

Participation Contract



16-19 March 2010 • Palais des Festivals, Cannes, France • www.mipim.com

Please return this contract by fax to +33 (0)1 41 90 49 20

This contract includes:

- Delegate(s) registration fee
- Company and delegate(s) listing in the Guide and MIPIMWorld (DEADLINE FOR LISTING IN THE GUIDE IS FEBRUARY 8TH 2010)
- Badge preparation.

The contract should be completed in CAPITAL LETTERS.

YOUR COMPANY'S DETAILS

1 Your Company – For MIPIM Guide and MIPIMWorld

Company Name _____

Contact Name _____

Address _____
(inc. Street, House/Box Number) _____

City _____ Zip Code/Postcode _____

State _____ Country _____

Telephone _____

Fax _____
country code city code telephone number

Website http:// _____
country code city code fax number

VAT Number* "applicable to European Union members only" _____
* For Reed MIDEM information only. Not listed in the Guide.

2 Billing Address (Complete only if different from above)

Legal Company Name _____

Account Manager _____

Address _____
(inc. Street, House/Box Number) _____

City _____ Zip Code/Postcode _____

State _____ Country _____

Telephone _____
country code city code telephone number

Fax _____
country code city code fax number

Email _____

3 Contact Point

• Will you be based on a stand? Yes No

Name of this exhibitor _____

Country _____



YOUR COMPANY'S ACTIVITY

4 Company profile

To validate your registration and ensure the consistence of your company profile, please complete the details of your company's activity carefully. This will be your reference in:

- MIPIM online database: a complete directory of participating companies, individuals, real estate projects to help you network, organise meetings and prepare your show
- MIPIM Guide: the who's who of the real estate industry

a. Your main business field: from the following list, please tick the box which corresponds to your company's main business field (please tick only one box)

- | | |
|--|---|
| <input type="checkbox"/> 22 RETAILERS | <input type="checkbox"/> 42 ARCHITECTS & PLANNERS |
| <input type="checkbox"/> 30 LOCAL & PUBLIC AUTHORITIES | <input type="checkbox"/> 43 BUSINESS SERVICES |
| <input type="checkbox"/> 40 DEVELOPERS | <input type="checkbox"/> 44 SERVICE PROVIDERS/SUPPLIERS |
| <input type="checkbox"/> 41 OPERATORS | <input type="checkbox"/> 45 ASSOCIATIONS & ACADEMICS |

b. Provide more detailed information about your company's activities (please tick appropriate box(es)).

Please specify in which countries you need information about, our representatives will help you to organise meetings.

Asia Pacific	America	Northern/Western Europe	Southern Europe	Eastern, Central & other Europe	Other Regions
<input type="checkbox"/> Australia/ New Zealand	<input type="checkbox"/> Argentina <input type="checkbox"/> Brazil	<input type="checkbox"/> Benelux <input type="checkbox"/> France	<input type="checkbox"/> Greece, Cyprus <input type="checkbox"/> Italy	<input type="checkbox"/> Croatia, Serbia, Slovenia, Balkan countries	<input type="checkbox"/> North Africa <input type="checkbox"/> Middle East
<input type="checkbox"/> China	<input type="checkbox"/> Canada	<input type="checkbox"/> Germany	<input type="checkbox"/> Spain/Portugal	<input type="checkbox"/> Czech Republic, Slovakia	<input type="checkbox"/> Turkey
<input type="checkbox"/> India	<input type="checkbox"/> Mexico	<input type="checkbox"/> Scandinavia		<input type="checkbox"/> Poland and Baltic Republics	<input type="checkbox"/> South Africa
<input type="checkbox"/> Japan	<input type="checkbox"/> USA	<input type="checkbox"/> Switzerland/Austria		<input type="checkbox"/> Romania, Bulgaria, Moldavia	<input type="checkbox"/> Other
<input type="checkbox"/> Korea	<input type="checkbox"/> Other Latin America	<input type="checkbox"/> UK/Ireland		<input type="checkbox"/> Russia	
<input type="checkbox"/> Other Asian country				<input type="checkbox"/> Ukraine	
				<input type="checkbox"/> Other CIS countries	

5 Industry segmentation

22 - RETAILERS

- | | |
|--|--|
| <input type="checkbox"/> 220 Individual Retail Company | <input type="checkbox"/> 222 Master franchisee |
| <input type="checkbox"/> 221 Group of Retail | |

30 - LOCAL & PUBLIC AUTHORITIES

- | | |
|--|--|
| <input type="checkbox"/> 300 City/Metropolitan area | <input type="checkbox"/> 301 Public promotion/Development agency |
| <input type="checkbox"/> 302 Other local/Regional/Government authority | <input type="checkbox"/> 303 Other public authority (joint ventures, free trade zone...) |

