

Please return to:

PLBpe - Direction Exploitation**8, rue Galilée - 75116 Paris - France****Tél. : +33 (0) 826 465 265 - Fax : +33 (0) 1 47 20 00 86 - E-mail : pub@salon-du-bourget.fr****Client/Advertiser**

Exhibitor no. | | | | | | | |

Company name _____

Corporate and Trade Register Ref. N° and Company share capital _____

Contact _____

Address _____

Town _____

Country _____

European VAT Nr (EEC countries) _____

Tel. _____ Fax _____

Mobile _____

E-mail _____

Invoicing address

Company name _____

Corporate and Trade Register Ref. N° and Company share capital _____

Contact _____

Address _____

Town _____

Country _____

European VAT Nr (EEC countries) _____

Tel. _____ Fax _____

Mobile _____

E-mail _____

NB: The order date and date by which the necessary technical material has to be provided may vary according to the advertising medium or service chosen - for further details, please refer to the Show website or contact us directly.

Media, Advertising Space and Additional Service(s) ordered.

Description	Quantity	Unit price € excl. VAT	Total € excl. VAT

If already available, please attach the textual content of the Media, Advertising Space and Additional Service(s) ordered as a separate document.

Deadlines regarding this order:

Total excl. VAT _____ €**VAT 19.6%** _____ €**Total incl. VAT** _____ €**Deposit** _____ €**Payment terms**

By bank transfer: (Bank charges borne by the Client. In the event of payment by bank transfer, the Client must add "Without charges to the beneficiary" to the transfer orders.)

SOCIÉTÉ GÉNÉRALE - 43, avenue Kléber - 75116 Paris - France**Bank:** 30003 - **Key code:** 61 - **Branch:** 03300 - **IBAN :** FR76 30003 03300 00020527028 61 - **Account:** 00020527028 -**BIC/SWIFT code:** SOGEFRP

By cheque made out to: **PLBpe** - 8, rue Galilée - 75116 Paris - France

By signing this order form, the Client hereby declares that it has read and accepts in their entirety the Terms and Conditions relating to the provision of the Media, Advertising Space and Additional Service(s) ordered.

Mandatory: Stamp

Signed in _____ on _____

Name et surname of the person duly authorized to act on the Client's behalf, preceded by "Read and approved". Signature.



1. BASIC PRINCIPLES

Paris-Le Bourget Parc d'Expositions ("PLBpe"), a joint-stock company with share capital of € 5,789,072, listed in the *Registre du Commerce et des Sociétés* under number 552 021 388 R.C.S. Paris, whose head office is located at the address shown on the attached order form, is the company responsible for organizing the **Paris Air Show - Le Bourget**. It is currently planning the 48^e Paris Air Show, due to take place 15-21 June 2009 at Le Bourget (hereinafter referred to as the "Show").

For the purposes of this Show, PLBpe has set up advertising space ("Advertising Space") within various communications, sponsorship and public relations media described in the corresponding technical and commercial documentation, hereinafter called "Media".

The present order (the "Order") is established between the client (the "Client") whose name and contact details are shown in the appropriate section of the attached order form or special conditions (hereinafter referred to as the "Order Form" or the "Special Conditions") and its supplier, PLBpe, for the purposes of providing the Client with Advertising Space within Media and, if appropriate, additional services.

It is governed by the present Terms and Conditions, the Order Form (or Special Conditions) and, if appropriate, the Terms and Conditions of Sale, as indicated in the Order Form or the Special Conditions according to the type of Medium/Advertising Space/additional services chosen.

If represented by a third-party proxy, the Client must provide PLBpe, at the latest when the Order is placed, with a copy of the written proxy agreement that binds it to this third party for the purposes of this Order, drawn up in due form particularly with regard to the legislation applicable to intermediaries involved in advertising contracts. The Client may act through such a proxy for the purposes of the Order only if the written proxy agreement has been submitted to PLBpe in accordance with the aforementioned conditions.

2. ORDER

The Client hereby declares that it has acquainted itself with the various Media, Advertising Spaces and, if appropriate, additional services that could be made available/supplied to it. It confirms its choice of Advertising Space, Medium and, if appropriate, additional services according to the terms given in the Order Form or Special Conditions.

