



10-11 April 2009  
Madinat Arena, Dubai, UAE



PO Box 2331, Dubai, UAE  
Tel +971 4 282 4060  
Fax +971 4 282 4418

## EXHIBITOR SPACE APPLICATION & CONTRACT FORM

Company: ..... Contact Name: .....  
 Position: ..... Address / P.O. Box: .....  
 City: ..... Country: ..... Postcode: .....  
 Tel: ..... Fax: ..... Mobile: .....  
 Email: .....

### HEADLINE SPONSOR PACKAGES

- Platinum Sponsorship**  
(Cost - Dhs 180,000)
  - 100m2 exhibition stand
  - Logo and platinum sponsor status in all promotional material including print advertising, direct mail, banners, flyers, invitations, visitor badges, website, press releases
  - Banner advertising on Home Owner website
  - Roll up display banners in strategic locations at the show
  - Distribution of collateral to visitors
  
- Gold Sponsorship**  
(Cost - Dhs 95,000)
  - 50m2 exhibition stand
  - Logo and Gold sponsor status in all promotional material including print advertising, direct mail, banners, flyers, invitations, visitor badges, website, press releases
  - Banner advertising on Home Owner website
  - Roll up display banners in strategic locations at the show
  - Distribution of collateral to visitors
  
- Silver Sponsorship**  
(Cost - Dhs 60,000)
  - 25m2 exhibition stand
  - Branded as Silver sponsor in all print advertising and printed promotional material
  - Logo on roll up display banners in strategic locations at the show

### UTILITY STANDS

We hereby apply for the Exhibit Space as specified below

Type of space Required  Shell Scheme  Space only

Type of Space	Space Cost	Minimum Space	Space Required	Amount
Shell Scheme	Dhs 1,600/sq.m.	12 sq.m.		
Space Only	Dhs 1,350/sq.m.	36 sq.m.		

- Corner stands-10% extra, Peninsula Stands-15% extra, Island Stands - 20% extra
- Stand location will only be reserved if accompanied by 50% payment
- Minimum stand size required for a double decker stand is 96 sq.mts. + 15% on base rate

### SPACE SPECIFICATIONS

#### Space only Stand

Minimum 36 sq.m. Ideal for customization as per individual requirements. Services like electricity, etc. to be ordered separately with our Official Stand Contractor. Details will be provided in our Exhibitor Manual, to be sent later. (Stand design to be approved a minimum of 15 days before the exhibition)

#### Shell Scheme Stand

Price includes:

Carpeting, 1 table, 2 chairs, waste paper basket, one 13 amp single phase power point with socket, 3 spot lights, fascia with company name in English.

Note:

- Stand location will only be reserved if accompanied by 50% payment
- Access will not be given to the stand unless all accounts are settled prior to build up dates

## OTHER SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP

<input type="checkbox"/> Email Sponsorship	Dhs 8,000	<input type="checkbox"/> Registration Desk Sponsorship	Dhs 30,000	<input type="checkbox"/> Badge and lanyard Sponsorship	Dhs 9,000
<input type="checkbox"/> Website Banner Advert	Dhs 3,000	<input type="checkbox"/> Directional Board Sponsorship	Dhs 25,000		
<input type="checkbox"/> Premium Location Banners	Dhs 7,500	<input type="checkbox"/> Event Bag Sponsor	Dhs 12,000		

#### COMPULSORY REGISTRATION FEE:

●Event Insurance ●Exhibitor badges ●Complementary tickets ●Exhibitor Manuals ●Basic catalogue entry

