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**INDO**   
**LIVESTOCK**  
**2012 EXPO & FORUM**

**The 7th Indonesia's No. 1 Livestock and Feed Industry Event**

**Jakarta, Indonesien**  
**Jakarta Convention Center**  
**4 – 6 July, 2012**

**The 7th Indonesia's No. 1 Livestock and Feed Industry Event**

Jakarta will be again the host venue for the 7th Indonesia's Livestock and Feed Industry Expo and Forum - IndoLivestock 2012 to be held from 4-6 July at Jakarta Convention Centre. Over 300 exhibitors from 35 countries are expected to once again participate in IndoLivestock Expo & Forum. Governments, integrators, manufacturers, farmers, veterinarians, feed millers, food processors, research institutes and industry experts across the region has made Indo Livestock Expo & Forum the preferred venue to source for new technology, build partnerships, source for investment and get updated on current developments.

That's why IndoLivestock Expo & Forum has grown to be the No.1 Livestock and feed Industry show in Indonesia. IndoLivestock 2012 is perfectly timed to capitalize on the tremendous business opportunities in Indonesia today. Benefit from this excellent marketing platform to promote your products and services to the people that really matter.

**Venue** JCC Jakarta Convention Center

**Organizer** PT Napindo Media Ashatama

**Europe & America Pavilion** MEREBO Messe Marketing

**Host** Directorate General of Livestock Services and Animal Health, Ministry of Agriculture Indonesia

**Scope of Exhibits**

- Meat processing
- Feed storage / feed production
- Measuring, instrumentation and control
- Stable / hall engineering
- Management and consulting services
- Breeding animals, breeding programs, trade
- etc.
- Husbandry and feeding techniques
- Milking and cooling technology
- Safety systems
- Transport vehicles
- Recycling and waste disposal systems
- Animal health

**Sponsors and Supporters**

- Department of Industry
- Indonesian Exhibition Companies Association
- Indonesian Veterinary Medical Association
- Indonesian Feedmills Association
- Association Poultry Producers
- Indonesian Poultry Information Centre
- Department of Trade
- Indonesian Poultry Breeder Association
- Indonesian Veterinary Drugs Association
- Indonesian Poultry Entrepreneur Association
- Federation of Asean Poultry Producers (FAPP)
- Indonesian Society of Animal Science (ISPI)

**The Participation**

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 within the**

**Europe & America Pavilion**

**Space only (EUR per m<sup>2</sup>)**

12 m <sup>2</sup> Row Stand	EUR 3700	Row Stand	EUR 250
18 m <sup>2</sup> Row Stand	EUR 5500	Corner Stand	EUR 255
24 m <sup>2</sup> Row Stand	EUR 7200	Head Stand	EUR 260
36 m <sup>2</sup> Head Stand	EUR 10700	Island Stand	EUR 265

Please note the Early Bird Rates valid until end of October, 2011 (please refer to application form)

**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 requirement 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 in different colours
- Company name on fascia panel
- Lockable storage room (12 m<sup>2</sup>: 0.5 m<sup>2</sup>, 18 m<sup>2</sup> and above: 1 m<sup>2</sup>)
- 1 Information counter (18 m<sup>2</sup> and above: 2 pc.)
- 1 Power socket 220V
- 1 Paper basket
- 1 Wall coat hanger
- 1 spotlights each 3 m<sup>2</sup>
- 1 Table 70 x 70 cm (18 m<sup>2</sup> and above: 2 tables)
- 4 Leather chairs (18 m<sup>2</sup>: 6, 24 m<sup>2</sup> and above: 8)
- 30 Visitor Invitation Tickets each 12 m<sup>2</sup>
- Exhibitor Badges
- Listing in the Catalogue
- Daily stand cleaning

