

## SPONSORSHIP CONTRACT

<b>Option 1</b>	<b>Platinum Sponsor</b>	<b>AED 600,000</b>
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- ❖ Logo to be included in the visitor Adv campaign (newspaper, magazine)
- ❖ Logo to be included in Outdoor campaign (lampposts + Megacom)
- ❖ Logo to be include in the Main Brochure
- ❖ Logo to be added on ADIMS website under Platinum Sponsor
- ❖ Logo to be included on all ADIMS e-marketing campaigns
- ❖ Logo to be included in ADIMS promotional printing materials
- ❖ Logo to be included in the cover ADIMS official catalogue
- ❖ Logo to be include in ADIMS VIP invitation
- ❖ Logo to be included in ADIMS Personal invitation
- ❖ Logo on visitors tickets
- ❖ 200 sqm exhibition space only

<b>Option 2</b>	<b>Gold Sponsor</b>	<b>AED 500,000</b>
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- ❖ Logo to be included in the visitor Adv campaign (newspaper, magazine)
- ❖ Logo to be included in outdoor campaign (lamppost only)
- ❖ Logo to be include in the Main Brochure
- ❖ Logo to be added on ADIMS website under Gold Sponsor
- ❖ Logo to be included on all ADIMS e-marketing campaigns
- ❖ Logo to be included in ADIMS promotional printing materials
- ❖ Logo to be included in the cover ADIMS official catalogue
- ❖ Logo to be included in ADIMS Personal invitation
- ❖ Full page advertising in the Official catalogue (to be confirmed)

<b>Option 3</b>	<b>Silver Sponsor</b>	<b>AED 200,000</b>
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- ❖ Logo to be included in ADIMS promotional printing materials
- ❖ Logo to be included in the cover ADIMS official catalogue
- ❖ Logo to be added on ADIMS website under Silver Sponsorship
- ❖ Logo to be included in ADIMS mailers
- ❖ Live news and updates on ADIMS website (updated by sponsor)

<b>Option 4</b>	<b>Ticket Sales Booth (Exclusive)</b>	<b>AED 200,000</b>
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- ❖ Branding opportunity at ADIMS Ticket sales Booths - logo will be placed at the side of the counters
- ❖ Branding on the ticket sales section of the website, including the confirmation email for pre- paid visitors
- ❖ logo to be provided by sponsor

## SPONSORSHIP CONTRACT

**Option 5 Information Counter (Exclusive) AED 150,000**

- ❖ Branding opportunity is available at ADIMS information counter
- ❖ Information counters should be build by the sponsor in the main halls entrance ( Size 2x2 m)
- ❖ ADIMS Information & logo should be placed at the top of the counters
- ❖ ADIMS Information counter visuals to be provided by sponsor for the approval of the organizer

**Option 6 Carrier Bags (Exclusive) AED 100,000**

- ❖ Sponsor will produce 40,000 bags which will be used as ADIMS official bags
- ❖ Production + design to be provided by sponsor
- ❖ Sponsor visual will cover one side of the bag – ADIMS visual will cover the other side of the bag

**Option 7 Pocket Floor Plan (Exclusive) AED 100,000**

- ❖ Logo to be provided by sponsor

**Option 8 Press Centre AED 100,000**

- ❖ Branding Opportunities at the Press Centre hall
- ❖ Visuals to be provided by Sponsor for approval by the organizer
- ❖ Logo to be included in the cover of the official catalogue
- ❖ 1/2 page advertising in the Official catalogue

**Option 9 Signage Sponsor (Exclusive) AED 100,000**

- ❖ Sponsor's logo will be printed on all ADIMS onsite signage
  - ❖ Logo to be provided by sponsor
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## SPONSORSHIP CONTRACT

