

# APPLICATION FORM

With filling out and sending this form we apply to the **DENTAL WORLD 2021** trade show

COMPANY NAME (BILLING): .....

COMPANY NAME ON THE EXHIBITION MAP: .....

COUNTRY: ..... ZIP CODE: ..... CITY: ..... ADDRESS: .....

CONTACT PERSON: ..... PHONE NUMBER: .....

TAX NUMBER: ..... E-MAIL: ..... WEB: .....

**Exhibitor's catalogue** (please provide us the following information): category (keywords, e.g.: implantology, aesthetics, laser, etc):

BRANDS: .....

NOTES: .....

<p><b>30%</b> early-bird discount from the rental fee until 28<sup>th</sup> February 2021</p>	<p><b>30%</b> discount until 28<sup>th</sup> February 2021</p>	<p><b>140 EUR</b></p>
	<p>List price</p>	<p>195 EUR</p>

**By 2021, Hungexpo will get a brand new look**



### 1. REGISTRATION FEE (due 8 days from application) 250 EUR

In order to submit a valid application the registration fee shall be paid in full. The registration fee includes the publishing of the exhibitors location and contact details in the exhibitions official newspaper, the Today (4 volumes), and in our website

### 2. REQUESTED EXHIBITION EMPTY AREA (Fill in the requested size of the exhibition area. **The price does NOT include the booth construction, walls, carpet, furniture, electricity and other additional equipment:**)

Discounted price: 140 EUR/m<sup>2</sup>  
Full price: 195 EUR/m<sup>2</sup>

The rental fee includes the rent of the requested exhibition area for the whole period of the exhibition (8-13 November 2021). Parking spots for the exhibitors next to the exhibition site. Free wifi access (1 Mbit/sec) Security service for the nights between 8-13 November 2021.

### 3. TYPE OF THE EMPTY BOOTH AREA

(mark the selected type in the square)

- A – row type booth (1 open side, minimum 6 sqm) no extra fee
- B – corner type booth (2 open sides, minimum 8 sqm) + 10% of the rental fee,
- C – head type booth (3 open sides, minimum 24 sqm) + 15% of the rental fee,
- D – island type booth (4 open sides, minimum 40 sqm) + 20% of the rental fee

Date: .....

.....  
Authorized signature (With stamp)

We accept only completely filled, signed and stamped applications!

Please send your application to the Organizer with postal service or e-mail.

**Event Organizer Hungary Ltd.** Postal address: 1012 Budapest, Kuny Domokos street 9. E-mail address: info@dentalworld.hu

### 4. REQUESTED STAND LOCATION

\*The available locations are filled in the order of registration.

Please choose a conference room which you prefer for your stand!

- Orthodontic district
- Implantology district
- Aesthetics district
- Endodontics district
- Premium area (Middle district - required minimum stand size is 25 sqm – **THE DISCOUNT IS 25% ONLY, 150 EUR/sqm**)