<b>Review of 2010</b>	(The full Show Report can be downloaded from our IndoLivestock website)	
Number of Exhibitors	379	
Exhibiting Nations	39 (Argentina, Australia, Austria, Bangladesh, Belgium, Brazil, Bulgaria, Canada, China, Cyprus, Denmark, Ecuador, France, Germany, India, Indonesia, Italy, Japan, Jordan, Malaysia, Mexico, New Zealand, Pakistan, Peru, Philippines, Poland, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, The Netherlands, United Kingdom, USA, Turkey, Vietnam)	
Exhibition Area	10000 m <sup>2</sup>	
Number of Visitors	10717	
Visitors by Job Function	Director / Owner 24.68% F & B Manager 0.23% Operation Manager 1.99% Purchasing / Procurement Manager 1.05% Technical Manager 2.75% Consultant 1.85% Manager Operational 1.99% Supervisor 2.84% Lecturer / Trainer 2.15% Others 8.18%	General Manager 5.30% Finance Manager 0.85% Production Manager 3.77% Sales / Marketing Manager 6.05% Chef 0.24% Staff 25.47% Research & Development 1.63% Veterinary 5.03% Student 3.96%

**The Venue** IndoLivestock 2012 will be held at the Jakarta Convention Centre (JCC). JCC is located in Bung Karno Sport Complex, Kebayoran Baru, South Jakarta. It has a plenary hall with 5,000 seats and an assembly hall of 4,000 m<sup>2</sup>. JCC has 13 various sized meeting room. The Jakarta Convention Centre is the largest and best equipped facility in the region. It offers versatility, modern efficiency and traditional Indonesian hospitality.



**Indonesia**

Capital	Jakarta
Largest city	Jakarta
Official languages	Indonesian
Government	Presidential republic
Area Total	1,919,440 (land) km <sup>2</sup> (16th)
Population	225 Million
Currency	Rupiah (IDR)
Time zone	various (UTC+7 to +9)
Calling code	+62

**Contact**

MEREBO Messe Marketing	PT. Napindo Media Ashatama
Jakobikirchhof 9	Jl. Kelapa Sawit XIV Blok M1 No.10
20095 Hamburg	Jakarta 13450
GERMANY	INDONESIA
Phone: +49-40-399 99 05-0	Phone: +62-21-8650962
Fax: +49-40-399 99 05-25	Fax: +62-21-8650963
E-Mail: <a href="mailto:contact@merebo.com">contact@merebo.com</a>	E-Mail: <a href="mailto:didit@napindo.com">didit@napindo.com</a>
Web: <a href="http://www.merebo.com">www.merebo.com</a>	Internet: <a href="http://www.napindo.com">www.napindo.com</a>

