

## INTRADE 2014

### EXHIBITION SPACE APPLICATION & CONTRACT FORM

#### A. EXHIBITOR DETAILS

Company Name (In Full) \_\_\_\_\_

Co. Reg. No. \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

State \_\_\_\_\_ Country \_\_\_\_\_

Tel # \_\_\_\_\_ Fax # \_\_\_\_\_

Website \_\_\_\_\_

#### Contact Person For The Event

Salutation ☐ Mr ☐ Mrs ☐ Ms

☐ Others : \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Mobile # \_\_\_\_\_

Email \_\_\_\_\_

#### Please select if relevant

- ☐ Small & Medium Enterprise\*  
☐ Bumiputera Entrepreneur\*  
☐ Women Entrepreneur\* ☐ Youth Entrepreneur\*  
☐ Association ☐ Government Body

#### Please select relevant categories

- ☐ #1. Fashion, apparels & textiles  
☐ #2. Fashion accessories, jewellery & footwear  
☐ #3. Cosmetics, toiletries, health & wellness  
☐ #4. Gifts, souvenirs, stationery & toys  
☐ #5. Home products & services  
☐ #6. Lifestyle electricals & electronics  
☐ #7. Interiors, furnishings & fittings

#### WE ACCEPT

WE HEREBY APPLY FOR EXHIBITION BOOTH SPACE AT INTRADE 2014. WE UNDERSTAND THAT UPON ACCEPTANCE, THIS APPLICATION BECOMES A LEGALLY BINDING CONTRACT UNDER THE TERMS & CONDITIONS CONTAINED OVERLEAF WHICH WE HAVE READ, UNDERSTOOD AND ACCEPT. WE AGREE TO FULLY COMPLY WITH SAID TERMS & CONDITIONS WITHOUT RESERVATION OR RESTRICTION, AND WE RELINQUISH ANY CLAIMS AGAINST THE EVENT MANAGER. WE UNDERSTAND THAT EXHIBITION BOOTH SPACE SHALL BE ASSIGNED ACCORDING TO CATEGORY, AND THE ORDER IN WHICH APPLICATIONS ARE RECEIVED, AND WE ACCEPT THE BOOTH ASSIGNED, AND SHALL ACCEPT ANY REASSIGNMENT IF DEEMED NECESSARY BY THE EVENT MANAGER TO CREATE A MORE EFFECTIVE EXHIBITION. IN MAKING THIS APPLICATION, WE AGREE TO EXHIBIT AND COMPLY WITH THE RULES & REGULATIONS IN THE EXHIBITOR MANUAL AND ANY OTHER SUBSEQUENT CIRCULARS FROM THE EVENT MANAGER, WHICH I UNDERSTAND FORMS PART OF THIS CONTRACT.

#### EXHIBITOR'S CONFIRMATION

Date :

Company Name:

Signatory :

Designation :

Signature & Company Stamp :

#### B. EXHIBITION SPACE REQUIREMENT

##### ☐ EARLY BIRD PACKAGE (before 30. June. 2014)

| # of Booths              | Type         | Rates / booth | Amount |
|--------------------------|--------------|---------------|--------|
| <input type="checkbox"/> | Bare Space   | RM4,000       |        |
| <input type="checkbox"/> | Shell Scheme | RM4,000       |        |

##### ☐ MATRADE Member (before 31. Aug. 2014)

| # of Booths              | Type         | Rates / booth | Amount |
|--------------------------|--------------|---------------|--------|
| <input type="checkbox"/> | Bare Space   | RM4,800       |        |
| <input type="checkbox"/> | Shell Scheme | RM4,800       |        |

##### ☐ Non-Member (before 31. Aug. 2014)

| # of Booths              | Type         | Rates / booth | Amount |
|--------------------------|--------------|---------------|--------|
| <input type="checkbox"/> | Bare Space   | RM7,000       |        |
| <input type="checkbox"/> | Shell Scheme | RM8,000       |        |

##### ☐ Late Sign-Ups\* (after 31. Aug. 2014)

| # of Booths              | Type         | Rates / booth | Amount |
|--------------------------|--------------|---------------|--------|
| <input type="checkbox"/> | Bare Space   | RM8,400       |        |
| <input type="checkbox"/> | Shell Scheme | RM9,600       |        |

\*Late sign-ups are strictly subject to booth availability

#### IMPORTANT NOTICE

- Booths will be assigned according to product category, strictly on a first-come-first-served basis.
- Exhibition hours are from 10am to 6pm daily. A penalty of RM1,000 will be imposed on exhibitors who move out or leave booths unmanned during exhibition opening hours.

