

You want to reach the stars?

Well, that is light years away. Just think about what you could do during that time!
And don't forget the astronomic costs: Journey, transport, equipment...

Joking aside: You want to boost your success!

Therefore you should do something very concrete now and keep on reading:

Advertise now in the official catalogue of the 22nd International Kulturbörse Freiburg, 25.-28. January 2010!

The combination of traditional fair and live acts transforms the Kulturbörse into a unique networking platform and a market square for various target groups of the event and cultural sector.

Use the possibility to present yourself through an advertisement in the official catalogue of Europe's biggest fair for stage productions and music. It is the perfect way to reach national and international customers, and as a result you can really reach the stars.

The new size and format of the "yellow pages": More advertisement space for the same prize.

The catalogue with around 300 pages will have an edition of 2500 copies - both in German and English. "The yellow pages of the scene" are a compact reference book with extensive information about the fair.

Moreover this catalogue has become the reference book of the sector with all the data, information, dates, tips and addresses you need.

The new format gives you even better possibilities to be represented. And! Despite of more space, the rates and discounts did not change.

Don't wait, but make sure you get the early booking discount of 10% until 9th of October 2009!

And this is what you need to do (see attachment):

- chose your advertisement format,
- fill in the advertisement order form,
- send us your order by fax to +49 (0)761 38 94 759,
- send us your advertisement by E-Mail to anzeigen@spielplanvier.com
- and if you have questions: Don't hesitate to contact us!

With kind regards,

Spiel**Plan**Vier

Friederike Rost & Deniz Dönmez



Advertisement in the catalogue of the International Kulturbörse Freiburg 2010

page 1

(To order until 23 November 2009)

SpielPlanVier
EventMarketing GmbH
Kartäuserstraße 14
79102 Freiburg

Fax: +49 (0) 761 3894759

Please fill in

Company/ Name: _____

Address: _____

Postcode/ City: _____

Tel.: _____

Fax: _____

E-Mail: _____

Contact person: _____

Name that is to appear
in the register: _____

If you are an exhibitor, please indicate:

ID-Number: _____

Stand number: _____

Attention! The catalogue is going to have a new format this year. You can choose between three different advertisement sizes. The new format measures you can find on page three of this form.

Advertisement order for the official catalogue of the 22nd International Kulturbörse Freiburg 2010

We would like to place an advertisement in the catalogue of the 22nd International Kulturbörse Freiburg regarding the valid prices and data (page 2):

| | |
|---------------|---|
| Size | <input type="checkbox"/> 1/1 page <input type="checkbox"/> 2/3 page, (landscape format) <input type="checkbox"/> 1/3 page, (landscape format) |
| Colour | <input type="checkbox"/> black/white <input type="checkbox"/> four-coloured |

Please send back the completely filled in form including print data via post, fax or e-mail to SpielPlanVier (Specifications see page 2).

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG has authorized the agency SpielPlanVier EventMarketing GmbH to manage the advertisements of the catalogue.

For questions about advertisements please contact us!

Mrs Deniz Dönmez
Mrs Friederike Rost

SpielPlanVier
EventMarketing GmbH
Kartäuserstraße 14
79102 Freiburg

Phone: +49 (0) 761 38 94 74
Fax: +49 (0) 761 38 94 759

anzeigen@spielplanvier.com
www.spielplanvier.com

City, Date

Company stamp, signature



Advertisement prices and information about the Kulturbörse – catalogue 2010 page 2

Advertisement price list for the official catalogue of the 22nd International Kulturbörse Freiburg 2010

| Advertisement | Regular price | Bonus for constancy ¹⁾ | Discount for exhibitors ²⁾ | Early booking discount ³⁾ |
|---------------------|---------------|-----------------------------------|---------------------------------------|--------------------------------------|
| 1/3 black/white | € 266,00 | € 20,00 | 10% discount on the regular price | 10% discount on the regular price |
| 1/3 4-coloured | € 355,00 | € 20,00 | | |
| 2/3, black/white | € 315,00 | € 20,00 | | |
| 2/3, 4-coloured | € 395,00 | € 20,00 | | |
| 1/1 black/white | € 383,00 | € 20,00 | | |
| 1/1 4-coloured | € 472,00 | € 20,00 | | |
| Catalogues backside | € 1200,00 | | | |
| Fold out back cover | € 850,00 | | | |

All prices exclusive of VAD 19%

- 1) Bonus for constancy is for clients, who have placed an advertisement in the IKF catalogue in 2008 and 2009.
 2) "Discount for exhibitors" is for all exhibitors of the 22. IKF, who place an advertisement.
 3) Early booking discount is for clients that order an advertisement before 9.10.2009.

Advertisement information about the official catalogue of the 22nd International Kulturbörse Freiburg 2010

| | |
|--|--|
| Size of advertisement in the catalogue: | 160 mm x 210 mm (trimmed size) |
| Advertisement sizes | <p>1/1 page print bleed off 160 mm x 210 mm plus 3 mm bleed (above, below, side)</p> <p>1/1 page without bleed off/ print space 141 mm x 187 mm, width x length</p> <p>2/3 page without bleed off/ print space 141 mm x 123 mm, width x length</p> <p>1/3 page without bleed off/ print space 141 mm x 60 mm, width x length</p> |
| Print colours | cyan, magenta, yellow, black |
| Artwork | The catalogue will be created completely digitally. Films can not be converted. The following data formats are possible: Adobe PageMaker, Adobe Illustrator, Adobe Photoshop, Adobe In Design, QuarkXpress, Macromedia Freehand, PDF. Fonts have to be changed into trails. Only printable artworks can be accepted. |
| Data delivery | Please send the data on a CD-ROM by post or as a data file by e-mail to SpielPlanVier. Please also include a text file with information about the document (PC or MAC, which programme, telephone for questions). |
| Advertising order | Please send the signed advertising order (page 1) inclusive a control print of the advertisement to SpielPlanVier. You are also welcome to send the order by fax. |
| Closing date for advertisements | 23. November 2009 |
| Approval after test print | 10. December 2009 |
| Early booking discount | 09. October 2009 |



New advertisement formats for the Kulturbörsen – catalogue 2010

page 3

Page layout 160 x 210 mm
Print space 141 x 187 mm
Print 4-coloured, Euroskala

