



**SADA**

# DENTAL & ORAL HEALTH CONGRESS AND EXHIBITION

**30 AUG - 1 SEP 2024**

**SUN ARENA,  
TIME SQUARE PRETORIA**

SPONSORSHIP AND EXHIBITION

## PROSPECTUS



**#sadacongress24**



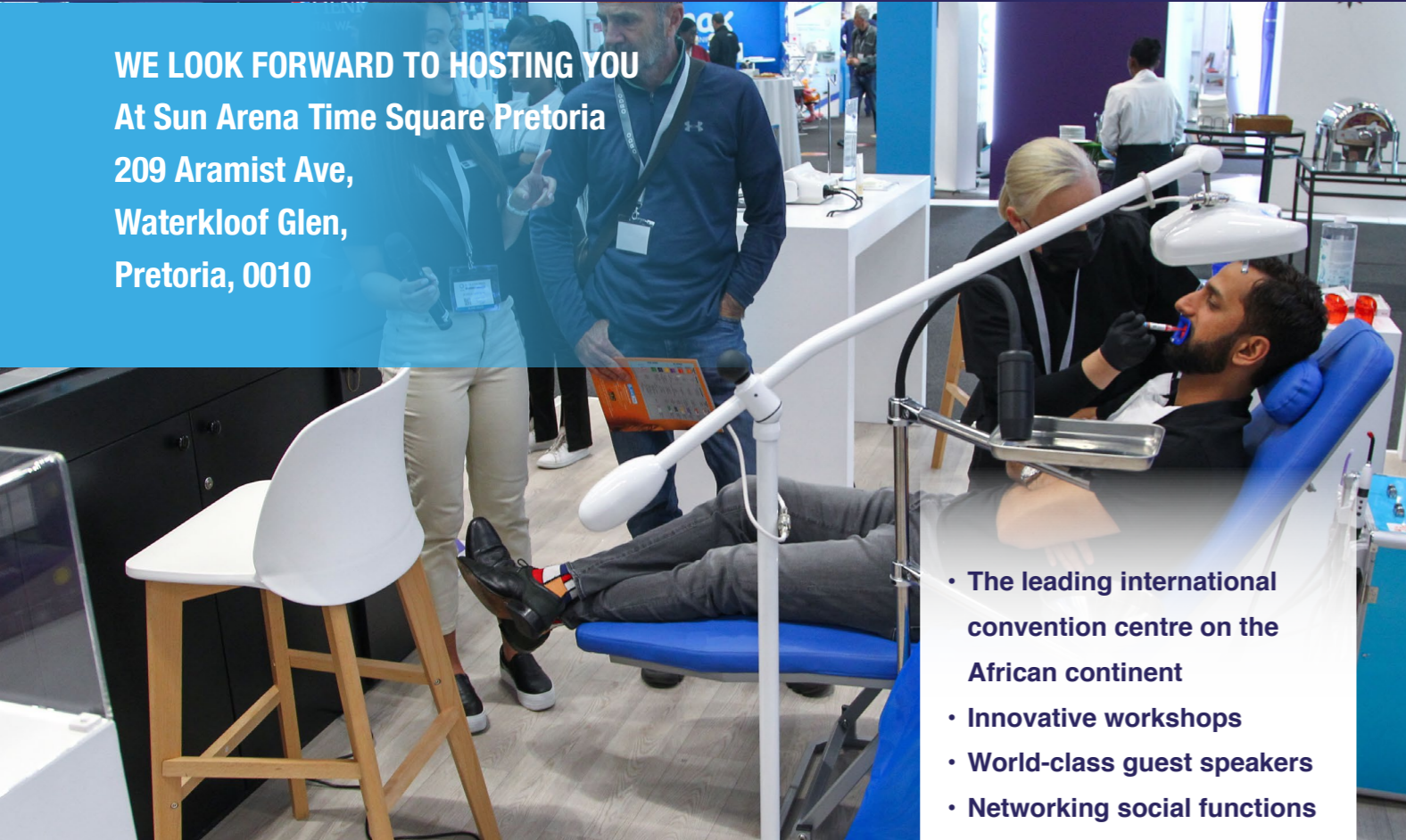
**Collaborating with:**

VDDI: Verband der Deutschen Dental-Industrie (Association of German Dental Manufacturers)



# The annual SADA Dental & Oral Health Congress and Exhibition will be held at the **SUN ARENA** from 30 August – 01 September 2024

**WE LOOK FORWARD TO HOSTING YOU**  
At Sun Arena Time Square Pretoria  
209 Aramist Ave,  
Waterkloof Glen,  
Pretoria, 0010



- The leading international convention centre on the African continent
- Innovative workshops
- World-class guest speakers
- Networking social functions

## Experience extraordinary

### Infinitely more than a world-class convention centre

The Sun Arena Time Square is committed to contributing to the Pretoria Town's vision of being Africa's business events destination. Sun Arena Time Square has built on the reputation as a truly inspirational event platform that sets the global standard for excellence in business practices, hospitality and event hosting, both locally and internationally.

Located in Menlyn Maine is the largest casino in Pretoria, the Sun Arena Time Square has overall interior dimensions of 83.7m in length (stage wall to the rear of upper-level seating) and 93.4m in width (left to right of upper-level seating), with 26m in height (arena floor to underside of the roof at an apex of the domed roof).

The Sun Arena Time Square offers a variety of convenient on-site facilities, such as ATMS, free Wi-Fi and a Business Centre offering several business services to ensure you always stay connected to your business or clients while attending or hosting an event. The business services include printing, photocopying, faxing and a courier service.

# Project Team

We thank you in advance for your consideration to support and participate in the country's top dental event on the dentistry industry's calendar, hosted by the South African Dental Association. Our sponsorship team will be happy to discuss your requirements and prepare a package to help maximise your company's presence.



