



The form should be completed in CAPITAL LETTERS.

Exhibitor Information

Company Name _____

Address (including Street) _____ P.O. Box _____
 _____ Country _____

Telephone _____
country code city code telephone number

Fax _____
country code city code fax number

Company E-mail _____

Website http:// _____

Main Contact

Name Mr./Mrs./Ms. _____

Position _____

Direct Line _____ E-mail _____

Stand Manager

Name Mr./Mrs./Ms. _____

Position _____

Direct Line _____ E-mail _____

Mobile Number: _____

Roaming or Dubai Mobile Number: _____

Nature of Company Activity

Building Materials
 Furniture
 Paints, Adhesives & Glues
 Windows & Doors
 Finishings and Fittings
 Hardwood & Softwood
 Powertools & Equip't. Accessories
 Wood Treatment Products
 Flooring, Plywood, Veneer
 Interior Designers
 Sanding & Polishing
 Woodworking Machineries
 MDF, Laminates & Boards
 Joineries
 Solid Wood Machinery
 Others, pls. specify _____

| Participating Companies | Country of Origin | Brand | Product Category |
|-------------------------|-------------------|-------|------------------|
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- Please enclose a document with same headers if your list is longer.
- Please note that this is only for exhibitors who have principles abroad
- Woodshow does not allow co-exhibiting and any exhibitor doing so without informing the organizer will not be allowed access to the show and will still be liable as per all terms & conditions of participation.
- If an exhibitor is part or sponsor of a group of companies in the same business, than you may wish to have your group companies listed in the exhibitor list and catalogue exhibitor listing using the above table.



Stand Options

- Open Space** @ US\$ 300 per sq. m. or AED 1,104 (minimum space- 36 sq. m.)
- Double Deckers**- 25% surcharge on Open Space price
- Shell Scheme** @ US\$ 375 per sq. m. or AED 1,380 (minimum space- 12 sq. m.)
- Deluxe Shell Scheme** @ US\$ 400 or AED 1,472 per sq. m. (minimum space- 12 sq. m.)
- Eumabois Price** @ US\$ 150 per sq. m. (minimum space- 36 sq. m.)

Stand Dimensions: meters x meters

Request for sides open

This is only optional depending on the dimensional layout of the stand on the floorplan.

Other stand requests (for Shell Scheme and Deluxe Shell Scheme only)

Total Square Meters Requested

Stand(s) Number

Booking Deposit Details

Paid by:

Paid to:

Payment Date:

Mode of Payment:

Amount:

Payment Details & Schedule

Payment should be made by bank transfer in US Dollars or AED to Account No: 0151102912- National Bank of Dubai- Main Office, Dubai, U.A.E., SWIFT CODE: NBDUAEAD, according to the following schedule:

- **30% upon booking** – We will not consider any booking form which is not accompanied by a proof of the 30% deposit
- **30% before September 31st** – contracts submitted after this date should carry 60% payment
- **40% before December 31st** – contracts submitted after this date should carry 100% payment

Billing Data

Company Name _____
 Contact Person for Payment _____
 Direct Line _____ E-mail _____
 Fax _____ P.O.Box/Address _____

We hereby, confirm our participation as Exhibitors at the Dubai Woodshow 2010 and confirm our acceptance to all the Terms & Conditions included overleaf.

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

 Signature

 Date

 Company Stamp

Note: The contract may be considered invalid by the organizer if all of the above information is not complete or inaccurate.

Organizer's Office Use Only

The Organizer acknowledges your space reservation and the same will be confirmed on receipt of payment.

 Sales Person/Agent Name

 Space Contract Confirmed by:

Exhibitor ID

 Signature / Date

 Signature / Date



The form should be completed in CAPITAL LETTERS.

