

EXHIBITOR

Company name:
 Address:
 City: Country: Zip Code/PO Box:
 Tel: Fax: E-mail:
 Contact person to whom correspondence should be addressed:
 Name: Position:

INVOICING ADDRESS (If different from above)

Company name:
 Address:
 City: Country: Zip Code/PO Box:
 Tel: Fax: E-mail:
 Contact person to whom correspondence should be addressed:
 Name: Position:

PARTICIPATION

A. Registration fee compulsory for direct exhibitors	AED 1,850
B. Registration fee compulsory for co-exhibitors	AED 1,000 X _____ co-exhibitor(s)= AED _____
C. Space only at AED1,377/sqm. Minimum 18 sqm. <i>Bare floor space for exhibitors wishing to design and build their own stand.</i>	AED 1,377 X _____ sqm= AED _____

OPTIONAL EXTRA

D. Shell Scheme rate to AED 250 per sqm (Minimum 12 sqm) <i>For each 12 sqm this option will include: 2.5 m high side & back walls in white, stand carpet, fascia panel, 4 spotlights, 1 13-amp power socket and main power supply.</i>	AED 250 X _____ sqm= AED _____
E. Upgraded Special Scheme rate of AED 460 (Minimum 15 sqm) <i>For each 15 sqm this option will include: Side pylons 3m high, 2.5 m high side & back walls in white, stand carpet, special design fascia panel, 4 spotlights, 1 13-amp power socket, main power supply.</i>	AED 460 X _____ sqm= AED _____
F. Basic Furniture Package (Inclusive of 1 table, 2 chairs, 1 lockable cabinet and 1 waste bin)	AED 450 X _____ set = AED _____
G. Double deck structure premium 15% on space rate. <i>Health & Safety regulations stated in the exhibitor manual will apply.</i>	AED 207 X _____ sqm= AED _____
TOTAL (A+B+C+D+E+F+G)	AED _____

USD/AED exchange rate given for informational purposes only (July 2009): USD1=AED3.671

PAYMENT TERMS

First installment: 50% of the total amount due on the date of contract submission. Final Payment: 50% due on 1st May 2010
Special Offer: Early Bird Discount of 5% on participations with 1st installment before 30th November 2009. First installment 50% of the total amount due on the date of contract submission. Final Payment: 50% due on 1st May 2010.
PLEASE NOTE: Booking forms received less than four months prior to the show must be accompanied by 100% payment.

METHOD OF PAYMENT

- By cheque made out to Reed Exhibitions FZ LLC – only cheques written in *Dirhams* will be accepted
 By bank transfer to the bank details set below. Payment by transfer must state on the transfer order: "Settlement at no cost to the payee"

Beneficiary name: Reed Exhibitions FZ LLC **Bank name & address:** CITIBANK N.A., Corniche Plaza, Al Salam Street, Abu Dhabi, UAE
Account number: 01-004311-22 **SWIFT** with reference code B.I.C.: CITIAEAD

EXHIBITOR'S DECLARATION

In case of withdrawal, all sums paid or remaining to be paid are due to the organizer. (Article 6 of the Terms & Conditions)
 Exhibitors are to carry insurance to cover materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibition Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy.
 I, the undersigned, declare that I am aware of the Terms & Conditions of Middle East Pool and Spa 2010, that I possess a copy thereof, and that I accept, without reservation, all its clauses.
 I, the undersigned, renounce any legal recourse against the managing company of the premises in which the trade show takes place against the organizer or any other exhibitor and against any party acting for the previously cited persons.

TO BE COMPLETED BY EXHIBITING COMPANY:

Contract completed on (date):
By:
Position:
Signature (compulsory):

Stamp of exhibiting company
 Preceded by mention "OK"

For the Organisers only:

Date Received by Middle East Pool & Spa 2010: By:
 Office: ISG/Sales Person: Agent:

TERMS & CONDITIONS

Article 1 – General Regulations for Exhibitions.

