

Exhibitor Application & Booking Contract

Company Name: _____ ABN (Australian Exhibitors Only): _____

Contact Name: _____

Position: _____

Email: _____

Postal Address: _____

Street Address: _____

Telephone: _____ Mobile: _____

STAND DETAILS

I/we wish to apply for stand number(s) _____ representing a total of _____ sqm @ \$584.10 per sqm including GST

\$ _____

SHELL SCHEME

Packages include construction of your booth, 2.4m high walls, standard carpet, fascia board and signage, two spotlights per 3m frontage and 1x powerpoint

- I require shell scheme
 I am providing my own custom built stand and do not require shell scheme

I/we wish to purchase _____ sqm shell scheme @ \$104 per sqm including GST

\$ _____

\$ _____

CORNER STANDS

I/we wish to purchase a corner booth @ \$110 per corner including GST. My stand has _____ corners

FURNITURE PACKAGES

<input type="checkbox"/> Walk on Package A - \$715 per package	<input type="checkbox"/> Walk on Package B - \$715 per package
Includes a café table and 4 café chairs, an iron brochure stand, lockable cupboard and a small rubbish bin	includes a bar table and 3 bar stools, a ZigZag brochure stand, lockable computer module and a small rubbish bin

\$ _____

STAND UPGRADE PACKAGE

This package includes standard shell scheme and a digitally printed rear wall panel using artwork supplied by the exhibitor.

Furniture is not included in this package.

Cost \$660 (including GST) per package based on 9sqm stand space

\$ _____

PSA - PRE SCHEDULED APPOINTMENT DIARY

I/we wish to purchase _____ PSA diaries @ \$3737.25 per diary including GST

\$ _____

PLI - PUBLIC LIABILITY INSURANCE

All primary and co-exhibitors require their own public liability insurance (PLI) policy. PLI is charged @ \$165 per policy.

I/we wish to purchase _____ PLI policies @ \$165 per policy including GST

\$ _____

I require a 100% Invoice

I/we acknowledge that this Application and Contract for exhibition space and promotional opportunities is subject to the Terms and Conditions attached and any additional obligations (included in the Exhibitor Manual) notified by Reed Travel Exhibitions. This Contract is binding upon acceptance by Reed Travel Exhibitions. I/we exhibitor acknowledge that all deposits are non-refundable and 10% is due on receipt of a 'tax invoice'. Subsequent payments are due on the dates stated on the invoice.

SUBTOTAL

SIGNED: _____ DATE: _____ POSITION: _____

I have signed and returned the enclosed Terms & Conditions
Prices correct at time of printing.

BRANDING OPPORTUNITIES

I wish to book the following branding opportunity;

(Inclusive of GST)

<input type="checkbox"/> PSA Agenda	\$16,500
<input type="checkbox"/> Compendium	\$16,500
<input type="checkbox"/> Fold out floorplan	\$16,500
<input type="checkbox"/> Globe Restaurant	\$27,500
<input type="checkbox"/> Globe Restaurant – Casual Dining area	\$16,500
<input type="checkbox"/> Hosted Buyer Bag	\$24,200
<input type="checkbox"/> Hosted Buyer Bag Inserts (limited to 8)	\$4,400
<input type="checkbox"/> Hosted Buyer Bag magazine inserts (3 publications)	\$5,500 (each)
<input type="checkbox"/> Hosted Buyer Lounge	\$27,500
<input type="checkbox"/> Hosted Buyer luggage tags	\$4,400
<input type="checkbox"/> Hosted Buyer Quick Reference Guide	\$7,150
<input type="checkbox"/> Internet Lounge	\$11,000
<input type="checkbox"/> Lanyards	\$16,500
<input type="checkbox"/> Logo Placement On Screen On Concourse (limited to 4)	\$4,400
<input type="checkbox"/> Media Centre	\$11,000
<input type="checkbox"/> Name Badge Ribbons	\$13,200
<input type="checkbox"/> Visitor Bag	\$16,500
<input type="checkbox"/> Visitor Awareness campaign opportunity	\$4,400
<input type="checkbox"/> Visitor Bag Insert (limited to 4)	\$3,300
<input type="checkbox"/> Visitor Pamper Zone	\$POA
<input type="checkbox"/> Web banners – aime.com.au (3 months, limited to 3)	\$1,320
<input type="checkbox"/> Web link in Hosted Buyer Zone – shared opportunity	\$3,850
<input type="checkbox"/> “You Are Here” Board – exclusive opportunity	\$13,200
<input type="checkbox"/> “You Are Here” Board – shared opportunity (limited to 8)	\$1,650