40 - DEVELOPERS

- | | | | | | |
|------------------------------|---|------------------------------|--------------------------------|------------------------------|-----------------------|
| <input type="checkbox"/> 400 | Car park developer | <input type="checkbox"/> 403 | Mall/Shopping centre developer | <input type="checkbox"/> 406 | Industry Developer |
| <input type="checkbox"/> 401 | Entertainment/Leisure/Theme parks developer | <input type="checkbox"/> 404 | Storage/Logistics developer | <input type="checkbox"/> 407 | Office Developer |
| <input type="checkbox"/> 402 | Retail park/Factory outlet developer | <input type="checkbox"/> 405 | Hotel developer | <input type="checkbox"/> 408 | Residential Developer |

Please specify if you are also an investor:

- F1 Investor & developer

Please specify if your projects are Shariah compliant

- F2 Shariah compliant projects

41 - OPERATORS

- 410 Airport/Railway station/Harbour operator
- 411 Entertainment/Leisure/Theme parks operator
- 412 Storage/Logistics operator

42 - ARCHITECTS & PLANNERS

- 420 Architect/Designer
- 421 Private master planner

43 - BUSINESS SERVICES

- | | | | | | |
|------------------------------|---------------------------------------|------------------------------|--------------------------|------------------------------|-----------------------------|
| <input type="checkbox"/> 430 | Accountant & Audit/Notary/Tax adviser | <input type="checkbox"/> 433 | Investment adviser/Agent | <input type="checkbox"/> 436 | Property management company |
| <input type="checkbox"/> 431 | Bank (credit provider) | <input type="checkbox"/> 434 | Occupation adviser/Agent | <input type="checkbox"/> 437 | Research Institute |
| <input type="checkbox"/> 432 | Consulting Firm | <input type="checkbox"/> 435 | Law firm | <input type="checkbox"/> 438 | Online data provider |

44 - SERVICE PROVIDERS/SUPPLIERS

Construction

- | | | | |
|------------------------------|---------------------------|------------------------------|--|
| <input type="checkbox"/> 440 | Engineering firm/Surveyor | <input type="checkbox"/> 442 | Interior architect/Designer/Consultant |
| <input type="checkbox"/> 441 | Construction company | <input type="checkbox"/> 443 | Refurbishment specialist |

Other Service Providers/Supplier

- | | | | |
|------------------------------|---------------------------|------------------------------|--|
| <input type="checkbox"/> 444 | HR/Recruitment consultant | <input type="checkbox"/> 447 | Marketing/Advertising/Public relations company |
| <input type="checkbox"/> 445 | Facilities Management | <input type="checkbox"/> 448 | Other service provider/Supplier |
| <input type="checkbox"/> 446 | Utilities | | |

45 - ASSOCIATIONS & ACADEMICS

- 450 Federation/Association
- 451 University/Academics



YOUR PARTICIPANTS DETAILS

6 List of participants for MIPIM Guide & MIPIMWorld and online hotel accommodation

YOUR PERSONAL EMAIL IS IMPORTANT:

- for access to our online accommodation booking system
 - for access to MIPIMWorld, MIPIM's online community.
- Access is personal and will be sent to you at the individual email address you give*.

*You have the option to hide your email address from other users on MIPIMWorld by ticking the checkbox below

Accommodation Contact

Please indicate the contact in charge of accommodation for your company if you wish to benefit from our hotel department services. This person may not be a MIPIM attendee.

Name: First Name:

Email: Tel: Fax:

Participant: Mr Mrs Ms

SURNAME |.....|

First Name |.....|

Job Title |.....|

|.....|

Email @ |.....|

|.....|

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

- You have the option to hide your email address from other users on MIPIMWorld by ticking this checkbox.

Participant: Mr Mrs Ms

SURNAME |.....|

First Name |.....|

Job Title |.....|

|.....|

Email @ |.....|

|.....|

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

- You have the option to hide your email address from other users on MIPIMWorld by ticking this checkbox.

Participant: Mr Mrs Ms

SURNAME |.....|

First Name |.....|

Job Title |.....|

|.....|

Email @ |.....|

|.....|

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

- You have the option to hide your email address from other users on MIPIMWorld by ticking this checkbox.

Participant: Mr Mrs Ms

SURNAME |.....|

First Name |.....|

Job Title |.....|

|.....|

Email @ |.....|

|.....|

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

- You have the option to hide your email address from other users on MIPIMWorld by ticking this checkbox.

