

Exhibit Application Form

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Company Information

Company Name

Street Address

Suite/Floor

City, State, Postal Code

Country

Billing Information (if different)

Company Name

Street Address

Suite/Floor

City, State, Postal Code

Country

Contact: _____

Phone: _____

Fax: _____

E-mail: _____

Website: _____

All exhibiting companies receive a listing in the conference program.
Please describe the products or services to be exhibited in 100 words or less
and e-mail this description to exhibits@localizationworld.com at the time
you submit this form.

Exhibit Type Selection

19% VAT not included

2 Please indicate the type of exhibit desired. See page 3 of Exhibit Application for additional details and diagrams.

Pop-up €2.500

- 2m x 3m space to set up a pop-up display
- Round table, 2 stools
- Wireless internet access
- Conference registration for one person
- One additional attendee at reduced rate of €550
- Electrical connection
- Company listing with link on website
- Description in printed program

Sponsoring

Metal sponsors are given priority booth selection as well as a discount on exhibit space. In addition, metal sponsorships include additional free conference registrations. Pairing an exhibit with a sponsorship exposes the exhibitor much more than a booth alone. Contact Chris Luxton at sponsors@localizationworld.com or by phone at +1 (608) 826-5001 for further information on sponsorships.

_____ I am interested in becoming a sponsor. Please contact me with additional information.

** Note that 26 February 2010 is the deadline for priority space selection for metal sponsors. After that, booths will be assigned on a first-come, first-served basis.

Octanorm €3.900

- 2m x 4m space
- Octanorm booth
- 2 Halogen spotlights (150 W)
- 1 rectangular table, 2 chairs
- Brochure display
- Wireless internet access
- Conference registration for one person
- One additional attendee at reduced rate of €550
- Electrical connection
- Company listing with link on website
- Description in printed program

Custom (please contact for pricing)

- 10 m² 15 m² 20m²
 30 m² other _____

- Premium placement on show floor
- Wireless internet access
- Electrical connection
- Company listing with link on website
- Description in printed program

Per 10 m² (or prorated)

- 1 round table, 2 stools
- Conference registration for one person
- One additional attendee at reduced rate of €550

Furniture Rental

19% VAT not included

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Item catalogs with product descriptions and pricing can be found at www.localizationworld.com

Official Exhibit Company

Dirk Funke
Funke Design GmbH
Siebenmorgenweg 10c
53229 Bonn, Germany
Tel. +49 (0)228-5389960
Mobile +49 (0)170-8184900
info@funkedesign.de
<http://www.funkedesign.de>

Booth Location Preferences

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Select exhibit space(s) in the area(s) reserved for the exhibit type you selected. See graphic below for booth locations.

First choice: _____

Second choice: _____

Third choice: _____

Metal Sponsors will be given priority, according to exhibit type and timing of sponsorship.

We will try to accommodate your location preference. If your first, second and third choices are already taken, we will attempt to assign you a space as close as possible to your preferred space.

Please note that the conference organizers reserve the right to reassign exhibit space at any time in the interest of creating a cohesive exhibit.



Booth Personnel Registration

19% VAT not included

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Please enter names and e-mail addresses of booth personnel below.
By entering their names and paying all registration fees as part of your exhibit application, you will have completed their registration for the conference. No additional online registration is required once you have completed this form and paid your invoice.

Name	E-mail Address	Person in charge of booth. No charge for conference.	Attend full conference. (€550) One only per booth.	Exhibition only (includes meals, social events — €400). One only per booth.	I would like to attend dinner on 8 June 2010 (€50).
<hr/>	<hr/>	<input type="checkbox"/>			<input type="checkbox"/>
<hr/>	<hr/>		<input type="checkbox"/>		<input type="checkbox"/>
<hr/>	<hr/>			<input type="checkbox"/>	<input type="checkbox"/>
<hr/>	<hr/>				<input type="checkbox"/>

Exhibitor Guest Passes

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Localization World recognizes that some companies wish to invite clients or potential clients to visit them while they are exhibiting at Localization World. We have created a special yellow badge for these visitors. A “yellow badge” attendee will be allowed to visit the Localization World exhibit hall for a maximum of two hours on one day only. These visitors will not be allowed to attend any of the conference sessions or conference networking events.

The yellow badges are not to be used by exhibitors to admit their company representatives or employees to work at or represent the exhibit booth.

If you would like a link to register an exhibit hall guest, contact Bonnie Hagan at bonnie@localizationworld.com

Schedule and Logistics

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Exhibit Registration Schedule for LW Berlin 2010

15 February 2010	Registration opens
26 February 2010	Deadline for priority space selection for Metal Sponsors
2 March 2010	Space assignments will be announced
21 May 2010	Registration for exhibits closes

Exhibit Schedule for LW Berlin 2010

Setup time for exhibits

7 June 2010	15:00 - 18:00
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Exhibit hours

8 June 2010	8:00 - 18:00
9 June 2010	8:00 - 17:00

Take-down time for exhibits

9 June 2010	17:00 - 19:00
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Advance shipment of exhibit materials

To facilitate the shipping of booths and other exhibit materials for Localization World, we have made arrangements with **Funke Design** (see page 9 of Exhibit Brochure) to receive your shipments in Berlin in the week prior to Localization World.

For a fee (to be announced) **Funke Design** will receive your shipment at a warehouse and deliver it on setup day (9 June 2010) to the conference hotel.

If you need help shipping your booth after the conference has ended, **Funke Design** will be able to assist you.

Exhibition Rules

The following rules become binding upon acceptance of this contract by Localization World, its sponsors and the exhibiting company.

- A. Exhibit rental.** Localization World will provide a sign for each exhibit space. No signs or advertising devices shall be displayed outside the exhibit space.
- B. Space assignment.** Assignments will be made after the receipt of the application and payment on a first-come, first-served basis. I understand that the conference organizers reserve the right to reassign exhibit spaces at any time in the interest of creating a cohesive exhibit.
- C. Exhibit hours.** Displays must be staffed during all regular exhibit hours. Adherence to setup and take-down schedule is required. Localization World reserves the right to curtail exhibits or parts of exhibits that reflect against the character of the conference.
- D. Loss, damage.** Neither Localization World, its sponsors, their employees or agents will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's property. By signing the exhibit space application, the exhibitor releases Localization World, its sponsors, their employees and agents from any agreement to indemnify them against any and all claims for loss, damage or injury. Exhibitors are advised to carry insurance.
- E. Sales.** Any on-site selling must comply with all laws regarding taxes.
- F. Termination.** If the conference is terminated due to picketing, strike, embargo, injunction, act of war, act of terrorism, act of God, or a state of emergency declared by a government agency, the exhibitor waives any and all damages. Localization World may, after deducting all costs and expenses including a reserve for claims, refund to the exhibitor the prorated amount of all funds paid by the exhibitor.
- G. Cancellation.** No refund will be given for the cancellation of space after the assignment of space has been made. The space may be resold, reassigned or used by Localization World without benefit or refund to the exhibitor.
- H. Events.** Any function, event or meeting sponsored by an exhibitor must be scheduled in advance through Localization World and must not conflict with the conference schedule.

Please sign and date to verify that you have read, understand and agree with the exhibition rules.

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Name: _____ Date: _____

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**Please e-mail pages 1-6 of this completed form to
exhibits@localizationworld.com
or fax to +1 608-826-5004**

We will confirm your exhibit registration and will send you an invoice once we have received your Exhibit Application Form. 19% VAT will be included in the invoice.

Need help? Please contact Chris Luxton at chris@localizationinstitute.com or call +1 (608) 826 5001 (US Central Time Zone)