**Web**

Please visit IndoLivestock 2012 in the Internet

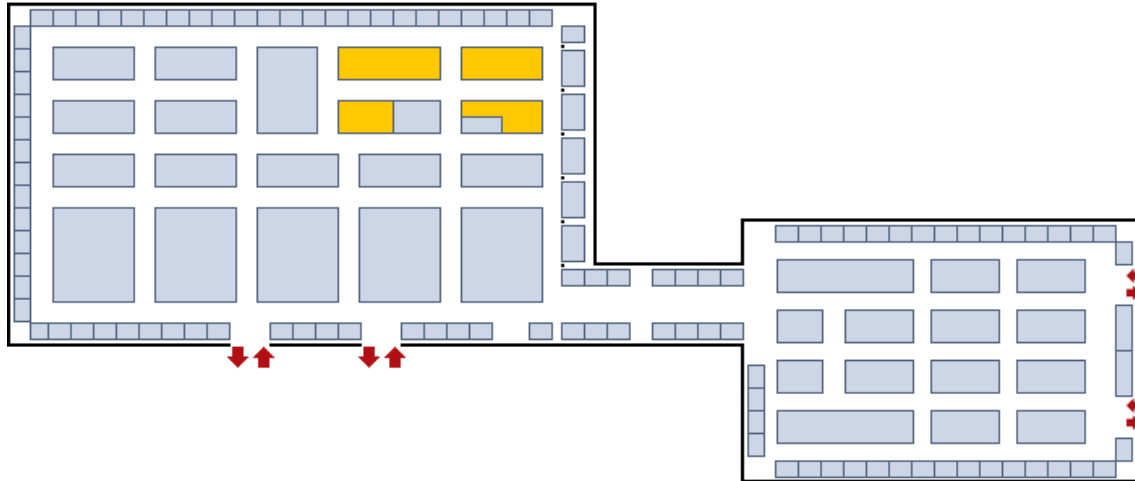


**[www.indolivestock.merebo.com](http://www.indolivestock.merebo.com)**

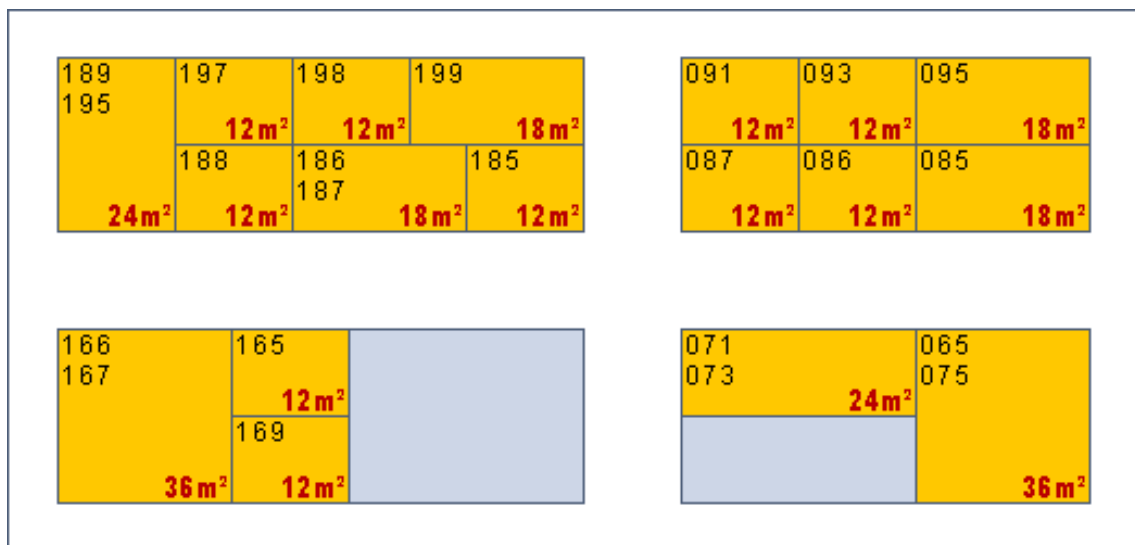
**IndoLivestock 2012 Floor Plan**

**Floor Plan**

The Europe & America Pavilion is highlighted in yellow colour.



**Europe & America Pavilion**

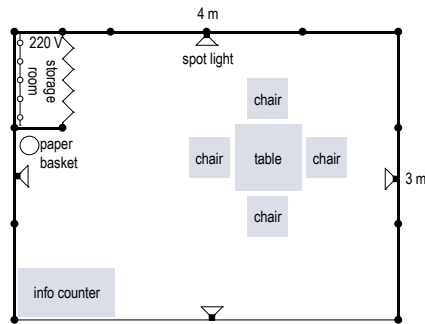


You can book different stand types (row, corner and head stand) and stand sizes (12, 18, 24 and 30 sqm).

