



GAMESTART 2016
 7 – 9 October 2016
 Suntec Convention Centre Halls 405 & 406
 Singapore
 www.gamestart.asia

FOUNDERS BASE EXHIBITOR APPLICATION

EXHIBITOR DETAILS

FULL COMPANY NAME: _____

COMPANY NAME (EVENT SIGNAGE): _____

COMPANY ADDRESS: _____

WEBSITE URL: _____ FACEBOOK URL: _____

MAIN CONTACT _____: _____ MOBILE: (____) _____

EMAIL: _____ OFFICE DID: (____) _____

Please indicate your selection here	Booth No.	Are you doing sales?	Published Rates	Early Bird Rates (Till 30 June 2016)	Booth Size & Dimensions
<input type="checkbox"/> Single Booth		Yes / No	SGD 700	SGD 600	4 sqm (2m x 2m)
<input type="checkbox"/> Double Booth		Yes / No	SGD 1,400	SGD 1,200	8 sqm (2m x 4m)

Item	Single Booth	Double Booth
Shell Scheme Panel	Yes	Yes
Booth signage	Yes	Yes
Carpet	Yes	Yes
Table	1	2
Chair	2	4
Powerpoint	1	2
Exhibitor Pass	2	4
Listing on event website	Yes	Yes
1 Day Tickets	4	8

ADDITIONAL ITEMS

Quantity	Item	Details	Rate per Item	Total Cost
	Additional Exhibitor Pass	Limited to 3 additional passes per 9 sqm booth	\$50	
	One Day Tickets	Limited to 15 tickets per day	\$8	
	Web Banner on GameStart Asia website	728 x 90 px 300 x 250 px	SGD 300/ month per banner	
	Placement of brochure/ promo item in Goodie Bag	Up to 1,000 pcs. Material subject to management approval.	\$50	
	Ad in event programme brochure	Dimensions: 10cm x 10cm, full colour (Bookings by 31 August)	\$150	
	Boosted promo post on GameStart Asia Facebook page	Image dimensions: 1,200px x 675px 20% or less text in the image	\$300	

Conditions of Founders Base Booth Bookings

All Founders Base Exhibitors must fulfill the following criteria:

- Booths are only available for bookings from individuals, small companies and startups
- Annual profit USD 500,000 or less
- A minimum of 30% of booth content must be gaming-related
- Booths must be manned at all times throughout all three (3) event days
- Booths will be allocated on a first-come-first served basis
- Maximum of 2 companies or individuals are allowed to share a booth, but default booth signage will only display one company name

Application Submission

Please complete this form and send it to your GameStart Asia representative or contact@gamestart.asia. You will be informed via email when your application has been processed. Once accepted, please prepare the following items:

For Facebook promo post:

Caption (25-50 words max):

1x Link (Either Facebook or Website):

1x Picture (800px width, special offer/ game/ product):

For website listing:

Company intro/write-up (100 words max):

High Res Logo (PNG, JPG format or vector format suitable for white and black background):

Website URL:

1. TERMS OF EXHIBITOR AGREEMENT

Exhibitor Fee

The Total Exhibitor Fee is to be fully paid within 30 days of the Effective Date of this Agreement, or by 30 September 2016, whichever date is sooner. Exhibitor Fee must be paid in full by 30 June 2016 to qualify for Early Bird rates. Should Exhibitor decide to pull out of the Event, for any reason whatsoever, notice must be given to Eliphant Pte Ltd in writing. For cancellations more than 30 days before the event, 50% of the Exhibitor Fee will be refunded. For cancellations within 30 days of the event, no refunds will be given.

2. INTELLECTUAL PROPERTY.

- 2.1. **Exhibitor License.** During the Term, subject to the terms and conditions of this Agreement, Exhibitor hereby grants Company a royalty-free, non-exclusive, non-transferable, non-sublicensable, revocable, worldwide license to use and display the any trademark, service mark, trade dress, trade name, or logo (“Exhibitor Marks”) specified for use by Exhibitor. All materials bearing any Exhibitor Mark will be subject to Exhibitor’s prior approval prior to its use. Company shall not use any Exhibitor branded materials, including any Exhibitor Mark, in a way that reflects negatively on Exhibitor. Without limiting the foregoing, all use by Company of the Exhibitor Marks shall be in accordance with Exhibitor’s usage guidelines which have been delivered or made available to Company prior to the date of such use. Exhibitor may provide in writing an updated version of its usage guidelines and Company shall make commercially reasonable efforts to alter, modify, change or remove any Exhibitor Marks being used by Company in accordance with such request as soon as reasonably practical. Nothing contained in this Agreement gives Company any right, title or interest in the Exhibitor Marks or goodwill therein and thereto, except as expressly provided in this Section. Company also agrees that Company will not register any marks or names that contain, are confusingly similar to or are comprised of Exhibitor’s Marks, and that any such registration obtained by Company shall be transferred to Exhibitor upon demand. For avoidance of doubt, nothing in this Section shall be construed to limit any rights with respect to Exhibitor’s Marks that Company would have as a member of the general public.
- 2.2. **Exhibitor Materials.** Exhibitor shall promptly supply to Company all trademarks, service marks, logos, and design elements, including any images, photographs, illustrations, graphics, audio clips, video clips, text or content which are necessary for Company to use in performance of Company’s obligations under this Agreement (collectively “Exhibitor Materials”). Exhibitor shall deliver to Company the Exhibitor Materials in format specified by Company (e.g., .txt, .gif).
- 2.3. **Ownership by Exhibitor.** All Exhibitor Marks and Exhibitor Materials shall remain the property of Exhibitor. All right, title and interest in and to the Exhibitor Marks and Exhibitor Materials shall remain with Exhibitor.

3. REPRESENTATIONS AND WARRANTIES.

- 3.1. **Mutual Representations and Warranties.** Each party represents and warrants that: (i) it is a corporation duly organized, validly existing and in good standing under the laws of the state of its incorporation; (ii) it has the requisite power and authority to enter into this Agreement and to perform fully its obligations hereunder; (iii) it is not and will not be under any contractual or other legal obligation which will in any way interfere with its full, prompt and complete performance hereunder; and (iv) it conducts and will conduct its affairs in compliance with all applicable international, federal, state, and local laws, rules and regulations.
- 3.2. **Representations and Warranties of Exhibitor.** Exhibitor further represents and warrants that: (i) neither the Exhibitor Marks nor the Exhibitor Materials will violate or infringe the intellectual property rights of any

third party; and (ii) there are no lawsuits or proceedings pending in any forum or any claims asserted against Exhibitor which could reasonably be expected to have a material adverse impact on the Event.

3.3. **No Other Representations or Warranties.** THE LIMITED WARRANTIES SET FORTH IN SECTION 3 ARE EXCLUSIVE AND IN LIEU OF ALL OTHER WARRANTIES BY EITHER PARTY HERETO. NEITHER PARTY MAKES, AND HEREBY DISCLAIMS, ANY AND ALL OTHER STATUTORY, EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND ANY WARRANTIES ARISING FROM A COURSE OF DEALING, USAGE OR TRADE PRACTICE.

4. LIMITATION OF LIABILITY.

IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OR LOST PROFITS ARISING OUT OF THE PERFORMANCE OF ITS OBLIGATIONS OR ANY PRODUCTS PROVIDED UNDER THIS AGREEMENT, EVEN IF THE PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

5. AGREEMENT.

Parties confirm their mutual agreement to this Agreement as of the Effective Date by signing below.

COMPANY:

EXHIBITOR:

By: Elicia Lee

By: _____

Name: Eliphant Pte Ltd

Name: _____

Title: Director

Title: _____