, if the Organisers feel that this must be requested, of compensation for the costs incurred and still to be incurred as a consequence of the cancellation.

The applicable VAT shall be added to the cancellation penalty.

Invoicing

For registration forms received before 1 November, HGE will send an invoice in the first week of November for 50% of the rental amount for the exhibition space, to be paid within 14 days.

For registration forms received in the period 1 November to 15 January, HGE will send an invoice immediately for 50% of the rental amount for the exhibition space, to be paid within 14 days.

In both cases, the remaining 50% of the rental amount will be invoiced on 1 February, to be paid within 14 days.

Registration forms received after 15 January will be invoiced for the full amount, to be paid within 14 days.

In case of renting exhibition space for your own stand the amount on the first invoice also includes the cost for registration, facilities and media contribution.

On receipt of the signed registration form, you will receive confirmation of your participation and your personal login code for the RAI Exhibitor Services online shop.

RAI Exhibitor Services will not send invoices to Participants for items and services that were ordered from their web shop. After online ordering Participants should make their online payments directly via iDEAL/bank or credit card service.

VAT shall be added to the invoices and has also to be payed by foreign companies as Organiser is delivering a service (only products are free of VAT).

Secrecy and rights

Parties agree on full secrecy for as well content as formation of appointments regarding the Participation. Without written permission of one party the other party is not allowed to inform any third Parties about content and formation of appointments regarding the Participation.

Participant cannot claim rights on content and appointments made for preceding participation(s) for use with new participation(s).

Prevalence clause

In case of conflict between the Participation Conditions and the General Regulations, that shall prevail which is included in these Participation Conditions. The General Regulations shall be considered to apply to those cases not covered by these Participation Conditions.

General Regulations

On request the Organiser will sent the Participant a digital version of the General Regulations, but it can also be downloaded from the site. By signing the Registration form the Participant declares that he/she is familiar with and agrees with these Participation Conditions and the General Regulations.

Houten (NL), October 2009