

Leading the Dental World into the Future

إيكد
AEEDC
DUBAI

6-8
FEBRUARY
2024

SPONSORSHIP & MARKETING OPPORTUNITIES

Strategic Partner



الهيئة الاتحادية للهوية والجنسية
FEDERAL AUTHORITY FOR IDENTITY & CITIZENSHIP

Scientific Partner



وزارة الصحة ووقاية المجتمع
MINISTRY OF HEALTH & PREVENTION

Supported by



حكومة دبي
GOVERNMENT OF DUBAI



هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY



Scientific Dental Alliance



مجلس الصحة
للمجلس التعاون
Gulf Health Council



جامعة الرياض
Riyadh Elm University



الجمعية السعودية لطب الأسنان
SAUDI DENTAL SOCIETY



Organized by



AEEDCDubai

aeedc.com



Promotional Tools and Sponsorship Opportunities

Enhance your presence at AEEDC Dubai. Stand out from your competitors!

AEEDC Dubai is considered the largest dental conference & exhibition in the world. AEEDC Dubai provides the best platform for dental professionals and industry experts to update their scientific knowledge, network and generate business partnerships.

In order to help you stand out in this prestigious event, we have created the following packages that would suit your objectives and budget ranging from classic options (i.e. Directory advertisement, lanyards branding) to more elaborated solutions (i.e. Digital advertising or sponsorship packages).

AEEDC Conference Pocket Guide

6,000 copies (4/C) with free Distribution to Delegates, VIP, Media, Speakers. The guide includes full Conference Schedule. Size 8.5 X 13.5 cms. (Folded)

Back Cover Advertisement AED **20,000**

1 Inside Advertisement (Maximum 3 advertisements) AED **5,000**

Package for 1 company - Back cover + 3 inside advertisements AED **30,000**



Conference Slot (1 hour)

1 Conference slot for 1 hour in one of the main conference halls. Topic is subject to approval by AEEDC Scientific Committee and based on the conference guidelines. Speakers expenses at exhibitors costs. Conference slot will be promoted within the AEEDC program.

AED 18,500

Conference Slot (2 hours)

1 Conference slot for 2 hours in one of the main conference halls. Topic is subject to approval by AEEDC Scientific Committee and based on the conference guidelines. Speakers expenses are exhibitors costs. Conference slot will be promoted within the AEEDC program.

AED 36,500

Note: For Conference Slot, speaker's CV, title, topic and abstract have to be submitted together with the sponsorship application for approval and validation. These slots are included in the AEEDC Scientific Conference Program and will be part of AEEDC CME accreditation. The content must be in compliance with the requirements set by the accreditation authority.

INDUSTRY SYMPOSIA

Exhibiting companies are eligible to conduct commercial lectures and product presentations during AEEDC Dubai 2024. A dedicated hall for the industry symposia has been set up and accessible to all registered delegates at an agreed minimal fee.

(AEEDC Dubai Exhibition Timings: 10:00 - 18:00)

It is the responsibility of participating companies to advertise and promote their sessions. AEEDC will assist promoting the session by listing it on AEEDC website, AEEDC Mobile App program, and promoted through e-flyer, social media platforms and Mobile App push notifications.

Industry Symposia 1 Hour (not accredited / commercial only)

AED 20,000

Industry Symposia 2 Hours (not accredited / commercial only)

AED 30,000

Industry Symposia Half Day (not accredited / commercial only)

**available only during AEEDC event days*

AED 50,000

Industry Symposia Full Day (not accredited / commercial only)

**available 1 day prior and during AEEDC event days*

AED 80,000

***Participation at Industry Symposia avails possibility to book AEEDC Conference at Early Bird rate at any time.**

*** Minimal fee to be set for delegates to attend Symposium by formal registration link. The full amount collected from registrations to be refunded by deducting it from the companies' final invoice.**

Note: For Industry Symposia, audio-visual facility, onsite signages, and seating set-up will be included. Speakers' expenses at exhibitor's costs. Industry Symposia are not accredited by any accreditation authorities. Exhibitors are not permitted to approach any authorities for accreditation of the industry symposia.

Topic and Speaker to be validated by Scientific Committee.



