



Asian Attractions Expo 2011
Conference: 21-24 June 2011 • Trade Show: 22-24 June 2011
Resorts World Sentosa • Hard Rock Hotel Singapore • Compass Ballroom
 Return completed form via post to:
 Trade Show Manager, IAAPA, 1448 Duke Street, Alexandria, VA 22314-9512 USA
 U.S. Sales Office Phone: +1 703/836-4800 • FAX: +1 703/738-7460 • exhibitsales@IAAPA.org
 Asia Sales Office Phone: +66 (2) 748-7881 • FAX: +66 (2) 748-7880 • IAAPA@asiacongress.com



COMPANY AND CONTACT INFORMATION

1 Company Name _____
 D.B.A. (doing business as): _____
 Company Address _____
For receipt of show information and materials (Please DO NOT use PO Box)
 City _____ State _____ Zip/Postal Code _____ Country _____
 Phone (____) (____) _____ Fax (____) (____) _____ Member Identification Number _____
Country code City code Country code City code
 Web Site _____
 Primary Contact _____ E-mail Address _____
 Additional Administrative Contact _____ E-mail Address _____
 Additional Administrative Contact _____ E-mail Address _____

2 IAAPA requires its members to observe a code of conduct outlining responsibilities:
 1. To maintain safety as the highest priority in their businesses and to comply with all applicable standards, laws, and regulations.
 2. To provide clean, wholesome, and safe entertainment for their guests, maintaining the highest standards of quality and service.
 3. To conduct their businesses on the highest place of integrity, honesty, and social responsibility.
 4. To foster and maintain a spirit of cooperation and fair dealing for buyers and sellers, maintaining the principles of confidentiality, intellectual property protection, and agreed contracted terms.
 5. To establish and maintain cordial and respectful relations with their fellow members worldwide.
 We believe that these principles must be carried out by each member individually in order to foster and promote our industry and to protect its excellent reputation of delivering safe family fun.
 To the best of my knowledge, the information contained in this application is true, complete, correct, and is made in good faith. I understand that IAAPA reserves the right to verify any or all the information on this application.

Exhibitor Acceptance: I, the duly authorized representative of the organization shown, on behalf of said organization, request and agree to pay for exhibit space as assigned and accepted, and subscribe and agree to all the terms, rules and regulations, conditions, authorizations, addendums, and covenants, contained in this Contract for Trade Show Space and Services, and in the Exhibitor Services Guide which follows and is incorporated in this contract by reference. All exhibitors must provide IAAPA with a certificate of insurance. No gambling or gambling devices allowed on show floor.

Authorized signature _____ Date _____
 Print name _____ Title _____

CONTRACT REQUIREMENTS — Contracts cannot be processed without this information.

3 Main Exhibit Floor - (Minimum 6 sq. meters)
 Total square meters requested _____ Sq. M.
 Maximum display height required _____ M.

5 Exhibiting Companies you DO want to be near (partners, distributors, business associates)

 Exhibiting Companies you DO NOT want to be near (competitors)

4 Preferred Booth Choice(s)
 First _____ Third _____
 Second _____ Fourth _____

Main Product Description: _____ New Product?

BOOTH RATES

6 Booth Rates (US Dollars) Rates subject to change.
Shell Scheme - includes panels, carpet, lighting, counter, 2 chairs, wastebasket, name board and electricity
 Member* US\$350 per sq m _____ Non-member US\$395 per sq m _____

Raw Space
 Member* US\$325 per sq m _____ Non-member US\$370 per sq m _____

*** FURTHER DISCOUNTS APPLY FOR BOOTHS LARGER THAN 18 SQUARE METERS ***
 * IAAPA, Global Alliance OR AAMA Membership required for member rate.