Exhibitor Information- Branding/Advertisement

Company Name _____

Address (including Street) _____ P.O. Box _____

Country _____

Telephone _____
country code city code telephone number

Fax _____
country code city code fax number

Company E-mail _____

Website http:// _____

Main Contact- Branding/Advertisement

Name Mr./Mrs./Ms. _____

Position _____

Direct Line _____ E-mail _____

Advertising Agency Details (If the ad material is to be provided by your agency)

Agency Name _____

Telephone _____
country code city code telephone number

Fax _____
country code city code fax number

Contact Person _____

Direct Line _____ E-mail _____

Advertising, Branding & Sponsorship Options

Please select from the list below the advertising, branding & sponsorship opportunities that you wish to book for your company to enhance its exposure during Dubai Woodshow 2010.

Show Catalogue Advertising

| Advertisement Type | | Price |
|--------------------------|---|------------------------|
| <input type="checkbox"/> | Full Page Colored Ad | To be Advised Later |
| <input type="checkbox"/> | Half Page Colored Ad | |
| <input type="checkbox"/> | Page One facing Inside Front Cover | |
| <input type="checkbox"/> | Double Page Ad | |
| <input type="checkbox"/> | Inside Front Cover / Inside Back Cover | |
| <input type="checkbox"/> | Outside Back Cover | |
| <input type="checkbox"/> | A5 Insert – inserts should be supplied by sponsor | |
| <input type="checkbox"/> | Bookmark | |
| <input type="checkbox"/> | Branded Bellyband | |

Quarterly Show Newsletter

| Advertisement Type | Price (US\$) | Price (AED) |
|---|--------------|-------------|
| <input type="checkbox"/> Full Page Colored Ad | 2,050 | 7,544 |
| <input type="checkbox"/> Half Page Colored Ad | 1,100 | 4,048 |
| <input type="checkbox"/> Double Page Ad | 3,550 | 13,064 |
| <input type="checkbox"/> Inside Front Cover | 2,575 | 9,476 |
| <input type="checkbox"/> Inside Back Cover | 2,350 | 8,648 |
| <input type="checkbox"/> Outside Back Cover | 2,850 | 10,488 |

Please select the month(s) where you wish your ad to be published:

- July October January
 February March April

*Series booking discounts:
 10% for two ads
 20% for three or more ads



Advertising, Branding & Sponsorship Options

Please select from the list below the advertising, branding & sponsorship opportunities that you wish to book for your company to enhance its exposure during Dubai Woodshow 2010.

Online Advertising

| Position | Price (US\$) | Price (AED) |
|---|--------------|-------------|
| <input type="checkbox"/> Right Side Banner –Home Page | 3,000 | 11,000 |
| <input type="checkbox"/> Left Side Banner –Home Page | 1,500 | 5,520 |
| <input type="checkbox"/> Bottom Banner –Home Page | 1,000 | 3,680 |
| <input type="checkbox"/> Banner on Monthly E-Newsletter | 4,000 | 14,720 |
| <input type="checkbox"/> One email shot to pre-registered visitors (email to be approved and sent out by organizer) | 2,000 | 7,360 |

Sponsorship

| Options | Price (US\$) | Price (AED) |
|---|--------------|-------------|
| <input type="checkbox"/> Platinum Sponsor (Three Available) | 50,000 | 184,000 |
| <input type="checkbox"/> Gold Sponsor (Five Available) | 35,000 | 128,800 |

Branding

| Branding Options | Price (US\$) | Price (AED) |
|---|--------------|-------------|
| <input type="checkbox"/> Branded Visitors Lanyards* | 5,000 | 18,400 |
| <input type="checkbox"/> Branded Visitors Bags* | 10,000 | 36,800 |
| <input type="checkbox"/> Visitors Badges* | 6,000 | 22,080 |
| <input type="checkbox"/> Exhibitors Welcome Pack – Leather Folder* | 7,500 | 27,600 |
| <input type="checkbox"/> Floor Plan Sponsorship inserted in each Visitors Bag* | 3,000 | 11,040 |
| <input type="checkbox"/> Branding of the visitor registration forms* | 3,500 | 12,880 |
| <input type="checkbox"/> Branding of the shuttle buses to and from the car parks* | 5,000 | 18,400 |
| <input type="checkbox"/> Registration Staff - Branded Scarf or Magnetic Pins* | 3,000 | 11,040 |
| <input type="checkbox"/> Branding of the pens used during visitor registration* | 2,500 | 9,200 |
| <input type="checkbox"/> Registration Area (3 available) ** | 8,000 | 29,440 |
| <input type="checkbox"/> External banners** | 1,500 | 5,520 |
| <input type="checkbox"/> Hanging banners*** | 1,200 | 4,416 |
| <input type="checkbox"/> Hanging banners above the exhibitor stand (2 per stand)*** | 1,000 | 3,680 |
| <input type="checkbox"/> Roll Up Banners inside the halls (30 available)*** | 750 | 2,760 |

