

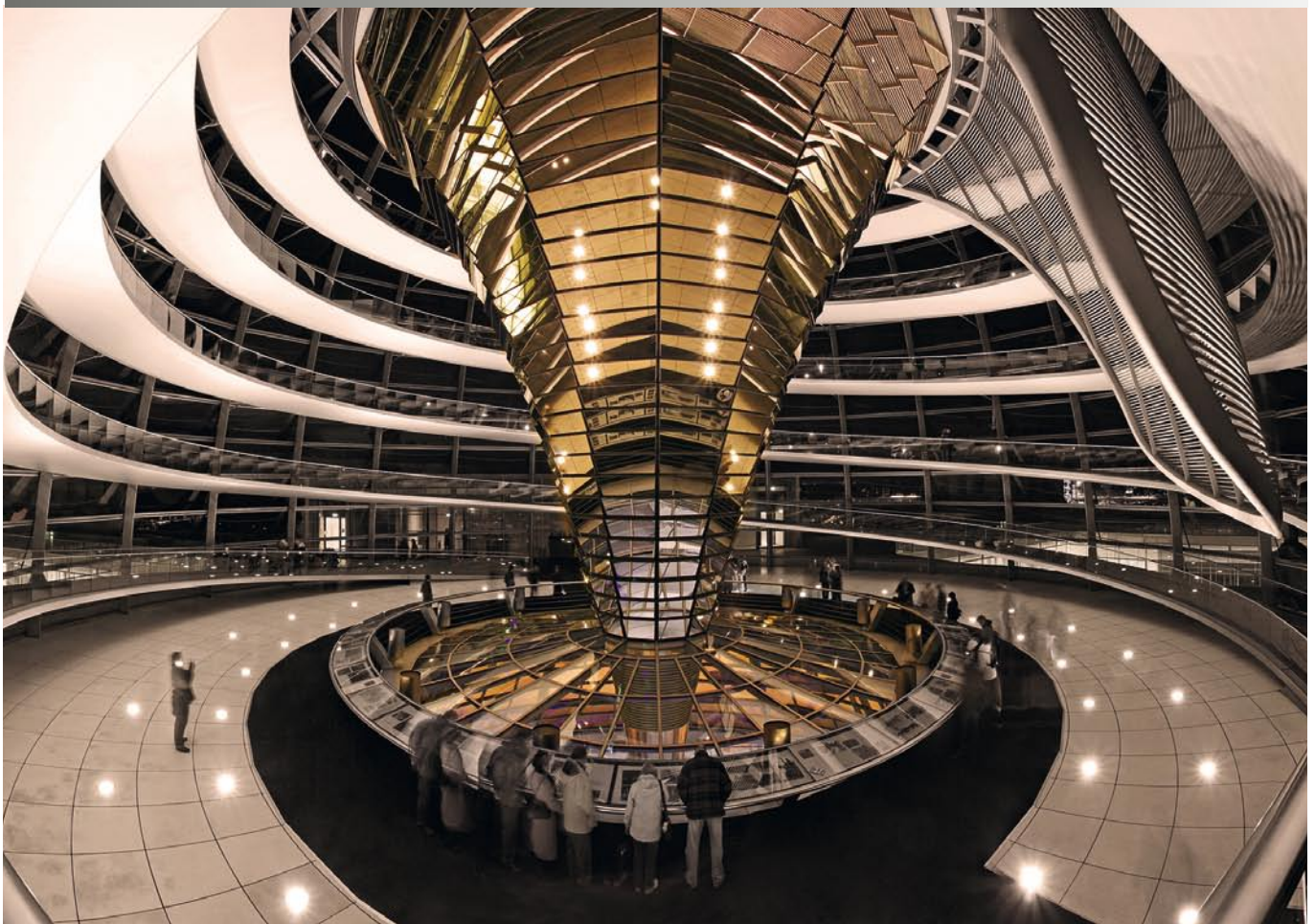


LOCALIZATION WORLD
CONFERENCE & EXHIBITS

Exhibit Brochure

Berlin, Germany, 7-9 June 2010

Know-how for Global Success



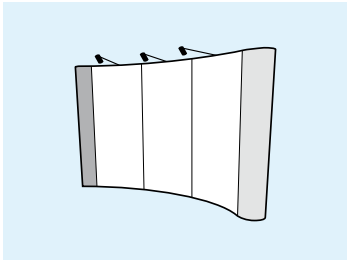
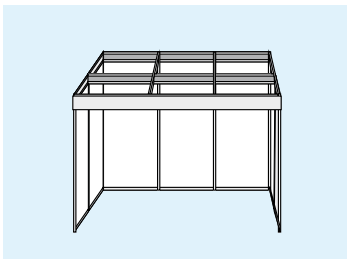
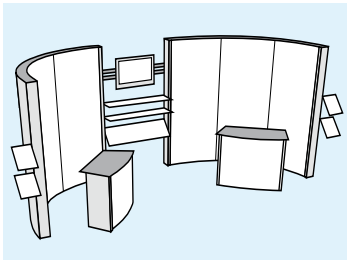
Berlin, Germany, 7-9 June 2010



Table of Contents

Types of Exhibits and Pricing	3
General Booth Information	
booth types	4
application process	4
exhibit application form	4
sponsoring	4
exhibitor guest passes	5
furniture rental	5
Shipping Exhibit Materials	5
Official Exhibit Company	6
Value-added Tax (VAT)	7
Floor Plan	8
Important Contacts	9
Exhibit Schedules	9
Exhibition Rules	10

Types of Exhibits

	Description	What is included	Cost
<p>Pop-up</p> 	<p>For space efficient displays designed for quick setup and inexpensive transport. Display units must be 2-3 meters wide and at least 2 meters tall to qualify for this type of exhibit space.</p>	<ul style="list-style-type: none"> ■ 2m x 3m space to set up a pop-up display ■ 1 rectangular table, 2 chairs ■ 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 	€2.500
<p>Octanorm</p> 	<p>2m x 4m exhibit space with ready-built booth with three walls and ceiling (height 2.5 m)</p>	<ul style="list-style-type: none"> ■ 2m x 4m space ■ Octanorm booth ■ 2 halogen spotlights (150 W) ■ 1 rectangular table, 2 chairs ■ 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 	€3.900
<p>Custom</p> 	<p>Space for professionally designed and custom-built trade-show exhibits.