

# BOOKING FORM 2020

**25-27 FEBRUARY 2020 |**  
DUBAI WORLD TRADE CENTRE,  
SHEIKH SAEED HALLS



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Please complete and return all sections of this application form in block capitals and return to us at the address overleaf or by email to sales@gesseducation.com. A signed copy will be returned to you when the application is completed.

## 1. SPACE ONLY

	MTRS	MTRS	SQM	PRICE PER SQM	TOTAL \$
<b>SPACE ONLY</b> (MINIMUM SPACE 21 SQM)		X		US\$660	
<b>EARLY BIRD SPACE ONLY</b> (ONLY AVAILABLE UNTIL 25TH SEPTEMBER 2019)		X		US\$630	
<b>DOUBLE DECKER SPACE ONLY</b>		X		US\$165	

## 2.SHELL SCHEME

	MTRS	MTRS	SQM	PRICE PER SQM	TOTAL \$
<b>SHELL SCHEME PACKAGE</b>		X		US\$695	
<b>EARLY BIRD SHELL SCHEME</b> (ONLY AVAILABLE UNTIL 25TH SEPTEMBER 2019)		X		US\$665	

(COMPULSORY ON ALL PERIMETER SITES AND SITES UP TO 21 SQM.) INCLUDES: WALLS, FASCIA, CARPET, 2X SPOTLIGHTS AND 1X13 AMP SOCKET PER 9 SQM., STARTER PACK (TABLE, 2X CHAIRS, WASTE BIN). ONE STARTER PACK PER CONTRACTED EXHIBITOR.

## 3.SPONSORSHIP

PLATINUM SPONSOR – \$80,000		GOLD SPONSOR – \$40,000		SILVER SPONSOR – \$25,000		LEADERS IN EDUCATION – \$30,000	
	TOTAL \$		TOTAL \$	NO. OF TILES			TOTAL \$
PRINTED FLOOR PLAN ADVERT: FULL PAGE	\$3,500			FLOORTILES		\$500 EACH	
HIGHLIGHTED PROFILE	\$350			ENHANCED ONLINE ENTRY		\$350	
PRINTED CONFERENCE PROGRAMME ADVERT: INSIDE COVER	\$2,000			VIDEO INTERVIEW		\$3,000	
SHOW LANYARDS	\$18,000			SHOW BAGS		\$18,000	
VISITOR BADGES	\$15,000			WEBSITE ADVERTISING		\$3,000	
EXPOSURE FEE (HANGING BRANDING ABOVE YOUR STAND)	\$100 PER M <sup>2</sup>			<b>SPONSORSHIP TOTAL COST</b>			

## PUBLIC LIABILITY INSURANCE COVER: (A COVERAGE VALUE OF US\$2,000,000 MINIMUM)

MANDATORY PROOF OF PLI - YOU WILL NEED TO PROVIDE TO THE ORGANISERS A COPY OF YOUR COMPANY'S PUBLIC LIABILITY INSURANCE IN ORDER FOR YOU TO HAVE ACCESS IN TO THE EXHIBITION HALL. IF YOU DO NOT HAVE THE APPROPRIATE PLI COVER, WE DO OFFER YOU TO OPT INTO OUR COVER FOR \$195 USD (+VAT)

TICK BOX TO OPT IN

TOTAL \$

US\$195

## TOTAL COST (US\$)

SUB TOTAL \$

VAT 5%

TOTAL US\$

## COMPANY INFORMATION

NAME OF EXHIBITING COMPANY

\*CONTACT PERSON

JOB TITLE

COMPANY ADDRESS

EMAIL

TEL

WEB

TWITTER

LINKEDIN

## INVOICE ADDRESS (if different)

COMPANY NAME

CONTACT PERSON

JOB TITLE

COMPANY ADDRESS

EMAIL

TEL

FAX

TRN (TAX REGISTRATION NUMBER):

\*THE CONTACT PERSON IS THE PERSON WHO WILL RECEIVE ALL INFORMATION ABOUT YOUR PARTICIPATION AT THIS EVENT

[WWW.GESSDUBAI.COM](http://WWW.GESSDUBAI.COM)



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## UK COMPANIES ONLY: (PLEASE TICK APPROPRIATE BOX)

I SEEK DIT GRANT. PLEASE CHECK MY AVAILABILITY AND, IF ELIGIBLE, I WILL TAKE PART IN GESS DUBAI 2020

I DO NOT SEEK DIT GRANT, PLEASE PROCESS MY APPLICATION IMMEDIATELY

## EXHIBITOR INFORMATION

### COMPANY NAME

(AS IT WILL APPEAR  
IN EXHIBITOR LISTING)

### DESCRIPTION OF EXHIBITS

IE: ICT, LABORATORY EQUIPMENT, CLASSROOM SUPPLIES, ETC.

