

## GLOBAL HEALTH MEDILINK UK EXHIBITION



### SAUDI ARABIA'S PREMIER HEALTHCARE BUSINESS PLATFORM - GLOBAL HEALTH

Global Health is Saudi's premier healthcare business platform, ideal for international companies looking to target the fastest growing healthcare market in the region.

Over 10,000 attendees are expected to meet with 250 local and international exhibitors looking to do business with the Saudi healthcare sector.

#### Why GLOBAL HEALTH?

- Run by the organisers of Arab Health, global Health ties in with Vision 2030 to ensure that Saudi Arabia has a worldclass healthcare system
- 87 major healthcare infrastructure projects are due for completion in 2021 in KSA
- KSA has the fastest growing healthcare market in the GCC region
- Benefit from the upsurge in the Healthcare industry and reap the rewards of unparalleled exposure to key decision makers, government authorities, and high net worth investors from the KSA
- Face-to-face meetings form an important part of doing business with Saudi Arabians
- 8 conferences taking place alongside the exhibition

10-12 SEPTEMBER 2018  
RIYADH, SAUDI ARABIA



#### Medilink UK exhibition booking includes:

- Full pre-event support from Medilink's healthcare and event specialists
- Competitive travel and accommodation rates through Medilink's experienced providers
- Cost-effective consolidated freight
- Access to national and regional funding where available
- Access to specialist Medilink PR services (chargeable)
- Group accommodation with other UK exhibitors (where possible)

UNDER THE PATRONAGE OF



BAXTER HOARE TRAVEL



GLOBAL HEALTH EXHIBITION  
ملتقى الصحة العالمي

TRANSFORMING HEALTHCARE

10<sup>th</sup> – 12<sup>th</sup> September 2018: Riyadh International Convention and Exhibition Centre, Riyadh, KSA

## SPACE RESERVATION FORM & BOOKING CONTRACT

Please return all completed forms to the Medilink UK International Team: [international@medilink.co.uk](mailto:international@medilink.co.uk)

Please also contact the team with any questions you may have: +44 (0) 114 232 9292

### A. Contact Information

Company Name	
Contact Name	
P.O. Box	
Address 1	
Address 2	
City	
Postal Code	
Country	
Tel Number	
Mobile Number	
Email Address	

### B. Exhibition Stand (Stand Details & Prices in US Dollars)

Shell Scheme Packages	Size	Cost Per Sqm	Cost	Tick
SHELL SCHEME PACKAGES: Min 9m <sup>2</sup> Includes rear & sidewalls, fascia, electrics, hall security and lighting		US\$525		<input type="checkbox"/>
Space Only Stands	Size	Cost Per Sqm	Cost	Tick
SPACE ONLY – ONE LEVEL: Min 21m <sup>2</sup> (Indicate here the amount of space that will cover one level)		US\$470		<input type="checkbox"/>

## C. Advertising (online, mobile app and print) and Commercial Impact Opportunities

<b>BASIC (MANDATORY)</b>	<p>Year-round company listing in the Exhibitor Directory</p> <ul style="list-style-type: none"> <li>• Basic listing online</li> <li>• Basic listing on printed catalogue and collaterals distributed at the show</li> <li>• Basic listing on mobile app when applicable</li> <li>• Automatic membership to Omnia The Global Medical Directory:             <ul style="list-style-type: none"> <li>- 4 months' membership – 3 months prior and 1 month after the show</li> <li>- Basic company profile with contact details &amp; description</li> <li>- Direct access to your leads through private account</li> <li>- Co-branded display ad impressions</li> <li>- Unlimited product uploads under a maximum of 2 selected product categories</li> </ul> </li> </ul>	US\$250	<input checked="" type="checkbox"/>
<b>ENHANCED</b>	<p>The most popular plan</p> <p>All above Basic Membership features plus:</p> <ul style="list-style-type: none"> <li>• Advanced company profile on Omnia, mobile app &amp; printed catalogue with company logo, contact details and description</li> <li>• Highlighted listing on Omnia, mobile app &amp; printed catalogue</li> <li>• Total of 8 selected product categories selection with unlimited product uploads</li> <li>• Full marketing dashboard access</li> <li>• Unlimited sales leads</li> <li>• Up to 2,500 co-branded display ad impressions</li> <li>• Business enquiries of up to US\$ 10,000/-</li> <li>• Additional membership benefits for up to 12 months from the invoice date</li> </ul>	US\$1,750	<input type="checkbox"/>
<b>ENHANCED EXTENDED</b>	<p>The ultimate plan with advanced tools for year-round exposure and best visibility.</p> <p>All of the Enhanced Membership features plus:</p> <ul style="list-style-type: none"> <li>• Ultimate company profile with video introduction on Omnia</li> <li>• Marketing material upload (catalogues &amp; brochures &amp; sales material)</li> <li>• Search and category prioritization</li> <li>• Video upload (YouTube / Vimeo)</li> <li>• Preferred featured products on top of search results under 1 product category</li> <li>• Unlimited product categories selection with unlimited product uploads</li> <li>• Marketing support (featured in 1 of our marketing emails / newsletter)</li> <li>• Access to newly added features on Omnia</li> <li>• Additional membership benefits for up to 12 months from invoice date</li> </ul>	US\$3,500	<input type="checkbox"/>

