

Advertising & Promotional Tools

PUT YOUR BRAND INFRONT OF LEADING INDUSTRY PROFESSIONALS & DECISION MAKERS AT SIDC

In order to help you stand out in this specialized event, we have created the following packages that would suit your objectives and budget ranging

VIP Bags

300 bags to be distributed solely to VIPs.

*Bags shall be provided by the sponsor (type/size of the bags shall be approved by the organizer and the items shall be delivered to the site by the sponsor).

SAR 30,000

Delegate Bags

5,000 Bags to be distributed to the Conference delegates with sponsor logo printed.

*Bags shall be provided by the Organizer.

SAR 50,000

Lanyards

2,000 lanyards (to be distributed to VIPs, Speakers, Chairpersons, and Media). Lanyards to be provided by exhibitors (type of lanyard to be approved by the organizer and the items shall be delivered to the site by the exhibitor).

SAR 25,000

VIP Lunch Sponsor

A rare opportunity to host a private lunch for VIPs and Speakers. Take this opportunity to show your expertise on a relevant topic to a group of key decision makers

2 Sponsors
Exclusive Sponsor

SAR 35,000
SAR 75,000

Sponsored Badges

2,000 badges (to be distributed to VIPs, Speakers, Chairpersons, and Media). Badges will be provided by organizer.

SAR 25,000

Speaker Dinner Sponsor

Sponsorship of this event allows you to showcase your company in a setting that is fun and relaxed, at an exceptional evening most awaited by industry professionals meeting to exchange ideas over a meal.

SAR 20,000

Website Advertising

Leaderboard Banner on Homepage (maximum 3 in rotation)*	SAR 5,000
Side Banner on Homepage (maximum 3 in rotation)*	SAR 8,000
Leaderboard Banner on SIDC Main Registration Page (maximum 3 in rotation)*	SAR 6,000
Leaderboard Banner on SIDC Registration Portal Welcome Page	SAR 5,000

*Content to be approved by Organizer

Gala Dinner Sponsorship

The sponsor of the Gala Dinner will be highlighted at a great networking evening to gain exposure and recognition. The dinner will host key industry professionals and decision makers, and official supporters of SIDC. The sponsor logo will be printed or sent electronically on the invitation card and the company will have an opportunity to address the industry leaders at the Gala Dinner.

2 Sponsors
Exclusive Sponsor

SAR 50,000
SAR 100,000

Wi-Fi Sponsor

Get exposure to every conference-goer with a customized login page with company logo.

SAR 30,000

Logo on the Wall Floorplans

Sponsor logo will be visible on the main floor plan available in the entrance of the event.

SAR 1,000

Summary		Main	Lead	Diamond	Platinum	Gold+	Gold	Silver
Logo on SIDC website homepage		✓	✓	✓	✓	✓	✓	✓
Logo on SIDC sponsors page listing with description and hyperlink to your website		✓	✓	✓	✓	✓	✓	✓
Logo exposure with respective tier on SIDC online platforms or social media		✓	✓	✓	✓	✓	✓	✓
**Dedicated social media posts on SIDC platforms		3 dedicated posts	2 dedicated posts	1 dedicated post	1 dedicated post			
**Dedicated e-flyer to SDS database		3 dedicated EDMs	2 dedicated EDMs	1 dedicated EDM				
*SIDC website banner (leaderboard OR side banner)		✓						
1 conference program page banner (leaderboard banner)		✓						
*Full page advertisement (A4) on SIDC E-Catalogue		4 pages	3 pages	2 pages	1 page			
Logo on event signage where applicable		✓	✓	✓	✓	✓	✓	✓
Banner on the log-in page of exhibitor portal		✓						
*Leaderboard banner on Conference Registration Confirmation email		✓						
Mobile App	Mobile app notifications	2 notifications	1 notifications					
	Logo on the mobile app homepage	✓						
Complimentary conference passes		35	20	15	10	7	5	3
Exhibitors passes		35	25	20	15	10	5	3
Prime location space		✓	✓	✓	✓	✓	✓	✓
VIP table - lunch and dinner all days (8PAX)		2 VIP tables	1 VIP table	1 VIP table	1 VIP table			
Price / SAR		700,000	400,000	250,000	200,000	100,000	75,000	50,000

*Content and artwork to be provided by exhibitor. To be approved by the Organizer

**Content and artwork to be provided by exhibitor. To be approved by the Organizer. The schedule of the posts or EDMs to be agreed between Organizer and Exhibitor.

Organized by

Return before **1 September 2025**
exhibit@sidc.org.sa
executive.coordinator@sds.org.sa
medhatdiab@sds.org.sa

Saudi Dental Society
P.O. Box 52500 Riyadh -11563 - Riyadh, Saudi Arabia
Phone : +966 11 4677743 / +966 11 4677763 • Fax: +966 11 4677765
Email: admin.coordinator@sds.org.sa • Website : www.sds.org.sa

EXHIBITING COMPANY			Stand No. (For Organiser use only)
Company Name:			
Brand(s) presented:			
Address 1:			
Address 2:		P.O. BOX:	
City:		Post Code:	
Country:			
Tel:		Website:	
Authorised Signatory	First Name:	Last Name:	
	Position:	Email:	
	Tel:	Mobile:	
INVOICING DATA			If address same as above please tick
Company Name:			
Address 1:			
Address 2:			
Address 3:		P.O. BOX:	
City:		Post Code:	
Country:			
Tel:		Fax:	
Contact Person Name:		Email:	
CONTACTS			
Marketing	First Name:	Last Name:	
	Tel/ Mobile:	Email:	
Sales	First Name:	Last Name:	
	Tel/ Mobile:	Email:	
PR / Media	First Name:	Last Name:	
	Tel/ Mobile:	Email:	
On-site / Logistics	First Name:	Last Name:	
	Tel/ Mobile:	Email:	
Billing / Payment <i>Mandatory</i>	First Name:	Last Name:	
	Tel/ Mobile:	Email:	

Compliance with all applicable data protection laws is of the utmost importance; this also particularly applies to the European General Data Protection Regulation of May 2018 (Regulation (EU) 2016/679) (the GDPR).

