

The logo for MICE Show Asia 2025 is centered on a white circular background with a grey diamond grid pattern. The word 'mice' is written in a lowercase, sans-serif font, with 'm' in black, 'i' in purple, 'c' in teal, and 'e' in orange. Below it, the words 'SHOW ASIA' are written in a bold, uppercase, sans-serif font in black. The background of the entire page is a teal color with a large, curved graphic element at the bottom consisting of overlapping bands of orange, purple, and teal.

mice
SHOW ASIA

WELCOME TO
MICE SHOW ASIA 2025
15 - 17 OCTOBER 2025, SINGAPORE

Contact Details

www.miceshowasia.com/contact
exhibitor@miceshowasia.com

Contact in Singapore

Office Address

Messe Berlin Asia Pacific
79 Anson Road, #23-01
the Hive Tanjong Pagar
Singapore 079906
Email: exhibitor@miceshowasia.com
Tel: +65 6027 7577

Contact in Germany

Office Address

Messe Berlin GmbH
Messedamm 22
14055 Berlin, Germany

Diana Klaue

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Contents	page
1. MICE Show Asia Product Group Index	2
2. Stand Registration Form I Exhibitors Details.....	3
3. Stand Registration Form II Choice of Stand Space & Complete Stand Packages	
3.1 Complete Stand Packages	4
3.2 Space Only.....	5
Shell Scheme Booths	6 - 8
4. Data Privacy Policy.....	9 - 10
5. Stand Registration Form III (Co-exhibitors)	11
6. MICE Show Asia Listing Package	12
7. Exhibition Terms & Conditions	13 - 23

Important Information

Venue

Sands Expo and Convention Centre, Marina Bay Sands, Singapore

Event dates

15 - 17 October 2025

Registration deadline

15 May 2025

Opening hours

Exhibition 9:30 a.m. – 6:00 p.m.

Set-up

13 - 14 October 2025

8:00 a.m. – 10:00 p.m.

Dismantling

17 October 2025 after 6:00 p.m.

17 October 2025 until 10:00 p.m.

We reserve the right to make alterations to this schedule. Please note any subsequent updates.

For further questions and assistance please contact Messe Berlin (Singapore).

1. Product Group Index 2025

1. Accommodation

- 1.1 Apartments
- 1.2 Guest House
- 1.3 Hotels
- 1.4 Luxury Hotel Chains
- 1.5 Private Game Reserve or Safaris
- 1.6 Resort
- 1.7 Service Apartments
- 1.8 Spas
- 1.9 Villas

2. Association

3. Consulting Services

- 3.1 Financial Service
- 3.2 Hospitality Management Companies
- 3.3 Real Estate Services
- 3.4 Schools, Universities & Institutes of Higher Learning
- 3.5 Travel Insurance
- 3.6 Travel Recruitment Services

4. Destination Management Companies

5. Meetings and Incentives Industry

- 5.1 Convention Visitor Bureau
- 5.2 Event Management Company
- 5.3 Incentive House / Agency
- 5.4 Independent Meeting Planner
- 5.5 MICE (Events) Agency
- 5.6 Professional Conference Organiser
- 5.7 Professional Exhibition Organiser
- 5.8 Venues

6. Tour Agencies

- 6.1 Business Travel
- 6.2 Group Travel
- 6.3 Online Travel Agency
- 6.4 Retail Travel Agency

7. Tour Operators

- 7.1 Domestic
- 7.2 Inbound
- 7.3 Outbound
- 7.4 Special Interest Tours

8. Tourism Organisation

- 8.1 City Tourist Board
- 8.2 National Tourist Board
- 8.3 Regional Tourist Board
- 8.4 State Tourist Board

9. Tourist Attraction and Entertainment Services

- 9.1 Integrated Resorts
- 9.2 Casinos
- 9.3 Leisure Parks
- 9.4 Museum
- 9.5 Musicals
- 9.6 Shopping
- 9.7 Theatres

10. Transportation

- 10.1 Airlines
- 10.2 Airports
- 10.3. Airport Services
- 10.4 Car Rental
- 10.5 Charter Operators
- 10.6 Coach Travel
- 10.7 Cruise Lines
- 10.8 Ground Handling Services
- 10.9 Ports
- 10.10 Trains/ Rail
- 10.11 Yachts

11. Travel Management Companies

12. Travel Technology Services

- 12.1 Distribution Technologies
- 12.2 Hotel Technology
- 12.3 Mobile / App Providers
- 12.4 Payment Solutions
- 12.5 Reservation and Booking Technologies
- 12.6 Transport Technology

13. Wholesalers

2. Stand registration MICE Show Asia

(Point ① – ⑧ for catalogue entry)

■ _____

① Exhibitor Name _____

② Street _____

③ Postal Code **④ City** **⑤ Country**

⑥ Country / Destination for catalogue entry

⑦ Internet address _____ **⑧ Company Email** _____

⑨ Tel. _____ **⑩ Fax** _____

⑪ Contact person Ms. Mr. **⑫ Personal Email** _____

Cell phone _____ Contact Tel./Fax _____

⑬ CEO Surname, First name Ms. Mr. **⑭ Chief Marketing/CMO Surname, First name** Ms. Mr.

⑮ Specific job title (if different) **⑯ Specific job title (if different)**

⑰ Email CEO **⑱ Email CMO**

⑲ Product(s)
Important! Please define your product(s) in accordance with the index on page 2.
Please select at most 5 products, additional indications will be charged.

Important: The details requested above (point ① - ⑲) are obligatory!

■ _____

Invoice address

Street _____

Postal Code _____ City _____ Country _____

Phone _____ Email _____

■ _____

Mailing address for invoice (if different)

Street _____

Postal Code _____ City _____ Country _____

Internet address _____ Email _____

Phone _____ Fax _____

We hereby agree to the special conditions of participation and to the Messe Berlin (Singapore) Pte. Ltd. General Terms of Business for trade shows and exhibitions. The place of performance is Singapore. Any disputes arising out of or in connection with this contract, including any question regarding its existence, validity or termination, shall be referred to and finally resolved by arbitration in Singapore in accordance with the Arbitration Rules of the Singapore International Arbitration Centre ("SIAC Rules") for the time being in force, which rules are deemed to be incorporated by reference in this clause. The Tribunal shall consist of one arbitrator to be appointed by the Chairman of the SIAC. The language of the arbitration shall be English.

Payment fees for exhibition stand space will be invoiced on receipt of the completed stand registration form. Please refer to page 14, paragraph 8 for terms of payment.

