

15– 17 September 2025  
Sheikh Saeed Halls 1-3 and  
Trade Centre Arena, DWTC, UAE

## PARTICIPATION FORM

Organisation:

Email:  Website:

Address:

City:  Country:  Zip/PO Box:

Tel:  Fax:  VAT No. :

Raw Space	Shell Scheme
\$431/sqm	\$512/sqm
\$150 Online Media Fee + 5% VAT will be charged on the Total amount as per UAE Law	

**Shell Scheme** stall of 9 sqm (3x3) includes: 2 / 3 side wall partition (white laminated octonorm panel - 1mtr (w) x 2.5mtr (H)), Fascia with company name and stall number in vinyl sticker cut out, 1 Table, 3 Chairs, One power point (single/three phase). Three spot lights, 9sqm needle punch carpet and 1 waste paper basket. All built-up stalls come in multiple of 9sqm.

**Raw Space:** Only bare space will be provided, and no octonorm panels, no carpet, no power and no fixtures & furniture will come with bare space. Your required Power need has to be provided to us in advance at least 20 days before the show begins. Details for the same will be provided in the exhibitors manual.

☐ Raw Space ☐ Shell Scheme

STALL No.	STALL SIZE	RATE/ sqm	AMOUNT
30% Due on Signature \$	40% Due February 28th, 2025 \$	30% Due July 30th, 2025 \$	

The company applies for admission as an exhibitor in said show, based on the Terms and Conditions listed overleaf and the General Rules, which it fully accepts by signing the application form.

Organiser

Exhibitor

Company Stamp and  
Legal Representative Signature (Mandatory)

Signing the document means acceptance of the terms and condition.

Name: .....

Designation: .....

Date: .....

Company Stamp and  
Legal Representative Signature (Mandatory)

Signing the document means acceptance of the terms and condition.

Name: .....

Designation: .....

Date: .....

ORGANISED BY

CO-LOCATED WITH

## 1. Terms of Reference

The terms and conditions set out herein shall be read and construed as an integral part of the contract. The term 'Exhibitor' shall include all employees, servants and agents of any company, partnership, firm or individual to whom space has been allocated for the purposes of exhibiting; the term 'Exhibition' or 'Event' shall mean the exhibition(s) referred to on the application form overleaf; the term 'Organisers' shall mean MFX Exhibitions and Conferences, and the term 'Contract' shall mean the contract for exhibition space at the exhibition, entered into between the Organisers and the Exhibitor, and which incorporates these present Terms & Conditions, which shall be construed as an integral part of the contract.

## 2. Application for Participation

All applications for participation shall be made on the prescribed Participation Contract, which shall be submitted to the Organisers or their authorised representative(s) on or before the deadline specified overleaf. Applications will be dealt with in the order that they are received, and will constitute the Exhibitor's confirmation of participation and acceptance of the terms of contract. The Organisers, though not bound by this Contract to do so, will to the best of their ability attempt to meet the requirements of the Exhibitors. The Organisers reserve the right to accept or refuse any application without disclosing the reasons to the Exhibitor. Neither can the Exhibitor refuse the space, which is allotted to him, nor can he cancel his participation due to dissatisfaction over space allocation unless he has a legal justification for the same. If the participation of a prospective Exhibitor cannot be accepted due to lack of available space, the prospective Exhibitor shall not be entitled to claim or receive any compensation.

## 3. Allocation of Exhibition Space

The Organisers shall allocate the space in accordance with the nature of exhibits or in any manner they may deem fit. The Organisers reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the erection of the booth by the Exhibitor and, at the sole discretion of the Organisers, to alter the space or transfer or close entrances or exits to the Exhibition facilities and to undertake such structural alterations as they may deem fit. The Exhibitor shall have no right to cancel his participation in the Exhibition nor to claim for compensation as a result of such changes. Delegate Passes will be issued to the Exhibitor, the cost of which is included in the participation fees.

