



مؤتمر ومعرض المدارس الثامن في مصر  
The 8<sup>th</sup> Schools Conference & Fair in Egypt  
16 - 17 December 2011, Intercontinental City Stars, Nasr City,

## EXHIBITION BOOKING FORM

**PLEASE SEND COMPLETED FORM TO GLOBAL CONSULTANTS**

**Egypt Office Fax:** (+20) 2 33362107

**Email:** [www.school-fairs.com](http://www.school-fairs.com)

### [A] Your Contact Information

INSTITUTION: .....

ADDRESS: .....

CITY/STATE: ..... ZIP/POSTAL CODE: ..... COUNTRY: .....

PHONE: ..... FAX: .....

E-MAIL: ..... WEBSITE: .....

► **PRIMARY CONTACT FOR @SCHOOL:**     MR.     MRS.     MS.     DR.     PROF.

FIRST NAME: ..... SURNAME: .....

POSITION: .....

DIRECT PHONE: ..... FAX: ..... E-MAIL: .....

### [B] Booth Rental

#### Shell Scheme Booth Packages:

- **4m<sup>2</sup> booth**                       EGP 8,000
- **6m<sup>2</sup> booth**                       EGP 11,000
- **9m<sup>2</sup> booth**                       EGP 17,000
- **12 m<sup>2</sup> booth**                     EGP 22,000

\* **Sales Tax 10% should be added to the above amount.**

#### **All booth packages include:**

- International Standard Booth Furnishing: carpets, partitions and name fascia, one table, two chairs, power socket & two spotlights.
- Full-page listing in the @School Fair Directory.
- Listing on @SCHOOL website
- 50 invitation cards
- Visitor Database.

► **In which forum/section would you like to exhibit?** *Please select one section*

- The Student Recruitment Forum
- The Learning Innovations Forum

► **Your selected booth no.:** \_\_\_\_\_ *(Please refer to the floor plan and consult with us for availability)*

### [C] Advertising in the Directory

**15,000 copies** of this year-round reference book will be distributed Free of Charge during the fair to all visitors, and after it to targeted groups in Egypt and the Arab countries including leaders and personnel at Schools, Embassies; International Organizations; Private sector trade, service and industry companies; and Government bodies. Benefit from this branding opportunity. **Advertising Orders Deadline: March . 20<sup>th</sup>, 2011**

**Please tick your preferences**

#### **Advertising Rates**

- Inside page, B/W                    **EGP2,700**
- Inside page, 4-color                **EGP4,500**
- Page 2 or 3                            **EGP7,000**
- Page 1                                    **EGP7,500**
- Inside Back Cover                    **EGP6,600**
- Inside Front Cover                   **EGP7,500**
- Outside Back Cover                 **EGP9,000**

**Directory Size** 17cm width x 24 cm depth  
**Full Page Trim:** 17 x 24 cm; **Bleed:** 17.5 x 24.5 cm

*\*Rates are subject to 10% taxes*

## **[D] Your Seminar Information**

As an exhibitor in @School your package includes a free 20 minutes seminar at the venue, to present your school Educational System for parents. Seminar room is equipped with Sound system, LCD projector, Screen, Laptop.

EGP 4,000

**In order to get your seminar scheduled in good time, kindly provide the information requested below:  
PS Note that you cannot select the seminar time, as it will be scheduled according to order received.**

**Lecturer Name:** .....

**Title:**  Mr.  Mrs.  Ms.  Dr.  Prof.

**Position:** .....

**Topic:** .....

School Type:  Private  Language  International  Non-Profit

**School Educational System:**  English  French  German  Canadian  Other .....

**Education Levels:**

- Pre- School
- Primary
- Intermediate
- High School

**High School Certificate Offered:**

- American Diploma
- IGCSE
- National curriculum
- French Bacallaurean
- International Bacallaureate
- Abitur
- Other (*specify*) .....

**Spoken Language:**

- English
- French
- Other (*specify*)** .....

## **[E] PAYMENT**

Cash Payment

*Locally:* Banker's check payable to Global Consultants

*Internationally:* Wire to: Commercial International Bank, Swift: CIBEEGCX001, for account no. 01-50-39005-2, Global Consultants

**Please enclose with this form the check or a copy of the transfer order.**

### **► BILLING ADDRESS**

INSTITUTION: .....

ADDRESS: .....

NAME: ..... POSITION: .....

PHONE: ..... FAX: ..... E-MAIL: .....

## **@SCHOOL RULES & REGULATIONS**

- 1. ARRANGEMENTS OF EXHIBITS:** Exhibits shall be so arranged as not to obstruct the general view nor hide the exhibits of others. Plans for specially built or decorated displays not in accordance with these exhibition rules and regulations must be submitted to Organizer before construction or decoration is ordered or begun.
- 2. SOLICITING:** Exhibitor is prohibited from distributing literature, souvenirs, or other items from outside the boundaries of Exhibitor's booth, unless Exhibitor has obtained Organizer's prior written approval. This prohibition includes canvassing other exhibits before, during or after show hours. Canvassing in exhibit halls or distribution of advertising matter, souvenirs or any other items whatsoever by anyone who is not a paid Exhibitor is strictly forbidden.
- 3. REMEDIES:** If Exhibitor fails to make any payment or otherwise breaches any provision of the Contract, and fails to cure within a reasonable time (as defined in the next paragraph) after Exhibitor has received written notice from Organizer specifying the breach, Organizer shall have the right to exercise (without further notice) any one or more of the following remedies at any time after such reasonable time has passed: (i) cancel the

Contract in whole or in part; (ii) evict the Exhibitor from any or all of the space being rented by Exhibitor; (iii) have any of the Contract's violated provisions specifically enforced; and (iv) exercise any other remedy available by rule of law.

