

1 October 2009

**Attention Exhibition Organizers and Exhibitors:**

**World Business Guide**

The *World Business Guide* is a product of International Directories Group, Ltd. of Madrid, Spain. The company invites businesses to list themselves in its database. The form used to gather contact information says in part, "(Updating is Free of Charge)" in boldface type.

However, embedded in a lengthy paragraph labeled "Order" - in very small type - is a binding three-year agreement that automatically renews every year for another year at a cost of € 995 (about \$1455 USD). **Dating and signing the Data Control form will bind you to the agreement.**

The pitch is remarkably similar to the methodology that has been employed by companies like Construct Data/Fairguide and Expoguide Mexico, who have plagued exhibitors and others in the exhibitions and events industry throughout the world.

Sign the *World Business Guide* Data Control form only if you wish to purchase a database listing that will cost you a minimum of \$1455 a year for at least three years.

**Show Organizers may wish to share this information with their database of exhibitors.**

The image shows a 'DATA CONTROL' form for the 'WORLD BUSINESS GUIDE'. The form includes sections for 'Name of your company', 'Address', 'Postal Code', 'City', 'Country', 'Phone', 'Fax', 'E-mail', 'Web address', 'CONTINENTS', 'LANGUAGES SPOKEN', and 'ORDER'. A red circle highlights the 'DATE' field and the 'LEGAL SIGNATURE / COMPANY STAMP' field. A callout box points to the signature area with the text: 'Your Signature Here commits you to a three-year expense of \$1455 (USD)'. At the bottom, it says 'PLEASE RETURN TO: P.O. Box 2021 - 3000 CA Utrecht, The Netherlands'.

**Your Signature Here  
commits you to a  
three-year expense  
of \$1455 (USD)**