



Busan International Machinery Fair  
**BUTECH 2011**

**25 - 29 May, 2011**

**Busan, South Korea**

**BEXCO Busan Exhibition & Convention Center**

**BUTECH 2011 in Busan** The 5th Busan International Machinery Fair - BUTECH 2011 - will be held from 25-29 May 2011 in Busan. It is organised by the Busan Metropolitan City, the Korea Industrial Marketing Institute and other industrial associations. MEREBO Messe Marketing based in Hamburg/Germany is in charge of the "European & American Pavilion".

BUTECH 2011 will take place on 26,500 sqm in the BEXCO, Busan Exhibition & Convention Center. The range of exhibit is divided into machinery technology, factory automation equipment, die & mold industry, environment industry, tool & welding industry and parts & material industry. More than 500 exhibitors from 30 countries will be expected for BUTECH 2011.

### Basic Facts

Organizers	Busan Metropolitan City Busan Machinery Industry Cooperation (BMIC) Korea Trade Investment Promotion Agency (KOTRA) Busan Kyeongnam Die & Mold Industry Cooperation Korea Industrial Marketing Institute (KIMI) MEREBO Messe Marketing (International participation)
Sponsors	The Ministry of Commerce, Industry and Energy The Ministry of Science & Technology Korea Industrial Complex Corp. Korea Federation of Machinery Industry Cooperation
Scope of exhibits	MACHTECH - Machinery Technology Fair AUTOTECH - Factory Automation Equipment Fair DIMOTECH - Die & Mold Industry Fair TWELTECH - Tool/Welding Industry Fair ENVITECH - Environment Industry Fair BUPAM - Parts & Material Industry Fair

**The Participation at BUTECH 2011**

That's MEREBO: All inclusive! The main attention of MEREBO is to provide you with full service and high standards to simplify your participation as much as possible. Our renowned partners for freight forwarding, individual stand design, travel, accommodation, etc. will also support you. MEREBO and partners are always available on-site to ensure a smooth show process for you and your company.

Participation Costs	Full Package Stands		Space only (EUR each m <sup>2</sup> )	
	Stand Type	Price (EUR)	Stand Type	Price (EUR)
	9 m <sup>2</sup> Row Stand	EUR 2600	Row Stand	EUR 240 / m <sup>2</sup>
	18 m <sup>2</sup> Row Stand	EUR 5000	Corner Stand	EUR 245 / m <sup>2</sup>
	27 m <sup>2</sup> Row Stand	EUR 7400	Head Stand	EUR 250 / m <sup>2</sup>
	36 m <sup>2</sup> Head Stand	EUR 9900	Island Stand	EUR 260 / m <sup>2</sup>

**Details of the Full Package Stands**

The Full Package Stands contain all necessary items of a high quality stand construction. They enable an attractive presentation of your company. Additional items such as machinery power connections, water supplies, show cases, kitchen units or any other special requirements can be ordered as well. Please refer to the attached stand layouts for all details.

**Full Package Stands contain:**

- Exhibition space
- Stand construction in Octanorm-System
- Carpet (selection of 30 different colours)
- Company name in English and Korean characters on fascia panel
- Lockable storage room
- 1 Table 70 x 70 each 9 m<sup>2</sup>
- 4 Leather chairs each 9 m<sup>2</sup>
- 1 Information counter (9 und 18 m<sup>2</sup>: 1 pc., 27 and 36 m<sup>2</sup>: 2 pcs.)
- 1 Wall coat hanger
- 3 spotlights each 9 m<sup>2</sup>
- 1 Paper basket
- 1 Power socket 13A / 220V
- 3 Exhibitor badges each 9 m<sup>2</sup>
- 30 Visitor invitation tickets each 9 m<sup>2</sup>
- Daily stand cleaning
- Listing in the catalogue
- 36 m<sup>2</sup> full package stands, additionally 5 m<sup>2</sup> meeting room

**BUTECH 2009 statistics**

Exhibitors in total	406 companies from 25 countries
International Exhibitors	120
Scale	26,508 m <sup>2</sup>
Visitors in total	53,014

(Please find more details at [www.butech.merebo.com](http://www.butech.merebo.com))

**The Venue**

The Busan Exhibition and Convention Center (BEXCO) has a main hall with 26,466 sqm, which corresponds to a size of 3 football fields. This hall is completely free of pillars. Together with other small halls and conference rooms, BEXCO is one of the largest exhibition grounds of South Korea. It has state-of-the-art facilities for fairs and congresses.



