



**6 - 8 April, 2010**

**Kuala Lumpur, Malaysia**

**Kuala Lumpur Convention Centre**

## Basic Facts

<b>Organizer</b>	AMB Exhibitions Sdn Bhd	
In co-operation with	The Malaysian Water Association (AsiaWater conference) MEREBO Messe Marketing (Europe & North America Pavilion)	
<b>Scope of Exhibits</b>	Water Resource Management Sewerage Wastewater Treatment & Management Ultra Pure Water etc.	Municipality Water Management Irrigation Industrial Water Treatment Bottled Water Production
<b>Exhibition space</b>	10000 m <sup>2</sup>	
<b>2008 Statistics</b>	No. of exhibitors	550
	Exhibiting nations	32
	Trade visitors	9224
	International trade visitors	941

**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 & North America Pavilion**

**Space only (EUR per m<sup>2</sup>)**

9 m <sup>2</sup> Row Stand	EUR 3500	Row Stand	EUR 275
18 m <sup>2</sup> Row Stand	EUR 6900	Corner Stand	EUR 280
27 m <sup>2</sup> Row Stand	EUR 10200	Head Stand	EUR 285
36 m <sup>2</sup> Head Stand	EUR 13300	Island Stand	EUR 290

Get the **Early Bird Discount** available until 31st July, 2009 (please refer to the Application Form)!

**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 m<sup>2</sup>
- 1 Table 70 x 70 cm each 9 m<sup>2</sup>
- 4 Leather chairs each 9 m<sup>2</sup>
- 3 Exhibitor badges each 9 m<sup>2</sup>
- 30 Visitor invitation tickets each 9 m<sup>2</sup>
- 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.



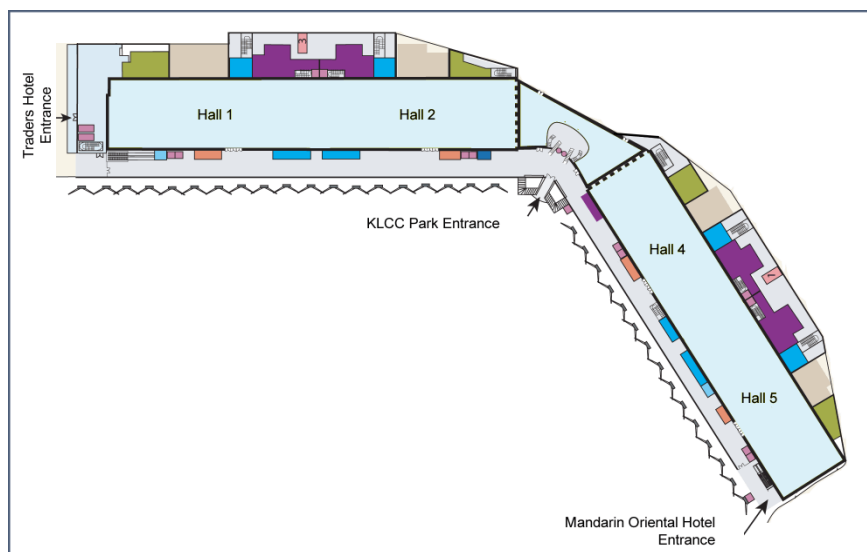
Completed projects include the signature PETRONAS Twin Towers, the Asy-Syakirin Mosque, the Suria KLCC shopping centre, PETROSAINS, an interactive science discovery centre and the Galeri PETRONAS as well as the Dewan Filharmonik PETRONAS, home of the Malaysian Philharmonic Orchestra. Commercial property 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 2010 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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 Web: [www.merebo.com](http://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](mailto:support@ambexpo.com)