#### C. PAYMENT DETAILS

- ☐ 50% Deposit, payable immediately \_\_\_\_\_  
☐ 50% Balance, payable before 15-Sept 2014 \_\_\_\_\_

☐ By Cheque. All cheques made payable to :

**QUBE INTEGRATED MALAYSIA SDN BHD**

☐ Direct Remittance. Banking details :

**QUBE INTEGRATED MALAYSIA SDN BHD**

Bank : MALAYAN BANKING BERHAD

Account # : 5143-9231-0009

Address : 7&8 Jalan Tanjung SD 13/1, Bandar Sri Damansara  
 52200 Kuala Lumpur, Malaysia

#### Definitions:

- \* **Bumiputera Entrepreneur** :- Bumiputera-owned company with majority or at least 51% of equity of the company is owned by Bumiputera.  
 \* **Women Entrepreneur** :- Women-owned company with majority or at least 51% of equity of the company is owned by women.  
 \* **Youth Entrepreneur** :- Malaysian youth between 18 to 40 years of age and owning a business.  
 \* **Small & Medium Enterprise** :- Fulfill any of the following criteria in (i) or (ii).  
 (i) Manufacturing: Sales turnover not exceeding RM50 million or full-time employees not exceeding 200 workers  
 (ii) Services and other sectors: Sales turnover not exceeding RM20 million or full-time employees not exceeding 75 workers

#### FOR OFFICIAL USE ONLY

Date :

Ref :

Authorized Signatory :

Remarks :

## **D. TERMS & CONDITIONS OF PARTICIPATION**

### **TERMS OF REFERENCE**

UNDER THESE RULES & REGULATIONS THE TERM "EXHIBITOR" SHALL INCLUDE ALL EMPLOYEES, SERVANTS, AND AGENTS OF ANY COMPANY, PARTNERSHIP, ORGANIZATION OR INDIVIDUAL TO WHOM EXHIBITION SPACE HAS BEEN ALLOCATED. THE TERM "EXHIBITION" SHALL MEAN THE EXHIBITION REFERRED TO ON THE APPLICATION AND CONTRACT FORM. THE TERM "EVENT MANAGER" SHALL MEAN QUBE INTEGRATED (M) SDN BHD. THE TERM "CONTRACT" MEANS THE APPLICATION AND CONTRACT FOR EXHIBITION SPACE AT THE EXHIBITION ENTERED INTO BETWEEN THE EVENT MANAGER AND THE EXHIBITOR WHICH INCORPORATES THE RULES & REGULATIONS.

### **APPLICATION FOR PARTICIPATION**

ALL APPLICATIONS FOR EXHIBITION SPACE SHALL BE MADE ON THE PRESCRIBED APPLICATION AND CONTRACT FORM OVERLEAF, WHICH SHALL BE COMPLETED AND RETURNED TO THE EVENT MANAGER OR THEIR AUTHORIZED REPRESENTATIVES. ALL SAID APPLICATION SUBMISSIONS SHALL BE DEEMED CONFIRMATION OF THE EXHIBITOR PARTICIPATION AND ACCEPTANCE OF THE TERMS OF CONTRACT. UPON ACCEPTANCE, THESE APPLICATIONS SHALL BECOME A LEGALLY BINDING CONTRACT UNDER THE TERMS AND CONDITIONS SET FORTH HERE.

### **EXHIBITOR COVENANT**

THE EXHIBITOR ACCEPTS AND AGREES TO ABIDE BY ALL RULES & REGULATIONS ADOPTED BY THE EVENT MANAGER, AND ANY LAWS, BY-LAWS AND RULES & REGULATIONS AS SET FORTH BY ANY RELEVANT AUTHORITY. THE EXHIBITOR FURTHER AGREES THAT THE ORGANIZER SHALL HAVE THE FINAL DECISION IN ADOPTING ANY RULE OR REGULATION DEEMED NECESSARY PRIOR TO, DURING AND AFTER THE EXHIBITION.