PAYMENT INFORMATION

7 Total Square Meters Shell Scheme Member _____ × \$350.00 = _____
 Total Square Meters Shell Scheme Non-Member _____ × \$395.00 = _____
 Total Square Meters Raw Space Member _____ × \$325.00 = _____
 Total Square Meters Raw Space Non-Member _____ × \$370.00 = _____
 Total Discount for booth size over 18 square meters _____
 Subtotal _____

8 50% Deposit Due with Contract → US\$ _____
 For Wire Transfers ONLY, ADD \$ 25.00 _____
 Final Payment (Full balance due April 1, 2011) US\$ _____

IAAPA Wire Transfer Information (add \$ 25.00 fee per transaction)
 Bank of America • 1501 Pennsylvania Avenue, NW • Washington, DC 20005 USA
 Acct#: 0020-866-30597 ABA#: 026009593

9 Contracts sent after April 1, 2011 must include full payment.

10 Type of Payment
 Payment Amount US\$ _____
 Check # _____
 Credit Card: AMEX VISA MC
 Exp. Date _____ CID NO: _____
 Account# _____
 Authorized Signature: _____
 Please charge the remaining balance to this credit card on April 1, 2011.
 Authorized signature _____

Asian Attractions Expo 2011 Rules and Regulations

- 1. Management:** The International Association of Amusement Parks and Attractions ("Association" or "IAAPA") will conduct the Asian Attractions Expo 2011 ("Event") at the Resorts World Sentosa ("Event Facility") and appoint an official service contractor, AsiaCongress ("Service Contractor"), to provide all show services to exhibitors.
- 2. Exceptions to Rules and Regulations:** Exceptions to certain provisions of these Rules and Regulations may be granted at IAAPA's sole discretion where requested in writing and received by IAAPA before May 3, 2011.
 - a. The request must include certificates of insurance from all agent representatives indemnifying the Association and Service Contractor for liability resulting from such exception in limits satisfactory to IAAPA and Service Contractor and a description of the work to be done and personnel to be used.
 - b. IAAPA reserves the right to deny exceptions at its sole discretion.
- 3. No Liability:** IAAPA shall have no responsibility of any kind for the following:
 - a. performance or failure to perform by any contractor including the Service Contractor;
 - b. performance or failure to perform services to the exhibitors by the Event Facility.
 - c. cancellation or delay of the show due to acts of God, war, government regulation, disaster, acts or threats of terrorism, fire, strikes, civil disorder, or other similar cause beyond the control of IAAPA;
 - d. IAAPA's judgment that continuing the show would be inadvisable, illegal or impossible. IAAPA's liability for cancellation for any reason shall be limited to any amounts paid by exhibitor pursuant to this contract.
- 4. Application for and Assignment of Space:** Anyone desiring to exhibit must file a written application with the Association at IAAPA Headquarters, 1448 Duke Street, Alexandria, Virginia 22314-9512 USA.
 - a. Space will be assigned to conform as nearly as possible in size, price and location-subject to approval of the exhibitor.
 - b. The Association must receive exhibitor's disapproval of any space assignment in writing within 15 days after the date of assignment.
 - c. Such rejection may be sent by fax or e-mail to the Association, but will only be valid upon confirmation of receipt by the Association.
 - d. After May 3, 2011, written disapproval must be received by IAAPA within 3 days after the date of assignment. Such rejection may be sent by fax or e-mail to the Association, but will only be valid upon confirmation of receipt by the Association. The exhibitor will be deemed to have accepted the space allocated if no such rejection is received by IAAPA within these periods.
 - e. The Association has the absolute right to allocate and assign space and exhibitors and to relocate exhibits after initial assignment.
- 5. Cancellation of Exhibit Space:** The Association reserves the right to cancel any reservation not paid in full, to lease such space to another exhibitor, and to retain as liquidated damages any amounts already paid. IAAPA also reserves the right to reject any application, or cancel any contract, for space for any reason. If any exhibitor changes management or is purchased by another company/organization, this Contract becomes binding on such company/organization. Exhibitor agrees that payments or deposits made by exhibitor may be used toward satisfying any cancellation fees due to Association under this Contract. In the event that an exhibitor cancels this Contract, or is unable to use the space after April 1, 2011, the Association shall retain as liquidated damages all amounts paid by such exhibitor. This includes company "no-shows," that do not occupy contracted on-site booth space. Upon receipt of cancellation notice from exhibitor, Association shall have no further obligations to the exhibitor under this Contract.
- 6. Cancellation Deadlines and Liquidated Damages**
 - a. \$500 – Written cancellation or space reduction received after November 16, 2010.
 - b. 50% of total space cost for any cancellation or space reduction received by January 15, 2011.
 - c. 100% of the total space cost for any cancellation or space reduction received after April 1, 2011.
- 7. Administrative Fees for Space Moves**