Data protection. IPC being the Organiser shall comply with all applicable requirements of the Data Protection Legislation in its collection, processing, use and storage of personal data from Exhibitors of the Event or otherwise. The parties acknowledge that, in respect of such personal data, for the purposes of the Data Protection Legislation, the Organiser is the Data Controller. Without prejudice to the generality of this clause, the Organiser shall ensure that it has all necessary appropriate consents and notices in place.

Company Stamp :

Name & Signature :

Date :

Your Organization (Select Only One)

☐ Manufacturer ☐ Distributor / Agent ☐ Media ☐ Importer ☐ Others (specify):

Product Profile (Select All That Applies)

☐ CAD/CAM Technologies ☐ Dental Materials ☐ Oral Hygiene
☐ Dental Equipment ☐ Dental Laboratory ☐ Pharmaceuticals
☐ Dental Products ☐ Equipment ☐ Lasers
☐ Dental Instruments ☐ Disposable Products ☐ Others (specify):

Let us know in which region you want to meet buyers from.

☐ Riyadh ☐ Jeddah ☐ Madina ☐ Dammam
☐ Tabuk ☐ GCC ☐ Asian Countries ☐ Levant Region
☐ North Africa ☐ Rest of Africa ☐ Others (specify):

Who would you like to meet?

☐ Dental Clinics ☐ Dental practices ☐ Hospitals/Clinics
☐ Distributors - Agents ☐ Others (specify):

1. YOUR STAND*

Stand Type and Size:

<input type="checkbox"/> Raw Space (9sqm)	Size 3X3 sqm / 18,000 SAR	SAR
<input type="checkbox"/> Raw Space (12sqm)	Size 4X3 sqm / 24,000 SAR	SAR
<input type="checkbox"/> Shell Scheme (9sqm)	Size 3X3 sqm / 19,800 SAR	SAR
<input type="checkbox"/> Shell Scheme (12sqm)	Size 4X3 sqm / 26,400 SAR	SAR
TOTAL 1		SAR

Company Stamp :

Name & Signature :

Date :

2. PROMOTIONAL TOOLS, ADVERTISING & SPONSORSHIP*

The terms and conditions specific to promotional tools and sponsorship are part of this contract (see pages 5 & 7).

Sponsorship Packages:

<input type="checkbox"/> Main Sponsor	Space no.	SAR 700,000	SAR
<input type="checkbox"/> Lead Sponsor	Space no.	SAR 400,000	SAR
<input type="checkbox"/> Diamond Sponsor	Space no.	SAR 250,000	SAR
<input type="checkbox"/> Platinum Sponsor	Space no.	SAR 200,000	SAR
<input type="checkbox"/> Gold + Sponsor	Space no.	SAR 100,000	SAR
<input type="checkbox"/> Gold Sponsor	Space no.	SAR 75,000	SAR
<input type="checkbox"/> Silver Sponsor	Space no.	SAR 50,000	SAR

Promotional Tools & Advertisement:

Onsite Branding

Concourse digital screens		SAR 16,000	SAR
Floor stickers (Minimum 2, Maximum 4) *1,000 SAR per floor sticker	Quantity	X SAR 1,000	SAR
Lanyard Sponsor (EXCLUSIVE)		SAR 25,000	SAR
Sponsored Badges (EXCLUSIVE)		SAR 25,000	SAR
VIP Bags (EXCLUSIVE)		SAR 30,000	SAR
Delegate bags		SAR 50,000	SAR
Wi-Fi Sponsor		SAR 30,000	SAR
Logo on wall floorplan		SAR 1,000	SAR

DIGITAL ADVERTISING

Leaderboard banner on website homepage (maximum 3 in rotation)	SAR 5,000	SAR
Side banner on website homepage (maximum 3 in rotation)	SAR 8,000	SAR
Leaderboard banner on SIDC website main registration page (maximum 3 in rotation)	SAR 6,000	SAR
Leaderboard banner on SIDC registration portal welcome page (EXCLUSIVE)	SAR 5,000	SAR
1 Dedicated social media post	SAR 2,000	SAR

OTHER ADVERTISING & PROMOTIONAL TOOLS

VIP Lunch Sponsor (2 sponsors)	SAR 35,000	SAR
VIP Lunch Sponsor (EXCLUSIVE)	SAR 75,000	SAR
Speaker Dinner Sponsor (EXCLUSIVE)	SAR 20,000	SAR
Gala Dinner Sponsor (2 Sponsors)	SAR 50,000	SAR
Gala Dinner Sponsor (EXCLUSIVE)	SAR 100,000	SAR

TOTAL 2

SAR

Company Stamp :

Name & Signature :

Date :

3. CO-EXHIBITORS*

Any entity physically present in the exhibitor stand and displaying products and/or services for which the exhibitor is neither the manufacturer, nor the distributor, is considered as a co-exhibitor.
Co-exhibiting company sharing a stand are eligible to same benefits as exhibitors, according to the payment of a co-exhibitor participation fee.
Minimum stand size to have a co-exhibitor = 24 sqm. Only 1 co-exhibitor per additional 12sqm is authorized.

