

**Online Business
Service (OBS)**

OBS access data and authorization

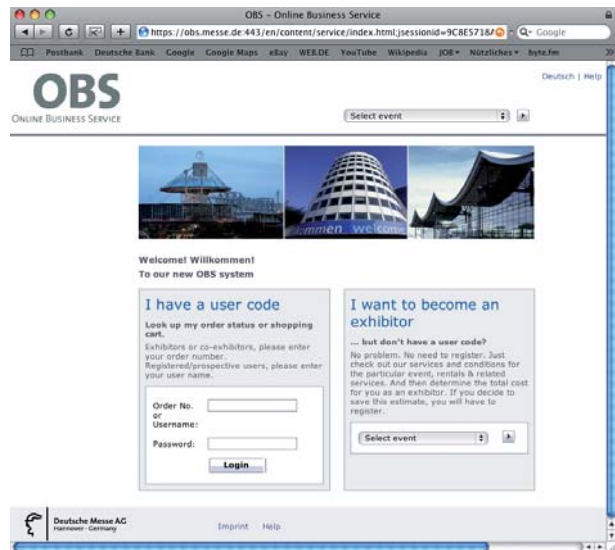
Access data

The following data is mailed to you along with your stand confirmation notice:

- Order no. (event-related)
- Password

You can prepare your service orders before receiving your stand confirmation by using the “Cost planner” tool. Past exhibitors can do this using their login from the previous event.

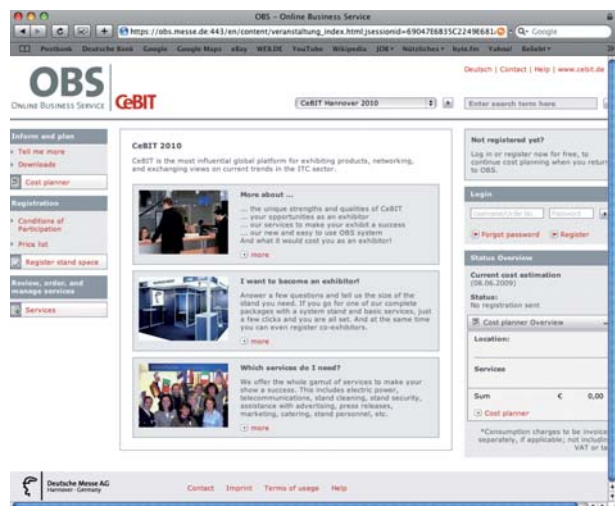
You can order your services from Deutsche Messe quickly and conveniently via www.obs.messe.de



Deadlines

As soon as hall layout planning has been finalized, Deutsche Messe will mail you your notice of stand confirmation as well as your OBS access data (depending on when you registered, this will be six months or less before the tradeshow begins). You can use this data to log into www.obs.messe.de. You can prepare your service orders ahead of time by using the “Cost planner” tool in OBS.

The order deadlines are contained on the checklist in the “Services” area of OBS as well as the relevant order forms. After the expiration of these deadlines, we cannot guarantee the availability of every type of service.