Please contact Ms. Agnes Rike for current availabilities  
Phone +49-40-3999905-20, E-Mail [agnes@merebo.com](mailto:agnes@merebo.com)

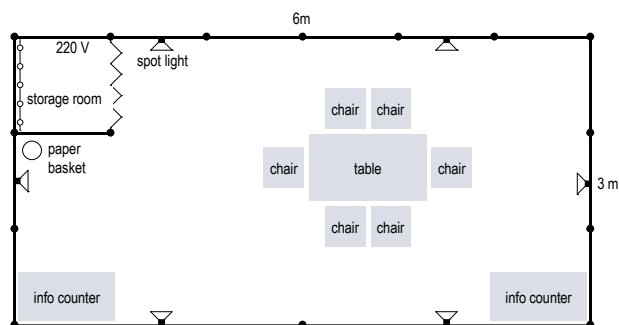
## 12 m<sup>2</sup>

Exhibition space of 4 m x 3 m including Stand construction in Octanorm system, carpet (selection of different colours), company name on fascia panel, 4 spotlights, 1 table 70 x 70 cm, 4 leather chairs, 1 information counter, 0.5 m<sup>2</sup> storage room with lockable folding door, 220V power socket, paper basket, wall coat hanger, daily stand cleaning



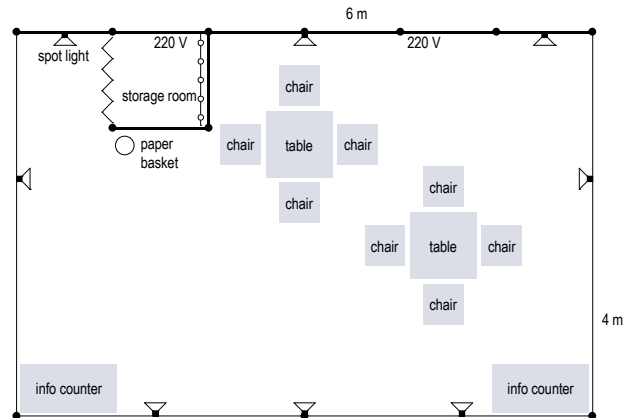
## 18 m<sup>2</sup>

Exhibition space of 6 m x 3 m including Stand construction in Octanorm system, carpet (selection of different colours), company name on fascia panel, 6 spotlights, 2 tables 70 x 70 cm, 6 leather chairs, 2 information counters, 1 m<sup>2</sup> storage room with lockable folding door, 220V power socket, paper basket, wall coat hanger, daily stand cleaning



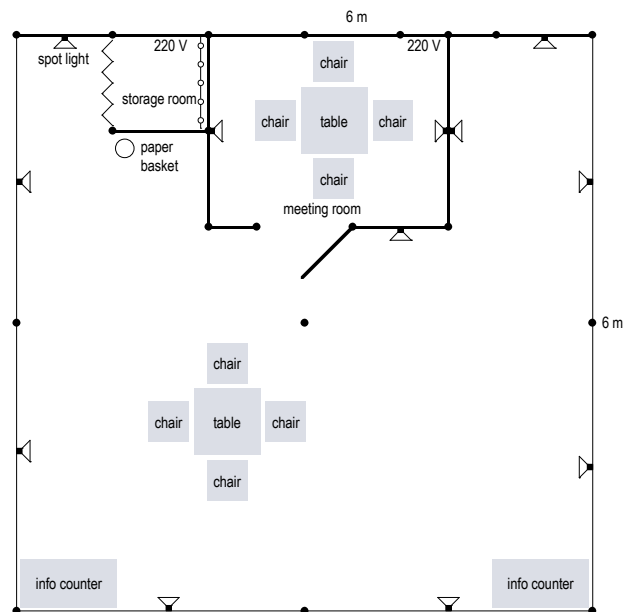
## 24 m<sup>2</sup>

Exhibition space of 6 m x 4 m including Stand construction in Octanorm system, carpet (selection of different colours), company name on fascia panel, 8 spotlights, 2 tables 70 x 70 cm, 6 leather chairs, 2 information counters, 1 m<sup>2</sup> storage room with lockable folding door, 220V power socket, paper basket, wall coat hanger, daily stand cleaning



