

GENERAL EXHIBITION TERMS & CONDITIONS

1.1 ORGANIZATION STRUCTURE

Organizer: World Events Agency
Official Website: www.shanghaiairshow.com

- 1.2 Exhibition: SIBAS Shanghai International Business Aviation Show
SIAS Shanghai International Aviation Show
- 1.3 Exhibition Site: Shanghai Hongqiao International Airport Business Aviation Center

2. SCHEDULE

Time for exhibitors entering and installing:
Exhibitors will be noticed 6 months in advance of the exact timings for preparation and installation

Exhibition Lasting time:

10 am - 6 pm, April 13, 2011
10 am - 6 pm, April 14, 2011
10 pm - 5 pm, April 15, 2011

Dismantling time of the exhibition:

5 pm - 7 pm, April 15, 2011
9 am - 5 pm, April 16, 2011

3. APPLICATION

Only application/contract signed and chopped by the exhibitor can be accepted by the organizer. Fax and/or scanned document sent by email are also valid. The application contract form will be processed after reception by the organizer.

4. PAYMENT TERMS

4.1 BALANCE

The balance should be payable before February 18, 2011.

4.2 LATE PAYMENT-DEFAULT

Failure to make the payment at the specified date, for any reason whatsoever, will cause: the allocation of the site to be cancelled by organizer. Any damage related to the organizer should be paid by the exhibitors. This is also applicable to the next item (item 6).

5. ALLOCATION AND USE OF SITES

- 5.1 The organizer will consider the wishes and demands of exhibitors when making the allocation of all the booths. However, this will not preclude his right to make the final decision.
- 5.2 The organizer holds the right to modify the area and location of the site subscribed by an exhibitor when he will deem such modification necessary.
- 5.3 Exhibitors are not allowed to transfer or sublease their sites to any 3rd parties without registering them as "Indirect Exhibitors".
- 5.4 Exhibitors have the right to take part in the exhibition only after the full payment.
- 5.5 Organizer has the right to cancel the qualification of exhibitors if they fail to make the full payment within the specified date.
- 5.6 Exhibitors should take care of the equipment offered by the exhibition hall, and should be responsible for all the damages caused.
- 5.7 Exhibitors are not allowed to occupy the public area of the exhibition hall during the show.

6. CANCELLATION OF THE APPLICATION

- 6.1 Exhibitors can not reduce the size of their booths after submitting the application form (contract).
- 6.2 Exhibitors have to send a hand written notice to the organizer, the day they decide to withdraw from the exhibition or give up their stands. The application will be valid only after reception confirmation from the organizer.
- 6.3 A 50% fee of the total price will be charged to the exhibitor in case of cancellation from the Exhibitor more than two months prior to the show start. Exhibitor must pay 100% default if decide to cancel or abandon the stand within two months before the show start.

7. RULES FOR EXHIBITORS

- 7.1 All the products displayed by exhibitors should not be in relation to any illegal use of brand or copyright. Exhibitors should not plagiarize other exhibitors' brands or their intellectual property rights during the session.
- 7.2 Throughout the event, the exhibitor commits himself to abstain from including in acts of unfair competition such as conducting surveys or distributing promotional items outside his stands, which acts may result in diversion in his favor of visitors to the event.
- 7.3 Exhibitors should guarantee that all decorative material will not bring any contamination to the exhibition hall.
- 7.4 Exhibitors should put a notice at the entrance of their booth with details of the qualification required if they want to limit the quantity of visitors to their booth.

8. ORGANIZER RIGHTS

- 8.1 The organizer will send a written notice and ask for a written reply from the exhibitors who might not be present at the Exhibition. Lack of a written reply from the Exhibitor concerning if he will be present or not, will cause the allocation of the space to another exhibitor, and the Exhibitor shall consider item 7 for payment settlement.
- 8.2 Any installation or decoration not in line with the blueprint (e.g. extra height or width) will be stopped or even be dismantled by the organizer. It will also cause a determined penalty, being black-listed which means a potential refusal to participate to the events organized by the organizer within one year.

