



# Right Place To Choose The Best Nursery

13th - 14th May 2016  
Conrad Dubai, Sheikh Zayed Road

## APPLICATION FOR SPACE

PLEASE COMPLETE IN DUPLICATE AND RETURN TO THE ORGANISERS

We hereby apply for (minimum Bronze Package): Tick ✓ the Appropriate

<b>Diamond Package</b>	<b>AED 18,000</b>	<input type="checkbox"/>	<b>Total Cost AED</b>
<b>Platinum Package</b>	<b>AED 12,000</b>	<input type="checkbox"/>	<b>Package Price</b>
<b>Gold Package</b>	<b>AED 9,000</b>	<input type="checkbox"/>	<b>Early Bird Discount</b>
<b>Silver Package</b>	<b>AED 6,000</b>	<input type="checkbox"/>	<b>Grand Total</b>
<b>Bronze Package</b>	<b>AED 4,000</b>	<input type="checkbox"/>	

Floor Space Only: .....m2 @ AED 800 per sq.metre **[For 18 sq.mt. and Above Only]**

### Payment Terms:

All Bookings to be confirmed upon receipt of Application Form, Valid Trade License Copy and Payment  
No stand bookings shall be confirmed until payment is received in full

### 1 Early Bird Offer: **[For Applications made between 31st October 2015 and 1st January 2016 ONLY]**

Payable in 2 equal installments -

- 1st Installment on or before 30th November 2015
- 2nd installment on or before 1st January 2016

### 2 100% Payment Applicable for Bookings made after 1st January 2016

We have read the general conditions for Exhibitors and in the event of this application being granted (wholly or in part) we undertake to observe and be bound by them.

### PLEASE PRINT

Organisation Name: .....

Address: .....

Name of person to contact: ..... Title: .....

Website: ..... Email: .....

Telephone: ..... Fax: .....

Date: ..... Signature of Principal/Director: .....

This form must be signed and stamped by an authorised officer of the exhibiting company

This form is to be completed and returned to:

Athena Events Management

P.O.Box 112237, Dubai, UAE •Tel:971 4 3142092 •E-mail: sharmin@athenaeventsdxb.com

Payment should be made by money transfer or cheque in UAE Dirhams. Payable To:

### ATHENA EVENTS MANAGEMENT

Account No: 0014 667836 001 with Emirates Islamic Bank, Bur Dubai Branch.

Dubai, UAE quoting IBAN ref: AE26 0340 0000 1466 7836 001.

SWIFT Code: MEBLAEAD

**\*In case of Money Transfer, Transfer Charges to be Paid by Client**

### OFFICE USE ONLY

REF

AREA

COST

STAND NO.



## GENERAL CONDITIONS

***In these conditions the term "exhibitor" includes all employees or agents of such and the term "Exhibition" means that described on the reverse hereof. "The Organisers" means Athena Events Management.***