Co-Exhibitor		SAR 500	Nos.	SAR
Address 1:				
Address 2:		P.O. BOX:	Post Code:	
City:		Country:		
Tel:		Website:		
Contact Person	First Name:		Last Name:	
	Position:		Email:	
	Tel:		Mobile:	
TOTAL 3				SAR

EXHIBIT SPACE & SERVICES COST

TOTAL 1	Your Stand	SAR
TOTAL 2	Promotional Tools, Advertising & Sponsorship	SAR
TOTAL 3	Co-Exhibitors	SAR
	TOTAL ORDERED	SAR
	TOTAL AMOUNT	SAR

MODE OF PAYMENT

☐ Cheque ☐ Bank Transfer ☐ Credit Card

PAYMENT SCHEDULE

1. Fifty percent (50%) non-refundable deposit payable upon signing the Contract. Failure to pay deposit within three (3) weeks of signing this contract may result in your stand being reallocated. The booth will not be assigned until the appropriate payment and the completed application form / contract is received.
2. Fifty percent (50%) balance, payable by September 01, 2025. If the Exhibiting Company does not pay the balance of the contract price at the scheduled time, IPC reserves the right to release such exhibiting company's space for re-assignment and shall be entitled to retain the fifty percent (50%) non-refundable deposit.
3. Applications received after September 01, 2025 must be accompanied by full payment in order to be considered.
4. All payments to be made by Bank Transfer, or Cheque. Please refer below for banking and account details. All the bank charges to be borne by the remitter.

Beneficiary: **Saudi Dental Society.**
IBAN: **SA0880000454608018999665**
Beneficiary's account No.: **454000010006088999665**
Bank Address: **Alrajhi Bank**
Swift code: **RJHISARI**

5. Sponsors will not receive brand promotion until receipt of deposit.

Company Stamp :

Name & Signature :

Date :

1. Under these Conditions, the term "Exhibitor" means the signatory of this application which includes all employees and/or agents of such; and the term "Exhibition" means **The Saudi International Dental Conference**; and "IPC" means Integrated Platform Company
2. The Exhibitor's location is only confirmed once the complete deposit of the total amount due has been received upon signing of this Contract.
3. Stand rentals may be paid in US Dollars or SAR Riyal. All bank charges to be borne by the Exhibitor.
4. In case of joint-venture howsoever described, the Exhibitor is deemed to have obtained the consent of all the co-exhibitor(s) to all the conditions of this Contract. Without prior written consent from IPC, the Exhibitor is not permitted to share the Space with any undeclared co-exhibitor(s) who has not paid the full participation fee. Should the Exhibitor be permitted to do so, the Exhibitor remains responsible for the Space in its entirety. In the event of a breach of this Contract, both the Exhibitor and the co-exhibitor(s) shall be liable.
5. If the Exhibitor does not pay the balance of the contract price at the prescribed time, IPC reserves the right after written notice to the Exhibitor to cancel the booking. In the event if the Exhibitor cancels the booking after the application is granted, the deposit will be forfeited. Additionally, if cancellation occurs for either reason after the prescribed date for payment of the balance of the contract price, a sum in liquidated damages equivalent thereof will be payable by the Exhibitor to IPC in any event. If IPC does not receive the payments into its designated bank account by the due date, IPC reserves the right to refuse entry to the Exhibitor, its employees and representatives.
6. Applications for space must contain details of the proposed exhibit and the name of any other company represented by the Exhibitor whose products are to be shown on or whose services are to be referred to on the stand.
7. IPC shall have full power to determine in every respect the allocation of area and position of space and it shall be entitled for any reason which in its sole opinion is in the general interest of the Exhibition to vary the general layout or location of any particular stand even if it has already been allocated, and the Exhibitor shall accept a new allotment of space in substitution of the original.
8. **Booth Space Assignment and Payment.** The Organizer will draw up the plan for the exhibition and allocate places to the exhibitors, without any restriction, taking account, where possible, of the wishes expressed by the exhibitors, the nature of the products and services presented by the exhibitors, the layout of the stands that they propose to set up and, where necessary, the dates on which the applications were registered. Should the requested space be previously assigned or the floor layout change, IPC will make reasonable efforts to provide suitable alternate space based on when application and payment were received. An exhibiting company's ultimate placement by IPC shall be considered final, provided that IPC reserves the rights to relocate an exhibiting company at any time, at its sole discretion, for the overall good of the show. IPC is not liable to reimburse the exhibiting company for any costs arising from such relocation.
9. Upon the acceptance of the Exhibition Space Contract, a contract shall arise between IPC and the Exhibitor with regards to space allotted, and a relationship of licensor and the licensee shall arise and continue between IPC and the Exhibitor. Nothing in this Contract shall be construed as granting the Exhibitor any right, permission or licence to use or exploit the Intellectual Property Rights of IPC and any of its representatives. In case of non-payment of any sum due or any breach or non-observance of any of these conditions by the Exhibitor, IPC shall have the full right to revoke this license and to re-enter upon the allotted space and may remove and exclude the Exhibitor without prejudice to recovering all monies payable hereunder, all other claims against the Exhibitor and the right to recover damages sustained by IPC.
10. The Exhibitor shall occupy the allotted space by 08:00 am on the opening day of the Exhibition. In the event of a default due to any cause whatsoever, the Exhibitor shall pay to IPC a further sum in liquidated damages equal to the total charge for the space and IPC has the right to deal with the space in any way it thinks best and has the right to manage the space accordingly at its own discretion.
11. Should exhibiting company's display and/or material fail to arrive, exhibiting company is nevertheless responsible for the rental of its exhibit space.
12. The Exhibitor may not assign, sublet or grant licenses in respect of any part of the space allotted, nor may advertisements of firms who are not bonafide Exhibitors show on its stand. Only those products, services and companies mentioned on the application form may be incorporated in the stand.
13. Should the Exhibitor withdraw, without prejudice to the rights and remedies of IPC in respect of any breach of the contract on the part of the Exhibitor, IPC at its discretion, may allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:
 - i. The Exhibitor must give written notice to IPC that he/she desires to withdraw and if IPC allows such withdrawal it will notify the Exhibitor of its decision in writing and IPC reserves the right to re-sell the Stand and the conditions below applies.
 - ii. Any such notification by IPC to the Exhibitor will constitute a cancellation of the contract subject to the payment by the Exhibitor to IPC of a consideration for release from the contract.
 - iii. The amount for such payment will be specified in IPC notification to the Exhibitor and will be that amount of the space rental payable under the contract here specified.
 - iv. If notice of withdrawal is received on or before September 01, 2025, the amount of space rent payable is fifty percent (50%).
 - v. If notice of withdrawal is received after September 01, 2025, the amount of space rent payable is one hundred percent (100%).
 - vi. Upon payment of such amount to IPC by the Exhibitor (credit being given by IPC for all the rental already paid by the Exhibitor) the contract shall be cancelled and neither party shall pay any further claim against the other.
14. The Exhibitor will be totally responsible for the cost of restoring to its original condition any part of the stand or structure occupied by them, which has been altered or damaged in any way.
15. The Exhibitor shall not without the written consent of IPC display, exhibit or bring into the Hall any explosive or dangerous material of any kind which may cause noxious fumes or which make use of or display any other material which may involve a danger to the health or safety of any person. If the Exhibitor is otherwise engaged in any type of activities that might jeopardise the safety of the Exhibition and its attendees, IPC reserves the right to close Exhibitor's exhibition stand and or activities without liability and at Exhibitor's risk and expense, they are to remove any of the aforementioned exhibits that contravenes with any third party Intellectual Property and that is likely to or may cause offence or which otherwise does not comply with the conditions herein. The Exhibitor shall indemnify IPC against any loss or damage arising out of a breach of this clause.
16. The Exhibitor shall hold IPC safe and harmless from all loss or damage suffered by or arising out of any of default of any servant, agent, employee or subcontractor of the Exhibitor. IPC cannot accept any complaint or claim against them unless it is submitted in writing to the address given below within two weeks of the closing date of the Exhibition. All claims and disputes shall be settled in accordance to Clause 28 vi of this Contract.
17. **Insurance.**