More information about BEXCO is available at [www.bexco.co.kr](http://www.bexco.co.kr)

**Busan**

Busan is a metropolitan city of 4 million habitants which is situated on the south-eastern tip of the Korean peninsula. The city is located on the 35th North latitude and covers an area of 762 square kilometres.

Busan is the second largest city in Korea, after Seoul. With its deep harbour and gentle tides Busan became worldwide the fifth biggest container handling port.



The main industries are shipbuilding, textiles, machinery and the automotive industry. Overall Busan is considered as the industrial centre for heavy industry of South Korea.



**Contacts**

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**Web**

Please visit BUTECH 2011 in the Internet



**[www.butech.merebo.com](http://www.butech.merebo.com)**

# Application Contract BUTECH 2011

5th Busan International Machinery Technology Fair 2009  
25-29 May, 2011  
Busan, South Korea  
BEXCO Busan Exhibition & Convention Centre  
Application Deadline: 31st of March, 2011

**MEREBO**  
MEREBO Messe Marketing  
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20095 Hamburg  
Germany  
Tel. +49-40-3999905-0  
Fax +49-40-3999905-25  
E-mail [contact@merebo.com](mailto:contact@merebo.com)

## Exhibitor

Company	<input type="text"/>		
Address 1	<input type="text"/>		
Address 2	<input type="text"/>		
Telephone	<input type="text"/>	Fax	<input type="text"/>
E-mail	<input type="text"/>	VAT no.	<input type="text"/>
Contact Person	<input type="text"/>		

## Full Package Stands (please tick your choice)

Stand Size	Dimensions	All Inclusive	Early Bird Rate
9 m <sup>2</sup> Row Stand	3 m x 3 m	<input type="checkbox"/> EUR 2600	
18 m <sup>2</sup> Row Stand	6 m x 3 m	<input type="checkbox"/> EUR 5000	
27 m <sup>2</sup> Row Stand	9 m x 3 m	<input type="checkbox"/> EUR 7400	
36 m <sup>2</sup> Head Stand	6 m x 6 m	<input type="checkbox"/> EUR 9900	
<input type="checkbox"/> <b>Corner Stand</b>	Surcharge of EUR 200 for 9 and 18 m <sup>2</sup> and EUR 300 for 27 m <sup>2</sup>		
<input type="checkbox"/> <b>Head Stand</b>	Surcharge of EUR 300 for 18 m <sup>2</sup> , EUR 300 for 36 m <sup>2</sup> (not available for 9 m <sup>2</sup> and 27 m <sup>2</sup> )		

**Including:** Raw space, registration fee, exhibitor badges, 20 invitation tickets each 9 m<sup>2</sup>, catalogue entry, special discount rates for several official hotels.

**Stand construction:** Backwall and sidewalls, carpet, company name in Korean and Latin characters on fascia panel, 3 spotlights for each 9 m<sup>2</sup>, 1 table 70 x 70 cm (for 18 and 27 m<sup>2</sup>: 2 tables), 4 leather chairs (for 18 m<sup>2</sup>: 6, 27 and 36 m<sup>2</sup>: 8), 1 information counter (for 27 and 36 m<sup>2</sup>: 2), lockable storage room (9 m<sup>2</sup>: 0,5 m<sup>2</sup>, 18 and more m<sup>2</sup>: 1 m<sup>2</sup>), power socket 13A / 220V, wall coat hanger, paper basket, daily stand cleaning.

**36 m<sup>2</sup> stands additionally:** meeting room (5 m<sup>2</sup> with 4 leather chairs and 1 table of 70 x 70 cm).

## Space only (please tick your choice)

m<sup>2</sup> with own stand construction

	Stand Size	All Inclusive	Early Bird Rate
Row stand (1 side open)	min. 36 m <sup>2</sup>	<input type="checkbox"/> EUR 240 / m <sup>2</sup>	
Corner stand (2 sides open)	min. 36 m <sup>2</sup>	<input type="checkbox"/> EUR 245 / m <sup>2</sup>	
Head stand (3 sides open)	min. 72 m <sup>2</sup>	<input type="checkbox"/> EUR 250 / m <sup>2</sup>	
Island stand (4 sides open)	min. 72 m <sup>2</sup>	<input type="checkbox"/> EUR 255 / m <sup>2</sup>	

**Including:** Raw space, registration fee, exhibitor badges, 20 invitation tickets each 36 m<sup>2</sup>, catalogue entry, special discount rates for official hotel.