### ADDITIONAL NAMES

GIVE NAMES OF ALL COMPANIES,  
SUBSIDIARIES, OR OTHER  
ORGANISATIONS THAT WILL  
BE REPRESENTED AT GESS 2020  
AS PART OF YOUR EXHIBIT

## PAYMENT TERMS

THIS CONTRACT IS BINDING BY THE EXHIBITING COMPANY UPON RECEIPT OF THIS FORM, DULY SIGNED BY AN AUTHORISED REPRESENTATIVE. AN INVOICE FOR THE FULL VALUE OF THE CONTRACT WILL BE ISSUED UPON THE ORGANISERS ACCEPTANCE OF THIS RESERVATION.

25% ON SIGNAGE / 50% ON 14TH AUGUST 2019 / 25% ON 28TH OCTOBER 2019

YOUR STAND WILL BE RESERVED FOR 30 DAY ONCE THE INVOICE IS RECEIVED. IF THE PAYMENT IS NOT RECEIVED IN THIS 30 DAYS THEN YOUR STAND WILL BE RELEASED FOR GENERAL SALE. A NEW STAND WILL THEN NEED TO BE SELECTED ONCE PAYMENT IS MADE.

## PAYMENT TERMS

I HAVE READ AND UNDERSTOOD THE FULL TERMS AND CONDITIONS OF BUSINESS AND ACCEPT THE TERMS FOR PARTICIPATING IN GESS 2020

THIS FORM MUST BE SIGNED BY AN AUTHORISED OFFICER OF THE EXHIBITING COMPANY

### COMPANY STAMP

SIGNATURE

NAME

POSITION IN COMPANY

DATE

FULL TERMS AND CONDITIONS ARE PRINTED OVERLEAF

YOU WILL NEED TO PROVIDE TO THE ORGANISERS A COPY OF YOUR COMPANY'S PUBLIC LIABILITY INSURANCE, PLEASE SEE POINT 12 IN THE TERMS & CONDITIONS FOR MORE DETAILS.

## PLEASE ARRANGE PAYMENTS BY BANK TRANSFER AS FOLLOWS:

**ACCOUNT TITLE:** F AND E LLC FZE

**BANK NAME:** HSBC BANK MIDDLE EAST LIMITED

**BANK ADDRESS:** PO BOX 66, DUBAI, UNITED ARAB EMIRATES

**LOCAL ACCOUNT NUMBER:** 026-333765-100

**SWIFT ADDRESS:** BBMEAEAD

**IBAN NUMBER:** AE780200000026333765100

**CURRENCY:** US DOLLARS

**TRN (TAX REGISTRATION NUMBER):** 100344625700003

PLEASE NOTE: ALL BANK CHARGES MUST BE PAID BY THE REMITTER

ALL COMPANIES MAKING PAYMENT BY BANK TRANSFER MUST NOTIFY F&E IN THE UK OF THE TRANSFER IN WRITING IMMEDIATELY IN ORDER THAT THE CREDIT CAN BE APPLIED.

## CONTACT DETAILS

**F&E LLC FZE DUBAI,  
DUBAI AIRPORT FREE ZONE, WEST WING BUILDING 7, BLOCK B,  
OFFICE 3300, PO BOX 371391, DUBAI, UAE**

**C/O F&E (2008) LTD / TARSUS GROUP LIMITED,  
METRO BUILDING, 1 BUTTERWICK,  
HAMMERSMITH, LONDON, W6 8DL, UK**

**TEL:** +44 (0) 20 8846 2700

**EMAIL:** [SALES@GESSEEDUCATION.COM](mailto:SALES@GESSEEDUCATION.COM)

**FAX:** +44 (0) 20 8846 2801

**WEBSITE:** [WWW.GESSDUBAI.COM](http://WWW.GESSDUBAI.COM)

PLEASE COMPLETE AND EMAIL TO [SALES@GESSEEDUCATION.COM](mailto:SALES@GESSEEDUCATION.COM)