MICE Show Asia
15 - 17 October 2025
 Messe Berlin (Singapore) Pte. Ltd.
 79 Anson Road, #23-01
 the Hive Tanjong Pagar
 Singapore 079906
 Singapore
 Tel. +65 6027 7577

Germany
 Tel. +49(0)30 / 3038-2307
 Fax +49(0)30 / 3038-2330
 www.miceshowasia.com
 exhibitor@miceshowasia.com

Place and date _____ Stamp and legally binding signature



3. Choice of stand space & complete stand packages

3.1. Complete stand packages

Exhibitor Name _____

In accordance with exhibition terms and conditions, we would like to order the following (please checkmark):

MICE Show Asia
15 - 17 October 2025
 Messe Berlin (Singapore) Pte. Ltd.
 79 Anson Road, #23-01
 the Hive Tanjong Pagar
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 Singapore
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Germany
 Tel. +49(0)30 / 3038-2307
 Fax +49(0)30 / 3038-2330
 www.miceshowasia.com
 exhibitor@miceshowasia.com

Please Note:

- **It is mandatory to choose a complete stand package when renting 9sqm.**
- **Every 9sqm package includes the following entitlements :**
 - o One (1) Appointment Set*
 - o One (1) Entity Listing in Show Catalogue (Online Version)**
 - o Two (2) Exhibitor Badges
- **Every 9sqm package allows the following maximum additional purchases:**
 - o One (1) Appointment Set including Entity Listing (@ US\$1,500/set)*/**
 - o Two (2) Entity Listings (@ US\$150/listing)*
 - o Four (4) Exhibitor Badges (@ US\$140/badge)

* For information on appointment sets included please refer to page 14, paragraph 5.
 ** Only ONE (1) Company Name is allowed per listing . In an event that two or more company names are provided, only the FIRST Company Name will be used.

Desired Size: _____ m Front × _____ m Depth = _____ sqm Total (multiples of 9 only)

▶ **Shell Scheme Booth, Complete Stand Package**

	Listed Price	Early Bird 5% Discount*	Super Early Bird 10% Discount**
<input type="checkbox"/> Basic shell scheme per 9sqm	US\$ 5,993.00	US\$ 5,693.27	US\$ 5,393.63
<input type="checkbox"/> Premium shell scheme per 9sqm	US\$ 7,412.00	US\$ 7,041.44	US\$ 6,670.84

▶ **Enhanced Shell Schemes**

<input type="checkbox"/> 27sqm Peninsula Basic Package Scheme	US\$ 23,232.00	US\$ 22,070.29	US\$ 20,908.69
<input type="checkbox"/> 27sqm Peninsula Premium Package Scheme	US\$ 25,614.00	US\$ 24,333.64	US\$ 23,052.92
<input type="checkbox"/> 36sqm Island Basic Package Scheme	US\$ 34,550.00	US\$ 32,822.77	US\$ 31,095.25
<input type="checkbox"/> 36sqm Island Premium Package Scheme	US\$ 35,742.00	US\$ 33,954.44	US\$ 32,167.37

* Sign up until 31 March 2025
 ** Sign up until 31 October 2024

We are interested in concluding a 2 years contract (get 15% off Listed Price for 2025 rates and 2025 "Super Early Bird Discount" rates for participation in 2026). Please contact our team for further information: exhibitor@miceshowasia.com.

All of the above prices are subjected to 9% value-added tax (GST).

We are a company/organisation with NO legal entity in Singapore and want to apply for the GST exemption by providing the GST exemption letter to Messe Berlin (Singapore).

Place and date _____

Stamp and legally binding signature _____



3. Choice of stand space & complete stand packages

3.2. Space only

MICE Show Asia
15 - 17 October 2025
 Messe Berlin (Singapore) Pte. Ltd.
 79 Anson Road, #23-01
 the Hive Tanjong Pagar
 Singapore 079906
 Singapore
 Tel. +65 6027 7577

Germany
 Tel. +49(0)30 / 3038-2307
 Fax +49(0)30 / 3038-2330
 www.miceshowasia.com
 exhibitor@miceshowasia.com

Exhibitor Name _____

In accordance with exhibition terms and conditions, we would like to order the following (please checkmark):

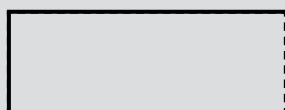
Please Note:

- **Raw space options are only available when renting 18sqm and above.**
- **Every 9sqm of raw space includes the following entitlements :**
 - o One (1) Appointment Set*
 - o One (1) Entity Listing in Show Catalogue (Online Version)**
 - o Two (2) Exhibitor Badges
- **Every 9sqm of raw space allows the following maximum additional purchases:**
 - o One (1) Appointment Set including Entity Listing (@ US\$1,500/set)*/**
 - o Two (2) Entity Listings (@ US\$150/listing)**
 - o Four (4) Exhibitor Badges (@ US\$140/badge)

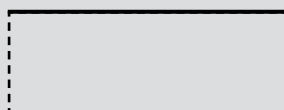
* For information on appointment sets included please refer to page 14, paragraph 5.
 ** Only ONE (1) company name is allowed per listing. In an event that two or more company names are provided, only the FIRST company name will be used.

• **Airspace charges will be applicable for two-storey structures. Please contact our Operations team at operations@itb-asia.com for more information.**

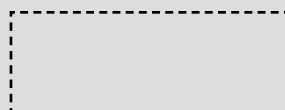
Desired Size: _____ m Front × _____ m Depth = _____ sqm Total (multiples of 9 only)



Corner Stand
Two (2) Sides Open



Peninsula Stand
Three (3) Sides Open



Island Stand
Four (4) Sides Open

———— Sides that are **Closed** - - - - Sides that are **Open**

***Selection of sides be open may vary based on Organiser’s discretion**

► **Raw Space, 18sqm and above**

	Listed Price	Early Bird 5% Discount*	Super Early Bird 10% Discount*
<input type="checkbox"/> (1) Corner stand per 9sqm	US\$ 6,304.00	US\$ 5,988.76	US\$ 5,673.56
<input type="checkbox"/> (2) Peninsula stand per 9sqm	US\$ 7,286.00	US\$ 6,921.40	US\$ 6,557.11
<input type="checkbox"/> (3) Island stand per 9sqm	US\$ 8,475.00	US\$ 8,051.02	US\$ 7,627.28

* Sign up until 31 March 2025
 ** Sign up until 31 October 2024

Row stand price of US\$ 5,134.10 is applicable for exhibitors taking raw space larger than 400 sqm.

► **Additional Space Only**

	Price
<input type="checkbox"/> Space Only per 9sqm*	US\$ 3,000.00

* Important:

- Only applicable for exhibitors with 18sqm raw space and above
- Not entitled to additional purchases of Appointment Sets, Listings and Badges
- Maximum additional purchase of Space Only is limited to the size of the raw space contracted

We are interested in concluding a 2 years contract (get 15% off Listed Price for 2025 rates and 2025 “Super Early Bird Discount” rates for participation in 2026). Please contact our team for further information: exhibitor@miceshowasia.com.

