



## Participation Rules & Regulations

### 1. Definitions

In this regulation, the following words and expressions shall have the following meanings:

"Applicant":	the sole proprietorship, partnership or limited company applying to exhibit at the exhibition.
"Application Form":	the application form for the Applicant to apply for the right to exhibit at the Exhibition to which a copy of this regulation is attached;
"Exhibition":	the Exhibition ( <b>Egyptex2009</b> ) which will be organized by the organizers as specified in the application form.
"Exhibition Period":	the period between 04, 05, 06, October, 2009
"Exhibition Venue":	Hall 6 & 7, Cairo International Fair Ground, Cairo, Egypt.
"Exhibitor":	the sole proprietorship, partnership or limited company applying to exhibit at the exhibition whose application to exhibit has been accepted by the organizer in the form of a written confirmation (referred to as "Booth confirmation") and has paid full participation fee.
"Organizer":	means Sahara Group – which as promoter and organizer is responsible for the regulation and control of all aspects of the exhibition.
"Products":	any goods, products, items, samples or exhibits displayed by the Exhibitor at the Exhibition.
"Space":	the area within the Exhibition venue where the Exhibition will be conducted.
"Booth":	the area within the Space designated to the Exhibitor for the purpose of exhibiting and promoting its products.

### 2. Application form

1. The Exhibitor acknowledges that by signing the Application form, it has agreed and undertaken to comply with all its obligations under the Regulations and any other additional rules and regulations prescribed by the Organizer.
2. The Organizer has absolute discretion in the admission of applicants. Until an applicant's application has been accepted in writing by the Organizer, no rights to exhibit are granted notwithstanding payment or acceptance of the full payment submitted with the application.
3. The Organizer reserves the right to decline any application without further explanation.
4. The Organizer shall not be required to confirm receipt of the completed Exhibition application form. Nor shall confirmation of receipt of completed Exhibition application form by the Organizer be considered as acceptance of the applicant as an Exhibitor.
5. Violations of any of the terms and conditions contained in the application form by an Exhibitor shall entitle the Organizer to exclude an Exhibitor from attending an Exhibition and to seek remedies for such damages caused by such violations.

### 3. Location of Exhibit Space

1. **Egyptex2009** will be held at Hall 6 & 7, Cairo International Fair Ground, Cairo, Egypt. All measurements and exhibit space layouts shown on the floor plan are as accurate as possible, but the Organizer reserves the right to make such modifications and changes to exhibit space assignments and to the location of the exhibit space may be necessary to adjust the floor plan at anytime to meet the needs of the Organizer, exhibitors, and exhibits.
2. The Organizer reserves the option, in the vent of any emergency or other circumstances beyond its reasonable control, to substitute comparable exhibit space.



#### 4. Exhibitor Service Manual

The Organizer will issue an Exhibitor Service Manual prior to the exhibition that will include specifications for electricity, lighting, carpeting, furniture, and Internet access.

#### 5. Move-in and Move-out of Stand Materials and Exhibits

1. Exhibitors shall move-in to the Exhibition Venue according to the arrangements and within the time limits specified by the Organizer.
2. The arrangement and payment for transporting goods to and from the Exhibition Venue, receiving, decorating and removing its exhibits are entirely the responsibility of the Exhibitor.
3. No trolleys/dollies shall be allowed in any carpeted areas of the Exhibition Venue.
4. All exhibits stand materials and the like shall be removed immediately after the closing of the Exhibition according to arrangements and within the time limits specified by the Organizer. Any exhibits or stand materials left behind at the Exhibition Venue shall be deemed abandoned and shall be disposed of by the Organizer at the expense of the Exhibitor concerned. All proceeds (if any) of such disposal shall be retained by the Organizer.
5. The Organizer reserves the right to appoint one or more exclusive contractor(s) to handle the movement of all goods and exhibits in and out of the Exhibition Venue, whereupon the Exhibitor shall be obliged to hire the services of such exclusive contractor(s).

#### 6. Exhibit Dates

**Egyptex2009** exhibition will be held on November 04, 05, and 06 at Hall 6 & 7, Cairo International Fair Ground, Cairo, Egypt. The Organizer reserves the right to change the exhibit hours, exhibition dates, and/or to change the number of days or dates of the exhibition.

#### 7. Cancellation

1. If the exhibitor cancels all or part of the exhibit space contracted for, the exhibitor will pay to the Organizer a cancellation fee equal to 50% if the cancellation occurs on or before 1st September, 2009. If the cancellation is done after 1st September, 2009, the Organizer shall be entitled to 100% of the contract value. Any Cancellation fee is due at the time of cancellation.
2. If the exhibit space booked by the Exhibitor is not occupied latest by 9:00 a.m. on October 04, 2009 the Exhibitor shall be considered to have cancelled the exhibit space contracted for, and the Organizer shall have the right to use such space as it considered appropriate and the Exhibitor shall pay to the Organizer all amounts which would have been due, under the terms of the above section (a) as if the Exhibitor had cancelled the contract as of such date.
3. If the Exhibitor fails to make full payment when due under the terms of the contract, the Organizer may terminate this contract and the Exhibitor will be responsible for the payment to the Organizer of all amounts which would have been due the Organizer, under the terms of the sub-section (a) above, as if the Exhibitor had cancelled this contract as of the date of such failure of payments.
4. The Organizer reserves the right to change the plan, site, character or venue of the Exhibition at any time without giving notice to the Exhibitor.