### EXHIBITION CATALOGUE ADVERTISING

Half Page Advert	US\$1,500	<input type="checkbox"/>
A4 Advert in Standard Position – Left-hand side in the printed catalogue	US\$2,500	<input type="checkbox"/>
A4 Advert in Premium Position – contact us for specific location request	US\$3,000	<input type="checkbox"/>
Catalogue Covers and Bookmark Opportunities (Please tick and we will contact you for options)	TBC	<input type="checkbox"/>

### PRE-SHOW PLANNER ADVERTISING

Half A4 Page Advert	US\$1,350	<input type="checkbox"/>
Full A4 Page Advert	US\$2,500	<input type="checkbox"/>

### COMMERCIAL IMPACT OPPORTUNITIES

We offer a variety of marketing channels and platforms through the show lifecycle that can be used to optimize your brand and message.

For full options please contact [sales@globalhealthsaudi.com](mailto:sales@globalhealthsaudi.com)

<b>TOTAL</b>	<b>\$</b>
<b>VAT @ 5%</b>	<b>\$</b>
<b>TOTAL INC VAT</b>	<b>\$</b>

## Payment Schedule & Procedure

1. 50% immediate payment to be made upon receipt of invoice.
2. 50% completing final payment to be made at least 4 months prior to the opening day of the Exhibition.
3. Payments from non-Saudi entities only may be collected by Informa Middle East Limited (Dubai Branch) in its capacity as international agent for and on behalf of Conferences and Exhibitions Est. (XS).

Payment Methods		
<b>AED Bank Transfer</b> Beneficiary Name: Informa Middle East Limited Dubai Branch Bank Account: 1014839843506 (AED) Bank Name: Emirates NBD Bank Bank Address: Emirates NBD Bank PJSC, PO Box 777, Dubai, UAE Swift Code: EBILAEAD IBAN Number: AE710260001014839843506	<b>USD Bank Transfer</b> Beneficiary Name: Informa Middle East Limited Dubai Branch Bank Account: 1024839843507 (USD) Bank Name: Emirates NBD Bank Bank Address: Emirates NBD Bank PJSC, PO Box 777, Dubai, UAE Swift Code: EBILAEAD IBAN Number: AE790260001024839843507	<b>Cheque Payment</b> Cheques are to be crossed and made payable to: Informa Middle East Limited and mailed to: Informa Middle East Limited P.O. Box 9428 Level 20 World Trade Centre Tower Dubai, United Arab Emirates Attn: Accounts Receivable Department

Payment of the Fees into the above designated bank account only shall satisfy Client's payment obligations under this Contract. **BEWARE!** – Client should be vigilant of false change of bank account communications, identity theft and other scams. If Client receives any communication notifying Client of a change in the above designated bank account, Client should contact Organiser **immediately** to verify authenticity. Organiser shall not be responsible for any losses suffered by Client due to third party fraud or misdemeanor

### SIGNATURE

This Booking Form and the Health 2030 Sponsorship and Exhibition Terms and Conditions, which are incorporated into this Booking Form, together constitute the Contract between Organiser and Client. By signing this Booking Form, Client confirms that it has read and understood both the Booking Form and the Health 2030 Sponsorship and Exhibition Terms and Conditions, and acknowledges and agrees to be bound by their terms. The signatory to this Booking Form is signing as the authorised signatory of Client and possesses all necessary power and authority to bind Client to this Contract.