All of the above prices are subjected to 9% value-added tax (GST).

We are a company/organisation with NO legal entity in Singapore and want to apply for the GST exemption by providing the GST exemption letter to Messe Berlin (Singapore).

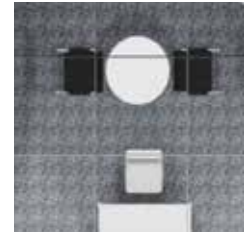
Place and date _____

Stamp and legally binding signature _____



Shell Scheme Booths

Basic Shell Scheme

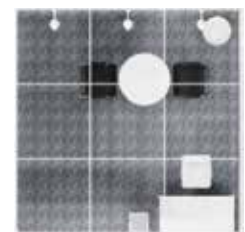


3000mmx3000mm

Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Black Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9Sqm Grey Needle-punch Carpet

Premium Shell Scheme



3000mmx3000mm

Entitlement (9sqm)

- 1 x Fascia Name
- 1 x 1mH Lockable Information Counter
- 2 x Black Leather Arm Chair
- 1 x Black Round Discussion Table
- 1 x Wastepaper Basket
- 1 x White Barstool
- 1 x Self-standing Brochure Rack
- 3 x 10W LED Spotlight
- 1 x 13amp /220V Power Socket
- 9Sqm Grey Needle-punch Carpet

Enhanced Shell Schemes

27sqm Peninsula Basic Package Scheme



9000mmx3000mm

Entitlement (9sqm)

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 3 x 13amp /220V Power Socket
- 27Sqm Needlepunch Carpet



0906 0939
Grijscclair Violet

27sqm Peninsula Premium Package Scheme



9000mmx3000mm

Entitlement (9sqm)

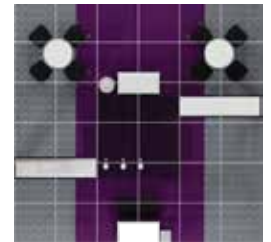
- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 3 x 13amp /220V Power Socket
- 27Sqm Needlepunch Carpet



0906 0939
Grijscclair Violet

Note: The visuals are examples and may be subjected to changes.

36sqm Island Basic Package Scheme



6000mmx6000mm

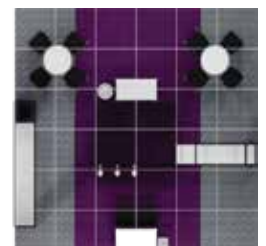
Entitlement (9sqm)

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 4 x 13amp /220V Power Socket
- 36Sqm Needlepunch Carpet



0906 0939
Grijscclair Violet

36sqm Island Premium Package Scheme



6000mmx6000mm

Entitlement (9sqm)

- 1 x 1mH Lockable Cupboard
- 1 x 0.76mH Reception Counter
- 1 x Wastepaper Basket
- 10 x White Folding Chair
- 2 x White Round Discussion Table
- 3 x 10W LED Spotlight
- 4 x 13amp /220V Power Socket
- 36Sqm Needlepunch Carpet



0906 0939
Grijscclair Violet

Note: The visuals are examples and may be subjected to changes.

4. Data Privacy Policy

.....
■ Exhibitor Name

Consent to disclosure of personal data to business partners

Our business partners would be pleased to support the appearance of your company at the trade fair. Data protection law requires that we obtain your consent to the disclosure of your contact information to our partners. You can withdraw this consent from us at any time with effect for the future. Please note the data protection information in our General Terms of Business (§22) and in our data privacy policy on our website: miceshowasia.com/privacy.

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Germany
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Fax +49(0)30 / 3038-2330
www.miceshowasia.com
exhibitor@miceshowasia.com

I AGREE:

that Messe Berlin (Singapore) Pte. Ltd. may transfer my contact information, i.e. my name, my phone numbers, my photo, my e-mail address and my fax number, to third parties for the purpose of optimizing and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair such as logistics services, PR services, MICE Show Asia catalogue/ Quickfinder, MICE Show Asia App, Match Making Tool. The presently known recipients are PICO Art International Pte Ltd, Marina Bay Sands, Schenker Singapore Pte Ltd., Cleverdis Sarl, Aventri, Focusinc International Corporation, GlobalSign.in Pte Ltd and Jublia Pte Ltd. More service providers may be added as and when the service offering changes or is expanded.

The attendee expressly agrees that Messe Berlin (Singapore) may store, process, or disseminate personal information – including electronically processed data such as my contact information, i.e. my name, my phone numbers, my photo, my e-mail address and my fax number, to third parties – for business purposes in accordance with Singapore data protection laws.

The attendee expressly agrees that Messe Berlin (Singapore) may store, process or disseminate business information – including electronically processed data such as my contact information, i.e. my name, my phone numbers, my photo, my e-mail addresses and fax number, to third parties – as long as necessary to achieve the objectives of Messe Berlin (Singapore) or its affiliates, or to fulfil any other justifiable needs such as the identity verification purposes.

I can withdraw this consent to the use of my personal data and e-mail address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an e-mail to data-protection@itb-asia.com.

.....
Place and date

.....
Stamp and legally binding signature

Please send us back per Email this page with the legally binding stamp and signature.

4. Data Privacy Policy

■ Co-Exhibitor

If you are authorised, please submit the declaration of consent in the name of co-exhibitor(s) and the corresponding authorisation letter(s) by your co-exhibitor(s):

I AGREE:

that Messe Berlin (Singapore) Pte. Ltd. may transfer my co-exhibitor's contact information, i.e. my name, my phone numbers, my photo, my e-mail address and my fax number, to third parties for the purpose of optimizing and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair such as logistics services, PR services, MICE Show Asia catalogue/ Quickfinder, MICE Show Asia App, Match Making Tool. The presently known recipients are PICO Art International Pte Ltd, Marina Bay Sands, Schenker Singapore Pte Ltd., Cleverdis Sarl, Focusinc International Corporation, GlobalSign.In Pte Ltd, A&D Printhead Pte Ltd, EasyPrint Technologies Pte. Ltd., Jublia Pte. Ltd, Awesomeet Pte. Ltd and Burnaby Solutions Pte Ltd. More service providers may be added as and when the service offering changes or is expanded.

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If you are not authorised to submit declaration of consent in the name of co-exhibitor(s) please allow us to contact your co-exhibitor(s) directly.

WE HEREBY:

consent to having information send to our co-exhibitor(s) by Messe Berlin (Singapore) Pte. Ltd. This also includes the Consent to disclosure of personal data to business partners as defined in point 4 of the application form.

MICE Show Asia
15 - 17 October 2025

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Germany
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Fax +49(0)30 / 3038-2330
www.miceshowasia.com
exhibitor@miceshowasia.com

.....
Place and date

.....
Stamp and legally binding signature

Please send us back per Email this page with the legally binding stamp and signature.