Reasonable time is meant: (i) immediately in the case in any breach occurring during the show; (ii) 72 hours, in the case of any failed payment; and (iii) 5 days, in the case of any other breach. In addition, Organizer may keep any or all money received from Exhibitor as liquidated damages, it's being understood that Global Consultants' damages and losses from Exhibitor's breach of the Contract are difficult to ascertain and that the agreed liquidated damages are not intended as a penalty. Upon cancellation of the Contract, Organizer may (without prejudice to any other available remedy) rent Exhibitor's space to any other exhibitor, or use such space in any other manner as Organizer deems necessary, in its sole discretion, without any obligation to Exhibitor.

4. **UNOCCUPIED SPACE:** If any of Exhibitor's space remains unoccupied on opening day, Exhibitor shall be deemed to have abandoned such space. Thereafter, Organizer shall have the right to rent such space to any other exhibitor, or use such space in any other manner, as Organizer deems necessary, in its sole discretion, without any obligation to Exhibitor. This section shall not be construed as affecting the obligation of Exhibitor to pay the full amount specified in the Contract for space rental.
5. **LIABILITY:** Neither the Organizer nor its agents or representatives will be responsible for any injury, loss, or damage that may occur to Exhibitor or Exhibitor's employees, invitees, licensees, or guests, or Exhibitor's property, from any cause whatsoever. Under no circumstances shall the Organizer or its agents or representatives be liable for (i) any special, indirect, incidental or consequential loss or damage whatsoever, or (ii) any loss of profit, loss of use, loss of opportunity, or any cost or damage resulting from any such loss. Exhibitor acknowledges that the risk allocations of this Section are reasonable based on the understanding that Exhibitor shall obtain, at his own expense, adequate insurance against any such injury, loss or damage. Organizer shall not be liable for failure to perform its obligations in this Contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in Exhibitor's booth or exhibit is deemed to be the invitee, licensee or guest of Exhibitor, and not invitee, licensee or guest of Organizer. Exhibitor assumes full responsibility and liability for the actions of its agents, employees, or representatives, whether acting within or without the scope of their authority, and agrees to defend, indemnify, and hold Global Consultants, the exhibition hall and their respective privies, harmless from and against claims resulting directly or indirectly from the actions or omissions of Exhibitor and/or Exhibitor's agents, employees or representatives, whether within or without the scope of authority. There is no other Contract or warranty between Exhibitor and Organizer except as set forth in this document. The rights of Organizer under the Contract shall not be deemed waived except through writing signed by an authorized officer of Organizer.
6. **FORCE MAJEURE:** In case the show hall is damaged or destroyed by fire, the elements, or any other cause, or if circumstances make it unreasonably difficult for Organizer to permit Exhibitor to occupy the assigned space during any part or the whole of the period covered by the show, then during such circumstances Organizer and its respective privies will be released and discharged from the obligation to supply space, and Exhibitor will be reimbursed a proportionate share of the booth rental previously received by Organizer from Exhibitor.
7. **CANCELLATIONS:** In the event that Exhibitor wishes to cancel some or all of its allotted exhibit space, Exhibitor may request and Organizer may grant such cancellation, but only with the following understandings: (i) all cancellations must be requested in writing and addressed to Global Consultants. (ii) Organizer is not required to refund any portion of money (full fee, or otherwise) previously paid by Exhibitor. Organizer assumes no responsibility for having included the name of Exhibitor in the Show Catalogue, brochures, news releases, or other materials.
8. **CHANGES:** If Exhibitor requests an increase of his booth space after the Contract has become effective, Organizer will use reasonable best efforts to accommodate such request, subject to space availability, additional fee payment, and other circumstances then prevailing. If Exhibitor requests a change that leads to a net reduction of booth space from original requirements, such request shall be covered by section 7 above.
9. **OTHER MATTERS:** The exhibition is owned and managed by Global Consultants whose main office is at 54 Michael Bakhom St., 12311 Dokki, Giza. All matters not expressly covered in the Contract are subject to the reasonable decision of the Organizer, which decision shall be final.
10. **ALTERATIONS:** Organizer reserves the right to make alterations in matters affecting technical arrangements and safety.

---

*We the undersigned hereby apply for a license to use @SCHOOL 2011 exhibiting space. We understand that upon acceptance, this application becomes a contract upon terms and conditions mutually agreed to by the parties. In making this application, we agree to comply with @SCHOOL Rules and Regulations. This Contract shall bind the parties hereto, their successors, executors and administrators. By signing here, exhibitor agrees that registration fees are NON-REFUNDABLE.*

**Date** \_\_\_\_\_ **Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Stamp** \_\_\_\_\_