



27 - 29 March, 2012

Kuala Lumpur, Malaysia

Kuala Lumpur Convention Centre

ASIAWATER 2012 in Kuala Lumpur

ASIAWATER 2012, the largest and most comprehensive Asian trade show for water and wastewater industry, will be again held from 27-29 March, 2012 in Kuala Lumpur, Malaysia. It is organized by AMB Exhibitions Sdn Bhd in cooperation with MEREBO Messe Marketing who is in charge of the Europe, America & Australia Pavilion. Concurrently held with ASIAWATER Expo & Forum is the international conference hosted by the Malaysian Water Association. 558 exhibitors from 32 countries and more than 10,000 trade visitors attended the last ASIAWATER in 2010.

ASIAWATER 2012 will take place on 10,000 m² in the Kuala Lumpur Convention Centre (KLCC). The KLCC is located in the heart of Kuala Lumpur, right next to the breathtaking Petronas Towers. The KLCC is surrounded by 5-star hotels, the shopping and entertainment facilities of Suria KLCC complex and many restaurants. It is a unique atmosphere for international events.



Take part at ASIAWATER 2012 and join the Europe, America & Australia Pavilion.

Organizers

AMB Exhibitions Sdn Bhd
The Malaysian Water Association

Europe & America & Australia Pavilion

MEREBO Messe Marketing

Scope of Exhibits

Water Resource Management	Municipality Water Management
Sewerage	Irrigation
Wastewater Treatment & Management	Industrial Water Treatment
Ultra Pure Water	Bottled Water Production
etc.	

Exhibition space

10000 m²

2010 Statistics

No. of exhibitors	558
Exhibiting nations	32
Trade visitors	10300

The Participation

That's MEREBO: All inclusive! The main attention of MEREBO is to provide you with full service and high standards to simplify your participation as much as possible. Our renowned partners for freight forwarding, individual stand design, travel, accommodation, etc. will also support you.

MEREBO and partners are always available on-site to ensure a smooth show process for you and your company.

Participation Costs

Full Package Stands within the

Europe, America & Australia Pavilion

Space only (EUR per m²)

9 m ² Row Stand	EUR 3500	Row Stand	EUR 310
18 m ² Row Stand	EUR 6900	Corner Stand	EUR 315
27 m ² Row Stand	EUR 10200	Head Stand	EUR 320
36 m ² Head Stand	EUR 13200	Island Stand	EUR 325

Details of the Full Package Stands

The Full Package Stands contain all necessary items of a high quality stand construction. They enable an attractive presentation of your company. Additional items such as machinery power connections, water supplies, show cases, kitchen units or any other special requirement can be ordered as well. Please refer to the attached stand layouts for all details.

Full Package Stands contain:

- Exhibition space
- Stand construction in Octanorm System
- Carpet
- Company name on fascia panel
- Lockable storage room
- 1 Information counter
- 1 Power socket 13A / 220V
- 1 Paper basket
- 1 Wall coat hanger
- 3 spotlights each 9 m²
- 1 Table 70 x 70 cm each 9 m²
- 4 Leather chairs each 9 m²
- 3 Exhibitor badges each 9 m²
- 30 Visitor invitation tickets each 9 m²
- Daily stand cleaning
- Listing in the catalogue

The Venue

Kuala Lumpur Convention Centre is located at the heart of the Kuala Lumpur City Centre (KLCC) development precinct in the capital city of Kuala Lumpur. Designed as a “city within a city” this 40-hectare site offers a stimulating environment within which one may work, live, shop, visit and enjoy life. The component parts are arranged around the KLCC Park designed by Roberto Burle Marx.