GRAND CONTRACT TOTAL

\$

(inc GST)

OTHER REED TRAVEL EXHIBITION SHOWS

Please indicate if you are interested in exhibiting at any of the other RTE shows:

<input type="checkbox"/> GIBTM	Abu Dhabi, UAE	26th – 28th March 2012
<input type="checkbox"/> AIBTM	Baltimore, USA	12th – 21st June 2012
<input type="checkbox"/> CIBTM	Beijing, China	12th – 14th September 2012
<input type="checkbox"/> EIBTM	Barcelona, Spain	27th – 29th November 2012

COMMENTS / REQUIREMENTS

I/we acknowledge that this Application and Contract for exhibition space and promotional opportunities is subject to the Terms and Conditions attached and any additional obligations (included in the Exhibitor Manual) notified by Reed Travel Exhibitions. This Contract is binding upon acceptance by Reed Travel Exhibitions. I/we exhibitor acknowledge that all deposits are non-refundable and 10% is due on receipt of a 'tax invoice'. Subsequent payments are due on the dates stated on the invoice.

SIGNED: _____ DATE: _____ POSITION: _____

I have signed and returned the enclosed Terms & Conditions
Prices correct at time of printing.

Please fax this signed form to 02 9422 2162 or email
aimesales@reedexhibitions.com.au to secure your booking ASAP.

1 THE CONTRACT

- 1.1 In this Contract, Reed Exhibitions Australia Pty Ltd ABN 47 000 146 921 is 'we', 'us' and 'our'. References to 'Exhibitor' means the person applying for an exhibition space (Exhibition Space), 'Advertiser' means the person giving us Material and Advertising means the Publication of Material pursuant to clause 8, 'Sponsor' means the person paying us money in relation to the Sponsored Activity pursuant to clause 9 (collectively referred to as 'you' and 'your').
- 1.2 Subject to Clause 1.3 this Contract replaces all previous representations and agreements. It can only be amended in writing that we sign.
- 1.3 If you are an Exhibitor and have signed a multi show discount agreement (MSDA) with us, then the terms of the MSDA continue to apply and should be read in conjunction with the terms of this Contract.
- 1.4 These Terms and Conditions apply from the date of signing. You acknowledge that we update them from time to time, but will not do so during the term of this Contract.
- 1.5 These terms and conditions take precedence over any customer terms and conditions. Acceptance by us of a valid Purchase Order does not constitute acceptance of customer terms and conditions.
- 1.6 Payment of fees or use of our online Exhibitor Zone located at <https://online.reedexhibitions.com.au> will constitute your acceptance of these Terms and Conditions.
- 1.7 This clause 1, and clauses 2-7 inclusive and clause 10 apply to Exhibitors, Advertisers and Sponsors.

2 OUR RIGHTS AND RESPONSIBILITIES

- 2.1 As specified in this Contract, we will:
 - a) organise and hold the Exhibition
 - b) organise and hold any conference, seminar or meeting (Conference)
 - c) promote the Exhibition and the Conference (collectively Events)
 - d) make reasonable efforts to offer you the Exhibition Space, Advertising or Sponsorship requested
 - e) where Events are held at multiple venues, help visitors to move between those venues.
- 2.2 We do not guarantee Event visitor numbers or any level of commercial activity. We can cancel the Event by writing to you before it starts. If so, we will refund your fees within 30 days for services not supplied.
- 2.3 We may change the Event including but not limited to:
 - a) changing your Exhibition Space or its location to suit our floor plan and reducing your fee in proportion to any reduction in size
 - b) changing the date
 - c) changing its duration
 - d) changing visitor opening hours
 - e) moving the venue to another place in the same city
 - f) extending the venue in a separate area from the main venue
 - g) using multiple venues.
- 2.4 We can ask you to:
 - obey the relevant laws
 - prevent any damage
 - maximise the Event's commercial success.