<input type="text"/>	<input type="text"/>	<input type="text"/>
Place & Date	Name	Authorised signature

The attached Terms of Participation are recognized as legally binding in all parts. ([www.merebo.com/Terms](http://www.merebo.com/Terms))  
Terms of Payment: 50 % of total charges to be paid immediately upon receipt of the invoice. Remaining balance to be remitted before 31 March, 2011.

**Please return by fax to +49-40-3999905-25**

# Terms of participation

## 1. Application to participate in the exhibition

Applications are to be made on the enclosed form, which should be returned to MEREBO Messe Marketing at the earliest opportunity, filled in and signed with a legally binding signature. The rental contract comes into force once MEREBO Messe Marketing has informed the applicant in writing that he is admitted.

The exhibitors shall not be entitled to withdraw from the exhibition after admission. Notice of withdrawal shall be made in writing to the MEREBO Messe Marketing, and shall take effect only when written consent is given by MEREBO Messe Marketing and the exhibitor agrees to pay compensation in accordance with the sliding scale that follows. The cancellation charge is calculated as a proportion of the participation fee, depending on how long before the start of the event the withdrawal is received: 1. 6 months or more 25%, between 4 and 6 months 50%, between 0 and 4 months 100%.

MEREBO Messe Marketing is entitled to rescind the application contract or to terminate the application contract if the exhibitor opens insolvency proceedings or bankruptcy proceedings or if the company of the exhibitor goes into liquidation. However the full participation fees must be paid.

## 2. Participation fees and terms of payment

The participation fees are calculated in accordance with the clauses set out in the application form. The fee to be paid by the exhibitor to MEREBO Messe Marketing includes the rent for the space as well as the wide range of services offered by MEREBO Messe Marketing. The deadlines for payment given in the application form or the invoice must be observed. If the stand is allocated within 90 days of the start of the fair, then the full amount is due immediately. If the terms of payment are not met by the exhibitor, MEREBO Messe Marketing reserves the right to cancel the application. If the application is cancelled, the exhibitor is liable for 50% of the participation fees. In case of cancellation within 90 days before the exhibition begins, the full participation fees must be paid.

## 3. Co-exhibitors and additionally represented organisations

Co-exhibitors and additionally represented organisations must be applied for separately in writing, together with the application for the main exhibitor, and specifying their full addresses.

## 4. Cancellation or curtailment of the exhibition

MEREBO Messe Marketing shall not be required to refund the participation fees or any part thereof to the exhibitor or be liable for any loss or damage suffered by the exhibitor in the event that the exhibition is cancelled or suspended or the duration of the exhibition is reduced owing to such circumstances beyond MEREBO Messe Marketing's control as may be: - outbreak of war or civil unrest - orders of governmental or statutory authorities - fire, floods and other acts of God strikes by workmen; lockouts.

## 5. Non-liability

MEREBO Messe Marketing assumes no liability for exhibition items or display material and something like that just as consequential damages. MEREBO Messe Marketing moreover excludes all liability for disadvantages and damages suffered by exhibitors as the result of incorrect catalogue entries and additional services. This does not affect liability on the basis of wilful or gross negligent misconduct. Any liability for ensuring unhindered setting up and taking down of stands is excluded. Non-liability is valid for damage direct or indirect independent of legal ground. Non-liability refers to material, property and personal damage, i. e. damage to body and life. It is valid for the exhibitor as well as for any other persons participating in the exhibition. The non-liability mentioned above is also valid for the other exemptions and limitations of liability of these terms of exhibition which will be effective without restrictions.

## 6. Warranty

Complaints about any deficiencies in the stand or exhibition area are to be made in writing to MEREBO Messe Marketing immediately on taking over the stand, and at the latest on the last day for setting up stands, so that MEREBO Messe Marketing can remedy such deficiencies. Subsequent complaints cannot be considered, and cannot lead to claims against MEREBO Messe Marketing.

## 7. Legal venue

The legal venue and place of fulfilment for contractual payments is Hamburg/Germany. Federal German law shall apply to any disputes arising from the contract. This translation is intended only for guidance and information. To the best of our knowledge and belief it is a faithful representation of the German original; however, in the event of divergence between the English and the German text, the German takes precedence.