Upon receipt and approval of a booth change or move request, the Association may charge administrative fees as follows:

 - a. \$300 for requests submitted through April 1, 2011
 - b. 50% administrative fee for any moves of originally contracted space after April 1, 2011.
- 8. Cancellation or Postponement of Event:** It is mutually agreed that, in the event that the Event is cancelled for any reason, then and thereupon this Contract will be automatically terminated and IAAPA management will determine an equitable basis for the refund of a portion or all of the exhibit fees, after due consideration of expenditures and commitments already made.
- 9. Compliance with Rules and Regulations:** Exhibitor hereby agrees to be bound by all IAAPA and Event Facility rules and regulations outlined here, and any additional rules, regulations, and information as may be adopted by IAAPA or the Event Facility. Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations of the Event Facility; (ii) any rules or regulations of said Event Facility; (iii) the terms of all leases and agreements between IAAPA and the managers or owners of the Event Facility; (iv) the terms of any and all leases and agreements between IAAPA and any other party relating to the Event; and (v) all Federal, State, and local laws, codes, ordinances and rules; without limiting the foregoing, exhibitor shall construct its displays to comply with the Americans with Disabilities Act. Exhibitor shall not, nor shall exhibitor permit others to, do anything to its exhibit space or do anything in the Event Facility which would cause a difference in conditions from those previously approved by the insurance carriers of IAAPA, or the owners or managers of the Event Facility, which will in any way increase premiums payable by any of said parties, and exhibitor shall be responsible for any such increase resulting from violation of this section. IAAPA will not interpret laws, regulations and ordinances for any exhibitor.
- 10. Specific Policies**
 - a. All exhibitors must adhere to all rules and regulations pertaining to displays and product as outlined in IAAPA Booth Specifications and Diagrams and the Exhibitor Services Manual.
 - b. Exhibit activity or soliciting by any non-exhibiting firm or person on the trade show floor and/or on any property under the supervision or under the contract of the Association during the trade show is strictly prohibited.
 - c. Exhibitor agrees to keep exhibit properly staffed and intact during show hours.
 - d. Early dismantling of booth space is strictly prohibited. Monetary penalties may be applied for early tear-down.
 - e. No cash and carry sale of goods as in a retail setting is permitted from an exhibit booth or in the Event Facility.
 - f. No food or beverages may be sold on the premises, although samples may be given away in limited portions. See the Exhibitor Services Manual published in hard copy or on-line at www.iaapa.org for further details.
 - g. IAAPA reserves the right in its sole judgment to prohibit or close any display or activity because of noise, odors, or other disturbing features, or which may be offensive to other exhibitors or attendees. Furthermore, this discretionary right of IAAPA applies to any demonstration or activity by any exhibitor that results in obstruction of both line-of-sight and/or access to a nearby exhibitor's booth by either attendee/buyers or exhibitors.
 - h. Exhibitors demonstrating amusement rides and/or offering rides to show attendees or guests are solely responsible for compliance with all federal, state, and local laws and regulations governing the operation of rides, and for securing in advance all approval necessary to demonstrate and offer rides during the show dates.
 - i. All personnel working in an exhibit booth must be employees of the exhibiting company.
 - j. Each exhibitor company receives five (5) exhibitor staff badges for the first booth of 6–9 net square meters and additional badges for each increment of 3 net square meters up to a maximum of 15 complimentary badges.
 - Additional badges cost \$15.00 USD per badge. Booth personnel must show company business card for admission at \$15.00 USD rate.
 - Proper identification is required to replace a lost badge. No refunds will be made if a lost badge is found/returned.
 - k. Booth personnel must display their badges at all times.
 - l. No exhibitor is allowed to assign, sublet, or apportion the whole or any part of space allotted or exhibit any goods other than those manufactured or sold in the regular course of business by the exhibitor.
