

## **Exhibitor Warning: Expo Guide and Fair Guide**

VNU Exhibitions has received several questions and/or complaints of exhibitors as a result of a letters they received from the Austrian company Construct Data (**Fair Guide**) and a new company called **Expo Guide** from Mexico (with an adress in France) is send out misleading mailings

### **Expo Guide**

This company has been sending out notices asking exhibitors to update their company information for the Expo Guide. Once the form is submitted, the "small print" on the form allows Expo Guide to invoice the exhibitor up to € 1181,- per year for three years. So be careful!!

### **Fair Guide**

By means of an invitation letter, Construct Data tries to get exhibitors to have themselves registered on the website "www.fairguide.com", on payment of a substantial amount. According to Construct Data, this website should contain the largest fairs and exhibitors directory on the internet. Despite the fact that in her letter, Construct Data claims to be independent, objective and not affiliated to any (tradefair) organiser, it has appeared that confusion exists among exhibitors about the source of this letter and a possible connection between VNU Exhibitions Europe and Construct Data. This is not at all the case. It seems likely that Construct Data has used data from old catalogues and websites from VNU Exhibitions to write the companies concerned.

We can assure you that VNU Exhibitions does not co-operate with Construct Data, and has by no means provided her with any exhibitor data, nor will she do so in the future. VNU Exhibitions wishes to leave it to your own decision whether you choose to make use of the service provided by Construct Data or not. Nevertheless, we would like to underline that, given the fact that registration on "www.fairguide.com" is on voluntary basis, this directory contains only the data of those companies that consider it to be useful to have themselves registered. For this reason only, the directory can not in any way contain a complete overview.

We hope to have informed you sufficiently. If you have any questions do not hesitate to contact us on telephonenumber +31 (0)30 295 2724 or contact us bij e-mail [info@vnuexhibitions.com](mailto:info@vnuexhibitions.com).

More info:

[www.stopecg.org/construct\\_data\\_fairguide.htm](http://www.stopecg.org/construct_data_fairguide.htm).

(This is an independent site and we cannot vouch for its accuracy.) We note that the site indicates that the letters you are receiving do not conform to a legal judgement that went against Construct Data Verlag.

Or

Visite the website of UFI, the Global Association of the Exhibition Industry, who has joined with the exhibition industry associations of several other countries to strongly condemn the actions of the Austrian based Fairguide.com/Construct Data Verlag with their misleading services to exhibitors.

<http://www.ufi.org/pages/thetradefairsector/fairguide.asp>