

## 1 DIAMOND Circle SR 300,000 (US\$ 80,000)

### Sponsor Package Includes:

- Limited to 2 sponsors only
- 90sqm inside exhibition space only
- 250 invitations for the official opening ceremony
- 1 Special story (2 Full pages English & Arabic) with picture\* of a senior executive in the show preview magazine
- Inside Cover advertisement\* in the show preview magazine
- Inside Cover advertisement\* in the official show catalogue
- 1 free standing banner\* of 120cm x 200cm at each entrance of the show
- 1 free standing banner\* of 120cm x 200cm inside the VIP lounge during the official opening ceremony
- Logo as "Diamond Sponsor" on show banner (Arabic + English) at the main entrance of the car parking
- Logo as "Diamond Sponsor" on VIP invitations of the opening ceremony
- Logo as "Diamond Sponsor" on the back of exhibitor's badges or lanyards
- Logo on the advertising visitor promotion campaign as "Diamond Sponsor" in local Arabic + English newspapers - campaign will start two weeks before the show
- Logo as "Diamond Sponsor" on the visitor's promotion campaign, (flyers & posters)
- Link to sponsor's website from the official show website

## 2 GOLD Circle SR 200,000 (US\$ 54,000)

### Sponsor Package Includes:

- Limited to 3 sponsors only
- 60sqm inside exhibition space only
- 150 invitations for the opening ceremony of the exhibition
- 1 Special story (1 Full page English & 1 Full page Arabic) with picture\* of a senior executive in the show preview magazine
- 1 inside page advertisement\* in the show preview magazine
- 1 inside page advertisement\* in the official show catalogue
- 1 free standing banner\* of 85cm x 200cm at each main entrance of the show
- 1 free standing banner\* of 85cm x 200cm inside the VIP lounge during the official opening ceremony
- Logo as "Gold Sponsor" on show banner (Arabic + English) at the main entrance of the car parking
- Logo on the advertising visitor promotion campaign as "Gold Sponsor" in local Arabic + English newspapers – campaign will start two weeks before the show
- Logo as "Gold Sponsor" on the visitor's promotion campaign, (flyers and posters)
- Link to sponsor's website from the official show website

## 3 SILVER Circle SR 150,000 (US\$ 40,000)

### Sponsor Package Includes:

- 30sqm inside exhibition space only
- 75 invitations for the opening ceremony of the exhibition
- Special story (Half Page English & Half page Arabic) with picture\* of a senior executive in the show preview magazine
- Inside Half page advertisement\* in the show preview magazine
- 1 full inside page advertisement\* in the official show catalogue
- Logo on the advertising visitor promotion campaign as "Silver Sponsor" in local Arabic + English newspapers – campaign will start two weeks before the show
- Logo as "Silver Sponsor" on show banner (Arabic + English) at the main entrance of the car parking
- Logo as "Silver Sponsor" in the visitor's promotion campaign, (flyers and posters)
- Link to sponsor's website from the official show website

\* Advertising materials (special story, advertisements, banners, etc..) are provided by the sponsor.

# Saudi Agriculture 2017 Saudi Agro-Food 2017 Saudi Food-Pack 2017

8 - 11 OCTOBER 2017

Riyadh International Convention & Exhibition Center

## Sponsorship Package Form

For acceptance, please sign this contract and return it to the organizers along with the first payment

### 1- DIAMOND Circle - SR 300,000 (US\$ 80,000)

Saudi Agriculture  Saudi Agro-Food  Saudi Food-Pack

### 2- GOLD Circle - SR 200,000 (US\$ 54,000)

Saudi Agriculture  Saudi Agro-Food  Saudi Food-Pack

### 3- SILVER Circle - SR 150,000 (US\$ 40,000)

Saudi Agriculture  Saudi Agro-Food  Saudi Food-Pack

### AT THE FOLLOWING PAYMENT TERMS:

- 50% Now with this Application SR
- 50% Balance due on 20 August 2017 SR

TOTAL: SR \_\_\_\_\_

### 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: SA9040000000000001818406

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: \_\_\_\_\_ Stamp: \_\_\_\_\_

### On behalf of the organizers:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Stamp: \_\_\_\_\_

**Khalid Daou**, Project Manager

**Riyadh Exhibitions Co. Ltd.**

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(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.

لمزيد من المعلومات، الرجاء مراجعة لائحة الأنظمة والقوانين وكتيب المعارض

1. The Space 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.

For further details, please refer to the attached rules & regulations and the exhibitor's manual.