



Sponsorship agreement Platinum sponsor

Bits&Chips 2010 Embedded Systemen
11 november 2010 – Evoluon, Eindhoven

Company	E-mail
Name	URL
Address	VAT No
Zip code	Invoice address (if different)
City	Address
Country	Zip code
Tel	City
Fax	Country
	Purchase order (if required)

Platinum sponsor (max. 1 company) costs € 15,000

A Platinum sponsor package includes:

- ▶ Table top stand at level 1 *
- ▶ Stand space of 3 meters wide and 3 meters deep (maximum height: 2,5 meters)
- ▶ Electricity for the stand (1 multi-socket box)
- ▶ A table and 2 chairs (if required)
- ▶ 2 Crew members
- ▶ 30 Free invitations
- ▶ Your company profile and logo in the show guide, 150 words*
- ▶ Your company logo on advertisements about the event in Bits&Chips en Mechatronica Magazine
- ▶ Your company logo on the invitations
- ▶ Your company logo on the flyer/brochure*
- ▶ Your company profile and logo on the website
- ▶ Your company logo on the cover of the special Bits&Chips show edition*
- ▶ Your company logo in the special Bits&Chips show edition*
- ▶ Your company flag at the front entrance of the location
- ▶ 1/1 page advertisement in an edition of Bits&Chips prior to the event
- ▶ 1/1 page advertisement in Bits&Chips # 12 (show edition) that will be distributed to over 8.000 readers and it will be handed out to all visitors at the conference*
- ▶ 1 article in Bits&Chips # 12 (max. 3 pages)
- ▶ Banner (468*60) on website of www.embedded-systemen.nl (now – until November)
- ▶ Include promotional material in visitor bag
- ▶ Your company name will be mentioned at opening event
- ▶ Company presentation (power point or video) can be shown on televisions at ground floor of the dome
- ▶ Participant list before and after the event

* If available and timely registration

Cancellation policy

Booking cancellations must be submitted in writing to Techwatch bv. Cancellations before 21 July 2010 will be processed with 50 % of the total sponsorship price. Cancellations after 21 July 2010 will have a cancellation fee of 75 % of the total stand price. For bookings cancelled after 18 August 2010 the full price is charged.

This contract is accepted including attached terms and conditions of Techwatch Events

Signed (city)

Signature and company stamp

Date.....



TECHWATCH EVENTS TERMS AND CONDITIONS

Article 1: Definitions

1. Techwatch: event organizer.
2. Events: shows or congresses organized by *Techwatch* independently or upon request from a *client*.
3. Exhibitor: Exhibiting party that has signed an event participation agreement with *Techwatch*.
4. Sponsor: Party that has been defined as a participant in an agreement with *Techwatch* in return for additional predetermined services on that event. The conditions as an exhibitor apply unless explicitly stated otherwise.
5. Client: Third party that has signed an agreement with *Techwatch* requesting the organization of one or multiple events.

Article 2: General conditions

1. These conditions apply to all *Techwatch* agreements and/or offers for event participation and organization, unless explicitly agreed otherwise.

Article 3: Entering an exhibitors agreement

1. By signing the participation form the *prospective exhibitor* definitely binds himself to the contractual obligations and agrees to the general conditions.
2. The agreement between *Techwatch* and the *exhibitor* is binding and final after *Techwatch* sends a written letter of acceptance to the *exhibitor*, announcing the appointed stand number and any applicable conditions or exceptions. The letter date is the official date of the finalization of the agreement. Participation requests are processed in order of receipt.

Article 4: Cancellation by exhibitor or sponsor

1. Cancellations by an *exhibitor* or *sponsor* need to be submitted in writing to *Techwatch* by registered mail. The cancelling *exhibitor* or *sponsor* is obliged to pay *Techwatch* a compensation fee as stipulated below.
2. When cancelling by an *exhibitor* within the period of 16 weeks leading up to the event, the *exhibitor* must pay 25% of the total fees due.
3. When cancelling by a *sponsor* till 16 weeks prior to event the cancellation costs will be 50% from the total fees.
4. When cancelling by an *exhibitor* within the period of 12 weeks leading up to the event, the exhibitor must pay 50% of the total fees due.
5. When cancelling by a *sponsor* between 16 and 12 weeks leading up to the event the total cancellation costs will be 75% of the total costs.
6. When cancelling within the period of 8 weeks leading up to the event, the *exhibitor* must pay 100% of the total fees due.
7. When cancelling by a *sponsor* within 12 weeks before the event, the *sponsor* must pay 100% of the total fees due.