Participant: Mr Mrs Ms

SURNAME |.....|

First Name |.....|

Job Title |.....|

|.....|

Email @ |.....|

|.....|

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

- You have the option to hide your email address from other users on MIPIMWorld by ticking this checkbox.

Participant: Mr Mrs Ms

SURNAME |.....|

First Name |.....|

Job Title |.....|

|.....|

Email @ |.....|

|.....|

INDIVIDUAL EMAIL ADDRESS IS REQUIRED.

- You have the option to hide your email address from other users on MIPIMWorld by ticking this checkbox.



7 Registration Fee

Date	MIPIM registration fee	Price inc. 19.6% VAT per person	Number of person	Total (VAT incl.)
Until 15 October 2009	€990	€1,184.04	<input type="text"/>	€ <input type="text"/>
From 16 October 2009 to 15 January 2010	€1,190	€1,423.24	<input type="text"/>	€ <input type="text"/>
From 16 January 2010 to 10 March 2010	€1,390	€1,662.44	<input type="text"/>	€ <input type="text"/>
From 11 March 2010	€1,550	€1,853.80	<input type="text"/>	€ <input type="text"/>

Includes your company and delegate listing on the MIPIMWorld database from January to November 2010

Total due for participation (VAT incl.) €

Registration Clause

- From 11 March 2010, every alteration to your participant list will incur a charge of €1,550 (+19.6% VAT).
- Badges can only be obtained on site on presentation of an official form of ID (from 2.00 pm on 14 March 2010 onwards).
- If you wish to register more delegates at MIPIM, please photocopy this document and return it with details of the additional delegates accompanied by the appropriate payment.
- The participant can only register **full-time salaried employees of the same company based in the same country**. Substantiating documents with the signature of the participant's legal representative may be required. Only those persons for whom a request for accreditation has been received by the organiser before 8 February 2010 can be listed in the guide. The participant does not credit persons not fulfilling the requirements established above, he will be legally obligated to pay a participation fee of € 1,550 (+19.6% VAT) for each wrongfully registered person. Failure to comply will make the participant subject to the sanctions set forth in article 11 of the Rules related to MIPIM, which are printed thereafter.

8 Publication advertising/sponsorship with MIPIM

To reserve your advertising/sponsorship at MIPIM, please select the product and type of space, and specify the number of units desired in the box(es) provided before calculating the subtotal. Please do contact us directly if you are interested in premium placements, publications packages and customised solutions to maximise the visibility and value of your advertising.

NB: All prices quoted below are per unit, and are for 4-colour insertion and all dimensions are width and height. This publication will be printed on recycled paper.

MIPIM Guide

Double Page Spread (320 x 240 mm)* x €3,315

Full page (160 x 240 mm)* x €2,210

Miscellaneous _____

SUB-TOTAL (+19.6% VAT) €

* All dimensions marked* refer to trim size for bleed spaces (please provide 5 mm of turning crop all around), otherwise dimensions refer to type area.

9 MIPIM Hospitality Suites

4 days x €8,950

3 days x €7,070

2 days x €4,800

1 day x €2,450

1/2 day x €1,560

SUB-TOTAL (+19.6% VAT) €



PAYMENTS DETAILS

10 Total payment

To calculate the balance due, add together your SUB TOTALS (found under each section).

TOTAL DUE FOR PARTICIPATION **7** (including VAT) € _____

PAGES IN THE GUIDE **8** (including VAT) € _____

HOSPITALITY SUITES **9** (including VAT) € _____

BALANCE DUE € _____

The VAT on Participation (item 7) is obligatory for all customers. Instructions for sales tax recuperation will be sent with your invoice. VAT on advertising (item 8) is obligatory for all French customers and EU customers without the European Tax Number. (For all other EU companies, the European Tax Number of the company has to be specified on the contract).

11 Terms of payment

This participation contract must be accompanied by payment in all cases. In the absence of the appropriate payment this contract shall be terminated automatically, though the signatory company shall still owe the sum indicated.

It should also be noted that no hotel request can be dealt with, and no guide listing processed until full payment is received.

Details of how to pay can be found on the following page.

12 DECLARATION OF AGREEMENT

The undersigned acknowledges that he/she has read the Rules related to MIPIM, an extract of which is printed thereafter, and undertakes to comply with these Rules. He/she confirms that he/she has duly informed the appropriate employees of his/her company that their personal data is processed by computer and that he/she has informed them of the terms of Article 10 of the Rules and of their rights in connection therein. Therefore, he/she hereby guarantees Reed MIDEM against any action based on Reed MIDEM's use of said data as permitted by Article 10 of the Rules. Finally, the undersigned represents and warrants that he/she is duly authorised by his/her company to bind it by the Rules hereof and agrees that he/she is personally bound and liable pursuant to the Rules hereof in the event such authority to bind his/her company does not actually exist.