</p>	<ul style="list-style-type: none"> ■ 10 m² / 15 m² / 20 m² / 30 m² / or more for custom exhibits ■ Premium placement on show floor ■ Wireless internet access ■ Electrical connection ■ Company listing with link on website ■ Description in printed program <p>Per 10 m² (or prorated)</p> <ul style="list-style-type: none"> ■ 1 rectangular table, 2 chairs ■ Conference registration for one person ■ One additional attendee at reduced rate of €550 	(please contact for pricing)

All prices do not include 19% VAT. (See page 7 about obtaining a VAT refund.)

General Booth Information

Booth Types

Pop-up displays: Space-efficient displays designed for quick setup and inexpensive transport. Display units must be 2-3 meters wide and at least 2 meters tall to qualify for this type of exhibit space.

Octanorm: Ready-built booths with three walls and ceiling and fixtures are supplied by the official exhibit company. This is ideal for exhibitors who want to travel light or don't want to invest in their own displays.

Custom booths: Professionally designed trade-show exhibits, typically owned by the vendor and used from show to show. If you require a booth of a special configuration or size, contact Chris Luxton at +1 608 826 5001 or by e-mail to exhibits@localizationworld.com

If there is a question concerning exhibit type, the exhibit coordinator of Localization World reserves the right to make the final decision.

Application Process

1. Choose an exhibit type.
2. Select an exhibit space in the area(s) reserved for that exhibit type. Metal Sponsors will have first choice, according to exhibit type and timing of sponsorship. For information on becoming a platinum, gold, silver or bronze sponsor and other sponsorship opportunities such as dinner, conference bags and notepads, e-mail sponsors@localizationworld.com
3. Receive confirmation from Localization World for your selected space or receive information about alternatives.

