RETAIL MIDDLE EAST - U. S. PAVILION PARTICIPATION RULES AND REGULATIONS

1. Exhibitors and Registrants (hereinafter also referred to as Applicants) shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made in writing and signed by an authorized official of Expo Centre Sharjah who shall have full power to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor/Registrant under this contract/application, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.

2. No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side.

3. Exhibitors are expected to comply with any building regulations and any and all Government rules and regulations.

4. Expo Centre Sharjah shall have full power to determine in every respect the allocation of area and position of space and it shall be entitled for any reason which in its sole opinion is in the general interest of the exhibition to vary the general layout or the situation and area of any particular stand even if already allocated and the exhibitor shall accept a new allotment of space in substitution of that originally allotted.

5. Rights of an exhibitor shall not be assignable to any other firm or person and no exhibitor may assign his space, or sublet the whole or any part of the space contracted for.

6. Exhibit shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. Phonographs, radios or other sound devices operated in a manner objectionable to Expo Centre Sharjah shall be prohibited.

7. Exhibitor shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by the concerned Government Department of Sharjah & Expo Centre Sharjah in advance in writing.

8. Attendance hours shall be controlled solely by Expo Centre Sharjah who will specify hours etc., and admission shall be by ticket or badge. Identification badges shall not be transferable.

9. No exhibitor will be allowed to remove his exhibit from the Exhibition floor, prior to the official termination of Exhibition, and the Exhibitor shall have an authorized representative present at the exhibition throughout all the exhibit periods and during the installation and dismantling of his exhibit.

10. Expo Centre Sharjah, Expo Centre Sharjah Sponsors, its Employees or Agents are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. Professional watchmen will be on duty day and night, but Expo Centre Sharjah, while taking precautions against loss, will not guarantee against it and it is hereby expressly released from any liabilities for injury or damage there from.

11. The publisher of the Catalogue, CD-Rom, Expo Centre Sharjah, Sponsors, its Agents or Employees will not be responsible for any errors or omissions on copy prepared and submitted by the Advertiser or Exhibitor.

12. The execution of the Application and its receipt by Expo Centre Sharjah is deemed conclusive evidence of the Applicant's agreement to pay the full fees due from that moment. The Application is non-cancelable by the Applicant.

13. The Applicant further acknowledges that Expo Centre Sharjah, having incurred expenses as a result of the contract/application is not required to refund any of the fees agreed to on the reverse side of this contract and that Expo Centre Sharjah is also entitled to any unpaid amounts that may be owing by the Applicant to Expo Centre Sharjah.

14. Expo Centre Sharjah, Expo Centre Sharjah Sponsors, its Agents or Employees shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lock-outs, intervention or regulation, military activity or any other circumstances which impossible or inadvisable for Expo Centre Sharjah to hold the Exhibition/Conference at the time and place provided, and/or Expo Centre Sharjah reserves the right to re schedule the Exhibition at another date and/or at an alternative Expo Centre Sharjah. Furthermore, Expo Centre Sharjah, will not be responsible and will be held harmless should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the Exhibition which may affect the Exhibitors. The Exhibitor acknowledges that Expo Centre Sharjah have sustained damages and losses as a result of the foregoing, as well, and shall and does hereby waive all claims for damages or compensation. The sum paid to Expo Centre Sharjah as fees or otherwise in connection with the Exhibition shall remain the property of Expo Centre Sharjah.

15. Expo Centre Sharjah, Expo Centre Sharjah Sponsors, its Agents or Employees are not responsible for any loss, damage or delay incurred in freight shipments (transport handling and clearing) into and out of the country in which the Exhibition is held. Exhibitors are urged to adequately insure all shipments.

16. The Exhibitor expressly acknowledges that no representations - whether oral or in writing - expressed or implied - have been made concerning the amount of business to be gained from the exhibit, its success or that Expo Centre Sharjah, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the exhibition. Exhibitor further acknowledges that this document constitutes the entire agreement and the binding rules and regulations existing between the parties and that it has not been modified neither verbally nor in writing. No one is authorized to make any oral changes in this agreement.

17. Exhibitors attend the trade fair and undertake related travel at their own risk and should be covered by adequate insurance. The exhibitors and their companies, on behalf of themselves and any other officers, employees or agents, agree to release and hold harmless the U. S. Government from liability for any illness, injury, loss of life, or damage or loss of property occasioned by or connected with participation in the trade fair, and not arising from the negligent or wrongful act(s) of Government employees.

18. This agreement shall be governed by and construed according to Sharjah Law. Any dispute between the parties under this Agreement hereby submits to the jurisdiction of the Sharjah courts.