

Dear Sir / Madam,

After the big success of the POPAI Village in Euroshop 2008 and at the POPAIDigitalSignage@Retail Forum in EuroCIS 2009 we are glad to invite you to participate in our next POPAI Village and Forum at EuroCIS 2010.

Europe's leading Trade Fair for IT and Security in Retail, takes place from 2 to 4 March 2010. In halls 13 and 14 of the Düsseldorf fairgrounds, more than 200 exhibitors from Germany and abroad are expected to fill 16,000 square metres of gross exhibition area with brand new ideas, designs and developments.

The success of EuroCIS 2009 and the feedback of all participants reveals that, the confrontation of the new market challenges can be defeated though targeted investments in IT and Security.

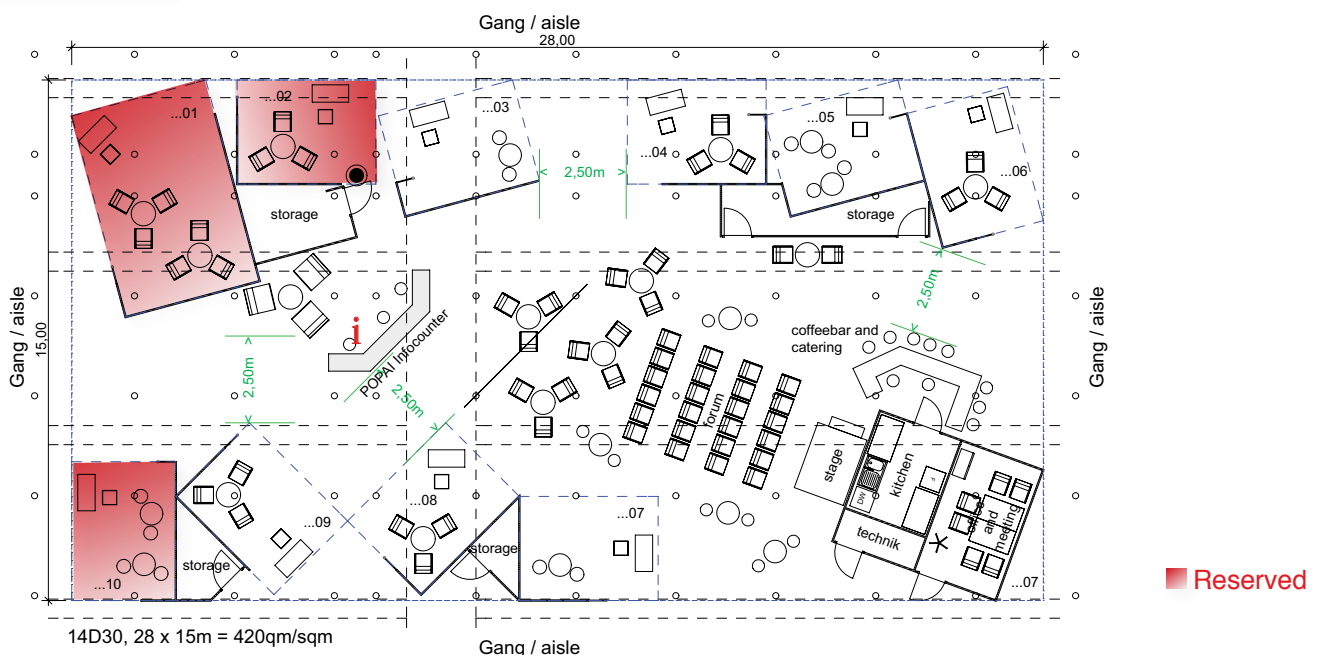
48% of the visitors in 2009 came from the Retail-Top management, these are 2544 Top Market Decision Makers, who we want to approach!

Together with our member and partner, the Düsseldorf Trade Fair, we have developed a concept with a lot of activities; a special offer for POPAI and for you.

With an entry of 400 sq. meters we want to offer a highly visible center of expertise for POP-Marketing under the same roof with DigitalCommunication@Retail, all of it powered by POPAI.

The Düsseldorf Trade Fair assigned us the Hall 14, a very central location area, it is only up to us to fill it!!