### Marilize Janse van Rensburg

Events Manager

Cell: +27 83 339 8911

Email: [pr@sada.co.za](mailto:pr@sada.co.za)

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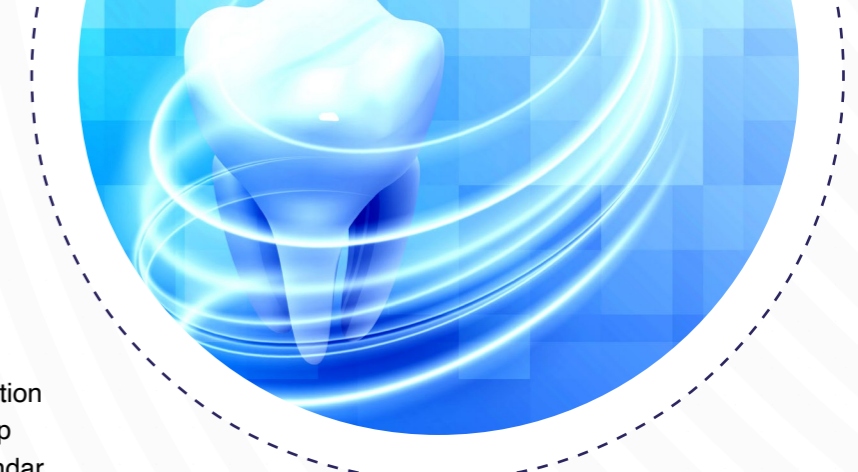
### Shirley Gainsford

Exhibition Manager

Cell: +27 82 653 9855

Email: [shirley@creativespace.co.za](mailto:shirley@creativespace.co.za)

#sadacongress24



CREATIVE  
SPACE  
MEDIA

### Creative Space Media

8 Sheldon Place,

5 Lone Close,

Lonehill Blvd,

Sandton

Tel: +27 11 467 3341

Email: [admin@creativespacemedia.co.za](mailto:admin@creativespacemedia.co.za)

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\*Note: The congress secretariat/PCO reserves the right to implement any changes to the floorplan/flow of event/the offering to ensure compliancy to health and safety requirements or for any other compliancy reasons.





# General Information

## Congress Objectives

To promote the learning of new ideas and techniques at all levels within the dental fraternity. A platform to help facilitate the creation and dissemination of knowledge through effective communication, community building, training and multidisciplinary meetings, offering opportunities for all oral health care role players in South Africa, and for you and your company to rekindle relationships with colleagues and friends.

# Exhibition Opportunities

There are many reasons for presenting your company, products and services at the SADA Dental & Oral Health Congress and Exhibition:

- Interact with new business prospects and meet with existing clients face to face
- Launch new products at the event and market your existing product range to existing and potential clients
- Increase brand awareness
- Highlight how your products can supply solutions to key issues in the dental industry
- Build sales leads
- Meet with the key decision makers in the dental and oral health care industry
- Establish a presence in the marketplace
- Have access to the latest trends, news and developments in the market
- Help to address grey areas in research methodology and refine ideas
- Keep abreast of the latest in dental research

### PRIME STANDS

(18m<sup>2</sup>)  
x 5 Packages available

**R70 000** (excl. VAT)

### PREMIUM PRIME STAND

(36m<sup>2</sup>)  
x 1 packages available

**R165 000** (excl. VAT)

### TITANIUM

(36m<sup>2</sup>)  
x 1 package available

**R250 000** (excl. VAT)

### PLATINUM

(27m<sup>2</sup>)  
x 2 packages available

**R195 000** (excl. VAT)

### GOLD

(18m<sup>2</sup>)  
x 3 packages available

**R110 000** (excl. VAT)

### 360° Gold

(18m<sup>2</sup>)  
x 1 packages available

**R125 000** (excl. VAT)

### SILVER

(9m<sup>2</sup>)  
x 75 packages available

**R27 500** (excl. VAT)

### BRONZE

(4m<sup>2</sup>)  
x 10 packages available

**R17 000** (excl. VAT)



## Target Audience

General Dental Practitioners, Specialists, Dental Assistants, Receptionists, Oral Hygienists, Dental Therapists, Dental Technicians, Dental Traders, Practice Managers, and other professionals with an interest in oral health care.

*Please refer to page 7 for full details on all Trader Exhibition Packages.*



As an exhibitor at the SADA Dental & Oral Health Congress and Exhibition 2024, your company is entitled to a complimentary entry in the exhibition catalogue that includes: Company name; Contact details; Company logo; 50-word description.

## We have some great ideas, so give us a call!

To register, book or for more information about these and other fantastic opportunities at the SADA Dental & Oral Health Congress and Exhibition 2024, please contact:

Marilize Janse van Rensburg

Cell: +27 83 339 8911

Email: pr@sada.co.za



# DENTAL & ORAL HEALTH CONGRESS AND EXHIBITION

30 AUG - 1 SEP 2024 | SUN ARENA, TIME SQUARE PRETORIA

The South African Dental Association  
Private Bag 1, Houghton 2041,  
Gauteng, South Africa