Signature of authorised signatory:		Apply company stamp here:
Print name of authorised signatory:		Date:

# HEALTH 2030 SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

## 1. Definitions

In these Conditions, the following terms have the following meanings:

- 1.1. **Booking Form:** the booking form to which these Conditions are attached setting out the details of the Package or such other document setting out the details of the Package as Organiser may choose in its sole discretion to accept;
- 1.2. **Client:** the person, company or other entity set out in the Booking Form;
- 1.3. **Closing Date:** the last date on which the Exhibition is open to members of the public;
- 1.4. **Conditions:** these terms and conditions;
- 1.5. **Contract:** together, these Conditions and the Booking Form;
- 1.6. **Exhibition:** the exhibition organised by Organiser set out in the Booking Form;
- 1.7. **Fees:** the fees payable by Client for the Package set out in the Booking Form;
- 1.8. **Force Majeure Event:** any event arising that is beyond the reasonable control of Organiser (including, without limitation, royal demise, venue damage or cancellation, industrial dispute, governmental regulations or action, military action, epidemic, fire, flood, disaster, third party contractor/supplier failure, civil riot, acts of terrorism or war);
- 1.9. **Intellectual Property Rights:** trade marks, logos, trading names, rights in design, copyrights, database rights and all other intellectual property rights or analogous rights, whether registered or unregistered, anywhere in the World;
- 1.10. **Manual:** the manual (if any) provided to Client by Organiser in respect of the Exhibition, as updated by Organiser from time to time;
- 1.11. **Materials:** all materials and information of Client including, without limitation, logos, artwork and profile, required by Organiser for the purposes of the Sponsorship;
- 1.12. **Organiser:** Conferences and Exhibitions Est. (XS), a limited liability company organised and existing under the laws of Saudi Arabia, registered in the Commercial Register under No. 4030146939, having its registered address at Jeddah 21464, Saudi Arabia;
- 1.13. **Owners:** the owners and/or management of the Venue;
- 1.14. **Package:** the Space and/or Sponsorship package in relation to the Exhibition set out in the Booking Form;
- 1.15. **Space:** the exhibition space allocated to Client set out in the Booking Form;
- 1.16. **Sponsorship:** the sponsorship element of the Package set out in the Booking Form; and
- 1.17. **Venue:** the venue at which the Exhibition is to be staged.

## 2. Package

Once submitted to Organiser, a Booking Form is irrevocable by Client. Organiser reserves the right to reject any Booking Form. A binding contract shall only come into effect when written confirmation (whether by email or otherwise) of acceptance is sent by Organiser to Client (whether or not it is received).

## 3. Fees

- 3.1. Client shall pay the Fees in cleared funds in accordance with the payment terms stated in the Booking Form. Organiser shall have no liability whatsoever if Client pays the Fees (or any proportion thereof) into any bank account other than the bank account specifically designated by Organiser to Client for payment. In particular, Organiser shall not be responsible for any losses suffered by Client due to third party fraud or misdemeanour, including, without limitation, false change of bank account communications, identity theft and other scams. Payment of the Fees into Organiser's designated bank account only shall satisfy Client's payment obligations under this Contract. To the extent that Client receives any communication notifying Client of a change in Organiser's designated bank account, Client is required to verify the authenticity of the same directly with Organiser. Without prejudice to any other right or remedy it may have, if Organiser does not receive the Fees into Organiser's designated bank account in cleared funds by the due date for payment, Organiser shall be entitled to: (i) refuse Client, its employees and other representatives entry to the Exhibition, and/or (ii) refuse to provide any element of the Package.
- 3.2. It is the intent of the parties that Organiser will receive the Fees net of all applicable taxes, including, without limitation, sales, VAT, service or withholding taxes (**Taxes**), all of which shall be paid solely by Client. If and to the extent that any Taxes are levied upon, or found to be applicable to, the whole or any portion of the Fees, the amount of the Fees shall be increased by an amount necessary to compensate for the Taxes (including, without limitation, any amount necessary to "gross up" for Taxes levied on the increase itself).

