



## ALBRECHT

GESELLSCHAFT FÜR FACHAUSSTELLUNGEN UND KONGRESSE MBH  
Court of Registry: München, HR-B 77341  
Managing Director:: Dipl. Volksw. Angelika Albrecht  
Oettingenstr. 25, 80538 München  
Tel. +49 (0)89-27 29 48 20, Fax +49 (0)89-27294822  
E-Mail: [info@cinec.de](mailto:info@cinec.de), Website: [www.cinec.de](http://www.cinec.de)



International Trade Fair for  
Cine Equipment and Technology  
18. – 20. September 2010  
M,O,C, München

### **Important details for your preparation** *- in alphabetical order -*

Dear exhibitors,

In the following we have compiled some important information for your participation in the cinec. You can also find everything online in the exhibitor area at our website [www.cinec.de](http://www.cinec.de). There, you can order advertising material and exhibitor passes and find information on the services offered by our sub-contractors.

#### **1. Access**

The access to the delivery area is situated next to hall 4. M,O,C, staff will guide you in. Access to the M,O,C, delivery zone for stand set-up purposes is subject to payment of a **deposit of 100 EUR**. Please have this amount ready **in cash**. This amount is refunded provided the vehicle exits the grounds within the stipulated period (max. 3 hours). We would like to ask you to leave the delivery area swiftly after unloading – in consideration of all other exhibitors.

#### **2. Accommodation**

Due to the fact, that the Oktoberfest takes place at the same time, we strongly recommend an **early hotel reservation**. Some hotels will offer special conditions for exhibitors and visitors of the cinec, you can find them at [www.cinec.de](http://www.cinec.de) / exhibiting / accommodation.

#### **3. Advertising**

Our information and PR activities will be directed at advertising for the cinec as a whole, therefore exhibitors are advised to make their own additional efforts and arrangements to invite people to their stand. We provide the following advertising material (most of it free of charge): stickers, posters, flyers, post cards and guest vouchers / voucher codes - the most effective way to invite business partners and potential new customers to your stand.

**You can order advertising material online at [www.cinec.de](http://www.cinec.de).**

Furthermore, you can **download the cinec logotype and banner** at [www.cinec.de](http://www.cinec.de) to draw attention to the cinec and your participation in the show.

#### **4. Beware of scam!**

Every now and then, companies which provide online data bases send offers with reference to the cinec, which have nothing to do with us. Some of our exhibitors - not only cinec-exhibitors - have had problems especially with the company Construct Data Verlag GmbH and their "**Fairguide**" ([www.fairguide.com](http://www.fairguide.com)) as well as with the **Expo-Guide** of Commercial Online Manuals S de RL de CV / Mexico ([www.expoguide.com](http://www.expoguide.com)). We strongly recommend paying attention to the **fine print and the costs mentioned**.

In case you receive other offers of different branches with reference to the cinec, please do not hesitate to contact us.

#### **5. Catalog**

Again, Peter Hartig of cinearte will compile the cinec show catalog. He will contact you with regard to your catalog entry and possible advertisements.



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### 6. cinecAward / State reception

This year, the cinecAwards will again be awarded. The dates for the presentation of the entries to the jury will be announced in due time. The awards will be presented on Sunday evening, 19<sup>th</sup> September and the winners will be honoured in a **festive state reception** by the State of Bavaria in Munich's Residenz. More information as well as the online application for the cinecAwards can be found at [www.cinec.de](http://www.cinec.de) / cinecAward from mid-June.

### 7. Company logo / list of exhibits / your entry at [www.cinec.de](http://www.cinec.de)

In the online list of exhibitors at [www.cinec.de](http://www.cinec.de), we will **display your company logo free of charge** and link it to your website. Please send your logo (jpg or gif, size: <120 px wide x <75 px high) to [info@cinec.de](mailto:info@cinec.de). Furthermore, we would like to ask you to send us your **list of exhibits** as soon as possible, if you have not done so already. If you have any product novelties or offers to announce, we will be glad to publish them and ask you to inform us accordingly. Please brief us on your fair offers (novelties, special awards, references in the press, highlights etc.) as early as possible so that we can go about our press activities more effectively.