www.sada.co.za

SADA

Overview Trader Exhibition PACKAGE/s (Excluding VAT)	Prime Stands	Premium Prime Stand	Titanium	Platinum	Gold	360° Gold	Silver	Bronze
Rate (all indicated rates are in ZAR excluding VAT)	70 000	165 000	250 000	19 5000	110 000	125 000	27 500	17 000
Number of packages available	5	1	1	2	3	1	75	10
m <sup>2</sup> stand size in total	18 m <sup>2</sup>	36m <sup>2</sup>	36m <sup>2</sup>	27m <sup>2</sup>	18m <sup>2</sup>	18m <sup>2</sup>	9m <sup>2</sup>	4 m <sup>2</sup>
Total stands of 3m x 3m size	2	2	4	3	2	2	1	Tressel Table
Tickets for Sponsor staff to attend the Gala Dinner	2	2	4	3	2	2		
AV details of sponsor - Company + Logo and main contact details. Per day. To include the stand number/s for this event.	3	3	5	4	4	4	3	2
Client-supplied video advert for airing during breaks - maximum airing times per day (max length 2 mins)	3	3	6	6	3	3	1	1
Number of FREE Company Staff members attendance	4	8	10	6	4	4	3	2
Client-supplied video for the conference kick-off	15 sec	15 sec	1 min	30 sec	20 sec	20 sec		
Sponsor logo on all sponsor loops and AV	✓	✓	✓	✓	✓	✓	✓	
<b>Sponsor's logo and level to be acknowledged on www.sadacongress.co.za</b>	✓	✓	✓	✓	✓	✓	✓	
Post-event highlights video (SADA Congress partner creates this)	✓	✓	✓	✓	✓	✓	✓	
Acknowledgment of Sponsor level with a corporate logo on AV slides screened during breaks in the plenary venue	✓	✓	✓	✓	✓	✓	✓	✓
All artwork and graphics to be supplied for the construction of the exhibition space as per specifications supplied	✓	✓	✓	✓	✓	✓	✓	✓
Post-event emails (inclusion of company logo in communications to attendees)	✓	✓	✓	✓	✓	✓	✓	✓
SADA Digital platforms: www.sadacongress.co.za www.sada.co.za; Facebook; Public/Professional; YDC; Instagram; Twitter; LinkedIn; YouTube	✓	✓	✓	✓	✓	✓	✓	✓
Sponsor logo on all conference e-branding, e-marketing material, and e-invitations	✓	✓	✓	✓	✓	✓	✓	✓
PR/social media coverage as SADA Sponsor – relevant level	✓	✓	✓	✓	✓	✓	✓	✓
Comprehensive post-event ROI document	✓	✓	✓	✓	✓	✓	✓	✓
1 x Plenary Session table drop			✓	✓				
2 x Advert in digital programme - material to be supplied			✓	✓	✓	✓		
Access to delegate information if pre-authorized by delegate for marketing purposes (POPIA)	✓	✓	✓	✓	✓	✓	✓	✓
Unlimited sponsored lucky draws and give away at sponsor expense	✓	✓	✓	✓	✓	✓		
Daily room drop – max 1 x drop per day			✓					
Full page advertisement in the SADJ July issue			✓					
Max 4 x Marketing material in Registration & Plenary area supplied by Sponsor			✓					



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Carpet stickers guiding delegates to the refreshment area to be supplied by sponsor with branding. Registration Partner from the Registration desk to the Main branded stand. Titanium from Stand to Refreshment area.			✓					
Exclusive supply of lanyards and branded name tags for 1500 delegates (Supply at sponsor cost)			✓					
Acknowledgment of Sponsor level (Titanium Partner) with a corporate logo on AV slides screened during breaks in the plenary venue			✓					
Branding of lunch with serviettes or paper cups. To be referred to as the "Sponsor" lunch on that particular day (Branding and supply at sponsor cost). (Saturday)			✓					
2 x Room drops - select 2 days of the 3 days available				✓				
3 x Marketing material in Foyer & Plenary area supplied by Sponsor				✓				
1 x Advert in digital programme –material supplied by advertiser					✓	✓		
1 x Room drop - select 1 day of the 3 days available					✓	✓		
2 x Marketing material in Foyer & Plenary area supplied by Sponsor					✓	✓		
Exhibition stand space 18m <sup>2</sup>					✓	✓		
1 x Marketing material in Foyer & Plenary area supplied by Sponsor							✓	
Exhibition stand space 4 m <sup>2</sup> - Tressel Table								✓

### The South African Dental Association

Private Bag 1, Houghton 2041, Gauteng, South Africa, [www.sada.co.za](http://www.sada.co.za)  
For more information contact Marilize Janse van Rensburg 083 339 8911





# Exhibition Stand Fee Structure

## Shell Scheme

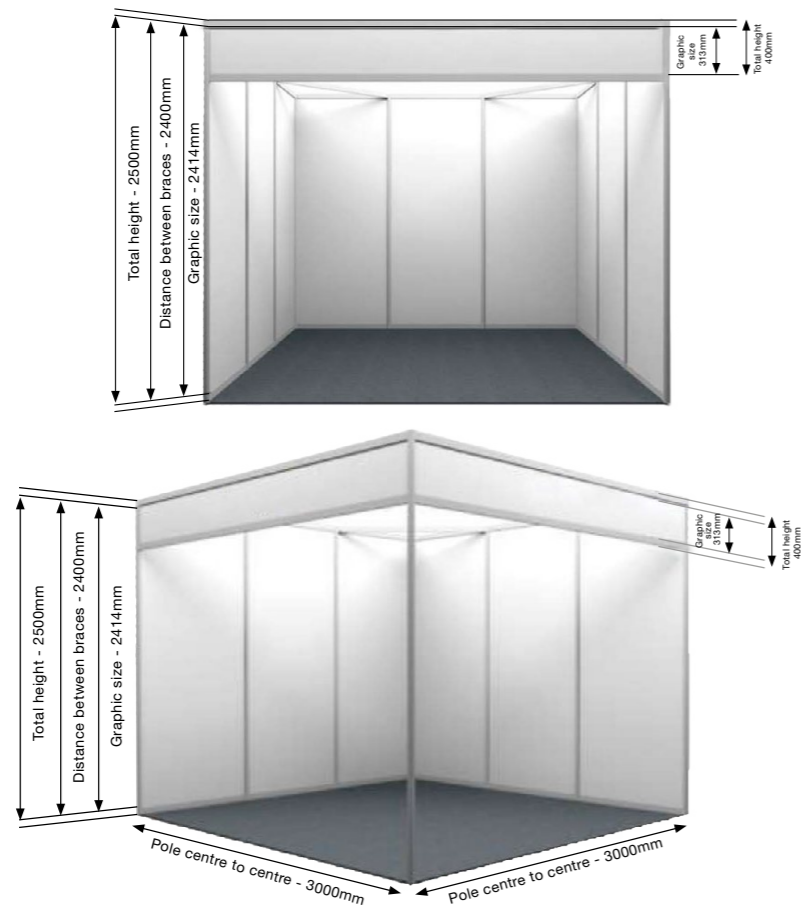
3m x 3m (9m<sup>2</sup>)

Each to include the following:

- 2.5m high – White Shell Booth Frames and White PST Panels
- Fascia name (no logo)
- Part DB
- 1 x 15 amp plug point
- 2 x lights
- 2 x chairs
- 1 x Table (No tablecloth provided).

