



# HORECA 2025

THE BIGGEST INTERNATIONAL FOOD, BEVERAGE & HOSPITALITY EXHIBITION IN SAUDI ARABIA

21 - 23 APRIL 2025

JEDDAH - SAUDI ARABIA

Jeddah Superdome

## PARTICIPATION CONTRACT

PLEASE FILL IN CAPITAL LETTERS

APPLICATION #:

STAND #:

|                             |             |                    |
|-----------------------------|-------------|--------------------|
| Company / Firm:             | Brand Name: |                    |
| Commercial Registry Number: | Vat Number: |                    |
| Country:                    | City:       |                    |
| Street:                     | P.O.Box:    | Additional Number: |
| Daily Contact Person:       | Mobile:     | Phone:             |
| Email:                      | Website:    |                    |

### HOSPITALITY SPONSOR

|  |   |                       |
|--|---|-----------------------|
| 72 m <sup>2</sup> Booth space  | Company overview in the event catalogue     |                       |
| VIP access - 3 VIP parking cards   | 1 Advertisement page in the event catalogue |                       |
| Recognition in the event advertising campaign                              | Clickable logo on event website             |                       |
| 5 Invitations for the opening ceremony ( if available )                    | Logo on all badges                          |                       |
| Logo in advertising campaign ( as per exhibition campaign )                | Honoring and receiving honorary trophy      |                       |
| Logo in printed material ( invitations, banners, posters & all printings ) |   |                       |
|  | <b>TOTAL VALUE</b>                          | <b>143,000.00 SAR</b> |

#### Additional Opportunities/Requirements:

|  | VALUE | SAR |
|--|-------|-----|
|--|-------|-----|

Saudi Event Management and Marketing Company  
VAT Number : 300403665900003

All payments have to be made by cheque to:

**Saudi Event Management and Marketing Company**

or by bank transfer to The Saudi National Bank (SNB) - alwady branch:

Swift code of the bank : **NCBKSAJE**

IBAN: **(SA3210000026255578000104)**

By signing the present application, we formally agree to abide by the terms and conditions overleaf.

**This application must be signed by a person duly authorized.**

For and on behalf of the exhibiting company

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

Position in Company: \_\_\_\_\_

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

|                    |                       |
|--------------------|-----------------------|
| <b>SUBTOTAL</b>    | <b>143,000.00 SAR</b> |
| <b>15% VAT</b>     | <b>21,450.00 SAR</b>  |
| <b>GRAND TOTAL</b> | <b>164,450.00 SAR</b> |

Company stamp:

HORECA Sales Representative: \_\_\_\_\_ Date & Signature: \_\_\_\_\_

+966 920 003 361 +966 11 455 9545 info@saudihoreca.com www.saudihoreca.com

Organized by



**SAUDI EVENT MANAGEMENT & MARKETING COMPANY**  
www.semarm.com.sa



Al-Ta'awun Commercial Center, Office No. 10, P.O.Box 12476 Riyadh 4407 , Saudi Arabia

saudihoreca saudihoreca

HORECA is organised by SEMARK based on a license agreement with Hospitality Services SARL organizer of HORECA long established international exhibition and event.

## TERMS AND REGULATIONS FOR PARTICIPATION

### 1. TERMS OF REFERENCE

In these terms and regulation for participation, the term "Exhibitor/Participant" shall include all employees, staff and agents of any company, partnership, firm or individual to whom space has been allocated for the purpose of exhibiting their products or services.

The term "Exhibition" shall mean: (HORECA)

The term "Organizer" shall mean: Saudi Event Management and Marketing Company "SEMARK"

### 2. APPLICATION FOR PARTICIPATION

- All application for participation shall be made on the prescribed application form, which shall be submitted to the Organizer. Rejection of an application shall not give rise to any claim for damage.
- The contract shall be established upon signing the contract and pays to the organizer 30% of the participation fee.
- The contract must be completed by all required information. By signing the contract, the Exhibitor/ Participant is deemed to have agreed on all these terms and regulations unconditionally and formally waives his right to contest same.

### 3. ALLOCATION OF EXHIBIT SPACE

- The Organizer shall allocate the space in accordance with the nature of the exhibits or in the manner the Organizer deems fit.
- Should exceptional circumstances so demand, the Organizer shall reserve the right to change the space allocated to the Exhibitor/Participant at any time prior to the commencement of the build-up exhibition. Such changes shall be at the discretion of the Organizer and the Exhibitor/Participant shall have no claim for compensation as a result of the changes.

### 4. USE OF EXHIBIT SPACE

- Exhibitors/Participants are bound to exhibit the announced products or services and to have competent personnel during the opening hours of the exhibition. Every Exhibitor/Participant's entitled to occupy the space allocated to him by 8:00 am on the 19<sup>th</sup> of April 2025. The event of default for whatever reason the Organizer has the right to deal with the space in any way he thinks best and in this case the exhibition payment will not be refunded.
- All exhibits must accord with the description of the contract, and be related to the theme of the exhibition. Direct sales without permission of the Organizer are completely prohibited. If the exhibitor/participant violates the above-mentioned rules, the Organizer can remove his exhibits or order the dismantling of his booth.
- The Organizer reserves the right to refuse admittance the exhibition to any person.
- Exhibitors/ Participants are not allowed to sub-let the space allocated to them to other parties either in whole or in part without the written consent of the Organizer. Modifications on the exhibition floor including decoration such as painting the floor, ceiling and pillars will not be permitted, and consequent damage to the exhibition hall will be compensated by the Exhibitor / Participant.
- Exhibitors/Participants will be totally responsible for the cost of restoring to its original condition any part of the land or structure occupied by them, which has been altered or damaged in any way, and will be charged all the compensation fee by the exhibitions centre if any.
- Organizer will help exhibitor/Participants outside Saudi Arabia to obtain visas to participants in the event (for a fee). It is explicitly understood that in the event of visa rejection from a relevant authorities to obtain visa, the Organizer is responsible for the compensation of the cost of the space only, and the exhibitor will not have the right to ask for any other compensation. The Exhibitor may substitute another party or company who meets the entry and government formalities necessary for entry into the country. Such substitution shall be the sole responsibility of the contraction exhibitor.