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## RULES & CONDITIONS

In these rules and conditions the following words shall have the meaning set opposite same respectively:

Exhibition	GESS DUBAI 2020
Organisers	F&E LLC FZE Dubai, United Arab Emirates with Licence number 2210
Owners	The Landlords of the Building in which the Exhibition is to take place.
Exhibitor(s)	Any person or company to whom space is allotted at his or their request and his or their employees or agents.
Exhibit	Any article referred to in the application for space.
Stand	The area allotted to an Exhibitor and stand erected thereon.
Hall	The Hall and any area or other rooms in connection with the Exhibition.
Authorities	Any body legally authorised for making regulations.
Contractors	Any person, firm or company employed by the Owners or Organisers for erection, fitting out or other work on any Stand in the Exhibition.

1. The Exhibition will be open each day from 25th - 27th February 2020.
2. The rental charges are detailed on the first page of this contract.
3. Application for space must be made on the form provided by the Organisers and should contain details of the proposed Exhibit(s). The Organisers reserve the right to accept or refuse any application without assigning any reason.
4. You will be invoiced for the full contract value upon the Organisers acceptance of this reservation. Payment terms are as follows:  
25% on signage / 50% on 14th August 2019 / 25% on 28th October 2019  
If you book subsequent to 14th August 2019 a 75% invoice will be issued and if you book subsequent to 28th October 2019 a 100% invoice will be issued..
5. On official acceptance by the Organisers of an application for space, a contract shall arise between the Organisers and the Exhibitor making the application on the terms of these rules and conditions, and, as regards space allotted the relations of licensor and licensee shall immediately arise and continue between the Organisers and the Exhibitor. In the case of non-payment of any sum payable by the Exhibitor to the Organisers or of the breaching or non-observance by the Exhibitor of the terms of this contract or of any conditions, rules or regulations to be performed or observed by him, the Organisers shall have the right to revoke his licence and to re-enter upon the allotted space and may remove and exclude the Exhibitor and all other persons therefrom without prejudice to the right of the Organisers to recover all monies payable by the Exhibitor hereunder and all other claims against him and any damages sustained by the Organisers.
6. I agree that my contact information (including contact name, phone number, addresses and email addresses) may be passed to selected exhibition contractors and media partners. This includes to contractors involved in supplying stand construction, housing, staffing and other services for the exhibition. I agree that it is my responsibility to check each contractor's privacy policy prior to working with them.
7. Should any error arise in the allotment of space to any Exhibitor no liability in regard thereto shall rest on the Organisers. In such case the Organisers will endeavour without prejudice to offer a substituted arrangement but they do not bind themselves to do so. In exceptional circumstances, the Organisers reserve the right to change the position allotted to any Exhibitor and no liability in regard thereto shall rest on the Organisers and such a change shall not at any time permit the Exhibitor to repudiate the contract.
8. The Organisers will be prepared only in exceptional circumstances to consider the reduction or modification as to size of space or the cancellation of their contract for space with Exhibitors and then only if the following conditions are complied with:
  - (a) that the request for cancellation or modification is submitted by registered post.
  - (b) that the reason given is in the Organiser's opinion well-founded.
  - (c) if a cancellation letter is not received before the 28 day cooling off period (28th March 2019) then the contract will be changed to normal cancellation charges and an invoice will be raised and sent the following day.
  - (d) that cancellation fees will be charged as follows:  
if the Exhibitor cancels on or before 14th August 2019, the cancellation fee will be 50% of the full contract value.  
If the Exhibitor cancels after 14th August 2019 the cancellation fee will be 100% of the full contract value.
  - (e) any reduction of Stand size will incur liability for a percentage of the full cancellation charge (as determined in accordance with Clause 7(c)) but equal to the percentage of the space reduced.
  - (f) that agreement by the Organisers to such requests shall not prejudice any other rights that they may have against Exhibitors under this provision in connection with the Exhibition. The Exhibitor acknowledges that the cancellation fees referred to above represent a genuine pre-estimate of the loss which may be incurred by the Organisers as a result of cancellation and are not a penalty.
9. All Stands other than island sites will be required to have a standard shell scheme or an alternative scheme acceptable to the Organisers. A full specification of the official shell scheme is available on request from the Organisers.