**Dhs 1,000**

**TOTAL COST TO BE INVOICED :**

Dhs

### RULES AND REGULATIONS

1. Participants and Registrants (hereinafter also referred to as Applicants) shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made in writing and signed by an authorised official of Motivate Publishing who shall have full power to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the Participants/Registrant under this contract/application, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.
2. No Participants shall be permitted to exhibit unless he has paid prior to the Event all of the fees agreed to on the reverse side.
3. Participants are expected to comply with any building regulations and any and all Government rules and regulations.
4. Rights of Participants shall not be assignable to any other firm or person and no Participants may assign his space, or sublet the whole or any part of the space contracted for.
5. Exhibits shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other Participants. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. Phonographs, radios or other sound devices operated in a manner objectionable to Motivate Publishing shall be prohibited.
6. Participants shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by Motivate Publishing in advance in writing.
7. Attendance hours shall be controlled solely by Motivate Publishing who will specify hours etc., and admission shall be by ticket or badge. Identification badges shall not be transferable.
8. No Participants will be allowed to remove his exhibit from the Event floor, prior to the official termination of the Event, and the Participants shall have an authorised representative present at the Event throughout all exhibit periods and during the installation and dismantling of his exhibit.
9. Motivate Publishing, Motivate Publishing's Sponsors, its Employees or Agents are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. Professional watchmen will be on duty day and night, but Motivate Publishing, while taking precautions against loss, will not guarantee against it and it is hereby expressly released from any liabilities for injury or damage there from. Insurance cover is mandatory and compulsory charge is made to the Participants. Full details are outlined in the Participants Manual.
10. The publisher of the Catalogue, CD-ROM, Motivate Publishing, Sponsors, its Agents or Employees will not be responsible for any errors or omissions on copy prepared and submitted by the Advertiser or Participants.
11. The execution of the Application and its receipt by Motivate Publishing is deemed conclusive evidence of the Applicant's agreement to pay the full fees due from that moment. The application is non-cancellable by the Applicant.
12. The Applicant further acknowledges that Motivate Publishing, having incurred expenses as a result of the contract/application, is not required to refund any of the fees agreed to on the reverse side of this contract and that Motivate Publishing is also entitled to any unpaid amounts that may be owing by the Applicant to Motivate Publishing.
13. Motivate Publishing, Motivate Publishing' Sponsors, its Agents or Employees shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lock-outs, intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for Motivate Publishing to hold the Event/Conference at the time and place provided, and/or Motivate Publishing reserves the right to re-schedule the Event at another date and/or at an alternative Motivate Publishing. Furthermore, Motivate Publishing, will not be responsible and will be held harmless should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the Publishing which may affect the Participants. The Participants acknowledges that Motivate Publishing have sustained damages and losses as a result of the foregoing, as well, and shall and does hereby waive all claims for damages or compensation. The sums paid to Motivate Publishing as fees or otherwise in connection with the Event shall remain the property of Motivate Publishing.
14. Motivate Publishing is not responsible to assist the Participants, (or its officers or representatives, if a body corporate) in obtaining passport and visa for entrance into the country where the Event is to be held. The fact that the Participants are unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis for cancellation of this contract/application and it is clearly understood that no refunds whatsoever will be made. The Participants, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country where the Event is to be held. Such substitution shall be the sole responsibility of the contracting Participants.
15. Motivate Publishing, Motivate Publishing's Sponsors, its Agents or Employees are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country in which the Event is held. Participants are urged to adequately insure all shipments.
16. The Participants expressly acknowledges that no representations - whether oral or in writing - expressed or implied - have been made concerning the amount of business to be gained from the exhibit, its success or that Motivate Publishing, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the Event. Participants further acknowledge that this document constitutes the entire agreement and the binding rules and regulations existing between the parties and that it has not been modified neither verbally nor in writing. No one is authorised to make any oral changes in this agreement.
17. This agreement shall be governed by and construed according to Dubai Law. Any dispute between the parties under this Agreement hereby submits to the jurisdiction of the Dubai courts.
18. Non payment of the balance participation fee 60 days prior to exhibition will revoke the space booked which will be offered to enquiring exhibitors.
19. In case of cancellation inside 60 days exhibitors will be liable for 100% of the participation fee.

### PAYMENT SCHEDULE & PROCEDURE

1. 50% deposit within 14 days of signing contract.
2. Remaining 50% to be sent 2 months prior to the opening day of the event

All payments to be made by cheque or bankers draft payable to: **Motivate Publishing or Swift Transfer to: Motivate Publishing, A/C No. 1000243632 Commercial Bank of Dubai Al Garhoud Branch, Dubai, UAE.**  
**Swift Code: CBDUAE AD GAR**

We hereby confirm our participation at the above-mentioned exhibition & we confirm our acceptance of the Rules & Regulations printed overleaf which form part of this contract. The execution of this Application & its receipt by Motivate is deemed conclusive evidence of the Applicants agreement to pay the full fees due from that moment. The application is non-cancellable by the Applicant. Applicant further acknowledges that Motivate, having incurred expenses as a result of the application, is not required to refund any of the fees & that Motivate is also entitled to any unpaid amounts that may be owing by the Applicant to them.

Print name: .....  
 Date: .....

.....  
 Signature of Principal Director