Name:

Surname:

Position:

Signature (Compulsory)

X	Date
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Stamp (Compulsory)

X

THE CONTRACT MAY BE CONSIDERED BY THE ORGANISER AS NOT VALID IF IT DOES NOT INCLUDE THE COMPANY SEAL/STAMP, DATE AND SIGNATURE

15 Rules

I - INTRODUCTION AND SPECIFIC PROVISIONS

The purpose of MIPIM (hereafter the "Event") is to bring together real-estate professionals at the international level, in particular local authorities, promoters, developers, marketers, banks, architects, institutional investors, corporate users of premises and more generally any natural or legal person whose activities are directly connected with the real-estate sector, provided these do not prejudice the organisation's activities in any way whatsoever. Reed MIDEM, a French simplified joint stock company (société par actions simplifiée) with capital of EUR 310,000, having its registered office at 9-13 rue du Colonel Pierre Avia, 75015 Paris, France, registered with the Paris Trade and Companies Registry under the number B 662 003 557, is the organiser (the "Organiser") of this Event.

II - GENERAL PROVISIONS

The participant in the Event, whether as exhibitor, exhibitor's staff, participant, speaker, guest, etc. (the "Participant") formally undertakes to comply with these RULES and to comply in all respects with the applicable regulations in the scope of its participation to the Event, notably related, when applicable, to the stand's tenure or events held on the stand. It undertakes furthermore to take note of and to accept without reservation the instructions laid down by the Management of the PALAIS DES FESTIVALS ET DES CONGRES DE CANNES, (hereinafter "Palais des Festivals") particularly as regards health and safety regulations, these latter documents being communicated to it, in particular, in the "Technical Manual" relating to the event. Access to the premises is prohibited for children under the age of 16 years old. Access could be refused or withdrawn to any person, who is not correctly and appropriately dressed, and, more generally, whose dress or behaviour could interfere with the image of the Event, its serenity or decorum.

More generally, each Participant hereby guarantees that its offer of products and / or services does not contravene public order and the applicable regulations. Notably, each Participant acknowledges that it is strictly forbidden to exhibit products and/or services that are illicit or result from illicit activities and that it is also strictly forbidden to non authorised parties to propose products and/or services which result from regulated activities. In this respect, in case of infringement of the applicable regulations, participants may face legal proceedings, without prejudice to any measures that the Organiser reserve to take in order to put an end to the trouble.

1 - Organiser's obligations and rights

The Organiser undertakes to ensure that the Event is properly conducted in CANNES (FRANCE) on the dates indicated in this contract, and every day from 9.00 am to 7.00 pm except on the final day, when it will close at 6.00 p.m.

The dates may however be changed by the Organiser, in addition to an unforeseen circumstance or force majeure, without the participant being able to object to this or to claim any compensation, if it was in the interest itself of the event, in view of its purpose and its international character, that such a change should take place, with the Organiser being responsible for notifying the Participant of such in writing as soon as possible in the light of the circumstances.

In the case of non-availability of the premises planned for running the event in CANNES, FRANCE, for reasons outside the Organiser's control (such as administrative measures, unilateral decisions of the CANNES Town Hall ["Mairie"], etc.) or in the case of force majeure, the Organiser, after notifying the Participant of such and without the other conditions of its undertaking of participation being changed, in particular as regards the amount of such, may organise the said event in another town or city or another country, if needed, that is able to accommodate such an event of an international character, provided premises could be made available to it of the same standing and conditions of accommodation.

Failing this, the Organiser may cancel the event outright after notifying the Participant of such; in this case, the participation contract with or without letting of stands will be terminated as of right. The sums still available from the amount of the participations, after paying all the expenses incurred by the Organiser, will be divided among the Participants pro rata to the sums paid by them, without them being able to bring any proceedings on any count and for any reason whatsoever against the Organiser, which each Participant expressly agrees to, this being an essential and determinant condition of its adhesion to this participation contract with or without letting of stand.

THE ORGANISER IS EXEMPT FROM ANY LIABILITY FOR ANY OR LOSS, DAMAGE, INJURY, COSTS AND EXPENSES GENERALLY (INCLUDING INTERFERENCE WITH POSSESSION OR QUIET ENJOYMENT AND ANY COMMERCIAL HARM OR LOSS) THAT MIGHT BE SUFFERED BY THE PARTICIPANTS FOR ANY REASON WHATSOEVER, AND IN PARTICULAR FOR DELAY IN OPENING, PREMATURE SHUTDOWN OF THE EVENT, CLOSURE OR DESTRUCTION OF STANDS, FIRE AND ANY ACCIDENT, ETC. The Organiser reserves the right to ban or to limit sales involving immediate delivery on the spot to the purchaser.