10. All Stands and fittings must be substantially erected or placed and must conform to any regulations or by laws of the local and/or other Authorities (including fire precautions) and to the regulations of the Owners and are subject to the approval of the Organisers who require the Exhibitor to submit plans in advance of erection or fitting. Such safety precautions in respect of stand fittings and Exhibits as may be required by any Authorities must be undertaken by and at the expense of the Exhibitor and Stand numbers must be prominently displayed. Detailed Stand regulations to which Exhibitors must conform will be published in an Exhibitor Manual, which will be sent to all Exhibitors.
11. No contractor for erection of a Stand or otherwise shall be entitled to enter the Hall without the written consent of the Organisers. Each Exhibitor must abide by the decision of the Organisers from time to time on all matters relating to the employment of labour in connection with the Exhibition. Exhibitors may not employ any person other than the Contractors (including the electrical contractors and compressed air contractor or plumbers) designated by the Organisers without written consent from the Organisers.
12. The Organisers will advise Exhibitors in advance of the dates and times when Exhibits and other properties can be received at the Hall. All goods must be brought in and taken out by the entrances and exits specified by the Organisers. All goods delivered to the Exhibition must be accompanied by or received by a representative of the Exhibitor, and cases must be unpacked on arrival. All labour for receiving, unpacking, placing in position and removal must be provided for by the Exhibitor but in default the Organisers may at the Exhibitor's expense and risk do whatever they may consider necessary in the interests of the Exhibition. Goods may not be delivered to nor removed from the Exhibition during the hours it is open to visitors except with the written permission of the Organisers.
13. The Exhibitors shall take out and maintain public liability insurance against personal injury, death or damage to or loss of property for a limit of indemnity not less than \$2,000,000 US Dollars (or its equivalent). The Organisers shall be entitled to inspect such public liability policy which the Exhibitor shall make available on request by the Organisers.
14. Exhibitors agree to observe the same conditions of tenancy as are accepted by the Organisers in their agreement with the Owners and in particular to refrain from doing anything contrary to the licences of the Authorities or the fire insurance policies covering the Hall. An Exhibitor shall not cut or damage floor or other parts of the walls or structure of the Hall nor shall any Stand interior fittings be attached to the roof, floor or other part of the Hall without the prior consent in writing of the Organisers. Any Exhibitor causing any damage to the Hall or to any person whomsoever must pay for the same and hold the Organisers indemnified against the same.
15. No Exhibitor shall connect to or interfere with the electrical, gas, steam, water, or other fittings in the Hall without the prior consent of the Organisers and Owners, and any such consent will be subject in all respects to the rules and regulations of the competent Authorities as well as to the requirements of the Owners or Organisers or their Contractors at the expense of the Exhibitor. The Owners and the Organisers or their Contractors shall have the right to enter any Stand to examine, test, repair or renew any electrical fittings or to remove any defective apparatus.
16. Handbills and other printed matter may only be distributed from Exhibitors' own Stands. Exhibitors must not paste or otherwise affix or exhibit advertisements upon any part of the Hall. No article may be photographed, drawn, copied or reproduced, without the consent in writing of the Organisers. The Exhibition name, wordmark(s), logo(s) and associated graphic devices are the protected property of the Organisers and cannot be reproduced in any form, or for any purpose, without their written permission.
17. In the event of any Exhibitor or his representatives or employees conducting or having conducted himself on the Exhibition premises in such a manner as may be considered by the Organisers or any of their duly authorised officers to be objectionable or likely to cause obstruction he shall be expelled forthwith from the Hall and shall not be permitted to return during the remainder of the Exhibition. If the Organisers consider an Exhibitor is conducting himself in a manner such as may make it probable that persons doing business with such Exhibitor may be dissatisfied or that discredit may be brought upon the Exhibition, the Organisers may, by notice in writing to the Exhibitor, forthwith terminate his licence to occupy his Stand but without prejudice to any other rights or remedies which the Organisers may have against the Exhibitor and in particular, but without prejudice to the generality of the foregoing, shall be entitled to retain all monies paid by the Exhibitor and to receive all monies which may at the date of such termination remain unpaid and due to the Organisers.
18. Exhibitors shall not sell or give away or permit to be sold or given away in any part of the Hall any articles for human consumption, drinking or smoking other than such as are supplied by the Owners or their agents. Entertaining on Stands by dispensation of spirits, wines, beers, mineral waters, beverages and other refreshments either for eating or drinking must be done only in such portions of the Stands or offices as are not open to public view or entry. The Owners reserve the right to charge corkage on any bottle not bearing their mark or stamp.