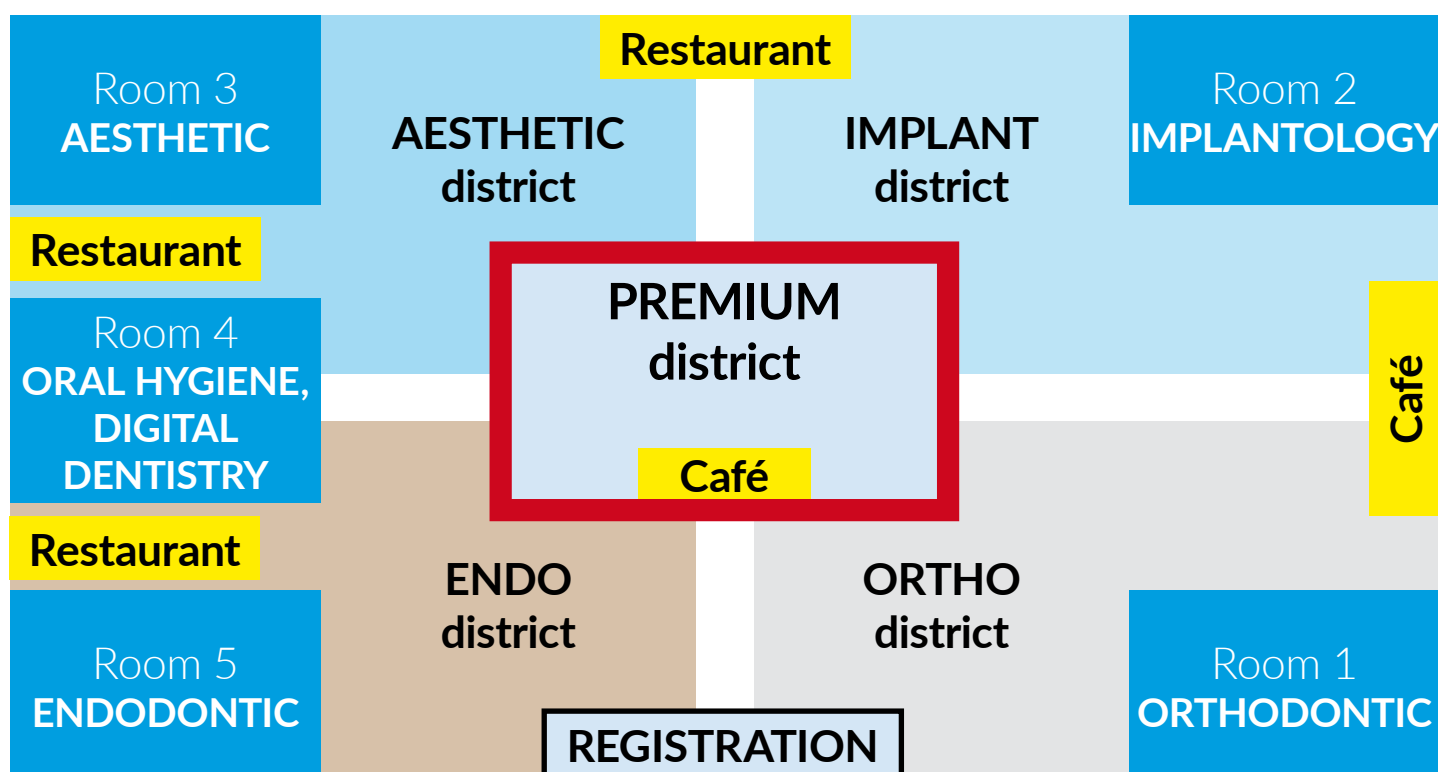
### 5. PAYMENT TERMS

By signing the Application Form the Applicant accepts the General Terms and Conditions (See the back-side of the Application Form for General Terms and Conditions), and **undertakes to pay the registration fee (250 EUR) within 8 days** of sending the Application Form to the Organizer, and undertakes to pay the rental fee under the following conditions.

**Payment schedule: 50% of the rental fee till 15 July 2021. 50% of the rental fee till 15 September 2021.**

### 5. BOOTH CONSTRUCTION, OTHER SERVICES

The fees of construction, power supply and all the separately ordered services shall be duly paid according to our official general contractor (Hungexpo Zrt.).



## ORDER FORM

COMPANY NAME (BILLING): .....

COMPANY NAME ON THE EXHIBITION MAP: .....

COUNTRY: ..... ZIP CODE: ..... CITY: ..... ADDRESS: .....

CONTACT PERSON: ..... PHONE NUMBER: .....

TAX NUMBER: ..... E-MAIL: ..... WEB: .....

## SPONSORSHIP\*

\*Further information regarding the sponsorship packages can be found in the General Conditions, paragraph VI.