The Exhibitor shall, throughout the duration of the Event, at its own expense, obtain and maintain insurance based on the following:

 - i. The Exhibitor is required to purchase compulsory Public Liability and Property insurance that is included in the Registration Fees for the entire Event tenancy from the approved Insurance service provider appointed by IPC.
 - ii. The complete terms and conditions of the insurance is available in the Exhibitor's manual.
 - iii. Under no circumstances would IPC be liable for any insurance claims including loss of business.
 - iv. The provisions of this Clause 17 shall not prejudice any liability of the Exhibitor to IPC under any other provisions of this Contract.
18. IPC reserves the right to alter, add to, or amend any of these conditions and the decision of IPC shall be final.
19. An Exhibitor Manual will be issued to the Exhibitor containing detailed instructions for the organization of the Exhibition.
20. All display advertising exhibits and stand arrangements shall be appropriate to the subject matter of the Exhibition in the sole opinion of IPC. It shall be aesthetic and of a suitably high standard and shall not contravene or conflict with any local law, moral or custom. And if in the opinion of IPC, the Exhibitor is in breach of this clause, IPC may direct the Exhibitor to rectify such breach and the Exhibitor shall act upon it immediately.
21. In the event of any Exhibitor committing an act of bankruptcy or if a limited company being wound up the contract with it shall be determined void and all monies already paid shall be retained by IPC.
22. In the event of a breach of any of the conditions herein, IPC may in all cases retain all monies paid by the Exhibitor and recover further monies from the Exhibitor as provided herein.
23. The following general terms and conditions apply to the sale of advertising space and co-branding in any marketing products or services of SIDC (show's official catalogue, newsletter, etc.) and on the Event official website. The derivative products and website of the Event are hereinafter referred to as the "Promotional Tools". Any request to place an advertisement in SIDC communication tools is considered firm and binding on the advertiser as soon as it has been registered by IPC;
 - i. In the event of inconsistency between these general terms and conditions of sale and the terms and conditions of purchase of any advertiser, it is agreed that these general terms and conditions of sale shall prevail.
 - ii. The advertiser agrees to provide any and all documents or offset transparencies necessary for the printing and/or on-line placement of the advertiser's message within the agreed lead times. Technical costs if any shall be borne by the advertiser.
 - iii. The advertiser shall comply with any and all instructions issued by IPC and indicated in IPC's commercial documents concerning the supply of technical materials (e.g. format of advertising banners).
 - iv. Lead time for on-line placement is three (3) working days from the date of receipt of technical materials. If an order is cancelled for any reason whatsoever, the fifty percent (50%) down payment shall be retained with IPC.
 - v. The registration by IPC of a request for the insertion of an advertisement only grants the advertiser the right to occupy the space reserved for such advertisement. The space, form and mode of posting of the proposed advertisements and the related prices are indicated in the purchase order. Prices do not include technical costs such as, where applicable, the cost of creation and production of the advertisements. Except for those spaces indicated in the publication price list, no space may be guaranteed, regardless of the indications placed by the advertiser on the request for advertising publication.
 - vi. The copy and visuals of an advertisement and in particular brands and designations are published under the sole responsibility of the advertiser. In particular, the advertiser alone is responsible for the payment of any reproduction rights for photographs used.
 - vii. The advertiser hereby releases IPC, the publisher, the printer and any and all third parties from any civil or criminal liability they may incur because of advertisements that have published at the advertiser's request. The advertiser guarantees IPC, the publisher, the printer and any and all third parties against any claims asserted by third parties in respect of the content of such advertisements. The advertiser accordingly agrees to defend at its own expense, IPC, the publisher, the printer and any and all third parties in the event that proceedings or claims are brought or asserted against them in respect of the contents, data, information, messages etc.
 - viii. No error due to IPC, the publisher, the printer or any and all third party in respect of an advertisement, shall in any event result in the cancellation of such advertisement. The correction shall be made in the catalogue or the following advertising products.
 - ix. No claim shall be accepted unless it is made in writing within eight (8) days from the date of insertion or on-line placement.
 - x. Fifty percent (50%) of the price of the advertisement including tax shall be payable upon delivery of the purchase order, the remainder being due upon receipt of the invoice. If the advertiser fails to make any payment upon the due date, all amounts due shall become immediately payable in full.
 - xi. Any digital content and the like not in accordance to the business ethics or Exhibition standard requirements received from the Exhibitor, is subject to the Organizer's approval.
 - xii. Any content which is provocative, derogatory or of an obscure nature and or not in accordance with the community and media guidelines, will be subject to refusal.
24. During the Event, under no circumstances would the exhibiting company be permitted to organize its event, of the nature such as CME Event, corporate symposium, product demonstration, expert talk, press conference etc., in the same venue where the Event is held or at any other venue, including but not limited to hotels, auditoriums, exhibition centers, universities etc. within the KSA, ten (10) days prior to the Event, during the Event and ten (10)