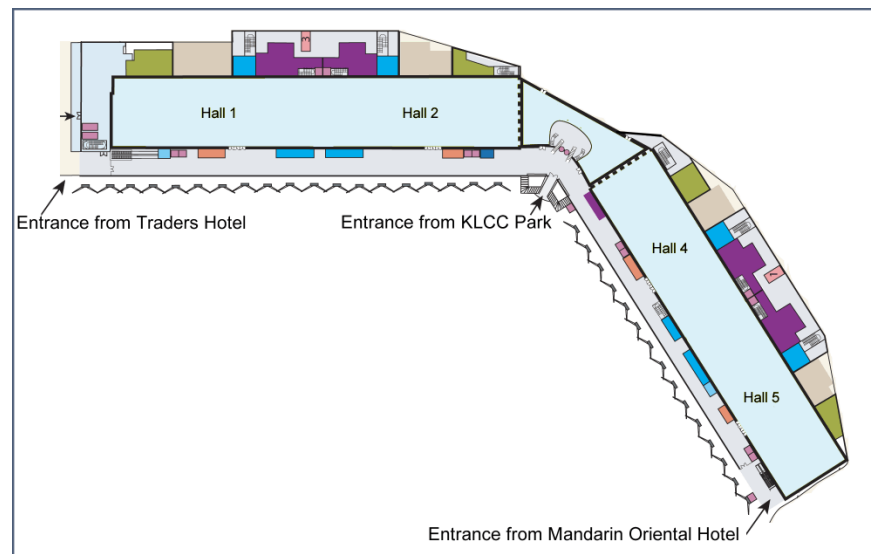


Completed projects include the signature PETRONAS Twin Towers, the Asy-Syakirin Mosque, the Suria KLCC shopping centre, PETROSAINS, an interactive science discovery centre and the Galeri PETRONAS as well as the Dewan Filharmonik PETRONAS, home of the Malaysian Philharmonic Orchestra. Commercial property and service plants complete the area.

The Exhibition Halls offer 9,710 sqm of flexible column-free, contiguous space. The 9.3m ceiling height, direct vehicle access, under-floor services along with a high floor loading (20KN/m²) make this space ideal for exhibitions and expos, whether supporting large conventions or as stand alone events. With mobile ceiling grids, a festive atmosphere can easily be created for larger banquets.

The Floor Plan

ASIAWATER 2012 will take place in all 4 halls of the KLCC. The total surface area is about 10,000 sqm. The Europe & North America Pavilion is located in the centre of hall 1 & 2. For details please refer to the attachment of this brochure.



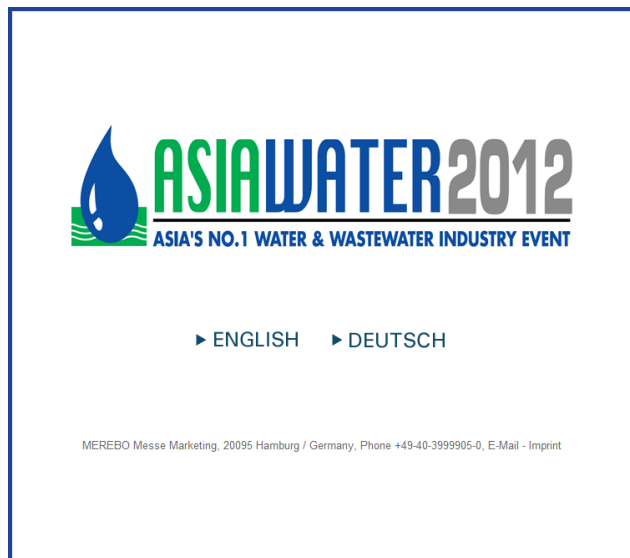
Contact

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 GERMANY
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 Fax: +49-40-3999905-25
 E-Mail: contact@merebo.com
 Web: www.merebo.com

AMB Exhibitions Sdn Bhd
 Suite 1701, 17th Floor Plaza Permata (IGB Plaza)
 6 Jalan Kampar, off Jalan Tun Razak
 50400 Kuala Lumpur
 MALAYSIA
 Phone: (603) 4045 4993
 Fax: (603) 4045 4989
 E-Mail: support@ambexpo.com

Web

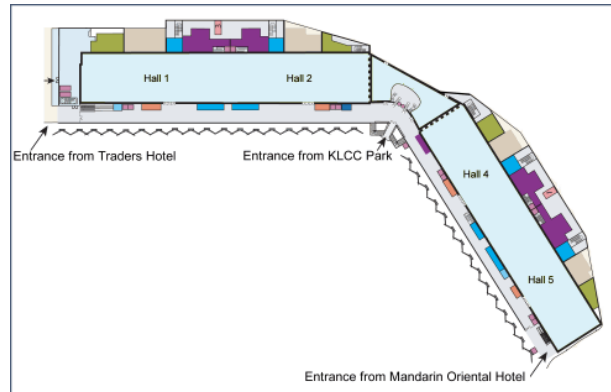
Please visit ASIAWATER 2012 in the Internet