- Exhibition preferred supplier:
- Scan Display
- Brandon Du Preez - Account Executive
- +27 21 012 5401
- brandon@scandisplay.co.za
- www.scandisplay.co.za

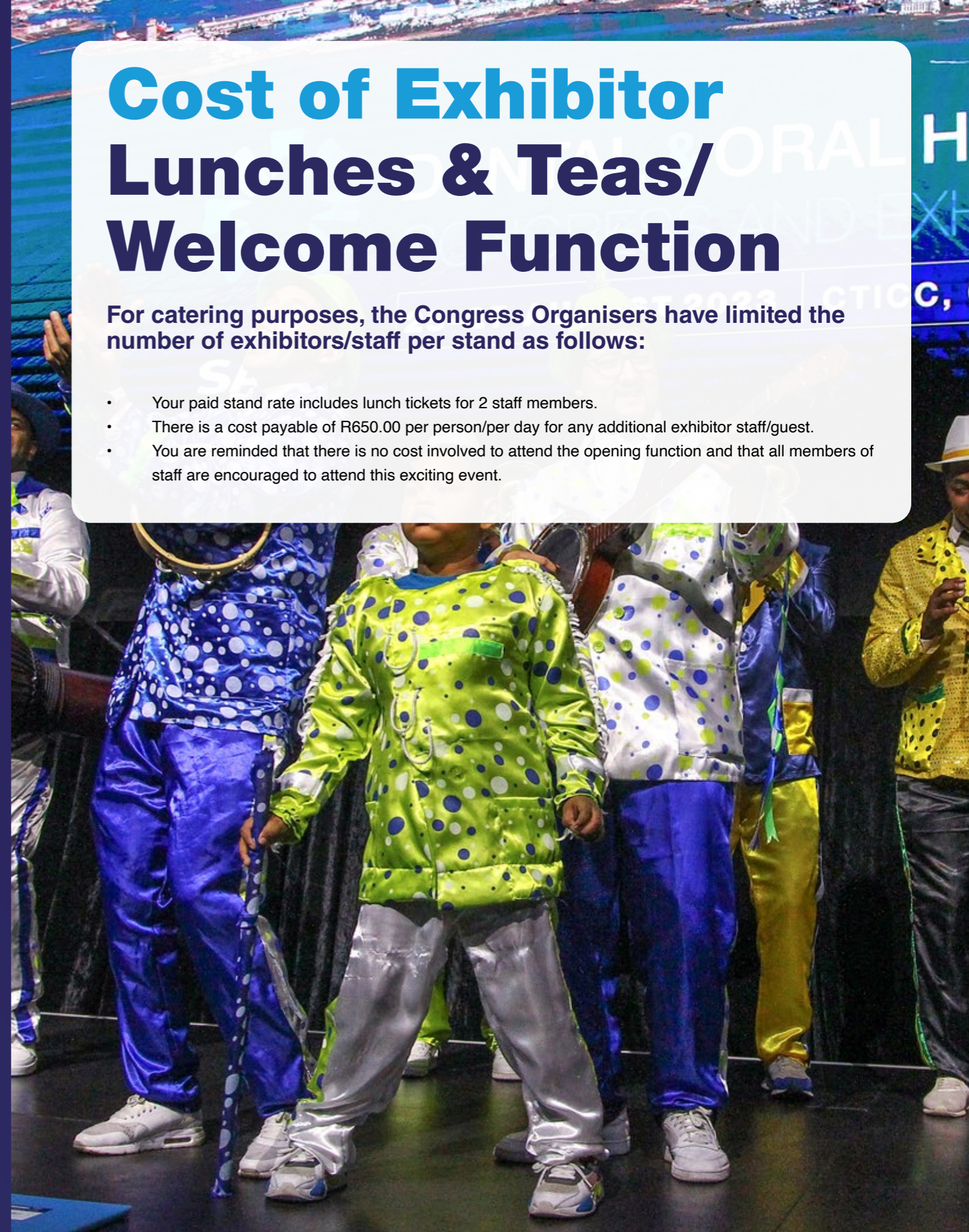
**Price: R5 000** (excl. VAT per 3x3m stand - If you book multiple stands the price will apply per 3x3m space booked)



# Cost of Exhibitor Lunches & Teas/Welcome Function

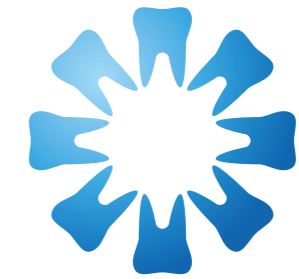
For catering purposes, the Congress Organisers have limited the number of exhibitors/staff per stand as follows:

- Your paid stand rate includes lunch tickets for 2 staff members.
- There is a cost payable of R650.00 per person/per day for any additional exhibitor staff/guest.
- You are reminded that there is no cost involved to attend the opening function and that all members of staff are encouraged to attend this exciting event.



