



24 - 26 MAY 2007
 SYDNEY CONVENTION
 & EXHIBITION CENTRE
 DARLING HARBOUR SYDNEY



Contract Booking Form

Organised by Reed Exhibitions – Australia a division of Reed Business Information Pty Ltd ABN 47 000 146 921 on behalf of Graphprint Pty Ltd ABN 66 100 640 024

Name of Organisation _____
 _____ ABN _____

Street Address _____

State _____ Postcode _____

Postal Address _____

State _____ Postcode _____

Telephone () _____ Fax () _____

Contact to receive PrintEx07 details _____

Position _____

Email _____

Product Description _____

I/We wish to apply for area number(s): _____ of _____ square metres

Please tick as required:

- Floor Space including shell scheme @ \$484 (incl GST) per m²
- Walk – On Package @ \$1100 (incl GST) (includes 2 x chairs, 1 x brochure rack or 1 x cabinet, 1 x table, 2 x plants. 1 x stand tracker, 1 x power point, 1 x box of velcro dots)
- I would prefer the
 Brochure Rack Cabinet
- Public Liability insurance premium coverage for \$10 million @ \$165 (incl GST)
 (this to be credited upon receipt of hardcopy of your own current certificate)

Total cost of booking \$ _____

A cheque/draft, made payable to PrintEx07, is attached for AUD\$ _____ being 1/3 of the total cost of this booking. A further 1/3 will be paid on or before the 15th November, 2006. The balance will be paid on or before the 23rd March, 2007. Should this booking be accepted and area(s) allotted, I/We agree to comply with the provisions of the Exhibition Contract Terms and Conditions overleaf, all of which I/We acknowledge having inspected, and with the Exhibition Information Manual, to be provided.

Signed _____ Date _____
 (must be an authorised signatory)

Name (please print) _____ Position _____

Please send this completed Contract Booking Form to:

PrintEx07
 Reed Exhibitions – Australia
 Locked Bag 7888, Chatswood DC,
 Chatswood NSW 2067 Australia
 or fax to: (02) 9993 8340

THE CONTRACT

- In these terms and conditions, the 'Organiser' means Reed Business Information Pty Limited (ABN 47 000 146 921) trading as Reed Exhibitions - Australia and the 'Exhibitor' means the person identified in the Organiser's form of application for Exhibition space or other written request for Exhibition space (the 'Application').
- A contract ('Contract') between the Organiser and Exhibitor on these terms and conditions is formed when Organiser receives payment from Exhibitor of the first fee instalment or, if there is only 1 fee instalment, when Organiser receives payment of that 1 instalment. These terms and conditions supersede all prior representations and agreements between the Organiser and the Exhibitor concerning the Exhibition and may be amended only in writing signed by the Organiser.
- The Organiser may, at its discretion, by notice to the Exhibitor, cancel the Contract if any required deposit is not paid within 28 days of acceptance or by returning any deposit paid within 28 days of payment.

THE ORGANISER'S RIGHTS AND OBLIGATIONS

- The Organiser agrees to:
 - organise and hold the Exhibition;
 - promote the Exhibition; and
 - use its reasonable efforts to make available to the Exhibitor the Exhibition space specified in the Application ('Exhibitor's Space') for the Exhibition.
- Notwithstanding the Organiser's obligations under clause 4, the Organiser makes no representations or warranties as to the number of visitors to the Exhibition or the level of commercial activity generated in relation to the Exhibition and may, at any time prior to the commencement of the Exhibition, cancel the Exhibition by notice to the Exhibitor if, in the Organiser's opinion, the Exhibition would not be commercially viable for the Organiser. In the event of such cancellation, the Organiser will within 30 days, refund to the Exhibitor the full amount of fees previously paid by the Exhibitor.
- The Organiser may, in its absolute discretion, make modifications to the Exhibition, including, without limitation:
 - altering or reallocating the Exhibitor's Space or the location and dimensions of the Exhibitor's Space (in the event of a reduction in size of the Exhibitor's Space, the fee payable by the Exhibitor will be reduced on a per metre cost basis proportionate to the reduced area);
 - postponing or amending the date of the Exhibition;
 - shortening or lengthening the duration of the Exhibition;
 - altering the hours during which the Exhibition is open to visitors; and
 - changing the venue of the Exhibition to another venue in the same city.
- The Organiser is entitled to take such action and give such verbal or written directions (including in any Exhibitor's manual which will be provided to the Exhibitor prior to the Exhibition) to the Exhibitor as are reasonably necessary to ensure that all laws in connection with the Exhibition are complied with, to prevent damage to person or property and to maximise the commercial success of the Exhibition, including without limitation:
 - refusing to permit or requiring cessation of particular displays, demonstrations or other uses of the Exhibitor's Space;
 - specifying heights of walls and coverings for display areas;
 - approving or disapproving the content and presentation of the Exhibitor's catalogues, acknowledgments, handbills and printed matter in respect of this Exhibition;
 - determining the hours during which the Exhibitor will have access to the Exhibition venue for the purpose of setting up and dismantling the Exhibitor's displays;
 - making provision for use of entry cards by the Exhibitor, its employees, contractors or agents at the Exhibition;
 - specifying conditions in relation to the movement of goods and displays before, during and after the Exhibition;
 - restricting the taking of photographs during the Exhibition;
 - specifying requirements for the use of and sound level for microphones, sound amplification and machine demonstrations and videos; and
 - specifying requirements in relation to the health and safety of persons, including in relation to the Exhibitor's Space.

