



Kuwait International Agro Food Expo

10 & 11 April 2019

10am – 1pm & 5pm – 8pm

Hall 4A

Kuwait International Fair (KIF)

SPONSORSHIP REGISTRATION CONTRACT

SPONSORSHIP OPPORTUNITIES

LEAD SPONSOR	TICK	COST
36 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Double page advertisement in expo catalogue		KWD. 5000/- USD 16650/-

PLATINUM SPONSOR	TICK	COST
24 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/ Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Full page advertisement in expo catalogue		KWD. 4000/- USD 13310/-

GOLD SPONSOR	TICK	COST
12 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/ Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Full page advertisement in expo catalogue		KWD 3000/- USD 9990/-

EXCLUSIVE SPONSORSHIP PACKAGES	TICK	COST
<p><u>REGISTRATION DESK SPONSOR</u> Branding on registration counter - High Resolution Artwork to be provided Complimentary 12 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/ Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Full page advertisement in expo catalogue</p>		<p>KWD 5000/- USD 16650/-</p>
<p><u>VISITOR BAG SPONSOR</u> Branding on one side of the visitor bag - High Resolution Artwork to be provided 12 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/ Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Full page advertisement in expo catalogue</p>		<p>KWD 4000/- USD 13310/-</p>
<p><u>LANYARD SPONSOR</u> Logo on Lanyard along with Exhibition logo - High Resolution Artwork to be provided 12 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/ Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Full page advertisement in expo catalogue</p>		<p>KWD 4000/- USD 13310/-</p>
<p><u>FLOOR PLAN SPONSOR</u> 12 Sqm Expo Space at prime location Name & Logo on all promotional & marketing collaterals (print & online) Name and Logo on VIP/Visitor Invitation cards/Leaflets/ Ad campaign One Email Campaign to the in-house database before the expo (HTML to be provided by sponsor) Full page advertisement in expo catalogue Logo on floor plan</p>		<p>KWD 3000/- USD 9990/-</p>

TERMS AND CONDITIONS

1. The agreement to sponsor or exhibit is irrevocable by the Sponsor or Exhibitor and in the event of no-show or cancellation full payment is liable to be paid to the Organizer. The Organizer reserves the right to charge and claim 2% interest per month on any outstanding payments by the Exhibitor to the Organizer. This commences from the first day of the Exhibition.
2. The floor plan is subject to change without any prior notice and the Organizer cannot be held responsible. The Organizer also has the right to change the stand location and dimension of the Exhibitor space from the one agreed, on the floor plan. All Exhibitors who are constructing their own stands require submission of scale drawing to the organizer for approval, minimum 4 weeks prior to the Exhibition.
3. The Date, Time, Duration and Venue of the Exhibition shall be at the discretion of the Organizer and the local government. The Organizer retains the right to change the above without prior notice, for the interest of the Exhibition or for reasons beyond control. In the event of any such changes the Organizer shall notify the Exhibitor accordingly and the Exhibitor must accept any such changes.
4. Should the date/venue of the exhibition be changed due to reasons beyond the organizers control; the sponsor/ exhibitor agrees to continue the participation at the next date/venue announced.
5. The Rules of the Country/State/Exhibition Centre/Organizer are binding on the exhibitor at all times.
6. Only the Exhibitor mentioned in the exhibition contract form will be allowed to display in the exhibition. Sub-letting, sharing or exchanging of any space or services is strictly not permitted. The Organizer reserves the right to cancel participation of any Exhibitor.
7. All other expenses incurred i.e. hotel accommodation, transport, extra furniture, air ticket etc. will be paid by the Exhibitor and the Organizer does not take the responsibility of payment.
8. The Exhibitor shall be responsible for all actions of the Exhibitor staff, sub- contractors and agents and will as such hold the Organizer safe and harmless. The Exhibitor will be responsible for the stand fittings, furniture, and floor space hired, by the Organizer and make sure they are left in the same condition prior to the hired period. The Exhibitor will be responsible for the cost of restoring to its original condition. It is the responsibility of the exhibitor for any goods and products in its stand and space.
9. The Exhibitor is responsible for the safety of the exhibits, employees or any other person before, during and after the exhibition duration. The Organizer is not responsible for any liability of loss or damage caused by theft, fire, rain, storm, tempest, flood, lightning, any Natural calamities, defect at the venue, labor disputes, explosion, war, national emergency, civil unrest, inevitable accidents, any force majeure (understood as per provision under ICC500) or any cause not within the control of the Organizer.
10. The Exhibitor is advised to take appropriate insurance policy cover for their participation and insure the exhibitor's products, public liability and all risks in respect expressed in the above condition for the purpose of indemnifying the Organizer.
11. The Exhibitor cannot claim for damages or loss if the Exhibition is postponed or cancelled or reason of happening of the above condition or otherwise. If the Exhibition is re-arranged to another date and venue the Exhibition Space Contract shall be binding upon the parties, except the size and position of space will be determined by the Organizer.
12. The Organizer reserves the right to alter, add to or amend any of these conditions and the decision of the Organizer shall be final.
13. All Claims and disputes shall be settled in Kuwait in accordance with the laws and judicial system of Kuwait.

All communications should be addressed to

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