*Production Cost Included ** Production & Installation cost included *** Production & Installation cost excluded

Payment Details & Schedule

Payment should be made by bank transfer in US Dollars or AED to Account No: 0151102912- National Bank of Dubai- Main Office, Dubai, U.A.E., SWIFT CODE: NBDUAEAD, according to the following schedule:

- **20% upon booking** – We will not consider any booking form which is not accompanied by a proof of the 20% deposit
- **40% before September 31st** - contracts submitted after this date should carry 60% payment
- **40% before December 31st** – contracts submitted after this date should carry 100% payment

Billing Data

Company Name _____
 Contact Person for Payment _____
 Direct Line _____ E-mail _____
 Fax _____ P.O.Box/Address _____

We hereby, confirm our participation as Exhibitors and branding at the Dubai Woodshow 2009 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.

Signature

Date

Company Stamp

General Terms & Conditions of Participation

1. Application for Participation & Allocation of Space & Shell Scheme

Strategic Marketing & Exhibitions is the sole owner & organizer of Dubai Woodshow 2010. All those companies, institutions and organizations whose activities are included in this exhibition's sectors can participate in the exhibition. Requests for space for the exhibition shall be formalized using the form that the organisers have prepared for this purpose and observing the conditions set out therein. Only those hire forms that are accompanied by 20% payment of the space/shell scheme hired shall be considered a firm reservation. No space can be hired unless it is accompanied by the receipt of 20% payment.

If a client does not transfer the payment within 10 days of receipt of invoice, then his booking form will automatically stand cancelled and treated void.

Exhibitors with outstanding invoices or any other debts from previous editions will not be allowed to book space, until all outstanding payments are cleared.

An intending exhibitor is invited to choose his space on the floor plan by selecting the stand number or highlighting the required space on the appropriate paper. The allocation of space will be effected in the order of receipt of applications and each such application will be confirmed by the Organizers by letter or facsimile. However, the organisers reserve the right to change the location of the stands bearing in mind such factors as sectors, hire date, square meters and all those circumstances that help improve the general conditions of the exhibition area

Spaces cannot be divided and any transfer of space is forbidden unless prior approval is obtained in writing

The rental contract comes into force when Strategic Marketing & Exhibitions has notified the exhibitor in writing that he has been admitted. This generally occurs when layout planning has been completed. The allocation of the other stands, in particular of neighbouring stands, can change up until the time the trade fair opens. Strategic Marketing & Exhibitions is also entitled to relocate or close entrances to and exits from the trade fair grounds and halls, and to make other structural alterations. Exhibitors cannot make claims against Strategic Marketing & Exhibitions because of such changes.

Exhibitors are expected to comply with DWTC policies and regulations and any and all Government rules and regulations including chargeable fees.

Rights of an exhibitor shall not be assigned 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.

The exhibits 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. All sound devices operated in a manner objectionable to Strategic Marketing & Exhibitions shall be prohibited. Wall panels will be restricted to a maximum height of 2.5 meters unless they have been approved by the organizer and the venue managers.

Co-exhibitors and additionally represented companies will not be allowed on stands/booked spaces in the exhibition.

All verbal agreements, individual and special arrangements are valid only with Strategic Marketing & Exhibitions written confirmation.

Attendance hours shall be controlled solely by Strategic Marketing & Exhibitions who will specify hours etc., and admission shall be by ticket or badge. Identification badges shall not be transferable.

2. Payment

An initial payment of 20% of the total hiring charge of the contract must be made with the application. A further payment of 40% of the total hiring charge is due six months prior to the exhibition and the balance 40% would be payable three months prior to the show. Invoices will be submitted and all payments must be made in UAE Dirhams or US Dollars by wire transfer or by cheques payable locally.

