

Transcription of key sections of Expo-Guide communication

1: Covering letter

Exhibitors Directory in the Expo-Guide

Your data update (listing under *name of show*)

Dear Sir/Madam:

The update of your pre-registered listing in our exhibitors directory is essential to guarantee problem-free communication to all visitors seeking contact with your company and to ensure that only accurate data is published. The enclosed order form indicates what data is currently on record. The Expo-Guide is independent, objective and not affiliated to any organiser or marketing association.

As you are responsible for your company's fair participation, you are asked to submit any necessary correction of your data under www.expo-guide.com. Upon receipt of these modifications, your free listing will be activated and published among priority search results. Should you wish to place an order for a payable insertion please use the attached order form. Modifying data free of charge can only be done online. We trust that you will check the accuracy of your listing and proceed with its update.

Yours faithfully

Oscar T. Guerrero
Expo-Guide

2: Form and contract terms

Exhibitors Directory for Fairs and Exhibitions
Please confirm the accuracy of your details with X

Return envelope enclosed
No postage required

This form is only for your correct listing as an individual advertisement entry

1. Basic address (*recipient's data shown here*)
2. Your entry has been published to date under the following event (additional entries may be included) (*exhibition data shown here*)
3. Communication / Contact details (*recipient's data shown here*)
4. Description of your business activity (use keywords) (*recipient's data shown here*)
5. Level of operations (*recipient's data shown here*)
6. Statistical data (*recipient's data shown here*)
7. Please also include your business card and your company brochure (if available).

Order: We hereby agree to the publication of our company's data and place the order with Expo Guide S de RL de CV to publish the data printed on this form for the next three years as an individual advertisement entry (see overleaf) in the fair and exhibitor directory under www.expo-guide.com. The order is payable and irrevocable unless revoked by registered letter within ten days of the date of submission. Date of postage will be taken into account. The three years' duration begins with the date of the first invoice. Costs per year amount to 1571 US\$ – or its monetary equivalent in Mexican pesos according to the exchange rate on the date of payment – and become due each year from the date of the invoice issued for the current year. The

payment may be accepted via transfer or crossed check. The order is prolonged annually, if no cancellation notice is given in writing by registered letter, at the latest three months before order's expiry. Sole legal venue and place of performance is Mexico City, Mexico. Applicable law is exclusively Mexican. Expo Guide S de RL de CV reserves the right to initiate legal proceedings at the contractor's place of business and to transfer rights and obligations related to this order to third parties. Company data will be processed and saved electronically.