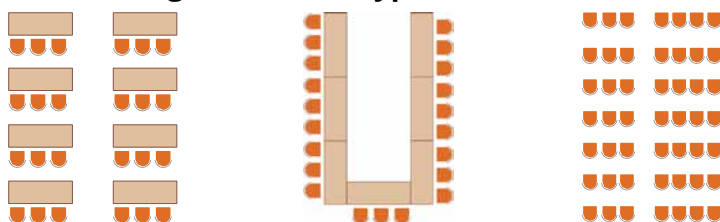
<b>GOLD+ (Gold pack) + 30 sec spot on the LED surfaces, congress room logo</b>	<b>2500 EUR</b>	<input type="radio"/>
<p>The logo of gold+ sponsor will appear before the event on the program booklets, e-journal online magazines, and on the website of Dental World. During the event the logos will appear on roll-ups, main entrance gates, citylights, billboards.</p>		
<b>GOLD (Silver pack) + Program booklet 1/1 page, LED surfaces, congress gates</b>	<b>1500 EUR</b>	<input type="radio"/>
<p>The logo of gold sponsor will appear before the event on the program booklets, e-journal online magazines, and on the website of Dental World. During the event the logos will appear on roll-ups, main entrance gates, citylights, billboards.</p>		
<b>SILVER (Bronze pack) + Program booklet 1/2 page, 1/2 page coupon booklet ad</b>	<b>750 EUR</b>	<input type="radio"/>
<p>The logo of silver sponsor will appear before the event on the program booklets, e-journal online magazines, and on the website of Dental World. During the event the logos will appear on roll-ups, main entrance gates, citylights, billboards.</p>		
<b>BRONZE</b>	<b>400 EUR</b>	<input type="radio"/>
<p>The logo of bronze sponsor will appear before the event on the program booklets, e-journal online magazines, and on the website of Dental World. During the event the logos will appear on roll-ups, main entrance gates, citylights, billboards.</p>		

## Workshoproom rental

For 1 hour (Thursday, Friday, Saturday)	<b>155 EUR</b>
For 2 hours (Thursday, Friday, Saturday)	<b>245 EUR</b>
For 1/2 day (Thursday, Friday, Saturday)	<b>310 EUR</b>
For 1 day (Thursday, Friday, Saturday)	<b>460 EUR</b>



The following three chair types are available:



School desk type

„U” shape

Theatre

The following equipment is provided:

The selected chair type, a desk for the speaker.  
 Visual technic: LED TV, 220 V socket  
 (TV screen sizes: 50, 60, 65 or 85 inch LED TV, depends on the room size).  
 Further equipment can be rented if necessary.

To rent a workshop room, please fill out the followings:

Date: ..... Time period: ..... Chair type: ..... Other notes: .....

# MEDIAPACKS – 35-40-45-50% discount!

Free surfaces	STANDARD PACK	SMART PACK	OPTIMAL PACK	PREMIUM PACK
Live Surgery	✓	✓	✓	✓
Speaker's Corner	✓	✓	✓	✓
Live Demo	✓	✓	✓	✓
Advertising surfaces				
Plasma TV, LedWall	Logo appearance	30 sec spot	2x30 sec spot	4x30 sec spot
Roll-up outplacement	-	1 pc	2 pc	3 pc
Publications				
Program booklet (A4)	1/4 page	1/2 page	1/2 page	1/1 page
Coupon booklet (A5)	1/2 page	1/2 page	1/2 page	1/1 page
Today magazine (A3)	1/4 page, PR article	1/3 page, PR article	1/2 page, PR article	A4 page, PR article
Online surfaces				
Banner advertisement	-	1 section	2 section	3 section
Dental World e-Journal (A4)	1 pc	2 pc	3 pc	5 pc
Exhibitor catalogue	✓	✓	✓	✓
Today online article and advertisement	✓	✓	✓	✓
Price of the pack	970 560 EUR	1800 990 EUR	2800 1490 EUR	4300 1990 EUR

Please mark with **X** the selected media pack



## INDIVIDUAL ADVERTISEMENTS

Please select which advertisements you wish to order from the attached media kit:

Publication/surface: ..... advertisement size: .....

Publication/surface: ..... advertisement size: .....

Publication/surface: ..... advertisement size: .....

Publication/surface: ..... advertisement size: .....

Publication/surface: ..... advertisement size: .....

Publication/surface: ..... advertisement size: .....

Publication/surface: ..... advertisement size: .....