1. When the payments for space are not made when due, any previous deposit may be forfeited and the space re-allotted by the Organisers. Any loss incurred by the Organisers arising thereon must be paid by the Exhibitor
2. Applications for space must contain details of the proposed exhibit and the names of any other company represented by the Exhibitor whose products are to be shown or whose services are to be referred to on the stand.
3. The charge for space is based on current rates of pay, rents, charges and will be subject to alteration in the event of any change therein. A notice signed by the Organisers and sent by recorded delivery to the address on the application form shall be sufficient notice of such amendment to the contract which shall otherwise remain binding in all respects.
4. The Organisers shall have full power to determine in every respect the allocation of area and position of space and they shall be entitled for any reason which in their sole opinion is in the general interest of the Exhibition to vary the general layout or the situation and area of any particular stand even if already allotted and the Exhibitor shall accept such new allotment of space in substitution of that originally allotted.
5. Upon the allocation of space a contract shall arise between the Organisers and the Exhibitor in terms of these conditions subject to variation as mentioned and as regards space allotted the relationship or licensor and licensee shall immediately arise and continue between the Organisers and the Exhibitor. In case of non-payment of any sum due or any breach or non observance of any of these conditions by the Exhibitor the Organisers shall have full right to revoke his licence and to re-enter upon the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against him and damages sustained by the Organisers.
6. Every Exhibitor shall occupy the space allotted to him by 8.00 a.m. on the day prior to the opening of the Exhibition. In the event of default from any cause whatsoever the Exhibitor shall pay to the Organisers a further sum in liquidated damages to the total charge for the space and the Organisers shall have the right to deal with the space in any way they think best.
7. In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound up the contract with him shall be determined and all monies already paid shall be retained by the Organisers.
8. Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them or advertisement of firms who are not bona-fide Exhibitors to be exhibited on any stand. Only those products, services and companies mentioned on the application form may be incorporated in the stand. If more than one company is to be represented on a stand, a minimum space rental of six square metres must be allotted per company.
9. Exhibitors shall not advertise products in their catalogues, brochures or any other promotional materials in violation of federal and state copyright and trademark laws, nor shall Exhibitors display or exhibit in any manner, or sell or offer for sale or resale any products, or commit any act whatsoever, in violation of federal and/or state copyright and trademark laws as laid down by the Government of the United Arab Emirates.
10. Upon the Organisers' request prior to or during the Exhibition, the exhibitor shall forward to the Organisers all catalogues, brochures and all other promotional materials to be used by the Exhibitor at the Exhibition to ensure compliance with federal and state copyright and trademark laws. The Organisers reserve the right to verify Exhibitors compliance and the Exhibitor shall comply with all requests by the Organisers to review its promotion material.
11. If the Exhibitor is found in violation of Clause 9. In addition to the legal recourse that may be pursued by law enforcement agencies or by the parties whose copyright and/or trademark was infringed on as a result of Exhibitor's violation, the Exhibitor shall be subject to immediate eviction from the Exhibition pursuant to the procedures detailed in Clause 9. The Organisers shall be harmless from any damages, financial or otherwise to Exhibitor resulting from the application of policy by the Organisers against the Exhibitor.
12. Mechanical or electrical devices which produce sound must be operated so as not to disturb other Exhibitors. The Organisers reserve the right to determine the acceptable sound level of all such devices.
13. The Exhibitor acknowledges that any live or recorded performances of music which occur in the Exhibitor's stand must be licensed from the appropriate copyright owner or its agent. Exhibitor warrants to The Organisers that it will take full responsibility for obtaining any necessary licenses to play or perform such music and agrees to defend, indemnify and hold harmless The Organisers from any damages or expenses incurred by The Organisers due to Exhibitor's use of such music.
14. Retail sales are absolutely prohibited in Trade only section during the Exhibition. Infraction of this rule will result in closure of your exhibit.
15. The Organisers will not be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, or for the loss of or damage to same, by theft, or fire, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor, by reason of any disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Organisers, whether ejusden generis or not, or for any loss or occasioned, if by reason of the happenings of any such events, the opening of the Exhibition, is prevented or postponed, or abandoned, or a building becomes wholly or partially unavailable, for the holding of the Exhibition. The Exhibitor will be liable for third claims arising from their own stand fittings and for their proportion of the shell scheme and furthermore for physical loss or damages to the basic shell scheme stand, as the Organisers will accept no responsibility for any of the matters aforesaid. In respect thereof, the Exhibitor will be responsible for insuring their exhibits and property against third party claims, loss or damage or personal injury during the build-up, break-down and show dates of the Exhibition.
16. In no event shall the Exhibitor have any claim for damages of any kind against the Organisers in respect of any loss or damage, consequential upon the prevention, or postponement, or abandonment of the Exhibition, by reason of the happening or any of the events referred to in Clause 15 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition for reasons beyond the Organisers' control, and the Organisers shall be entitled to retain all sums paid by the Exhibitors, or such part thereof as the Organisers shall consider necessary. If, in the opinion of the Organisers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another hall, or building, or any other reasonable manner, the Exhibition can be carried through, the Application for Space, shall be determined by the Organisers. In respect thereof, the Exhibitor will be responsible for insuring their property and expenses, paid and unpaid, incurred due to abandonment or postponement of the Exhibition for whatever the reason.
17. The labour employed by Exhibitors and contractors for all work carried out on behalf of the Exhibitor, including stand construction, stand fitting, electrical installation, decoration (including floral work) must be members of an appropriate contractor recognised by the Organisers.
18. The Organisers reserve the right to make an additional charge to each exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Organisers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with the Exhibition.
19. Breach of contract and withdrawal by the Exhibitor - Without prejudice to the rights and remedies of the Organisers in respect of any breach of the contract on the part of the Exhibitor the Organisers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
  - (1) the Exhibitor must give written notice to the Organisers that he desires to withdraw and if the Organisers allow such withdrawal they will notify the Exhibitor of their decision in writing;
  - (2) any such notification by the Organisers to the Exhibitor will constitute a cancellation of the Contract subject to the payment by the Exhibitor to the Organisers of a consideration for release from the Contract;
  - (3) the amount of such payment will be specified in the Organisers' notification to the Exhibitor and will be that proportion of the space rental payable under the Contract specified in the columns below:

Any cancellation received within 15 days of the opening of the exhibition will be subject to a cancellation fee equivalent of	100% of this contract value.
Any cancellation received within 30 days of the opening of the exhibition will be subject to a cancellation fee equivalent of	75% of this contract value.
Any cancellation received before 45 days of the opening of the exhibition will be subject to a cancellation fee equivalent of	50% of this contract value.
Any cancellation received after signing of contract will be subject to a cancellation fee equivalent of	50% of this contract value.
  - (4) upon payment of such amount to the Organisers by the Exhibitor (credit being given by the Organisers for all rental already paid by the Exhibitor) the Contract shall be cancelled and neither party shall have any further claim against the other.
20. The Organisers reserve the right to alter, add to or amend any of these conditions or not, the decision of the Organisers shall be final. No alteration, addition, amendment or waiver to or of these Conditions shall operate to release any Exhibitor from his contract.
21. Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive materials, or which might provide noxious fumes or which make use of or display any other materials which may involve a danger to health or safety of any person. No such materials may be brought into the Exhibition without prior agreement in writing of the Organisers and also the Exhibitor or person responsible agreeing to indemnify the Organisers against any claim or actions arising from use or display of such materials.
22. An Exhibitors manual will be issued to each Exhibitor containing detailed instructions for the organization of the Exhibition.
23. The contract or its agreement shall be governed by UAE law and the exhibitor consents to the exclusive jurisdiction of the UAE courts in all matters regarding the contract.

**ATHENA EVENTS MANAGEMENT, P.O. BOX 112237, DUBAI, U.A.E.**

**ALL COMMUNICATIONS TO BE ADDRESSED TO:**

**•TEL: 971 4 3142092 •FAX: 971 4 3142001 •E-MAIL: sharmin@athenaeventsdxb.com**