

## APPLICATION FORM

Company Name .....

Contact Person .....

Position .....

Address .....

Zip Code ..... City ..... Country .....

Tel. .... Mobile .....

Website ..... E-Mail .....

By filling, signing and delivering this Application Form, we confirm our will to take part in "SAUDI LIFE STYLE WEEK", taking advantage of the services included in the package offered, to the conditions of participation that we declare to accept unconditionally from now on. Therefore we ask Honegger Srl - Viale Legioni Romane 43 - 20147 Milan - to assign us a booth for rent for the October 2025 edition, located on a reserved area and included in the amount indicated below:

## PARTICIPATION FEES

### EARLY BIRD PRICES deadline 10.03.2025

	SPACE	TOTAL SQM	TOTAL EURO
<input type="checkbox"/> Price/sqm Raw Space (minimum 12 sqm): 331,00 EUR	x		
<input type="checkbox"/> Price/sqm PREMIUM SHELL SCHEME (minimum 12 sqm): 643,00 EUR	x		
<input type="checkbox"/> Price/sqm STANDARD SHELL SCHEME (minimum 12 sqm): 535,00 EUR	x		

### REGULAR PRICES

<input type="checkbox"/> Price/sqm Raw Space (minimum 12 sqm): 368,00 EUR	x		
<input type="checkbox"/> Price/sqm PREMIUM SHELL SCHEME (minimum 12 sqm): 680,00 EUR	x		
<input type="checkbox"/> Price/sqm STANDARD SHELL SCHEME (minimum 12 sqm): 572,00 EUR	x		

	<b>TOTAL PRICE</b>	<b>EUR</b> _____
Prices above listed are subject to 15% Saudi Arabia VAT		<b>EUR</b> _____
	<b>GRAND TOTAL</b>	<b>EUR</b> _____

## BILLING DATA

Company .....

Address .....

Zip Code ..... City ..... Country .....

Vat Number ..... Tax Code .....

**Administrative Manager** ..... **Tel.** ..... **E-mail** .....

**PAYMENT upon invoice receipt, bank transfer headed.**

Place and date

Stamp and signature of the legal representative of the applying Exhibitor



## STAND FITTING DETAILS

### STANDARD SHELL SCHEME



#### STANDARD furniture 12 sqm including:

**Structure:**

- Forex walls 2.5mH
- 50cm x 100cm header for Exhibitor name
- Shared storage room

**Furniture:**

- 4x chairs, 1x table, 1x waste bin per 12sqm
- 6x 1mW garment rails OR 10 x 1mL Shelves per 12 sqm

**Graphics:**

- Exhibitor name in Vinyl cutout on the header

**Electricity:**

- 1x down light per 1rm
- 1x socket per 9sqm

### PREMIUM SHELL SCHEME



#### PREMIUM furniture 12 sqm including:

**Structure:**

- Wooden wall with roller paint finish. 2.5mH
- 50cm Wooden header for Exhibitor name
- End walls 1mW

**Furniture:**

- Metal railing, full length of the wall
- OR
- 9 1.5mL Shelves per 12 sqm
- 4x chairs, 1x table, 1x waste bin per 12sqm

**Graphics:**

- Exhibitor name in Vinyl cutout

**Electricity:**

- 1x down light per 1.5rm
- 1x socket per 9sqm

The Organizer reserves the right to make alterations to the lay-out or floor plan of the Event and the location of the space in the venue in its sole discretion and at any time prior to or during the Event.

The above visual is for reference only. The shell scheme booked with the show organiser may look different depending on the stand size, location and orientation.

Please enter here below the Brand Name to apply on your booth (25 characters).

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To order additional items, please use the Additional Items Price List form, which will be sent to you later.

**MAIN ACTIVITY**

- Ready-to-wear  Footwear  Bags and leathersgoods  Textile accessories  Underwear  Beachwear  Textile

**GENDER**

- Men .....%  Women .....%  No Gender .....%  Kids .....%

Place and date

Stamp and signature of the legal representative of the applying Exhibitor

## General Terms & Conditions - SAUDI LIFE STYLE WEEK 2025

**1.** Application for space at the Exhibition shall be made on the form overleaf and shall be duly signed by the authorized person for and on behalf of the Exhibitor. Following the receipt of the Application Form together with the payment, the Organizer reserves the right to refuse any Application Form at their absolute discretion without necessarily giving the reasons for such refusal.

**2.** The exhibitor is required to pay the full amount quoted under "grand total" in the application fees. The Organizer has the right to cancel the space booked for the Exhibitor, if the Exhibitor does not abide by the payment terms within two weeks from the issued invoice. The Exhibitor will not be allowed to enter or take over their space or stands if the payment terms specified on the Application Form are not fully honored.

