

**Sponsorship Options (All prices are quoted per expo)**

1) Exclusive Official Expo Bag Sponsor	Exhibitor's Price US\$20,000	Non- Exhibitor's Price US\$22,500
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As the Official Expo Bag Sponsor, you will be able to reach ALL visitors to the expo by having your logo and brand message exclusively on one side of the courtesy bags (The other side will feature the show name). These quality design bags provide excellent branding benefits and retention value as it will be carried by visitors throughout the expos and continue its usefulness long after the show.

2) Exclusive Beverage Sponsor	Exhibitor's Price US\$25,000	Non- Exhibitor's Price US\$27,500
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As the Official Beverage Sponsor, you will enjoy the exclusive right to provide sponsored coffee/tea refreshments to visitors in the cafeteria area at the shows. Sponsorship privileges include exclusive branding of an info counter within the cafeteria area itself. Reach visitors in a relaxed state of mind.

3) Exclusive Internet Terminals Sponsor	Exhibitor's Price US\$10,000	Non- Exhibitor's Price US\$12,500
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Connect people to your message by becoming the official Internet Terminal Sponsor located close to the cafeteria area at the SMART International Property Expo. Establish your company's presence at a key information gateway for visitors. Sponsorship possibilities include branding the terminal itself to creating customized desktops and home pages.

4) Seminar Pen/Writing Pad Sponsor	Exhibitor's Price US\$10,000	Non- Exhibitor's Price US\$12,500
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Each seminar area provides special topics of interest giving sponsors focus groups. Each attendee will be provided complimentary pens and writing pads. Sponsors to provide pens and pads for organizer to distribute. Price quoted is based on per seminar area.

5) Seminar panel sponsor	Exhibitor's Price US\$15,000	Non- Exhibitor's Price US\$17,500
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Panels (half metre high off the ground) surrounding the seminar area are available for sponsorship. This is a highly visible area and at the center of visitors' attention. Organiser to provide panels only. Sponsor need to provide custom made posters.





Corporate Consumer Communications

## SMART International Property Expo 2006

SINGAPORE, 6-7 May 2006, SUNTEC Singapore International Exhibition & Convention Centre

HONG KONG, 24-25 June 2006, Hong Kong Convention & Exhibition Centre

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### Payment Terms:

Please immediately **sign and fax return to +852 2944 6424**. Cross Cheque/Bank Draft made payable immediately for 50% (deposit) of total cost with additional post-dated 1st March 2006 cheque for remaining balance to be submitted with this booking form, OR remit the payable amount to HSBC Hong Kong for account of "**Corporate Consumer Communications Ltd**" under Account No. **588-882332-838** and fax us the receipt at (852) 2944-6424 for verification:

**Account name:** Corporate Consumer Communications Ltd  
**Account No:** 588-882332-838  
**Account Currency:** USD or HKD  
**Bank:** The Hongkong and Shanghai Banking Corporation Ltd (HSBC)  
**Branch Address:** Shop Units P15-16, Blk G, Telford Plaza I, Kowloon Bay, Kowloon, HK  
**Branch Code:** 126  
**SWIFT Code:** HSBC-HK-HH-HKH

(All banking charges, if any, are to be borne by the exhibitor).

Failure to pay the balance will negate your booking. Deposit is non-refundable. In addition to section 3 of conditions for booking participation, the organizer reserves the right to cancel or postpone the exhibition, and refund any deposit paid minus 5% administration fee.

**Payment should be submitted together with original form to Corporate Consumer Communications Ltd** together with original form to Suite 1701, Car Po Commercial Building, 18-20 Lyndhurst Terrace, Central, Hong Kong.

We hereby accept the CONDITIONS FOR ADVERTISING/SPONSORSHIP PARTICIPATION and enclose 50% of payment:

**Authorised Signature:** \_\_\_\_\_

**Company Chop:**

**Name in print:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Date (dd/mm/yy):** \_\_\_\_\_



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SINGAPORE, 6-7 May 2006, SUNTEC Singapore International Exhibition & Convention Centre  
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### **Conditions of Advertising and Sponsorship Participation.**

#### 1. Definitions

"The Contract" means agreement between the Advertiser/Sponsor and the Management for the Exhibition on the terms of these Conditions; "Management" shall be construed to mean the event organizer for the Exhibition; "the Exhibition" means the SMART SINGAPORE International Property Expo 2006, scheduled for 6-7 May 2006, at SUNTEC Singapore International Convention and Exhibition Centre; and/or SMART Hong Kong International Property Expo 2006, scheduled for 24-25 June 2006, at Hong Kong Convention & Exhibition Centre. The "Advertiser/Sponsor" means the person, firm or company agreeing to advertise or sponsor at the Exhibition under a Contract.