5. Co-exhibitors

Exhibitor Name

Please note:

Any co-exhibitor listed here will appear in the Show Catalogue (online version). Only ONE (1) company name is allowed per listing. In an event that two or more company names are provided, only the FIRST company name will be used.

For the included entitlements with your selected space option and maximum additional purchases of entity listings and/or appointment sets kindly refer to '3. Choice of stand space & complete stand packages' of the stand registration.

If you wish to also purchase additional exhibitor badges, listings or appointment sets for these co-exhibitors please check the appropriate field on the right.

**MICE Show Asia
15 - 17 October 2025**

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Singapore 079906

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Germany
Tel. +49(0)30 / 3038-2307
Fax +49(0)30 / 3038-2330

www.miceshowasia.com
exhibitor@miceshowasia.com

Please inform your co-exhibitors about the data protection information in our General Terms of Business (§22) and in our data privacy policy on our website: miceshowasia.com/privacy.

1. Company name _____
 Street _____
 Postal code, city, country _____
 Company Email _____ Internet Address _____
 Contact Person _____ Personal Email _____

_____ Booth-No.
 Product Group Index _____

- 1 Listing (US\$ 150)
- 1 Set of Appointments incl. entity listing (US\$ 1,500)
- 1 Badge (US\$ 140)

If you are authorised, please submit the declaration of consent in the name of co-exhibitor(s) and the corresponding authorisation letter(s) issued by your co-exhibitor(s):

I agree that Messe Berlin (Singapore) Pte. Ltd. may transfer my co-exhibitor's contact information, i.e. my name, my phone number, my e-mail address and my fax number, to third parties for the purpose of optimizing and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as logistics services, PR services, Show Catalogue/Quickfinder, Mobile App, Match Making Tool and Show Dailies. The presently known recipients are PICO Art International Pte Ltd, Marina Bay Sands, Schenker Singapore Pte Ltd., Cleverdis Sarl, Focusinc International Corporation, GlobalSign.In Pte Ltd, A&D Printhead Pte Ltd, EasyPrint Technologies Pte. Ltd., Jublia Pte. Ltd, Awesomeet Pte. Ltd and Burnaby Solutions Pte Ltd. More service providers may be added as and when the service offering changes or is expanded. I can withdraw this consent to the use of my personal data and e-mail address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an e-mail to data-protection@itb-asia.com.

If you are not authorised to submit declaration of consent in the name of co-exhibitor(s) please allow us to contact your co-exhibitor(s) directly:

We hereby consent to having information send to our co-exhibitors by Messe Berlin (Singapore) Pte. Ltd.. This also includes the Consent to disclosure of personal data to business partners as defined in point 4 of the application form.

2. Company name _____
 Street _____
 Postal code, city, country _____
 Company Email _____ Internet Address _____
 Contact Person _____ Personal Email _____

_____ Booth-No.
 Product Group Index _____

- 1 Listing (US\$ 150)
- 1 Set of Appointments incl. entity listing (US\$ 1,500)
- 1 Badge (US\$ 140)

If you are authorised, please submit the declaration of consent in the name of co-exhibitor(s) and the corresponding authorisation letter(s) issued by your co-exhibitor(s):

I agree that Messe Berlin (Singapore) Pte. Ltd. may transfer my co-exhibitor's contact information, i.e. my name, my phone number, my e-mail address and my fax number, to third parties for the purpose of optimizing and supporting the participation of my company at the trade fair and so that they can offer me their own specialized services for preparing and implementing my presentation at the fair, such as logistics services, PR services, Show Catalogue/Quickfinder, Mobile App, Match Making Tool and Show Dailies. The presently known recipients are PICO Art International Pte Ltd, Marina Bay Sands, Schenker Singapore Pte Ltd., Cleverdis Sarl, Focusinc International Corporation, GlobalSign.In Pte Ltd, A&D Printhead Pte Ltd, EasyPrint Technologies Pte. Ltd., Jublia Pte. Ltd, Awesomeet Pte. Ltd and Burnaby Solutions Pte Ltd. More service providers may be added as and when the service offering changes or is expanded. I can withdraw this consent to the use of my personal data and e-mail address obtained as part of the exhibitor stand registration at any time with effect for the future. To do so, I simply need to send an e-mail to data-protection@itb-asia.com.

If you are not authorised to submit declaration of consent in the name of co-exhibitor(s) please allow us to contact your co-exhibitor(s) directly:

We hereby consent to having information send to our co-exhibitors by Messe Berlin (Singapore) Pte. Ltd.. This also includes the Consent to disclosure of personal data to business partners as defined in point 4 of the application form.

(If necessary please duplicate this form.)

Important! Please define your product(s) in accordance with the index on page 2. Please indicate at most 5 products, additional indications will be charged.



6. MICE Show Asia Listing Package

Included in the entitled and additional purchased listings for main exhibitors and co-exhibitors are the following promotional services.

Please note:

For the included entitlements with your selected space option and maximum additional purchases of entity listings kindly refer to '3. Choice of stand space & complete stand packages' of the stand registration.

Main Exhibitor Service
<p>Online Show Catalogue</p> <ul style="list-style-type: none"> ■ Basic entry (company name, country, postcode, city, mailing address, hall and stand number and internet address) ■ Company profile (max. 3,000 characters) ■ Company logo ■ Company Website ■ Select up to 5 Product Group Index ■ Presentation of up to 4 products with texts and pictures (max. 3,000 characters per product)
<p>Additional services can be booked if required.</p>

Listings for co-exhibitors include the following services.

Co-exhibitor Services
<p>Online Show Catalogue</p> <ul style="list-style-type: none"> ■ Basic entry (company name, country, postcode, city, mailing address, hall and stand number) ■ Company profile (max. 3,000 characters) ■ Company Logo ■ Company Website ■ Select up to 2 Product Group Index ■ Presentation of up to 4 products with texts and pictures (max. 3,000 characters per product)
<p>Additional services can be booked if required.</p>

The Online Show Catalogue will be launched with your data in July 2025. After having registered your stand, you can send your data directly to the Exhibitor Team, email to: exhibitor@miceshowasia.com



Exhibition Terms and Conditions

MICE Show Asia 2025

1. Event and Organiser

MICE Show Asia is organised by Messe Berlin (Singapore), at Sands Expo and Convention Centre, Marina Bay Sands, Singapore.