**3.** The Organizer may, if required by circumstances and specifying its reasons for doing so, and bearing in mind what is reasonable for the exhibitor, deviate from the notice of admission by allocating space in another position or reducing or increasing the stand size. It reserves the right to alter entrances and exits to and from the exhibition grounds and the halls, as well as throughways between halls.

**4.** In case the Exhibitor cancels or requests to cancel his space booking, he shall be liable to pay the full or part of the amount agreed overleaf according to the following terms:

- 50% of total amount if the cancellation occurs anytime after the signature of the Application Form and up to 90 days prior to the exhibition's opening date (90th day included).
- 70% of total amount if the cancellation occurs anytime between 90 days and 30 days prior to the exhibition's opening date (30th day included).
- 100% of total amount if the cancellation occurs within 30 days prior to the exhibition's opening date.

The cancellation request should be addressed in writing by the Exhibitor to the concerned person(s) working at the Organizer e-mail: [sales@saudistyleweek.com](mailto:sales@saudistyleweek.com). In addition to the cancellation charges, when applicable, the Exhibitor shall be liable for any specific consequent amount incurred by the Organizer on behalf of the Exhibitor.

**5.** The Client shall pay the Fees on the terms specified in the Booking Contract. All Fees are exclusive of applicable taxes (e.g. VAT or sales tax) and the Client shall pay a sum equal to the amount of VAT, sales or such equivalent tax chargeable, in addition to the Fees. In the event that the legislator introduces any taxes before, during or after signing the contract, the organizer has the right to ask the customer for the new taxes.

**6.** The total cost represents only the payment for the site, details of which are set out overleaf and all other goods and services required by the exhibitor shall be paid for by the exhibitor in addition and shall be invoiced separately. Exhibitors will not be allowed to take over their space or stands if the payment terms specified in the contract are not followed. These terms cannot be varied under any circumstances.

**7.** If the Exhibitor declares bankruptcy or is in receivership and or being liquidated, the Application Form shall be rescinded at Exhibitor's responsibility and all amounts paid by the Exhibitor will be retained by the Organizer as their absolute right.

**8.** At all times, the Organizer and all who are associated with him shall not be responsible at all for the safety of the Exhibitor, his staff, agents, contractors or attendees, nor shall be responsible for any exhibits, articles or any other property of whatever kind brought into the Exhibition by the Exhibitor, his servants, agents, contractors or invitees or members of the public. In all circumstances, the maximum liability of the Organizer towards the Exhibitor, whether contractual or

non-contractual, shall not exceed the value of the Application Form.

**9.** These General Terms and Conditions shall govern the relationship between the Organizer and the Exhibitor and shall apply to all the services, whether current or future, that shall be rendered by the Organizer to the Exhibitor unless otherwise provided for in a separate agreement. The Organizer reserves the right to alter, add to, or amend any of these conditions, and the decision of the Organizer is binding should any disagreement on the interpretation of these regulations arise.

**10.** The Exhibitor shall ensure that they are fully covered by an insurance policy including, but not restricted to, all risks insurance on their property, exhibits or articles brought to the exhibition, or any kind of public liability and comprehensive protection against any loss or damage caused by any circumstance whatsoever whether by reason of fire, water, theft, accident or any other cause. The Exhibitor shall insure against, indemnify and hold the Organizer harmless in respect of all amounts, claims, demands and expenses to which the Organizer may in anyway be subject as a result of any loss or injury arising to any person (including members of the public or the Organizer's staff, agents or contractors) or property howsoever caused as a result of any act or default of the Exhibitor, his servants, agents or contractors or invitees. If the Organizer so demand, the Exhibitor shall provide proof to the Organizer that the Exhibitor has adequate insurance cover acceptable by the Organizer. The Exhibitor must ensure that his temporary staff and the staff of his servants, agents or contractors are insured against claims for workmen's compensation. The period for which such insurance shall be maintained shall run from the time the Exhibitor and/or any of his servants, agents or contractors first enter the Exhibition grounds, and until the Exhibitor and any of his servants, agents or contractors leave the grounds at the end of the event period and all his exhibits and property have been removed.

**11.** The Exhibitor shall abide by these General Terms & Conditions. Furthermore, during the exhibition, the Exhibitor shall have the custody and shall be the guardian of his occupied Space. The Exhibitor shall be solely responsible for his property, exhibits or articles brought to the exhibition in addition to taking all proper health care measures. The Exhibitor further undertakes not to exhibit any unlawful or counterfeited material or any material that might breach the Intellectual property rights of any third party. In all circumstances, the Exhibitor shall fully indemnify and hold Organizer harmless against any claim, suit, liability or demand to which the Organizer may be exposed to as a result of any unlawful act or breach committed by the Exhibitor.

