



سحر المرأة العربية
Magic of Arab Woman

Space Application Contract for Magic of Arab Woman Exhibition (The International Exhibition for Fashion & Beauty) in Riyadh, Saudi Arabia 8 – 10 April 2014

EXHIBITING COMPANY INFORMATION

COMPANY NAME:
 ADDRESS:
 POST-/ZIP CODE: CITY:
 COUNTRY:
 CONTACT PERSON: TITLE:
 TELEPHONE NO.: FAX NO.:
 EMAIL: MOBILE:

RAW SPACE ONLY (minimum 24 m²)

Space only, Power supply charged separately, cleaning, pavilion security.

$$\text{\$ 280 per m}^2 \times \boxed{}^{\text{m}^2} = \boxed{}^{\text{COSTS}}$$

SHELL SCHEME (minimum 12 m²)

Includes white octanorm shell construction, carpet, One Table, 2 Chairs, fascia with company name and stand number, power supply and spotlights, pavilion security

$$\text{\$ 320 per m}^2 \times \boxed{}^{\text{m}^2} = \boxed{}^{\text{COSTS}}$$

Costs

- TYPE A: INLINE BOOTH
- TYPE B: CORNER
- TYPE C: PENINSULAR
- TYPE D: ISLAND

without surcharge
 5% on base rate
 7.5% on base rate
 10% on base rate

	B	D	\$
A			\$
C			\$
			\$

CATALOGUE ADVERTISING

- Basic Entry (150 words free)
- Inside Cover Page (\$ 2,200)
- Full Page, B&W (\$ 800)
- Back Cover (\$ 3,000)
- Inside Page Colour(\$ 1,100)
- Inside Back Cover (\$ 1,800)

Advertisement material must be supplied by the Advertiser by February 28th, 2014.

TOTAL COSTS = \$

PRODUCTS SECTORS: Please tick the appropriate box

- | | | |
|---|--|---|
| <input type="checkbox"/> Cosmetic Accessories
<input type="checkbox"/> Make-up & Beauty Specialists
<input type="checkbox"/> Hair Salon, beauty salon Equipments
<input type="checkbox"/> Care fitness centers & Health clubs
<input type="checkbox"/> Private Labels | Beauty
<input type="checkbox"/> Cosmetics
<input type="checkbox"/> Beauty centers
<input type="checkbox"/> Women's Salons
<input type="checkbox"/> Physiotherapy centers
<input type="checkbox"/> Spa & Wellness | <input type="checkbox"/> Perfumes & Oud
<input type="checkbox"/> Hair Care Products
<input type="checkbox"/> Skin Care Products
<input type="checkbox"/> Dental centers
<input type="checkbox"/> Others |
| <input type="checkbox"/> Abaya & Sheila
<input type="checkbox"/> Lingerie
<input type="checkbox"/> Knitted Fabrics
<input type="checkbox"/> Women's Gifts | Fashion
<input type="checkbox"/> Ladies Clothes & Evening Dresses
<input type="checkbox"/> Leather Products & Footwear
<input type="checkbox"/> Woven Fabrics
<input type="checkbox"/> Wedding Decoration | <input type="checkbox"/> Groom's Wear
<input type="checkbox"/> Watches & Accessories
<input type="checkbox"/> Home Textiles
<input type="checkbox"/> Others |

PAYMENT PROCEDURE & SCHEDULE

After receipt of your signed application contract you will receive an invoice.

1. 50% of total charges to be sent with application.
2. Remaining total charges to be sent before 8th February, 2014.

We hereby confirm our participation at Magic of Arab Woman Exhibition(the international exhibition for Fashion & Beauty) Riyadh, Saudi Arabia From 8th to 10th April 2014 and we confirm our acceptance of the Rules and Regulations printed overleaf which forms part of this contract.