The Program



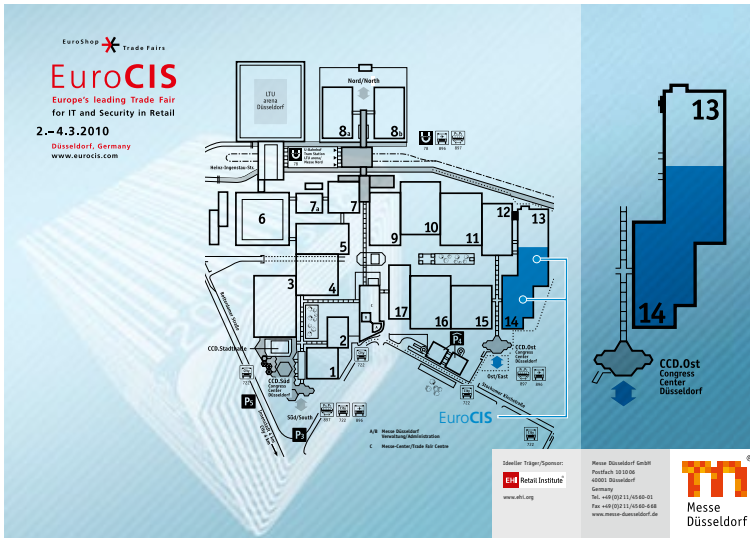
POPai Village

ca. 420 qm in Halle 14 -ca. 160 qm individual booths (12,24,36 qm)
Central Forum, Catering Area, Conference room and rest areas.

Forum

Daily conference program open to all visitors.