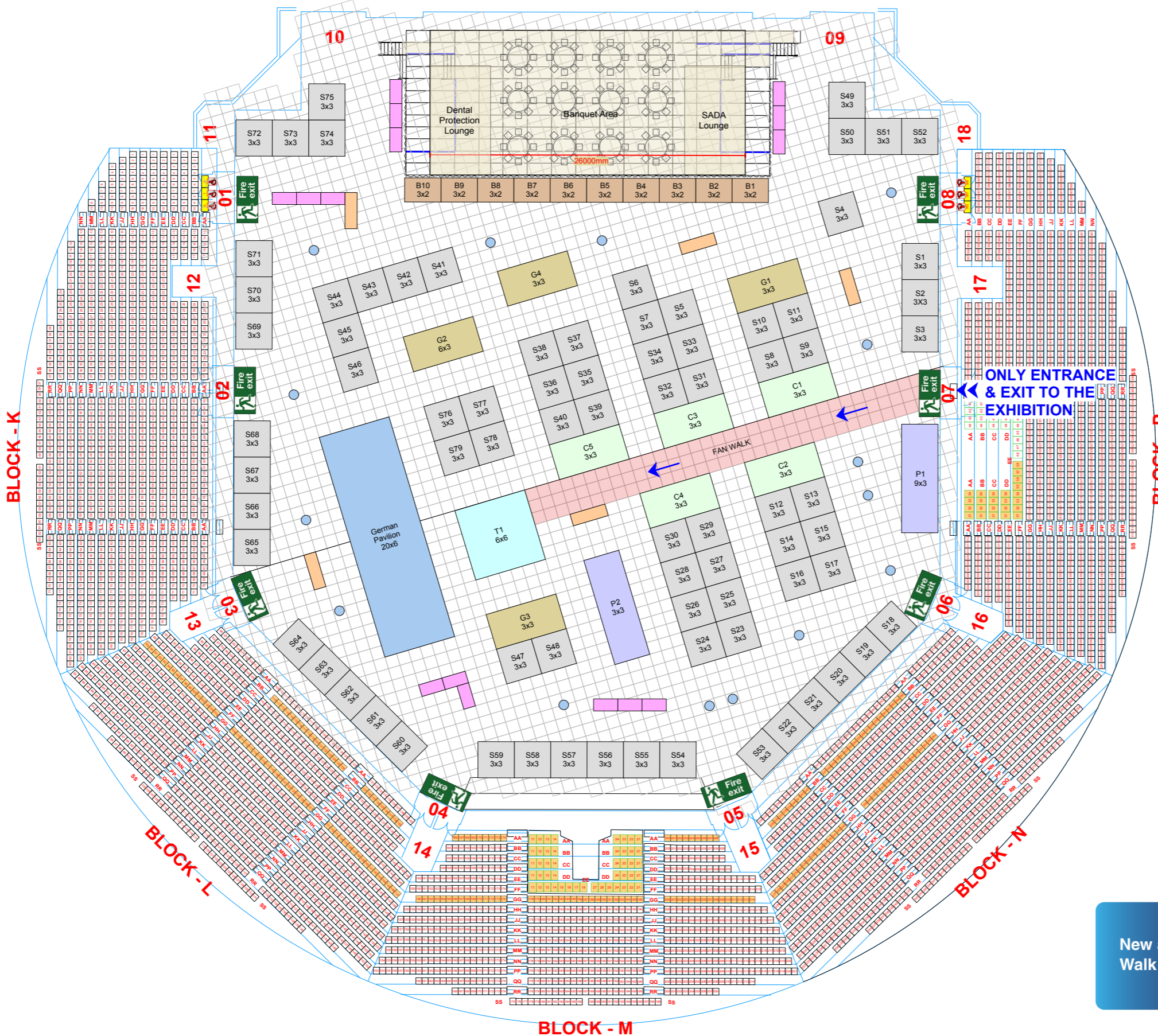


# Exhibition Floor Plan



**SADA**

THE SOUTH AFRICAN  
DENTAL ASSOCIATION



- 36m<sup>2</sup> Titanium Stands (x1)
- 27m<sup>2</sup> Platinum Stands (x2)
- 18m<sup>2</sup> Gold Stands (x4)
- 9m<sup>2</sup> Silver Stands (x79)
- 6m<sup>2</sup> Bronze Table-top Stand (x10)
- Prime Stands (5x 6x3)
- 120m<sup>2</sup> German Pavilion
- Fan Walk
- Banquet Area / DPL / SADA Lounge
- Catering Stations
- Coffee Stations
- Cocktail Tables

New addition: Prime Stands next to the "Fan Walk" – The Fan Walk leads to the centre of the exhibition hall.



# Hands on Slots

Sunday - 15 slots available of 2 hours each – No cost

SADA provides the venue and AV.

Company provides lecturer/speaker and hands on material, rooms vary from 20 – 40 delegates.

Topic and Speaker Details due by 1<sup>st</sup> May 2024

Book a 2 hour Hands on Slot and use this platform to provide delegates detailed benefits and training on your product range.

You can even schedule your own mini-training session showcasing your latest technology available.

Choose your dedicated slot to present/discuss/meet with your invited guests of choice.

To book your slot please make direct contact with **Marilize Janse van Rensburg** on 083 339 8911 or email [pr@sada.co.za](mailto:pr@sada.co.za)

A limited number of slots are available.

Book your slot now – and start inviting delegates to your session!

# Other Exposure Opportunities

## Graduate Gala Dinner

Join us as SADA introduces South Africa's future dentists from the 3 Gauteng based universities, University of Pretoria, Sefako Makgatho Health Sciences University, and the University of the Witwatersrand.

Gala Dinner x 5 Sponsorship Packages available at R10 000 each

**Includes:** Your corporate banner on display at venue/event.

**Entitlements:** Acknowledgement at the event. 2 Tickets to attend the Gala Dinner.

## Welcome Networking Cocktail

**Cost:** To cover costs or part thereof.

**Entitlements:** Acknowledgement in Programme and at venue/event.



Don't miss out on these opportunities to increase traffic to your stand!



# EXHIBITION CONTRACT TERMS AND CONDITIONS

## TERMS OF PAYMENT

- 50% of Tax Invoice emailed to Exhibitor must be paid within 7 days of Invoice date.
- Balance of Tax Invoice emailed to Exhibitor (remaining 50%) to be paid by 30 July 2024.