In order to make things easier and clearer, we have split the exhibitor information into two documents, this Exhibit Brochure and the Exhibit Application Form.

Exhibit Application Form

An application form has been designed to provide the information needed to set you up as an exhibitor: <http://www.localizationworld.com/lwber2010/downloads/ExhbtAppBerlin2010.pdf>

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.



LOCALIZATION WORLD
CONFERENCE & EXHIBITS



Additional Services

Additional services such as return shipments, customs clearance or the removal of empty packaging will be charged separately. In order to receive these services, you must contact Schenker directly for rate information:

Schenker Deutschland AG
SCHENKERfairs-External Fairs Dep.
Service Building / Gate 25
Jafféstraße 2
DE-14055 Berlin
Germany

Contact:
axel.schiek@schenker.com
or manuela.natzke@schenker.com
Tel.: +49 / 30 / 349 65-450
Fax: +49 / 30 / 349 65-459
www.schenker.com

Official Exhibit Company

For LW Berlin 2010 we are pleased to be working again with **Funke Design GmbH** who provided excellent service for the past Localization Worlds in Germany. Our relationship with Funke Design is a non-exclusive one, which means that you are free to hire another exhibit supplier to design, build and install your booth. To make the setup at the conference as smooth as possible, your exhibit company needs to coordinate the setup with Funke Design.

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>

[DisplayMonitorRental.pdf](#)
[ExhibitBoothFurniture.pdf](#)
[OctanormBoothOptions.pdf](#)

Value-added Tax (VAT)

We are required to collect VAT from you and forward it to the German Finanzamt (Internal/Inland Revenue). This means that we will add 19% VAT to the net amount of the services you order from us.

Depending on where your company is headquartered, you may be eligible for a full refund of the VAT you paid.

German companies will automatically receive a credit after they file their VAT (Umsatzsteuer) forms at the end of the month or quarter. If your company operates a subsidiary in Germany, you might want us to invoice them directly since they can reclaim VAT so easily.

European Union-based companies are eligible for a full refund once their VAT payments in Germany reach a certain level. This, however, requires filing a refund request and can involve a wait period of several months.

All other countries fall into two categories:

Category one includes countries that have a tax agreement with Germany that allows companies based in these countries to file for a refund. To see if your country is included, visit <http://www.vat-refund-services.de/en/overview/countrylist/index.html>

Category two includes countries that don't have such an agreement. Companies in those countries don't have a way to reclaim VAT.

Important:

The good news for those of you who qualify for a refund is that all VAT you pay in Germany in connection with your conference/exhibit participation is eligible for a VAT refund. Even if you add a business trip to see clients to your itinerary (sorry, not vacation-related expenses), all VAT on hotels, airline tickets, restaurants, phone calls, car rental and so on can be reclaimed.

In Germany, VAT is typically included in the price posted. For example, a hotel room that is listed at €150 already includes a €24 VAT, which can be reclaimed. The same holds true for other travel expenses.

It is, however, a requirement that the invoice/receipts that are being submitted in connection with a VAT refund request are **made out to the company** that is applying for the refund. The VAT on a car rental receipt issued to an individual cannot be reclaimed by his or her company.

Those of you eligible for a refund might want to work with VAT Refund Services, a German company that specializes in helping international companies reclaim VAT. They specialize in trade-show and conference-related expenses and charge a minimum flat fee of €99 or a recovery fee of 15% of the refunded VAT for amounts that exceed the minimum fee.

Localization World has no commission or other agreement with VAT Refund Services and assumes no responsibility should you choose to work with them. We did, however, review the company and as a result can recommend its services.