days after the conclusion of the Event, without the express written approval from IPC. Exhibiting companies who wish to host or organize any activity and/or event, must submit an application with all relevant information (i.e. subject or type of event, dates, audience, stakeholders, and CME accreditation) to IPC, a minimum of one (1) month prior to its scheduled event and within the week upon the conclusion of the Event. Approval may be granted by IPC after it has assessed the nature of the event. Please contact IPC for any assistance with regards to such activities at info@sidc.org.sa.

25. Change, Postponement or Cancellation of Exhibition for reason(s) other than Force Majeure.

25.1 The below applies in the occurrences of the following scenarios:

i. Change, Postponement of Exhibition Dates and/or Venue, (whichever applicable) for reason(s) other than Force Majeure.

In the event IPC is unable to organise the exhibition for any cause beyond its reasonable control other than force majeure, where unpredictable events or unforeseen circumstances arise, IPC in its sole discretion, reserves the right without liability to make reasonable change to the dates (to be decided) and/or venue of the Exhibition, or change of exhibition format, with no further liability, with a notification to the Exhibitor. In the event of a change of dates and/or venue, change of exhibition format, or postponement of Exhibition dates, no refund will be due to Exhibitor but instead all payments made shall be deferred to the new Event dates. IPC shall not be liable for any costs, damages, fees or other expenses of Exhibitor as a result of any such changes. The exhibiting companies shall not be entitled to any claim for damages arising from such change.

ii. Change of Exhibition Space & Location for reason(s) other than Force Majeure.

In the event that IPC cannot permit the exhibiting company to occupy its space due to causes beyond its reasonable control, IPC, in its sole discretion upon notice to Exhibitor, has the right to assign to Exhibitor, such other space as it deems appropriate. The Exhibitor agrees to utilise such space under the same provisions of this Contract. The exhibiting companies shall not be entitled to any claim for damages arising from such discretionary change, including loss of business. IPC will retain any amount paid by the Exhibitor regardless of any changes made in relation to the Exhibition space. Any payments due from Exhibitor in this regard shall be due in accordance to the payments terms specified herein in this Contract.

iii. In addition to the above point i and ii, if any such changes are made at any given time and for any reason, this Contract will continue in full force and shall be deemed to apply to the Exhibition's new dates, in the same manner that they would have been applied to the originally scheduled Exhibition.

iv. Cancellation of Exhibition for reason(s) other than Force Majeure.

In the event of a cancellation, the below conditions will come into effect in all cases and for whatever the reason.

a. If IPC is unable to organise the exhibition for any cause beyond its reasonable control other than force majeure, where unpredictable events or unforeseen circumstances arise such as the Exhibition cannot be organised as originally planned, or any unforeseeable situation which IPC considers makes it impossible and inadvisable for the Exhibition to be held, situation that forces postponements, or some percentage of Exhibitors/attendees are unable to attend for any of the reasons stated herein, IPC in its sole discretion upon notice to Exhibitor, reserves the right to cancel the Exhibition with no further liability and no refund will be due to Exhibitor. In the event of cancellation of the Exhibition, the exhibiting companies shall not be entitled to any claim for damages arising from such cancellation, including loss of business, and that IPC shall in no event be liable for incidental or consequential damages to exhibiting company arising from or relating to such cancellation. Should exhibiting company's display and/or material arrive after the cancellation, exhibiting company is nevertheless responsible for all logistics cost.

b. If the date of the Event is postponed to the following year or cancelled as it is impracticable for the Exhibition to be held in the current year, this Contract will continue in full force and shall be deemed to apply to the Exhibition's new dates (in order to protect the interests of all stakeholders), in the same manner that they would have been applied to the originally scheduled Exhibition. For the avoidance of doubt, no term in this Clause 25 shall excuse Exhibitor from the payment of the fees in accordance with the payment terms stated in this Exhibition Space Contract.

26. Postponement, Cancellation of Exhibition, or Change of Exhibition format due to Force Majeure

i. Force Majeure.

A Force Majeure Event shall include without limitation, any of the following events; act of God, royal demise, war, venue damage and cancellation, governmental regulations or actions, emergency, accident, fire, earthquake, flood, storm, industrial strike, or any other act of God, including but not limited to health concerns (such as bird flu, infectious related health outbreaks, pandemic or other related communicable disease), climatic, economic, political, financial crisis or social situation at local, national or international level.

ii. Postponement of Exhibition due to Force Majeure.