## Contract Acceptance and Authorization

The exhibiting company does hereby apply for the reservation of space at Dental & Oral Health Congress & Exhibition (SADA) held from Aug 30, 2024, to Sep 1, 2024 ("Congress 2024") at the Sun Arena, Time Square, 209 Aramist Ave, Waterkloof Glen, Pretoria. SADA agrees to review your Application and Contract and allocate virtual space consistent with show eligibility requirements, policies, and at the discretion of SADA.

Cancellations must be made in writing and are subject to a refundable cancellation fee outlined in the Terms and Conditions Governing the Congress 2024.

**Contract Acceptance:** This Application and Contract shall become effective when it has been submitted by the exhibiting company in the manner described in this section and accepted by a duly authorized representative of SADA. To submit this Contract to SADA, the exhibiting company must check the "I agree and accept these terms" box below, which will be sent with a time/date stamp and sender's IP address.

By the name listed below, the individual represents and warrants that he/she is duly authorized to execute this binding Contract on behalf of the exhibiting company. By checking the "I agree and accept these terms" box, the exhibiting company agrees to be bound by the Terms and Conditions Governing Congress 2024 from Aug 30, 2024, to Sep 1, 2024, and/or any other rules issued prior to the Exhibition by SADA. This Application and Contract will then constitute a binding offer, which SADA may accept by online submission by email. The exhibiting company agrees that upon acceptance of this Application and Contract by SADA, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and

Contract shall become legally binding; enforceable against the exhibiting company in accordance with its terms.

## TERMS AND CONDITIONS GOVERNING EXHIBITION AT CONGRESS 2024

**1. Defined Terms:** The term "Exhibition" refers to the trade show component of Congress 2024 scheduled from Aug 30, 2024, to Sep 1, 2024. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents, or representatives that applied for virtual exhibit space rental and agreed to enter into this Contract.

**2. Contract Acceptance:** This Contract shall become effective when it has been submitted by the exhibiting company in the manner described in the "Contract Acceptance and Authorization" section and accepted by a duly authorized representative of SADA. SADA reserves the right to amend terms and conditions or make additions thereto or exceptions. Applicants for exhibition space are required to execute this contract for Congress 2024. By reserving exhibition space online and verification by SADA constitutes agreement. SADA reserves the right to accept or reject exhibits, in its sole discretion with or without cause, and that no formal agreement shall exist until this agreement is executed by both parties.

**3. Exhibition Fees:** The exhibit fees are as set out in the application form and exclude VAT, carpets, and shell scheme.

**4. Payment:** The Exhibitor shall pay the full amount indicated in the Total line item on the Application form by due date. SADA reserves the right to release an Exhibition or assigned space that has an outstanding amount for any reason. Under no circumstances will Exhibitor be permitted to occupy its Exhibition space if full payment has not been received.

**5. Cancellation:** All cancellations must be received in writing to: SADA Events Manager, pr@sada.co.za.

It shall become effective when approved by SADA. Should the Exhibitor cancel all, or part, of the Exhibition Space contracted for hereinafter SADA accepts and confirms this Application and Contract, the EXHIBITOR is liable for:

- 5.1. 50% of the total Exhibition Space Fee if notice of cancellation is received on or before 1 July 2024.
- 5.2. 100% of the total Exhibition Space Fee if notice of cancellation is received after 30 July 2024.
- 5.3. Any exhibition booked after 31 July 2024 has no cancellation options.

Exhibitor agrees that it is responsible for the Exhibition Fee for the cancelled Exhibition Space as set out above which shall be retained or paid to SADA as liquidated damages or if the Exhibitor fails to perform any Terms or Conditions of the Contract or refuses to abide by these Terms and Condition

**6. Reduction/Increase of exhibit space:** All requests for increases or reductions of Exhibition Space shall be made in writing (which includes e-mail), and must be verified and approved in writing by SADA. SADA reserves the right to decline for any reason an Exhibition Space increase or reduction request. Moving exhibition space allocated to another exhibition space may constitute a reduction of cost and subject to a reduction fee.

- 6.1. If accepted by SADA, reduction of Exhibit Space requests received in writing on or after 15 June 2024 shall incur a reduction fee equal to 25% of the total cost of the amount of Exhibit Space reduced in addition to the cost of the reduced Exhibit Space.
- 6.2. If accepted by SADA, reduction of Exhibit Space requests received in writing on or after 30 June 2024 shall incur a reduction fee equal to 50% of the total cost of the Exhibit Space reduced in addition to the cost of the reduced Exhibit Space.
- 6.3. No refunds will be made for reductions on or after 1 July 2024.

**7. Space Assignments:** Exhibition space shall be assigned by SADA on a first come first basis on completion of application form and receipt of full or required payment. It is expressly agreed by the Exhibitor that if they fail to pay the full price, SADA has unilateral right to reassign the exhibit location or take possession of the exhibition space. SADA reserves the right to locate and/or alter the location of Exhibition Spaces, at its sole discretion, in the best interests of the Exhibition or to comply with requirements of Sun Arena or the fire department. Exhibitor shall bring no claim against SADA whatsoever, whether based in Contract, delict or otherwise, regarding its or any other Exhibitor's/ vendor's/contractor's location at the Exhibition

**8. Qualification of Exhibitors:** SADA reserves the right to determine eligibility of exhibitor for inclusion in the Exhibition prior to, or after, execution of the Agreement. Products and services displayed must be exhibition industry related; compatible with the professional and educational character and objectives of the Congress 2024 and that are intended for and generally used in a manner that conform to applicable laws or regulations. No other products can be displayed. No exhibitor shall display any product or display or distribute advertisements for a product that infringes upon the registered trademark, copyright or patent of another company, as has been determined by a court of competent jurisdiction. Product comparisons using product or written materials of companies other than the contracted exhibitor are prohibited. SADA, in its sole judgment, will determine the appropriateness of products exhibited and reserves the right to prohibit the display or advertisement of products that are in violation of these Exhibition Rules or do not meet the Exhibition's objectives.