### **ALLOCATION OF EXHIBITION SPACE**

THE EVENT MANAGER SHALL ALLOCATE EXHIBITION SPACE ACCORDING TO THE NATURE OF THE EXHIBITS OR IN ANY MANNER THEY MAY DEEM FIT. THE EVENT MANAGER RESERVES THE RIGHT TO RELOCATE ANY BOOTHS AT ANY TIME SHOULD EXCEPTIONAL CIRCUMSTANCES WARRANT IT AND MODIFY THE FLOOR PLAN AS THEY MAY DEEM FIT. SUCH RELOCATIONS AND MODIFICATIONS SHALL BE AT THE DISCRETION OF THE EVENT MANAGER AND THE EXHIBITOR SHALL HAVE NO CLAIM FOR COMPENSATION AS A RESULT OF SUCH CHANGES.

### **ASSIGNMENT AND SUBLETTING**

THE EXHIBITOR SHALL NOT ASSIGN ANY RIGHTS UNDER THIS APPLICATION, SUBLET THE EXHIBITION SPACE NOR ADVERTISE OR DISPLAY GOODS OTHER THAN THOSE MANUFACTURED OR SOLD BY THEM IN THE REGULAR COURSE OF THEIR BUSINESS WITHOUT THE PRIOR WRITTEN CONSENT OF THE EVENT MANAGER WHICH CONSENT MAY BE WITHHELD WITHOUT GIVING ANY REASON. ANY INFRINGEMENT MAY, AT THE EVENT MANAGER'S DISCRETION, RESULT IN THE PROMPT REMOVAL OF THE OFFENDING PERSON(S) AND/OR GOODS.

### **TERMS OF PAYMENT**

50% DEPOSIT DUE FOR PAYMENT UPON SUBMISSION OF THIS DOCUMENT.  
50% BALANCE DUE ACCORDING TO STIPULATED PAYMENT SCHEDULE.  
IN ADDITION TO THE BOOTH SPACE CHARGES, A REFUNDABLE DEPOSIT MAY BE CHARGEABLE FOR EACH APPLICATION WHICH, IF NOT UTILIZED DURING THE EVENT, WILL BE REFUNDED WITHIN 30 DAYS AFTER THE CLOSE OF THE EVENT.

NON PAYMENT OF ANY PART OF THE CONTRACT MAY, AT THE DISCRETION OF THE EVENT MANAGER, RESULT IN:-

- A. IMMEDIATE TERMINATION OF THE CONTRACT
- B. EXHIBITOR NOT ENTITLED TO ANY REFUND
- C. EXHIBITOR AND THEIR CONTRACTORS NOT PERMITTED ON-SITE UNTIL THE ACCOUNT HAS BEEN SETTLED IN FULL
- D. EVENT MANAGER UTILIZING THE EXHIBITION SPACE FOR PURPOSES THEY DEEM FIT

### **CANCELLATION TERMS**

NOTICE OF CANCELLATION OF SPACE, INCLUDING SPACE REDUCTION, SHALL BE MADE BY THE EXHIBITOR IN WRITING AND ITS CONFIRMATION SHALL BE SUBJECT TO THE DISCRETION OF THE EVENT MANAGER, SUBJECT TO THE PAYMENT OF CANCELLATION FEES BY THE EXHIBITOR TO THE EVENT MANAGER AS CONSIDERATION FOR RELEASE FROM THE CONTRACT AS FOLLOWS :

|                                  |                         |
|----------------------------------|-------------------------|
| BEFORE 31-MARCH 2014             | FULL REFUND             |
| BETWEEN 01-APRIL & 31-MAY 2014   | 30% OF CONTRACT AMOUNT  |
| BETWEEN 01-JUNE & 31-AUGUST 2014 | 50% OF CONTRACT AMOUNT  |
| AFTER 31-AUGUST 2014             | 100% OF CONTRACT AMOUNT |

### **SUPPLEMENTARY CLAUSES**

WHENEVER NECESSARY, THE EVENT MANAGER SHALL ISSUE SUPPLEMENTARY REGULATIONS IN ADDITION TO THE TERMS AND CONDITIONS OF CONTRACT TO ENSURE THE SMOOTH MANAGEMENT OF THE EXHIBITION. ANY ADDITIONAL WRITTEN REGULATIONS SHALL FORM PART OF THE CONTRACT AND SHALL BE BINDING ON THE EXHIBITORS.