We can do this verbally, in writing and in the Exhibitor Zone. Our directions include but are not limited to:

- a) refusing to allow, or stopping displays, product demonstrations or other uses of your Exhibition Space
 - b) specifying display area wall heights and coverings
 - c) approving or disapproving the content and presentation of your promotional materials
 - d) deciding times you can set up and dismantle displays
 - e) deciding how you, your employees, contractors or agents use Event entry cards
 - f) setting conditions for moving goods and displays before, during and after the Event
 - g) setting restrictions on taking photographs
 - h) specifying how you can use audio visual equipment and media and how you can demonstrate machines
 - i) making health and safety requirements.
- 2.5 We may assign any of our rights under this Contract.

3 YOUR RIGHTS AND RESPONSIBILITIES

- 3.1 You are not a tenant of the Exhibition Space. You cannot transfer it, share it or assign your rights to another person without our prior written permission. If we do give our written permission, both you and the person to whom you assign your rights must agree to and sign this Contract. This extends to any additional special contract that we may require as a condition of allowing you to assign.
- 3.2 You must:
 - a) use your Exhibition Space only to display and promote goods and/or services in keeping with the Exhibition
 - b) make the most of your Exhibition Space's promotional and commercial opportunities and maximise its aesthetic appearance in keeping with the standard and atmosphere of the Exhibition
 - c) use the Conference area only for the purposes of the Conference
 - d) follow our directions as soon as possible and pay any associated costs
 - e) follow relevant laws, meet OH&S and venue guidelines, and avoid damaging a

- person or property
- f) keep your Exhibition Space and Conference area clean and tidy, and immediately remove all your materials when the Event ends. If you do not, we will charge you a fee to do so.
- g) not do anything that may interfere with the smooth running of an Event, including but not limited to, encouraging Event visitors to view goods and services in another location.

4 PRICE AND PAYMENT

- 4.1 You must pay us fee instalments in cleared funds as we specify in the Contract. An amount equivalent to 10% of the value of the Contract is non-refundable and covers an administration fee. In addition to the administration fee, if we cancel the Contract because of your breach, or if you cancel the Contract, you are liable to pay us a cancellation fee in line with Clause 5.3.
- 4.2 Unless we specify otherwise, you will have to pay us other costs, as well as your fee, for:
 - a) services and connections including but not limited to electricity, water, gas, waste, compressed air, Internet access, and telephone
 - b) loading and handling equipment, and staff
 - c) duties and taxes including GST
 - d) advertising and promotional material
 - e) insurance
 - f) display stands, dressing, and display items
 - g) cleaning.
- 4.3 Under the *Payment Systems (Regulation) Act 1998* and the *Payment Systems (Regulation) Regulations 2003* we may charge you a fee if you pay by credit card and if we do, we will include this information on our tax invoices.

5 OUR REMEDIES

- 5.1 If you breach the Contract, we will provide you with notice of the breach, and give you a reasonable time to remedy it. If you fail to remedy the breach within this time, we may:
 - a) reallocate your Exhibition Space or refuse you access to it
 - b) remedy your breach without advising you and require you to pay for the cost of our actions
 - c) assert and maintain a lien over your goods and materials. This means that we will hold these until you pay the money you owe us, or otherwise remedy the breach
 - d) cancel all or part of the Contract without further notice to you
 - e) remove you from your Exhibition Space and the Event.
- 5.2 If you do not pay your instalment fees by the due date, we will charge you a late payment fee of 2.5% each month compounding on all outstanding money. Until you have paid your fees in full we will not permit you to set up your Exhibition Space or participate in the Event.
- 5.3 If you cancel all or part of the Contract (except if you cancel because of our breach), or if we cancel the Contract because of your breach, we will claim a cancellation fee from you and revoke the applicable discounts granted in the Contract. The cancellation fee will be a percentage of the full, non-discounted, pro rata value of the cancelled parts of the Contract as follows:
 - 50% for Exhibition Space, Advertising and Sponsorship if you cancel between nine and six months before the opening date of the Event
 - 75% for Exhibition Space and Advertising if you cancel between six and three months before the opening date of the Event
 - 100% for Sponsorship if you cancel six months or less before the opening date of the Event
 - 100% for Exhibition Space and Advertising if you cancel three months or less before the opening date of the Event. If we resell your Exhibition Space or Advertising we will not charge you the cancellation fee.