### 5. TERMS AND METHODS OF PAYMENT

- 30% deposit of the participation fee and of relevant stand charges must be paid upon signature by the Exhibitor/Participant. 40% shall be paid on 11-11-2024, 30% Due on 11-2-2025. Any contract signed after 11-2-2025 must be paid 100% upon signature
- The participation fee shall be paid by the due date. Otherwise the Organizer has the right to cancel the contract, and in this case the exhibition deposit will not be refunded.

### 6. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR/PARTICIPANT

- In the events of abandonment or rejection of the allocated spaces, the Organizer has the right to cancel the Exhibitor's/Participant's application. In this case, the Exhibition deposit will not be refunded. But if that fee is not yet paid, the Exhibitor/Participant should pay half of the fee related to the diminished space.
  - Any cancellation of participation in a period less than 9 months to the exhibition must pay 30% of the amount of participation
  - Any cancellation of participation in a period less than 6 months to the exhibition must pay 70% of the amount of participation
  - Any cancellation of participation in a period less than 3 months to the exhibition must pay 100% of the amount of participation

### 7. CHANGES OF DATES OR CANCELLATION OF EXHIBITION

- If unforeseen events arise which are not the responsibility of the Organizer, the Organizer reserves the right to:
  - The Organizer reserves the right to terminate the exhibition if use or occupancy of the Exhibition premises is or will be materially interfered with by reason of fire, casualty, strike, embargo, injunction, acts of God, or any other act or any other force majeure or event beyond the Organizer's reasonable control during any period of time the availability of which is critical to the success of the fair. It is expressly agreed that such a termination shall not constitute a breach of this agreement.
  - The Organizer reserves the right to change the venue and duration of the Exhibition if exceptional circumstances demand. No refunds will be given.

### 8- PREPARATIONS & STAND SERVICES

- All Exhibitors/Participants must complete their construction and/or prepare by the date and time stipulated by the Organizer in the exhibitor's/participant's manual.
- The Organizer reserves the right to make an additional charge to each Exhibitor/Participant with any amount charged to them for any services supplied whether specifically ordered or not. The Organizer accepts no responsibility to breakdown or failure of any of the services provided for or in connection with the Exhibition.

### 9- MOVEMENT OF EXHIBITS

To be discussed before the exhibition.

### 10- TYPE OF EXHIBITION

The exhibition is classified as a Business to Business exhibition (B2B), direct sales is not allowed during the exhibition time.

### 11- SECURITY

- The Organizer shall take all the reasonable security precautions in the interest of exhibitors/participants and visitors.
- The Organizer shall not be held responsible for any loss or theft or damage to exhibits at the Exhibition Hall during the build-up, Exhibition & dismantling period. The Organizer also shall not be held responsible for any loss or damage to exhibits or any article belonging to the Exhibitor/Participant.

### 12- INSURANCE

The Organizer is not responsible for any damage caused by the exhibitors/participants to a third party or to themselves, nor to the loss, theft or destruction of equipment or commercial goods exhibited. Each Exhibitor/Participant must subscribe an individual insurance policy against these risks.

### 13- FIRE REGULATIONS

- Materials used in stand and display construction must be properly fire-protected in accordance with the regulations of fairgrounds "as mentioned in the technical manual".
- The Organizer has the right, should circumstances so require, to make changes to the Exhibitor's/Participant's stand for the purpose of fire control.

### 14- SUPPLEMENTARY CLAUSES

- Whenever necessary, the Organizer shall have the right to issue supplementary regulations in addition to those in "the Terms and Regulations for participation" to ensure the smooth management of the exhibition.
- Any additional written regulation instruction shall be binding on the Exhibitors/Participants.
- The Exhibitor/Participant shall also abide by HORECA 2025 Rules and Regulations.
- An Exhibitors'/Participants' manual will be sent to each Exhibitor/Participant containing detailed instructions for the organization of the exhibition.

### 15- DISPUTES AND JURISDICTIONS

The exhibitor shall observe and comply with the arrangements detailed in the exhibitors' manual and comply with all government laws. Rules, regulations, and ordinance in force in the Kingdom of Saudi Arabia including those relation to residence and the carrying on of business in the kingdom. The organizers cannot accept any complaint or claim against them unless it is submitted in writing to the address shown on the front page within two weeks of the closing date of the exhibition. All claims and disputes shall be settled in Riyadh in accordance with Saudi laws and regulations.

+966 920 003 361 +966 11 455 9545 info@saudihoreca.com www.saudihoreca.com

Organized by



SEMARK  
GROUP

SAUDI EVENT MANAGEMENT  
& MARKETING COMPANY

www.semark.com.sa



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

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

Stamp: \_\_\_\_\_