



Seatrade Maritime Middle East

13-15th December 2021

Dubai Exhibition Centre, Dubai, United Arab Emirates

INTRODUCTION

Seatrade Maritime Middle East has been connecting maritime markets in the Middle East for nearly two decades. The event stands at the heart of the region, uniting ship owners, port and terminal authorities and operators, ship yards, industry manufacturers and suppliers, and decision-makers to forge the future for maritime in the Middle East. Attracting more than 7,000 professionals, 200 world-class exhibitors from 80 countries, this three-day exhibition and conference enables you to connect with the maritime community, learn from leading experts and engage with opportunities that can stimulate exciting business growth.



THE UK GROUP AT SEATRADE MARITIME MIDDLE EAST

The Society of Maritime Industries is organising and managing the UK group of exhibitors in a dedicated area in the brand new, state-of-the-art Dubai Exhibition Centre (South Complex) at Dubai Expo 2020. Returning to a physical event for the first time since 2018, SMI only get a limited amount of space to offer companies so please don't delay if you're interested in exhibiting. As the likely first, major post pandemic maritime exhibition in the region it is expected to be very popular.

THE ADVANTAGES OF JOINING THE UK GROUP ARE:

- UK Pavilion exhibitors are co-located in a prime location.
- SMI, as the group organiser, deals directly with the main exhibition organisers, co-ordinates payments, appoints agents and stand contractors and briefs the exhibitors. This simplifies your organisational and logistical commitments which leaves you free to do the important role of selling.
- The UK Pavilion includes an information area for the use of pavilion exhibitors.

STANDS

There are different sizes of stands available from 9sqm up to 24sqm (in 6sqm increments). We would recommend booking quickly as it is normally impossible to increase our space allocation as the show will be sold out.

Each Stand comes with:

- Lockable front counter
- Round table & 3 chairs
- 1 x bar stool
- Spotlights
- Carpet
- Fascia name and graphics for company logo on the counter
- 3 pin electrical socket
- Storage cupboard (available for limited positions only – please enquire)
- Company listing and full access virtual event and matchmaking platform

Once the standbuilder is selected we will work with them to get the best possible price for having graphics produced and mounted at the show. This is typically a fee of around £30-35 per sqm.

STAND COSTS

Minimum stand size is 12sqm and increase to 24sqm (in 6sqm increments). Prices are as follows:

- 12sqm - £7,300
- 18sqm - £10,530
- 24sqm - £13,500

SMI MANAGEMENT FEE

- Member rate £775 ex UK VAT (£930 inc VAT)
- Non-member rate £980 ex UK VAT (£1,176 inc VAT)



DEPARTMENT FOR INTERNATIONAL TRADE (DIT)

The DIT has launched its new Internationalisation Fund which is available to eligible businesses in England to improve international trade performance through co-investment in approved activity. The Fund is supported by the European Regional Development Fund (ERDF) and runs from December 2020 to early 2023. Funding is available to support SME participation in International Trade Fairs. Exclusions apply. For further details please contact helen.stephen@maritimeindustries.org

ADDITIONAL INFORMATION

All relevant costs have been calculated using current exchange rates at time of issue, we reserve the right to adjust the charges in the event of any significant change.

The SMI Management fee covers the costs of all aspects of pre-event preparations, recruitment and administration prior to, during and after the event. In all cases, the Showcase Management Fee is non-refundable and cannot be included in your claim.

TERMS AND CONDITIONS OF CONTRACT

The provision of space, arrangements for design and construction of the UK stands and the administration of the UK Pavilion, including additional charges, are covered in the attached Society of Maritime Industries (SMI) Terms and Conditions. These Terms and Conditions together with this "Offer" and the Rules and Regulations issued by the exhibition organiser are deemed to be incorporated in and form part of this contract. Details given are subject to any changes with particular regard to the exhibition organiser's charges, government legislation, etc. The organiser's Terms and Conditions can be supplied on request.

Where an Exhibition is postponed or cancelled for reasons beyond SMI's control it will use reasonable efforts to reclaim any portion of the Stand Fees or other payments paid on the exhibitor's behalf by SMI to the Organiser and/or contractors, (excluding contractors the Exhibitor has appointed independently) and to refund such fees to the Exhibitor, net of any administrative costs incurred by SMI.

LIABILITY

Your own insurance should cover your potential liabilities arising from exhibiting within the UK Pavilion. No liability shall be attached to the Society of Maritime Industries or any member of its staff in respect of any accident, injury, loss or damage arising out of, or in any way connected with, the display of goods in pursuance of this event or in any other way whatsoever.

