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ST. GALLEN INTERNATIONAL PUBLISHING MANAGEMENT COURSE

EXECUTIVE TRAINING PROGRAMME IN SINGAPORE AND FRANKFURT

AUGUST & OCTOBER 2015

Organised by

FRANKFURTER BUCHMESSE

Institut für Medien- und Kommunikationsmanagement
University of St.Gallen

St.Gallen Institut für Management in Asien
Universität St.Gallen

CONNECT WITH THE LEADING MINDS IN PUBLISHING

The *St. Gallen International Publishing Management Course* is specially designed for executives and future publishing managers. You'll learn from renowned publishing experts from international publishing houses, along with accredited professors from the Universities of **St. Gallen** (CH), **Oxford**, **Fordham** (US) and **Seattle** (US).

THE ST. GALLEN INTERNATIONAL PUBLISHING MANAGEMENT COURSE WILL...

- Expand your knowledge of publishing management tools
- Provide strategies for relevant future market developments
- Inspire you with personal insights from successful publishing leaders
- Bring you in contact with an invaluable professional network

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The *St. Gallen International Publishing Management Course* will be held from **24 – 28 August 2015** in Singapore. It will be followed by the second part of the course, which will take place from **12 - 16 October 2015** at the Frankfurt Book Fair.

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REGISTRATION FORM

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☐ Mr. ☐ Ms.

Surname _____ First name _____

Telephone _____ E-Mail _____

3. COMPANY ADDRESS

Company name _____

Address _____ Postcode/City _____

PO Box _____ PO Box postcode _____ City/Country _____

Internet address _____ VAT No. _____

4. DIFFERENT ADDRESSES (OPTIONAL)

☐ Mailing address ☐ Billing address

Company name _____

Address _____ Postcode/City _____

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☐ Yes, I would like to receive information about the Frankfurt Book Fair's latest offers

With this application, I accept all the general terms and conditions for the St. Gallen International Publishing Management Course 2015.

Company name/Name _____ Date/Signature _____

PLEASE RETURN TO:
Frankfurt Book Fair | Braubachstr. 16 | 60311 Frankfurt am Main | Germany; or via fax to: +49 (0) 69 2102-46139,
E-mail: publishingcourse@book-fair.com

CONTACT

FRANKFURT BOOK FAIR
Maike Bannas
Project manager events & programmes

T +49 (0) 69 2102-139
F +49 (0) 69 2102-46 139
E bannas@book-fair.com

FRANKFURTER BUCHMESSE

GENERAL TERMS AND CONDITIONS:

INTERNATIONAL PUBLISHING MANAGEMENT COURSE 2015

1. Purview
The following General Terms and Conditions (GTC – Conferences) of the Ausstellungs- und Messe GmbH of the Börsenverein des Deutschen Buchhandels (hereinafter AuM) govern the contractual relationship between the participants of the St. Gallen International Publishing Management Course 2015 (hereinafter collectively referred to as "event") and the AuM. Conflicting or additional terms and conditions of the participant shall not apply.

2. Conclusion of contract
2.1 Information about the event, specifically the number of spaces available for participants, the event location, the date and time of the event, the registration fee and the payment terms and methods, shall vary depending on the event-specific preferences established by the AuM when presenting the event on its respective website.

2.2 Pursuant to the provisions stated in section 2.1, the AuM offers the option of entering into a contract on the website. The participant accepts this offer to enter into a contract by filling out all the required fields in the respective order form, accepting the existing GTC and clicking on the registration button. Immediately thereafter, the participant shall receive an e-mail confirming the conclusion of this contract.

2.3 Alternatively, the contract will also become valid if the AuM presents a written offer that the contractual partner accepts in writing, or approaches the contractual partner electronically with an offer via fax or e-mail, which the contractual partner then accepts via post, fax or e-mail.

3. Subject matter and changes in services
3.1 The scope of services is derived from the corresponding announcement of the event and from the information located on the website. The AuM reserves the right to make necessary changes to the event programme while maintaining the overall character of the event and to replace announced speakers with others. If the event cannot take place or must be rescheduled due to an act of nature, because a speaker is prevented from attending, due to interferences at the event location or due to an insufficient number of registrations, participants shall be promptly informed. Should the event be cancelled due to an insufficient number of registrations, the registration fee shall be reimbursed. The AuM will not reimburse any fees incurred as a result.