Upon the occurrence of force majeure, IPC has the discretion to take such action as is reasonable under the circumstances, to either postpone the Event and/or relocate the Event at any time as it deems fit to alternative dates, where unpredictable events or unforeseen circumstances arise, which makes it impossible to hold the Event or it carries risks of disturbances or unrest that might have a serious impact on the organisation and smooth running of the Event, or it may seriously affect the security of property and persons, which may force postponement(s). In this occurrence, all payments made up to the date of the announcement shall be deferred to the new Event dates. Any remaining payments from the Exhibitor shall be due in accordance with the Payment Schedule in this Exhibition Space Contract.

iii. Cancellation of Exhibition due to Force Majeure.

In the event IPC is unable to organise the Exhibition due to "Force Majeure Event" as defined in the foregoing clause 26, i, IPC in its sole discretion upon notice to Exhibitor, reserves the right to cancel the Exhibition with no further liability and no refund will be due to Exhibitor. IPC bears no liability for cancellation of the event for circumstances beyond its control ("force majeure" provision) or for the exhibitor's decision not to attend the Event. Should exhibiting company's display and/or material arrive after the cancellation, exhibiting company is nevertheless responsible for all logistics cost.

iv. Change of Exhibition format due to Force Majeure.

In the event IPC is unable to organise the Exhibition Physically due to "Force Majeure Event" as defined in the foregoing clause 26, i, IPC in its sole discretion upon notice to Exhibitor, reserves the right to change the format of the Exhibition from Physical to Virtual with no further liability and no refund will be due to Exhibitor. IPC bears no liability

for the change on the format of the event for circumstances beyond its control ("force majeure" provision) or for the exhibitor's decision not to participate in the Event.

27. Exclusion of Liability

- Further to the foregoing clause 25 and 26, in no event shall the Exhibitor raise any claim for damages of any kind against IPC. IPC shall not be responsible for the loss or damage to any property (of the Exhibitor or any other person) caused by theft, fire, defect in the Exhibition Hall (the Hall) labour disputes, lockouts, explosions, and cases of "force majeure", or any cause not within IPC control.
- IPC shall not be liable for any loss or damage sustained in the event that the opening or holding of the Exhibition is prevented, postponed or abandoned or if the hall becomes totally or partially unavailable for the holding of the Exhibition due to any of the foregoing causes.
- If in the opinion of IPC by rearrangement or postponement of the period of the Exhibition or by substitution of another hall, or building or in any other reasonable manner, the Exhibition can be carried out under these conditions and shall be binding upon the parties.
- The Exhibitor shall indemnify and hold IPC safe and harmless from all loss and damage to person or property and all claims arising out of the Exhibitor's stand fittings and for the Exhibitor's portions of the stand.
- IPC shall not be responsible or liable in any manner whatsoever for the consequences of any introduction of commercial transaction made during or as a result of the Exhibition.
- IPC does not make any warranty as to the Exhibition in general, including without limitation and in particular in relation to the presence/absence or location of any other Exhibitor or potential Exhibitor, including attendees and Sponsor(s), including Exhibitor's participation in relation to the advantage (commercial or otherwise) that the Exhibitor may or may not derive as a result of participating in the Exhibition, except as set out in these Conditions, to the fullest extent permitted by law, excluding all other terms, conditions, representations and warranties that are not explicitly provided herein.
- IPC cannot be held liable to compensate for items seized or confiscated by the Customs Authority, and shall not be held responsible for any, arising or related conditions as it is not within IPC's control.
- IPC cannot be held liable towards the Exhibitor for any loss or damage suffered or incurred by and in connection with the provision of any services supplied by third parties in relation to the Exhibition including, without limitation to the provision of stand building, shell scheme, signboards/graphics, AV, logistics which includes freight shipment, transportation and delivery services supplied by third party contractors, any services provided to the Exhibitor by IPC or any vendors/suppliers ("contractor(s)") is the subject of a separate Contract between Exhibitor and the relevant contractor(s), where the Contract shall be binding upon the parties.
- IPC cannot be held liable to the Exhibitor for loss of business, profits, revenue, business, goodwill, indirect or consequential loss or damage that may be suffered by the Exhibitor in connection with this Contract, including, but not limited to, patent, copyright, trademark or other infringement claims, legal fees and court costs.

28. Miscellaneous

- Nothing in this Contract shall be deemed to constitute, create or give effect to or otherwise recognise a partnership, joint venture or agency relationship between IPC and the Exhibitor.
- IPC reserves the right to refuse any person entry to the Exhibition or to remove any person from the Exhibition at any time.
- Without prejudice to Clause 25 & 26, IPC shall not be in breach of this Contract nor liable for delay in performing, or failure to perform, any of its obligations under this Contract on grounds of Force Majeure. For the avoidance of doubt, nothing in this Clause 28 shall excuse Exhibitor from settling its dues mentioned and agreed under this Contract.
- Modification.** No amendment, change, addition or modification of the terms set forth in this Contract shall be effective or binding upon either of the Parties unless reduced to writing and executed by the respective duly authorised representatives of each Party.
- Severability.** In the event any term or provision of this Contract shall for any reason be invalid, illegal or unenforceable in any respect, that provision shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision shall be deemed deleted. Any modification to or deletion of a provision under this Clause 28 (v) shall not affect any other term or provision of this Contract.
- Governing Law.** This Contract (and any non-contractual obligations arising out of it) is governed by, and construed in accordance with the federal laws of the KSA and any disputes will be subjected to the exclusive jurisdiction of Kingdom of Saudi Arabia courts. If there is any conflict between the terms of this Agreement and any other agreement from the Exhibitor, the provisions of this Agreement shall prevail.

☒ We have read all the above Terms & Conditions of this form and we undertake to observe and to be bound by them.