ACTION

To reserve a place in the UK Pavilion, please complete, scan and return the booking form **by 17th September** to helen.stephen@maritimeindustries.org



SEATRADE MIDDLE EAST MARITIME
13-15th December 2021, World Trade Centre, Dubai
BOOKING FORM FOR EXHIBITORS JOINING THE UK PAVILION

Please complete and return this registration form to:

Helen Stephen, Business Development Director, Society of Maritime Industries, 28-29 Threadneedle Street, London EC2R 8AY.

helen.stephen@maritimeindustries.org
+44 (0)20 7628 255

Company	VAT No		
Address			
Town	Post Code	Country	
Contact	Position		
Phone No			
E-mail	Website		

Our company/organisation wishes to join the UK Pavilion at Seatrade Maritime Middle East and requests an invoice for the following:

STAND		
Stand Space & Build	<i>For a pre-constructed enhanced modular stand in the UK pavilion:</i> 12sqm - £7,300 18sqm - 10,530 24sqm - £13,500	£
Management Fee	<i>SMI management fee for UK Group exhibitors in the UK pavilion:</i> <i>*The company is a member of SMI and the fee payable is (£775 + UK VAT @ 20%) £930 inc VAT</i> <i>*The company is NOT a member of SMI and the fee payable is (£980 + UK VAT @ 20%) £1,176 inc VAT</i>	£
	TOTAL	£

Brief description of products/services

We accept the SMI Terms & Conditions (overleaf) and will settle any minor follow-on charges including additional furniture or fittings for exhibitors in the UK pavilion, etc. when advised.

We acknowledge that once completed and signed this form represents a contractual commitment by the company/organisation and if we subsequently withdraw from the UK Group we will be liable for the full costs (in accordance with the SMI Terms & Conditions of participation at exhibitions) unless a replacement can be recruited.

Signed	Name	Date

SOCIETY OF MARITIME INDUSTRIES (SMI)