2. Dates and Times

- a) Duration of MICE Show Asia 2025: Wednesday, 15 October - Friday, 17 October
- b) Daily opening hours: 09:30 a.m. – 6:00 p.m.
- c) Deadline for application: 15 May, 2025
- d) Submission of building plans: 9 September 2025
- e) Orders for entries in the catalogue (company names and addresses of exhibitors): 1 July 2025
- f) Commencement of construction: 13 October 2025
- g) Commencement of dismantling: after 6 p.m. on the final day of the exhibition
- h) Conclusion of dismantling: 17 October 2025 (until 10:00 p.m.)
- i) Other important dates regarding applications and orders can be found in the following folders:
 - o Exhibitor Service Manual
 - o Advertising Services

3. Application and Contract

Applications can only be made by using the official stand applications forms. Applicants are requested to fill in the forms carefully, preferably typed. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition. Applications received after the application deadline can only be considered in case of remaining available spaces. To permit automated processing of applications, the details submitted will be filed in a data storage system and may be passed on to third parties as required to fulfill the agreement.

A successful application will be sent a contract. This contract should be signed by a duly authorized representative of the applicant. The signed contract is legally binding.

4. Stand Rental

Minimum stand size is 9 sqm. The prices include the rent for the exhibition space for the entire duration of the event, the registration fee, a specific number of exhibitor and construction/dismantling passes, the use of all general technical and service facilities in the fair halls like hall lighting, ventilation, air conditioning and cleaning of the aisles. The prices do not include electricity and water utilization on the stand. Maximum of two exhibitors may be registered per 9 sqm.

4.1 Raw space (18 sqm and above)

Corner stand (area only) US\$6,304 / 9 sqm
Peninsula stand (area only) US\$7,286 / 9 sqm
Island Stand (area only) US\$8,475 / 9 sqm

For Exhibitors taking Raw Space larger than 400sqm, the Row Stand price of US\$ 5,134.10/ 9sqm is applicable.

Additional space only at US\$ 3,000/9sqm can be booked for exhibitors with a selected raw space option (not entitled to additional purchases of listings, appointment sets and badges). The maximum additional purchase of Space Only is up to the size of the raw space contracted.

Airspace charges will be applicable for two-storey structures. Please contact our Operations team at operations@itb-asia.com for more information.

4.2 Complete stands

It is mandatory to choose a complete stand package when renting 9 sqm.

Basic Package Scheme US\$5,993 / 9 sqm

Premium Package Scheme US\$7,412 / 9 sqm

Peninsula Basic Package Scheme US\$23,232 / 27 sqm

Peninsula Premium Package Scheme US\$25,614 / 27 sqm

Island Basic Package Scheme US\$34,550 / 36 sqm

Island Premium Package Scheme US\$35,742 / 36 sqm

All of the above prices are subject to 9% (GST). Due to the Singapore legislation, Messe Berlin (Singapore) Pte. Ltd. is obliged to charge GST.

5. Appointments

Per 9sqm each exhibitor receives one set of appointments (of up to 30 appointments). The Match Making System helps to match the supply and demand of both the buyers and exhibitors. However, as a technical facilitator, Messe Berlin (Singapore) cannot be held responsible if buyers are not interested to meet up with some of the exhibitors and thus exhibitors may not be able to get their targeted number of appointments and vice versa. A certain number of accepted appointments is not guaranteed, neither 30 nor any other number of targeted appointments. The exhibitor agrees to indemnify both Messe Berlin (Singapore) and its Secretariat against non-fulfillment of exhibitor's target number of appointments. Additional sets of appointments incl. entity listing may be purchased at US\$1,500 each with a maximum of ONE additional set per 9sqm.

6. Reduction of Exhibition Space

For reduction of exhibition space after 15 May 2025, a charge equivalent to 50% of the reduced exhibition space will be payable. This increases to 80% for reduction after 01 July 2025, and 100% after 15 August 2025.

7. Cancellation

If exhibitors, by way of advance written notification to the Organisers, withdraw their application after 15 May 2025, a charge equivalent to 50% of the stand rental will be payable. For withdrawals after 1 July 2025 or 15 August 2025, a charge equivalent to 80% and 100% of the stand rental will be payable respectively.

Request for a transfer of booth space to the following year must be made in advance with written notification to the Organisers. Messe Berlin (Singapore) has the right to accept or reject such request. Requests accepted by Messe Berlin (Singapore) will incur a 50% surcharge on the total booth price. Booth payment for the current year and 50% transfer surcharge must be completed within 3 days upon receipt of the invoice. The deadline for exhibitors to make this request is 15 August 2025. Any request after 15 August 2025, will be taken as a cancellation and the exhibitor will be charged equivalent to 100% of the stand rental.

8. Terms of payment

The period of payment is specified in the stand rental invoice. Please quote the invoice number and client number. All payments should be made to one of the accounts indicated on the invoice. Exhibitors are to pay all money remittance charges on top of the invoiced amounts. In no circumstances will the exhibitor be permitted to erect or occupy a stand

or site if the participation cost has not been paid in full.

9. Official Catalogue

An official catalogue will be issued; the Organisers do not accept any responsibilities for any omissions, misquotations, or other errors, which may occur in the compilation of this catalogue.

10. Regulations Governing Halls and Indoor Places

- a) Night work ban and early stand set-up: There is a general night work ban during the set-up and dismantling phases. The work period is from 8:00 a.m. - 10:00 p.m.
- b) Events at the stand must be registered using the appropriate form in the Exhibitor Service Manual. According to the size of the event, the exhibitor is charged extra costs for additional security personnel (compulsory) and additional services, e.g. barriers, personnel for providing sanitary fittings, checkroom, sanitary services, etc. The technical department will coordinate with you on the details. Events can take place at the stand from 10:00 a.m. - 6:00 p.m.
- c) Direct sale like food, drinks, typical souvenir at MICE Show Asia is not permitted.
- d) Product presentations and events during the trade show may not be so loud as to disturb other exhibitors. In order that exhibitors can conduct meetings and appointments undisturbed, the voice level resulting from presentations on the stand must remain below 60 decibels.
- e) Advertising of all kinds is only permitted within the exhibitor's official stand area.
- f) No information material of a political nature may be distributed in the form of posters, information material etc. Moreover, no political statement may be included in the design and decoration of the stands.
- g) It is forbidden to stick posters and other stickers on the wall and the floor outside the hired stand.
- h) No animals are admitted to the exhibition grounds.
- i) Exhibitors must comply with Messe Berlin (Singapore) Pte. Ltd. and Sands Expo and Convention Center, Marina Bay Sands, Singapore Rules & Regulations, technical guidelines including operation, fire safety, construction. For further details on the Rules & Regulations please refer to the Exhibitor Service Manual. Exhibitors must also comply with rules and regulations as specified by work and safety laws of Singapore.

11. Installations, partition walls

Installations of electricity and water, partition walls, according to requirements, must in all cases be expressly ordered (see Exhibitor Service Manual).

12. Exhibitors Passes

Exhibitors will receive two (2) complimentary exhibitor badges for stands of 9 sqm and two (2) for each additional 9 sqm or fraction thereof. Additional exhibitor passes may be purchased, up to four (4) per 9 sqm, at US\$ 140 each. Onsite purchase of Exhibitor badge: US\$ 150 + US\$ 10 admin fee.