Saudi International Dental Conference is jointly organized by:



Integrated Platform Company - IPC

1st Floor, Riyadh Convention and Exhibition Center, King Abdullah Rd, RAR 3769, Building No. 3769,
Street Abi Bakr Al Siddiq Branch, 8580 Ar Rabie Dist. Postal Code 13316, Riyadh, Kingdom of Saudi Arabia

Email: info@indexipc.com website: indexipc.com

Saudi Dental Society

KSU Dental College, Riyadh, Saudi Arabia - P.O. Box 52500 Riyadh - 11563

Phone : +966 11 4677743 / +966 11 4677763 • Fax: +966 11 4677765

Email: admin.coordinator@sds.org.sa website : www.sds.org.sa

Company Stamp :

Name & Signature :

The terms and conditions herein constitute the entire agreement between the Sponsor and Organiser for the provision of services and shall be deemed to be accepted on commencement of a sponsorship, whether under a contract of service or for services.

The terms and conditions stated herein shall apply to all sponsorship for events arranged by the Organiser.

1. Sponsorship Fee

- 1.1 In consideration of the rights and licences granted, the Sponsor shall pay the Organiser the agreed fee (the 'Sponsorship Fee') in accordance to their sponsorship package as set out in the foregoing Sponsorship Contract.
- 1.2 The 'Sponsorship Fee' (Sponsorship package full payment) shall be solely borne by the Sponsor (the amount may include currency control restrictions, bank charges, fees, duties or other transactional costs).

2. Sponsorship rights

In consideration of the payment by the Sponsor of the Sponsorship Fee, the Organiser hereby grants to the Sponsor the following Sponsorship Rights where applicable and as agreed on the Corporate Sponsorship Form:

- 2.1 The right to be designated as an Official Sponsor of the Event (or such similar designation as may be agreed between the parties) at the Event;
- 2.2 The right to use of the designated Sponsor Logo;
- 2.3 The right to have the Sponsor Logo on event materials as outlined on the Corporate Sponsorship Form;
- 2.4 The right to one (1) promotional opportunity as outlined on the Corporate Sponsorship Form;
- 2.5 The right to a web link on the Event website as outlined on the Corporate Sponsorship Form.

3. Obligations of Sponsor

The Sponsor hereby warrants to the Company that:

- 3.1 The Sponsor will exercise the Sponsorship Rights strictly in accordance with the terms of this Agreement;
- 3.2 The Sponsor to submit to the Organiser for its prior written approval, not to be unreasonably withheld or delayed, pre-production samples of the Sponsor Profile and Sponsor Inserts;
- 3.3 The Sponsor Inserts distributed at the Event, shall comply in all respects with the samples approved, and to immediately withdraw them at its sole cost from circulation at the written request of the Organiser;
- 3.4 The Sponsor to provide to the Organiser, at the Sponsor's sole cost and expense, the Sponsor's Marks in eps 300dpi format in both black and white and full colour within print deadlines reasonably specified by the Organiser for it to be reproduced under the control of the Organiser for the fulfilment of the Sponsorship Rights;
- 3.5 The Sponsor undertakes not to share any of the rights and licences granted herein or engage in joint promotions in relation to the Event except in each case with prior written consent of the Organiser;
- 3.6 The Sponsor shall supply at its cost finished artwork relating to its name, logos and other identification provided herein within print deadlines reasonably set by the Organiser and confirm all such rights so to use;
- 3.7 The Sponsor warrants that it owns and/or is solely entitled to use the Sponsor Logo and other material supplied to the Organiser in relation to this Agreement, and the Organiser;
- 3.8 The Sponsor will not make or cause to be made or issued any report or announcement to the press or media regarding the Sponsorship Rights or the Sponsor's appointment except in the form approved by the Organiser in writing;
- 3.9 The Sponsor agrees that it shall exercise the rights and licences granted at its sole risk and shall indemnify and hold harmless the Organiser with respect to all claims of, and liability to third persons for injury, death, loss, or damage of any type arising out of, or in connection with the exercise of such rights and licences except where such injury, death, loss or damage of any type arising out of, or in connection with the exercise of such rights and licences except where such injury, death, loss or damage has resulted from negligent act(s) or omission(s) of the Organiser; and
- 3.10 The Sponsor has no right to sub-license, assign or otherwise dispose of any of the Sponsorship Rights, without the Organiser's prior written consent.

4. Obligations of Organiser

The Company hereby warrants to the Sponsor that:

- 4.1 The Organiser owns and/or controls the Event and the Proprietary Rights and use of the Sponsorship Rights by the Sponsor as provided for under this Agreement shall not infringe the rights of any third party;
- 4.2 The Organiser shall to the best of its abilities organise the Event in accordance with the Event Format as outlined in the Event Catalogue and website;
- 4.3 The Organiser shall to the best of its abilities and using all reasonable means to deliver or ensure the delivery of each and all of the Sponsorship Rights to the Sponsor and to ensure that all relevant Sponsor advertising materials is properly in place and operational and not concealed or obscured from view at any time;
- 4.4 The Organiser shall consider any reasonable requests from the Sponsor or any of its agents to run joint promotional activity;
- 4.5 The Organiser acknowledges that the Sponsor owns and/or controls the Sponsor Logo and the Organiser shall not knowingly do or cause or permit anything to be done which may endanger the Sponsor's rights and title in the Sponsor Logo;
- 4.6 Should the date of the event change for any reason, the Organiser will notify the Sponsor in writing at least three calendar months before the commencement of the Event. Upon the date of the Event changing and where the Organiser has notified the sponsors in writing at least three calendar months prior to the Event, the termination policy as stated in point 6.4 shall stand.