Symposia Schedule

6 February 2024 Tuesday	7 February 2024 Wednesday	8 February 2024 Thursday
Industry Symposia Schedule - 1 and 2 hour slots		
10:00 - 11:00	10:00 - 11:00	10:00 - 11:00
11:30 - 12:30	11:30 - 12:30	11:30 - 12:30
13:30 - 14:30	13:30 - 14:30	13:30 - 14:30
15:00 - 16:00	15:00 - 16:00	15:00 - 16:00
16:30 - 17:30	16:30 - 17:30	16:30 - 17:30
Industry Symposia Schedule - Half Day and Full Days Slots		
10:00 - 13:30	10:00 - 13:30	10:00 - 13:30
14:00 - 17:30	14:00 - 17:30	14:00 - 17:30

Schedule is subject for approval based on time slot availability.

Logo on the Floor Plans Wall

10 floor plans, displayed at each exhibition entrance.

Company logo marking the stand location

AED 1,000



Rotating Banner Screen - in the official Media Lounge of AEEDC Dubai

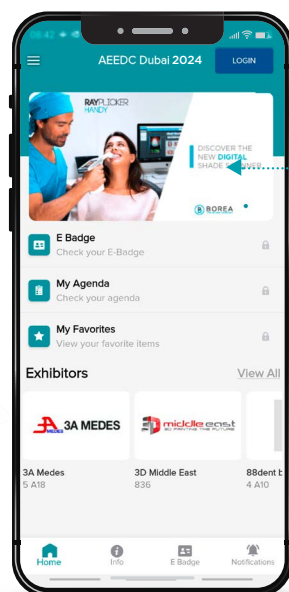
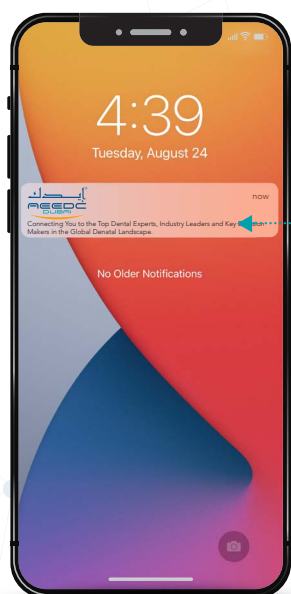
Size: 5632 x 176 Pixels

Cost:

AED 30,000

Duration: 3 Days (during event hours)





AEEDC Mobile App

- ➔ Splash screen advert (appears upon opening the app)
Size - W: 1,242 x H: 2,208 or W: 1,536 x H: 2,048

AED 8,000

- ➔ 1 Slider Banner
Size - W: 400 x H: 200

AED 7,000

- ➔ 1 Push Notification
No images. Text limit - Title: 100 characters max (upto 5 words recommended), Body: 180 characters max

AED 8,000

- ➔ Pack of 3 Push Notifications
No images. Text limit - Title: 100 characters max (upto 5 words recommended), Body: 180 characters max

AED 20,000

Note : Prices listed above are exclusive of the 5% Value Added Tax (VAT). VAT will be added to the invoice.

SPONSORSHIP PACKAGES

	Platinum Sponsor	Gold Sponsor	Silver Sponsor
BENEFITS	AED 180,000	AED 140,000	AED 50,000
Venue Grid Banners	2	1	✗
AEEDC Website Home Page Banner	✓	✗	✗
AEEDC Conference Slot Or Industry Symposia Slot 1 Hour	2	1	1
Sponsor Logo And Highlight On Pre-Event And Onsite Collaterals + Website + Event Signage And Wherever Relevant	✓	✓	✓
AEEDC Conference Passes	30	20	15
Mobile App Splash Screen Advert	✓	✗	✗
Mobile App Slider Banner	✓	✓	✗
Mobile App Push Notifications	2	1	✗
1 Banner In Registration Confirmation Email To All Attendees (Trade Visitors And Delegates)	✓	✗	✗
Banner on Main Registration Page (Register Now Page)	✓	✗	✗
Eflyers With Company Banner (Dates To TBA)	2	1	✗
1 Dedicated EDM To Full AEEDC Visitors Database (Dates TBA)	1	✗	✗
Social Media Post (Dates TBA)	1 Post + 3 Stories	✗	✗
AEEDC E-Catalogue	2 Full Pages	1 Full Page	Half Page
Logo On Wall Floorplans	✓	✓	✓

Note : Prices listed above are exclusive of the 5% Value Added Tax (VAT). VAT will be added to the invoice.



