

# DIVING FESTIVAL2010

## APPLICATION for EXHIBIT SPACE

< Please type only >

We hereby apply for exhibit space at the above exhibition. We agree to abide by show rules on the reverse side of this form and regulations as defined in the Exhibitor's Manual and memos issued prior to the show.

**Application Deadline  
October 30, 2009**

Date:      Month      /      Day      /      Year

◆The Secretariat of the Diving Festival

3F Yusen-Nihonbashiamacho bldg., 3-16-7 Nihonbashiamacho, Chuo-Ku, Tokyo 103-0007, JAPAN  
Tel:+81-3-5623-3942 Fax:+81-3-5623-3943 E-mail:diving@a-tex.co.jp

### 1. APPLICANT

Company Name			
URL	http://		
Company Address	Country _____		
	TEL Country Code (      )	FAX Country Code (      )	E-mail
Contact	Name (Mr. / Ms.)	Department/Section	Position

### 2. EXHIBIT SPACE FEE AND PAYMENT (Including Japanese Consumption Tax.)

Category	Applied Condition	Unit Price(a)	Number of Units Required(b)	Total Exhibit Space Fee (a) × (b)	Deadline of Payment November 30, 2009
STANDARD (S) (3m × 3m=9m <sup>2</sup> )	1~3 Booths	¥ 367,500	Unit (s)	¥	
STANDARD (M) (3m × 3m=9m <sup>2</sup> )	4~8 Booths	¥ 315,000	Unit (s)	¥	
STANDARD (L) (3m × 3m=9m <sup>2</sup> )	Over 9 Booths	¥ 294,000	Unit (s)	¥	
Mini Booth(Resort & School) (2m × 2m=4m <sup>2</sup> )	Only Resort & School	¥ 189,000 ※1	Unit (s)	¥	
Mini Booth with basic decoration (4m <sup>2</sup> +basic decoration)	No Restriction	¥ 283,500	Unit (s)	¥	

※1 Group Discount: 4booth Package=¥588,000 / 16m<sup>2</sup> (¥147,000 / 4m<sup>2</sup>), 6booth Package=¥756,000 / 24m<sup>2</sup> (¥126,000 / 4m<sup>2</sup>)

### 3. CONFIGURATION REQUESTED

Single-row booths     
  Double-row booths (Over 4 Booths)     
  Island booths (space) (Over 10 Booths)

### 4. BOOTH DECORATION

Will the height of your decoration exceed 3.6m?

Yes       No

\*Request may not be granted.

### 5. ADVERTISEMENT IN OFFICIAL DIRECTORY

Position	Unit Price [a]	Number of Pages Required[b]	Total Advertisement Fee[a × b]
	¥		¥

<Official Directory Advertisement Rate>

Position	Color	Price	Position	Color	Price
Inside Front Cover & Opposite (Set)	4	¥420,000	Back Cover	4	¥294,000
Inside Front Cover	4	¥262,500	Floor Map Opposite	1	¥126,000
Inside Front Cover Opposite	4	¥231,000	Inside Page	4	¥105,000
Inside Back Cover	4	¥210,000	Inside Page	1	¥73,500
Inside Back Cover Opposite	4	¥189,000	Inside Page 1/2	1	¥52,500

### 6. EXHIBITS (Please attach the catalog of exhibits.)

Category (Please circle only one main category)	1. Diving Equipment	4. Underwater Cameras / Equipment	Main Exhibits	
	2. Diving Culture	5. Diving Related Goods		
	3. Tour/Resort	6. Diving School		

### 7. SIGN (Keep a photocopy of both sides of this contract for your records.)

AUTHORIZED PERSON	TITLE	SIGNATURE (mandatory)

(This person must be authorized to sign on behalf of the exhibiting company.)

### SECRETARIAT USE

Date	No.	Receptionist	Approval	Note

# GENERAL REGULATIONS

## 1. Application Deadline

October 30, 2009

## 2. Payment of Exhibit Space Fee

Upon receipt of the application form, a bill of the exhibit space fee will be sent to you after obtaining approval of the organizer. Total fee must be paid by :

November 30, 2009

If the exhibit space fee is not paid before the deadline, the organizer may cancel the exhibit.