3.2 Reimbursement claims for travel and accommodation expenses, along with missed workdays are excluded, unless these costs are incurred due to the gross negligence or wilful misconduct of the AuM. In the event that the AuM cannot carry out one or more of its contractual obligations, the AuM pledges to do everything possible to remedy the impairment and limit the damage. It is recommended that the participant take out a travel cancellation insurance policy to cover any potential reimbursement of travel costs.

4. Registration fee, due date
4.1 The registration fee is calculated based on a price determined by the AuM plus the legally effective Value Added Tax.

4.2 Payment methods can be configured differently depending on the type of event. Payments may generally be made via invoice or credit card.

4.3 The registration fee is due immediately upon conclusion of the contract.

4.4 If invoices are addressed to a third party at the request of the participant, the participant remains the liable party until the fee has been paid in full. Address changes that occur at the request of the participant after the invoice has been issued can be provided to the participant for a fee of 50.00 euros plus the applicable Value Added Tax.

4.5 Until the registration fee has been paid in full, the AuM is under no obligation to provide services.

4.6 Should the participant default on payment, the AuM is entitled to charge an interest rate of 5 % per annum above the base interest rate of the European Central Bank.

5. Cancellation
Should the participant be unable to attend the event, a substitute replacement is welcome by the AuM at all times and at no additional cost. In case of cancellation until April 30, 2015, 50% of the registration fees will be charged. In case of cancellation after April 30, 2015 100% of the registration fees will be charged.

6. Copyrights
Presentation handouts are protected by copyright as a general rule. Participants will only be granted a basic, non-transferable license for personal use. Participants and third parties are not permitted to modify, edit or alter the content of presentation handouts or excerpts thereof, or to use modified versions, copy them for third parties, make them available to the public or forward them, to post them on the Internet or other networks for payment or free of charge, to imitate, resell or exploit them for commercial purposes. Copyright notices, trademarks or brand names may not be removed.

7. Limitation of liability
7.1 The events of the AuM are carefully prepared and carried out by qualified speakers. The AuM assumes no liability for the accuracy and integrity of the conference documents or the content presented by the speakers in the course of the event.

7.2 The regulations pursuant to sections 3.1 and 3.2 limit the liability of the AuM with respect to potential changes to, cancellation or postponement of the event.

7.3 Should the AuM violate any essential contractual obligations, its liability for damages in the case of ordinary negligence is limited to the foreseeable direct average damage typical of this agreement.

7.4 Damage claims attributed to breach of contract are excluded, however, if they do not concern any cardinal duties or a fundamental breach of contract, unless they are a result of gross negligence or deliberately culpable behaviour on the part of the AuM and/or its vicarious agents.

7.5 The limitations of liability shall not apply to valid claims arising from loss of life, physical injury or damage to health due to negligence or intent.

7.6 The extent to which the AuM's liability is limited also applies to the personal liability of its employees, appointed speakers, staff, representatives and vicarious agents.

8. Termination, set-off
8.1 The participant is not entitled to transfer existing claims against the AuM to third parties, with the exception of delegating a substitute participant.

8.2 The participant is only entitled to set-off rights and rights of retention against the AuM if his or her counterclaims have been legally established, undisputed or acknowledged by the AuM.

9. Personal data policy, protection of privacy
9.1 Personal data that the participant discloses to the AuM in the course of registration and other contractual transactions shall be saved through an automated process with due regard for the provisions of the Federal Data Protection Act and the German Teleservices Act. The AuM shall use the participant's data expressly to provide information to the participant prior to and following the event.

9.2 Each participant is, of course, free to inform the AuM in writing or via e-mail that he or she does not wish to receive additional information about follow-up events.

10. E-mail, fax, written form, severability clause
10.1 The participant may legally submit all declarations to the AuM via e-mail or deliver them via fax or letter. The AuM may also send all notifications to the e-mail address provided by the participant during registration.

10.2 Should one or more terms of these GTC become invalid, this shall not affect the validity of the remaining terms. In this case, the parties shall expand or replace the invalid term with a legally valid term that most closely approximates the intention of the invalid term. This also applies to contractual loopholes.

11. Applicable law, place of fulfilment and jurisdiction
11.1 In the case of a dispute, the existing GTC shall be interpreted on the basis of the German text.

11.2 All agreements between the AuM and the participant shall be governed exclusively by the laws of the Federal Republic of Germany, to the exclusion of the UN Convention on Contracts for the International Sale of Goods (CISG).

11.3 To the extent legally permissible, Frankfurt am Main shall serve as the place of fulfilment and jurisdiction over any disputes arising from this agreement.