CONFERENCE HALLS SPONSORSHIP PACKAGES

	Hall A	Hall B	Hall C	Hall D	ORTHO-MAXILLO
Exclusivity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Deadline	01-Oct-23	01-Oct-23	01-Oct-23	01-Oct-23	01-Oct-23
Number Seats Capacity	540 pax	900 pax	590 pax	430 pax	420 pax
Package Price	AED 65,000	AED 75,000	AED 65,000	AED 65,000	AED 65,000
Duration	3 days	3 days	3 days	3 days	4 days
On-Site branding					
Hall Entrance	Brand Logo	Brand Logo	Brand Logo	Brand Logo	Brand Logo
Directional Signage Brand Name use	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Floorplans Brand Name use	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Wall in Conference Hall Lobby Size: 2mx2.5m Co-branded: Brand logo & AEEDC 2024	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner in Conference Hall	6	6	6	6	4
Stage Branding	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Conference Programme Notification					
Website Conference Page (Logo + Brand/Company Name)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Conference Book Programme (Logo + Brand/Company Name)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Conference e-book 1 Page Advert	1	1	1	1	1
Conference Badges					
Full Period Delegates Passes	10 AEEDC	10 AEEDC	10 AEEDC	10 AEEDC	5 ORTHO + 5 MAXILLO
1 of the option at choice					
Goodies distribution at Conference Hall Exit (Goodies and hostess to be provided by sponsor)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video during breaks (Maximum 3 minutes video provided by sponsor and to be approved by organiser)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Branded Water Dispensers in Hall	4	4	4	4	2

Note : Prices listed above are exclusive of the 5% Value Added Tax (VAT). VAT will be added to the invoice.

Digital Advertising Packages

Avail a special Discount up to **20%** compared to normal rate card prices.

Our digital marketing packages are geared towards producing results—increased website traffic, targeted reach and sales. Avail a special **Discount up to 20%** compared to normal rate card prices.

Market Leader Plan

- 5 Eflyers with company Banner
- 2 Social Media Posts on F.B , Instagram , Twitter
- 1 Banner on Register Now Page

Rate Card Price

AED ~~26,000~~

Package Price

AED **20,800**

Presence Plan

- 3 Eflyers with company Banner
- 1 Social Media Post on F.B, Twitter, Instagram
- 1 Banner on Register Now Page of AEEDC Website

Rate Card Price

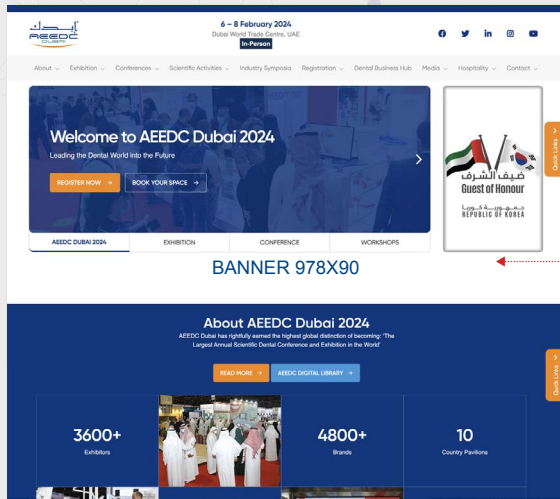
AED ~~18,000~~

Package Price

AED **14,400**

Note: VAT 5% not included in the above fees

Website



aeedc.com a comprehensive event website which has the latest information on all aspects of the event. The website receives **322,424** visits in one year and has **594,183** page views.