The execution of this Application and its receipt by AWAN Exhibitions is deemed conclusive evidence of the Applicant's agreement to pay the full fees due. The application is non-cancellable by the Applicant. Applicant further acknowledges that AWAN Exhibitions, having incurred expenses as a result of the contract/application, is not required to refund any of the fees and that AWAN Exhibitions is also entitled to any unpaid amounts that may be owed by the Applicant to AWAN Exhibitions..

Company stamp & Authorised signature: Name: Date:

Fax your application now to AWAN Exhibitions at +966148303987

Awan Exhibitions Company, No. 107, Al Salam Commercial Building, Universities Road, al-Madinah
 al-Munawwarah, Saudi Arabia. - P.B 51409, **Telefax:** +966148303987, **Mobile:** +966567603077
Email: info@ma-woman.com , **website:** www.ma-woman.com



Rules and Regulations

- Exhibitors 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 authorized official of AWAN Exhibitions 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 Exhibitor/Registrant under this contract/application, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.
- No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side.
- Exhibitors are expected to comply with any building regulations and any and all Government rules and regulations.
- Rights of an exhibitor shall not be assignable to any other firm or person and no exhibitor may assign his space, or sublet the whole or any part of the space contracted for.
- Exhibit shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. 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 AWAN Exhibitions shall be prohibited.
- Exhibitor 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 AWAN Exhibitions in advance. It is expressly prohibited for the Exhibitor or its Representatives to record images of any other exhibitor's exhibition space or exhibits in any form ("Images") without the prior written consent of the Organizers. Such prohibition includes, but is not limited to, the taking of photographs, video or digital recording of any type and/or making any drawing or sketch or other physical record. The Exhibitor and its Representatives agree to surrender to the Organizers on demand any material in whatever media on which Images may be recorded in violation of this rule, including but not limited to film, video tapes, sketchbooks, camera phones and digital storage devices. Should the Exhibitor or its Representative record any Image in breach of the above rule, the copyright and other intellectual property or other rights (including for the avoidance of doubt, rights in sound recordings and broadcasts) whether arising now or in the future ("IPR") shall vest in the Organizers unconditionally and immediately on the creation or recording of the Images. The Exhibitor undertakes to execute all deeds and documents and to do all things (and shall procure that its Representative executes all deeds and documents and does all things) as the Organizers may require to vest the IPR in the Organizers including, without limitation, delivery of the Images or copies of them in any media and should it fail to do so on demand, the Exhibitor irrevocably authorizes any employee of the Organizers to execute the same in its name and on its behalf and as its attorney.
- Attendance hours shall be controlled solely by AWAN Exhibitions who will specify hours etc., and admission shall be by ticket or badge. Identification badges shall not be transferable.
- No exhibitor will be allowed to remove his exhibit from the Exhibition floor, prior to the official termination of the Exhibition, and the Exhibitor shall have an authorized representative present at the Exhibition throughout all exhibit periods and during the installation and dismantling of his exhibit.
- AWAN exhibitions, AWAN Exhibitions' 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 AWAN Exhibitions, 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 Exhibitor. Full details are outlined in the Exhibitors Manual.
- The publisher of the Catalogue, CD-RO M, AWAN Exhibitions, Sponsors, its Agents or Employees will not be responsible for any errors or omissions on copy prepared and submitted by the Advertiser or Exhibitor.
- The execution of the Application and its receipt by AWAN Exhibitions 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.
- The Applicant further acknowledges that AWAN Exhibitions, 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 AWAN Exhibitions is also entitled to any unpaid amounts that may be owing by the Applicant to AWAN Exhibitions.
- AWAN Exhibitions, AWAN Exhibitions' 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 AWAN Exhibitions to hold the Exhibition/Conference at the time and place provided, and/or AWAN Exhibitions reserves the right to re-schedule the exhibition at another date and/or at an alternative AWAN Exhibitions. Furthermore, AWAN Exhibitions, 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 Exhibition which may affect the Exhibitors. The Exhibitor acknowledges that AWAN Exhibitions 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 AWAN Exhibitions as fees or otherwise in connection with the Exhibition shall remain the property of AWAN Exhibitions.
- AWAN Exhibitions is not responsible to assist the Exhibitor, (or its officers or representatives, if a body corporate) in obtaining passport and visa for entrance into the country where the Exhibition is to be held. The fact that the Exhibitor is

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 Exhibitor, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country where the Exhibition is to be held. Such substitution shall be the sole responsibility of the contracting exhibitor.

