

7-10 October 2018

EXCLUSIVE SPONSORSHIP FORM & ONSITE BRANDING

Official Carrier bags for Saudi Agriculture available for all visitors at entrance points to the halls & registration** - **EXCLUSIVE**

Online Skyscraper Home Page Banner – Saudi Agriculture website home page

- 3 positions available to the left hand side of the home page from November when traffic to the website will be high
- Banner to be provided by sponsor and will link directly back down to own website.

Online Visitors Banner – Visitor Registration Page, Saudi Agriculture website – **EXCLUSIVE**

- All pre-event marketing material for the visitor registration campaign will direct attendees to pre-register for Saudi Agriculture
- 1 sponsor can benefit from exclusive co-branding on this page with the Saudi Agriculture brand and highlight your products and services being showcased. The banner will be link to own website

Hanging Banners (2m x 3m provided by sponsor) to be positioned above your stand or in adjacent aisles to give clear direction to visitors of your stand location**

Directional Floor tiles on Exhibition floor these will help visitors find your stand easily

Registration Computers Background – **EXCLUSIVE**

- Onsite Registration & Self Registration on computer background

Show Catalogue Distribution area – **EXCLUSIVE**

The catalogue collection point is visited by a huge number of attendees. Having your branding in this area will provide fantastic visibility and brand awareness

Logo Sponsor Branded Badges (Backside) – **EXCLUSIVE** – All visitors will be issued with a badge and require this for entry to the exhibition (Exhibitors, Visitors, VIPs & Media badges)

** = are provided by sponsors

Cost

SR 50,000

Position 1: SR 30,000
Position 2: SR 20,000
Position 3: SR 12,000

SR 30,000

1 Banner : SR 6,000
2 Banners : SR 10,000
3 Banners : SR 15,000

1 Tile : SR 4,000
2 Tiles : SR 7,000
3 Tiles : SR 10,000

SR 30,000

SR 30,000

SR 30,000

Sponsorship Package Form

For acceptance, please sign & stamp both pages of this contract and return it to the organizers along with the first payment

- 1- Official Carrier bags - SR 50,000
- 2- Online Skyscraper Home Page Banner
Position 1: SR 30,000 - Position 2: SR 20,000
Position 3: SR 12,000
- 3- Online Visitors Banner - SR 30,000
- 4- Hanging Banners - 1 Banner: SR 6,000
2 Banners: SR 10,000 - 3 Banners: SR 15,000
- 5- Directional Floor tiles - 1 Tile: SR 4,000
2 Tiles: SR 7,000 - 3 Tiles: SR 10,000
- 6- Registration Computers Background - SR 30,000
- 7- Show Catalogue Distribution Area - SR 30,000
- 8- Logo Sponsor Branded Badges (Backside) - SR 30,000

AT THE FOLLOWING PAYMENT TERMS:

- 50% on application of either items above SR _____

• Balance due on 20 AUGUST 2018 SR _____

TOTAL: SR _____

Subject to 5% VAT

VAT number: 300055216100003

Payment to be made by Cheque or Bank Transfer to:

Riyadh Exhibitions Company Ltd.
Samba Financial Group, Old Airport Road – Riyadh, KSA
Account No.: 1818406 - Currency: SAR
Swift Code: SAMBSARI - IBAN: SA90400000000000001818406

Name _____ Last Name _____

Position _____

Company _____

Activity _____

Address _____

Region _____ Country _____

P.O. Box _____ Zip Code _____

Tel _____ Fax _____

E-mail _____ Website _____

On behalf of the Sponsor:

Name: _____

Title: _____

Signature: _____ Date: _____

On behalf of the organizers:

Name: _____

Title: _____

Signature: _____ Date: _____

(١) إن العقد (الموجود في الخلف)، يجب أن يكون موقعاً ومختوماً من قبل المعارض أو من ينوب عنه. بعد استلام العقد والدفعة الأولى المتفق عليها من قيمة المنصة إضافة للائحة شروط وأنظمة المعرض الموقعة، سوف يقوم المنظمون بتأكيد الحجز وتسليم المعارض شروط العرض المعمول بها في المعرض.

(٢) لن يؤكد المنظمون، تحت أي ظرف من الظروف، حجز المساحة من خلال استلام العقد موقعاً فقط وغير مصحوب بالدفعة الأولى.