 - m. Exhibitors are prohibited from engaging in an exhibit activity in any space other than that which has been contracted.
 - n. Exhibitors are responsible for knowledge of and compliance with all laws, regulations, and ordinances that may apply to any exhibit. These include, but are not limited to any Singapore laws, regulations and ordinances. IAAPA will not interpret laws, regulations and ordinances for any exhibitor.
 - o. Exhibitors with products, the sale of which may be illegal in certain jurisdictions, must display a sign in their booth space to that effect.
 - p. Manufacturers and other exhibitors of equipment that may be considered to be gaming equipment, devices or other products are responsible for determining that they can legally exhibit such items in Singapore.
 - q. IAAPA does not condone intellectual property infringement and will ban any company from the exhibition if it is determined, based on reasonable inquiry and substantiation, that an exhibitor is infringing upon another party's intellectual property. IAAPA shall have no liability with regard to such determination and the exhibitor agrees that it will hold harmless the Event Facility and the Association from any and all claims, including third party infringement claims.
 - r. Exhibitors are responsible for any damage done by them or their employees.
 - No nails, bolts, tack or screws shall be driven into the wall, woodwork or floor of the Event Facility.
 - The use of flammable substances as decorative materials is prohibited.
 - All decorative fabrics must be flame proofed in accordance with City and Exhibit fire regulations.
 - No gasoline, kerosene, acetylene or other flammable or explosive substances are permitted in the building.
 - Exhibitors using grease or oil in the preparation of food must utilize cooking hoods to prevent splatter.
 - s. "Suitcasing." Please note that while all Event attendees are invited to the exhibition, any attendees who are observed to be soliciting business in the aisles or other public spaces or in another company's booth will be asked to return their badges and to leave the show floor immediately. Violators will not be allowed to return to the show and no refunds will be made. Additional penalties may apply. IAAPA asks that both attendees and exhibitors report any violations they may observe to the Show Office.
 - t. "Outboarding." Outboarding is defined as marketing, sales and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical and is condemned by IAAPA. It includes practices such as "coat-tailing", "piggy-backing", co-location of events, and large-scale hospitality events, particularly during show hours.
 - u. Exhibitor literature and printed materials, including trade publications, may only be distributed from within an exhibitor's booth space and may not appear in any other public space of the Event Facility property or that of the contracted IAAPA hotels. Certain sponsoring opportunities are exempt from this rule. Demonstrations, sales activities and giveaways must take place within the exhibitor's booth space. Distribution of materials and sales efforts may not take place in the aisles or any other location outside the contracted booth space. This policy is strictly enforced. Companies found breaking these rules may have their booth at Asian Attractions Expo 2011 shut down, may forfeit accumulated priority points and could be suspended from future exhibiting.
 - v. Booth must be set-up and complete for inspection and the surrounding aisles clear of exhibitor's equipment and debris no later than 4:00 p.m. (16:00) on Tuesday, June 21, 2011.
- 11. Liability, Hold Harmless and Indemnification:** Exhibitor agrees that neither the Event Facility nor the Association nor Service Contractor shall be liable for any claims, losses, damages, death, injuries or liability which may be sustained by any person who may be on the premises leased by or assigned to the exhibitor, (including but not limited to) any agent, employee, representative or guest of the exhibitor, or any other person or entity.
 - a. The exhibitor agrees that it will hold harmless and indemnify the Event Facility and the Association and Service Contractor from any and all claims, including third party infringement claims, losses, damages, death, injuries or liability whatever (including without limitation, reasonable attorney's fees and costs) whether to property, person or otherwise, that arise in whole or in part from the omissions or willful misconduct or breach of this Contract by exhibitor, or its agents, employees, representatives, guests or invitees related to or arising in connection with exhibitor's performance under this Contract.