## 4. Use of Exhibition Space

Exhibitors are entitled to exhibit only the announced products and must man the stand or space with competent personnel during the opening hours of the Exhibition. Any articles exhibited without prior authorisation may be taken away at the expense and risk of the Exhibitor. No change of items on display may be effected during the opening times of the Exhibition. Items may not be exhibited outside the limits of the space rented by the Exhibitor. The Exhibitor is responsible for the cleaning, both inside and outside, of his stand(s) or space(s). Cleaning should not be carried out during the opening times of the Exhibition. Failure to observe these regulations may result in the Organisers taking the steps they consider necessary against offenders, without assuming any responsibility whatsoever for the consequences arising from such violations of regulations.

The Organisers reserve the right to deny any visitor(s) admittance to the Exhibition as a whole or access to any particular stand(s) or space(s) or area(s) within it. Exhibitors are not allowed to sublet or assign the stand(s) or space(s) allotted to them to other parties either wholly or in part without the written consent of the Organisers. Where such consent is given, each Exhibitor on a given stand or space will be jointly and severally liable under the terms of this Contract, and one representative should sign this Contract on behalf of all Exhibitors involved. Exhibitors shall be liable for any damage to the walls or to any part of the Exhibition premises in which their exhibits are placed and shall not paint or other wise alter the floors, ceilings, pillars or walls without the prior consent of the Organisers.

If the Exhibitor wishes to share the Space with any entity that is not a company within the Exhibitor's group of companies, it must obtain the prior written consent of Organiser. Organiser reserves the right to charge the Exhibitor additional Fees as a condition to granting any such consent.

## 5. Payment of Participation Fees

- A. For Agreements signed before 30 January 2025, the Participation Fees shall be paid in installments on the following dates-
- 30% of the Fee payable upon signing the Agreement;
  - 40% of the Fee on or before 28 February 2025;
  - 30% of the Fee on or before 30th July 2025

- B. For Agreements signed after 30 January 2025, the Participation Fees shall be paid in installments on the following dates-
- 50% of the Fee payable upon signing the Agreement;
  - 50% payable on or before 30th July 2025
- C. For Agreements signed after June 2025, 100% of the Fee is payable upon signing the Agreement.
- D. All additional facilities requested by the Exhibitor shall be paid for in advance.
- E. No Exhibitor may remove the products and samples from his stand or space until all dues to the Organisers have been paid.

## 6. Termination of the Contract

The Organiser may terminate the Contract if :

- A. The Exhibitor fails to comply with the payment of participation as per the agreement clause 5, the allotted space will be cancelled and payment made to the Organisers will not be refunded.
- B. If the exhibitor decides to withdraw their participation from the Exhibition after signing the contract, the payment made until date of withdrawal will not be refunded.
- C. In case the exhibitor fails to make the payment in advance and still chooses to cancel their participation after signing the form, the following terms will apply.
- Cancellation occurring: More than 6 months prior to Exhibition - a cancellation charge 20% of the total contract price will be levied.
  - Cancellation occurring: More than 3 months and less than 6 months prior to Exhibition - a cancellation charge of 50% of the total contract price will be levied.
  - Cancellation occurring: Less than 3 months prior to Exhibition - a cancellation charge of 100% of the total contract price will be levied.
- If the exhibitor fails to make the payment as per the above schedule, the organiser reserves the right to cancel their stand.
- D. In case the Exhibitor fails to attend the exhibition after signing the contract for any reason, they shall be liable for paying the full amount of the total participation fee.

## 7. Cancellation or Curtailment of the Show By MFX Exhibitions and Conferences

In the event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the reasonable control of the Organiser and sponsors, or if for any reason the Organiser is unable to permit the Exhibitor to occupy the facility or the space, or if the show is cancelled or curtailed, the Organiser and sponsors will not be responsible for any loss of business, loss of profits, damage or expense of what ever nature that the Exhibitor may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, flood, weather epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott or other force majeure event.

## 8. Changes

The Organisers have the right to reschedule or modify the duration and the dates of the Exhibition or the opening and closing times thereof. Exhibitors shall not be entitled to any claim or compensation in connection with such modifications.