Remit your payment to : (by Japanese Yen only)

Bank Name : Mizuho Bank, Shinbashi Branch

Account No.: Ordinary A/C 2350597

A/C Name : Secretariat of the Diving Festival

## 3. Exhibition Contract

The exhibition contract will go into effect upon acceptance of the application form by the organizer. The accepted application form will then serve as the exhibition contract.

## 4. Cancellation

Cancellation is possible only under special circumstances. In such cases, exhibitors should submit a request to the organizer for approval by written notice. The following cancellation fee is charged.

Deadline of Cancellation (in writing)	Cancellation Charge
Before or on the 61st day counting back from the date of the opening of the exhibition	50% of Exhibit Space Fee
After or on the 60th day counting back from the date of the opening of the exhibition	100% of Exhibit Space Fee

In the event that the applicant /exhibitor has not yet remitted the proper amount as noted above, the exhibitor must remit it immediately. If the exhibitor has already remitted more than the amount noted above, the excess amount will be refunded by the organizer.

## 5. Exhibit Space Fee Includes:

- \* Booth space.
- \* Construction and maintenance fee of the common facilities.
- \* Publicity, invitations, poster fees.
- \* Visitor service expenses.(Expenses for making guidebooks, signboard, etc.)
- \* Operating expenses of the organizer.

## 6. Not Included in the Exhibit Space Fee :

- \* Booth decorating and operating expenses.
- \* Installation and usage fee of telephone and utilities.
- \* Guidebook advertising fee.
- \* Damage insurance for the exhibits, etc.
- \* Expenses for injuries arising during exhibition or while transporting equipment, etc.
- \* Renovating exhibits and decorations, etc., required by regulations and exhibition rules.
- \* Other expenses not included in the space fee.

## 7. Booth Allotment

The organizer will allot booths taking the following into consideration: the overall zoning plan, the type and scale of exhibits, demonstration plans and application date, etc.

## 8. Prohibition of Reselling or Renting Booth

The exhibitors can not rent, resell, exchange, or sell the booth allotted for the exhibition, without obtaining permission from the organizer.

## 9. Sharing a Booth by Two or More Exhibitors

When two or more exhibitors share a booth, the representative of these exhibitors should make an application and inform the organizer of the names of other exhibitors.

## 10. Use of the Exhibition Space

- (1)The exhibitors should exhibit the products which fulfill the purposes of this exhibition and which are specified on the reverse side on this page.
- (2)The exhibitors should make demonstrations or any other PR activities within their own booths.
- (3)The organizer reserves the right to put restrictions on the exhibits of which sound, handling methods, materials or any other things are deemed unsuitable or to prohibit or remove the exhibits which are deemed unsuitable for the exhibition purposes from the organizer's viewpoint. This right will extend to persons, articles, printed materials and any other things which the organizer deems unsuitable. In case of the said restriction or removal, the organizer will not be responsible for any payment.

## 11. Installation and Removal of Exhibiting Materials

- (1)Transportation and installation of exhibiting materials must be carried out during the specific period designated by the organizer. The facilities within the booth must be installed before 8:30 a.m., on the opening day of the exhibition. The organizer reserves the right to dispose of the booth in whatever manner the organizer thinks appropriate, if the exhibitor does not install the exhibiting materials by the above time and date. If this happens, the exhibitor must pay the designated cancellation fee (100% of the exhibit space fee) to the organizer.
- (2)If the exhibitor must remove, move, or transport the exhibiting materials during the period of the exhibition, the exhibitor must obtain permission of the organizer before commencement of such activities.
- (3)The exhibiting materials must be removed from the booths by 9 p.m., the last day of the exhibition. The exhibiting materials left within the booth after this time and date will be removed by the organizer at the exhibitor's expense.

## 12. Custody and Protection of Exhibits

The organizer will take security measures such as hiring security guards for custody and protection of exhibits at the site; but will not be liable for damages or any other compensation for fire, theft, loss, damage or any other accident.

## 13. Damage Compensation

The exhibitor will be responsible for any or all damages caused by the carelessness of himself or his agents to exhibition, facilities, materials, building, or people.

## 14. Indemnity

The organizer may by his own judgment postpone or cancel the exhibition due to circumstances beyond his control. The organizer will, however, be indemnified for any other expenses incurred to exhibitors.