#### 8. Advertising and Publicity

1. The Organizer shall arrange and be responsible for all publicity arrangements for the Exhibition and no Exhibitor, or its agent shall give or cause any interview to be given, public announcement, press statement, or any other publicity whatsoever intended to publicize the Exhibition as a whole. The Exhibitor is entitled to publicize their participation in the Exhibition as long as the publicity does not relate to the organization of the Exhibition as a whole.
2. The Exhibitor shall not disclose, appropriate or use and shall prevent its representatives at the Exhibition from disclosing, appropriating or using any technical or confidential information regarding the business or affairs of the Organizer of the organization or any of the Exhibitors at the Exhibition acquired by way



- of the Exhibitor's license at the Exhibition. The inside area of the booth may be used by the Exhibitor for advertising or publicity purposes, but only in respect of the exhibits there displayed.
3. The Organizer may issue directions or rules relating to the design of the outer booth areas taking in to account the overall theme of the event. The Exhibitor shall comply with such rules or directions.
  4. No Exhibitor shall carry out publicity measures outside the boundary of the booth, on or in front of the Exhibition.
  5. The following publicity measures are not permitted even within the booths:
    - Those constituting a breach of legal and administrative regulations or restrictions, particularly those of the fire department.
    - Those containing ideological or political subject matter.
    - Those disturbing to other Exhibitors, e.g., acoustic or optical irritations (flashing lights, moving screens, loudspeaker announcements, etc).
    - Those accumulating dust or litter.
    - Those interfering with the flow of visitors, especially causing congestion of the aisles.
    - Those comprising a decoration of the booths with flats, pennants, transparencies, etc.
    - Those including live animals as viewing objects.
    - That constituting third party publicity, as well as any measures indicating names of suppliers, customers and other companies.
    - Those promotion events or exhibitions organized by persons other than the Organizer or one of its affiliates.
  6. The use of the logos and name Egytex2009 or of the events shall require the written approval of the Organizer.

## 9. Security

The Organizer shall provide perimeter guard service during the hours the exhibition is closed.

## 10. Exhibit Safety

The Exhibitor hereby represents and warrants to the Organizer that the Exhibitor has taken steps reasonably necessary to ensure the sound engineering and structural integrity of its exhibit design and the proper construction and safety of the exhibit itself, as erected, including obtaining the certification of a registered structural engineer if reasonably available. The Exhibitor accepts sole responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit or any portion thereof or the existence of any other unsafe condition at its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the Organizer, the owner and manager of the exhibition facility, and others lawfully on the exhibit floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibit floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibitor's installation, use, construction or maintenance of an unsafe exhibit, and the Exhibitor further represents and warrants that it has obtained adequate insurance to cover its potential liability hereunder. The Exhibitor will furnish the Organizer with the engineering certificate and/or insurance certificates evidencing the coverage described herein upon request prior to or during the Exposition.

## 11. Limitation of Organizer's Liability

Neither the organizer, nor any of its affiliates, agents or representatives shall have any liability whatsoever to the Exhibitor for any loss, expense or the Exhibitor, its guests, invitees or any of their property, relating to or arising out of the acts of any participant, visitor or other invitee of the Organizer, other than for the Organizer's failure to perform its obligations hereunder. Under no circumstances shall the Organizer have any liability for lost profits or other special, incidental or consequential damages and the Organizer's total liability hereunder shall in no case exceed the amount of the total rent actually received by the Organizer from the Exhibitor. The Organizer makes no representations or warranties with respect to the nature or number of Exhibitors or Attendees. The Organizer shall have no liability for any failure to perform its obligations hereunder where such failure to perform was due to any riot, strike, civil disorder, act of war, or any other case of any kind whatsoever not within the Organizer's reasonable control.



## **12. Indemnity**

The Exhibitor hereby agrees to indemnify and hold harmless the Organizer, its affiliates, and any of its officers, directors, employees or agents from and against any and all loss, expense actions, claims, and damages, including, without limitation, reasonable attorney's fees, arising out of or caused by the Exhibitor's installation, construction, removal or the maintenance of its exhibits, the Exhibitor's occupancy of use of the Exhibition premises, or any part thereof or as otherwise caused by the Exhibitor, its agents, representatives, invitees or guests.

## **13. Liability Insurance**

The Exhibitors shall obtain, at its own expense, adequate insurance of comprehensive general liability insurance. The Exhibitor shall furnish, upon request, at or prior to the Exhibition, certificate of insurance evidencing said coverage.

## **14. Care of Building and Equipment**

Neither the Exhibitor nor its representative or agents, shall injure or deface the walls or floors of the building, the exhibit spaces, or the equipment in the exhibit spaces. All materials used by the Exhibitor shall comply in all respects with all applicable laws, rules and regulations respecting fire safety and electrical equipment. Combustible materials or explosives are not permitted in the exhibit hall. The Exhibitor shall also comply with all reasonable requests of officials of the exhibit hall and the Organizer with respect to the installation, conduct and the installation, conduct and disassembly of its exhibit.

## **15. Hotel Policy**

The rates are only available when booking through the exhibition Committee. Exhibitors are required to pay one night's accommodation to confirm their room, when registering. This may be lost if the exhibitor cancels their reservation. The exhibition Committee reserves the right to change the exhibitor's selected hotel to one of the same grade if necessary. The exhibition Committee must be informed in writing of any change in the booking.

## **16. Miscellaneous**

This contract contains the entire understanding of the parties with respect to the subject matter hereof and there are no other agreements, understandings, representations or warranties except as expressly set forth herein. This contract cannot be assigned, transferred, or sold by Exhibitor. The rights of the Organizer under this contract shall not be deemed/waived except as specifically stated in a writing signed by an authorized officer of the Organizer.