6 RISK AND INSURANCE COVER

- 6.1 You agree that the Event site can be hazardous. You will take due care to prevent injury and property damage. We are not responsible for any damage caused by your acts or omissions. You must use our incident report form to tell us in writing about any site incident and give us supporting evidence. After an incident, you must not remove anything from the site without our prior approval.
- 6.2 In order to occupy the Exhibition Space, you must give us proof of current public liability insurance for \$10 million, with an insurer that we approve of, 14 days before the Exhibition starts. Your insurance cover must begin at least 14 days before the Exhibition starts and continue until the end of the move-out period. If you do not have public liability insurance, we can arrange it for you at your expense.
- 6.3 You must not share your Exhibition Space without our prior written permission. If we permit you to share all or part of your Exhibition Space with another person (Co-exhibitor) they must sign these Terms and Conditions. We will charge you a separate public liability insurance fee for each Co-exhibitor if you do not give us a separate certificate of currency for them.

7 WARRANTIES AND LIABILITIES

- 7.1 As allowed by law, or except where this Contract states, we:
 - a) do not make any representations or warranties about you or the Exhibition Space
 - b) are not liable for any person's injury or death, property damage, economic loss, or any indirect, special or consequential damages to do with the Event

- c) exclude all conditions and warranties implied by custom, general law or statute
 - d) limit our liability under any implied condition or warranty, at our option, to re-supply an affected service or pay for it to be re-supplied.
- 7.2 You indemnify us from and against any claims, damages, losses and costs we may incur because of:
- a) any breach of the Contract that you make
 - b) any of your displays or product demonstrations
 - c) any of your acts or omissions to do with the Event, including any negligence and wrongdoings.
- 7.3 Except where the law otherwise requires, in a claim for damages by one party against another, including a third party claim, the recoverable damages claim must reflect just and equitable responsibility for the damage.
- 7.4 You agree not to sell or intend to sell goods at the Event that misrepresent or infringe intellectual property rights. You indemnify us from and against any and all claims, damages, losses and costs we may incur if you breach this agreement.

8 ADVERTISING

This clause 8 applies only to Advertising. It does not apply to the Exhibition, or the Exhibition Space. It outlines our Publication Material Terms and Conditions. Material is any form of advertising you give us or that we create for you. Publication is any publication that we own or control, including exhibitor listings, trade guides, signage, posters, and on the Internet. If you do not exhibit at the Exhibition, you must pay our full, 'non-exhibitor' advertising rates.

8.1 Giving us material

- a) When you give us Material you warrant that:
 - i) you own it or have the right to use and publish it
 - ii) we have the right to use and publish it
 - iii) it does not breach any law or any other person's rights
 - iv) you can legally represent the individual, entity, product or service in the Material
 - v) you agree to these Terms and Conditions and will pay our rates.
- b) You must give us all Material by the Material deadline that we set.
- c) If we do not receive your Material by the Material deadline, we will consider that you have cancelled the advertising. We will charge you a cancellation fee in accordance with Clause 5.3.
- d) If we accept Material after the Material deadline you cannot cancel it, or stop us from publishing it.
- e) If you want to cancel your advertising, you must tell us in writing. We can refuse to cancel it and will not cancel it if the publication has gone to press. If we agree to cancel it, you must pay us a cancellation fee in accordance with Clause 5.3.
- f) All Material you give us must meet our requirements. If it does not, you must re-supply it or, if you require us to modify it, we will give you a quotation for production fees that we will charge you.
- g) We are not liable for any loss or damage to the Material. We are also not responsible for returning Material to you. Despite the provisions of this clause 8.1, you cannot alter the size of, or cancel any advertising after the booking deadline stated in our media kit.

8.2 Our pricing

- a) Our prices are listed in our rate card which is available upon request.
- b) If you do not pay us the full amount in Australian dollars by the due date on our invoice, we may take your Material out of the Publication or charge you a late payment fee in accordance with Clause 5.2.

8.3 Publishing material

- a) We may:
 - i) refuse to publish Material
 - ii) remove existing Material from a Publication without telling you
 - iii) choose where to place Material in a Publication.

8.4 Liability

- a) We will take every care to include the Material in the Publication, but we are not liable for any loss if it is not included.
- b) If we refuse to publish Material, or remove Material from a Publication without telling you, or due to our act or omission the Material is not published, we are only liable to refund you the maximum amount you paid us to publish it.
- c) You indemnify us for all claims against us and any loss or damage to us from publishing the Material because of:
 - i) you breaching your warranty in Clause 8.1a)
 - ii) any allegation that we have breached third-party intellectual property rights
 - iii) any other liability we may be exposed to.