## 9. Stand Construction & Decoration

Exhibitors may decorate their stand(s) or space(s) in accordance with the relevant guidelines and instructions issued by the Organisers, but only after obtaining written approval by submitting detailed scaled plans in duplicate no less than two months before the Exhibition.

## 10. Movement of Exhibits

- Exhibitors shall bear the responsibility and expenses for the transport of exhibits to and from the Exhibition venue.
- A. Exhibitors shall make their own arrangements for storage and warehousing of their exhibits.
- B. Without prior authorisation from the Organisers, no article may be removed from a stand or space while the Exhibition is in progress, even if the said article has been sold.
- C. Exhibitors shall remove all exhibits from the Exhibition venue within the period stipulated by the Organisers and shall indemnify the Organisers against any loss by reason of delay or damage to the Exhibition venue.

## 11. Conduct

- The representatives of the Exhibitor will be on their best behavioral conduct and not cause any disturbance or nuisance to other exhibitors and the Organiser's staff participating in the Exhibition
- L. The Exhibitor shall not (and shall procure that its Representatives shall not) do or permit anything to be done that which might adversely affect the

reputation or brand of Organiser, its Owners or the Exhibition event or make any statement that is defamatory, disparaging or derogatory to the Organiser, the Owners or the Exhibition event.

## **12. Security**

Exhibitors and their representatives should be present at their stands or spaces at all times during the opening hours of the Exhibition. They may not close their stand or space before the appointed time of closing.

## **13. Fire Regulations**

The use of inflammable materials for stand or space decoration is prohibited unless such materials have been treated with a fire-retarding substance. All heating appliances should be mounted on fire-proof stands. All inflammable materials (such as empty boxes and packaging) should be removed immediately from the Exhibition venue.

## **14. Insurance, Liability and Risks**

- A. All Exhibitors shall insure, indemnify and hold the Organisers and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss or injury arising to any persons howsoever caused while the said persons are upon or examining or passing the Exhibition stands or spaces, during the tenancy of the Exhibition. The liability or risks of the employees, agents or exhibits shall be the responsibility of the Exhibitors.
- B. All Exhibitors shall insure, indemnify and hold the Organisers and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of cancellation, postponement or partial opening of the Exhibition.
- C. All Exhibitors shall obtain all-risks insurance from an insurance company of good standing. In addition, all Exhibitors shall obtain third party liability insurance from a local insurance company of good standing to cover equipment and/or exhibits, whether or not such articles are their property.
- D. The Exhibitor shall produce certified copies of the insurance policies obtained pursuant hereto.

## **15. Supplementary Clauses**

The Organisers shall have the right, in all circumstances, to issue supplementary regulations, in addition to these present Terms & Conditions, to ensure the smooth management of the Exhibition. Such instructions shall be considered to be an integral part of the terms of Contract, provided they are given to the Exhibitors in writing. The failure to object to any breach of any clause herein by the Organisers shall not constitute an agreement to the modification of this agreement or a waiver of any subsequent breach of such clause

## **16. General Conditions**

- A. The Organisers shall have the right to cancel any Exhibitor's participation in the Exhibition if the said Exhibitor contravenes the regulations in any way, and this without the Exhibitor having any claim to compensation or reimbursement for any or all financial commitments undertaken by him and still outstanding to the Organisers.
- B. The local court of Dubai, excluding DIFC Courts, Dubai Civil Court shall be deemed to be the place of settlement and adjudication of any disputes that may arise between the Organisers and Exhibitors.
- C. If the Exhibitor is an entity domiciled out of U.A.E., then the Organisers shall have the discretionary right to sue any such Exhibitor before the court in his country of domicile, his national court or before any other court.
- D. Exhibitors are bound by all and any regulations applicable to participants in fairs and exhibitions in the United Arab Emirates.
- E. U.A.E. Law shall be the law of contract between the Exhibitors and Organisers.

