

| SPONSORSHIP APPLICATION CONTRACT | | | | | |
|---|--|--------------|------------------|-----------------|----------|
| Company Name | | | | | |
| Contact | | Email | | | |
| Address | | | | | |
| Tel | | Fax | | | |
| Sponsorship Options - Visitor Campaign | | | Booking Deadline | No. of Sponsors | Rate AED |
| 1 | OUTDOOR - One Circuit of 20 Lampposts in Abu Dhabi, for 2 weeks. Each Lamppost has 2 faces, size per face is 3meters x 1 meter. Each of JWS and the Sponsor will get 20 faces advertisement. Location of the circuit will be confirmed once the payment is received and depending on the availability of the location. | | 15-Mar-12 | 2 | 45,000 |
| 2 | MAGAZINE - 1 Full Page ad in Magazine (Sayidati, Laha, MBC Haya, or other) including JWS Exhibition and the Sponsor, the ad will be confirmed once the payment is received and depending on the availability. | | 15-Mar-12 | 3 | 20,000 |
| 3 | NEWSPAPER - Half Page ad in Newspaper (Etihad, Gulf News or the National) including JWS Exhibition and the Sponsor, the ad will be confirmed once the payment is received and depending on the availability. | | 15-Mar-12 | 6 | 18,000 |
| 4 | RADIO - Sponsoring a radio competition for 5 days, offering at least 5 gifts minimum worth AED 500 each (Radio 1 & 2, Channel 4, Emarat FM, Star FM, Sawa, or Khaleejiah), the radio competition will be confirmed once the payment is received and depending on the availability. | | 15-Mar-12 | 2 | 8,000 |
| 5 | SMS - 60,000 sms invitation to JWS Exhibition including the Sponsor Name | | 15-Mar-12 | 2 | 25,000 |
| 6 | Mall Branding - 2 LED Screens at the entrance of Marina Mall for 2 weeks including the visual of JWS and the Sponsor. | | 15-Mar-12 | 1 | 40,000 |
| 7 | DOOR HANGERS - Distribution in Abu Dhabi of 120,000 Door Hangers including the visual of JWS Exhibition and the Sponsor | | 15-Mar-12 | 1 | 20,000 |
| 8 | LOGO ON VIP INVITATIONS - Logo to be included on JWS VIP invitations (4,000 invitations distributed to palaces) | | 15-Mar-12 | 1 | 10,000 |
| 10 | LOGO ON INVITATIONS - Logo to be included on normal invitations (4,000 invitations distributed to exhibitors clients and women associations) | | 15-Mar-12 | 2 | 8,000 |
| 9 | LOGO ON FLYERS - Logo to be included on flyers (120,000 flyers distributed through specialized and public magazines + hotels + commercial and/or governmental buildings) | | 15-Mar-12 | 2 | 8,000 |
| Sponsorship Options - Web Site | | | Booking Deadline | No. of Sponsors | Rate AED |
| 1 | WEB BANNER - to be included on the main page of JWS 2010 for 2 months | | 15-Apr-12 | 2 | 10,000 |
| Sponsorship Options - Onsite | | | Booking Deadline | No. of Sponsors | Rate AED |
| 1 | HANGING BANNER 3m x 2m | | 15-Apr-12 | 20 | 7,000 |
| 2 | LOGO ON SITE - Logo to be included on the site floor plan + signage | | 15-Apr-12 | 3 | 15,000 |
| 3 | REGISTRATION COUNTERS - Branding opportunity on the registration counters at the entrance of the show (6 visuals) Production provided by the Organiser (included in the price) | | 15-Apr-12 | 1 | 30,000 |
| 4 | LANYARDS & BADGES - Sponsor lanyards and badges will be distributed to all JWS exhibitors and media. Production provided by the Organiser (included in the price) | | 15-Apr-12 | 1 | 15,000 |
| 5 | CARRIER BAGS - Sponsor carrier bags will be distributed at the registration counters and to visitors.. Production provided by the Organiser (included in the price) | | 15-Apr-12 | 1 | 35,000 |
| 6 | EVENT GUIDE - to advertise in the event guide kindly send an email to sherryl.abude@reedexpo.ae | | 15-Apr-12 | | |
| Customized Sponsorship | | | | | |
| If you are intrested in more than one option we can arrange for you a customized sponsorship package at a better rate, please feel free to contact Sherryl Abude at sherryl.abude@reedexpo.ae | | | | | |

We would like to obtain ----- with a total amount of AED

(AED only), payable to Reed Exhibitions FZ LLC

We hereby declare that we have read and accepted the terms of the Sponsorship Contract a copy of which has been retained for our files, and of the sponsorship rules for the Exhibition named above. We hereby sign and agree to be bound by them.

Place:

Date:

Accepted by "the Sponsor"

Name:

Position:

Accepted by "Reed Exhibitions FZ LLC"

Name:

Position:

Signature & Company Stamp:

Signature & Date:

Payment of sponsorship Fees

- Advance payment of 50% of the total Sponsorship rate to be paid with the submission of the signed sponsorship application contract. All the sponsorship benefits will be allocated only to sponsor having effected this payment).
- Balance to be paid before the 15th of March 2012.
- Sponsors registering after the deadline specified overleaf should pay the total amount of the sponsorship on receipt of the corresponding invoice.
- Failure to comply with the above will result in the Organisers having the right to not to allocate any of the sponsor logos and any other promotional activities as per the terms. Any payment made to the Organisers will not be refunded.
- All additional facilities requested by the Sponsors shall be paid for in advance.

- Payment by bank transfer should be sent to the account details below and payment must state on the transfer order. "Settlement at no cost to the beneficiary"

Beneficiary name: **Reed Exhibitions FZ LLC**

Account Number: **01 0043 12 11**

Bank name & address: **CITIBANK N.A., P.O.Box 999, Abu Dhabi - UAE**

Swift Code: **CITIAED**

IBAN NO: **AE350211000000100431211**

Or payment can be made out by cheque (AED only) to Reed Exhibitions FZ LLC

Sponsorship Withdrawal & Breach of Contract

Without prejudice to the rights remedies of the Organizers in respect of any breach of the Contract on the part of the Sponsor, the organizers may at their sole discretion allow the Sponsor to withdraw from the exhibition subject to the following conditions:

- If withdrawal is requested before 15th JANUARY 2012 the sponsor shall be liable for the payment of 30% of total fees.
- If withdrawal is requested after 15th MARCH 2012 the Sponsor shall be liable for the FULL payment of the total fees

Cancellation of Sponsorship

If due to unavoidable circumstances, the Exhibition is unable to take place, the Organisers shall not be held responsible and sponsors shall not be entitled to any claim or compensation in connection with such cancellation

Other

- All designs should be supplied to the organisers well in advance for approval
- Some packages may be cancelled, in case happened, the organiser shall reimburse the paid amount and sponsor has no right for claim.