### 8. Construction and dismantling

You can reach the cinec-team from Friday, 17<sup>th</sup> September 2010, 8 a.m. in the M,O,C, (Room B 001):

Tel.: +49-(0)89 - 32353-156

Fax: +49-(0)89 - 32353-155

Mobile: +49-(0)171 – 9401040 (Angelika Albrecht) or +49-(0)151 – 58588080 (Bettina Wagner)

Stand construction:

Thursday, 16<sup>th</sup> September and Friday, 17<sup>th</sup> September, 8 a.m. - 12 p.m.

Dismantling:

Monday, 20<sup>th</sup> September, 5 p.m. – 12.p.m. and Tuesday, 21<sup>st</sup> September, 8 a.m. – 10 p.m.

### 9. Deliveries / Forwarded goods / goods for storage

For deliveries, you can engage the haulage company which has its office in the M,O,C, (liable to costs):

Delivery address: Schenker Eurocargo AG, M,O,C, Lilienthalallee 40, D-80939 Munich

c/o cinec, hall ..., exhibitor [name] . . . . . , stand no. . . .

Contact: Mr. Tarrach, phone: +49 – 89 - 32353-129, fax: +49 – 89 - 3241102

[dietz-dieter.tarrach@schenker.com](mailto:dietz-dieter.tarrach@schenker.com)

The charges for handling the forwarded goods (unloading, storing, deliveries to the stand before the commencement of the exhibition, the forwarder's commission etc.) are staggered, depending on the weight and the time required. A price list can be obtained from the Schenker Eurocargo AG.

Deliveries / shipments directly to your stand are not possible before the official stand construction times (Thursday, 16<sup>th</sup> September 2010, from 8 a.m.). Please make sure that your stand is staffed to accept the delivery. If not, the goods will be handed over to the haulage company for storage (liable to costs!). In case the organizer accepts such deliveries by way of exception, we shall not be liable for the loss or damage.

Permission to operate hoisting equipment and leased cranes can only be obtained from the official forwarder of the exhibition, the Schenker Eurocargo AG. Special cases will have to be arranged additionally with the technical management of the M,O,C,. It is recommended to notify the Schenker Eurocargo AG about the demand for any such machinery in advance, in order to save time and especially for jobs outside the official opening hours between 7 a.m. and 4 p.m.



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### 10. Exhibition priority documents

We will try to make sure that **exhibition priority documents** for utility-model and design patents as well as for proprietary names can be applied for during the cinec.  
Please let us know as early as possible if you wish to file a patent application, so that we can inform the attorneys well in advance, ask for the costs on your behalf and make an appointment. Please have the products ready for presentation as they will be inspected, documented and possibly photographed at your stand.  
Please note that the attorneys will issue exhibition priority documents only to exhibitors and co-exhibitors who have been officially registered and listed in the catalog or its supplements.

### 11. Exhibitor passes / working passes

The exhibitor passes can be collected at the cinec **info counter in the M,O,C, foyer from 17<sup>th</sup> September 2010** onwards. We would like to ask you to **order the passes online** in the exhibitor area at [www.cinec.de](http://www.cinec.de). The number of free exhibitor passes is based on the stand size according to the terms of participation.  
Working passes for stand construction and dismantling can be obtained free of charge. Please give us the approximate number of passes you will need.

### 12. Getting There

Please pay attention to the information on directions and possible road works at the M,O,C,-website: [www.moc-muenchen.de](http://www.moc-muenchen.de).

#### Low Emission Zone in the City of Munich

Please note: On October 1st 2008 Munich established a Low Emission Zone in the city. All vehicles which are driven in this zone need an emissions sticker (red, yellow or green). **As the M,O,C, is located outside this zone, an emissions sticker for your vehicle is not needed.**

However, should you plan going through the zone by car, you will need an emissions sticker.

Messe München International and DEKRA have set up a service point for exhibitors and visitors. Emissions stickers may be purchased at DEKRA for 5 EUR:

#### DEKRA Automobil GmbH

Hufelandstr. 27  
80939 München  
Tel.: +49-(0)89 - 31690-0  
Fax: +49-(0)89 - 3114925

Opening Hours:  
Mon-Fri: 7:30 a.m. - 6 p.m.  
Sat: 8 a.m. - 12 a.m.