Banners on the Home Page

Maximum 3 banners on the home page on rotation.
Dimension and specs: 978 W x 90 H pixels

Rate Card Price

AED 7,000

Banner on Trade Visitor or Registration Page

More than **66000** Trade visitors register for AEEDC Dubai and use these page for their registration. Trade visitors include Dealers, Distributors, Hospitals mainly from the Middle East, Indian Sub-Continent and North Africa. Delegates include Dentists, Hygienists, Dental Students, Technicians and Auxiliary Staff. One banner for both pages

Dimension and specs: 978 W x 90 H pixels

Rate Card Price

AED 6,000

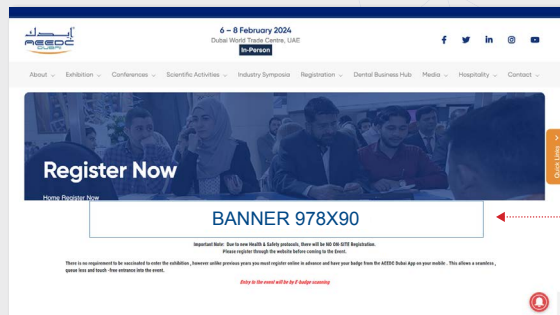
Banner on Main Registration Page (Register Now Page)

This is the main page where all types of registrations are listed which includes workshops, specific conferences and for trade visitors and delegates. Maximum 3 banners on the home page on rotation.

Dimension and specs: 978 W x 90 H pixels

Rate Card Price

AED 8,000



Banner on AEEDC Conference Page

This page attracts delegates to view the three day AEEDC conference program which includes more 170 sessions running in 7 conference halls. Maximum 3 banners on the home page on rotation.

Dimension and specs: 978 W x 90 H pixels

Rate Card Price

AED 6,000

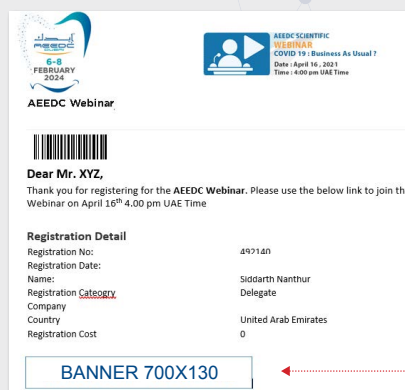
Banner on Registration Confirmation Email

1 Banner in registration confirmation email to all attendees (trade visitors and delegates). This is exclusive to one company.

Dimension and specs: 700 W x 130 H pixels

Rate Card Price

AED 10,000



Banner in other AEEDC Pages

You can place your web banner or other aeedc webpages other than the homepage, registration pages. Some of the most visited pages are:-

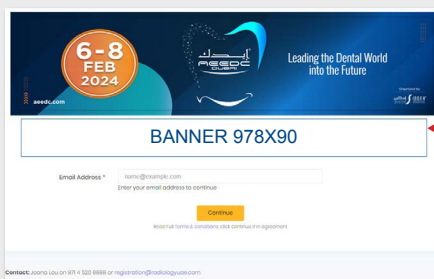
- ➡ List of Exhibitors
- ➡ Page on Courses
- ➡ Scientific Activities Page

Our sales team can advise you on the other available pages.

Dimension and specs: 978 W x 90 H pixels

Rate Card Price

AED 4,000



Notes: VAT 5% not included in the above fees
Artworks have to be sent to the organiser for approval

E-flyers



Reach out to AEEDC Delegates and Trade Visitors database of more than **110,000** through our e-flyers. Your Web Banner will be placed in our communications sent to Delegates and Trade Visitors with a Hyper Link to your website.