19. Each Exhibitor shall in all cases comply with all requirements of the fire insurance officers and other Authorities concerned with the Hall and its protection. The Exhibitor shall be responsible for ensuring that each attendant or employee on the Stand is acquainted with the position and use of fire extinguishers in the Hall and knows the position of the nearest fire alarm.
20. In no circumstances shall any Exhibitor have or permit on his Stand naked lights or oil lamps, explosives or articles of a dangerous, inflammable or objectionable nature, nor may temporary gas or electrical fittings be used in the Hall without written permission of the Organisers and the Owners and the authorised representative of either may remove any such article from the Hall.
21. No cinematographic, photographic, film, radio, television or any other apparatus which reproduces the words or actions of performers may be used in the Hall unless the consent in writing of the Organisers is first obtained, and if such consent be given each Exhibitor must observe and comply with such conditions as the Organisers shall impose and with all the regulations of the Owners and other Authorities of which Exhibitors are deemed to have notice and will be bound thereby.
22. No demonstration of Exhibits may take place of a nature likely to cause obstruction in the gangway or interference with the business of other Exhibitors. The Organisers reserve the right to stop any demonstration without incurring any liability for any loss sustained by the Exhibitor. No Exhibitor shall conduct a competition, or offer prizes, unless written permission has been obtained from the Organisers.
23. In the event of the postponement abandonment or restriction of the Exhibition through the Hall in which the Exhibition is to take place becoming wholly or partially unavailable for any reasons whatever or through any failure of any of the services or facilities usually afforded to Exhibitors due to flood, fire, strikes, disputes, lock outs, failure of light or power or any other circumstances beyond the control of the Organisers, the Exhibitor shall not have any claim against the Organisers for any liability or loss, and the Organiser shall be entitled to retain all monies paid by way of rent or otherwise, and to be paid all monies due under this contract and unpaid by the Exhibitor or such part as the Organisers in their absolute discretion shall consider reasonable. Without prejudice to the generality of the foregoing, if by rearrangement or postponement of the period of the Exhibition or by use of another Hall, or by any other means considered by the Organisers to be reasonable, the Exhibition can in the opinion of the Organisers be carried through, this contract shall remain binding upon all parties except insofar as such rearrangement shall affect the size and position of the Stand. The Organisers retain a lien on all goods in respect of unpaid accounts and reserve the right to prevent the removal of goods until a settlement be made and to store them at the Exhibitor's risk and charge.
24. In the event of an Exhibitor or an intending Exhibitor committing an act of bankruptcy or (being a company) going into liquidation (whether voluntary or compulsory, not being a member's voluntary winding up for the purpose of amalgamation or reconstruction), or failing to observe and perform the obligations of the Exhibitor under these conditions of his contract for space including payment of instalments within fourteen days of the due date whether demanded or not the contract made with the Exhibitor may be determined by the Organisers by notice in writing, and all the monies paid by the Exhibitor under such contract shall be forfeited without prejudice to the right of the Organisers to claim for breach of contract.
25. No Exhibitor shall assign, sub-let, underlet, grant any licence or in any way part with or divide any Stand allotted to him, nor shall any circulars, advertisements, photographs or other matter relating to any manufacturer or trader who is not an Exhibitor be displayed or distributed without the consent in writing of the Organisers.
26. The Organisers reserve the sole rights of compiling and issuing any catalogue or list of Exhibitors and exhibits. The Organisers reserve the sole rights of printing and issuing invitations and tickets of admission, and only such invitations and tickets will be valid for the Exhibition.
27. The Organisers reserve the right to alter, add to or amend these rules and conditions, or any of them, by notifying the Exhibitor in writing. The Organisers may, in writing, waive these rules and conditions, or any of them, in any particular case, or cases, as they consider appropriate. No alteration, addition, amendment or waiver to or of these rules and conditions shall operate to release any Exhibitor from his obligations set out herein.
28. The Organisers reserve the right to assign this contract to any other Company wholly owned (directly or indirectly) by Tarsus Group plc.
29. Persons under the age of 16 years are not permitted to enter the Hall at any time.
30. These rules and conditions shall be governed by the laws of England and Wales and both parties agree to submit to the non-exclusive jurisdiction of the English Courts at all times.