

**STARTUP INFORMATION :**

The form should be completed in CAPITAL LETTERS

Organization Name \_\_\_\_\_

Address \_\_\_\_\_  
(including street)

City \_\_\_\_\_ Country \_\_\_\_\_ P.O. Box \_\_\_\_\_

Telephone \_\_\_\_\_  
country code city code telephone number

Fax \_\_\_\_\_  
country code city code fax number

Website <https://> \_\_\_\_\_

VAT Registration # or TRN column (TRN is compulsory in case of UAE Presenter) \_\_\_\_\_

Main Contact	
Name	_____
Position	_____
Direct Line/Mobile	_____
Email	_____

Secondary Contact Person	
Name	_____
Position	_____
Direct Line/Mobile	_____
Email	_____

**STARTUP STAGE :**
☐ Pre-Seed ☐ Seed ☐ Series A

**PARTICIPATION OPTIONS :**

Options	Package Inclusions	Rate (in US\$)	Unit	Total :
Hybrid	Startup Kiosk (Physical and Virtual), Pitching Slot, Access to Startup Conference and Workshop	950.00		Admin Fee : <b>US\$ 50</b>
Virtual	Startup Kiosk (Virtual), Pitching Slot, Access to Startup Conference and Workshop	350.00		VAT 5% : _____
				<b>Grand Total :</b> _____

**\* 5% VAT will be applicable on the total price mentioned in the contract**  
**US\$50 will be added to the total price in the invoice as Administration & Financial fees.**

**PAYMENT DETAILS & SCHEDULE**

Payment should be made to Strategic Marketing Management Exhibition &amp; Conference Organizers by bank transfer in AED or US\$ to:

Account Name Strategic Marketing Management Exhibition & Conference Organizers

Account No. 1012135666103

IBAN AE470260001012135666103

Bank Name Emirates National Bank of Dubai

Bank Address Main Office, Dubai, UAE

Swift Code EBILAEAD

Company Address 908 Apricot Building, Silicon Oasis, U.A.E, P.O. Box: 10161

**Note: All bank charges are the responsibility of the Exhibitor along with any changes related to the transfer of these funds.**

In order that you will not incur a double charge by the bank, we advice that you pay the amount due in full.

Payment according to the following schedule:

**50% Upon signing the contract**  
**50% 90 Days before the event date**

Note: The location confirmation of the Exhibition will be made only if 100% payment is made by the client along with the signed contract.

**BILLING DATA :**

Organization Name \_\_\_\_\_

Contact Person for Payment \_\_\_\_\_

Direct Line \_\_\_\_\_ E-mail \_\_\_\_\_

Fax \_\_\_\_\_ P.O. Box Address \_\_\_\_\_

We hereby confirm our participation as Startup Exhibitors at the Annual Investment Meeting 2022 and confirm our acceptance to the Terms & Conditions included overleaf.

**Once signed, this contract is final and binding. The full contract value must be honored regardless of cancellation.**

Name/Position of Authorised Signatory \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_ Company Stamp \_\_\_\_\_

# GENERAL TERMS AND CONDITIONS OF PARTICIPATION

## 1. APPLICATION FOR PARTICIPATION AND SPACE/STAND ALLOCATION

The term 'Startup Exhibitor' refers to the organization/company/person represented hereunder by its authorised signatory in this Startup Exhibition Participation 'Contract' and includes all its employees, agents and/or representatives of such. The Exhibitor is deemed to have obtained the consent of all the individual participants its employees, agents and/or any person representing the Exhibitor in the Exhibition to adhere to all the terms and conditions stated in this Contract. The term 'Organizers' refers to Strategic Marketing & Exhibitions, the Organizers of Annual Investment Meeting 2022, and the Event referred to in these terms and conditions/Contract. 'Exhibition' refers to the Space for Stand in the Event as approved by the Organizers of the Event/ Show. Requests for Exhibition shall be formalized by signing this contract form. Upon acceptance of the written notification of the Organizers, a contract shall arise between the Organizers and the Exhibitor in the terms and conditions of this contract accompanied by the 50% deposit within 15 days after signing of the contract and shall be considered a firm Exhibition reservation. Conclusion of Contract shall be upon the payment of the due total amount in full.

In case of non-payment of any due sum or any breach or non-observance or negligence of any of these terms and conditions as outlined in this Contract by the Exhibitor, the Organisers shall have the full right to revoke and terminate the contract and the Exhibitor hereby waives any claim against the Organizers in this regard. Accordingly, the Organizers shall have the full right to re-enter the allotted Exhibition and may remove and exclude the Exhibitor from Event/Show participation without prejudice to recovering all monies payable hereunder in favour of the Organizers, all other claims against the Exhibitor and the right to recover damages sustained by the Organizers. Exhibitor with outstanding invoices or any other debts from previous event editions will not be allowed to book any space/Exhibition until all outstanding payments are cleared.