1 banner on 1 AEEDC E-flyer

Dates to be decided depending on availability with organizer

Rate Card Price

AED 3,000

Pack of 3 banners on 3 E-flyers

3 E-flyers in total, dates to be decided depending on availability with organizer

Rate Card Price

AED 5,000

Pack of 5 banners on 5 E-flyers

5 E-flyers in total, dates to be decided depending on availability with organizer

Rate Card Price

AED 7,000

1 dedicated EDM to AEEDC database with you own content

Dates to be decided depending on availability with organizer

Rate Card Price

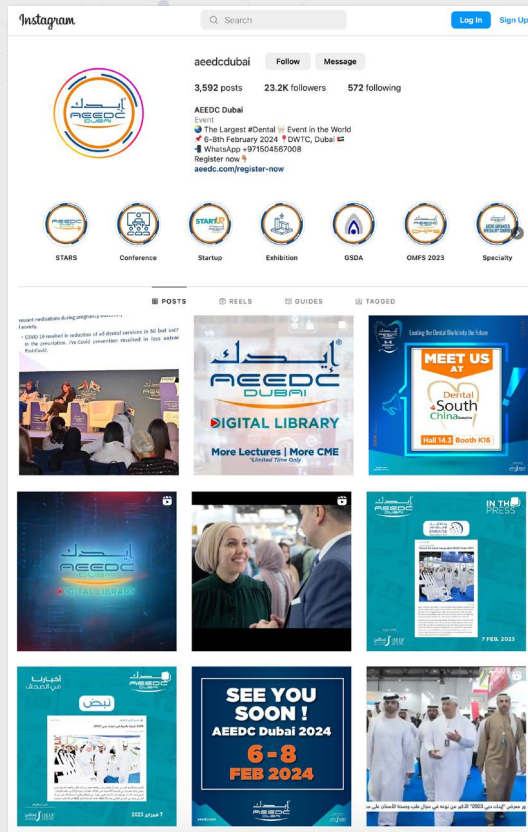
For Middle East, North Africa and Indian Subcontinent Data: AED 8,000

For only Middle East Data: AED 6,000

Notes: VAT 5% not included in the above fees

E-flyer campaign and EDM dates to be agreed with organizer depending on availability
Artworks have to be sent to the organiser for approval

Social Media



Reach out to your target audience through our Social Media accounts with more than **39,330** followers on Facebook, Instagram and Twitter pages. Followers range from Dentists , Hygienists , Dental Equipment Trades and Technicians from across the globe.

Dimension and specs:

➔ Facebook: 1080 W X 1080 H pixels

➔ Twitter: 1200 W X 600 H pixels

➔ Instagram: 1080 W X 1080 H pixels

➔ LinkedIn: 1104 W X 736 H pixels

Rate Card Price

For one post on all the official AEEDC Social media channels. **AED 3,000**

Pack of 3 posts on all official AEEDC Social media channels. **AED 7,000**



AEEDCDubai

*Notes: VAT 5% not included in the above fees
Artworks have to be sent to the organiser for approval*

NB: Prices stated herein are applicable to AEEDC event products and services. All companies will be subjected to 5% Value Added Tax (VAT). Federal Decree-Law No. (8) of 2017 on Value Added Tax (VAT Law) has been issued by the UAE Government effective 1st January 2018. VAT Law stipulates that all supply of goods & services shall be charged at a standard rate of 5%.

For more information, please visit www.tax.gov.ae or www.mof.gov.ae/En/budget/Pages/VATQuestions.aspx

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 August 01, 2023. If the Exhibiting Company does not pay the balance of the contract price at the scheduled time, INDEX 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 August 01, 2023 must be accompanied by full payment.
4. All payments to be made by Bank Transfer, Credit Card or Cheque. Please refer below for banking and account details. All the bank charges to be borne by the remitter.
5. By signing this contract, the Exhibiting Company is liable to all payments including all orders for Exhibit Space, Promotional Tools & Sponsorship made herein.
6. Sponsors will not receive brand promotion until receipt of deposit.

Disclaimer: The customer assumes all risks inherent to payments via credit card and will not hold INDEX® Conferences & Exhibitions Organization LLC, its subsidiaries, affiliates, directors, representatives, agents or employees liable for any claim, action, demand, damage or loss as a result of this transaction.

Sponsorship Terms & Conditions

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 and 5% VAT) 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 and Rights 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.
- 4.7 The Organiser may, in its sole discretion, reject, cancel, or remove, at any time, any Advertising Content from the Event Platform that is deemed inappropriate, provocative, derogatory or of an obscure nature and or not in accordance with the community, media guidelines, and to the laws of the UAE for any reason, without prior notice to Sponsors. The Organiser will not be liable in any way for any rejection, cancellation or removal of any Advertising Content.
- 4.8 Any advertising (print or digital) or EDM campaigns etc. under this Event cannot be utilised to promote similar profile events or any competitive events. Any such act shall be regarded as material breach of this Agreement.

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 November 1, 2023, non-refundable deposit remains due and retained by the Organiser. For cancellation of Sponsorship on and after November 1, 2023, 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 United Arab Emirates 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 the UAE and the Emirate of Dubai and any disputes will be subjected to the exclusive jurisdiction of Dubai 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.