The Order Form/Special Conditions, duly completed and signed by the Client, or by the proxy, must be posted or faxed to PLBpe by 30 April 2009 (or by the date shown on the Order Form/Special Conditions; or by 30 March 2009 in the case of the Official Catalogue), to the address/number also shown, accompanied if appropriate by the deposit mentioned in the Order Form/Special Conditions, according to the type of Media/Advertising Space and, if appropriate, additional services chosen.

In any case, unless PLBpe fails to select the Order in accordance with the terms outlined below, the act of placing the Order implies the Client's firm, irrevocable agreement to pay the agreed price and submit to the terms given in the present Terms and Conditions and in the Order Form/Special Conditions.

By 11 May 2009 (or 11 April 2009 in the case of the Official Catalogue), the Client must have sent to PLBpe a copy/detailed description of the advertising content that it wishes to see appear in the Advertising Space/Media ordered (if the Client so wishes and if it is already available, the Client may have this copy/description appear in the appendix to the Order Form/Special Conditions as soon as the order is placed).

The PLBpe selection committee will announce its decision after considering the applications and is not obliged to give reasons for turning down an application. In any case, Orders will be accepted only on condition that (i) the advertising content proposed by the Client corresponds to the purpose of the Show, (ii) the Media/Advertising Space chosen are/is available and (iii) the Order complies with the terms of the Order Form/Special Conditions and the present Terms and Conditions (and in particular on condition that the aforementioned deadlines are adhered to). If the Client's Order is accepted by PLBpe, an acknowledgment of receipt will be issued by PLBpe and sent to the Client. This acknowledgment of receipt will serve as confirmation of the Medium (or Media), Advertising Space and, if appropriate, additional services requested by the Client and definitive validation of the Client's Order (hereinafter referred to as the "Acknowledgment of Receipt").

If the Client's Order is not selected by PLBpe, the latter will notify the Client in writing and refund any monies already paid. Clients whose applications are refused are not entitled to claim any compensation, even if PLBpe specifically asked them to apply.

3. DELIVERY OF MEDIA/ADVERTISING SPACE

There are three categories of Media:

- (a) conventional publishing media (newspapers, brochures, tickets, signs, etc.) or Internet media;
- (b) on-site spaces such as villages and chalets, and
- (c) other on-site advertising media (on-site billboards, service sponsorship such as the conference centre, press office, etc.).

With respect to category (a), a proof copy (off-site) of each Advertising Space ordered by the Client, including the content that the Client indicated on the Order Form/Special Conditions (subject to validation by PLBpe), will be sent to the Client when available. A pass for press to be signed by the Client will accompany each proof copy sent out. Once the pass for press has been signed by the Client, the Client's advertising content previously validated by PLBpe will be disseminated according to the terms (particularly related to volume/frequency) indicated in the commercial documentation provided by PLBpe.

Category (b) and (c) Media will be delivered on-site in the presence of the Client or his proxy, unless otherwise indicated by the Client, and proof of production of the Medium and of provision of each Advertising Space ordered will be drawn up in writing.

In the case of on-site billboards (category (c)), it is accepted by the Client at the time of Order that PLBpe reserves the right to change the positioning of the hoarding(s) ordered from that indicated in PLBpe's documentation or on the Order Form/Special Conditions, within a "reasonable" radius of the space initially planned, in order to accommodate the technical constraints of the site. The Client, if it so wishes, may ask PLBpe for a description of these constraints.

3 Bis. PROVISION OF ADDITIONAL SERVICES

Depending on whether it is expressly agreed between the parties when the Order is placed, PLBpe may be called upon to provide certain services in addition to the provision of Media/Advertising Space, for example chartering vehicles or organizing buffets for the Client, providing access to its exhibitor databases or supplying invitations to various events either related to the theme of the Show or scheduled to take place at the Show.

If appropriate, the content, terms of supply and price of such additional services are detailed on the Order Form or in the Special Conditions.

4. INVOICING/PAYMENT

On receipt of the duly completed Order Form/Special Conditions, accompanied, if appropriate, by the aforementioned deposit, PLBpe will provide the Client, and if appropriate the proxy named in the media plan, with an invoice corresponding to the Order.

For the categories of Media or additional services requiring a deposit (e.g. chalet or village booking - category (b), on-site advertising hoardings - category (c)), PLBpe shall be entitled to reject the Order in its entirety and, as a result, refuse the Client access to the Show or refuse to supply it with the additional services ordered, if the Client does not pay the deposit as indicated in the Order Form/Special Conditions.

