Important Notice from Messe Berlin to Exhibitors regarding Unofficial Indices of Exhibitors – in particular Expo Guide, Fair Guide and International Fairs Directory

EXPO GUIDE, S.C., a company registered in Mexico, offers updated company information in an exhibitors directory for fairs and exhibitions under the reference „Data Review / Validity expiration", which is fee-based. The fine print of these order forms indicates that upon their being signed, a contract is concluded for three (3) years that will generate costs of at least 1,000.00 € per annum.

Recently the Construct Data Publishers a.s., registered in Slovakia, is again offering a listing in its exhibitors directory "Fair Guide". The approach is the same as with the "Expo Guide".

Currently, the International Fairs Directory is particularly prominent, which is known under the Mulpor Company S.A. and Connect Publisher, S.C. Here again, the payment obligations are mentioned in the small print.

Since many exhibitors have been receiving these proposals, we wish to make clear that the registrations offered to be made in the "Expo Guide", "Fair Guide" or "International Fairs Directory" are not entries in the official index of exhibitors for *HIPPOLOGICA Berlin*.

Messe Berlin is not connected in any way whatsoever to the publishers of these unofficial exhibitor directories.

We wish to indicate to our exhibitors that

> **Messe Berlin either produces its catalogues itself or awards exclusive contracts for the production and marketing of such catalogues.** Any publishing firms we work with will introduce themselves to the exhibitors as the exclusive catalogue publisher for Messe Berlin or the respective fair project.
>
> **For HIPPOLOGICA Berlin is our exclusive partner:**
>
> **for the print catalogue:** **NEUREUTER FAIR MEDIA GmbH**

Please feel free to contact us at hippologica@messe-berlin.com at any time should you receive a proposal and have doubts as regards the party submitting such proposal. If you have already signed an agreement with an external offeror in the erroneous assumption that this company is connected in any way to our official index of exhibitors, we urgently recommend that you contact an attorney **prior to expiry of the period for revoking and/or voiding such contracts**.
For further information please also write to the AUMA , Association of the German Trade Fair Industry (email: info@auma.de). On its website you will find further advice including a sample letter on how to react to reminders
(http://www.auma.de/en/TippsForExhibitors/legalmatters/Expoguide/Seiten/Default.aspx).