## 36 m<sup>2</sup>

Exhibition space of 6m x 6m including Stand construction in Octanorm system, carpet (selection of different colours), company name on fascia panel, 12 spotlights, 2 tables 70 x 70 cm, 8 leather chairs, 2 information counters, 5 m<sup>2</sup> meeting room with lockable door, 1 m<sup>2</sup> storage room with lockable folding door, 2 no. of 220V power socket, paper basket, wall coat hanger, daily stand cleaning



# Application Contract IndoLivestock 2012

7th International Livestock and Feed Industry Event  
4 - 6 July, 2012  
Jakarta, Indonesia  
JCC Jakarta Convention Centre  
Application Deadline: 6 April, 2012  
Early Bird Rates valid until 31 October, 2011

**MEREBO**  
MEREBO Messe Marketing  
Jakobikirchhof 9  
20095 Hamburg  
Germany  
Tel. +49-40-3999905-0  
Fax +49-40-3999905-25  
E-mail 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	Normal Rate	Early Bird Rate
12 m <sup>2</sup> Row Stand	4 m x 3 m	<input type="checkbox"/> EUR 3700	EUR 3500
18 m <sup>2</sup> Row Stand	6m x 3 m	<input type="checkbox"/> EUR 5500	EUR 5200
24 m <sup>2</sup> Row Stand	6 m x 4 m	<input type="checkbox"/> EUR 7200	EUR 6800
36 m <sup>2</sup> Head Stand	6 m x 6 m	<input type="checkbox"/> EUR 10700	EUR 10300
<input type="checkbox"/> <b>Corner Stand</b>	Surcharge of EUR 100 for 12 m <sup>2</sup> , EUR 150 for 18 and 24 m <sup>2</sup>		
<input type="checkbox"/> <b>Head Stand</b>	Surcharge of EUR 200 for 24 m <sup>2</sup> (not available for 9, 12 and 18 m <sup>2</sup> )		

**Including:** Raw space, registration fee, exhibitor badges, 30 invitation tickets each 12 m<sup>2</sup>, catalogue entry with company description, discount rates for the official hotel.

**Stand construction** in Octanorm System, carpet, company name on fascia board, lockable storage room (12 m<sup>2</sup>: 0,5 m<sup>2</sup>, 18 and above: 1 m<sup>2</sup>), information counter (12 m<sup>2</sup>: 1 pc., 18 m<sup>2</sup> and above: 2 pcs.), 1 spotlight each 3 m<sup>2</sup>, 1 table 70 x 70 cm (18 m<sup>2</sup> and above: 2 tables), leather chairs (12 m<sup>2</sup>: 4 pcs., 18 m<sup>2</sup>: 6 pcs., 24 and 36 m<sup>2</sup>: 8 pcs.), paper basket, wall coat hanger, power socket 220V, daily stand cleaning.

## Space only (please tick your choice)

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

	Stand Size	Normal Rate	Early Bird Rate
Row stand (1 side open)	min. 24 m <sup>2</sup>	<input type="checkbox"/> EUR 250 / m <sup>2</sup>	EUR 235 / m <sup>2</sup>
Corner stand (2 sides open)	min. 36 m <sup>2</sup>	<input type="checkbox"/> EUR 255 / m <sup>2</sup>	EUR 240 / m <sup>2</sup>
Head stand (3 sides open)	min. 36 m <sup>2</sup>	<input type="checkbox"/> EUR 260 / m <sup>2</sup>	EUR 245 / m <sup>2</sup>
Island stand (4 sides open)	min. 84 m <sup>2</sup>	<input type="checkbox"/> EUR 265 / m <sup>2</sup>	EUR 250 / m <sup>2</sup>

**Including:** Raw space, registration fee, exhibitor badges, 50 invitation tickets, catalogue entry with company description, special discount rates for the official hotels.

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

The Participation Terms are recognized as legally binding in all parts. ([www.merebo.com/Terms](http://www.merebo.com/Terms))  
Terms of Payment: 25% of total charges to be paid immediately upon receipt of the invoice. 25% by 31 December, 2011.  
Remaining balance to be remitted before 6 April, 2012.

**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.