9. STAND DESIGN ALLOWANCE AND INSTALLATION

9.1 ORGANIZER'S REQUIREMENT

Exhibitor should provide the blueprint of his stand to the organizer one month before the event.

The organizer has the right to veto the blueprint and ask the exhibitor to make a modification of it if it does not fit the image of the exhibition or not in line with the requirements of the exhibition.

9.2 EXHIBITION HALL'S REQUIREMENT

A determined administration fee along with vacation cleaning deposit will be asked if exhibitor chooses another installer for his stand instead of the official one.

- 9.3 Exhibitors should respect the copyrights of all the designers. Any cribbing will be forbidden.

10. UTILIZATION OF SITE AND SAFETY TERMS

- 10.1 Exhibitors should take methods to protect the visitors from being injured from the setting, displaying or installing of the equipments or products displayed.
- 10.2 Exhibitor should not put any products or advertisement outside his stand.
- 10.3 Exhibitors are not allowed to stick, hang or put on any promotion materials on the enclosure.
- 10.4 Any music performance should get an allowance from the organizer.
- 10.5 Exhibitor should take full responsibility on any personal injury or property lost caused by him.

11. EXHIBITOR'S MANUAL

- 11.1 The Exhibitor's manual will be provided to the Exhibitor by post, email, or online by the organizer at least two months before the event. Exhibitors should provide the details of activities prepared for the exhibition to the organizer before the specified date, and get familiar with the exhibition rules and regulations as well.
- 11.2 Exhibitors will be informed about the preparation and organization of the exhibition from the organizer, and all the consequences caused by neglect to this kind of information will be totally taken by the exhibitors.

12. CHANGES TO THE EXHIBITION DATE / SITE

- 12.1 When finalizing the floor plan with the organizer, exhibitors shall be supportive to any relocation or modification done to the stands which are not in line with the related government laws or not fit for the general circumstances of the exhibition hall.
- 12.2 The organizer holds the right to change the date or site of the exhibition under certain force majeure preventing the performance of all that is indispensable to the staging of the event. If the changes will be informed to the exhibitors one month before the exhibition and the original contract will still be valid.

13. FORCE MAJEURE

If availability of the necessary premises were to become impossible or in the event of any force majeure preventing the performance of all that is indispensable to the staging of the event, the organizer may decide at any time to cancel all the applications for the exhibition space already filed while notifying the exhibitors of his decision in writing. Whatever the reason of such cancellation, the money left over after covering of fixed costs of the organizer will be distributed among the exhibitors according to the amount of their involvement. And the organizer should not take any responsibility of any damages caused by such reasons to the exhibitors.

14. INSURANCE POLICY

The organizer should take necessary measures to ensure safety during the session. And exhibitors shall choose insurance policies in accordance with their demands in connection with the exhibition.

The organizer will not be held liable for the damages occurred during this period.

15. FIRE PROTECTION

Exhibitors should take necessary measures for fireproofing, and all the products displayed, equipments used or installation should be in accordance with the fire protection rules and regulations established by the Shanghai fire-protection bureau.

16. ENTRANCE REJECTION

The organizer keeps the right to reject any entering into the exhibition hall in accordance with the present conditions and terms of the exhibition.

17. SUPPLEMENTARY ITEMS

The organizer keeps the right to make and claim any supplementary items as a valid part of the General Terms and Conditions.

18. ENDING OF THE CONTRACT

The organizer keeps the right to end the contract mono-laterally if the following conditions happen. The exhibitor will be charged for all the damages to the organizer if the ending of the contract occurs for any of the following reason(s):

- 18.1 Failure to make the second-payment on the specified date.
- 18.2 Sublet or transfer the booked stand to another company without an allowance in writing from the organizer.
- 18.3 Any action seriously disobeying the General Terms & Conditions or any supplementary items of it.

19. EXPLANATION

The explanation of this general exhibition terms and conditions belongs to the organizer. Consequently, each application implies acceptance in full and without reservation by the Exhibitor of these General terms and Conditions.