- AWAN Exhibitions, AWAN Exhibitions' 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 Exhibition is held. Exhibitors are urged to adequately insure all shipments.
 - The Exhibitor 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 AWAN Exhibitions, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the exhibition. Exhibitor further acknowledges 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 authorized to make any oral changes in this agreement.
 - The standard height of Shell scheme stands are 248 cm. Those stands will be delivered with panels surrounded by aluminum constructions.
 - The Applicant has to send stand designs for approval to AWAN exhibitions till 2nd of March 2014 as measured and 3 dimension projects which are in accordance to the dimensions and formation of the fair. AWAN EXHIBITIONS has the right to approve or to reject the stand projects and also to stop and demolish the construction of the stand.
 - Space only stand owners can start construction on 6th April at 10.00 am. The constructor company must deliver stand to the exhibitor by 4.00 pm of 7th June; after that time constructor company will be charged 100 USD per extra hour. Shell scheme stand owners can start to settle their stands on 6th April at 10.00 am and finish 4.00 pm of 7th June.
 - All Applicants need to make their stands ready till 7th April, time 21.00 pm. After that time applicants will be charged 200 USD per extra hour.
 - This agreement shall be governed by and construed according to the law of the kingdom of Saudi Arabia. Any dispute between the parties under this Agreement hereby submits to the jurisdiction in Saudi Arabia
- This Contract may be terminated by the Organizers by notice to the Exhibitor upon the occurrence of any of the following events:
- The Exhibition is cancelled;
 - The Organizers are not satisfied that proper use is being made of the Exhibition Space during the installation period or at any time during the term of the Exhibition or at any other time when the Exhibitor or any of its Representatives or exhibits is in the Exhibition Centre in connection with the Exhibition;
 - Payment of Fees is not made by the Exhibitor;
 - The Exhibitor is, for any reason, unable to utilize the Exhibition Space allocated to it;
 - The Exhibitor becomes insolvent or, in any jurisdiction, enters into or takes or is subject to any form of winding up, administration, receivership, liquidation, bankruptcy, arrangement with creditors generally or any other insolvency procedure in respect of it or any of its assets, or suffers the enforcement of security or legal process or repossession;
 - The Exhibitor is convicted of any criminal offence or otherwise so conducts itself as to bring itself, the Exhibition or the Organizers into disrepute;
 - The Exhibitor is in breach of any provision of this Contract in relation to Infringing Goods, Prohibited Goods and recording of Images, or of the Exhibitor's Manual; or
 - The Exhibitor is in breach of any applicable local legislation, rules or regulations. Upon termination of this Contract for whatever reason, any allocation of the Exhibition Space shall automatically be cancelled forthwith. If this Contract is terminated the Organizers shall be entitled forthwith to re-license the Exhibition Space, all payments made in respect of the Exhibition Space shall be forfeited and the Organizers shall have the right to claim for the balance of the Fees and for any loss or damage suffered or additional expenses incurred by or on behalf of the Organizers as a consequence thereof. Upon termination of this Contract for whatever reason, all of the Exhibitor's property shall be removed by the Exhibitor from the Exhibition Space immediately, failing which such property shall be removed and the Exhibition Space cleared by the Organizers at the Exhibitor's expense. The Organizers reserve the right to exercise a general lien over any property of the Exhibitor in the Exhibition Centre in respect of all monies, of whatsoever nature, including in respect of claims for damages, which may at any time be due or payable by the Exhibitor to the Organizers in connection with the Exhibition. Obligations of the Exhibitor which are unperformed at termination of the Contract shall continue in force after termination.

Exhibitor Company stamp &
Authorised signature

AWAN Exhibitions stamp &
Authorised signature

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