**Company Name**

**Contact**

**Address**

**City**

**Tel**

**Email**

**Position**

**P.O. Box**

**Country**

**Fax**

**Invoicing address (if different from above)**

**Company Name**

**Contact**

**Address**

**City**

**Tel**

**Email**

**Position**

**P.O. Box**

**Country**

**Fax**

**Sponsorship Package**

We would like to obtain

**Option no.** \_\_\_\_\_ / **Package** \_\_\_\_\_ / \_\_\_\_\_

with a total amount of AED \_\_\_\_\_

(AED \_\_\_\_\_)

payable to Reed Exhibitions FZ LLC

**Payment conditions:**

First Installment, 50% of the total amount upon signing the contract,

Final Installment 50% of the total amount to be paid 15 August 2010

**Payment method:**

- By cheque made out to Reed Exhibitions FZ LLC
- By bank transfer to the bank details set below. Payment by transfer must state on the transfer order: "Settlement at no cost of the payee."  
Beneficiary name: Reed Exhibitions FZ LLC,  
Bank name & address: CITIBANK N.A., P.O. Box 999, Abu Dhabi, UAE  
Account number: 0100-431-203 SWIFT with reference code B.I.C: CITIAEAD

Please note that you will benefit from the sponsorship only after the contract has been signed so please return this contract as soon as possible to benefit from all available promotional opportunities. An invoice for this payment will be sent to you for 100% of the total sponsorship fee due.

**Please note that by signing this agreement you are entering into a legally binding contract**

We hereby declare that we have read and accepted the above mentioned Sponsorship Package of which a copy has been retained in our files. We hereby agree to abide by the terms and conditions attached to this order form.

In the event of cancellation for whatever reason any sum paid towards the branding opportunity shall be retained by the organizer, even if the branding opportunity is let again to another sponsor

Signature & Company Stamp:

Signature & Date ( Reed Exhibitions):

Authorized Signatory:.....  
Position: .....

Authorized Signatory:.....  
Position:.....

## SPONSORSHIP CONTRACT

### Terms and Conditions of Sale of Communication Tools and Sponsoring

These terms and conditions apply to the sale of advertising space in the derivative products of the ADIMS 2010 consumer show (show's official catalogue, newsletter, etc.) and on the website located at <http://www.admotorshow.com>. The derivative products and website of the ADIMS 2010 consumer show are hereinafter referred to as the "Communication Tools" or Sponsoring

Any request to place an advertisement in ADIMS 2010's communication tools is considered firm and binding on the advertiser/sponsor as soon as it has been registered by Reed Exhibitions FZ-LLC. If the request is made by an agent, it is binding on both the agent and the advertiser/sponsor, in particular concerning payment. The agent must have a letter of authority from the advertiser/sponsor which must specify the scope and duration of his mandate. In the event of inconsistency between these general terms and conditions of sale and the terms and conditions of purchase of any advertiser/sponsor, it is agreed that these general terms and conditions of sale shall prevail.

The advertiser/sponsor agrees to provide any and all documents or offset transparencies necessary for the printing and/or on-line placement of the advertiser/sponsor's message within the agreed lead times. Technical costs if any shall be borne by the advertiser/sponsor. The advertiser/sponsor shall comply with any and all instructions issued by Reed Exhibitions FZ-LLC and indicated in Reed Exhibition's commercial documents concerning the supply of technical materials (e.g. format of advertising banners). In the event that the production of the advertisement is followed up by the communication unit of the ADIMS 2010 consumer show, a proof may be submitted to the advertiser/sponsor, in which case the advertiser/sponsor shall be obligated to indicate any required changes by return mail. Failure to respond within the applicable lead time shall be deemed tacit acceptance. In the event of non-compliance with the lead times for the submission of technical materials, an advertisement indicating the advertiser/sponsor's corporate name and particulars shall be produced at the advertiser/sponsor's expense. Lead time for on-line placement: 5 working days from the date of receipt of technical materials.