EXHIBITOR STAMP

DATE AND SIGNATURE:

NAME OF SIGNATORY:

POSITION OF SIGNATORY:

APPLICATION FORM

To be returned to:



World Events Agency

Zi Jin Han Plaza, Bldg. 6, Rm. 601-603
No. 1035 Nan Quan Bei Road
Shanghai 200122, China
Tel.: +86 (0)21 5196 1180



April 13 - 15, 2011
Shanghai Hongqiao International Airport
Business Aviation Center
SHANGHAI, CHINA

FOR ORGANIZER'S USE ONLY

Received on: _____

Account Manager: _____

Contract Number: _____

YOUR COMPANY (subscriber)

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ POSTCODE: _____ COUNTRY: _____

TEL: _____ FAX: _____

E-MAIL: _____

WEBSITE: _____

YOUR COMPANY MANAGEMENT

MANAGING DIRECTOR: _____ E-MAIL: _____

PUBLIC RELATIONS: _____ E-MAIL: _____

STAND MANAGER: _____ E-MAIL: _____

PERSON WHO DECIDED TO EXHIBIT AT THE EVENT: _____

POSITION: _____ E-MAIL: _____

SUBSIDIARY/AGENT/HEAD OFFICE IN CHINA (if different from above)

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ POSTCODE: _____ COUNTRY: _____

TEL: _____ FAX: _____

E-MAIL: _____

WEBSITE: _____ POSITION: _____

INVOICING ADDRESS (if different from above)

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ POSTCODE: _____ COUNTRY: _____

TEL: _____ FAX: _____

E-MAIL: _____

WEBSITE: _____ POSITION: _____

Unless formal notice from your company, the organizer reserves itself the right to use your name in any marketing material used to promote the exhibition you are subscribing to.

YOUR CONTRACT

A - EXHIBIT SPACE

- | | | | | |
|--------------------------|--|-----------------------------|------------|--|
| <input type="checkbox"/> | Raw Space (minimum 18 Sq.m)
<i>Location only</i> | ¥ 2,500 / Sq.m × _____ Sq.m | CNY | |
| <input type="checkbox"/> | Shell Scheme Booth (minimum 9 Sq.m)
<i>Walls, carpet, logo signage, electricity (2 KW), spotlights</i> | ¥ 3,200 / Sq.m × _____ Sq.m | CNY | |
| <input type="checkbox"/> | Fully Equipped Booth (minimum 9 Sq.m)
<i>Walls, carpet, logo signage, electricity (2 KW), spotlights, table, chairs, information counter, and storage room. Sofa and upgraded furniture will be displayed in booths bigger than 15 Sq.m.</i> | ¥ 4,000 / Sq.m × _____ Sq.m | CNY | |

B - CHALET

- | | | | | |
|--------------------------|--|---|------------|--|
| <input type="checkbox"/> | Basic Chalet
<i>72 Sq.m chalet units + 27 Sq.m Outside Terrace. Interior decoration and furniture not provided. Details available on the Chalets Description Form.</i> | ¥ 450,000 / unit × _____ Chalet unit(s) | CNY | |
| <input type="checkbox"/> | Premium Chalet Package
<i>Fully furnished and decorated 72 Sq.m chalet units + 27 Sq.m Outside Terrace and premium additional services. Details available on the Chalets Description Form.</i> | ¥ 750,000 / unit × _____ Chalet unit(s) | CNY | |

C - STATIC DISPLAY

- | | | | | |
|--------------------------|--|---------------------------|------------|--|
| <input type="checkbox"/> | Raw space | ¥ 300 / Sq.m × _____ Sq.m | CNY | |
| <input type="checkbox"/> | Aircraft management | | | |
| | < 1 tonne = ¥ 4,000 × _____ aircraft(s) | | CNY | |
| | 1.1 to 3 tonnes = ¥ 8,000 × _____ aircraft(s) | | CNY | |
| | 3.1 to 10 tonnes = ¥ 10,000 × _____ aircraft(s) | | CNY | |
| | 10.1 to 25 tonnes = ¥ 12,000 × _____ aircraft(s) | | CNY | |
| | 25.1 to 40 tonnes = ¥ 14,000 × _____ aircraft(s) | | CNY | |
| | 40.1 to 60 tonnes = ¥ 18,000 × _____ aircraft(s) | | CNY | |
| | > 60.1 tonnes = ¥ 25,000 × _____ aircraft(s) | | CNY | |

