

Important Notice from Messe Berlin to Exhibitors Regarding Unofficial Indices of Exhibitors

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 now in Bratislava, Slovakia, is again offering a listing in its exhibitors directory “Fair Guide”. The approach is the same as with the “Expo Guide”.

Furthermore, MULPOL company S.A. started to sell an expensive “International Fairs Directory”, which is not an official product of Messe Berlin, nor an official partner of ITB Berlin.

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

Messe Berlin is not connected in any way whatsoever to the publishers of the “Expo Guide”, “International Fairs Directory” or Fair Guide”.

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.

For ITB Berlin our exclusive partners are:

- INSIDE Enterprises GmbH & Co. KG for the ITB App
- Cleverdis for the ITB Quickfinder and the ITB Berlin News, official ITB Daily
- As well as the Editorial team of the Virtual Market Place®, the online Catalogue

There will be NO printed catalogue at ITB Berlin 2018.

Once exhibitors have been admitted to the fair, their basic entry in the ITB App and the exhibitor list of the ITB Quickfinder, which is part of the ITB Berlin News, is assured. The team of ITB App (NGN, Virtual Market Place®) and the editorial team of the ITB Berlin News (Cleverdis) might contact the exhibitors to present additional advertising options.

Furthermore, all exhibitors will be contacted by the editorial team of Virtual Market Place® so that they may complete their entries in the online catalogue should they so desire. The exhibitor entries in the ITB Berlin Virtual Market Place® are online earliest from 01/09/2017 and at least until 31/08/2018. During this period, exhibitors may update their entries as often as they like.

Please feel free to contact us at itb@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 offer or 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>).