**12.** The Organizer shall not in any event be held responsible for any restrictions or conditions which prevent the construction, erection, completion, alteration or dismantling of stands or the entry, placement or removal of exhibits or for the failure of any service or amenities provided by the hall landlords or other third parties.

**13.** The contracted party for a pavilion is responsible for ensuring that all exhibitors within the pavilion are fully aware of and agree to abide by these General Terms and Conditions and by the Rules and Regulations of the venue.

**14.** The Exhibitor must not transfer, dispose of, part with or otherwise sublet all or any part of his exhibition space, whether for financial consideration or otherwise. The Exhibitor must, if he is an agent, distributor or licensee, mention at the time of Application the names of the Principals whom he shall represent during the exhibition. This does not prohibit an Exhibitor displaying the products of a principal for whom he becomes a distributor or licensee after the time of Application, with the prior written permission of the Organizer.

**15.** The Organizer shall not be liable to the Exhibitor by reason of any cancellation

## General Terms & Conditions - SAUDI LIFE STYLE WEEK 2025

or part-time opening of the exhibition, either in whole or in part, for any nonperformance of their obligations under this Contract or any amendments or alterations to all or any of the Rules and Regulations of the exhibition in each case to the extent that such occurrence is due to any circumstances not within the control of the Organizer or that can be classified as Force Majeure event which includes but is not be limited to acts of god, epidemics, pandemics, severe weather conditions, lightning, fire, acts of terrorism, wars, national emergencies, insurrections, riots, labor disputes, boycotts, governmental restrictions, exceptional banking restrictions, power failure, etc. In the event the Exhibition is cancelled or postponed due to any of the above reasons (or any other reasonable reasons), the Exhibitor shall exhibit in the new dates of the Exhibition (or its next edition) with the same conditions of this Application Form, and the Organizer shall provide the Exhibitor with a credit note for the value of the payment it made under this Application Form. Should the Exhibitor decide to completely withdraw from the Event due to a Force Majeure event and to have its money reimbursed, the Organizer will reimburse the Exhibitor with the amounts it paid under this Application Form less 15 % as an administrative fee to the Organizer against such withdrawal.

### 16. Changes to the Event

The Organizer reserves the right, in its sole discretion, to change the venue, format, content or the timing of the Event program, the virtual location or hosting medium of the Event or Event Platform or the identity of any speakers or exhibitors for any reason and without liability to the Client, provided that the Event, as altered, is similar to the Event as originally advertised. In these circumstances, the Fees shall remain payable in full to the extent not already paid, and the Organizer shall not be required to refund the Client for any proportion of the Fees or otherwise be held

liable for any other costs or expenses incurred by the Client in connection with the Event only through the competent court.

**17.** The Client shall not assign or sub-contract any rights under these T&C or sublet the Space or permit the Event Platform or Space to be used by any other person or company without the prior written consent of the Organizer.

**18.** If the Organizer does not exercise, or takes time in exercising, any of its rights set under this Agreement, this shall not constitute by any means a waiver by the Organizer of that particular right.

**19.** The Organizer reserves the right to terminate this Agreement at any time and forbid the Exhibitor from exhibiting in the Exhibition in the event the Exhibitor does not abide by these General Terms and Condition, or in the event the Organizer deems for reasonable causes that the Exhibitor's participation in the Exhibition might endanger it or might give rise to any sort of liability.

**20.** These General Terms and Conditions shall be governed by the Italian laws and the courts of Milan shall have exclusive jurisdiction to decide on any dispute arising out or in connection with the agreement.

**21.** The Exhibitor declares that he has read and approved the General Terms & Conditions. The Exhibitor's signature of this Application Form (whether on its face or overleaf) shall be a proof that he has read and approved all the provisions of the General Terms & Conditions.

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Place and date

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Stamp and signature of legal representative of the applying Exhibitor for the acceptance of the present contract

According to the articles 1341 and 1342 Italian Civil Code, the Exhibitor declares to have read, understood and approved all the conditions and clauses reported herein in particular the articles 5 (cancellation policy), 7 (amount paid up to the bankruptcy), 8 (limit of liability), 11 (custody and guardianship), 12 (liabilities in case of restrictions), 15 (liabilities in case of cancellation), 18 (applicable law and jurisdiction).

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Place and date

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Stamp and signature of legal representative of the applying Exhibitor for the acceptance of the present contract

Honegger Srl informs you that the personal data you provide will be processed for the purposes strictly related to the execution of the contractual relationship, as well as for the legal obligations in accordance with the provisions of EU Regulation 679/2016. Your personal data may be processed for the purpose of sending promotional communications relating to products and services similar to those foreseen by the contractual relationship, subject to your disagreement. At any time you can exercise the rights that are recognized by the EU Reg. By writing to: Honegger Srl - Viale Legioni Romane 43 - Milan.