### **RIGHT OF REFUSAL**

THE EVENT MANAGER RESERVES THE RIGHT TO REFUSE ANY APPLICATION.

### **EXHIBITOR'S CONFIRMATION**

Date :

Company Name:

Signatory :

Designation :

Signature & Company Stamp :

## INTRADE 2014 EXHIBITION SPACE APPLICATION & CONTRACT FORM

### E. PRODUCTS & SERVICES CATEGORY

Please select the categories which your exhibits fall within. You may select more than one.

#### #1. FASHION, APPAREL & TEXTILES

- |   |                                    |  |                                   |
|---|------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> ladies'                    | <input type="checkbox"/> men's     | <input type="checkbox"/> children's                    | <input type="checkbox"/> baby's   |
| <input type="checkbox"/> unisex                     | <input type="checkbox"/> nightwear | <input type="checkbox"/> sportswear                    | <input type="checkbox"/> batik    |
| <input type="checkbox"/> t-shirts & singlets        |                                    | <input type="checkbox"/> lingerie                      |                                   |
| <input type="checkbox"/> knitted apparel            |                                    | <input type="checkbox"/> men's undergarments           |                                   |
| <input type="checkbox"/> apparel accessories        |                                    | <input type="checkbox"/> cotton products               |                                   |
| <input type="checkbox"/> yarns & thread             |                                    | <input type="checkbox"/> fabrics                       | <input type="checkbox"/> uniforms |
| <input type="checkbox"/> polyester fabrics          |                                    | <input type="checkbox"/> leather & synthetic materials |                                   |
| <input type="checkbox"/> elastic products & webbing |                                    | <input type="checkbox"/> others:-                      |                                   |

#### #2. FASHION ACCESSORIES, JEWELLERY & FOOTWEAR

- |  |                                |  |                                    |
|--|--------------------------------|--|------------------------------------|
| <input type="checkbox"/> caps & hats                                   | <input type="checkbox"/> belts | <input type="checkbox"/> neckties                    | <input type="checkbox"/> umbrellas |
| <input type="checkbox"/> handbags, wallets, luggage & briefcases       |                                |  |                                    |
| <input type="checkbox"/> scarves, shawls, handkerchiefs & muslim hijab |                                |  |                                    |
| <input type="checkbox"/> hosiery & socks                               |                                | <input type="checkbox"/> sunglasses & optical frames |                                    |
| <input type="checkbox"/> fashion jewellery                             |                                | <input type="checkbox"/> gold & silver jewellery     |                                    |
| <input type="checkbox"/> jewellery of other precious metals            |                                | <input type="checkbox"/> men's shoes                 |                                    |
| <input type="checkbox"/> ladies' shoes                                 |                                | <input type="checkbox"/> children's shoes            |                                    |
| <input type="checkbox"/> sports shoes                                  |                                | <input type="checkbox"/> sandals & slippers          |                                    |
| <input type="checkbox"/> customised shoes                              |                                | <input type="checkbox"/> safety & work shoes         |                                    |
| <input type="checkbox"/> footwear accessories & components             |                                |  |                                    |
| <input type="checkbox"/> casual footwear                               |                                | <input type="checkbox"/> others:-                    |                                    |

#### #3. COSMETICS, TOILETRIES, HEALTH & WELLNESS

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> cosmetics                             | <input type="checkbox"/> toiletries | <input type="checkbox"/> essential oil & perfume      |
| <input type="checkbox"/> healthcare products                   |                                     | <input type="checkbox"/> herbal, traditional products |
| <input type="checkbox"/> plants for therapeutic use            |                                     | <input type="checkbox"/> herbal, traditional services |
| <input type="checkbox"/> beauty & physical well-being services |                                     | <input type="checkbox"/> condoms                      |
| <input type="checkbox"/> others:-                              |                                     |   |