2 - Participant's obligations and rights

2.1 - Registration of Participant's employees

The Participant may accredit only its full-time salaried staff in a same country, it being specified that a supporting document is required by the Organiser on the date of signature of the participation contract. In the case where the Participant has accredited a person who does not meet the aforesaid conditions, it will be obliged to pay a company registration fee as prescribed in the participation contract.

2.2 - Participant's obligations

This participation contract is final and irrevocable. In the case of withdrawal at any time whatsoever and for any reason whatsoever, except in the case of force majeure, the signatory to this participation contract will remain liable for the full amount of its participation and for any invoice relating thereto; in the case of force majeure, however, all payments it will have made and received by the Organiser will be returned to the Participant.

The amount of the participation must be paid in accordance with the terms specified in the paragraph "PAYMENT TERMS" of the participation contract; it being provided that the amount of such participation will be the subject of a billing for various expenses that are chargeable to the participant (telephone, technical services, etc.), which must be paid subject to the same above-mentioned conditions. Such expenses will be invoiced at the end of the Event.

As stated in article L. 441-6 of the French Commercial Code, in case of delay in payment, the Participant is liable of the penalties of delay, equivalent to 3 times the legal interest rate, as of the first day following the fixed date of payment, stated in the Participation contract and in the invoice. Such provision shall not be considered as a grant of delays in payment.

3 - letting of offices/stands

The offices/stands are let fully furnished and air-conditioned, with the offices themselves enclosed. They are equipped with internal and external telephones and may be laid or fitted out in various ways in the best interests of the Participants, but subject to the technical requirements of the premises of the PALAIS DES FESTIVALS (see "Technical Manual").

Participation contracts with "letting of offices/stands" duly completed and signed but reaching the Organiser less than four months before the start of the Event will only be accepted to the extent that there are sites available.

The Organiser will draw up the plan for the Event and will effect the allocation of the offices/stands, taking account as far as possible of the wishes expressed by the exhibitor (the "Exhibitor") as well as, in particular, the arrangement of the stand that it proposes to install and of the nature of the participants' activities.

Participation in previous events does not create any right in the Exhibitor's favour to a specific positioning.

The Organiser expressly reserves the right, whenever it deems fit, and in particular as regards security-related requirements, to a better presentation of the Event in the interest of the Participants; to a reorganisation of the occupation of the offices/stands following the absence for any reason whatsoever of one or more Exhibitors; to modify the size and arrangement of the areas requested by the Exhibitor; to move each office/stand; or to allot to the Exhibitor one of such that is different from that originally planned, without the Exhibitor concerned being able to demand reimbursement of the amount of its participation or any compensation.

3.1 - modifications required by the Exhibitor

After receipt of the "Technical Manual" for its stand(s) that has been sent to it by the Organiser, any later modification required by the Exhibitor will be billed to it in addition (for example, the list not being exhaustive: movement of partitions or door, hire of additional furniture, etc.).

3.2 - taking of possession - damage

The Exhibitor must arrange for an assessment at the time of taking possession of its office(s)/stand(s) of any damage and send any relevant claim on that same day to the Organiser's technical department; failing such claim, any repair to be made will be invoiced to it.

The Exhibitor must not in any way damage the components of its office(s)/stand(s) (partitions - floors or ceilings) or any fittings and equipment provided by the Organiser.

3.3 - occupation

The Exhibitor must occupy its offices/stands at least 24 hours before the opening of the Event, and keep it fully manned and organised to receive Participants there throughout the event. It will be able to remove the equipment belonging to it and to leave it (them) free of any occupant only after 6.00 pm on the final day of the event.

(The) office(s)/stand(s) that have not been occupied on the day before the Event may be allocated to any other Participant, without the signatory to this contract being able to demand reimbursement of the amount of its participation or any other compensation whatsoever, this being an essential and determining condition of its adhesion to this contract. The Participant will formally refrain from arranging, during the opening hours of the Event, and, in any case never before 6 p.m., on its office/stand in any form whatsoever, for any period whatsoever, and for any purpose whatsoever, public concerts or performances in which one or more artistes, performers or musicians participate. For any project of animation on a stand after 6 p.m., the Organiser shall be informed and give its prior authorisation.