9 SPONSORSHIP

This clause 9 applies only to Sponsorship. It does not apply to the Exhibition or the Exhibition Space or Advertising. It outlines our Sponsorship Terms and Conditions. Sponsorship is the payment made by you to us to assist us to carry out

the Sponsored Activity.

9.1 Sponsorship

To assist us to undertake the Sponsored Activity, you will pay us the Sponsorship Amount upon signing of this Contract.

9.2 Our rights and responsibilities

- a) We will
 - i) carry out the Sponsored Activity strictly in accordance with this Contract;
 - ii) use the Sponsorship Amount only for the purposes of carrying out the Sponsored Activity;
 - iii) acknowledge that you are a sponsor of the Sponsored Activity whenever reasonable including in printed material distributed by us in relation to the Sponsored Activity or other event within which the Sponsored Activity takes place;
 - iv) refund to you that part of the Sponsorship Amount relating to Sponsorship Activity which we fail to perform, if any.
- b) If you are bound by the Medicines Australia Code of Conduct ('Code'), then to the extent that the Code is related to or in any way connected with the Sponsored Activity, we will comply with the Code and not do or omit to do anything which may cause you to breach the Code.

9.3 Intellectual property rights

- a) We may ask you to supply us with a copy of your trademarks, service marks, symbols and logos ("Trade ID") so that we may use the Trade ID in materials related to the Sponsored Activity. We will identify precisely how and where we intend to use the Trade ID. You may refuse our request in your absolute discretion. If you agree to our request then:
 - i) you grant to us a licence for the use of the Trade ID or any part of it for the sole purpose of and only to the extent necessary, enabling us to perform our obligations under this Contract
 - ii) we acknowledge that our right to use your Trade ID is limited to use exclusively in relation to the Sponsored Activity.
- b) We must:
 - i) hold any goodwill in any of the Trade ID as bare trustee for you and unconditionally assign the same to you on demand;
 - ii) not do or omit to do anything that might jeopardise the validity of any of the Trade ID; and
 - iii) promptly notify you of any unauthorised use in Australia of any of the Trade ID of which we become aware.
- c) All intellectual property (including the Trade ID) you create remains your property.
- d) Any intellectual property we create in relation to the Sponsored Activity belongs to us unless otherwise agreed in writing.
- e) You must clearly identify any of your intellectual property (including the Trade ID) that we hold together with any restrictions upon its use before it is utilised during the Sponsored Activity.

10 GENERAL ISSUES

10.1 All Contract references to time mean as soon as possible, unless we state otherwise.

10.2 We are not liable for any expenditure, liability or loss, including consequential loss, nor will we be in default for any delay, failure or interruption because of:

- acts of God, civil or military authority, public enemy, terrorism
- epidemics, war, accidents, fires, explosions,
- earthquakes, floods, the elements
- strikes, labour disputes, shortages
- failure of electrical power, lifts, transportation, postage, air conditioning
- the availability of appropriate premises
- insufficient exhibitor numbers
- visitor non-attendance
- any prevailing commercial circumstances or causes beyond our control.

10.3 After this Contract ends, clauses 3 to 7 and this clause 10 remain valid for:

- your rights and responsibilities
- price and payment
- our remedies
- risk and insurance cover
- warranties and liabilities.

10.4 Any part of this Contract that is not legal or enforceable may be removed, but all other Terms and Conditions will stay in force.

10.5 NSW laws and the jurisdiction of NSW courts govern this Contract.

10.6 You agree to give us your consent under privacy laws to use your personal information for internal purposes, including accounts processing, exhibitor analyses, Event invitations and to give to our Event contractors. Please write to us if you do not wish us to use your personal information in this way. See our privacy policy at www.reedexhibitions.com.au.

Revised May 2011

ACCEPTED BY: _____ NAME AND POSITION: _____

DATE: _____ COMPANY: _____

Reed Exhibitions Australia Pty Ltd | ABN 47 000 146 921 | Tower 2, 475 Victoria Avenue (Locked Bag 4500 Chatswood DC) Chatswood NSW 2067