It is not permitted to use the pass to give another person access to the exhibition grounds.

Lost, forgotten passes will not be replaced.

13. Admission for exhibitors

Exhibitors passes provide access to the exhibition grounds from 09:00 a.m. - 7:00 p.m.

14. Change of the form of company

The Exhibitor undertakes to notify the lessor immediately about any change in the form of the company (merger or transformation), even if the change only affects the legal form, with no devolution of property. The obligation to

provide such information also applies to links between companies and structural changes to the company's legal form (changes in holdings resulting from the inclusion or withdrawal of shareholders and holdings by the Exhibitor in other or previous companies which have or have had a contractual relationship with Messe Berlin (Singapore) etc. In the above cases the Messe Berlin Singapore Pte Ltd is entitled to withdraw from the rental agreement with immediate effect. Any down payments made up to that time will be reimbursed. No claims for damages by the Exhibitor will be entertained, regardless of their legal basis.

15. Copyright Fees / Licenses & Permits

Permission must be obtained for all public presentations by copyrighted music, either on records or other sound carriers or for musical presentations involving the reproduction of radio or television broadcasts.

16. Terms of Business

The enclosed Regulations contained in the Exhibitor Service Manual apply to these Special Conditions of Participation as well as the General Terms of Business for Trade Fairs and Exhibitions by Messe Berlin (Singapore).

17. Singapore Personal Data Protection Act 2012 (PDPA)

All personal data (as defined in the Singapore Personal Data Protection Act 2012) shall be collected, used, stored, and processed in accordance with Clause 22 of the General Terms of Business and the Singapore Personal Data Act 2012.



Messe Berlin
Singapore

General Terms of Business for Trade Fairs and Exhibition organised by Messe Berlin (Singapore) Pte Ltd

General Regulations

1. Applications
2. Joint Exhibitors
3. Conclusion of the Agreement
4. Allocation of Stands
5. Exhibits
6. Terms of Payment
7. Liability, Insurance
8. Withdrawal from the Contract
9. Force Majeure
10. Workers and Exhibitors Passes
11. Photographs and Film, Video and Sound Recordings
12. Advertising
13. Official Approval, Legal Regulations, Technical Guidelines
14. Regulations for the Maintenance of Order

Stand Construction

15. General Regulations, Deadlines
16. Stand Design

Other Services

17. Exhibitor Service Manual
18. General Inspection, Cleaning
19. Technical Installation
20. Photography
21. Catering Services
22. Data Protection

Concluding Regulations

1. Applications

1.1. Stand Applications and Contract

Applications to participate in a trade fair or exhibition (event) must be made using the form marked "Application Form". A successful application will be sent a contract. This contract should be signed by a duly authorized representative. The contract is an irrevocable offer to enter into a contractual agreement with Messe Berlin (Singapore), to which the exhibitor is committed until the commencement of the event.

1.2. Details of the Contract

The main sections of the contract are

- a) the Application Form
- b) the Special Conditions of Participation,
- c) the Regulations as contained in the Exhibitor Service Manual,
- d) the General Terms of Business. Where there is conflict between these various regulations they shall apply in the order listed above.

1.3. Conclusion of the Contractual Regulations

By signing the contract, the exhibitor recognises as binding the Terms of Business and Conditions of Participation, as well as the Regulations contained in the Exhibitor Service Manual. He is responsible for ensuring that those persons employed by him during the event also comply with the terms of the contract in every respect.

2. Joint Exhibitors

If a number of exhibitors intend to hire a stand jointly, they must name one of their number in their application who will be authorised to negotiate with Messe Berlin (Singapore) on their behalf.

The authorised party bears the same liability for any faults or cases of negligence on the part of those whom he is authorised to represent as he does for his own faults and negligence. The participating exhibitors are liable jointly and severally to Messe Berlin (Singapore).

3. Conclusion of Contract

3.1. Confirmation of Order

Messe Berlin (Singapore) will confirm its decision to accept the contract with a written confirmation.

3.2. Restrictions on the Exhibitor and Exhibits

If relevant grounds exist, and in particular if there is insufficient space, Messe Berlin (Singapore) may exclude individual exhibitors from participating and may also limit the event to specific groups of exhibitors, if this becomes necessary in order to attain the objectives of the event. This also applies to exhibits.

4. Allocation of Stands

4.1. Principle

In allocating the stand Messe Berlin (Singapore) will take into account the subject and the way in which a particular event is subdivided, as well as the space that is available. Messe Berlin (Singapore) will endeavour to meet specific requirements for stand locations wherever possible.

4.2. Changes to Adjoining Stands

The exhibit should accept that changes may take place in the situation on other stands at the beginning of the event, compared with the time at which initial acceptance was granted. No claims for damages by either party can be entertained.

4.3. Exchanging Stands or Transferring them to Third Persons

The allocated stand may not be exchanged for that of another exhibitor, nor may it be transferred either partially or completely to a third person unless agreement has been reached with Messe Berlin (Singapore).

5. Exhibits

5.1. Removal, Exchange

Only the agreed exhibits may be displayed. Furthermore, they may only be removed subject to the approval of Messe Berlin (Singapore). Exhibits may only be replaced by other items if written agreement has been obtained from Messe Berlin (Singapore), and replacement must take place at least one hour before the official daily opening time, or one hour after the official closing time.

5.2. Exclusions

Messe Berlin (Singapore) is entitled to demand that exhibits should be removed if these were not included in the stand hire contract, or if they subsequently prove to cause annoyance or danger or are incompatible with the objectives of the event. In the event of noncompliance, Messe Berlin (Singapore) is entitled to have recourse to law in removing the exhibits at the exhibitor's expense.

5.3. Direct Sales

Unless expressly permitted, no items may be sold directly. If such approval is given the exhibits must be marked with clearly legible price tickets. It is the exhibitor's responsibility to obtain the necessary approval from the trading and health authorities, and to observe these regulations. The Exhibitor Service Manual contains further details.

5.4. Protection of Copyrights and Patents

Protection of copyright or other patent rights of exhibits is the responsibility of the Exhibitor. The Exhibitor hereby warrants that listed exhibits shall not contravene the intellectual property rights of any third party. Also, if Messe Berlin (Singapore) is subject to any litigation or penalty for any such violation, the Exhibitor shall be liable to indemnify Messe Berlin (Singapore) for the legal fees and any penalty imposed. It is the responsibility of the exhibitor to ensure that copyrights and other laws governing industrial patents in Singapore are complied with.

6. Payment Conditions

6.1. Date when Payment becomes Due

According to the confirmation of order, the stand rental is up until the Messe Berlin (Singapore) bank accounts listed on the invoice. These payments must be made within the time period specified in the special conditions of participation and be annotated with the invoice and customer number. The amounts are due for payment at the time the invoice is issued.

