



**ME-SPEC**

Middle East Fine & Specialty Chemicals

# Sponsorship Contract

9 - 11 OCTOBER 2017, BAHRAIN

## A SPONSOR (Address for correspondence)

Company / Organization: .....

Contact Person: .....

Position / Job Title: .....

Postal Address: .....

Country: ..... Postal Code: .....

Telephone: ..... Fax: .....

Email: ..... Website: .....

## B INVOICING OFFICE ADDRESS (If different from above)

Company / Organization: .....

Contact Person: .....

Position / Job Title: .....

Postal Address: .....

Country: ..... Postal Code: .....

Telephone: ..... Fax: .....

Email: .....

## C SPONSORSHIP (Please tick the appropriate box)

- 1 Platinum Sponsor .....  \$ 50,000 (Fifty Thousand US Dollars only)
- 2 Gold Sponsor .....  \$ 30,000 (Thirty Thousand US Dollars only)
- 3 Silver Sponsor .....  \$ 18,000 (Eighteen Thousand US Dollars only)



## G GENERAL BENEFITS TO THE SPONSOR

### 1. SPONSOR'S NAME AND LOGO RECOGNITION

The **SPONSOR's** name and logo will be prominently displayed in the following promotional vehicles.

#### 1.1 Website

The ME-SPEC Website includes **the SPONSOR's** logo on the sponsor recognition page with a hyperlink to **the SPONSOR's** website.

#### 1.2 The Event Brochure

It is the promotional document of the event. The brochure contains essential information on the technical program, as well as an overview on the social agenda. The event brochure will be circulated worldwide to over 10,000 people during the months leading to the event, including domestic and international media. **The SPONSOR's** logo will feature on the sponsor recognition page.

#### 1.3 The ME-SPEC Electronic Newsletter

There will be an electronic newsletter produced throughout 2016 and 2017. This will reach over 40,000 stakeholders. **The SPONSOR's** logo will feature on each electronic newsletter.

#### 1.4 Sponsor Signage, Posters and Banners

Signage located in key locations of the ME-SPEC venue and other selected areas in Bahrain will include **the SPONSOR's** logo. **The SPONSOR's** logo will repeatedly feature on these items.

#### 1.5 TV monitor screens at the ME-SPEC venue, will display

**the SPONSOR's** logo repeatedly throughout the event.

#### 1.6 The ME-SPEC Exhibition catalogue:

This guide is referred to by delegates & visitors during and after the event. It contains essential information on all the sponsors, exhibitors and partners. **The SPONSOR's** information will feature in the exhibition catalogue.

#### 1.7 Presentations

As part of the promotional program for ME-SPEC, promotional events/press conferences will be held in Bahrain and abroad, featuring video and power point presentations of ME-SPEC, including a slide listing of the sponsors.

### 2. PARTICIPATION AT INTERNATIONAL TRADE FAIRS AND CONFERENCES

Special Operations to promote ME-SPEC will be organized at a number of high profile trade shows worldwide throughout 2016 and 2017. Promotional activities at these events will be based on special ME-SPEC stands and / or leaflets distribution, including material featuring **the SPONSOR's** logo.

### 3. USE OF THE ME-SPEC LOGO BY THE SPONSOR:

**The SPONSOR has the right to use the ME-SPEC logo** (in strict accordance of the brand guidelines) and mention its sponsorship level (Platinum | Gold | Silver).