www.asiawater.merebo.com

ASIAWATER 2012 Floor Plan

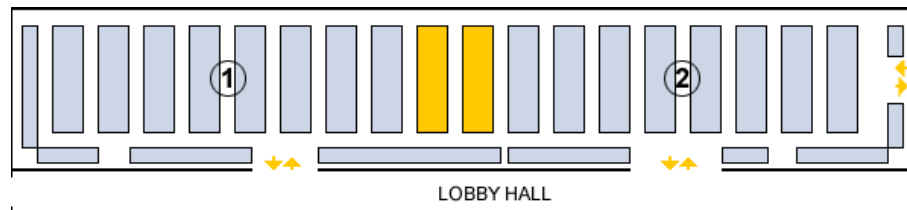
Floor Plan



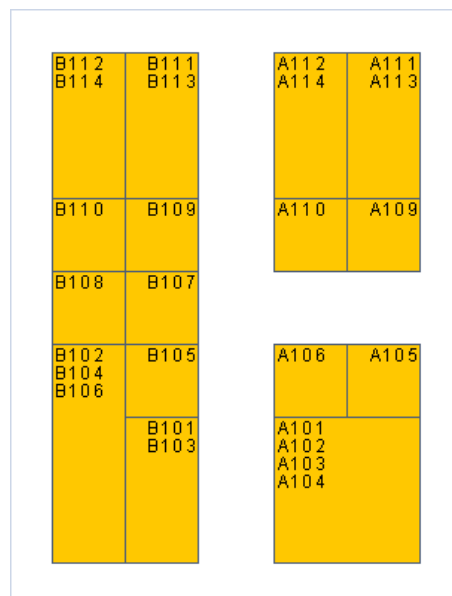
ASIAWATER 2012 will take place in all 4 halls of the KLCC. The total surface area is about 10,000 sqm. The Europe, America & Australia Pavilion is located in the centre of hall 1 & 2.

Hall 1 & 2

The Europe, America & Australia Pavilion by MEREBO is highlighted in blue colour. Details see below.



Europe, America & Australia Pavilion



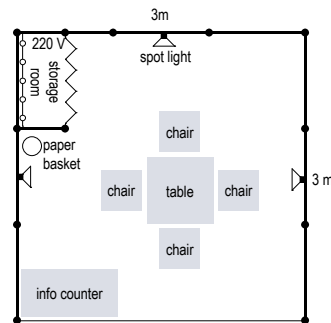
Different types and sizes of our Full Package Stands are available.

Please contact Ms. Helen Ha Huyen Le for stand and booking requests

E-mail helen@merebo.com
Phone +49-40-3999905-15

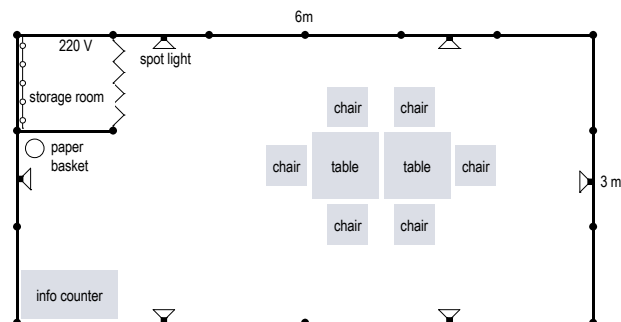
9 m²

Exhibition space of 3m x 3m including:
 Stand construction in Octanorm system, carpet (selection of different colours),
 company name in Latin characters on fascia panel, 3 spotlights, 1 table 70 x 70 cm,
 4 leather chairs, 1 information counter, 0.5 m² storage room with lockable folding door,
 220V power socket, paper basket, wall coat hanger, daily stand cleaning



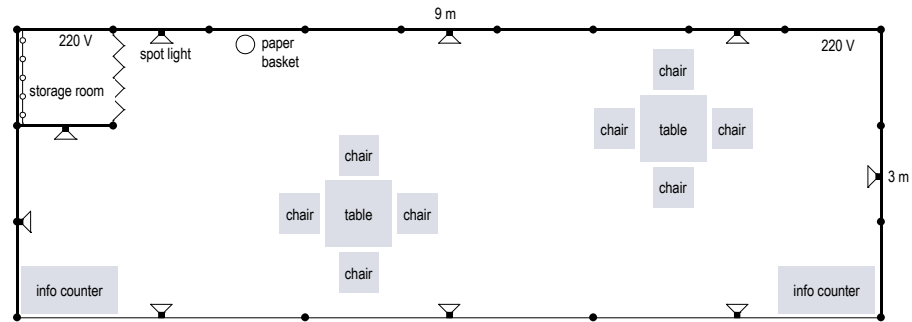
18 m²

Exhibition space of 6m x 3m including:
 Stand construction in Octanorm system, carpet (selection of different colours),
 company name in Latin characters on fascia panel, 6 spotlights, 2 tables 70 x 70 cm,
 6 leather chairs, 1 information counter, 1 m² storage room with lockable folding door,
 220V power socket, paper basket, wall coat hanger, daily stand cleaning