THE EXHIBITOR'S RIGHTS AND OBLIGATIONS

- The Exhibitor acknowledges that it is permitted, subject to the terms of this Contract, to use the Exhibitor's Space for the display and promotion of goods and/or services and is not a tenant of the Exhibitor's Space.
- The Exhibitor must:
 - use the Exhibitor's Space only for display and promotion of goods and/or services within the scope of the Exhibition;
 - exhibit its goods and services only within the exhibition venue and in the Exhibitor's space;
 - use its best effort to maximise the promotional and commercial benefit to the Exhibitor of the Exhibitor's Space;
 - comply at the Exhibitor's cost with all directions by the Organiser under clause 7 and, where time is specified in a direction, treat time as of the essence;
 - do not do anything that may interfere with the smooth running of the Exhibition including but not limited to encouraging Exhibition visitors to leave the Exhibition venue to view goods and services in another location.
 - in relation to the Exhibition and its use of the Exhibitor's Space, comply with all applicable laws, including laws in relation to OH&S and venue guidelines, and act with care

to avoid damage to person or property; and
 (g) ensure the cleanliness and tidiness of the Exhibitor's Space including, after the Exhibition, promptly removing all exhibits, tools and other materials and, if the Exhibitor fails or refuses to do so, permit the Organiser to do the same and pay to the Organiser any costs thereby incurred.

PRICE AND PAYMENT

- Subject to these terms and conditions, the Exhibitor must pay the fee instalments specified by the Organiser in the time and manner required by the Organiser in accordance with page 1 of the Exhibition Space Booking Form and Contract. In the event that the Exhibitor cancels the Contract in breach of this obligation, the Contract terminates immediately and the Exhibitor is then liable for liquidated damages in accordance with clause 15.
- Unless specified by the Organiser, the fees payable by the Exhibitor do not include the following, which may give rise to additional costs to the Exhibitor:
 - services and connections for services including, but not limited to, electricity, water, gas, waste, compressed air, Internet access, telephone;
 - loading and handling equipment and staff;
 - duties and taxes including GST;
 - advertising and promotional material;
 - insurance;
 - display stands and dressing, display items; and
 - cleaning.
- In accordance with the Payment Systems (Regulation) Act 1998 (Cth) and the Payment Systems (Regulation) Regulations 2003 the Organiser reserves the right to charge the Exhibitor a fee which the Organiser may incur as a result of an Exhibitor making a payment by credit card. Disclosure of this fee, amounting to 2% of the total fees paid by the Exhibitor, is via these terms and conditions and tax invoices as issued by the Organiser to the Exhibitor from time to time.

ORGANISER'S REMEDIES

- In the event of any breach by the Exhibitor of the Contract, the Organiser may exercise one or more of the following remedies in addition to any remedies at law or otherwise under the Contract:
 - reallocate the Exhibitor's Space or refuse to allow the Exhibitor access to the Exhibitor's Space;
 - without notice to the Exhibitor, take such action as is necessary to remedy the breach and require payment by the Exhibitor of the cost of such action;
 - assert and maintain a lien over goods and materials until all amounts owing to the Organiser by the Exhibitor are paid in accordance with the terms of this Contract; and
 - issue a notice to the Exhibitor requiring rectification of the breach within 7 days and, if the breach is not rectified within that time, terminate the Contract without further notice. If the breach by the Exhibitor constitutes a contravention of any of the laws of NSW the Organiser may thereupon terminate the contract and remove the Exhibitor from the Exhibition and the Exhibitor's Space.
- If the Exhibitor defaults on this Contract by not paying the account by the due date, the Exhibitor undertakes to pay late payment fees of 2.5% per month on any amount outstanding and to indemnify the Organiser and pay all costs and expenses on a solicitor/client basis if legal action is necessary, and/or any third party collection agency fees, which the Organiser may incur in recovering any overdue account from the Exhibitor.
- In the event of termination of the Contract for breach by the Exhibitor (including reduction of contracted Exhibitor's Space), the Organiser is entitled to liquidated damages in the amount of all moneys paid or payable by the Exhibitor to the Organiser before the date of termination including the next fee instalment due for payment by the Exhibitor, and may retain for those damages any moneys previously received from the Exhibitor. If the Contract is one of a multi show agreement between Organiser and Exhibitor then Organiser is entitled to recover the full amount which would have been payable by Exhibitor but for the multi show agreement.