General specifications concerning the organization of the Exhibition, in particular its opening and closing dates, its location, its opening hours and admission price are decided and may be modified according to the will of the organiser. In the event of an extension, exhibitors who so request, may be authorized to close their stands on the date initially agreed, but they may not remove products on display nor change the appearance of the stand before the date fixed by the Exhibition organiser. If for major, unpredictable or economic reasons, the Exhibition cannot be held, exhibitors' applications will be cancelled and sums available, after payment of expenses incurred, will be distributed between the exhibitors, pro rata to the sums deposited by each of them. The exhibitor shall undertake to respect, and make respected, the measures of the Exhibitor's Handbook. The exhibitor is responsible to the organiser for non observance of the schedule of conditions established by the owner or the main tenant of the site placed at the disposal of the Exhibition organiser. The organiser is not liable for any consequences arising from the enforcement of the provisions of these general regulations.

Article 2 – Conditions for participation

The organiser determines the categories of exhibitors and establishes the list of products and/or services exhibited. An exhibitor may present only equipment, products, processes or services manufactured or designed by himself, or for which he is an agent or distributor; in the latter case, he must attach to his application, the list of brands whose products he intends to exhibit or whose services he intends to present. After consideration, the organiser may exclude products and/or services which do not appear to him to correspond to the aim of the Exhibition, or allow the presentation of products and/or services which do not appear on the list but which may be of benefit to the Exhibition. Sales comprising immediate on-site delivery to the buyer are prohibited. In pursuance of the regulation concerning authorized exhibitions, any exhibitor agrees to exhibit only products or equipment in conformity with UAE regulations, except for products or equipment destined for use exclusively outside UAE territory. Moreover, any exhibitor agrees not to proceed with any advertising liable to induce into error or to constitute unfair competition.

Article 3 – Applications

Any person wishing to exhibit must present an application of participation to the organiser. Unless the organiser does not accept the applications, the submission thereof shall be a binding and irrevocable undertaking to pay the full price of the stand hire and associated costs.

Article 4 – Control of admissions

The organiser is not obliged to justify his decisions concerning applications. In the event that participation is refused, any sums paid by the party having presented an application of participation will be refunded, after deduction of administrative expenses incurred by the organiser and which remain due to him. The same provision applies to a party having presented an application of participation placed on the waiting list, to whom a stand cannot be allocated for lack of available space when the Exhibition opens. Acceptance of the application is confirmed by the reply from the organiser to the exhibitor. This reply may be in the form of an invoice addressed to the exhibitor. Despite initial acceptance by the organiser and even after allocation of a stand, an application of participation from an exhibitor whose affairs are, for whatever reason, administered by, or with the assistance of a trustee in bankruptcy, is null and void. This applies particularly to any application by a company filing a petition in bankruptcy between the date of the application and the Exhibition opening date. However, where a company is authorized by a court to continue its operations, the organiser may, of his will, decide to maintain the application.

Article 5 – Assignment/Sub-letting

Without the organisers' prior consent in writing, an exhibitor shall not transfer, sublet or share, with or without payment, all or part of his concession within the Exhibition. Nevertheless, several exhibitors may be granted joint authorization to make a group presentation, providing each of them should submit a prior request for the approval to the organiser and sign an application for joint-participation.

Article 6 – Withdrawal

In the event of withdrawal or non-occupation of the stand for whatever reason any sums paid and/or due in whole or in part towards the hire of the stand, shall be retained by the organiser, even if the stand is let again to another exhibitor. An exhibitor shall be deemed to have withdrawn if, for any reason whatsoever he should fail to take possession of his stand 24 hours before the day on which the Exhibition is due to open. The organiser may therefore dispose of the defaulting exhibitor's stand and the latter shall have no right to claim a refund or compensation, even if the stand is allocated to another exhibitor.

Article 7 – Price

The price of stands is decided by the organiser and may be revised by the organiser if there is a modification to its components, including but not limited to variations in the cost of materials, labour, transportation and services as well as tax and social charges.

Article 8 – Payment conditions

Payment for hire of the stand and other associated costs is to be made by the settlement dates and by methods fixed by the organiser and notified to the exhibitor in the Exhibition information package. For any late application of participation, the first payment is equal to amounts already due at the date of receipt of the application.

The same provision applies to exhibitors on the waiting list who are allocated a stand which becomes vacant.