## 4. Client's general obligations

- 4.1. Client shall comply with (i) all laws (including, without limitation, all laws relating to anti-bribery and corruption or trade sanctions), (ii) any instructions issued by Organiser or the Owners (including, without limitation, in relation to health and safety or security requirements), and (iii) the provisions of the Manual (if any), including, without limitation, any rules, regulations and operational requirements stated therein.
- 4.2. Client warrants that: (i) it has the right, title and authority to enter into this Contract and perform its obligations hereunder, and (ii) the person signing this Contract on behalf of Client has the requisite authority to do so.
- 4.3. Client, its employees and other representatives must not: (i) act in any manner which causes offence, annoyance or inconvenience to Organiser, the Owner or any other Exhibition attendees, (ii) do anything which might adversely affect the reputation of Organiser, the Owners or the Exhibition, and/or (iii) cause or permit any damage to the Venue or any part thereof or to any fixtures or fittings which are not the property of Client.
- 4.4. Client is required to be adequately insured to participate in the Exhibition. Client shall itself take out and maintain at all times both public liability and employee liability insurance against personal injury, death and damage to or loss of property for not less than US\$2,000,000 per occurrence or claim. Organiser shall be entitled to inspect Client's insurance policy on request.
- 4.5. Client is solely responsible for obtaining passports, visas and other necessary documentation for entrance into the country where the Exhibition is held. If Client, its employees and other representatives cannot attend the Exhibition due to a failure to obtain such documentation, the Fees shall remain due and payable in full.
- 4.6. Client is solely responsible for obtaining any licences or other necessary consents required for Client to participate in the Exhibition, including, without limitation, any licences or other necessary consents required for the playing of music or any other audio or visual material by Client.
- 4.7. Client consents to its details (including, without limitation, its name, logo or any other information) being: (i) published in the Exhibition show guide and any other Exhibition

promotional materials, and (ii) displayed on the Exhibition website. Although Organiser shall take reasonable care in any such publication/display, it shall not be liable for any errors, omissions or misquotations that may occur. Client further consents, and shall procure that its employees and other representatives consent, to the personal data (e.g. contact details) of its employees and other representatives being shared with the Owner and Organiser's official or recommended contractors ((including in relation to the provision of ancillary services in connection with the Exhibition).

- 4.8. All unauthorised filming, sound recording and photography of the Exhibition and transmission of audio or visual material is expressly prohibited. Client consents to: (i) the filming, sound recording and photography of the Exhibition, which may include Client's employees and other representatives, and (ii) the use by Organiser of any such film, sound recording or photography anywhere in the world for promotional and other purposes.

## 5. Specific terms relating to Space

- 5.1. Organiser reserves the right at any time to make such alterations in the floor plan of the Exhibition or in the specification of the Space as Organiser in its absolute opinion considers to be in the best interests of the Exhibition, including, without limitation, altering the size, shape or position of the Space and/or the exhibition stand therein. If the size of the Space is reduced, Client will receive a pro-rata refund of the Fees payable in respect of the Space. Organiser permits Client to use the Space for the purpose of displaying exhibits at the Exhibition. Such use shall not constitute a tenancy and Client shall have no other rights to or interest in the Space. Client is only permitted to conduct business from the Space and shall not canvass or solicit for business in any other area of the Venue.
- 5.2. Client undertakes: (i) to occupy the Space in time for the opening of the Exhibition, (ii) at all times during the Exhibition to ensure that its exhibition stand is staffed by competent personnel and is clean, tidy and well presented (failing which, Organiser reserves the right without liability to arrange for this to be done at Client's risk and expense), and (iii) not to close its exhibition stand prior to the closing of the Exhibition.
- 5.3. Client shall not permit the display of any exhibits that do not exclusively relate to Client's own commercial activities. Organiser reserves the right without liability to remove any exhibit which Organiser considers in its reasonable opinion contravenes any law, infringes the Intellectual Property Rights of any third party, is likely to cause offence or which otherwise does not comply with these Conditions.
- 5.4. Organiser will be responsible for setting-up a shell scheme for Client's exhibition stand in the Space only where it has expressly agreed to do so in the Booking Form. Client is solely responsible for all aspects of dressing and branding the Space.
- 5.5. Unless the provisions of Condition 5.5 apply, Client is solely responsible for all aspect of the set-up of the Space, including, without limitation, the shell scheme and exhibition stand construction, branding and dressing.
- 5.6. Client may not share the Space with any third party without the prior written consent of Organiser. If and to the extent that Client is permitted to share the Space, Client shall remain responsible for the Space in its entirety and shall be liable for any breach of the terms of this Contract by any party with whom the Space is shared.
- 5.7. If Client is in breach of this Contract or is otherwise engaged in any activity that might jeopardise the safety of the Exhibition or any Exhibition attendees, Organiser reserves the right without liability to close Client's exhibition stand.