The participation fees are calculated in accordance with the rates specified in the contract. Each square meter or part thereof will be included in full in the calculation. The cost of open space does not include carpet, stand construction or any other utility or exhibition service. The cost is for raw space on the floor only.

In accordance to stand / booth services applied for, an advance payment will be charged for such services (e.g. electricity, water, telephone connections, Internet services, technical services, hostess, etc.) provided that they have been ordered previously and in good time as specified in the Exhibitor Service Manual, regardless of the existence or size of an order. The advance payment for services does not include stand construction and publishing services (catalogue entries, etc.). If the actual cost of the services exceeds the advance payment for services, the exhibitor will be charged the difference between the actual cost of the services and the advance payment in the final invoice, issued prior to the opening of the event. Payment is due immediately upon receipt of the invoice. If the advance payment for services exceeds the actual cost of the services, the exhibitor will be refunded the difference between the advance payment and the actual cost of the services several

weeks after the end of the event. The exhibitor has no claim to interest on the advance payment for services.

A contracted exhibitor requesting to cancel participation for any reason shall be liable to pay the cost of the hired space or stand in full.

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.

3. Advertising

Any form of advertising, other than that listed on the advertising form available to the Participant by the organizer, and for which the fees for insertion or display has been paid in advance in accordance with the rates in force, is strictly forbidden.

All advertisements will carry the banner "advertisement". The distribution of prospectuses, brochures, leaflets or documents of any kind as a promotional item is strictly limited within the show venue. The organizer, in its capacity as publisher of the various catalogues and daily newspapers specific to the show will have a right of control over all advertising wordings or announcements for the purposes of ensuring the proper conduct and unity of the show and more generally the interests of all of the Participants. The information necessary for the drafting of the catalogues and daily newspapers is provided by the Participant on his/her/its own responsibility. The organizer will not be liable for omissions, errors of reproduction, composition, etc., that may occur.

It is also specified that the participant will have to deliver / forward the artwork (documents and information) for advertising keeping with the specification mentioned in the advertising order form. All specifics like dimensions, formats, resolutions, etc will have to be submitted as detailed and if the organizer does not receive the same according to the specifications or a delay in doing so might result in the organizer not being able to complete the order even on receipt of payment and the participant will not be entitled to compensation or refunds.

All payments relating to the advertising booking must be made in advance the advertising contract will be processed only on receipt of payment with the application. Invoices will be submitted and all payments must be made in UAE Dirhams or US Dollars by wire transfer or by cheques payable locally.

In the case that an advertising participant who/which has placed an order for advertising has not forwarded to the organizer the documents and information necessary for its publication four weeks prior to the opening of the show (for catalogues), and twenty-four hours before their publication (for daily newspapers), the organizer reserves the right to execute the advertising order and the participant will be unable to demand reimbursement of its order or any compensation whatsoever. Please also be advised that due to technical requirements, preferential spaces cannot be guaranteed. One copy of each advertisement for the record will be sent after publication to the Participant or to its agent.

4. Cancellation

An exhibitor has no right to withdraw from this contract. If the exhibitor declares his withdrawal from the contract, he is obliged to pay the full participation fee to the organizer and Strategic Marketing & Exhibitions is entitled to make other use of the rented stand area. The obligation of the exhibitor to pay the full participation fee remains even if Strategic Marketing & Exhibitions releases the space or re-lets the stand space to a third party who would otherwise have been placed elsewhere to avoid giving the impression of a gap in the stand arrangement or if Strategic Marketing & Exhibitions redesigns the rented area to avoid this impression being made.

Strategic Marketing & Exhibitions is entitled to withdraw from the contract if the exhibitor fails to meet his financial obligations to Strategic Marketing & Exhibitions on time. Strategic Marketing & Exhibitions is also entitled to withdraw from the contract if the exhibitor neglects his duty arising from this contract to respect Strategic Marketing & Exhibitions's rights, objects of legal protection and interests and Strategic Marketing & Exhibitions can no longer reasonably be expected to adhere to the contract. In the aforementioned cases, Strategic Marketing & Exhibitions is entitled not only to withdraw from the contract but also to demand from the exhibitor the agreed participation fee as flat-rate compensation. Strategic Marketing & Exhibitions's right to claim further damages remains unaffected.