(٣) يتم دفع قيمة المنصة (سواء كانت مجهزة أو بدون تجهيز) حسب البرنامج التالي:

أ- ٥٠٪ عند توقيع هذا العقد وتسليمه إلى المنظمين (لن يتم قبول أية دفعة تقل عن ٥٠٪ من قيمة العقد).

ب- ٥٠٪ المتبقية يتم دفعها ٤٥ يوماً قبل تاريخ افتتاح المعرض.

في حال تم حجز أية مساحة ٤٥ يوماً قبل تاريخ افتتاح المعرض يتم دفع قيمة المنصة بالكامل عند توقيع العقد.

(٤) في حال رغبة المعارض إلغاء هذا العقد لأي سبب من الأسباب فإنه يتم خصم جزء أو كامل المبلغ حسب البرنامج التالي:

الإلغاء ٢٧١ يوماً أو أكثر قبل تاريخ افتتاح المعرض ١٥٪ من قيمة المنصة.

الإلغاء ما بين ٢٧٠ و ١٨١ يوماً قبل تاريخ افتتاح المعرض ٤٠٪ من قيمة المنصة.

الإلغاء ما بين ١٨٠ و ١٢١ يوماً قبل تاريخ افتتاح المعرض ٦٠٪ من قيمة المنصة.

الإلغاء ما بين ١٢٠ و ٦٠ يوماً قبل تاريخ افتتاح المعرض ٨٠٪ من قيمة المنصة.

الإلغاء ٦٠ يوماً أو أقل قبل تاريخ افتتاح المعرض ١٠٠٪ من قيمة المنصة.

يُعمل بهذا البرنامج بدءاً من تاريخ استلام المنظمين لرسالة خطية يطلب فيها المعارض إلغاء الحجز سواء بالبريد أو الفاكس أو البريد الإلكتروني . كما أن المعارض يتحمل قيمة الأضرار التي تلحق بالمنظمين من جراء إلغاء هذا الحجز، علماً أن هذه الشروط لا يمكن تغييرها تحت أي ظرف من الظروف.

(٥) في حال عدم تمكن المعارض من العرض في المنصة لأسبابه الخاصة، بعد توقيعه العقد، ولم يتم إعفائه خطياً من هذا العقد من قبل المنظمين، بتوجب عليه دفع كامل قيمة المنصة إضافة إلى قيمة أي أضرار تلحق بالمنظمين من جراء هذا الإلغاء.

1. The Contract (overleaf) and attached Rules & Regulations shall be duly signed and Stamped by the exhibitor or an authorized person. Following receipt of the signed Contract together with the First Payment and signed Rules & Regulations, the organizers shall confirm reservation of stand which shall bind the exhibitor to exhibit at the exhibition and to observe the rules and regulations of the exhibition (as amended from time to time).

2. The organizers will not confirm, under any circumstances, the space reservation upon receipt of signed Space Contract without payment.

3. The payment schedule for space only or shell stand is as follows:

(I) 50% upon signing the Contract (the first payment less than 50% will not be accepted).

(II) 50% balance due 45 days prior to show opening.

Where the Contract is signed after the due date of final payment, as specified in the Contract, the total cost shall be payable with return of the contract. The total cost represents only the payment for the site, details of which are set out overleaf and all other goods and services required by the exhibitor shall be paid for by the exhibitor in addition. Exhibitors will not be allowed to take over their space or stands if the payment terms specified in the contract are not followed. These terms cannot be varied under any circumstances.

4. In the event of the organizers agreeing to any request for release from the contract, the exhibitor will be liable for all, or part of the cost stated in the contract in accordance with the following scale:

– Cancellation 271 days or more before the show 15% cost

– Cancellation between 270 & 181 days before the show 40% cost

– Cancellation between 180 & 121 days before the show 60% cost

– Cancellation between 120 & 60 days before the show 80% cost

– Cancellation 60 days or less before the show 100% cost

This scale of charges will apply only from the date the organizers receive written notice by letter, fax or E-mail.

In addition to this scale, the exhibitor will be liable for any specific cost incurred on his behalf by the organizers.

These terms cannot be varied under any circumstances.

5. Any organization which, after having signed a contract for exhibition space, fails to exhibit for any reason of the exhibitor's own choosing and has not been released from the contract by the organizers shall be liable for the full amount stated in the contract plus any additional costs incurred by the organizers as a result of such failure to exhibit.