Article 5: Determining the organizational fee for a client

1. *Techwatch* uses the budgetary estimate in the order proposal as the basic organizational fee in the final agreement. If this amount needs to be adjusted, *Techwatch* will submit the required price adjustment to the *client* beforehand, unless the extra charges arise due to an unforeseen increase in third party costs.
2. The agreements in the appendix containing the budgetary ramifications are subject to changes agreed between all involved parties.
3. When using third party services for the execution of the event organization agreement, *Techwatch* handles all third party negotiations on behalf of the *client*. The *client* cannot lay any claims on *Techwatch* regarding chosen third parties.
4. All *Techwatch* invoices on behalf of the *client* for third party services are checked by *Techwatch*. Approved invoices must be paid by the *client* within the requested period, unless *Techwatch* has already paid the invoices on behalf of the *client*. In that case payment is owed to *Techwatch* by the *client* as per *Techwatch*'s request.

Article 6: Cancellation by client

1. Cancellations by a *client* must be submitted in writing to *Techwatch* by registered mail. The cancelling *client* must compensate *Techwatch* for all work hours and costs incurred in the duty of carrying out the agreement. The cancelling order party must also compensate *Techwatch* for all third party services contracted for the event.
2. When cancelling within the period of 6 weeks leading up to the event, the *client* is obliged to pay all charges stipulated in the order proposal to *Techwatch* as well as any involved third parties.

Article 7: Payment

1. The *prospective exhibitor* or *client* is contractually obliged to pay fees due for the ordered stand within the time frame specified on the invoice. Fees need to be paid by bank transfer to one of the account numbers mentioned on the invoice.
2. Each invoice or sum unpaid on the payment deadline are legally subject to a 1% lump sum increase for each consecutive month following the payment deadline specified in the invoice. No legal or personal notice will be given.
3. Complete or partial non-payment on the invoice deadline leads to the legal annulment of all outstanding payment extensions for performed services or duties and gives *Techwatch* the right to immediately claim all remaining unpaid invoices.

Article 8: Complaints

1. Complaints are only processed if submitted in writing within 8 days upon receipt of the invoice. Unless proven otherwise in writing, the date on the invoice will be used as the date of the receipt of the invoice.
2. Complaints against the events organization must be submitted immediately at the event site followed by a written complaint within three days of the incident.

Article 9: Exhibitor liability

1. *Techwatch* is not liable for any damage suffered by an *exhibitor*, stand crew or visitors due to theft, vandalism or any other damage resulting from third party actions.
2. The *exhibitor* officially excuses *Techwatch* from any third party claims for damage due to actions from the exhibitors themselves, crew members or visitors.
3. *Techwatch* or the accommodation provider are not liable for any missing goods claims from the *exhibitor* or goods delivered or shipped on behalf of the *exhibitor*.

Article 10: Client liability

1. *Techwatch* cannot be held liable in any way for damage claims by participants, speakers and third parties relating to events organized in the name of and on responsibility of the *client*.
2. The *client* excuses *Techwatch* from any liability in abovementioned claims. *Techwatch* is not liable for any damage caused by third parties contracted by *Techwatch* for services required for the agreement with the *client*.

Article 11: Event changes or cancellations

1. *Techwatch* may decide to cancel an event or change event parameters such as show floor plan, date or location if so required by special circumstances, as deemed necessary by *Techwatch*.
2. Special circumstances as mentioned before include:
 - Insufficient interest
 - Sub-standard show program
 - Conflicts influencing related markets or industry
 - All circumstances considered by *Techwatch* as possible threats to the events' success
3. The participation agreement remains enforced without any restrictions when changes are made to the show floor plan or date as abovementioned, *exhibitor* and *client* remain obliged to compensate *Techwatch* for all costs related to their participation.
4. *Exhibitor* or *client* cannot in any case hold *Techwatch* liable for any compensation if *Techwatch* indeed decides to change the show floor plan or date or to cancel the event altogether.
5. In case an event is cancelled completely, *Techwatch* will refund the already transferred payment minus a fee of a maximum of 15% for administrative and other costs made.