#### #4. GIFTS, SOUVENIRS, STATIONERY & TOYS

- |  |   |
|--|---|
| <input type="checkbox"/> pewterware                                  | <input type="checkbox"/> ceramic & porcelain articles |
| <input type="checkbox"/> glass & crystal                             | <input type="checkbox"/> wooden & rattan articles     |
| <input type="checkbox"/> plastic & acrylic articles                  | <input type="checkbox"/> clocks & watches             |
| <input type="checkbox"/> picture frames                              | <input type="checkbox"/> silverware                   |
| <input type="checkbox"/> works of art                                | <input type="checkbox"/> candles                      |
| <input type="checkbox"/> diaries & calendars                         | <input type="checkbox"/> artificial flowers           |
| <input type="checkbox"/> greeting cards                              | <input type="checkbox"/> office & school supplies     |
| <input type="checkbox"/> paper products                              | <input type="checkbox"/> photo albums                 |
| <input type="checkbox"/> pens/pencils/rulers/erasers/correction pens | <input type="checkbox"/> books/magazines              |
| <input type="checkbox"/> decorative packaging & containers           | <input type="checkbox"/> wheel toys                   |
| <input type="checkbox"/> electronic toys                             | <input type="checkbox"/> fitness equipment            |
| <input type="checkbox"/> dolls & stuffed toys                        | <input type="checkbox"/> camping equipment            |
| <input type="checkbox"/> playground equipment                        | <input type="checkbox"/> sporting goods               |
| <input type="checkbox"/> scale-model toys / puzzles                  | <input type="checkbox"/> balloons                     |
| <input type="checkbox"/> others:-                                    |   |

#### #5. HOME PRODUCTS & SERVICES

- |   |  |   |   |
|---|--|---|---|
| <input type="checkbox"/> kitchenware          | <input type="checkbox"/> tableware           | <input type="checkbox"/> towels               | <input type="checkbox"/> hangers        |
| <input type="checkbox"/> bedding & furnishing |  | <input type="checkbox"/> bathroom accessories |   |
| <input type="checkbox"/> baby products        |  | <input type="checkbox"/> curtains             | <input type="checkbox"/> linens         |
| <input type="checkbox"/> decorative items     |  | <input type="checkbox"/> gloves               | <input type="checkbox"/> first-aid kits |
| <input type="checkbox"/> detergents           | <input type="checkbox"/> disposable products |   | <input type="checkbox"/> pottery        |
| <input type="checkbox"/> garden accessories   | <input type="checkbox"/> water filters       |   | <input type="checkbox"/> air purifier   |
| <input type="checkbox"/> solar panels         | <input type="checkbox"/> landscape services  |   |   |
| <input type="checkbox"/> others:-             |  |   |   |

#### #6. LIFESTYLE ELECTRICALS & ELECTRONICS

- |  |   |
|--|---|
| <input type="checkbox"/> audio video equipment & accessories     | <input type="checkbox"/> multimedia                         |
| <input type="checkbox"/> household electrical appliances         | <input type="checkbox"/> camera                             |
| <input type="checkbox"/> security products                       | <input type="checkbox"/> personal computers                 |
| <input type="checkbox"/> printers                                | <input type="checkbox"/> computer peripherals & accessories |
| <input type="checkbox"/> telephone related devices & accessories |   |
| <input type="checkbox"/> telephones / mobile phone               | <input type="checkbox"/> air conditioner & refrigerator     |
| <input type="checkbox"/> others:-                                |   |

#### #7. INTERIORS, FURNISHINGS & FITTINGS

- |   |   |                                  |
|---|---|----------------------------------|
| <input type="checkbox"/> awnings & blinds   | <input type="checkbox"/> lightings                  | <input type="checkbox"/> tiles   |
| <input type="checkbox"/> architectural & decorative products                      |   | <input type="checkbox"/> carpets |
| <input type="checkbox"/> doors, windows, gates, fences, frames & related products |   |                                  |
| <input type="checkbox"/> sanitary fittings  | <input type="checkbox"/> kitchen furniture          |                                  |
| <input type="checkbox"/> outdoor furniture  | <input type="checkbox"/> wooden furniture           |                                  |
| <input type="checkbox"/> plastic furniture  | <input type="checkbox"/> rattan & cane furniture    |                                  |
| <input type="checkbox"/> metal furniture  | <input type="checkbox"/> office furniture           |                                  |
| <input type="checkbox"/> cabinets & racks   | <input type="checkbox"/> chairs & sofa              |                                  |
| <input type="checkbox"/> home furniture   | <input type="checkbox"/> dining furniture           |                                  |
| <input type="checkbox"/> children's furniture                                     | <input type="checkbox"/> bedroom furniture          |                                  |
| <input type="checkbox"/> living furniture   | <input type="checkbox"/> hospital furniture         |                                  |
| <input type="checkbox"/> industrial & commercial furniture                        |   |                                  |
| <input type="checkbox"/> knockdown/DIY furniture                                  | <input type="checkbox"/> wooden flooring & panels   |                                  |
| <input type="checkbox"/> interior design services                                 | <input type="checkbox"/> furniture parts/components |                                  |
| <input type="checkbox"/> others:-   |   |                                  |