**9. Space and Attendees:** Exhibitor acknowledges that this Contract is issued for the right to participate as an Exhibitor in the Congress 2024. SADA makes no representations or warranties with respect to the demographic nature and/or number of exhibitors and/or attendees. The method of determining exhibition space shall be established by SADA and may be changed from time to time without notice to exhibitors in order to accommodate what SADA perceives as the best interest of the Exhibition.



#### 10. Booth Preparation, Presentation, and Inspection:

All Exhibition Booths will be inspected prior to and during the Congress and any Exhibitor deviating from the Rules and Regulations or that of Sun Arena shall make all necessary modifications to its Exhibition space entirely at the Exhibitor's expense. If modifications are not made by the Exhibitor, SADA and/or Sun Arena shall have the right to make any necessary adjustments, at Exhibitor's sole expense. Moreover, Exhibitor shall be responsible for all costs associated with ensuring any activities, if applicable, are deemed safe under any and all conditions, as determined by SADA in its sole discretion. SADA shall not be subject to any damages whatsoever should an activity or display be required to be terminated or removed by SADA, or its designees, due to such circumstances.

**11. Subletting of Exhibition Space:** Exhibitors may not sublet, cede, assign, delegates or in any way purport to transfer its rights and/or obligations in respect of the use of the exhibition area unless approval has been obtained in writing from SADA. Any such approved entity must sign a Contract with SADA. Such firm must be a corporate parent or subsidiary of the Exhibitor, or another subsidiary of the parent corporation, and must be prepared to provide to SADA written documentation of the particular relationship upon request. A firm that has not signed a Contract with SADA may not be represented on the Exhibition Floor. SADA retains the right to administer and remove from the Exhibition any company without a signed Contract. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in Exhibitor's display, identification of such article shall be limited to the usual and regular nameplates.

**12. Character of Exhibits:** The general rule of the Exhibition Floor is "be a good neighbour." No exhibits shall be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Exhibitor employees and booth personnel, including demonstrators, distributors of printed materials, hostesses and models are required to confine their activities within the Exhibitor's Exhibition Space. Apart from the specific display space for which

an exhibiting company has contracted with SADA, no part of the Sun Arena and its grounds may be used by any organisation other than SADA for display purposes of any kind or nature without written permission of SADA. Within the Sun Arena property, Exhibitor brand or company logos, signs and trademark displays will be limited to the official exhibit area only and any official banner or signage purchased from SADA.

12.1. Attire. Representatives should be conservatively attired to maintain the professional and business-like atmosphere of the Exhibition.

12.2. Sound. Video and audio productions relating to Exhibitor's equipment will be permitted, provided equipment and screen are located set back from all aisles and all viewers/listeners stand or sit within the Exhibit Space. Sound should not be audible in the aisles or neighbouring booths. Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighbouring Exhibitors. No singing, dancing or use of musical instruments or other type of performance is permitted.

12.3. Lighting. In the best interest of the Exhibition, SADA reserves the right to restrict the use of glaring lights or objectionable light effects. The use of flashing electric signs, lights or lasers is not permitted without prior written approval from SADA.

12.4. Booth Exteriors. The exterior of any display cabinet or structure facing a side aisle or adjacent Exhibitor's Exhibition Space must be suitably decorated at the Exhibitor's expense.

12.5. Noise and Odours. In fairness to all Exhibitors, no noisy or obstructive activity will be permitted during Exhibition hours, nor will noisily operating displays, or exhibits producing objectionable odours be allowed. Loud machinery should only be operated for reasonable periodic demonstrations.

12.6. Contests. No lotteries, drawings or contests of any type are permitted in the exhibit area without written advance approval from SADA. Gifts, prizes, products or services not directly related to the educational display of the Exhibitor's Exhibition Space

may not be sold to Attendees by Exhibitors.

**13. Installation and Vacating:** Exhibition installation at the Sun Arena exhibition depends on the location of the Exhibitor's Exhibition Space. The build-up dates are on 28th and 29th August 2024. No exhibits should arrive at the Sun Arena earlier than the date scheduled for Exhibitor's location. Every exhibit must be fully staffed and operational during the entire Congress 2024.

Exhibitor's display must not be dismantled or packed in preparation for removal prior to the official closing time on 15:00, Sunday 1 Sept 2024. The Exhibitor shall vacate the Exhibition and deliver the hired area in the same good condition as it was made available. If the Exhibitor fails to vacate and deliver the hired area on the designated date, SADA shall be entitled to take any and all remedial steps necessary, at the sole expense and risk of the Exhibitor.

**14. Waiver and Indemnification:** Exhibitor assumes entire responsibility and agrees to indemnify, defend, and hold harmless SADA and Sun Arena against all claims, losses and damage to person or property arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy, interruption, or use of the exhibit premises. Exhibitor agrees that neither SADA nor Sun Arena maintains insurance covering exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain insurance covering such losses by Exhibitor. Exhibitor shall be fully responsible to pay for all damages to property owned by Sun Arena, its owners or managers which result from any act or omission of Exhibitor.

**15. Exhibitor Insurance:** The Exhibitor shall, at its sole cost and expense, procure and maintain through the term of this Contract, comprehensive Insurance against claims for bodily injury or death and property damage and loss occurring in or upon, or resulting from, arising out of or related to the premises leased by SADA. Such insurance shall name SADA and the Sun Arena therein as an additional insured (with no limitations), and the Exhibitor shall upon request provide SADA with certificate so indicating.

**16. Disability Provisions:** Exhibitor shall have sole responsibility for ensuring that its Exhibition Space

is able to provide for persons with disabilities. The Exhibitor shall ensure the accessibility of its Exhibition Space, and agrees to hold harmless, indemnify, and defend SADA against any claims, damages, loss or expense, including reasonable attorney's fees and costs, arising out of or related to any alleged violation of persons rights.

**17. Damage to Property:** Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to another Exhibitor's property. Exhibitor may not apply affix, anything or cut, break open, drill or drive nails into floors, walls, ceilings, pillars, partitions, and windows and other structures and fixtures around the Sun Arena. Any and work required in the exhibition area for temporary connection inter alia electricity, air, water, drainage, waste, gas removal shall be carried out by contractors designated by Sun Arena.