The Global Non-Profit Association for Marketing at Retail

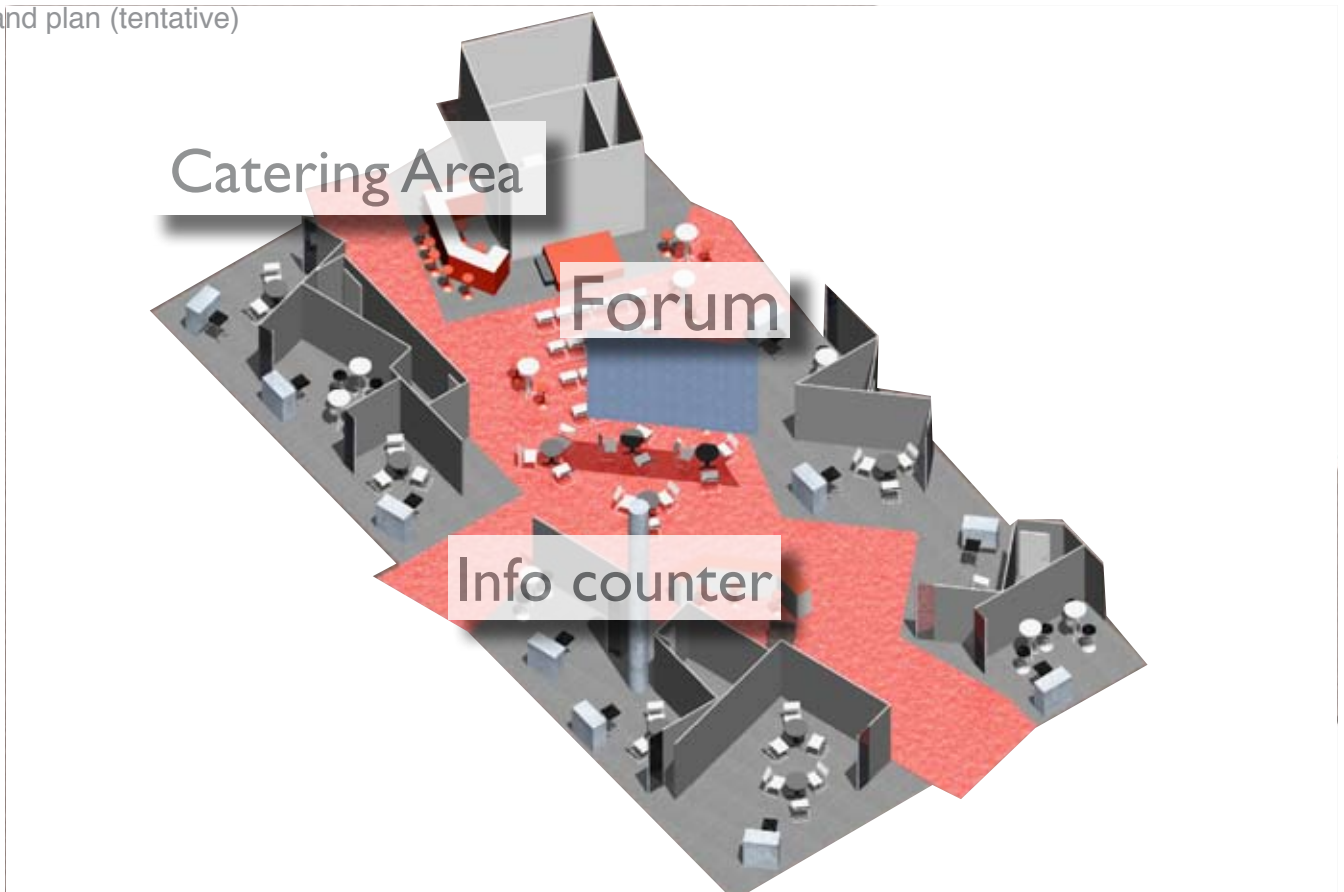


Standort
Stand 14D39 in Halle 14

The offer

We organize your fair booth – everything involved with it – application, planning, organization and construction (build-up and dismantling).
On top of that you also profit from a central POPAI Area with expositions, rest areas, conference area with daily conference program and country meetings and info centre.

The stand plan (tentative)



The Global Non-Profit Association for Marketing at Retail

The booths are variable (12, 24 and 36 sqm.) and are offered fully furnished as follows:

- Walls (light grey)
- Carpeting (light grey)
- Lights (suspended truss system)
- 1 Electrical socket
- Round table and 3 chairs
- Info counter, 1 bar chair
- Company signs, graphic panel

Also included are catering and there will be international stand personnel.

Prices

	Non Members	POPAI Members
12 sqm.:	6.650 € + 19% VAT.	6.150 € + 19% VAT.
24 sqm.:	12.250 € + 19% VAT.	11.750 € + 19% VAT.
36 sqm.:	17.650 € + 19% VAT.	17.150 € + 19% VAT.

***Media lump sum inclusive!**

(Companies can apply for VAT refund – it takes a while but you do receive it back – the POPAI Germany tax accountant will be happy to help!)

Included in the price:

- Floor rental
- Booth construction in high quality as described earlier (Extras are available for extra charge)
- Usage of all common areas, including locker room, wardrobe, conference room
- 2 Exhibitor passes
- Media lump sum (250€)

Not included in the price:

- Extra facilities or construction
- Transport and handling of exhibitors exhibits
- Additional Exhibitor passes
- Parking pass
- Electricity (the connection will be charged)
- Catering

We have attached the reply form, please fill it out and send it to us via e-mail latest by **December 20th 2009**. You can also fill out the attached registration form and send it to us to the POPAI Office - we will collect them and send them to Messe Düsseldorf.

If you have any question about the EuroCIS, please do not hesitate to contact us.

Yours,

Karin Wunderlich

REPLY FORM

EuroCIS March 02nd - 04th 2010

Company Name:

Name of the responsible employee:

- Yes, I would like to rent a booth in POPAI-Village.

Approximate size:

- I am planning my own stand at the fair

- No, I will not be at the fair

Place, date - signature

Please, send us this reply form as soon as possible

F

Anmeldung als Teilnehmer an einer Gemeinschaftsbeteiligung

Application form for participants on group stands

Seite 1 von 1
Page 1 of 1

DigitalCommunication@Retail

Bitte im Original im Fensterbriefumschlag versenden an: Please send the original to:

Messe Düsseldorf GmbH
U1 / Tanja Schindler
Postfach 10 10 06
40001 Düsseldorf
Germany

Bitte in Blockschrift ausfüllen.
Please complete in capitals.