#### EXHIBITOR'S CONFIRMATION

Date :

Company Name:

Signatory :

Designation :

Signature & Company Stamp :

## F. FACIT@INTRADE (Fashion, Art, Cosmetics, Interior, Textile) Participation Evaluation

### COMPULSORY TO BE COMPLETED FOR FACIT@INTRADE APPLICANTS

#### BRAND DETAILS

##### 1) Brand Name

(if any)

##### 2) Brand Positioning

- ☐ Bottom of the range   
 ☐ Middle of the range   
 ☐ Top of the range  
☐ Others (please specify) : \_\_\_\_\_

#### BUSINESS & PRODUCTION DETAILS

Please tick where applicable

##### 3) Where are your products made?

- ☐ In-house   
 ☐ Outsource. Please specify which country: \_\_\_\_\_

##### 4) Business Activity

- ☐ Agent   
 ☐ Distributor   
 ☐ Manufacturer  
☐ Retailer   
 ☐ Trader   
 ☐ Wholesaler  
☐ Others (please specify) : \_\_\_\_\_

##### 5) Are you already exporting?

- ☐ Yes. Countries exporting to: \_\_\_\_\_  
☐ No

##### 6) Which market do you wish to penetrate/develop?

Please specify: \_\_\_\_\_

##### 7) Are your products available in a store?

- ☐ Yes   
 ☐ No  
 Please specify:  
☐ own store   
 ☐ departmental store

##### 8) Contact Person

to indicate name of person in charge of export market

\_\_\_\_\_

##### 9) Manager & Sales Ma

to indicate name, if such designation exists in the organisation. If not, this information can be left out

\_\_\_\_\_

##### 10) PR Agency

complete this information if company has a PR agency in Malaysia or other parts of the world

\_\_\_\_\_

##### 11) Explain why participation at FACIT@INTRADE is important for your business

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

#### IMPORTANT NOTICE

- All applicants are required to submit lookbook / images of products or designs / product catalogue.

- Application will be evaluated and your company will be notified within 2 weeks upon receipt of complete documentation

#### LOOKBOOK/IMAGES/CATALOGUE

The lookbook/images/catalogue must be submitted in the hardcopy to address :

10-2, 10<sup>th</sup> Floor, West Wing, Menara MATRADE  
 Jalan Khidmat Usaha, Off Jalan Duta  
 50480 Kuala Lumpur

OR softcopy to :  
 intrade.lookbook@gmail.com

#### Note:

##### FACIT@INTRADE

FACIT@INTRADE is a segment within INTRADE which is a trade exhibition of the Malaysia Fashion Week.

#### Criteria for participation at FACIT@INTRADE

- (i) high-style quality products and services or unique products that create a differentiation
- (ii) Ability to supply on a commercial scale internationally.

#### EXHIBITOR'S CONFIRMATION

Date :  
 Name of Signatory :  
 Authorized Designation :  
 Signature & Company Stamp :

## INTRADE 2014 EXHIBITION SPACE APPLICATION & CONTRACT FORM

### G. SHOW DIRECTORY EXHIBITOR LISTING

#### Compulsory for all exhibitors

Each exhibiting company at INTRADE 2014 is entitled to a FREE insertion of 100 words in the Show Directory, which describes the exhibited products/services, to enable Trade Visitors to identify your products/services with ease. Exhibitors are encouraged to take full advantage of this service, but should not exceed the specified length. Excess text will be edited without further consultation.