Article 9 – Failure to pay

If an exhibitor should fail to pay on due dates and by the specifications stipulated in the preceding article, the organiser shall be entitled to apply the conditions contained in article 6 'Withdrawal'. Debt-collection costs shall be payable by the debtor.

Article 10 – Allocation of Stands

The organiser establishes the layout of the Exhibition and allocates sites at his free will, taking into account as far as possible, the wishes expressed by the exhibitor, the nature of the products and/or services which he is presenting, the layout of the stand he proposes to install as well as, if necessary, the date on which the application was registered and the exhibitor's seniority in applying to the exhibition. The organiser may modify the size and layout of the area requested by the exhibitor. Such modification shall not entitle the exhibitor to unilaterally terminate his engagement to participate. An exhibitor is notified of the location of the stand allocated to him by means of a layout. This layout gives the characteristics of the stand as precisely as possible. Where possible, it is the exhibitor's responsibility to verify the conformity of the layout before setting up his stand. The organiser is not liable for any difference between the characteristics given on the layout and the actual measurements of the stand.

The layout shows the general layout of the other stands surrounding the site allocated. These indications, valid on the date, the layout is drawn up, are given for information only and are liable to modifications which may not be able to be communicated to the exhibitor. Any claim concerning the location set out in the layout must be presented within one week. After this time limit, the location proposed shall be deemed accepted by the exhibitor. Under no circumstances can the organiser reserve a specific location, nor book such a location for the next Exhibition. Furthermore, participation in previous Exhibitions shall not confer any right to a particular location nor confer any priority in the allocations.

Article 11 – Installation and decoration of stands

Stand installation is in accordance with the plans drawn up by the organiser.

Subject to the organiser prior consent in writing, exhibitors may build split level stand provided the conditions set out in Exhibitor's Handbook are complied with. Regulations concerning the construction of such stands are available from the organiser on request. Exhibitors are responsible for the specific decoration of their own stands. They shall comply with safety regulations be issued by the public authorities and adhere to the general layout for decoration and signage drawn up by the organiser. The organiser decides the specifications of how visual information is displayed and the conditions governing the use of all sound, light or audio-visual techniques, as well as the conditions under which all shows, attractions promotional activities, surveys or opinion polls may be carried out within the confines of the Exhibition. In the same way, the organiser decides on the conditions in which photography or sound recording is authorized within the confines of the Exhibition.

The organiser reserves the right to require that any fitting detrimental to the general appearance of the Exhibition, to neighboring exhibitors or the public, or which does not conform to the layout and model submitted for his prior approval, shall be removed or modified. The organiser may withdraw an authorization already given in the event of hindrance caused to neighboring exhibitors, to circulation or to the running of the Exhibition.

Article 12 – Deinstallation

The organiser declines all responsibility for structures or installations built by exhibitors. Exhibitors shall accept and leave the sites as delivered, and shall be liable for any damage, in particular to venue halls and venue equipment, caused by themselves or by their installations, equipment or goods.

Article 13 – Assembly and dismantling

The organiser determines the programme for erection and installation of the stands prior to the opening of the Exhibition. He also fixes dates and time for dismantling the stands, and removing equipment, materials and products as well as deinstallation of the site at the end of the Exhibition. With regard in particular to the dismantling and removal of stands and deinstallation of the site, the organiser may complete tasks which have not been carried out by the exhibitor within the deadlines, for which the exhibitor accepts all costs and risks. If an exhibitor should fail to vacate the site in due time, the organiser shall be entitled to penalties and damages.

Article 14 – Specific authorizations

Any installation of machines, equipment or structures which cannot be carried out without using space allocated to another exhibitor may only be done with the authorization of the organiser and on the date fixed by him.

Article 15 – Goods

Each exhibitor provides for transport and reception of goods sent to him. He must act in accordance with the organiser's instructions concerning the delivery and dispatch of goods, particularly with regard to vehicle circulation within the confines of the Exhibition. Under no circumstances shall products and materials brought to the Exhibition, leave the Exhibition until it has ended.

Article 16 – Cleaning

Each stand is cleaned in accordance with the conditions and at times notified by the organiser to the exhibitor.