All requests for Exhibition must contain details of the proposed exhibits to be presented by the Exhibition in the Event/Show. Only the products/services/organizations listed on this form may be exhibited. The Exhibitor is strictly forbidden to divide or transfer any space of its Exhibition to a third party, whether directly or indirectly, without prior written approval by the Organizers. Exhibitors are expected to comply with the Event Venue policies and regulations and all Government rules and regulations including chargeable fees which shall be bearable and paid by the Exhibitor.

The Organizers reserves the sole and exclusive right to determine the size, layout and position of any Exhibitor. The Exhibitor shall accept a new Exhibition size, layout of position if it is reasonable for the Organizers to exercise this right. The Organizers are also entitled to close entrances to and exits from the trade fair grounds and halls, and to make other structural alterations. Exhibitors cannot make claims against the Organizers because of such changes. The Exhibitor must occupy the space allotted latest by 4pm on the day prior to the first day of exhibition opening. In the event of default for whatever reason the Exhibitor shall pay to the Organizers a further sum of liquidation damages equal to the total charge of Exhibition.

## 2. PAYMENT

An initial payment of 50% of the Total Price of this Contract must be made upon signing the contract. The second instalment of 50% of the Total Price amount has to be settled 90 Days before the event date. Invoices will be submitted and all payments must be made in UAE Dirhams or US Dollars by wire transfer or by cheques payable locally. No Exhibitor shall be permitted to access the Exhibition unless it has paid prior to the event all of the fees agreed in this contract. The open space/Exhibition does not include Exhibition's stand construction and decoration or any other utilities and/or exhibition services.

The Organizers reserve the right to make an additional charge to the Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not. The Exhibitor agrees that the Organizers shall not be liable for any breakdown or failure of any of the services provided for or in connection with the Exhibition and/or the Event/Show.

## 3. CANCELLATION

An Exhibitor has no right to withdraw from and terminate this contract for any reason mentioned or not mentioned in this contract. If the Exhibitor declares his withdrawal from and termination of the contract, it shall be obliged to pay the full participation fee; the Total Price mentioned in this Contract for Exhibition, to the Organizers. In this case, the Organizers are entitled to make other use of the rented Exhibition area. The obligation of the Exhibitor to pay the full participation fee; the Total Price mentioned in this Contract for Exhibition, remains even if Organizers release the Exhibition space or re-let the Exhibition space to a third party who would otherwise have been placed elsewhere to avoid giving the impression of a gap in the Exhibition arrangement and the Event/Show or if Organizers redesign the rented area to avoid this impression being made or affect the reputation of the Event/Show. The cancellation policy is applicable only for new Exhibitors participating in the event for the first time and not applicable for clients with existing credit notes or advanced payments done to the organizers from past years.

The Organizers shall have the right to retain the following cancellation fees according to the Following situations for New Exhibition Contracts:

Withdrawal 9 – 12 months before the event (50% cancellation fee)

Withdrawal 6 – 9 months before the event (70% cancellation fee)

Withdrawal 3 - 6 months before the event (85% cancellation fee)

Withdrawal less than 3 months before the event (100% cancellation fee)

## 4. EXHIBITION SPACE REDUCTION

The Exhibitor has no right to reduce the space, the Exhibition area and/or the amount or Total Price of this application form after signing this Contract. In case at any time the Exhibitor decided to reduce the exhibition space or the amount of this Contract, there will be space reduction fees applicable on the Exhibitor following the cancellation as per the terms and conditions of this Contract as set out above in clause 3.

## 5. LIMITATION OF LIABILITY

The Organizer shall not be responsible under any circumstances, whether directly or indirectly, to any exhibitor, visitor, media and participant for the acts, conduct or omissions or negligence of Exhibitor or any other persons related thereto; whether it's employees, representatives, agents or otherwise nor for the consequences of any breach by an Exhibitor of any of the terms and conditions of this Contract. Every item or product exhibited will be at the sole risk and responsibility of the Exhibitor and the Organizers shall not be responsible for any loss or damage or the safety of any against fire, water, theft, accident or any other cause including the erection, maintenance or dismantling of stands or otherwise.

## DECLARATION BY THE EXHIBITOR

We hereby confirm our participation as a Exhibitor for the Annual Investment Meeting 2022 and agree that this application once approved by the organizers shall constitute together with the terms & conditions included overleaf and the Exhibitors manual a valid and legally binding contract. We have read and hereby fully agree to the conditions as named above.

Each Exhibitor hereby indemnifies the Organisers or will keep them indemnified against any representatives for entrance into the country where the event 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.

