

Questions and answers about an advertisement in Expo-Guide



What is the Expo-Guide?

The Expo-Guide is a comprehensive database for trade fairs and exhibitions, exhibitors and event management companies. More than 15,500 trade fairs and 3.0 million exhibitors can be accessed at all times. Various search and research facilities make the Expo-Guide an efficient reference guide in the trade fairs sector and an effective medium in advertising. When it comes to finding trade fairs and exhibitions, to participate as an exhibitor or visitor, or to find qualified companies from all over the world in a specific branch of industry, the Expo-Guide is the reference medium. An excellent opportunity for every exhibitor to boost the level of awareness of their own company and to make participation in a trade fair all the more worthwhile.

What is the purpose of the form?

The form provides the option of converting the free listing into a payable insertion. This requires carefully completing the form, adding a legally binding signature and sending it off along with photos and other advertising material to our address. If specific texts or images are to be published in the ad, the sections should be clearly marked in the brochure supplied. Even if no advertising material is supplied, our team will endeavour to exploit every possible option to design an effective advertisement with the available data.

Free alterations to an existing, free entry can be made in the "MyEntry" tab at www.expo-guide.com.

What does a paid advert placement include?

A paid advert placement consists of an individually designed advertisement. In search results, in which the respective company is included, the company details are displayed graphically highlighted before the free listing and provided with the company logo if available. A link allows interested users to access a company presentation, otherwise known as the "integrated

website". This company presentation features the address, contact details and persons. Separate pages can be used for presenting the products and services of the particular company and for making references to any branches it may have. An integrated contact facility goes to complete the offering. The company presentation can also be accessed directly at the URL <http://www.expo-guide.com/>



<Desired-designation>. The Expo-Guide ad department will incorporate up to 15 images into the company presentation, plus up to 5,000 characters, even if these are supplied in printed form. For quality reasons, it is however always advisable to supply the company logo in electronic form. Alterations can be made at any time by the ad department and have to be made known to the appointed customer advisor.

How and to whom do I contact in case of complaint?

For all claims a Customer Service line is available under the following numbers:

English +353 (1) 486 12 73

Italian +39 (06) 91 65 75 96

French +33 (1) 73 04 56 58

German +41 (43) 456 98 69

Spanish +34 (91) 187 56 27

From 7:00 until 17:00 (GMT) or in writing by:

Fax: +52 (55) 10 84 26 28

E-Mail: info@expo-guide.com

Expo Guide

Apartado Postal N° 39-064

C.P. 15621 México D.F.- México

Your claim will be responded to within a maximum time of 15 working days.

Results of claim

Should Expo Guide commit an error or inaccuracy in the publication of the details provided by the subscriber, the client is entitled to a free insertion in the subsequent publication at the end of the existing contract and for the same period of time that the advertisement was published inaccurately or erroneously. In this way, the yearly invoicing will be adapted to these periods as long as the contractual obligations have been fulfilled.