In the case of Media (and, if appropriate, certain additional services) requiring an initial down payment (e.g. on-site billboards in category (c)), the balance must be paid by the Client at the latest 30 (thirty) calendar days following the opening of the Show (or by the date shown on the Order Form/Special Conditions).

In any case, the balance due for chalet or village bookings (category "b") will be due by 30 April 2009 at the latest.

In the case of any other Medium (or additional service) not requiring an initial down payment, the cost of the Order, as indicated on PLBpe's invoice, must be paid by the Client within 30 (thirty) calendar days following the opening of the Show (or by the date shown on the Order Form/Special Conditions).

All monies paid to PLBpe shall be cashable on receipt.

The amounts invoiced by PLBpe shall correspond to the prices applicable at the time of Order.

5. CANCELLATION

If the Client cancels before 30 April 2009 (or 30 March 2009 in the case of the catalogue or by the date shown on the Order Form/Special Conditions), PLBpe will refund the amount of the Order (or any down payment, depending on the type of Medium/Advertising Space/additional service chosen) already paid by the Client, if appropriate.

If the Client cancels between 30 April 2009 and 11 May 2009 (or between 30 March 2009 and 11 April 2009 in the case of the catalogue - even if the Client has not yet sent any provisional advertising content to PLBpe), PLBpe will invoice the equivalent of 50% (fifty per cent) of the total amount that the Client should have paid for the Order. If the Client has not already paid the 50% (fifty per cent), it must settle PLBpe's invoice within 30 (thirty) days maximum from date of invoice.

If a cancellation from the Client is received by PLBpe after 11 May 2009 (or 11 April 2009 in the case of the catalogue, or, in the case of the chalets or villages, the Client announces that it will not occupy the Medium ordered for part of the duration of the Show or part of the duration of occupation initially intended), the Client shall be obliged to pay the total amount of the Order, according to the terms of payment given in the previous paragraph. With respect to category (b) Media, should the Client for whatever reason not occupy the village ordered on the opening day of the Show or the chalet ordered on the date specified in the Order (on the assumption that the chalet is occupied by the day), it will be deemed to have cancelled its Order.

In the event of a cancellation according to one of the above scenarios, PLBpe shall be entitled to make use of the Medium/Advertising Space concerned and allocate it to another client, without the Client having the right to claim any compensation associated with this cancellation/reallocation.

Barring force majeure, which will be resolved according to the terms outlined under "Force Majeure" below, if for whatever reason all or part of the Medium/Advertising Space ordered cannot be delivered to the Client (in the form of a pass for press or on-site delivery), the parties agree that the Medium/Advertising Space will be replaced by an equivalent available Medium/Advertising Space that PLBpe considers appropriate and which will be offered to the Client for validation; such validation may be rejected only on reasonable grounds.

If PLBpe is unable to offer an alternative Medium/Advertising Space or if the alternative Medium/Advertising Space offered by PLBpe is rejected by the Client on reasonable grounds, and insofar as the non-delivery of the original Medium/Advertising Space is not due to the Client itself, the Order for this Medium/Advertising Space will be cancelled and PLBpe will refund all monies paid by the Client, if appropriate, in connection with this Order.

No other compensation will be paid to the Client for non-delivery of any Media/Advertising Space ordered, regardless of the reason for or date of cancellation of the Order by PLBpe.

6. GUARANTEE

The Client acknowledges that the Medium or Media, Advertising Space and, if appropriate, additional services provided in connection with an Order will be delivered/supplied as is with no guarantee of any kind other than that it (they) complies (comply) with the present Terms and Conditions and the Order Form (or Special Conditions) submitted by the Client, once the Order Form/Special Conditions has (have) been validated by PLBpe.

The Medium (Media)/Advertising Space and, if appropriate, the results of additional services covered by the Order, must be used by the Client in accordance with the present Terms and Conditions, the Order Form (or Special Conditions), commercial/technical documentation provided by PLBpe, as well as the Terms and Conditions of Sale insofar as they apply to the Order as indicated in the Order Form/Special Conditions. If appropriate, in the context of the Show/use of additional services the Client shall act as stipulated in these Regulations, the full terms of which they expressly agree to (in particular with respect to adherence to the regulations governing trade fairs and exhibitions, safety standards, insurance, customs (if appropriate to the products exhibited), procedures related to the organization of the Show and allocation/location of Media, installation/dismantling, building Media and restoring them to their original condition, transportation of products and equipment being exhibited, access to the Show, setting of opening and closing times and terms of occupation of type (b) spaces).