Article 17 – Fluids

Connections to electricity, telephone, water and compressed air mains are charged as stated in Exhibitor's Handbook to exhibitors who must request connection within the time limits specified and within the technical possibilities offered by the exhibition site. Any request concerning these services must be addressed to the distributor designated on the appropriate forms made available to exhibitors.

Article 18 – Customs

It is the responsibility of each exhibitor to complete customs formalities for equipment and products arriving from abroad. The organiser cannot be held responsible for any difficulties arising during these formalities.

Article 19 – Intellectual Property Rights

The exhibitor ensures the Organiser that he had obtained all Intellectual Property Rights held in equipment or products/ creation/ trade mark which he exhibits or permission for this exhibition. The organiser will accept no responsibility in this regard. The exhibitor allowed the organiser as a favour to reproduce and utilize equipment or products/ creation/trade mark which he exhibits, in all the communication tools of the trade show (Internet web site show's official catalogue, invitations, plan, promotional video, newsletter, etc.) and all tools used to promote the exhibition (picture taken on the exhibition destined to be published in a newspaper or on Internet, TV program dealing with or shoot on the exhibition). The exhibitor ensures the organiser that he had obtained permission for the uses above mentioned. The organiser will accept no responsibility in this regard.

Article 20 – Catalogues

The organiser reserves the exclusive right to publish and sell the catalogue of exhibitors, together with the advertising which appears in the catalogue. He may subcontract all or part of this right. The information necessary for the writing of the catalogue is furnished by the Exhibitors who are responsible for all information they supply for entry in the catalogue. The organiser cannot be held responsible for any omissions or errors in reproduction or composition or any other mistakes which may occur. The organiser reserves the right to modify, remove or group entries wherever he judges this to be useful as well as to refuse an entry to or modify texts for paid advertisements if they may cause harm to other exhibitors.

Article 21 – Exhibitors passes

Exhibitors passes giving right of entry to the Exhibition, subject to the conditions fixed by the organiser, are issued to exhibitors. Unused 'Exhibitors' passes may neither be returned nor reimbursed after the organiser has issued them against payment.

Article 22 – Invitation cards

Invitation cards intended for visitors whom the exhibitors wish to invite are issued to exhibitors subject to the conditions fixed by the organiser. Cards which remain unused may neither be returned nor reimburse after the organiser has issued them against payment. Only passes, invitation cards and entrance tickets issued by the organiser give right of entry to the Exhibition.

Article 23 – Safety

The exhibitor shall undertake to respect all safety measures imposed by administrative or legal authorities, as well as any safety measures which may be taken by the organiser. The organiser reserves the right to verify that these measures are respected. Surveillance is carried out under the control of the organiser; his decisions concerning the application of safety regulations are implemented immediately.

Article 24 – Application of the regulations

Any violation of the provisions of the present regulations or internal regulations issued by the organiser may result in the exclusion of the offending exhibitor even without prior warning. This applies, specifically, to non-conformity of stand fittings, failure to comply with safety regulations, failure to occupy the stand, display of products which do not conform to those stated in the initial application, sale of goods with immediate on-site delivery to the purchaser. An indemnity is then due from the exhibitor as damages and as reparation for moral or material harm suffered by the Exhibition. This indemnity is at least equal to the sum still due by the exhibitor to the organiser, without prejudice to any additional damages which may be demanded. The organiser requires, in this respect, the right to retain exhibited products and furniture or articles of display belonging to the exhibitor.

Article 25 – Modification of the regulations

The organiser reserves the right to give a ruling on all cases not provided for within the present regulations and to add new provisions whenever he believes this to be necessary.

Article 26 – Dispute

In the event of a dispute, the exhibitor undertakes to submit his claim to the organiser before taking any other action. The exhibitor formally agrees that any legal action undertaken in less than fifteen days from the date of this submission is declared inadmissible. In the event of dispute, the UAE parts alone are competent and the Arabic version of this text will be referred to.

Article 27 – Governing law and Jurisdiction

This agreement shall be governed by, and construed in accordance with, the law of the UAE. Each of the parties hereto hereby irrevocably and unconditionally submits to the non-exclusive jurisdiction of the Courts of the UAE for all purposes in relation to this agreement and waives any objections on the ground of venue or forum non-convenience or on similar grounds.