The sub-letting of all or part of the office(s)/stand(s) let to the signatory to this contract is strictly forbidden; only the latter or persons registered by it may occupy it (them).

3.4 - use of audio equipment

The Participant expressly undertakes to use the audio equipment located on its office/stand only at an acoustic level that does not exceed as a maximum 70 decibels at the outer limit of the stand and so as not to spoil the proper enjoyment of the occupation of the other offices/stands and more generally the proper conduct of the Event.

4 - INSURANCES (IMPORTANT: A SUMMARY OF THE APPLICABLE INSURANCE POLICIES IS INCLUDED IN THE "INSURANCES" SECTION OF THE "TECHNICAL MANUAL")

THE ORGANISER HAS ARRANGED ON BEHALF OF THE EXHIBITORS COVERAGE AGAINST THE FOLLOWING RISKS:

- CIVIL LIABILITY TO THIRD-PARTIES,
- ALL OTHER RISKS FOR THE GOODS EXHIBITED, INCLUDING FITTING-OUT AND DECORATION OF THE OFFICE/STAND.

THE DETAILED CONDITIONS FOR THE ABOVE-MENTIONED TYPES OF COVER, IN PARTICULAR AS REGARDS CEILINGS, EXCESSES AND EXCLUSIONS, ARE SPECIFIED IN THE APPLICABLE INSURANCE POLICIES, A COPY OF WHICH CAN BE COMMUNICATED TO THE EXHIBITORS UPON REQUEST MADE TO THE ORGANISER. A SUMMARY OF THESE CONDITIONS IS ALSO INCLUDED IN THE "INSURANCES" SECTION OF THE "TECHNICAL MANUAL".

THE PROVISIONS OF INSURANCE POLICIES RELATING TO SUCH COVER ARE GOVERNED BY FRENCH LAW. IN THE CASE OF A DISPUTE RELATING TO THE INTERPRETATION AND THE APPLICATION OF THESE INSURANCE POLICIES, THE FRENCH COURT WILL HAVE EXCLUSIVE JURISDICTION TO HEAR SUCH, WHICH THE PARTIES EXPRESSLY AGREE. IT IS THE RESPONSIBILITY OF THE EXHIBITORS TO VERIFY WHETHER SUCH INSURANCE CONDITIONS ARE APPROPRIATE WITH RESPECT TO THE SCOPE OF THE INSURANCE COVERAGE AND THE VALUE OF THEIR GOODS EXHIBITED, INCLUDING FITTING-OUT AND DECORATION OF THE OFFICE/STAND. IF THE CASE MAY ARISE, THE EXHIBITORS SHALL ARRANGE FOR ANY ADDITIONAL INSURANCE POLICY. IN ANY WAY, THE ORGANISER IS EXEMPT FROM ANY LIABILITY FOR ANY CLAIM OR LOSS THAT MIGHT BE SUFFERED BY THE EXHIBITORS IN CASE OF INADEQUACY OF INSURANCE COVER.

5 - health and safety regulations - order and policing

The Participant is obliged to take note of and to comply with the health and safety regulations measures laid down by the Public Authorities or by the management of the Palais des Festivals, or that may be adopted by the Organiser.

For this purpose, the Organiser will forward to the participant in the "Technical Manual" any documents relating to such to and with which it must refer and strictly comply, in particular as far as the materials used for the decorative layout of the offices/stands are concerned.

The Participant is likewise obliged scrupulously to comply with the internal order measures inside the event or any policing measures prescribed not only by the Organiser, but also by any competent authority.

6 - advertising - distribution of documents or items or objects of any kind

6-1 advertising

Any form of advertising other than that using the media made available to the participant by the Organiser, and for which the fees for insertion or display have been paid beforehand in accordance with the rates in force, is strictly forbidden. Any authorised advertorial-type advertising within the Event venue must carry the banner "PUBLICITÉ" [ADVERTISEMENT]. For example, the use of self-adhesive advertisements or advertising materials not specifically authorised by the Organiser is strictly forbidden. Furthermore, the distribution of prospectuses, brochures, leaflets or documents of any kind as a promotional item is strictly limited within the Event venue and is subject to the organiser's prior permission. The Organiser, in particular in its capacity as publisher of the various catalogues and daily newspapers specific to the Event and the person responsible for their publication, will have a right of control over all advertising wordings or announcements for the purposes of ensuring the proper conduct and unity of the event and more generally the interests of all of the Participants. In this respect, it may inter alia remove any references that may attract directly or indirectly any participant outside the confines of the Event, such as a reference to a hotel or to any premises outside the said event.