Failure to adhere to the above terms on the part of the Client could lead to automatic cancellation of the Order by PLBpe without prior notice by registered letter with acknowledgment of receipt, the entire amount of the Order already paid by the Client (if appropriate) remaining due to PLBpe, even if on-site delivery of the Medium/Advertising Space ordered (or corresponding pass for press) has not yet taken place. This will apply without prejudice to any damages or interest that PLBpe reserves the right to claim for any such failure.

Even if PLBpe has validated the Client's Order and issued a corresponding Acknowledgment of Receipt, the Client accepts sole responsibility for the content inserted in each Medium/Advertising Space ordered. The Client hereby declares that this content will be in keeping with applicable law in all respects and in particular that it will not under any circumstances, in whole or in part, constitute a misleading advertisement or be likely to mislead or give rise to legal action for unfair competition or infringe the rights of PLBpe or a third party (particularly as a result of the products, documents, brands and other creations exhibited/inserted in the Advertising Space ordered by the Client). In this respect the Client acknowledges that it has obtained all the authorizations required for such exhibition/insertion according to the terms of this document. The Client guarantees and will compensate PLBpe for any direct, real, personal and definite damages that PLBpe might suffer (and any legal costs that it might incur including any lawyer's fees) as a result of the insertion/exhibition of this content on the Medium and/or in the Advertising Space concerned.

The Client shall take out and keep up to date any insurance policy necessary to cover the fulfillment of its obligations and responsibilities in the context of the present Order.

PLBpe shall take out civil liability insurance to cover the pecuniary consequences of material damages, bodily harm or consequential damages occurring as part of the Show.

At any time, PLBpe may ask the Client for documentary evidence of this (these) insurance policy(ies) as well as the aforementioned third-party authorizations to exhibit/insert the Client's advertising content and the Client undertakes to provide such evidence immediately.

7. FORCE MAJEURE

Events considered as cases of force majeure are identified as such according to the precedents of the French courts in force at the time such an event occurs. By express agreement between the parties, the following events shall in any case be considered as force majeure situations: (i) Cancellation of the Show or not obtaining permission to open the Show from any appropriate safety commission, for reasons not attributable to PLBpe, and (ii) any injunction received from an administrative authority including for example the safety commission, police or Prefecture.

In the event of a force majeure resulting in the interruption of the provisions covered by the present Order, fulfillment of the Order will be suspended for as long as PLBpe is unable to fulfil its obligations. If fulfillment of the Order is suspended for longer than 1 (one) month, either Party may cancel the Order at any time by Registered Letter with Acknowledgment of Receipt.

Suspension or cancellation of the Order due to a force majeure event that leads in particular to the Medium/Advertising Space/additional services ordered not being supplied to the Client shall not entitle the Client to claim compensation of any kind and PLBpe cannot be held responsible.

8. MISCELLANEOUS

The booking of the Medium/Advertising Space/provision of additional services (as appropriate) covered by the Order is strictly personal to the Client and may not be sold, subleased, shared or otherwise be the subject of a transfer of rights and responsibilities to any third party, whether they be a corporate entity or individual, either free or for a consideration, without the prior written consent of PLBpe.

The present Terms and Conditions and the Order Form/Special Conditions set out the sum total of the commitments entered into by the Parties with respect to the subject of said documents. They cancel and replace all contracts and other documents relating to the same subject that might possibly have been deferred, exchanged or concluded, if appropriate, between the parties prior to the Order being placed and that would not expressly be an integral part of the present document (this includes for example any Terms and Conditions issued by the Client). The Order Form (or Special Conditions) may be amended only by prior written agreement signed by the Client's and PLBpe's duly authorized representatives.

The terms of Articles 5 to 9 of the present Terms and Conditions and the corresponding stipulations on the Order Form (or Special Conditions) will survive the fulfillment, early termination or cancellation of the Order, for whatever reason, for a period of 30 (thirty) years.

9. APPLICABLE LAW/DISPUTES & JURISDICTION

The Order referred to in the present Terms and Conditions and Order Form/Special Conditions is controlled by French law. Any disagreement relating to the validity, interpretation or fulfillment of the Order, including of the present Terms and Conditions of Sale, shall come under the exclusive jurisdiction of the competent courts in Paris, multiple defendants, warranty disputes and summary proceedings notwithstanding.

The Client hereby declares that it has read and accepts the present Terms and Conditions in their entirety.