## 6. Specific terms relating to Sponsorship

- 6.1. Client shall: (i) provide Organiser with all Materials within any deadlines specified by Organiser, and (ii) comply with Organiser's specifications in relation to all Materials. If Client does not, Organiser reserves the right to refuse to print or otherwise use any or all of the Materials (but all Fees in respect of the Sponsorship shall remain due and payable in full).
- 6.2. Client shall ensure that all Materials: (i) are accurate and complete and do not contain any information which may cause offence or be defamatory, and (ii) do not infringe the Intellectual Property Rights of any third party.
- 6.3. Although Organiser shall take reasonable care in the production of any material incorporating the Materials, it shall not be liable for any errors, omissions or misquotations that may occur. All Materials are subject to the approval of Organiser. Organiser reserves the right to reject any Materials at any time after receipt. Organiser will use its reasonable endeavours to provide the Sponsorship in the size, position and manner as specified in the Booking Form, but shall not be liable where reasonable modifications are made.
- 6.4. Client hereby grants to Organiser a non-exclusive, royalty free licence to use the Materials and Client's details in connection with the creation of any materials relating to the Exhibition. Client acknowledges that, in view of the time and cost required in preparing such materials, in circumstances where this Contract is terminated Organiser may at its discretion continue to use the Materials and Client's details after termination of this Contract where the time and cost required to remove the same from any materials relating to the Exhibition cannot reasonably be justified by Organiser.
- 6.5. If Client is in breach of this Contract, Organiser reserves the right without liability to refuse to use any Materials or provide any element of the Sponsorship.

## 7. Visitor, delegate and Client's personnel/sub-contractor passes

Where visitor passes and/or delegate passes are issued as part of the Package, they are issued subject to Organiser's terms and conditions applicable to visitors and/or delegates (as applicable) in force from time to time. Client will be supplied with passes for its personnel and sub-contractors (as applicable) who are working at the Exhibition and such passes must be produced by such personnel/sub-contractors on request at the Exhibition. Organiser may refuse entry to any person without a valid pass. Passes are only valid in the name of the person to whom they are issued.

## 8. Limitation of rights granted

Client's rights in relation to the Exhibition are strictly limited to those set out in the Package. Client shall be permitted to advertise in a proportionate manner on its own website the fact of its attendance and participation in the Exhibition, including, without limitation, by providing a web link to the Exhibition's website, provided that Organiser may request at any time and for any reason that Client removes any such advertising and Client shall be required to comply with any such request promptly. Client is not permitted to: (i) exploit any rights of a commercial nature in connection with the Exhibition; (ii) establish a website relating to the Exhibition; or (iii) otherwise promote or advertise its association with the

# HEALTH 2030 SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

Exhibition or Organiser, except as expressly stated herein or with the prior written consent of Organiser.

## 9. Changes to the Exhibition

Organiser reserves the right without liability at any time and for any reason to make reasonable changes to the format, content, venue and timings of the Exhibition. If any such changes are made, this Contract will continue to be binding on both parties, provided that the Package shall be amended as Organiser considers necessary to take account of the changes.

## 10. Cancellation and changing the date of the Exhibition

10.1. Organiser reserves the right to cancel or change the date of the Exhibition at any time and for any reason (including, without limitation, if a Force Majeure Event occurs which Organiser considers makes it impossible, inadvisable or impracticable for the Exhibition to be held).