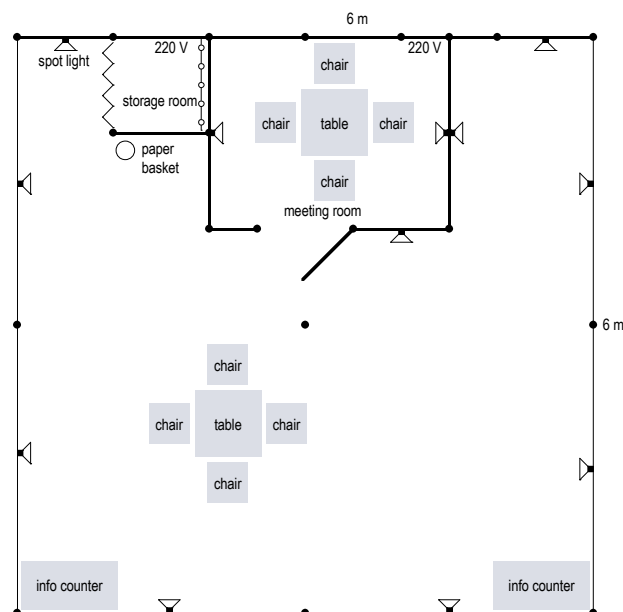
27 m²

Exhibition space of 9m x 3m including:
 Stand construction in Octanorm system, carpet (selection of different colours),
 company name in Latin characters on fascia panel, 9 spotlights, 2 tables 70 x 70 cm,
 8 leather chairs, 2 information counters, 1 m² storage room with lockable folding door,
 2 no. of 220V power socket, paper basket, wall coat hanger, daily stand cleaning



36 m²

Exhibition space of 6m x 6m including:
 Stand construction in Octanorm system, carpet (selection of different colours),
 company name in Latin characters on fascia panel, 12 spotlights, 2 tables 70 x 70 cm,
 8 leather chairs, 2 information counters, 5 m² meeting room with lockable door,
 1 m² storage room with lockable folding door, 2 no. of 220V power socket, paper basket,
 wall coat hanger, daily stand cleaning



Application Contract ASIAWATER 2012

7th Water & Wastewater Industry Event
27 - 29 March, 2012
Kuala Lumpur, Malaysia
Application Deadline: 13 January, 2012
Early Bird Discount valid until 31 May, 2011

MEREBO
MEREBO Messe Marketing
Jakobikirchhof 9
20095 Hamburg
Germany
Tel. +49-40-3999905-0
Fax +49-40-3999905-25
E-mail contact@merebo.com

Exhibitor

Company	<input type="text"/>		
Address 1	<input type="text"/>		
Address 2	<input type="text"/>		
Telephone	<input type="text"/>	Fax	<input type="text"/>
E-mail	<input type="text"/>	VAT no.	<input type="text"/>
Contact Person	<input type="text"/>		

Full Package Stands (please tick your choice)

Stand Size	Dimensions		Normal Rate	Early Bird Rate
9 m ² Row Stand	3 m x 3 m	<input type="checkbox"/>	EUR 3500	EUR 3350
18 m ² Row Stand	6 m x 3 m	<input type="checkbox"/>	EUR 6900	EUR 6550
27 m ² Row Stand	9 m x 3 m	<input type="checkbox"/>	EUR 10200	EUR 9650
36 m ² Head Stand	6 m x 6 m	<input type="checkbox"/>	EUR 13400	EUR 12600
<input type="checkbox"/> Corner Stand	Surcharge of EUR 200 for 18 m ² and 27 m ² (not available for 9 m ²)			
<input type="checkbox"/> Head Stand	Surcharge of EUR 300 for 18 m ² (not available for 9 m ² and 27 m ²)			

Including: Raw space, registration fee, exhibitor badges, 30 invitation tickets each 9 m², catalogue entry with company description, special discount rates for several official hotels.

Stand construction in Octanorm System, carpet, company name on fascia board, lockable storage room (9 m²: 0,5 m², 18 and more m²: 1 m²), information counter (27 and 36 m²: 2), table 70 x 70 cm (18 m² and 27 m²: 2 tables), 4 leather chairs (18 m²: 6, 27 m²: 8), paper basket, wall coat hanger, 3 spotlights (100W) each 9 m², power socket 13A / 220V, daily stand cleaning.

36 m² stands additionally: meeting room (5 m² with 4 leather chairs and 1 table of 70 x 70 cm).