Furthermore, it is specified that the Organiser is the sole holder of the rights to publish and to distribute catalogues and daily newspapers. It may grant all or part of such rights. The information necessary for the drafting of the catalogues and daily newspapers is provided by the participant on his/her/its own responsibility. The Organiser will not be liable for omissions, errors of reproduction, composition, etc., that may occur. In the case that a Participant who/which has placed an order for advertising has not forwarded to the Organiser the documents and information necessary for its publication by three weeks before the opening of the Event (for catalogues), and twenty-four hours before their publication (for daily newspapers), the Organiser reserves the right to print on the site adopted the words: "Site reserved for...", followed by just the Participant's name, and the latter will be unable to demand reimbursement of its order or any compensation whatsoever. The documents used for the publication of such advertising will be returned to the Participant or its agent only at their request. As the Organiser is obliged to keep them for only one year, it may destroy them once this time-limit has passed. Because of technical requirements, preferential spaces cannot be guaranteed. One copy of each advertisement for the record will be sent after publication to the Participant or to its agent. Insofar as the organiser, because of non-conformity of the material delivered, has to design and produce the advertisements, the Participant will be obliged to pay it for the relevant works of design, composition and execution.

6-2 sponsoring

Any Participant in the main event will be able to sponsor one or more of the side-events or publications organised in connection with the main event, subject to complying with all of the provisions of the RULES. The Organiser will allocate the right to sponsor each of the side-events to the first participant who has applied to do so and has forwarded to the Organiser payment of the sums owned for such sponsoring on the date of signature of said participation contract. The right to sponsor includes visibility at the side-events referred to in the Advertising /Sponsoring contract. The terms for sponsoring will be specified in an annex to the contract. The Organiser, in particular in its capacity as publisher of the various catalogues and daily newspapers specific to the main event and the person responsible for their publication, will determine the spaces available in connection with the sponsoring and will have a right to check, on each of the media, the contents reflecting the sponsoring of the event in question. The intellectual property rights relating to the contents issued at the events will remain the property of Reed MIDEM and/or of their authors. A Participant's application to sponsor a side-event will be final and irrevocable. In the event of withdrawal at any time whatsoever and on any grounds whatsoever, except in the case of force majeure, the Participant concerned will remain liable for the full amount owing under this provision and for any invoice relating to such, except in the case of force majeure, notwithstanding the Organiser's right to substitute for the Participant in default any other sponsor of its choice. The Organiser will not under any circumstances be held liable for the statements or other information provided by the sponsor, who warrants that the said information is not contrary to public policy; that he/she/it is the owner, as the case may be, of all the intellectual property rights or other rights relating to the said content or information; that such content or information may be freely used and reproduced and that no third party has any ownership or other property rights over such content or information. The sponsor undertakes to indemnify and compensate the Organiser in respect of any third-party claim relating to the contents or information provided by him/her/it, the subject of the sponsoring.

7 - hotel

As the Organiser may have entered into agreements with the Hoteliers of Cannes and its surrounding area, in order to be able to provide, as far as possible and on the best terms, accommodation for MIPIM Participants, without it however being liable in particular in respect of the reservation of the hotel chosen, each Participant formally undertakes throughout the event not to install in the rooms or the suites of the hotels any electro-acoustic or video reproduction equipment that is not in accordance with the intended purpose of the premises, on pain of being required by the Hotel Management to remove such equipment forthwith.

8 - exclusivity of the Participant's activities within the confines of the event

The Participant will expressly refrain from engaging outside the Palais des Festivals as well as any other exhibition area, as determined by the Organiser from time to time, in activities identical or similar to those exercised within the confines of the event during

such and in particular on premises such as a hotel or any other premises outside the said event. It undertakes therefore and in particular not to attract directly or indirectly any other Participant outside the Palais des Festivals and/or any other exhibition area as determined by the Organiser in order to present there any of its products or services that fall within the scope of the subject-matter or purpose itself of the event.

9 - photographers and cameramen

Photographers and cameramen may be allowed, with the Organiser's written permission, to operate within the confines of the event. A print of all the photographs taken or a copy of the audio or video recordings so made must be delivered to the Organiser within fifteen days after the close of the event. Such permission may be withdrawn at any time. The taking of photographs by participants may be banned by the Organiser.

The Organiser reserves the right to photograph, and/or to record the voice and image of the Participant(s), stands or certain items or objects on the stands, and to communicate the same to the public worldwide, by representing (in particular for live or deferred broadcast), reproducing without limitation of number of reproductions, publishing of the photograph(s) and/or of the recording(s), in all formats (notably in downloadable formats including MP3, podcast or webcast), by all known or unknown processes, whether entirely or by extracts, on all existing or future material and immaterial carriers, without limitation, such as paper, optic, analogical, digital (CD, DVD) or on electronic networks, (including on the Internet, on the Organiser's websites and/or the Organiser's partners' websites), and on any other promotional/marketing tools that the Organiser may use for informational or promotional purposes, except where the Participant has objected in writing beforehand.