#### 3.1 **The SPONSOR** is able to include the designation of its sponsorship level on its company's letterhead and in its promotions and advertising. We also encourage **the SPONSOR** to take advantage of additional profiling opportunities using its own established channels of marketing to publicize its important role in ME-SPEC. This includes:

- Promoting ME-SPEC in your own internal and external newsletters
- Changing banners and signs in your place of business
- Placing stickers or a postage meter stamp on outgoing mail
- Inviting your contacts to the event (**the ORGANIZER** will provide **the SPONSOR** with marketing material for distribution upon request).
- Promoting ME-SPEC on your internal and external websites
- Any other promotional activities that are suitable to both **the SPONSOR** and **the ORGANIZER**

## H ADVERTISING & SPONSORSHIP CONTRACT BETWEEN

On the one hand, **Middle East Energy Events FZ-LLC**, herein stated as "**the ORGANIZER**", a company established under the laws of the Emirate of Dubai with registered office in Dubai Studio City, Dubai, U.A.E., and license no. 91067. And on the other hand, **the SPONSOR**, with details stated in 'Section A' herein stated as "**the SPONSOR**", and declaring to have full legal capacity to sign this contract.

### DECLARATIONS

**The ORGANIZER** is responsible for hosting and organising the **ME-SPEC** conference and exhibition that will take place in Manama, Bahrain from 9-11 October 2017, (hereafter, "**the PROJECT**").

1. **The SPONSOR**, within its sponsorship and patronage activities, is interested in collaborating with **the ORGANIZER**.
2. By virtue of that previously declared, both parties mutually recognize their full capacity and powers to sign this advertising and sponsorship contract, which is subject to the following:

### ARTICLES

#### I. PURPOSE:

By virtue of the present contract, **the ORGANIZER** is committed to provide advertising services in benefit of **the SPONSOR** as described in the third article thereafter, and **the SPONSOR** is committed to sponsor **the PROJECT** with the payment of the sponsorship fee in the second article hereafter.

#### II. SPONSORSHIP FEE:

**The SPONSOR** undertakes to settle with **the ORGANIZER** the amount of US Dollars as referred in 'Sections C and D' in favour of **the ORGANIZER**. This amount will be settled by means of a bank transfer of which the beneficiary is **the ORGANIZER**, as mentioned in 'Section E' herein.

#### III. ADVERTISING RIGHTS:

From the moment this present contract comes into effect, and until its termination as stipulated in the sixth article hereafter, **the ORGANIZER** is committed to collaborate in an advertising campaign with **the SPONSOR** within the agreed project frame, and during all the preparation, development, organization and celebration phases, by means of a prominent insertion of their brand, company name and logo on any printed brochures, proceedings, advertising and on any other information that is published or edited in relation with **the PROJECT**, in accordance with the terms described for **the SPONSOR**.

**The SPONSOR** will send the rules and standards for the use of their logo to **the ORGANIZER**, who shall respect the format and specifications that **the SPONSOR** commands in regard to their logo and company title. Depending on the space provided along with other brands and logos, the logo will be subject to size alteration maintaining the same scale.

**The SPONSOR**, with previous consent from **the ORGANIZER**, is entitled to announce and publish their participation in **the PROJECT** by their own means.

#### IV. ORGANIZATION AND DEVELOPMENT OF THE PROJECT:

**The ORGANIZER** will organize **the PROJECT** by its own means, and has exclusive responsibility of the same. **The ORGANIZER** will devote to **the PROJECT** all human and/or material resources that are necessary for fulfilling objectives, and will meet all expenses and costs incurred for the same.

#### V. COPYRIGHT OF THE SPONSOR:

None of the statements of this present contract surrenders any transmission of copyright or intellectual ownership of **the SPONSOR**.

#### VI. DURATION:

The present contract will come into effect on the day of its signature and will maintain its validity until 11 October, 2017, the same date as **the PROJECT** is due to be concluded, as is expressed in declaration of this contract. Nevertheless, if for any reason **the PROJECT** has not concluded on that date, this contract will maintain its validity until the end of all official acts of **the PROJECT**.

#### FOR SPONSOR

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date:

Place: \_\_\_\_\_

#### FOR ORGANIZER

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date:

Place: \_\_\_\_\_

I PLEASE SEND THIS FORM BY POST OR BY EMAIL TO



**ME-SPEC Organizer**

**Middle East Energy Events FZ-LLC**

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