RESPONSIBILITY FOR RISK AND INSURANCE

- The Exhibitor acknowledges that the Exhibition site is similar to a construction site and may at times be hazardous. The Exhibitor must take its own due care to prevent personal injury and property damage arising from the hazards of the site and the Organiser has no responsibility for such damage caused by any acts or omissions of the Exhibitor. The Exhibitor warrants that it has adequate, valid and enforceable public liability and other insurance policies required by the Organiser. The policies must be taken out with a reputable insurer approved by the Organiser and must provide coverage required by the Organiser. At least 14 days prior to the start of the Exhibition the Exhibitor must provide written evidence of current public liability insurance or pay for public liability insurance offered by the Organiser. Exhibitors will not be permitted to occupy the Exhibitor's Space without written proof of current public liability insurance cover.

WARRANTIES AND LIABILITIES

- To the extent permitted by law, except as specifically stated in this Contract, the Organiser:
 - makes no representations or warranties in relation to the Exhibition or Exhibitor's Space;
 - excludes all conditions and warranties implied by custom, general law or statute;
 - excludes liability for injury to or death of any person, damage to property, economic loss or any indirect, special

or consequential damages caused in connection with the Exhibition; and
 (d) limits its liability under any implied condition or warranty to, at the Organiser's option, re-supplying the affected services or paying the cost of having those services supplied again.

- The Exhibitor indemnifies the Organiser from and against any and all claims, damages, losses and costs suffered or incurred by the Organiser as a result of or arising out of:
 - any breach of the Contract by the Exhibitor;
 - any demonstration; or
 - any act or omission (including negligent and other tortious acts or omissions) of the Exhibitor in connection with the Exhibition.
- Except where otherwise required by law, in any claim for damages brought against a party by the other party or by any other third party, the damages recoverable in the claim must be reduced to such extent as is just and equitable, to take account of the other party's share in the responsibility for the damage.
- Without limiting the effect of clause 17, the Exhibitor warrants that it will not sell or intend to sell goods at the Exhibition which are in any way a misrepresentation or an infringement of intellectual property rights. The Exhibitor indemnifies the Organiser from and against any and all claims, damages, losses and costs suffered or incurred by the Organiser which arise or may arise from any breach of this clause 20.

GENERAL

- Where references to time are made in the Contract, time will be of the essence, unless otherwise specified.
- The Organiser will not be liable for any expenditure, liability or loss including consequential loss, nor be in default for any delay, failure or interruption resulting directly or indirectly from acts of God, civil or military authority, public enemy, terrorism, SARS, war, accidents, fires, explosions, earthquakes, floods, the elements, strikes, labour disputes, shortages, electric power supply failure or failure of lifts or transportation, postage, airconditioning, or the availability of the appropriate premises, the non-attendance by a sufficient number of Exhibitors or visitors to the Exhibition, which, in the opinion of the Organiser, is commercially adequate or any intervening commercial circumstances beyond the Organiser's control or any other cause beyond the reasonable control of the Organiser.
- Clauses 9 (Exhibitor's Rights and Obligations), 10 and 11 (Price and Payment), 13 and 14 (Organiser's Remedies and Liquidated Damages), 16 (Responsibility for Risk and Insurance), 17 and 20 (Warranties and Liabilities) continue to apply after termination of this Contract.
- The Exhibitor must not assign its rights with respect to any part of the Exhibitor's Space or sub-let the Exhibitor's Space without the prior written consent of the Organiser. Any consent given will be on condition that the Exhibitor as assignor/sublessor continues to be bound by these terms and conditions, and that the assignee/sublessee agrees to enter into a form of contract in identical form to these terms and conditions.
- The Organiser may, at any time, assign or otherwise deal with any of its rights under these terms and conditions as the Organiser considers appropriate.
- Part or all of any provision of these terms and conditions that is illegal or unenforceable may be severed from these terms and conditions and the remaining provisions of these terms and conditions will continue to be in force for the Exhibitor and the Organiser.
- The Contract is governed by the laws applicable in New South Wales and both the Exhibitor and the Organiser submit to the non-exclusive jurisdiction of the Courts of that State.
- The Exhibitor consents, under all relevant privacy legislation, to (a) the use of its personal information by the Organiser for the Organiser's internal purposes including accounts processing, internal analysis of Exhibitors, inviting Exhibitors to other events organised by the Organiser or its group; and (b) the disclosure of its personal information to contractors who provide services to Exhibitors and members of the Organiser's group worldwide to allow the group to develop its business and services to Exhibitors. Please contact the Organiser in writing if you do not wish your personal information to be used or disclosed in this way. For the Organiser's full Privacy Policy refer to the Exhibitor Manual or www.reedexhibitions.com.au/privacy.htm.

Accepted by

Date

Company

Organised by Reed Exhibitions – Australia a division of Reed Business Information Pty Ltd ABN 47 000 146 921 on behalf of GraphPrint Pty Ltd ABN 66 100 640 024
 Tower 2, 475 Victoria Avenue, Chatswood NSW 2067, Australia