Space only (please tick your choice)

m² with own stand construction

	Stand Size		Normal Rate	Early Bird Rate
Row stand (1 side open)	min. 36 m ²	<input type="checkbox"/>	EUR 310 / m ²	EUR 295 / m ²
Corner stand (2 sides open)	min. 36 m ²	<input type="checkbox"/>	EUR 315 / m ²	EUR 300 / m ²
Head stand (3 sides open)	min. 72 m ²	<input type="checkbox"/>	EUR 320 / m ²	EUR 305 / m ²
Island stand (4 sides open)	min. 72 m ²	<input type="checkbox"/>	EUR 325 / m ²	EUR 310 / m ²

Including: Raw space, registration fee, exhibitor badges, 50 invitation tickets, catalogue entry with company description, visa invitation, special discount rates for several official hotels.

<input type="text"/>	<input type="text"/>	<input type="text"/>
Place & Date	Name	Authorised signature

The Participation Terms are recognized as legally binding in all parts. (www.merebo.com/Terms)
Terms of Payment: 25% of total charges to be paid immediately upon receipt of the invoice. 25% by 31 October, 2011.
Remaining balance to be remitted before 13 January, 2012.

Please return by fax to +49-40-3999905-25

Terms of participation

1. Application to participate in the exhibition

Applications are to be made on the enclosed form, which should be returned to MEREBO Messe Marketing at the earliest opportunity, filled in and signed with a legally binding signature. The rental contract comes into force once MEREBO Messe Marketing has informed the applicant in writing that he is admitted.

The exhibitors shall not be entitled to withdraw from the exhibition after admission. Notice of withdrawal shall be made in writing to the MEREBO Messe Marketing, and shall take effect only when written consent is given by MEREBO Messe Marketing and the exhibitor agrees to pay compensation in accordance with the sliding scale that follows. The cancellation charge is calculated as a proportion of the participation fee, depending on how long before the start of the event the withdrawal is received: 1. 6 months or more 25%, between 4 and 6 months 50%, between 0 and 4 months 100%.

MEREBO Messe Marketing is entitled to rescind the application contract or to terminate the application contract if the exhibitor opens insolvency proceedings or bankruptcy proceedings or if the company of the exhibitor goes into liquidation. However the full participation fees must be paid.

2. Participation fees and terms of payment

The participation fees are calculated in accordance with the clauses set out in the application form. The fee to be paid by the exhibitor to MEREBO Messe Marketing includes the rent for the space as well as the wide range of services offered by MEREBO Messe Marketing. The deadlines for payment given in the application form or the invoice must be observed. If the stand is allocated within 90 days of the start of the fair, then the full amount is due immediately. If the terms of payment are not met by the exhibitor, MEREBO Messe Marketing reserves the right to cancel the application. If the application is cancelled, the exhibitor is liable for 50% of the participation fees. In case of cancellation within 90 days before the exhibition begins, the full participation fees must be paid.

3. Co-exhibitors and additionally represented organisations

Co-exhibitors and additionally represented organisations must be applied for separately in writing, together with the application for the main exhibitor, and specifying their full addresses.

4. Cancellation or curtailment of the exhibition

MEREBO Messe Marketing shall not be required to refund the participation fees or any part thereof to the exhibitor or be liable for any loss or damage suffered by the exhibitor in the event that the exhibition is cancelled or suspended or the duration of the exhibition is reduced owing to such circumstances beyond MEREBO Messe Marketing's control as may be: - outbreak of war or civil unrest - orders of governmental or statutory authorities - fire, floods and other acts of God strikes by workmen; lockouts.

5. Non-liability

MEREBO Messe Marketing assumes no liability for exhibition items or display material and something like that just as consequential damages. MEREBO Messe Marketing moreover excludes all liability for disadvantages and damages suffered by exhibitors as the result of incorrect catalogue entries and additional services. This does not affect liability on the basis of wilful or gross negligent misconduct. Any liability for ensuring unhindered setting up and taking down of stands is excluded. Non-liability is valid for damage direct or indirect independent of legal ground. Non-liability refers to material, property and personal damage, i. e. damage to body and life. It is valid for the exhibitor as well as for any other persons participating in the exhibition. The non-liability mentioned above is also valid for the other exemptions and limitations of liability of these terms of exhibition which will be effective without restrictions.

6. Warranty

Complaints about any deficiencies in the stand or exhibition area are to be made in writing to MEREBO Messe Marketing immediately on taking over the stand, and at the latest on the last day for setting up stands, so that MEREBO Messe Marketing can remedy such deficiencies. Subsequent complaints cannot be considered, and cannot lead to claims against MEREBO Messe Marketing.

7. Legal venue

The legal venue and place of fulfilment for contractual payments is Hamburg/Germany. Federal German law shall apply to any disputes arising from the contract. This translation is intended only for guidance and information. To the best of our knowledge and belief it is a faithful representation of the German original; however, in the event of divergence between the English and the German text, the German takes precedence.