D - SPONSORING

Brand Awareness

<input type="checkbox"/>	Take Off	<input type="checkbox"/>	Fly High (max. 10)	<input type="checkbox"/>	Unreachable 1 (max. 3)	<input type="checkbox"/>	Unreachable 2 (max. 2)
	Appear in a special page on the Website		Appear in a special page on the Website		Appear in a special page on the Website		Appear in a special page on the Website
	Gift Bag Insert		Gift Bag Insert		Gift Bag Insert		Gift Bag Insert
	Half Page Ad in Official Catalogue		Joined Brand Awareness Newsletter		Joined Brand Awareness Newsletter		Joined Brand Awareness Newsletter
			Full Page Ad in Official Catalogue		Dedicated Conference & Associated Visibility		Dedicated Conference & Associated Visibility
					Double Page Ad in Official Catalogue		IFC or IBC Ad in Official Catalogue
	CNY 20,000		CNY 30,000		CNY 50,000		CNY 70,000

Brand Recognition

<input type="checkbox"/> Take Off	<input type="checkbox"/> Fly High (max. 5)	<input type="checkbox"/> Unreachable 1 (max. 1)	<input type="checkbox"/> Unreachable 2 (max. 1)
Half Page Official Catalogue	Half Page Official Catalogue	Double Page Official Catalogue	Double Page Official Catalogue
Logo on Home Page and Registration Page during 2 months prior to the show	Logo on Home Page and Registration Page during 6 months prior to the show	Banner on Registration Page from signature to exhibition	Banner on Home Page from signature to exhibition
Gift Bag Insert	Logo on all Paper Communications	Logo on all Paper Communications	Logo on all Paper Communications
		Visitors' Badges and Lanyards	Visitors' Bags
		Back Cover Exhibition Map	Giant Advertisement
CNY 20,000	CNY 80,000	CNY 180,000	CNY 290,000

Traffic Leading

<input type="checkbox"/> Take Off	<input type="checkbox"/> Fly High (max. 3)	<input type="checkbox"/> Unreachable 1 (max. 2)
Joined Traffic Leading Newsletter	Joined Traffic Leading Newsletter	Joined Traffic Leading Newsletter Pre Show Emailing Campaign
Logo on Exhibition Map	Logo on Exhibition Map	Logo on Exhibition and Catalogue Map
	Exhibition Steps Stickers	Static Display and Exhibition Steps Stickers
		Giant Advertisement
		Registration Counter Official Sponsor
CNY 15,000	CNY 55,000	CNY 200,000

CNY

E - "A LA CARTE" SPONSORING

_____ **CNY**

TOTAL AMOUNT: A+B+C+D+E **CNY**

In which currency are you able to pay: **CNY** **\$** **€** Other _____

Booth number _____ **Static display number** _____ **Chalet number** _____

PAYMENT TERMS

1st Payment: 50% due with application

2nd Payment: the balance will be payable the 18th of February 2011. For any registration made after the 18th of February 2011, the full amount of the invoice shall be payable upon receipt. I apply for admission to exhibit at Shanghai Air Show 2011. I declare that I am in possession of and have read the General Exhibition Terms and Conditions for leasing of exhibition floor space, and that I agree without reservation or restriction to all the clauses and I declare that I will not hold the organizer liable under any circumstances. Accepted for & on behalf of Shanghai Air Show.

EXHIBITOR STAMP

ORGANIZER STAMP

NAME OF SIGNATORY: _____

POSITION OF SIGNATORY: _____

DATE AND SIGNATURE: _____