TERMS AND CONDITIONS OF PARTICIPATION AT EXHIBITIONS

1. All stands must be in the name of a UK registered company.
2. SMI may acknowledge receipt of an unsupported application to participate in the exhibition. Such acknowledgement does not commit SMI to consider allocation of stand space nor provide any further service. Such commitment by SMI to consider allocation of space will apply only to those applications from an exhibitor that have been supported by payment in full.
3. Stand fees include rental of space, provision of a fully constructed shell-scheme stand and display aids as part of a group of stands and SMI's administrative charges.
4. Exhibitors must pay in full all invoices for stand fees as they fall due. Failure to do so may be regarded as a breach of this contract. In such cases articles 16, 17, 18 and 23 of these terms and conditions apply.
5. Exhibitors applying for stands with an UK pavilion must take the shell-scheme provided.
6. No additional construction to the shell-scheme is permitted, except by prior and written agreement from SMI.
7. Companies having received such agreement from SMI are themselves responsible for seeking quotes, commissioning and payment of additional construction to the shell-scheme.
8. SMI will make every effort to provide the size of stand requested, but cannot guarantee in advance either the hall, position, configuration of stand, or total area that can be provided.
9. Where it is necessary to offer an area varying by greater than 20% of the area requested, SMI will first seek the agreement of the applicant.
10. If compromise cannot be reached, exhibitors party to this agreement remain responsible for payment of the whole stand available, but SMI will make all reasonable effort to find a replacement company.
11. Should it be necessary to allocate a stand area greater than originally requested, the exhibitor must pay in full on receipt of invoice for additional areas. Should it be necessary to allocate a stand area less than originally requested, SMI will refund the difference in stand fees should a reduced area only be available.
12. Every reasonable care will be taken in the allocation of space to companies to avoid inclusion of pillars and fire hydrant access points on stands. Where this is not possible, companies will not be charged for net stand area displaced by pillars, or hydrants.
13. SMI is unable to guarantee that it is able to offer sufficient space to satisfy the total UK group requirement. Space will therefore be allocated strictly in order of receipt of applications supported by payment in full for stands.
14. Where there is insufficient space to be able to confirm allocation of a stand, companies will be refunded their stand fees in full.
15. (a) If an exhibitor gives written notice of withdrawal from the group within 7 days of entering into the contract they will receive a full refund on costs (management fee and stand fee), unless condition 15 (b) applies.
(b) When an exhibitor signs up to the event 4 weeks before the date of the event, the 7 day cooling off period will not be applicable and all costs applicable to the contract will be due immediately on receipt of the invoice from SMI
16. An exhibitor who withdraws 180 days before the event will receive a full refund on the stand fee but will be liable for the management fee to cover administrative costs.
17. An exhibitor who withdraws less than 180 days and more than 90 days before the event will receive a 50% refund on the stand fee with the management fee forfeited to cover administrative costs.
18. An exhibitor who withdraws less than 90 days before the event will be liable for all the contracted stand costs and the management fee.
19. Notwithstanding condition 18, if a replacement company is found to occupy the whole of space contracted by the Exhibitor the stand fee will be refunded, whereas the management fee will be retained to cover administrative costs. SMI will make all reasonable effort to find a replacement company to occupy the contracted space, but cannot guarantee to secure the payment.
20. SMI undertakes, on behalf of the exhibitors, to forward all applications for DIT grant to the DIT. Grant application forms and DIT terms and conditions of support are available on request from SMI.
21. SMI is not able to guarantee that an exhibitor is eligible for DIT support.
22. SMI will make all reasonable effort to check to see that a company is eligible for DIT support before contracting for space and construction on behalf of a company.
23. Where it is not possible to confirm that an exhibitor is eligible for DIT support in advance of contracting for payments, or in instances where an exhibitor may have DIT support withdrawn after SMI has contracted for payment on behalf of an exhibitor, the exhibitor will remain liable to pay for the full cost of the stand it has been allocated.
24. SMI will not authorise payment of any DIT grant monies for any exhibitor that has not previously paid stand fees and invoices for provision of services in full to SMI.
25. SMI and DIT shall not be held liable for ensuring that the exhibitor, its personnel, and exhibits are adequately insured against all risks.
26. In submitting this application, exhibitors accept responsibility for ensuring that they are adequately insured against all accident, claims arising from negligence and that their exhibits are also insured against loss, or damage.
27. No damage may be caused to the shell-scheme, or display aids supplied, particularly by use of nails, or tacks for attaching panels to the shell-scheme walls.
28. If damage is so caused, companies will be liable to meet the full cost of replacement of the damaged items.
29. Exhibitors are forbidden to further embellish the fascia panels of their stands by use of unauthorised additional graphics, or display aids.
30. Exhibitors are requested not to promote their presence and exhibits in a manner likely to cause offence, or nuisance to other exhibitors, or in contravention of the organisers' terms and conditions of participation.
31. From time to time, SMI may appoint service companies to offer group freight, travel, accommodation, promotion and other services as may be thought in the interests of the joint venture exhibiting companies.
32. Where SMI makes such appointments, joint venture exhibitors are free to make use of the services of such companies at their own risk.
33. Such appointments are made in the interests of reducing individual costs for joint venture participants. Exhibitors are not obliged to use such services.
34. SMI acts solely as an agent on behalf of the exhibitor and takes no liability for exhibitor's recovery of monies paid to a stand contractor who before the completion of the delivery and the build of the stands becomes bankrupt or otherwise ceases to trade.
35. SMI shall not be held liable for the performance, actions or negligence of appointed contractors by the organisers.
36. Exhibitors shall be liable for payment of all additional site services (use of group telephone and fax, stand cleaning).
37. Synopsis of Terms and Conditions for companies in DIT supported exhibition joint venture groups.
 - a. Stands must be in the name of a UK registered company.
 - b. Exhibits must be predominantly of UK origin.
 - c. Stand must be managed throughout the exhibition by personnel competent to best promote the company and product.
 - d. SMI, its employees, agents and sub-contractors, shall not be liable in any event for any economic loss, loss of profit, revenue, goodwill or anticipated saving or for indirect, special, incidental and consequential loss or damage of the exhibitors or others, however caused, whether SMI was aware that such loss or damage may arise.
 - e. Except as provided in these terms and conditions SMI, its employees, agents or contractors, the UK Secretary of State for Trade and Industry, DIT and its employees shall not be liable either in contract, tort (including negligence) or otherwise, for any claim, costs, demand or liability whatsoever and howsoever arising out of or in connection herewith of the supply of any services hereunder.
38. SMI reserves the right to raise a surcharge on stand fees, in the event of significant devaluation of Sterling.
39. In submitting this application, the exhibitor agrees to be bound by these terms and conditions and those of the Event Organisers.