Nur von der Messe Düsseldorf auszufüllen: 1.0
For use by Messe Düsseldorf only:

Kunden-Nummer	<input type="text"/>
Anmeldung erfasst	<input type="text"/>
Anmeldung geprüft	<input type="text"/>
Online-Anmeldung ID	<input type="text"/>

EuroShop  Trade Fairs

EuroCIS
Europe's leading Trade Fair
for IT and Security in Retail
2.-4.3.2010
Düsseldorf

Beginn der Aufplanung:

Start of hall planning:

15.09.2009

Tel.: +49(0)211/4560-523

Fax: +49(0)211/4560-8576

E-Mail: SchindlerTa@messe-duesseldorf.de

Internet: www.eurocis.com

1 Ausrichter/Organisator der Gemeinschaftsbeteiligung:

Group stand organiser:

POPAL D-A-CH e.V.

Firma Company

PLZ Post Code Ort City

in Halle Nr.

in Hall No.

Stand Nr.

Stand No.

2 Firma und Anschrift des Teilnehmers der Gemeinschaftsbeteiligung:

Company and address of the group stand participant:

Firma Company

Straße Address

PLZ Post Code Ort City

Postfach P.O. Box

PLZ Post Code

Ort City

Land Country

Tel. *)

Fax *)

E-Mail *)

Internet

M

F

Firmeninhaber Owner

M

F

Geschäftsführer Managing Director

M

F

Ansprechpartner für Messebeteiligung Contact Person for exhibition administration

Tel. *)

Fax *)

E-Mail *)

*) Der Verwendung zu Werbezwecken kann jederzeit widersprochen werden. M: männlich male
Permission for use for promotional purposes can be withdrawn at any time. F: weiblich female

3 Wir waren Teilnehmer der letzten Veranstaltung. (Stand-Nummer bitte angeben, wenn bekannt)

We exhibited at the last show
(Please provide stand number if known)

Stand-Nummer:
Stand number:

4 Media fee per participant *) * r e m h e n l i e t € o r ø 5 e 2 l a h c s u a p a i d e M

*) Wird dem Organisator in Rechnung gestellt.
The organiser will be invoiced.

5 Wir sind We are

■ Hersteller manufacturers ja yes nein no

Falls nein: Wir beabsichtigen, Produkte nachstehender Hersteller auszustellen, die uns zur Alleinpräsentation berechtigt haben. (Nachweis ist beigefügt.)
If no: We intend to exhibit products from the following manufacturers, who have given us their exclusive consent to exhibit their products. (We enclose proof of the manufacturer's consent)

■ Importeur/Expoteur importer/exporter ja yes nein no

■ eine Organisation an organisation ja yes nein no

■ ein Verband an association ja yes nein no

■ eingetragen im Handelsregister registered/incorporated company ja yes nein no

Ort City

Nr. No.

seit since

■ Mitglied in folgenden Fachverbänden:
member of the following trade associations:

Fachverbände Trade associations

6 Kennziffern der Ausstellungsobjekte laut Produktkategorien (Formular B)

Code nos. of products to be exhibited according to the product categories (Form B)

Achtung: keine automatische Übernahme der Kennziffern in den Katalog!
Please note that product codes are not automatically listed in the catalogue!

Schwerpunkt der Präsentation (nur eine Kennziffer möglich):
Main area of presentation (list one only):

Mit dieser Anmeldung erkennen wir die Teilnahme- und Geschäftsbedingungen der Messe Düsseldorf GmbH, Düsseldorf, an. By signing this application we accept as binding the Conditions of Participation and the Terms of Business as issued by Messe Düsseldorf GmbH, Düsseldorf.

Erfüllungsort und Gerichtsstand für alle gegenseitigen Verpflichtungen ist Düsseldorf oder der Gerichtsstand ist nach Wahl der Messe Düsseldorf der Sitz des Ausstellers. Dies gilt auch für Scheck- und Wechselklagen. The place of performance and jurisdiction for all mutual obligations is Düsseldorf or, at the request of Messe Düsseldorf, the jurisdiction of the exhibitor's place of business. This also applies to actions under the Bills of Exchange/Cheques Act.

Ort, Datum Place, Date

Rechtsverbindliche Unterschrift und Firmenstempel des Gemeinschaftsstand-Teilnehmers
Legally binding signature and company stamp of the group stand participant