6.2. Transfer of Claims, Offsetting Claims

Claims against Messe Berlin (Singapore) are not transfer able. Claims may only be offset in the case of uncontested counterclaims or counterclaims which have been ruled valid.

6.3. Objections

Objections to invoices will only be considered if submitted to Messe Berlin (Singapore) in writing within 14 days following issue of the invoice.

6.4. Rights of Lien

In order to secure any claims, it may have, Messe Berlin (Singapore) shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing. Messe Berlin (Singapore) is only liable for any damage to the items held in lien if such damage was caused maliciously or by gross negligence.

7. Liability, Insurance

7.1. Messe Berlin (Singapore) shall not be responsible for the loss, damage or destruction to any property of the Exhibitor or of any other related person (including Co-exhibitors and Joint Exhibitors) by theft or by fire or any other cause whatsoever which includes any damage, sustained by any Exhibitor on the Exhibition premises caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lockouts, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Messe Berlin (Singapore), whether ejusdem generis or not. Messe Berlin (Singapore) shall not be liable to any Exhibitor, if by reason of the happening of any of the above events, the opening of the exhibition is prevented or postponed or abandoned or the Exhibition premises becomes wholly or partially unavailable for the purpose of holding the ITB India event.

7.2. The Exhibitor shall be liable for all third-party claims arising from their own stand fittings and for their proportion of the shell scheme and for any loss or damage to the basic shell scheme stand. Messe Berlin (Singapore) is not liable for

pre-existing deficiencies associated with rented space and equipment regardless of fault.

7.3. If in the opinion of Messe Berlin (Singapore), by postponement of the period of the Event or by substitution of another hall or building or by any other reasonable clause, the Event can still be carried through, this contract shall be binding upon the parties except as to their size and position as to which any modification or rearrangement may be made as considered necessary by the Messe Berlin (Singapore).

7.4. As Messe Berlin (Singapore) cannot be held responsible for any of the matters aforesaid, the Exhibitor must cover themselves by sufficient insurance in respect thereof to any extent available and Messe Berlin (Singapore) reserves the right to demand sight of such a policy.

8. Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by Messe Berlin (Singapore)

8.1. Cancellation, Non-participation on the Part of the Exhibitor

The full stand rental charge shall still be payable if the exhibitor cancels or fails to take part in the event without notification of cancellation. If the exhibitor cancels and another Exhibitor can be found for the stand, Messe Berlin (Singapore) retains the right to demand 25% of the invoiced stand rental charge from the original Exhibitor to cover costs. The full stand rental must be paid when Messe Berlin (Singapore) Pte. Ltd. rents the agreed upon stand space, although the overall area is reduced as a result of the cancellation/non-participation.

The Exhibitor retains the right to submit evidence to prove that no such costs were incurred by Messe Berlin (Singapore), or that they were lower than stated. The right to assert additional claims remains unaffected.

8.2. Withdrawal by Messe Berlin (Singapore)

Messe Berlin (Singapore) is entitled to withdraw under the following circumstances:

- a) if the rental charge is not received in full at the latest by the date stated in the invoice for participation costs and if the exhibitor does not pay before the expiry of any extension period that may be granted;
- b) if the stand is not occupied in time, i.e. if it is not obviously occupied within 24 hours of the official opening;
- c) if the exhibitor infringes domiciliary rights, and does not refrain from such actions even after being advised to do so;
- d) if the registered exhibitor, as a private or corporate entity, no longer conforms to the requirements for granting acceptance, or if Messe Berlin (Singapore) subsequently becomes aware of any reasons which, had they been known before, would have excluded that person from participation. This applies in particular when bankruptcy or insolvency proceedings have been instituted, or if the exhibitor becomes insolvent. Exhibitors are required to inform Messe Berlin (Singapore) immediately in such circumstances.

In those cases, referred to above, Messe Berlin (Singapore) is entitled to claim damages. No. 8.1 may be applied accordingly.

9. Force Majeure

9.1. Cancellation of the Event

If Messe Berlin (Singapore) is prevented from holding the event for reasons outside its own control or that of the exhibitor, all claims to the stand rental become void. However, Messe Berlin (Singapore) may still invoice the exhibitor for work carried out in the latter's instructions, to cover any expenses already incurred, if the exhibitor is unable to furnish evidence that the results of this work are of no interest to him.

9.2. Rescheduling of the Event

If Messe Berlin (Singapore) is in a position to hold the event at a later date it must notify exhibitors immediately. Exhibitors are entitled to cancel their participation in the event if it is rescheduled, provided such cancellation is given within one week following receipt of this notification. In such cases claims for payment of stand rental no longer apply.

9.3. For Events that have Already Commenced

If Messe Berlin (Singapore) is obliged to shorten or cancel an event that has already begun, as a result of force

majeure, exhibitors are not entitled to assert claims for repayment or for exemption from the stand rental charge.

10. Exhibitors Passes

10.1. Exhibitors Passes

Exhibitors will receive a limited number of special passes valid for the duration of the exhibition or fair, for use by themselves and their employees, and entitling them to admission free of charge. Additional details can be found in the conditions of participation.

10.2. Regulations Applying to Both Types of Passes

Passes are issued in the holder's name, or must be filled in correctly by the holder, who should also sign them. They are not transferable and are only valid in conjunction with an official ID document. In cases of misuse the passes will be withdrawn without compensation. In the case of joint participation by a number of exhibitors, only the authorised exhibitor will receive the required passes. Additional passes are available, for which a charge will be made.

11. Photographs and Film, Video and Sound Recordings

Messe Berlin (Singapore) is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for publication in the media. No objections for whatever reason by exhibitors will be entertained. This also applies to photographs or recordings made directly by the press or television with the approval of Messe Berlin (Singapore).

12. Advertising

12.1. Scope

Advertising of all kinds is permitted but only within the stand hired by the exhibitor, on behalf of the exhibitor's own company, and only for exhibits manufactured or distributed by the exhibiting firm.

12.2. Approval

Advertising by means of loudspeakers, the display of slides or films, or the inclusion of performances or shows require the written approval of Messe Berlin (Singapore). Written approval must also be obtained for the use of other equipment and installations intended to enhance the impact of advertising either optically or acoustically. Advertising of a political nature is strictly prohibited.

13. Official Approval, Legal Regulations, Technical Guidelines

In all cases it is the responsibility of the exhibitor to obtain official approval. Exhibitors are responsible for ensuring compliance with performing rights regulations, as well as with regulations pertaining to trading and industrial law, police regulations, health regulations and other legal requirements. Moreover, exhibitors must observe the "Technical Guidelines" as specified in the Exhibitor Service Manual, in particular with regard to the regulations contained therein relating to stand construction and design, and the extensive safety regulations also specified in this folder.