 - b. In no event will IAAPA be liable to the exhibitor, whether in contract or tort, for any amount in excess of the exhibit space rental fee in relation to any damages, including lost profits, arising out of or relating to the Event, the rental of exhibit space, the conduct of IAAPA, any breach of this Contract, or any other act, omission, or occurrence.
 - c. In no event shall Association or Service Contractor be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive or special damages or awards. At the time of making final payment for space under this Contract, every exhibitor shall provide the Association with an original, signed insurance certificate and endorsement, naming "IAAPA, its entities, subsidiaries, agents, representatives, officers, staff, volunteers and employees," as additional insured under the exhibitor's general liability insurance policy. The exact show dates including move-in and move-out must be included on this certificate. Minimum limits required to be carried by exhibitors displaying amusement rides and/or mechanical, electrical or other devices or displays involving audience participation, and any exhibitors using flammable materials or cooking must have a total combined aggregate policy of \$3,000,000. All other exhibitors are required to carry a minimum \$1,000,000 per occurrence, \$300,000 fire damage, \$10,000 medical expenses, \$1,000,000 personal & advertised injury, \$2,000,000 general aggregate, and \$2,000,000 products & completed operations policy. Notwithstanding the above minimums, IAAPA reserves the right to require an insurance policy in excess of the amounts stated.
- 12. Obligations at End of License:** Before the termination of the license period, license period being from 12:00 p.m., Sunday, June 19, 2011 through 5:00 p.m., Saturday, June 25, 2011, exhibitor shall vacate the Event Facility and the facilities and return the equipment in the same condition and repair as originally furnished to the exhibitor, normal wear and tear excepted. In the event the Event Facility or the facilities are not so vacated, then the Association, Service Contractor and/or the Event Facility is authorized, at the expense of the exhibitor, to remove and store or return to exhibitor, or unless the exhibitor's failure is due to an event beyond the control of the exhibitor such as strikes or Acts of God, to treat as abandoned and discarded property and dispose of all goods, wares, merchandise and property of the exhibitor. The Association, Service Contractor and/or Event Facility shall not be liable for any damages or loss to such goods, wares, merchandise or other property which may be sustained either in the course of such removal, or in the course of transit, or by virtue of the Association's, Service Contractor's and/or Event Facility's disposal of the property. The exhibitor hereby expressly releases Association, Service Contractor and Event Facility from any such claims for damages of whatsoever kind or nature.
- 13. Security:** Neither the Association, Service Contractor nor Event Facility shall be in any way liable or responsible for any loss or disappearances, of any object, item, good or materials of any kind, from exhibitor's booth space or from the Event Facility, except for such loss or disappearance as is due to intentional and tortious theft committed by the employees of the Association, Service Contractor or Event Facility. The Association and Event Facility provide certain security services, including providing advice on security measures, as a convenience to exhibitors, but the responsibility for the security and safety of an exhibitor's area, product and property rests solely with the exhibitor.
- 14. Miscellaneous:** The above rules and regulations are all deemed to be of the essence of this Contract. A material breach of any of them shall be deemed a breach of contract entitling IAAPA to immediately cancel the exhibitor's Contract. Upon cancellation, IAAPA may take possession of the exhibitor's space, remove all person and properties of the exhibitor and hold the exhibitor accountable for all risk expense incurred in such removal. The Association reserves the right to make any changes necessary for the best interest of the trade show. If a court hereof holds any provisions invalid, all other provisions shall remain in full force and effect.