5. Term and Termination

- 5.1 This Agreement shall take effect on and from the Commencement Date and shall continue up to the date of the Event.
- 5.2 Either party may terminate this Agreement with immediate effect at any time by giving written notice to the other party if:
 - a. the Sponsor fails to pay any amount due under this Agreement on the due date for payment and remains in default not less than five (5) Business Days after being notified in writing to make payment;
 - b. the other party commits a material breach of any material term of this Agreement (other than failure to pay any amounts due under this Agreement) and (if that breach is remediable) fails to remedy that breach within a period of five (5) Business Days after being notified in writing to do so. However, this five (5) Business Days period will be reduced to three (3) Business Days if the Organiser calls upon the Sponsor to remedy the breach during, or within, the ten (10) Business Days period before the Event begins;
 - c. the other party repeatedly breaches any of the terms of this Agreement in a manner that reasonably justifies the opinion that its conduct is inconsistent with it having the intention or ability to give effect to the terms of this Agreement.

6. Consequences following termination of this Agreement for whatever reason

- 6.1 The Sponsorship Rights granted by the Event Owner/Organiser to the Sponsor pursuant to the above clause 3 shall revert to the Event Owner/Organiser and thereafter the Sponsor shall not use or exploit (directly or indirectly) its previous connection with Organiser or the Event.
- 6.2 The Sponsors shall not make any further use of or reproduce or exploit any of the rights or licences granted under this Agreement or make any representation thereof that may be confusingly similar.
- 6.3 The Sponsor shall forthwith cease carrying on all business under this Agreement.
- 6.4 Termination of this Agreement by either party and for any reason shall be without prejudice to any rights that may have accrued as at the date of such termination or which may accrue subsequently thereto to either party pursuant to or under the procedures set out in clause 5.
- 6.5 Clauses which expressly or by implication have effect after termination shall continue in full force and effect, including this clause 6 (Consequences of termination), clause 7 (Limitation of liability and indemnities), and sub-clause 11.2 (Governing law and jurisdiction).
- 6.6 For any cancellation of sponsorship order received before October 01, 2025, non-refundable deposit remains due and retained by the Organiser. For cancellation of Sponsorship on and after January 01, 2025, the full amount is due and payable to the Organiser.

7. Limitation of liability and indemnities

- 7.1 The Organiser undertakes to indemnify the Sponsor against all liabilities, claims, demands, actions, costs, damages or loss arising out of any breach of any of the terms of this Agreement by the Organiser.
- 7.2 The Sponsor undertakes to indemnify the Organiser against all liabilities, claims, demands, actions, costs, damages or loss arising out of any breach of any of the terms of this Agreement by the Sponsor.
- 7.3 The provisions of this clause 7 shall survive the termination or expiry of this Agreement.
- 7.4 Neither party shall be liable to the other under this Agreement for any loss, damage, cost, expense or other claim for compensation arising as a direct or indirect result or breach or non-performance of this Agreement due to a Force Majeure Event.
- 7.5 Subject to clause 7.4, under no circumstances shall the Organiser be liable to the Sponsor for any of the following, whether in contract, tort (including negligence) or otherwise: • any indirect or consequential losses; loss of revenue or anticipated revenue; loss of savings or anticipated savings; loss of business opportunity; loss of profits or anticipated profits; or loss of wasted expenditure.
- 7.6 Subject to clause 7.4, the Organiser's maximum aggregate liability in contract, tort (including negligence) or otherwise, however arising, out of or in connection with the performance of the Organiser's obligations under this Agreement, in respect of any one or more incidents or occurrences during the Term, shall be limited to a sum equal to the amount of the Sponsorship Fee received by the Organiser as at the date of such act or omissions.

8. Representations and warranties

- 8.1 The Sponsor represents and warrants that:
 - a. it owns or is solely entitled to use the Sponsor's Marks and any other material supplied to the Organiser in relation to this Agreement and the Organiser shall be entitled to see evidence to this effect on request;
 - b. it shall exercise all rights and licences granted in this Agreement in accordance with all relevant rules and regulations of the Event and in accordance with applicable media and domestic laws including all applicable safety legislation.

9. Anti bribery

Each party agrees that it shall: comply with all applicable laws, statutes, regulations and codes relating to anti-bribery and anti-corruption in the Kingdom of Saudi Arabia and globally; maintain in place throughout the term of this Agreement its own policies and procedures, including but not limited to adequate procedures to ensure compliance with the applicable laws and will enforce them where appropriate; promptly report to the other party any request or demand for any undue financial or other advantage of any kind it receives in connection with the performance of this Agreement.

10. Intellectual property rights

- 10.1 The Organiser and the Sponsor acknowledge as follows:
 - a. all rights in the Sponsor's Marks, including any goodwill associated with them, shall be the sole and exclusive property of the Sponsor, and the Organiser shall not acquire any rights in the Sponsor's Marks, nor in any developments or variations of them;
 - b. all rights in the Organiser's Marks, including any goodwill associated with them, shall be the sole and exclusive property of the Organiser and the Sponsor shall not acquire any rights in the Organiser's Marks, including any developments or variations of them.
- 10.2 All Intellectual Property Rights in and to any materials produced for the Event, shall remain, or be assigned to become, the sole and exclusive property of the Organiser.

11. Miscellaneous

- 11.1 This Agreement including the Schedules contains the entire agreement of the parties with respect to the subject matter of this Agreement and supersedes all prior agreements and arrangements (whether written or oral) in relation to such subject matter between the parties.
- 11.2 This Contract (and any non-contractual obligations arising out of it) is governed by, and construed in accordance with the federal laws of Kingdom of Saudi Arabia and any disputes will be subjected to the exclusive jurisdiction of Kingdom of Saudi Arabia courts.

☒ We have read all the above Terms & Conditions of this form and we undertake to observe and to be bound by them.

Saudi International Dental Conference is jointly organized by:



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Company Stamp :

Name & Signature :