14. Regulations for the Maintenance of Order

14.1. Domiciliary Rights

During the event exhibitors are subject to the domiciliary rights of Messe Berlin (Singapore) and Sands Expo and Convention Centre, Marina Bay Sands, Singapore apply throughout the Exhibition grounds. Exhibitors must comply with instructions given by employees of Messe Berlin (Singapore) and Sands Expo and Convention Centre, Marina Bay Sands, Singapore, who will prove their identity by means of an appropriate identification document.

14.2. Parking Spaces

The parking spaces offered through Sands Expo and Convention Centre, Marina Bay Sands, Singapore (Singapore) are available to exhibitors and need to be paid individually. Messe Berlin (Singapore) is not responsible for any vehicle parked in all parking facilities provided by Marina Bay Sands

14.3. Access to the Exhibition Grounds

Vehicles which do not have the correct authorisation or a document entitling them to park within the Exhibition Grounds will not be allowed access to the grounds during the event. Regulations pertaining to the delivery of goods and other items are covered by the conditions of participation.

14.4. Leaving the Grounds

Exhibitors and accompanying persons must leave the halls within one hour following the official closing time each day. Any persons wishing to leave the exhibition with packages must furnish proof that they are entitled to do so to the security staff at the exits.

14.5. Miscellaneous

No animals are permitted on the Exhibition Grounds. Water required for use in connection with foodstuffs or for the cleaning of utensils coming into immediate contact with foodstuffs may only be obtained from taps supplying hygienic water. Water for such purposes may not be obtained from toilet facilities.

14.6. Environmental Protection

Exhibitors are required to make every effort to protect the environment.

15. General Regulations, Deadlines

15.1. Deadlines

The construction and dismantling periods will be specified in the Special Conditions of Participation.

15.2. Construction, Services for Exhibitors

The Exhibitor Service Manual contains a list of services available from companies authorized by Messe Berlin (Singapore), regarding planning, construction and design of standard and individual stands.

15.3. Dismantling Period

Stands may not be cleared before the end of the event. Dismantling must be completed by the end of the allotted dismantling period. On expiry of this period Messe Berlin (Singapore) is entitled to undertake dismantling, removal of exhibits and their storage at the exhibitor's expense, or to order such arrangements to be made at the exhibitors' expense. Messe Berlin (Singapore) will only be liable for losses or damage to exhibits when such losses or damages are due to deliberate action or gross negligence. Messe Berlin (Singapore) is entitled to impose a lien to cover any expenses thus incurred.

16. Stand Design

16.1. Authorisation Certificate

Exhibitors with packaged stands are not required to submit plans for approval. Any other type of stand, mobile stand, or special constructions require approval. Exhibitors are to submit their stand designs for approval ensuring that stand is in compliance with all other technical guidelines. Construction plans (floor plan and front view) must be submitted in duplicate to Messe Berlin (Singapore) for approval.

Complete details can be found in the Exhibitor Service Manual.

16.2. General Appearance

The exhibition stand must comply with the overall plan for the exhibition. Messe Berlin (Singapore) reserves the right to prohibit construction of unsuitable or inadequately designed stands.

16.3. Stand Equipment and Fittings during the Hours that the Event is Open

The stand must be correctly equipped and furnished and staffed by competent personnel throughout the duration of the fair or exhibition, between the stipulated opening times.

16.4. Penalty Clause

If the exhibitor fails to comply with the regulations as stated above (No. 16, Item 2, 3), Messe Berlin (Singapore) is entitled to impose a penalty of US\$ 1,000.00 per day if its instructions and warnings are not heeded.

17. Exhibitor Service Manual

Together with the confirmation of order exhibitors will be supplied with the Exhibitor Service Manual, containing information about the following:

Technical guidelines, technical equipment standards in the halls, installations, stand constructions, design and furnishing, as well as about other services at trade fairs provided by Messe Berlin (Singapore), insurance, PR work, the catalogue, room reservations and other services. It also contains the necessary forms.

18. General Inspection, Cleaning

- a) Messe Berlin (Singapore) will provide security cover for the halls. However, it will only be liable for damages in the case of gross negligence. Security cover for the exhibition stand itself is a matter for the exhibitors. They are advised to take out appropriate insurance cover against such risks. During the night valuable and easily removed items should be securely locked up. Private security staff to guard the stands during the night-time may only be employed subject to written agreement by Messe Berlin (Singapore).
- b) Messe Berlin (Singapore) will provide general cleaning on the grounds and in the aisles. Exhibitors are responsible for cleaning their own stands. Such cleaning work must be completed each day prior to the opening of the event.
- c) If the exhibitors do not employ their own personnel, stand cleaning and security must be arranged through the relevant company appointed by Messe Berlin (Singapore).
- d) The exhibitor or his appointed stand constructor are responsible for disposing of any waste materials resulting from their work. In this respect the rules laid down in the environmental guidelines in the Exhibitor Service Manual must be observed.

19. Technical Installations

Regular supplies of electricity, water, gas and telephone services, along with other services in the halls, will be provided by companies authorised by Messe Berlin (Singapore). Further details are contained in the conditions of participation.

20. Photography

The taking of photographs, films or videos on behalf of exhibitors during the daily opening hours of the event may only be carried out by photographers, film or video production companies thus authorised by Messe Berlin (Singapore) and in possession of the appropriate pass. Such authorisation also applies prior to and after the daily opening hours of the event. No other photographers or production companies will be permitted access to the Exhibition Grounds. Information on this matter can be obtained from the Messe Berlin (Singapore).

21. Catering Services

Catering services are provided exclusively by companies authorised by Messe Berlin (Singapore).

22. Data Protection

The exhibitor expressly agrees that Messe Berlin (Singapore) may store, process, or disseminate personal information – including electronically processed data – for business purposes in accordance with Singapore data protection laws.

The exhibitor expressly agrees that Messe Berlin (Singapore) may store, process, or disseminate business information – including electronically processed data – as long as necessary to achieve the objectives of Messe Berlin (Singapore) or its affiliates, or to fulfill any other justifiable needs.

23. Concluding Regulations

23.1.Changes and Amendments in Writing

Any changes to the contents of this agreement (No. 1 Item 2), and ancillary agreements, are only legally binding if they have been confirmed in writing by Messe Berlin (Singapore).

23.2.Singapore Law

The mutual rights and obligations deriving from this contractual arrangement and resulting from this contract are subject to the law of the Republic of Singapore.

23.3.Place of Performance and Venue

Place of fulfillment is Singapore. If the defendant is a businessman or a legal entity in the public domain, or if the defendant has no general place of jurisdiction within Singapore, the place of jurisdiction is Singapore or the defendant's own place of jurisdiction.

