

# GAMESTART 2019

# SINGAPORE

Organised by: Eliphant Pte Ltd

*The exhibitor name provided below will be used for exhibitor listing, official website, media channels, printing of show guides, etc.*

## EXHIBITOR NAME

## COMPANY NAME (if different from above)

## CONTACT DETAILS

Name:	<input type="text"/>	Title:	<input type="text"/>
Email:	<input type="text"/>	Mobile:	<input type="text"/>
Official Website:	<input type="text"/>	Tel:	<input type="text"/>

## BILLING ADDRESS

  

Please prepare to send the following to the GameStart team for marketing purposes:

- High-res logo in PNG & AI/ PSD format (colour and grayscale)
- Company profile (70 - 100 words)

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## DISCOUNTS, TAXES & SPONSORSHIP

To enjoy Early Bird rate, bookings must be confirmed and fully paid by 30 June 2019.

Prices are for 2 days exhibition

Prices are subject to Singapore GST tax of 7%

For sponsorship packages and opportunities, email us at [contact@eliphant.co](mailto:contact@eliphant.co)

**TYPE OF BOOTH** *(Tick & indicate quantity required where applicable. Prices stated below are in USD)*

### GAMESTART

### GAMESTART TABLETOP

#### Raw Space *(Per 3m x 3m booth, min 2 booths)*

- Standard Price: USD 2,400/booth
- Early Bird Price: USD 2,000/booth

Entitlements:

- 8 Exhibitor passes
- 6 One Day Tickets
- 1 Social Media Post

[No of booth(s): \_\_\_\_ ]

#### TableTop *(Shell Scheme 3m x 2m)*

- Standard Price: USD 2,350
- Early Bird Price: USD 2,100

Entitlements:

- 4 Exhibitor passes
- 4 One Day Tickets
- 1 Lockable cabinet
- 2 Chairs
- 1 13amp Powerpoint
- Fascia Name
- 1 Display Gallery Shelf

[No of booth(s): \_\_\_\_ ]

#### Shell Scheme *(3m x 3m)*

- Standard Price: USD 2,700
- Early Bird Price: USD 2,300

Entitlements:

- 4 Exhibitor passes
- 4 One Day Tickets
- 1 Lockable cabinet
- 2 Chairs
- 1 13amp Powerpoint

#### TableTop *(Indie Table)*

- Standard Price: USD 300

Entitlements:

- 3 Exhibitor passes
- 2 One Day Tickets
- 1 Table (1200mm x 600mm Table)
- 4 Chairs

# GAMESTART 2019

## SINGAPORE

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<ul style="list-style-type: none"> <li>● Fascia Name</li> <li>● Carpet</li> </ul> <p>[No of booth(s): ____ ]</p>	<p>[No of booth(s): ____ ]</p>
<input type="radio"/> <b>Founders Base (2mx2m)</b> <ul style="list-style-type: none"> <li>● Standard Price: USD 500</li> <li>● Early Bird Price: USD 400</li> </ul> <p>Entitlements:</p> <ul style="list-style-type: none"> <li>● <b>3</b> Exhibitor passes</li> <li>● <b>2</b> One Day Tickets</li> <li>● <b>One</b> Lockable cabinet</li> <li>● <b>Two</b> Chairs</li> <li>● <b>One</b> Powerpoint</li> <li>● Fascia Name</li> <li>● Carpet</li> </ul> <p>[No of booth(s): ____ ]</p>	<input type="radio"/> <b>TableTop (Proxy Table)</b> <ul style="list-style-type: none"> <li>● Standard Price: USD 1,050</li> <li>● Early Bird Price: USD 850</li> </ul> <p>Entitlements:</p> <ul style="list-style-type: none"> <li>● <b>2</b> Exhibitor passes</li> <li>● <b>One</b> Table (1200mm x 600mm Table)</li> <li>● <b>Four</b> Chairs</li> <li>● <b>One</b> staff provided by GameStart to help run demos</li> </ul> <p>[No of booth(s): ____ ]</p>

### SINGAPORE

**PASSES & TICKETS** (Tick & indicate quantity required where applicable. Prices stated below are in USD)

<input type="radio"/> <b>Extra Exhibitor Pass</b> <ul style="list-style-type: none"> <li>● Pre-Event Price: USD 15</li> <li>● On-site Price: USD 18/ SGD 25</li> </ul> <p>[Qty ____ ]</p>	<input type="radio"/> <b>One Day Tickets</b> <ul style="list-style-type: none"> <li>● Exhibitor Price: USD 6/ SGD 8 each</li> <li>● Maximum 100 tickets per exhibitor</li> </ul> <p>[Qty ____ ]</p>
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**ADVERTISING & PRODUCT PLACEMENT** (Tick & indicate quantity required where applicable. Prices stated below are in USD)

