

**"Changing the Landscape of Advertising: Introducing Saudi Arabia's
First and Largest Digital Signage Exhibition"**

REGISTRATION FORM

Company Name:

Contact Person:

Designation: _____ Tel: _____

Address: _____

E-mail: _____ Booked By _____

Preferred Stall No. Area (sq. mt.) Total Amount

Fascia Name:

We hereby confirm our booking of space at
(International Digital Signage Exhibition - 2023)

Payment Transaction Details

\$ In Words

Bank

Name of Authorised
Representative

Signature

Date
(General Conditions overleaf have been read,
understood & accepted)

Designation

Official Seal

"Changing the Landscape of Advertising: Introducing Saudi Arabia's First and Largest Digital Signage Exhibition"

In these conditions the term Exhibitor means the signatory of this application and includes all employees or agents of such and the term Exhibition means that described on the reverse hereof "Organizer" means Maxpo Exhibitions respectively.

1. Application for space must contain details for the proposed exhibit and the names of any other company represented by the Exhibitor whose products are to be shown on or whose services are to be referred to on the stand.
2. The charge for space is exclusive of service charge and taxes. It is based on current rates of pay. Rent, charges and exchange will be subject to alteration in the event of any change there in. A notice signed by the organizer 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.
3. The organizer 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 the originally allotted.
4. Upon receipt of this form a contract shall arise between the organizer and the Exhibitor in terms of these conditions subject to variation as mentioned and the relationship of licensor and licensee shall immediately arise & continue between the organizer and the Exhibitor. In case of nonpayment of any sum due or any breach of non-observance of any of these conditions by the Exhibitor the organizer shall have full right to revoke his license 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 organizer.
5. Every Exhibitor shall occupy the allotted space prior to the Exhibition. In the event of default from any clause whatsoever the Exhibitor shall pay to the organizer a further sum in liquidated damages equal to the total charge for the space and the organizer shall have the right to deal with the space in any way they think best.
6. In the event of any Exhibitor coming an act of bankruptcy or if a limited company being wound up the contract with him shall be determined and all moneys already paid shall be retained by the organizer.
7. Exhibitors may not assign, sublet or grant licenses in respect of any part of the space allotted to them.
8. Exhibitors will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them which has been altered or damaged in any way.
9. The Organizer will not be responsible for the safety of any Exhibitor, property of any Exhibitor, or any other person, for the loss of or damage, or destruction to same, or other cause whatsoever, or for any loss or damage whatsoever sustained by any Exhibitor, by reason of any defect in a building caused by re, storm, tempest, lightning, national emergency, war, labor disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause notice within the control of the organizer, whether ejusden generis or not, or for any loss or damage occasioned, if by reason of the happenings of any such event, 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 party claims arising from their own stand, and for their proportion of the shell scheme and furthermore, for physical loss or damage of the basic shell scheme there of to any extent available.
10. In no event shall the Exhibitor have any claim for damages of any kind against the Organizer in respect of any loss or damage consequently upon the prevention, or postponement, or abandonment of the Exhibition, by reason of the happening of any of the events referred to in Condition 13 or otherwise, or of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition, less visitors/footfalls on the event days for reasons beyond the Organizer control, and the Organizer shall be entitled to retain all sums paid by Exhibitors, or such part thereof as the Organizer shall consider necessary. If in the opinion of the Organizer, 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 contracts for space shall be binding upon the parties, except as the size and position, as to which any modification, substitution, or rearrangement they consider necessary shall be determined by the Organizer.
11. Stands must be properly manned and exhibits displayed during all the time the Exhibition is open to visitors. No exhibits may be removed before the end of the Exhibition without the written permission of the Organizer which will only be given in exceptional circumstances. All exhibits and stands materials must be removed from the Exhibition building within the period stipulated by the Organizer. The Exhibitor shall indemnify the Organizer against any loss by reason of delay or damage to the Exhibition Building.
12. When payment for space is not made the organizer reserve the right to forfeit the booking without refund of any amount paid as advance and shall charge interest on any overdue amounts at 15%. Any loss incurred by the organizer arising there on must be paid by the Exhibitor.
13. The Organizer 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 Organizer accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.
14. Breach of Contract and Withdrawal by the Exhibitor – Without prejudice to the rights and remedies of the Organizers in respect of any breach of the Contract on the part of the Exhibitor the Organizer may at their discretion allow the Exhibitor to withdraw from the Exhibition subject of the following conditions:
 - a) The Exhibitor must give written notice to the Organizer that he desires to withdraw and if the Organizers allow such withdrawal they will notify the Exhibitor of their decision in writing
 - b) Any such notification by the Organizer to the Exhibitor will constitute a cancellation of the Contract subject of the payment of the Exhibitor to the Organizer of a consideration for release from the Contract;
 - c) The amount of such payment will be specified in the Organizer notification to the Exhibitor and will be that proportion of the space rental payable under the Contract specified in the second column below which appears beside the date in the right column below upon which the Organizer receive the notification from the Exhibitor. PROPORTION OF SPACE | RENTAL PAYABLE % | 50% | 100%
 - d) Upon payment of such amount to the Organizer by the Exhibitor (credit being given by the Organizer for all rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall have any further claim against the other.
15. Floor plans can be changed without assigning reasons and intimation to participants.
16. Date can be rescheduled without assigning reasons and intimation to participants. no payments will be refunded if the event is rescheduled due the effect of ongoing pandemic (Covid19).
17. The Organizer reserve the right to alter, add to, or amend any of these Conditions or not, the decision of the Organizer shall be final. No alternation, addition, amendment, or waiver to or of these Conditions shall operate to release any Exhibitor from his contract.
18. Particular attention is drawn to the relevant Safety Standards which must be strictly observed for any exhibits involving lasers or radioactive material, or which might provide noxious fumes or which make use of or display any other materials which may involve a danger to the health or safety of any person. No such material may be brought into the Exhibition without the prior agreement in writing of the Organizer and also the Exhibitors or person responsible agreeing to indemnify the Organizer against any claim or actions arising from the use or display of such materials.
19. An Exhibitors Manual will be issued to each Exhibitor containing detailed instruction for the organization of the Exhibition. Further rules and regulations will be found there in and shall be deemed to form part of this contract and shall be binding on the Exhibitor. Additionally, the Organizer may at any me make further rules and regulations, having immediate effect, in relation to any aspect of the Exhibition.
20. Claims: The Organizer cannot accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition.
22. As per the Ministry of Health – Dubai circular, Covid 19 guidelines will be followed. All the exhibitors shall adhere the same.
21. All the issues relating to exhibitors and these rules and regulations shall be resolved as per the laws of India and shall be subject to exclusive jurisdictions of courts of Bangalore – India only.

RULES & REGULATIONS FOR PARTICIPANTS TO :

I hereby agree & accept the above Terms & Condition Company Name:

Authorized Person's Name: Authorized Person Signature: Company Seal :