10.2. In the event that the date of the Exhibition is changed or where the Exhibition is cancelled for the current year but is reasonably expected by Organiser to be held in the following year, this Contract will continue in full force and effect and the obligations of the parties shall be deemed to apply to the Exhibition on the new date (or the Exhibition in the following year, as the case may be) in the same way that they would have applied to the originally scheduled Exhibition. For the avoidance of doubt, nothing in this Condition 10.2 shall excuse Client from the payment of the Fees in accordance with the payment terms stated in the Booking Form.

10.3. Where the Exhibition is cancelled and is not reasonably expected by Organiser to be held in the following year the terms of this Condition 10.3 shall apply:

10.3.1. if the Exhibition is cancelled other than as a result of a Force Majeure Event (in which case the provisions of Condition 10.3.2 apply), this Contract shall terminate without liability provided that, at Client's election, any proportion of the Fees already paid will be refunded or a credit note for the amount of the Fees already paid will be issued and Client will be released from paying any further proportion of the Fees;

10.3.2. if the Exhibition is cancelled as a result of a Force Majeure Event, this Contract shall terminate without liability provided that: (i) Organiser shall be entitled to retain an amount equal to 50% of the total Fees (the Revised Fees) from any proportion of the Fees already paid or, where no Fees have been paid or where the proportion of the Fees already paid is less than the Revised Fees, Organiser shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Revised Fees, which will become immediately due and payable; and (ii) after the deduction of the Revised Fees, at Client's election, any proportion of the Fees already paid will be either refunded or a credit note issued for the amount of Fees already paid and Client will be released from paying any further proportion of the Fees.

10.4. Client acknowledges that the provisions of this Condition 10 set out Client's sole remedy in the event of cancellation or the changing of the date of the Exhibition and all other liability of Organiser is hereby expressly excluded.

## 11. No right of cancellation by Client

The application for the Package is irrevocable by Client and Client has no rights to cancel this Contract. Save as expressly set out in these Conditions, no refunds will be given and the Fees shall remain due and payable in full.

## 12. Termination

12.1. Organiser may terminate this Contract without liability immediately at any time by written notice to Client if Client: (i) has committed a material breach of any of its obligations under this Contract and has not remedied such breach (if the same is capable of remedy) within 14 days of receiving written notice of the breach (or such lesser period as would be required for the breach to be remedied in sufficient time prior to the Exhibition); or (ii) goes into liquidation, is declared insolvent, ceases to carry on business or suffers any analogous event in any jurisdiction. Without prejudice to any other right or remedy it may have, in the event that Organiser terminates this Contract pursuant to this Condition 12.1, Organiser shall not be required to refund any Fees received from Client and Organiser shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Fees which will become immediately due and payable.

12.2. Organiser may terminate this Contract without liability immediately at any time by written notice to Client if Organiser: (i) determines in its absolute discretion that the provision of the Package to Client is not (a) in the best interests of the Exhibition, and/or (b) in Organiser's legitimate commercial interests, and/or (ii) is required by any applicable law or instructed by any financial institution to cease trading (a) with certain individuals and/or entities, and/or (b) in certain geographical locations. In the event that Organiser terminates this Contract pursuant to this Condition 12.2, any proportion of the Fees already paid will be refunded and Client will be released from paying any further proportion of the Fees. Client acknowledges that the refund of Fees paid is Client's sole remedy in the event of termination by Organiser under this Condition 12.2 and all other liability of Organiser is hereby expressly excluded.

12.3. Upon any termination of this Contract, without prejudice to any other right or remedy it may have, Organiser reserves the right without liability to close Client's exhibition stand, remove Client's employees and other representatives from the Exhibition, cover over any Materials, remove and despatch any exhibits or other property of Client to Client's address (at Client's risk and expense). Organiser shall be free to re-sell any aspects of the Package as it shall think fit.