#### 2. Default

Any Advertiser/Sponsor failing to fulfil booking requirements contracted for shall not be relieved of the obligation of paying the full booking charge.

#### 3. Cancellation or Change of Exhibition

In the event that the premises in which the Exhibition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of Management or its agents, the Exhibition may be cancelled or moved to another appropriate location, at the sole discretion of Management. Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of Management. Causes for such action shall include, but not be limited to: fire, casualty, flood, epidemic, earthquake, accident, blockage, embargo, inclement weather, governmental restraints, act of public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, municipal, state or federal laws, or act of God. Should Management terminate this agreement pursuant to the provisions of this section, Advertiser/Sponsor waives claims for damage arising therefrom.

Refunds in the event of termination shall be made to Advertiser/Sponsor in the amount of original booking fee less pro rata adjustment based on Management's costs incurred from staging the Exhibition.

#### 4. Cancellation by Advertiser/Sponsor

In the event of cancellation by an advertiser/Sponsor, Management shall determine as assessment covering the reassignment of booking, prior services performed, and other damages related to cancellation. Management must receive written notification of the cancellation by registered or certified mail. In the event of cancellation Management reserves the right to reassign cancelled bookings, regardless of the cancellation assessment. Subsequent reassignment of cancelled booking does not relieve the canceling Advertiser/Sponsor of the obligation to pay the cancellation assessment. All payments are non-refundable and non-transferable. If cancellation notice is two months or less, prior to the show, exhibitor must make 100% payment to the management.

#### 5. Limitation of Liability

Advertiser/Sponsor agrees to make no claim for any reason whatsoever against Management and or its servants for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents, or representatives; nor for any damage of any nature, including damage to his business for failure to provide booking requirements; nor for failure to hold the Exhibition as scheduled; nor for any action or omission of Management. Advertiser/Sponsor is solely responsible for his own exhibit material and products, and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood



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all property of an Advertiser/Sponsor is in his care, custody, and control in transit to, or from, or within confines of the Exhibition venue. Management shall bear no responsibility for the safety of the Advertiser/Sponsor, its personnel, employees, agents, or representatives or personal property.

### 6. Insurance

Show Management, whilst taking every reasonable precaution, expressly declines responsibility for any loss or damage that may befall the property of any Advertiser/Sponsor from any cause whatsoever.

### 7. Installing, Exhibiting, Dismantling

Hours and dates for installing, exhibiting and dismantling shall be those specified by Management. Advertiser/Sponsor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exhibition before the specified conclusion of the dismantling period set by Management.

### 8. Relocation and Floor Plan Revisions

Management retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors, Advertiser/Sponsor as necessary.

### 9. Amendment and Addition to Conditions

Any matters not specifically covered by the preceding conditions shall be subject solely to the decision of Management. Management may at any time amend or add further rules to these rules, and all amendments made shall be binding on Exhibitor equally with the foregoing Rules and Regulations.

### 10. Waiver of Rights

Any rights of Management under this contract shall not be deemed waived in any manner except as specifically waived in writing and signed by an authorized officer of Management.

### 11. Regulations Governing Displays

No decoration, fittings or exhibits shall exceed 4 m in height unless approved by Management. All designs must be prior approved first by the organizer.

### 12. Display & Print Advertisement

Management shall have full authority for approval of appearance of advertisements and rearrangement of items displayed and may at its discretion require the advertisement replacement, display rearrangement, or redecoration and no liability shall attach to Management for costs that may be charged to the Advertiser/Sponsor as a result of Management's actions. Management firmly forbids any fake, non authorised copyrights and low quality products/advertisements to be displayed or brought into this Exhibition. Management shall have full authority to refuse any products/advertisements that are conceived as infringement on intellectual property rights. Management will not be responsible for any prosecution of infringement or privacy charged to the respective Advertiser/Sponsor.

### 13. Agreement to Conditions

Advertiser/Sponsor, for himself or itself, his or its personnel, employees, agents or representatives, agrees to abide by the foregoing conditions and those provided and contained in the Exhibitors Manual, and by any amendments and additional conditions that may be put into effect by Management.