Ordering authorization

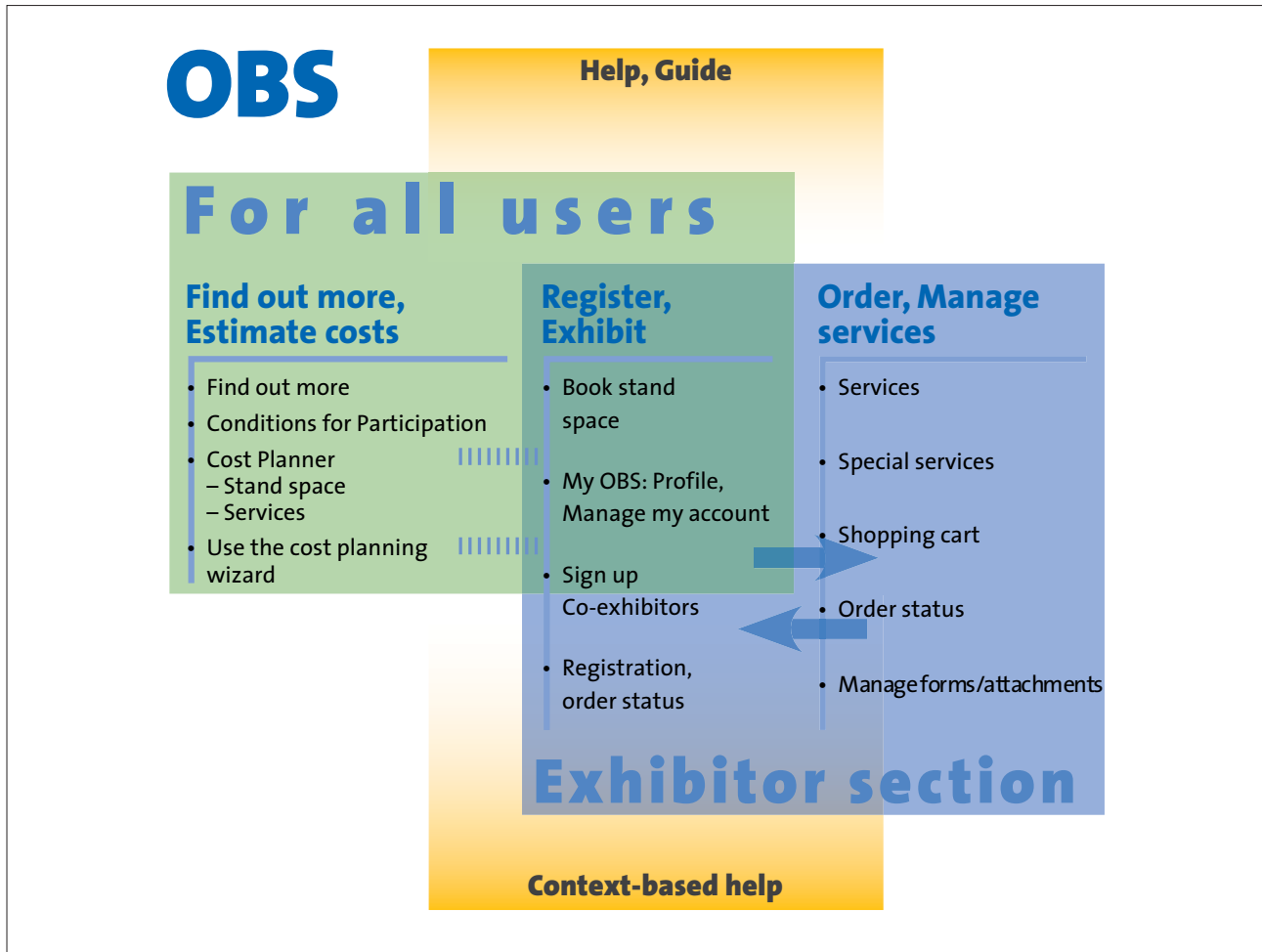
As an exhibitor you can give your staff members or external service partners access to OBS at any time. You decide what level of user authority to grant them. To do this, you define co-users within

the system and grant them authority to access particular forms: subsequently the co-users can be blocked.

Ordering using OBS

Contact:

OBS hotline
Tel. +49 511 89-37000
obs@messe.de



Logging in

Click the “Login” button on the start page (www.obs.messe.de) to reach the login page. From here, simply enter the access data you received along

with your stand confirmation notice. Be sure to replace your primary password with a new password of your choosing.

Start page

After successfully logging in, you’ll be taken directly to the start page, where you can view your exhibitor information. Use the menu bar on the left-hand side to access the individual areas in OBS. Select the “Tell me more” option to find out about new features in OBS, its services in general and/or new and special service highlights. To order, click the

“Services” button. You can prepare and compare alternative orders ahead of time by using the “Cost planner” tool; then simply move the services you plan to keep to your “Shopping cart” later. Press the “Help” button in the navigation bar at the top if you have any questions or need any assistance.

Services

The first thing you see when you click “Services” is the main categories of our service offerings. Uncheck the boxes to temporarily hide any uninteresting categories in the drop-down list. Then click on the individual categories to see more.

For fair package customers, a number of key services – for example, modular stand construction, electrical power points and stand cleaning – are already included in the price. You can supplement these services on an individual basis.

Selecting services

Select the desired services by clicking items, checking boxes, entering text etc. as appropriate. To order some services, you may need to submit additional materials, for example, stand diagrams,

images or logos. You can upload these materials to the OBS server using the appropriate upload feature, then apply them to the relevant service orders.

Cost planner

Even while you are still deciding about your registration, you can use the “Cost planner” tool to plan and calculate the cost of all services for your potential tradeshow appearance and compare

the cost of different service options. You can then transfer the services you ultimately wish to order to your shopping cart.

Shopping cart

Every service you plan to order goes in your shopping cart first. In the “Shopping cart” section, you can then modify or delete any items. You then dispatch an order to Deutsche Messe for the final contents of your shopping cart, which does not

become a legally binding order until you submit it. If there are any services you do not wish to order, simply delete them from the shopping cart or put them back in the Cost planner section for subsequent processing.

Order status

You do not need to order all your services at the same time. By clicking the “Order status” button, you can get an overview of all the orders placed up

to now. This is especially helpful if your tradeshow participation has been prepared by several different staff members or even an outside agency.

Cancellation/Partial cancellation

You can cancel your orders in whole or in part. Please keep in mind the cancellation deadlines and be advised that cancellation charges may apply.

Orders by fax

Should you elect to send your orders via printed forms, you will receive a service binder containing personalized forms. Simply fill these forms out and fax them to Deutsche Messe at Fax +49 511 89-36666.