## **17. Regulations**

- R. Exhibitors undertake to abide by all clauses whatsoever set forth by the Organisers herein or in any supplementary document(s). Such clauses will be enforced and are in no way to be regarded as merely commentary. The Organisers are the sole judges as to the measures to be adopted in respect of the application of the said clauses.
- S. By his very participation in the Exhibition, the Exhibitor acknowledges the right of the Organisers, jointly or separately, to take unilateral measures for the defence and protection of the interests of the Exhibition, and of all or some of the exhibitors; as well as any measures the Organisers deem useful or necessary to ensure the security of the premises, the exhibitors and the visitors.

## **18. Force Majeure**

The Organisers shall not be responsible for the loss of or damage to any property of the Exhibitor or any other person caused by theft, fire, defect in the Hall, storm, tempest, war, labour disputes, lockout, explosions, Acts of God and general causes of FORCE MAJEURE, whether or not ejusdem generis within the Organisers' control or for any loss or damage sustained in the event that the opening or holding of the Exhibition is prevented, postponed or abandoned or if

the exhibition hall becomes totally or partially unavailable for the holding of the Exhibition due to any of the foregoing causes, the Exhibitor shall hold the Organiser safe and harmless from all loss and damage and in no event shall the Exhibitor have any claim of damages compensation of any kind against the Organisers; and if it is impossible to hold the Exhibition as scheduled due to any reason, the already paid monies by the Exhibitor shall not be refunded unless the Organisers decide otherwise by refunding the payment after deducting the necessary expenses.

## **19. Liability and Indemnity**

- A. Organiser shall not be liable to Exhibitor for any indirect, consequential, special, incidental or punitive loss or damage, loss of profits, loss of business, loss of opportunity, loss of goodwill, loss or corruption of data or any other type of economic loss or damage; (ii) Organiser shall have no responsibility or liability for any loss (or theft) suffered by Exhibitor under the Agreement or otherwise in connection with the Event or damage to the person, property and effects of the Exhibitor or its representatives.
- B. Organiser does not make any warranty as to the Event in general and in particular in relation to the benefit or outcome (commercial or otherwise) that the Exhibitor may achieve as a result of exhibiting at the Event.
- C. The Exhibitor shall indemnify the Organiser and keep the Organiser fully and effectively indemnified against any loss of or damage to any property or injury to or death of any person caused by any act or omission of the Exhibitor, its Representatives or its invitees.
- D. The Exhibitor shall indemnify the Organiser and keep the Organiser fully and effectively indemnified against all losses, claims, damages and expenses (including, without limitation, reasonable legal fees) incurred by the Organiser as a result of the Exhibitor's conduct or third-party claim that the display of any products, documents or other materials exhibited by the Exhibitor at the Event constitutes an infringement of the Intellectual Property Rights of any third party or is in breach of any applicable law.
- E. Nothing in these conditions shall exclude or limit liability, which cannot be excluded by the applicable law.

## **20. Notice**

All written communications to the Organiser shall be sent to [accounts@mediafusionme.com] and to the Exhibitor in the email address specified in page 1 particulars.

## **21. General**

- V. Nothing in the Agreement shall create, or be deemed to create, a partnership or joint venture or relationship of employer and employee or principle and agent between the parties.
- W. Each party acknowledges that the Agreement constitutes the entire agreement between the parties in relation to the Event and that it does not rely upon any oral or written representation made to it by the other.
- X. No variation of the Agreement shall be effective unless made in writing signed by or on behalf of each of the parties to the Agreement.
- Y. No rights under the Agreement may be assigned by the Exhibitor without the prior written consent of Organiser.
- Z. A person who is not a party to the Agreement shall have no rights under or in connection with it.
- AA. No failure by either party in exercising any right, power or remedy shall operate as a waiver of the same.
- AB. If any provision of the Agreement (or any part of any provision) is found by a court or other authority of competent jurisdiction to be invalid, illegal or unenforceable, that provision or part-provision shall, to the extent required, be deemed not to form part of the Agreement and the validity and enforceability of the other provisions of the Agreement shall not be affected.

## **Company Stamp and Legal Representative Signature (Mandatory)**

Signing the document means acceptance of the terms and condition.