

GAMESTART ASIA 2018

Organised by: Elephant Pte Ltd

The exhibitor name provided below will be used for exhibitor listing, official website, media channels, printing of show guides, etc.

EXHIBITOR NAME

COMPANY NAME (if different from above)

CONTACT DETAILS

Name: _____ Title: _____

Email: _____ Official website: _____

Billing Address: _____

Mobile: _____ Tel: _____

COUNTRY OF EXHIBITION (tick where applicable)

Singapore Malaysia Indonesia

TYPE OF BOOTH (tick where applicable , prices stated below are in USD)

SINGAPORE

Raw Space (Per 3m x 3m booth, min 2 booths)

Early Bird \$2,250/booth, Standard \$2,520/booth

[No of booth(s) _____]

Founders Base (2mx2m)

Early Bird \$420, Standard \$500

[No of booth(s) _____]

TableTop (Indie Table)

Standard \$250

[No of table(s) _____]

Shell Scheme (3m x 3m)

Early Bird \$2,500, Standard \$2,800

[No of booth(s) _____]

TableTop (Shell Scheme 3m x 2m)

Early Bird \$2,100, Standard \$2,500

[No of booth(s) _____]

TableTop (Proxy Table)

Early Bird \$800, Standard \$1,000

[No of table(s) _____]

INDONESIA

Raw Space (Per 3m x 3m booth, min 2 booths)

Early Bird \$1,900/sqm, Standard \$2,150/sqm

[No of booth(s) _____]

Shell Scheme (3m x 3m)

Early Bird \$2,000, Standard \$2,250

[No of booth(s) _____]

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Founders Base (2mx2m)

Early Bird \$150, Standard \$200

[No of booth(s)_____]

Tabletop (Indie Table)

Standard \$100

[No of table(s)_____]

Tabletop (Shell Scheme 3m x 2m)

Early Bird \$1,300, Standard \$1,500

[No of booth(s)_____]

Tabletop (Proxy Table)

Early Bird \$400, Standard \$600

[No of table(s)_____]

MALAYSIA

Raw Space (Per 3m x 3m booth, min 2 booths)

Early Bird \$1,900/sqm, Standard \$2,150/sqm

[Booth Depth_____ x Booth Width_____]

Founders Base (2mx2m)

Early Bird \$150, Standard \$200

TableTop (Indie Table)

Standard \$100

Shell Scheme (3m x 3m)

Early Bird \$2,000, Standard \$2,250

[No of booth(s)_____]

Tabletop (Shell Scheme 3m x 2m)

Early Bird \$1,300, Standard \$1,500

Tabletop (Proxy Table)

Early Bird \$400, Standard \$600

ADD ONs

Exhibitor Pass (\$20/ea)

[Qty _____]

Web Banner on GameStart Asia website

\$300/ month per banner (728 x 90 px **and/or** 300 x 250 px)

Brochure Placement in Goodie bag

\$35 (800 pcs, Material subject to management approval.)

Ad in event programme brochure

\$100 (Dimensions: 10cm x 10cm, full colour)

Boosted promo post on GameStart Asia Facebook page

\$215 (Image dimensions: 1,200px x 675px)

Display Gallery (Singapore) Early Bird \$100, Standard \$130

Display Gallery (Malaysia) Early Bird \$30, Standard \$50

Display Gallery (Indonesia) Early Bird \$30, Standard \$50

[No of galleries_____]

One Day Tickets (\$6/ea)

[Qty _____]

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MULTI - EVENT DISCOUNT

Exhibitors who book a booth at any 2 events - GameStart Singapore, Malaysia and Indonesia enjoy additional 10% discount, book all 3 and enjoy 15% off booth rates!

Applicable to all booth types

*To enjoy Early Bird rate, bookings must be confirmed and paid by 30 April 2018 (Indonesia), 30 June 2018 (Singapore) and 31 August 2018 (Malaysia).

Rates are for 2 days exhibition (SG & MY) and 3 days (ID)

Rates are subject to the respective country's government tax

Singapore – 7% GST

Malaysia – 6% GST

Indonesia – 10% VAT

TERMS OF AGREEMENT

1. INTELLECTUAL PROPERTY.

1.1. **Sponsor License.** During the Term, subject to the terms and conditions of this Agreement, Sponsor 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 (“Sponsor Marks”) specified for use by Sponsor. All materials bearing any Sponsor Mark will be subject to Sponsor’s prior approval prior to its use. Company shall not use any Sponsor branded materials, including any Sponsor Mark, in a way that reflects negatively on Sponsor. Without limiting the foregoing, all use by Company of the Sponsor Marks shall be in accordance with Sponsor’s usage guidelines which have been delivered or made available to Company prior to the date of such use. Sponsor 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 Sponsor 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 Sponsor 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 Sponsor’s Marks, and that any such registration obtained by Company shall be transferred to Sponsor upon demand. For avoidance of doubt, nothing in this Section shall be construed to limit any rights with respect to Sponsor’s Marks that Company would have as a member of the general public.

1.2. **Sponsor Materials.** Sponsor 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 “Sponsor Materials”). Sponsor shall deliver to Company the Sponsor Materials in format specified by Company (e.g., .txt, .gif).

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1.3. **Ownership by Sponsor.** All Sponsor Marks and Sponsor Materials shall remain the property of Sponsor. All right, title and interest in and to the Sponsor Marks and Sponsor Materials shall remain with Sponsor.

2. REPRESENTATIONS AND WARRANTIES.

2.1. **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.

2.2. **Representations and Warranties of Sponsor.** Sponsor further represents and warrants that: (i) neither the Sponsor Marks nor the Sponsor 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 Sponsor which could reasonably be expected to have a material adverse impact on the Event.

2.3. **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.

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.

3. SPONSORED PRODUCTS.

4.1 In the event of any breach of or noncompliance with this Agreement by the Company, the Company shall remedy the breach or noncompliance immediately upon Sponsor's notice. Sponsor shall have the right to hold remittance of any or all cash sponsorship until completion of remedy by the Company to the satisfaction of Sponsor, determined by Sponsor. If the Company cannot remedy such breach or noncompliance as requested by Sponsor, Sponsor has the right to cancel sponsorship without any further liability by Sponsor.

4.2 In case of damage or loss of the Event Loan Monitor, the Company will be liable and Sponsor is entitled to charge the Company for the damage or loss based on the estimated repair costs (in case of damage) or suggested retail price (in case of loss).

I agree to exhibit at GameStart 2018 subject to the terms in this application agreement.

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Applicant:

Signature & Date

Name: _____

Company Name: _____

Title: _____