Date: .....

.....  
Authorized signature with stamp



We accept only completely filled, signed and stamped applications!

Please send your application to the Organizer with postal service or e-mail.

**Event Organizer Hungary Ltd.** Postal address: 1012 Budapest, Kuny Domokos street 9. E-mail address: info@dentalworld.hu

## I. Acceptance of applications, stands, services

In order to submit the application successfully, the Applicant has to fill out the Application Form, sign all pages with an authorized signature, and send the Application Form back to the Organizer. By filling out the Application Form, the Applicant acknowledges to enter into an agreement with the Organizer, and thereby accepts the terms and conditions for participation and payment of fees. The application has binding effect until its acceptance or final rejection by the Organizer. Any condition or criteria stated on the application form by the Applicant shall be null and void, in which case the application is considered also null and void. The Organizer is only able to host such Applicants, whose offered products are consistent with the theme of the exhibition. The Organizer is entitled to reject any application without giving any reason to it. In no event shall Organizer be liable for any claims arising of the rejection of Applicant's application. The accepted applications are confirmed by the Organizer in writing, which confirmation concludes the contract with the Applicant. The Applicant is requested to send the original Application Form and the terms and conditions to Organizer by mail service. Failure to perform the request above does not affect the contract between the parties. Any reserved stand or exhibition area, which is not occupied by the Applicant at least one day before the exhibition, shall be open for re-sale by the Organizer, which does not affect the payment obligation of the Applicant, who is obligated to pay default penalty. Additionally, the Organizer shall in no event return the payment or pay compensation regarding the matter above. The allocation of the stands and exhibition areas between the Applicants is determined by the Organizer, considering the theme of the exhibition. **Any special wishes of any Applicant shall be considered by the Organizer, but shall not be considered as binding. The construction of the stands and the performance of any separately ordered services shall be performed by Hungexpo Vásár és Reklám Zrt., (registered seat: 10. Albertirsai út, Budapest, 1101 Hungary) (hereinafter referred to as: Hungexpo), to which a separate contract shall be concluded between the Applicant and Hungexpo. In no event shall Organizer be liable for services performed by Hungexpo.**

Unless mutually agreed otherwise by the parties, the Applicant shall only be entitled to services performed by the Organizer or Hungexpo, and the services agreed to in present contract or an other separate agreement between the parties. At the end of the exhibition, the Applicant shall leave the rented exhibition area, and shall compensate or repair (as chosen by Organizer) any damage caused by it, except for wear caused by proper use.

## II. Costs of participation – late payment

The Organizer shall send an invoice to the Applicant upon acceptance (confirmation) of the application. Regarding the payable fees of the exhibition area and the services performed by the Organizer, the invoices shall be sent according to the provisions set forth on the Application Form, and in the separate agreements on the services between the parties. The fee stated on the respective invoice shall be transferred before the exhibition on the due date, on the there stated bank account without any deductions. Regarding any other services ordered at the exhibition, the invoice shall be sent to the Applicant by Hungexpo or by the Organizer within 8 days after the exhibition. In no event shall the Applicant be entitled to set off any of his other claims against the payable amount to the Organizer stated on the respective invoices. After the confirmation of the acceptance is made, and so the contract is concluded between the parties, the Applicant's payment obligation remains still in force even in the case the Applicant's products for the exhibition wholly

or partially fail to arrive to the exhibition site. In case the Applicant fails to perform its payment obligations until due, Organizer is entitled to use the exhibition area of the Applicant for other purposes, without being obligated to grant an additional timeframe to perform the payment. Applicant is not entitled to raise any claims against the Organizer regarding the matter above. **The late payment of Applicant is considered as cancellation, and thus Applicant shall pay a default penalty to the Organizer as set out in Section V. The Applicant who fails to wholly perform its payment obligations regarding the exhibition, is not entitled to construct a stand or occupy its stand on the exhibition site.** In case of a late payment, interest shall be paid in accordance with the Sections 6:155.§ (1)-(2) of the Act V. of 2013. (hereinafter referred to as the Civil code/Ptk.), and Organizer is entitled to compensation also.