In the event of cancellation for whatever reason any sum paid towards the branding opportunity, shall be retained by the organiser, even if the branding opportunity is let again to another sponsor

If an order is cancelled for any reason whatsoever, the 100% of the amount shall be vested with Reed Exhibitions FZ-LLC. Reed Exhibitions FZ-LLC waives any liability in respect of any and all technical materials that have not been recovered by the advertiser/sponsors or their agents within three months from the last time such materials have been published.

The registration by Reed Exhibitions FZ-LLC of a request for the insertion of an advertisement only grants the advertiser/sponsor the right to occupy the space reserved for such advertisement. The space, form and mode of posting of the proposed advertisements and the related prices are indicated in the advertising/sponsorship agreement attached hereto. Prices do not include technical costs such as, where applicable, the cost of creation and production of the advertisements. Except for those spaces indicated in the publication price list, no space may be guaranteed, regardless of the indications placed by the advertiser/sponsor on the request for advertising publication. The copy and visuals of an advertisement and in particular brands and designations are published under the sole responsibility of the advertiser/sponsor. In particular, the advertiser/sponsor alone is responsible for the payment of any reproduction rights for photographs used. The advertiser/sponsor hereby releases Reed Exhibitions FZ-LLC, the publisher, the printer and any and all third parties from any civil or criminal liability they may incur because of advertisements that have published at the advertiser/sponsor's request. The advertiser/sponsor guarantees Reed Exhibitions FZ-LLC, the publisher, the printer and any and all third parties against any claims asserted by third parties in respect of the content of such advertisements. The advertiser/sponsor accordingly agrees to defend at its own expense Reed Exhibitions FZ-LLC, the publisher, the printer and any and all third parties in the event that proceedings or claims are brought or asserted against them in respect of the contents, data, information, messages etc. included in the advertisements, and the advertiser/sponsor shall be responsible for any indemnification due to make whole any loss that may have been sustained. Reed Exhibitions FZ-LLC may in no event be held liable beyond a total amount corresponding to 2/12th of the total annual amount collected for the corresponding service, not including any extension or renewal period. The advertiser/sponsor waives all recourse against Reed Exhibitions FZ-LLC or a third party, in the event of loss, destruction, damage or prejudice resulting from the interruption or disruption of the Activity, caused directly or indirectly by the failure of any computer, data processing equipment, multimedia micro-circuit, operating system, microprocessor (computer chip), integrated circuit or similar component, or by any software, whether or not it is the property of Reed Exhibitions FZ-LLC. No error due to Reed Exhibitions FZ-LLC, the publisher, the printer or any and all third party in respect of an advertisement shall in any event result in the cancellation of such advertisement. The correction shall be made in the catalogue or the following advertising products. No claim shall be accepted unless it is made in writing within eight days from the date of insertion or on-line placement. No delay in, suspension of or cancellation of the circulation of the advertisement in particular because of technical default due to the operation of the Internet or for any reason beyond the control of Reed Exhibitions FZ-LLC shall justify any refusal to pay even part of the amounts due by the advertiser/sponsor or its agent, or shall create a right to a new insertion at the expense of Reed Exhibitions FZ-LLC or to indemnification in any manner whatsoever, in favor of the advertiser/sponsor or his agent. Also, Reed Exhibitions FZ-LLC may in no event be held liable for accidental or voluntary damage made to the advertiser/sponsor by third parties because of their being connected to the Internet. In accordance with press and publishing practice, Reed Exhibitions FZ-LLC is free to refuse an advertisement without being obliged to give reasons for its refusal.

100% of the price of the advertisement/sponsorship shall be payable immediately upon signature of the agreement. If the advertiser/sponsor fails to make any payment upon the due date, all amounts due shall become immediately payable in full, plus liquidated damages set at 10% of all amounts that have fallen due and remain unpaid. In addition, any late payment shall give rise to the application of an indemnity for late payment at a rate equal to one and a half times the legal rate. Collection costs shall be borne by the debtor. Any dispute shall fall within the jurisdiction of the Abu Dhabi Courts. All applications for insertion of advertisements imply the acceptance of the above general terms and conditions.