12.4. Conditions 6.4, 8, 10, 11, 12, 13 and 14 shall survive termination of this Contract.

## 13. Liability and indemnity

13.1. Organiser does not make any warranty as to the Exhibition or Package in general, including, without limitation, in relation to: (i) the presence, absence or location of any other exhibitor, sponsor or Exhibition attendee; or (ii) the benefit or outcome (commercial or otherwise) that Client may achieve as a result of participating in the Exhibition. Except as set out in these Conditions, to the fullest extent permitted by law, Organiser excludes all conditions, terms, representations and warranties relating to the Exhibition and the Package that are not expressly stated herein.

13.2. Organiser shall not be liable to Client for any loss or damage suffered or incurred by Client in connection with the provision of any goods or services supplied by third parties in relation

to the Exhibition and/or the Package, including, without limitation, the provision of utilities, freight shipment, transportation/delivery of materials and services supplied by third party contractors or the Owners. Client acknowledges that services provided to Client by Organiser's official or recommended contractors are the subject of a separate agreement between Client and the relevant contractor(s).

13.3. Subject to Condition 13.5: (i) Organiser shall not be liable to Client for any (a) indirect or consequential loss, loss of profits, loss of business, loss of opportunity, loss of goodwill or any other type of economic loss, or (b) loss (or theft) of or damage to the person, property and effects of Client, its employees or other representatives, and (ii) Organiser's maximum aggregate liability to Client under this Contract or otherwise in connection with the Exhibition and/or the Package shall be limited to the total amount of the Fees paid by Client.

13.4. Client shall indemnify Organiser against: (i) any loss of or damage to any property or injury to or death of any person caused by any act or omission of Client, its employees, other representatives or sub-contractors, and (ii) any loss, damage or expense suffered or incurred by Organiser as a result of a third party claim that either (a) the display of any exhibits by Client at the Exhibition, or (b) Organiser's receipt or use of the Materials, constitutes an infringement of the Intellectual Property Rights of any third party.

13.5. Nothing in these Conditions shall exclude or limit any liability which cannot be excluded or limited by the applicable law.

## 14. General

14.1. Organiser reserves the right to refuse any person entry to the Exhibition or to remove any person from the Exhibition at any time.

14.2. From time to time, Organiser, the Owner and their respective employees, other representatives or sub-contractors may enter the Venue to carry out works, repairs or alterations or for any other purposes which they deem necessary (Works). Organiser (and its employees, other representatives and sub-contractors) shall not be liable for any damage, loss or inconvenience suffered or incurred by Client, its employees or other representatives by reason of any matter relating to the Works.

14.3. Without prejudice to Condition 10.3.2, Organiser shall not be in breach of this Contract nor liable for delay in performing, or failure to perform, any of its obligations under this Contract if such delay or failure results from a Force Majeure Event. For the avoidance of doubt, nothing in this Condition 14.3 shall excuse Client from the payment of the Fees under this Contract.

14.4. Nothing in this Contract shall create a partnership, joint venture or agency relationship between the parties.

14.5. If and to the extent that there is any conflict between these Conditions and the Booking Form, the terms of the Booking Form shall prevail.

14.6. Each party acknowledges that this Contract constitutes the entire agreement between the parties in relation to the Exhibition and that it does not rely upon any statement, representation, assurance or warranty that is not set out in this Contract. No variation of this Contract shall be effective unless it is made in writing and signed by both parties.

14.7. Client may not assign or sub-contract any of its rights or obligations under this Contract without the prior written consent of Organiser. A person who is not a party to this Contract shall not have any rights under or in connection with it. Organiser shall be entitled to assign any and all of its rights under this Contract to any third party and the consent of Client shall not be required. Organiser shall be entitled to sub-contract any and all of its obligations under this Contract to any third party and the consent of Client shall not be required.

14.8. No failure by either party in exercising any right, power or remedy shall operate as a waiver of the same.

14.9. If any provision of this Contract is or becomes invalid, illegal or unenforceable, that provision shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision shall be deemed deleted. Any modification to or deletion of a provision under this Condition 14.9 shall not affect the validity and enforceability of the rest of this Contract.

14.10. This Contract shall be governed by the laws of Saudi Arabia. Any dispute arising out of or in connection with this Contract shall be referred to and finally resolved by arbitration at The Saudi Centre for Commercial Arbitration in Riyadh, Saudi Arabia.