More information on the emissions stickers as well as an online order form can be found at:  
[http://www.tuev-sued.de/car\\_vehicles/services/emissions\\_stickers\\_from\\_tuev\\_sued](http://www.tuev-sued.de/car_vehicles/services/emissions_stickers_from_tuev_sued)

#### Ban on truck/lorry traffic in Munich

As part of the city of Munich's clean-air initiative, through traffic of trucks/lorries weighing more than 3.5 tons is no longer permitted in the city. The ban concept calls for through traffic of trucks/lorries to be diverted to the A99 motorway. As a rule, roadblocks directly at the city limits will not be used. Instead, traffic will be diverted or rerouted by warning signs in outlying areas, by prohibitive signs within the city limits (sign 253 of the German road-traffic regulations with the addition "Lieferverkehr frei" (delivery vehicles only)) and by detour signs indicating the way to the nearest motorway.



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### **Effect on vehicles making deliveries to the trade-fair center:**

The vehicle ban expressly permits delivery vehicles whose point of origin or destination is within Munich. **As a result, deliveries to and from the M,O,C, are not affected by the vehicle ban.** However, trucks/lorries whose destinations are outside of Munich may not take the A9 motorway toward Munich when leaving the M,O,C, because doing so would make them "through traffic".

### **13. Insurance**

Please make sure you are insured adequately. Your insurance agency can tell you if liability for damage to persons and to property, theft, etc. at exhibitions and trade fairs is included in your insurance or if an additional insurance is necessary. Apart from this a fair insurance through a partner of the M,O,C, is possible.

### **14. No smoking**

**Please note that smoking is not permitted in the exhibition halls.**

### **15. Opening hours**

During the entire time of the show and during opening hours the stands must be properly equipped and staffed with competent personnel.

#### **Opening hours of the cinec:**

Saturday, 18th September 2010 from 10 a.m to 6 p.m.  
Sunday, 19th September 2010 from 10 a.m to 6 p.m.  
Monday, 20th September 2010 from 10 a.m to 5 p.m.

### **16. Parking**

Cars: Parking permits for the underground parking in the M,O,C, are available for 8 EUR / day incl. VAT. You can find the order form 8.2 at [www.cinec.de](http://www.cinec.de) / exhibiting / service booklet; of course we can also send it to you on request. Maximum clearance height: 2.20 m.

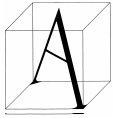
Trucks: Vehicles higher than 2.20 m can be parked at the "Zenith hall", opposite the M,O,C, - the price for the whole exhibition ranges from 50-100 EUR, depending on the size of the vehicle. You can find the order form 8.3 at [www.cinec.de](http://www.cinec.de) / exhibiting / service booklet; of course we can also send it to you on request.

### **17. Product Forum / Ancillary Program**

In addition to the ancillary program "The Future of Cinematography", there will again be a Product Forum. The Product Forum is a platform for you as an exhibitor to present your company or product in detail outside your trade fair stand to an interested expert audience and the press. If you would like to make use of this opportunity, please let us know through the online order form at [www.cinec.de](http://www.cinec.de) / Exhibiting or give us a call.

### **18. Security service**

A watchman of the M,O,C, security service will be present in each hall at nights. If you wish special security service at your stand, we would like to ask you to commission this right away at the M,O,C,. Only security service provided by M,O,C, - subcontractors is permitted. Overnight stay in the hall is strictly forbidden due to safety reasons.



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### 19. Stand construction / technical equipment / furniture

Please note that **partition walls are not included in the stand fees**. The guidelines and conditions imposed by the M,O,C, shall be observed for all matters concerning the stand construction. Please inform your stand construction company accordingly. The guidelines and order forms for power and water connections, system stands, rental furniture, parking etc. can be downloaded from [www.cinec.de](http://www.cinec.de) (exhibiting / service booklet) or obtained from us on CD-ROM.

In the absence of specific regulations to the contrary, the **maximum height of stand structures is 4m**. Two-storey exhibition stands are not permitted. **Any structure higher than 2.5m requires written approval of the M,O,C, Technical Services Department.**

The back of the partition walls facing the respective neighbour must be designed in neutral white and without any advertising elements.

Please order services for your stand such as power and water supply, stand ceilings etc. from the Technical Service Department of the M,O,C,.

For technical questions please contact:

Ms. Pohl: Tel.: +49-(0)89 - 32353164, Fax: +49-(0)89 - 32353109

[pohl@messe-muenchen.de](mailto:pohl@messe-muenchen.de)

We will be happy to assist you and answer any questions you may have.

Kind regards,

Angelika Albrecht

Bettina Wagner