10 - information technology and civil liberties

Information, including photographs, that is requested from the Participant is essential for entering into this contract and for access to the events. It is forwarded to third parties, including those companies of the Reed Elsevier group, with whom the Organiser has contracted for the purposes of implementing this contract and may be used, in this regard, on any media for dissemination relating to the event in question, including on the Internet, unless, in this latter case, there is an objection from the Participant concerning photographs. Through the Organiser, and except where there is an objection by the Participant, the latter may receive commercial offers or proposals from the Organiser and from other companies that are contractually linked to the Organiser. Pursuant to the Loi Informatique et Libertés du 6 janvier 1978 [French Law on Information Technology and Civil Liberties of 6 January 1978], the Participant may exercise, on application to the manager of the event, a right of access, of rectification and of opposition or objection as regards the personal information concerning it that is present on the Organiser's database(s). Since all the Participants to the event for which you have been registered may have access to such data, the Organiser can not be held liable for the use that could be made by the other Participants or their partners. All Participants undertake to use said data only for purposes of organising their participation in the event. In particular, any prospecting for purposes other than the abovementioned is prohibited. The Organiser reserves the right to have any disturbances caused by any such prohibited use terminated by any means, including the disconnection of the Participant from the database. This is without prejudice to any legal action that the Organiser may take in order to exercise its rights and of any damages to which the Organiser may be entitled as a result of such breach of contractual provisions.

11 - penalties

Any breach by the Participant of the provisions of these RULES prescribed by:

- clause 2 concerning payment of the amount of the participation,
- clause 3.3 concerning the occupation of the offices/stands, and the ban on arranging public performances or concerts in the offices/stands, as well as the ban on sub-letting the said offices/stands,
- clause 7 concerning the ban on installing in hotel rooms and suites any equipment that is not in accordance with the intended purpose of the premises,
- clause 8 concerning the ban on engaging outside the Palais des Festivals in activities similar to those exercised within the confines of the event during such, will lead automatically and without prior notice, this being a breach of the essential and determining conditions of adhesion to this contract, to the immediate exclusion of the participant from the confines of the event and without reimbursement of the amount of the participation or of any sum paid by him/her/it, which will remain vested in the organiser.

Any other breach by the Participant of the provisions of these RULES may lead to the same penalties but after prior notice to remedy such that has continued to have no effect for a period of 24 hours from receipt of such.

In addition, the Organiser reserves its right to unilaterally and ipso jure terminate the participation contract in case of any breach or non performance by the Participant of the above-mentioned provisions of the Rules, without prejudice of any damages that the Organiser could claim because of such breach and/or of the non performance.

12 - miscellaneous provisions

The Participant by signing the participation contract with or without letting of stands agrees to the provisions of these RULES and, as the case may be, of the "Technical Manual", as well as any further provisions that may be imposed by the circumstances and adopted in the interest of the event by the Organiser, which reserves the right to draw their attention to such, even verbally. Any mention or note made by the participant to the present Rules shall be considered as null and void. These Rules are subject to modifications and are deemed to have been accepted by the Participant(s) for itself and on behalf of its directors, employees, representatives, agents, suppliers and/or guests and prevail over any other terms and conditions.

THESE RULES AS WELL AS THE PARTICIPATION CONTRACT WITH OR WITHOUT LETTING OF STANDS, WHICH CONSTITUTES AN ADHESION CONTRACT, ARE GOVERNED BY FRENCH LAW, AND THE FRENCH VERSION OF SUCH, WHICH THE PARTICIPANT IN ANY CASE ACKNOWLEDGES HAVING TAKEN NOTE OF (ON THE WEBSITE www.mipim.com AND/OR UPON WRITTEN REQUEST BY HIM/HER/IT TO THE ORGANISER), WILL ALONE BIND THE PARTIES, WHICH THE LATTER EXPRESSLY RECOGNISE. IN THE CASE OF A DISPUTE RELATING TO THE INTERPRETATION OR THE IMPLEMENTATION OF THIS ADHESION CONTRACT, THE COURT OF THE PLACE OF THE ORGANISER'S REGISTERED OFFICE WILL HAVE SOLE JURISDICTION TO HEAR SUCH, WHICH THE PARTIES EXPRESSLY AGREE.