**18. Intellectual Property Rights:** Exhibitor represents and warrants that it shall comply with all Intellectual Property Rights, licences and copyrights in respect of the Exhibition. The exhibitor shall indemnify and defend SADA for its failure to perform the foregoing.

**19. Exhibition Construction:** Display material (including showcases, display or storage cabinets, electrical fixtures, wire, conduits, etc.) must adhere to the venue hire condition of the Time Square Arena.

**20. Positioning Equipment in Relation to Aisle:** To ensure the safety of all Congress 2024 delegates all machinery and equipment should be positioned in terms of Sun Arena requirements.

**21. Off-Site Activities and Exhibits Outboarding:** Exhibitor agrees not to exhibit its products/services outside the official SADA exhibit venues during the official EXHIBITION hours or after hours. The Exhibitor also agrees not to conduct any presentation or demonstration-related activities that would induce Attendees to leave the official SADA exhibit venues during official Exhibition hours. Any violation of this regulation may, at SADA's discretion, result in a cancellation of the contract.



**22. Fire Regulations:** No flammable materials, as defined in the applicable law and rules and regulations of Sun Arena, including decorative material and equipment covers, shall be permitted within Exhibition area or within Exhibitor's Exhibit Space. Electrical signs and equipment must be wired to meet the specifications of Sun Arena. Fire protection equipment, fire hoses, extinguishers and sprinkler controls must be visible and accessible at all times, whether inside or outside Exhibitor's Exhibit Space. No storage of any kind is allowed in the Exhibit Space. All cartons, crates, containers, and packaging materials will be stored by Sun Arena contractor. Up to one day's supply of operational materials may be stored within the Exhibition Space. All aisles, corridors, exit areas and exit stairways must be always maintained at their required width that the Congress 2024 is open. No obstruction such as chairs, tables, displays or other materials will be allowed to protrude into the aisles. Each Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Exhibition Compliance with such laws is mandatory for all Exhibitors and is the sole responsibility of the Exhibitor.

**23. Security:** Exhibitor is responsible for the security of their Exhibition Space. SADA will provide admittance security. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. If insurance to cover the above is desired, it must be acquired and paid for by the Exhibitor.

**24. Photography, Videotaping and Sketching:** Photographs may only be taken with the expressed authority of the Exhibitor concerned in each case. Sketching or drawing machinery on display is prohibited. Videotaping or filming, other than your own Exhibition, is not permitted in the exhibit area without prior written permission from SADA.

However, the Exhibitor grants SADA, its contractors, licensees and assignees the irrevocable right to make photographs and audio/video recordings and reproduce, distribute, sell, transmit, stream, display and publicly perform recordings, transcriptions and derivative works in any medium containing the image of the Exhibitor's

Exhibit Space, equipment and/or image and statements of its officers, employees, agents and invitees at the Exhibition.

**25. Food Service:** All arrangements for food and /or refreshments service shall be made by SADA with Sun Arena. SADA shall be responsible for arranging food lunch & teas. Halaal & Kosher meals at an extra cost. In addition, refreshments for morning and afternoon for all delegates at Congress 2024 will be served in the Exhibition area.

**26. Failure To Hold Exhibition:** If for any reason beyond SADA's or Sun Arena control, including any regulations or restrictions relating to COVID-19 or any other communicable disease, power failures, telecommunication breakdown, political intervention, inclement weather fire, hurricane, earthquake, flood, strikes, lockout, act of terrorism, labour disturbances, civil disturbance, explosion, sabotage, war, bankruptcy, political or social boycott, other casualty, any restrictions imposed by governmental authority, Acts of God or any other circumstances beyond the control of SADA or Sun Arena make it impossible or impractical to hold the Exhibition at the scheduled time, SADA may retain such part of the Exhibitor's Exhibition Fees as shall be required to compensate it for expenses incurred up to the time such event shall have occurred. All remaining fees shall be refunded.

**27. Amendment of Rules:** SADA reserves the right to make changes, amendments and additions to these Terms and Conditions of hire of the Exhibition at any time, and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by SADA.

**28. Laws Applicable:** Exhibitor agrees to abide by the Exhibitor Rules and Regulations of the Sun Arena and the Republic of South Africa as may be in effect during the Contract period, and in addition, any such rules and regulations expressly included herein and shall not violate the copyright, trademark, statutory or common law rights of any person in any aspect of its Exhibitor activities. Any claims against SADA arising out of,

related to or deriving from this Contract shall be brought in a court having jurisdiction thereof in Johannesburg and the laws of the Republic of South Africa shall apply in such cases. If any term, clause or provision hereof is held invalid or unenforceable by a court of competent jurisdiction, such invalidity shall not affect the validity or operation of any other term, clause or provision and the invalid term, clause or provision shall be deemed to be severed from the Agreement.

**29. Acceptance:** This Application and Contract shall be deemed accepted by SADA when received by SADA and confirmed by SADA. Exhibitor agrees that upon acceptance of this Contract by SADA with or without appropriate or timely payment of any or all fees, this Contract shall become binding and enforceable in accordance with its Terms and Conditions.

**30. Cell phone, E-Mail and Telephone:** By providing SADA with email addresses, telephone numbers and cell phone numbers, the Exhibitor gives SADA and its Contractors explicit permission to contact Exhibitor using such addresses or numbers.

**31. Entire Agreement:** This Application and Contract constitutes the entire agreement between SADA and Exhibitor. It may not be modified orally, by phone, or by email. It may be modified only if in writing and signed by SADA.

**32. Reservation of Right:** SADA reserves the right to take any action that is reasonably necessary in its sole judgment, for the protection of SADA, the participants, including but not limited to Exhibitors, and/or Attendees.

**33. Acceptance of Conditions:** I/We agree to abide by the rules and regulations as outlined above, and by virtue of my/our signature of this document, agree to comply with all rules and conditions of contract in full.