The contact information for VAT Refund Services is:

VAT Refund Services

Marion Milde
Schaefflerstr. 7a
85609 Aschheim, Germany
Tel. +49 (0)89 90 77 52 62
Fax +49 (0)89 90 77 57 59
milde@vat-refund-services.de
<http://www.vat-refund-services.de>

Berlin, Germany, 7-9 June 2010

Floor Plan Level 1, Maritim Saal 2 and Saal Lobby



Exhibit Floor Plan

■ Catering
■ Internet station

Exhibitor	Booth
AAC Global	10
Across Systems GmbH	27
AD Verbum	5
Alchemy Software	25
Arabize	29
Bayan-Tech	21
Brandt	14
CEET Ltd.	3
Common Sense Advisory	15
diye Global Communications Ltd.	3
ELEKS Software	2
ELIA	3
eLocalize	4
EQHO Communications Ltd.	7
Global DTP s.r.o.	8
iDisc Information Technologies	3
Kilgray	28
LTC	30
Lionbridge	24
LSI Berlin	27
Lucy Software	18
Moravia IT a.s.	19
MultiCorpora	23
MultiLingual Computing	17
Net-Translators, Ltd.	22
Omnilingua Worldwide, LLC	9
ORCO S.A.	3
Plunet GmbH	1
Rasmera	13
Referans Translation Services, Software and Publishing Co., Ltd.	3
Seprotect	26
SkrivaneK Group	32
Sprachenwelt GmbH	27
Synergium UAB	3
SYSTRAN	12
Tilde	16
Version Internationale	20
VistaTEC	11
WebCertain Group Limited	33
Welocalize	31
Yamagata Europe	6

Important Contacts

Localization World Exhibit Coordinator

Chris Luxton
The Localization Institute, Inc.
7601 Ganser Way
Madison, Wisconsin 53719 USA
Tel. +1 (608) 826 5001
Fax +1 (608) 826 5004
exhibits@localizationworld.com
<http://www.localizationworld.com>

Localization World Registration Coordinator

Bonnie Hagan
Localization World Ltd.
319 North First Avenue, Suite 2
Sandpoint, Idaho 83864 USA
Tel. +1 (208) 263 8178
Fax +1 (208) 263 6310
registration@localizationworld.com
<http://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>

Maritim proArte Hotel Berlin

Friedrichstraße 151
10117 Berlin, Germany
Tel. +49 (0) 30 2033-5
Fax +49 (0) 30 2033-4090
info.bpa@maritim.de
<http://www.maritim.de>

Exhibit Schedules

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 Hall Schedule for LW Berlin 2010

7 June 2010	15:00 – 18:00	Setup for exhibits
8 June 2010	8:00 – 18:00	Exhibit Hall open
9 June 2010	8:00 – 17:00	Exhibit Hall open
9 June 2010	17:00 – 19:00	Take-down for exhibits

Exhibition Rules

- A. Exhibit rental.** The exhibit space rental is for the sole use of the contracting organization that appears on the Exhibit Application Form. No portion of the booth shall be sublet or assigned to another organization without the consent of the conference organizers.
- B. Space assignment.** Assignments will be made after the receipt of the application and payment on a first-come, first-served basis. The conference organizers reserve the right to reassign exhibit spaces at any time in the interest of creating a cohesive exhibit.
- C. Signs and advertising.** Localization World will provide a sign for each exhibit space. No signs or advertising devices shall be displayed outside the exhibit space.
- D. 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.
- E. 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.
- F. Sales.** Any on-site selling must comply with all laws regarding taxes.
- G. Printed materials.** Printed materials may only be distributed within the exhibitor's assigned booth and may not be placed in other areas of the conference venue without the consent of the conference organizers.
- H. Storage of empty containers.** Exhibitors must make separate arrangements for the storage of their empty containers and shipping materials during the conference. These accommodations should be made through the official exhibition company referenced herein.
- I. 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.
- J. 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.
- K. 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.

For additional information:

exhibits@localizationworld.com

Tel. +1 (608) 826-5001

If you are interested in exhibiting at Localization World Berlin 2010, download our Exhibit Application Form at <http://www.localizationworld.com/lwber2010/exhibitform.pdf> or request a copy by sending an e-mail to exhibits@localizationworld.com