## 6. FORCE MAJEURE

If an event/show could not take place due to a force majeure- any unforeseeable/unavoidable situations that are out of the party's control such as pandemics, fire, flood, tempest, failure of power supply, acts of war, civil commotion, strikes or lock-outs, intervention or regulation, military activity or as a result of government intervention, labour dispute, riot .. etc. or any other case or any other circumstances or any other cause over which the Organiser have no control, or should the Organiser decide that owing to any such cause or agency it is necessary or advisable to cancel, postpone, relocate or resize the Exhibition, the Organisers shall not be held liable, and no kind of compensation whatsoever shall be demanded from them.

Therefore, in the event of force majeure the date of the Exhibition may change or the Exhibition itself may even be postponed. Should the Exhibition be postponed for one of such reasons, the Organizers will not be liable to pay indemnity and/or damages to the exhibitors. The postponement of the Exhibition shall not lead to termination due to supervening impossibility, unless it is postponed by more than twenty-four months from the date originally set. In this regard, by signing this document, the exhibitor declares their enduring interest in taking part in the Exhibition within the mentioned twenty-four-month term. Should the Exhibition be cancelled or postponed by more than twenty-four months for one of the above reasons, this contract shall be considered rescinded due to supervening impossibility and the Organizers shall refund any fees received from the exhibitors.

Specifically, regarding Covid-19 and its consequences arising out of the virus, as a force majeure event there will be a timely notice to the other party of the nature of the event and an explanation as to why performance is now impossible.

## 7. SERVICE MANUAL

A Prior to the Event/Show time, the Organizers shall provide a service manual providing information, guidance and direction to the Exhibitors. The Exhibitor shall share the same with its employees, representatives, contractors and agents. All mandatory directions contained therein must be observed and followed by the foregoing persons except where otherwise agreed by the Organizers in writing.

No Exhibitor may shall construct anything in the Exhibition space above 2.5 meters without the prior written consent of the Organizers. All stands to be built by an Exhibitors must gain written approval from the Organizers. The Exhibitor shall send a scale plan, layout and description of the building materials to the Organizer no later than 45 days prior to the Event/Show to obtain such approval. All Double Decker stand approvals will be charged US\$275 which has to be paid instantly upon approval and/or invoicing in addition to 25% of the Total open space amount for the Double Decker space. All display materials and exhibits must be appropriate to the subject matter of the Exhibition at the sole opinion of the Organizers and shall not contravene with any local laws, morals or customs of the country if the Organizers find out or observe that the Exhibitor is in breach of this clause, the Organizers may direct the Exhibitor to rectify such breach and the Exhibitor shall do so immediately.

The exhibits/Exhibition shall not obstruct the view of adjoining exhibits/exhibitions nor be operated in any manner objectionable to other Exhibitors. All lighting within the exhibit/Exhibition must be arranged and operated so as not to be distracting to adjacent exhibits/Exhibitions. All sound devices operated in a manner objectionable to the Organizers shall be prohibited. The Exhibitor agrees not to without the prior written consent of the Organizers cause or permit anything to be done whether the space or any furnishings or fixtures are any manner damaged, marred or defaced and shall not make or allow any alteration of any kind to be made therein.

No exhibitor will be allowed to remove his Exhibit from the Exhibition floor, prior to the official closing date/time 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/Exhibition.

Pertaining to the Exhibition or the Exhibition itself being unavailable as a result of fire, flood, pandemic or any force majeure condition, 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 the Organizer, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the event. Exhibitor further acknowledges that this Contract constitutes the entire Contract and the binding rules and regulations existing that has not been modified neither verbally nor in writing. No one is authorized to make between the parties (Exhibitor and Organizers) and any oral changes in this Contract.

## 8. JURISDICTION

An Exhibitor fully accepts the conditions set out herein. Anything not envisaged in these terms and conditions is governed by and construed according to the United Arab Emirates Law. Any dispute between the parties (Exhibitor and Organizers) under this Contract hereby submits to the exclusive jurisdiction of the United Arab Emirates courts. Any claim and disputes in relation to this contract shall be settled in UAE in accordance with the laws of the United Arab Emirates and the country from where the company and contract originated from.

## 9. TAXES

All amounts expressed to be payable under this Contract by the Exhibitor to the Organizers including Strategic Marketing Management, which (in whole or part) constitute the consideration for any supply for VAT purposes are deemed to be exclusive of any VAT\*which is chargeable on that supply, and accordingly if Value Added Tax ('VAT') is or becomes chargeable on any supply made by to the Client Exhibitor under this Agreement Contract and Organizers or Strategic Marketing Management is required to account to the relevant tax authority for the VAT. The Client Exhibitor shall pay to the Organizers specifically to Strategic Marketing Management (in addition to and at the same time as paying any other consideration for such supply) an amount equal to the amount of the VAT and Strategic Marketing Management shall provide an appropriate VAT invoice to the Client Exhibitor.

Name / Position of Authorised Signatory

Signature

Date

Company Stamp

## FOR ORGANISERS USE ONLY

The Organisers acknowledge your space reservaton and the same will be confirmed on the receipt of payment.

Sales Executive / Agent

Director General