## III. Subcontractors

The Applicant is entitled to hire subcontractors to appear at the exhibition, by stating the full name, address/registered seat, and products of the subcontractor on the Application Form. The nomination of the subcontractor(s) shall be confirmed and approved by the Organizer, who is entitled to reject any subcontractor without giving any reason to it. The stands and the exhibition areas are considered as a whole, and thus made available in such a way to the Applicant. Applicant is liable for its subcontractor's actions as for its own actions, thus also for the damages caused by its subcontractor.

## IV. Insurance, Liability

The Applicant shall ensure the safety of its exhibited products against any harm, danger or damage. The Applicant (or its subcontractor/agent) is liable for the transport, damage, or theft of its movable property, regardless if it shall occur before, during, or after the exhibition. The Applicant shall use the exhibition area for one sole purpose (taking part in the event), and is not entitled to any other act or service in connection with the exhibition area. The Applicant is liable for any harm or damage that may have been sustained in consequence of Applicant's breach of the contractual terms. The Applicant is liable for all damages caused by it or its agent/employee and sustained by any third party, including damages caused in the building, equipment, or furnishing of the exhibition. All relevant provisions of the Organizer and Hungexpo regarding construction shall be complied with. Furthermore, the Organizer and/or Hungexpo may adopt and enforce medical provisions and oblige the Applicant/Participant to comply with. The Organizer shall be entitled to rescind from or terminate this present Agreement as well as prohibit the participation on the exhibition if the Applicant/Participant fail to comply with the medical and security regulations. In this case the complete fees (registration fees, stand territory fee and fee of other services) shall be considered as default penalty to be payable for the Organizer. The Applicant may not claim indemnification. In no event shall the Organizer be liable for any disadvantage sustained by the Applicant in relation of the compliance with these provisions. In no event shall the Organizer be liable for damages caused by force majeure. Force majeure shall mean all circumstances beyond the Parties' reasonable control which make the performance of this present Agreement impossible (including, without limitation fires, natural disaster, pandemia, especially Covid-19 pandemia, next wave, recurrence thereof, all restrictions arisen in connection with Covid-19 (especially but not limited to entry restrictions, quarantine), acts of terrorism etc.) In no event shall the Organizer be liable for damages sustained by the Applicant/ any participant of the event/its contractual partners, except for damages caused

by willful misconduct, or injury to life, physical well-being, or health caused by a breach of the contractual terms; the participation fee was determined by taking into account the provisions mentioned above. By sending the Application Form to the Organizer, the Applicant agrees to the Organizational and Operational Terms and Conditions of Hungexpo Budapest Vásárcsőpont, and is obligated to comply with all provisions therein. The provisions shall be made available to the Applicant by the Organizer, and are also available to access on the Organizer's website, [www.dentalworld.hu](http://www.dentalworld.hu).

Regarding any claims against the Organizer, such claims shall only be valid in case the Applicant presents it's claim during the exhibition in writing to the Organizer (at the latest on the last day of the exhibition), so a record can be taken and the matter can be investigated. **In case the provisions regarding the exhibition are severely violated, the Organizer is entitled to close the stand of the stand violating party. Severe violation includes (but is not limited to) illegal advertising and immoral behaviour in the stands.** Any and all claims by the Applicant against the Organizer shall lapse after 6 (six) months after closing of the exhibition.

#### V. Copyright

The Applicant is entitled to take photographs and record video footage of the exhibition, and make the above available on it's website and in it's publications, provided the persons in the photograph/video footage cannot be recognized. In case the Applicant takes photographs or records video footage of the exhibition, these shall not do any harm to the reputation of the Organizer or Hungexpo. The Applicant shall refrain from any act or omission that can cause a violation or breach of the commercial interests of the Organizer or of Hungexpo. By filling out and sending the Application Form to the Organizer, the Applicant agrees to grant the Organizer right to publish the exhibition, the photographs and video footage of the event without any restrictions as a reference in it's printed, electronic, and other publications. In the above mentioned reference material the person shall only appear in such a way so they can't be recognized.