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DIGITAL ADVERTISING SPACE TERMS AND CONDITIONS

The following general terms and conditions apply to the sale of any Digital Advertising in any marketing tools of UAE International Dental Conference & Arab Dental Exhibition (i.e. Event official website, newsletter, e-flyers and social media post(s); collectively these falls under the category of "Digital Advertising"). Any request to place an advertisement in UAE International Dental Conference & Arab Dental Exhibition communication tools is considered firm and binding on the Advertiser as soon as it has been contracted with INDEX Conferences & Exhibitions Org. (hereinafter "INDEX");

1. In the event of inconsistency between these general terms and conditions of sale and the terms and conditions of purchase of any Digital Advertising by the Advertiser, these general terms and conditions shall be the only provisions that are valid and applicable.
2. Upon ordering Digital Advertisement and upon receipt of the invoice, the Advertiser is expected to settle, the price of the said advertisement as per the payment terms and conditions stated herein, including tax. Should the Advertiser fail to make the payment upon receipt of the invoice, INDEX* shall not proceed with the order.
3. Artwork/Images for any Digital Advertisement must be approved by and adhere to INDEX* rules and technical specifications and be delivered within the applicable timeframes provided. When INDEX* builds Digital Advertisement units on behalf of the Advertiser, the Advertiser must provide Artwork/Images in accordance with the requirements set out in INDEX* Digital Advertising Production Format.
4. The Advertiser agrees to provide any and all Artwork/Images necessary for on-line placement of the Advertiser's digital content within the agreed lead times. Any technical costs in relation to the artwork/images of the Digital Advertising (if any) shall be borne by the Advertiser.
5. INDEX* may, without any responsibility to the Advertiser, reject, or request any

amendment to Artwork/Images that it considers unsuitable or contrary to these Terms.

6. The Advertiser shall comply with any and all instructions issued by INDEX* and indicated in INDEX*'s commercial documents concerning the supply of technical materials for Digital Advertising (e.g. format of advertising banners, design and content).
7. If the Advertisement provided by the Advertiser contains a substantial error solely due to a mistake on the Advertiser's part, the Advertiser shall, on request, re-submit the Advertisement at no additional cost to INDEX*. INDEX* shall not be responsible for any errors due to the Advertiser's responsibility.
8. The content and visuals of an advertisement and in particular brands and designations are published under the sole responsibility of the Advertiser, whereby it owns the copyright in all Advertisements written or designed by it or on its behalf. In particular, the Advertiser is solely responsible for the payment of any reproduction rights for images used.
9. The lead time for an on-line placement is three (3) working days from the date of receipt of technical materials and receipt of payment. If an order is cancelled for any reason whatsoever, all the payments received shall be retained with INDEX*.
10. The registration by INDEX* of a request for the insertion of Digital Advertisement only grants the Advertiser the right to occupy the online booking order for such an advertisement. The space, form and mode of posting of the proposed Digital 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.
11. The Advertiser hereby releases INDEX* from any civil or criminal liability they may incur due to Digital

Advertisements that have been published at the Advertiser's request. The Advertiser guarantees INDEX* against any claims asserted by any third parties in respect of the content of such Digital Advertisements. The Advertiser accordingly agrees to defend at its own expense, INDEX* in the event that proceedings or claims are brought or asserted against INDEX* in respect of the contents, data, information, messages etc.

12. Any digital content and the like submitted by the Advertiser are subject to INDEX* approval.
13. Pursuant to the foregoing article 11 & 12 above, the Advertiser guarantees to INDEX* that all Digital Advertisements submitted for publication online and any landing page and/or destination site linked to from the Advertisements ("Advertiser's Site") will (i) be legal, decent, honest and truthful, (ii) not be contrary to the provisions of any applicable law(s), regulation or code of practice, (iii) not be libelous or obscene, (iv) not infringe the rights of any person (including any person's intellectual property rights) unless prior consent is obtained; (v) not be prejudicial to the image or reputation of INDEX* or the Event Website; (vi) be free from viruses, adware, malware, and/or bit torrents, (vii) not cause an adverse effect on the operation of the Website, and (viii) have a conspicuous privacy policy which complies with all applicable data protection and privacy laws, regulations and codes of practice. 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. Failing to adhere to these conditions shall be considered as breach of the Contract by the Advertiser.
14. The Advertiser grants INDEX* the right to use such of the Advertiser's names, trademarks and/or logos as INDEX* may consider necessary solely for the purposes of publishing the Digital Advertisements.

Contacts



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