<input type="radio"/> <b>Advertorial on GameStart Asia news site</b> <ul style="list-style-type: none"> <li>● Standard Price: USD 500 per article</li> <li>● Exhibitor Price: USD 300 per article</li> </ul>	<input type="radio"/> <b>Brochure Placement in Goodie bag</b> <ul style="list-style-type: none"> <li>● 800 pcs</li> <li>● Does not include design and printing</li> <li>● Material subject to management approval</li> </ul> <ul style="list-style-type: none"> <li>● Standard Price: USD 50</li> </ul>
<input type="radio"/> <b>Ad in event programme brochure</b> (A6 Portrait/A7 Landscape)	<input type="radio"/> <b>Boosted promo post on GameStart Asia Facebook page</b> (Image dimensions: 1,200px x 675px)

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- Standard Price: USD 500

- Standard Price: USD 400
- Exhibitor Price: USD 300

## ○ Display Gallery (Singapore)

- Standard USD 130
- Early Bird USD 100

[No of galleries \_\_\_\_]

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## TERMS OF AGREEMENT

### 1. INTELLECTUAL PROPERTY.

- 1.1. **Exhibitor License.** During the Term, subject to the terms and conditions of this Agreement, Exhibitor hereby grants Company a royalty-free, non-exclusive, non-transferable, non-sublicensable, revocable, worldwide license to use and display the any trademark, service mark, trade dress, trade name, or logo (“Exhibitor Marks”) specified for use by Exhibitor. All materials bearing any Exhibitor Mark will be subject to Exhibitor’s prior approval prior to its use. Company shall not use any Exhibitor branded materials, including any Exhibitor Mark, in a way that reflects negatively on Exhibitor. Without limiting the foregoing, all use by Company of the Exhibitor Marks shall be in accordance with Exhibitor’s usage guidelines which have been delivered or made available to Company prior to the date of such use. Exhibitor may provide in writing an updated version of its usage guidelines and Company shall make commercially reasonable efforts to alter, modify, change or remove any Exhibitor Marks being used by Company in accordance with such request as soon as reasonably practical. Nothing contained in this Agreement gives Company any right, title or interest in the Exhibitor Marks or goodwill therein and thereto, except as expressly provided in this Section. Company also agrees that Company will not register any marks or names that contain, are confusingly similar to or are comprised of Exhibitor’s Marks, and that any such registration obtained by Company shall be transferred to Exhibitor upon demand. For avoidance of doubt, nothing in this Section shall be construed to limit any rights with respect to Exhibitor’s Marks that Company would have as a member of the general public.
- 1.2. **Exhibitor Materials.** Exhibitor shall promptly supply to Company all trademarks, service marks, logos, and design elements, including any images, photographs, illustrations, graphics, audio clips, video clips, text or content which are necessary for Company to use in performance of Company’s obligations under this Agreement (collectively “Exhibitor Materials”). Exhibitor shall deliver to Company the Exhibitor Materials in format specified by Company (e.g., .txt, .gif).
- 1.3. **Ownership by Exhibitor.** All Exhibitor Marks and Exhibitor Materials shall remain the property of Exhibitor. All right, title and interest in and to the Exhibitor Marks and Exhibitor Materials shall remain with Exhibitor.

### 2. REPRESENTATIONS AND WARRANTIES.

- 2.1. **Mutual Representations and Warranties.** Each party represents and warrants that: (i) it is a corporation duly organized, validly existing and in good standing under the laws of the state of its incorporation; (ii) it has the requisite power and authority to enter into this Agreement and to perform fully its obligations hereunder; (iii) it is not and will not be under any contractual or other legal obligation which will in any way interfere with its full, prompt and complete performance hereunder; and (iv) it conducts and will conduct its affairs in compliance with all applicable international, federal, state, and local laws, rules and regulations.
- 2.2. **Representations and Warranties of Exhibitor.** Exhibitor further represents and warrants that: (i) neither the Exhibitor Marks nor the Exhibitor Materials will violate or infringe the intellectual

# GAMESTART 2019

# SINGAPORE

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property rights of any third party; and (ii) there are no lawsuits or proceedings pending in any forum or any claims asserted against Exhibitor which could reasonably be expected to have a material adverse impact on the Event.

2.3. **No Other Representations or Warranties.** THE LIMITED WARRANTIES SET FORTH IN SECTION 3 ARE EXCLUSIVE AND IN LIEU OF ALL OTHER WARRANTIES BY EITHER PARTY HERETO. NEITHER PARTY MAKES, AND HEREBY DISCLAIMS, ANY AND ALL OTHER STATUTORY, EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND ANY WARRANTIES ARISING FROM A COURSE OF DEALING, USAGE OR TRADE PRACTICE.

#### **LIMITATION OF LIABILITY.**

IN NO EVENT WILL EITHER PARTY BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, OR CONSEQUENTIAL DAMAGES OR LOST PROFITS ARISING OUT OF THE PERFORMANCE OF ITS OBLIGATIONS OR ANY PRODUCTS PROVIDED UNDER THIS AGREEMENT, EVEN IF THE PARTIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

#### **AGREEMENT**

I agree to exhibit at GameStart 2019 subject to the terms in this application agreement.

**Applicant:**

\_\_\_\_\_  
Signature & Date

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

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

Title: \_\_\_\_\_