#### VI. Cancellation

The Applicant is entitled to rescind/terminate the contract, cancel participation on the exhibition or reduce it's exhibition area only in writing, by paying default penalty to the Organizer and by the following conditions:

In case of a rescission, termination, cancellation, or a decrease of the exhibition area received by the Organizer up until the **31th March of 2021** shall give rise to a default penalty of the amount of 50% of the total exhibition area rental fee. Same rescission, termination, cancellation, or a decrease of the exhibition area received by the Organizer up until the **31th of May** shall give rise to a default penalty of the amount of **75%** of the total exhibition area rental fee, while same received after the date above shall give rise to a default penalty of the total (100%) of the exhibition area rental fee. In case of a rescission, termination, cancellation, or a decrease of the exhibition area the Organizer is entitled to keep the registration fee as a default penalty, thus the Applicant is not entitled to any refund of same fee. The Organizer shall be entitled to enforce payment for those of his damages exceeding the default penalty as well. In case the exhibition is organized in differing date or venue or in case of change of theme the Applicant is not entitled to claim refund of fees or indemnification.

The Organizer reserves the right to cancel the exhibition at any time. In this case the Applicant is not entitled to claim indemnification, nevertheless he is entitled to make a statement as follows: a) cancel

his participation intention, in this case the Organizer will refund the already paid amount within 8 days, or b) wishes to use the paid fees in connection with an other exhibition organized by the Organizer within 1 (one) year.

Shall the Organizer cancel the exhibition switch to on-line exhibition due to force majeure the Organizer shall not refund the fees and the Organizer shall be entitled for the complete fees (registration fee, stand territory fee), nevertheless the Applicant may use the paid fees in connection with an other exhibition organized by the Organizer within 1 (one) year or shall be entitled for marketing appearance (publication) at [dentalworld.hu](http://dentalworld.hu) website in the value of the fees paid by him. Shall the Organizer cancel the exhibition due to force major, 35% of the ordered sponsor packages fees will be invoiced, as some parts of the packages were already fulfilled by the organizer.

#### VII. Distribution of merchandise items and product samples

The distribution of printed forms, flyers, merchandise items is only allowed from the rented stands/the exhibition area. The distribution and free handing out of any material is forbidden at the exhibition site, the corridors, the whole Hungexpo area, and other Hungexpo buildings. **In case of an unauthorized distribution of the items above, the Organizer shall be entitled to a onefold default penalty of 2000 EUR and it's damages exceeding the default penalty, additionally, the Organizer shall be entitled to terminate the contract between the parties.** The goods and products of the Applicants shall not affect any third party rights (patent rights, rights to product samples, IP rights, trademarks or licenses), every Applicant is solely liable of any infringement of the rights listed above.

#### VIII. Place of performance – competent court-laws and regulations – taxes and levies

Since the venue of the exhibition, and the place of performance of every right and obligation in connection with the exhibition is Budapest, parties agree to the exclusive jurisdiction of the competent court of the Organizers registered seat. The legal relation between the parties shall be governed by the Hungarian laws. Any and all modifications and verbal agreements shall be made and shall only be valid in writing, and shall be annexed to the main agreement.

#### IX. Deconstruction of the booth on the last day of the exhibition

**Deconstruction of the booths cannot be started before the official closing time (5.00 pm) of the exhibition.** In case the exhibitor starts to deconstruct its stand before the official closing time, will be fined by HUF 200000 + VAT referring to the disruption of the exhibition. (The deconstruction will be documented with a time-coded photography)

**X. The Organizer reserves the right to amend this present Terms of Participation unilaterally. Any amendment thereof shall not affect the already concluded agreements, the Terms of Participation effective on the day of signature apply.**

Date: ..... Signature: .....

The applicant with its signature acknowledges that they read and accepted the generals terms and conditions.

organizer:

EVENT ORGANIZER HUNGARY KFT.

1012 Budapest, Kuny Domokos u. 9.

Phone: +36-30-472-0030, e-mail: [info@dentalworld.hu](mailto:info@dentalworld.hu)