5. Limitation of Liability

The Organizers shall not be responsible under any circumstances to any Exhibitor, visitor, media & participant for the acts conduct or omissions of any other Exhibitor or any other persons whether it's employees or otherwise nor for the consequences of any breach by an exhibitor of any of these terms and conditions. Every article exhibited will be at the sole risk and responsibility of the Exhibitor and the Organizers will not be responsible for loss or damage to or the safety of any property or of any injury to any exhibitor or his employees, hired staff, invited guests or agents under any circumstances whatever whether by reason of fire, water, theft, accident or any other cause including the erection, maintenance or dismantling of stands or otherwise.

General Terms & Conditions of Participation

Each Exhibitor hereby indemnifies the Organisers and will keep them indemnified against any liability, claim, demand, costs, charges or expenses arising as a result of any act, omission, negligence or thing done or omitted by such Exhibitor or any licensee of such Exhibitor or any other person or persons under the direction of the exhibitor and the exhibitor will arrange insurance in the joint names of the exhibitor and the Organizers against all risks for which he is responsible under these conditions and will; if so required, produce to the Organisers particulars of such insurance policy and evidence of the payment of the premium.

The same applies to vehicles left on the trade fair grounds by exhibitors, their employees or representatives. For his part, the exhibitor is liable for any culpable damage to persons or property caused by him, his employees, representatives and exhibitors and their exhibition items or exhibition installations and equipment.

Strategic Marketing & Exhibitions, 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 freight and make sure that the shipments are cleared before the start of the buildup dates to ensure that their exhibits are moved to the exhibition site one day before the opening. Please be advised that Strategic Marketing & Exhibitions would NOT allow any exhibitor to bring in any freight/exhibits into the venue 6 hours prior to the official opening of the show.

6. Force Majeure

If the event could not take place due to force majeure, the organizers shall not be held liable, and no kind of compensation whatsoever shall be demanded from them.

In the event of the Exhibition premises or any part or stand thereof or any facility or service pertaining to the Exhibition or the Exhibition itself being unavailable as a result of 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 or any other case or any other circumstances or any other cause over which the Organizers have no control, or should the Organizer decide that owing to any such cause or agency it is necessary or advisable to cancel, postpone, relocate or resize the exhibition, the Organizers shall not be liable to indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect arising as a result thereof.

7. Service Manual

A service manual giving information, guidance and direction to Exhibitors, designers, and contractors will be issued in good time. All mandatory directions contained therein must be observed except where otherwise agreed by the Organisers in writing.

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. Strategic Marketing & Exhibitions, 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 Strategic Marketing & 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.

Strategic Marketing & 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 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 Strategic Marketing & 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.

8. Teardown/Dismantling

Exhibitors who booked open space are hereby advised that after teardown / dismantling, if the floor of their used space or surroundings has any damages, tapes, glues, paints, scratches, oil spills, liquid spills or other damages & marks, then the exhibitor will be charged a fee for repairing or cleaning or both as deemed fit by Dubai World Trade Centre. The prevailing rate of DWTC would be considered final and the exhibitor is obliged to pay this charge to DWTC.

9. Jurisdiction

An exhibitor fully accepts the conditions set out herein. Anything not envisaged in these conditions is 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. Any claim and disputes in relation to this contract shall be settled in Dubai in accordance with the laws of the United Arab Emirates.

We hereby confirm our participation at the above mentioned exhibition and acknowledge reading all 4 (four) pages of the contract and we confirm our acceptance of the Rules and Regulations printed above which form part of this contract.

Signature of Director

Company Name

Printed Name of Director

Company Stamp:

Date:

Strategic Marketing & Exhibitions

P. O. Box 10161, Dubai, U.A.E. Tel.: +971 4 28 29 299, Fax: +971 4 28 28 767 email: info@strategic.ae