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**State** \_\_\_\_\_

**Post Code** \_\_\_\_\_

**Country** \_\_\_\_\_

**Tel #** \_\_\_\_\_

**Fax #** \_\_\_\_\_

**Website** \_\_\_\_\_

#### Contact Person for trade enquiries (exports)

**Salutation**

☐

Mr

☐

Mrs

☐

Ms

☐

Others :

**Name** \_\_\_\_\_

**Designation** \_\_\_\_\_

**Mobile #** \_\_\_\_\_

**Email** \_\_\_\_\_

#### Nature of Business

☐

Agent

☐

Association

☐

Govt Body

☐

Manufacturer

☐

Media

☐

Retailer

☐

Trader

☐

Wholesaler

**Others:** \_\_\_\_\_

(please specify)

- All information provided must be accurate at time of submission.
- Text provided must be in English only.
- Any information received after specified deadline may be excluded from the INTRADE 2014 Show Directory.
- The Event Manager reserves the right to edit the information provided for grammar and typo errors.

**DEADLINE FOR SUBMISSION 31. Aug. 2014**

#### EXHIBITOR'S CONFIRMATION

Date :

Name of Signatory :

Authorized Designation :

Signature & Company Stamp :

**Detailed description of company and/or product/service to be exhibited\* (100 words only)**

Our person in charge of Exhibitor Publicity is :-

|                    |  |
|--------------------|--|
| <b>Name</b>        |  |
| <b>Designation</b> |  |
| <b>Mobile #</b>    |  |
| <b>Email</b>       |  |

## INTRADE 2014 EXHIBITION SPACE APPLICATION & CONTRACT FORM

### H. SHOW DIRECTORY ADVERTISING

The Show Directory is distributed to hosted buyers and VIPs, It is a source of reference and information for trade visitors, and is available for sale throughout show days. You are invited to advertise in the Show Directory to enhance the visibility of your participation.

### SPECIFICATIONS

Size: 148.5mm (W) x 210mm (H) – A5 size  
 Format: Softcopy in Illustrator (.ai) or PDF only  
 Bleed: 158.5mm (W) x 220mm (H)  
 Text Area: 128.5mm (W) x 195mm (H)  
 Resolution: High Resolution (min 300dpi)  
 Submission: 01-October 2014

### ADVERTISEMENT BOOKINGS

|                          |                             |         |
|--------------------------|-----------------------------|---------|
| <input type="checkbox"/> | Outside Back Cover (1 only) | RM5,000 |
| <input type="checkbox"/> | Inside Front Cover (1 only) | RM4,500 |
| <input type="checkbox"/> | Inside Back Cover (1 only)  | RM4,000 |
| <input type="checkbox"/> | Run-On-Page (ROP)           | RM3,500 |

- All advertisements are full page full colour
- Advertisement space is allocated strictly on first-come-first-served basis

**BOOKING DEADLINE 31. Aug. 2014**

### Payment for Advertisement

Full payment, payable before 15-Sept 2014

☐ By Cheque. All cheques made payable to :

**QUBE INTEGRATED MALAYSIA SDN BHD**

☐ Direct Remittance. Banking details :

**QUBE INTEGRATED MALAYSIA SDN BHD**

Bank : MALAYAN BANKING BERHAD

Account # : 5143-9231-0009

Address : 7&8 Jalan Tanjung SD 13/1,  
 Bandar Sri Damansara  
 52200 Kuala Lumpur, Malaysia

### EXHIBITOR'S CONFIRMATION

Date :

Company Name:

Signatory :

Designation :

Signature & Company Stamp :

### I. EXHIBITOR PUBLICITY

Please provide us with interesting and relevant information on your participation. The information provided will be used where possible for visitor promotions and/or dissemination to media.

### NEW PRODUCTS

Please list any new products you will be showcasing for the first time in Malaysia or in the region :-

|            | Brand Name | Product Name | Description |
|------------|------------|--------------|-------------|
| Product #1 |            |              |             |
| Product #2 |            |              |             |
| Product #3 |            |              |             |
| Product #4 |            |              |             |
| Product #5 |            |              |             |

Please attach separate sheet if space is insufficient

### PRODUCT LAUNCHING

Please list your product launching at INTRADE 2014, if any, for Inclusion in the list of activities.

|                     |             |
|---------------------|-------------|
| Product Name        |             |
| Brand Name          |             |
| Launch Date         | Launch Time |
| Launch Details      |             |
| Product Description |             |
| • usage             |             |
| • new features      |             |
| • benefits          |             |
| • competitive edge  |             |

Please attach separate sheet if space is insufficient

Our person in charge of Exhibitor Publicity is :-

|             |  |
|-------------|--|
| Name        |  |
| Designation |  |
| Mobile #    |  |
| Email       |  |