**Web**

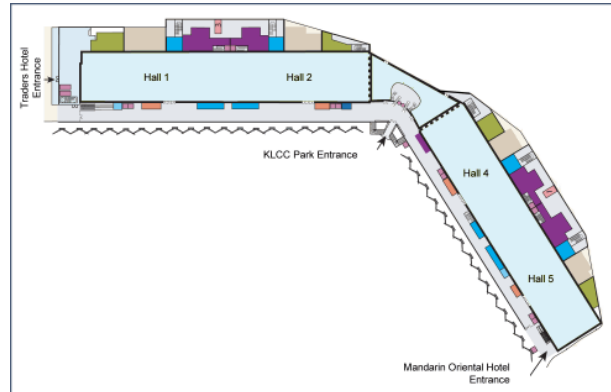
Please visit ASIAWATER 2010 in the Internet



**[www.asiawater.merebo.com](http://www.asiawater.merebo.com)**

## ASIAWATER 2010 Floor Plan

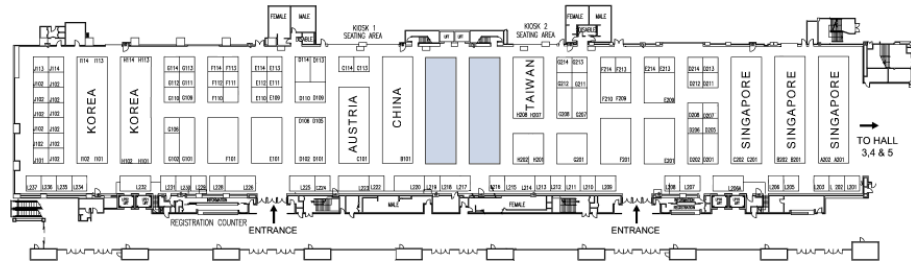
### Floor Plan



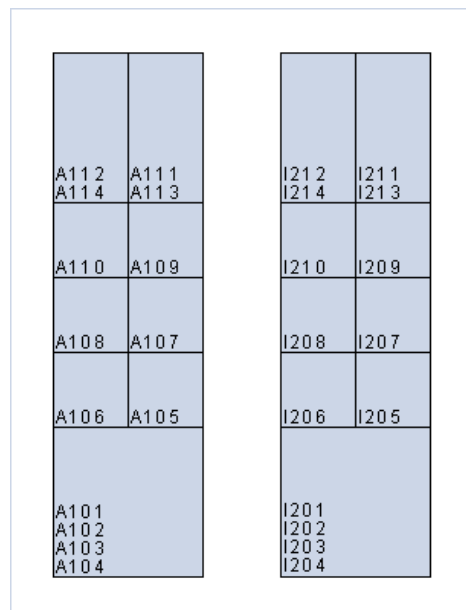
ASIAWATER 2010 will take place in all 4 halls of the KLCC. The total surface area is about 10,000 sqm. The Europe & North America Pavilion is located in the centre of hall 1 & 2.

### Hall 1 & 2

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



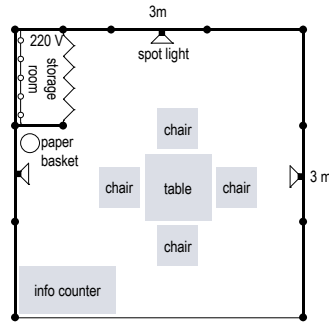
### Europe & North American Pavilion



One number is equivalent to one booth of 9 m<sup>2</sup> (3m x 3m). Please call us for current availabilities.

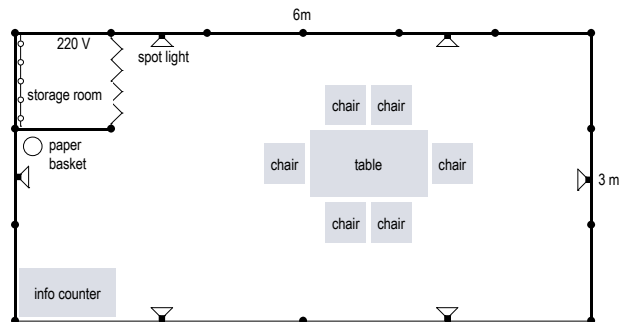
## 9 m<sup>2</sup>

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 m<sup>2</sup> storage room with lockable folding door,  
 220V power socket, paper basket, wall coat hanger, daily stand cleaning



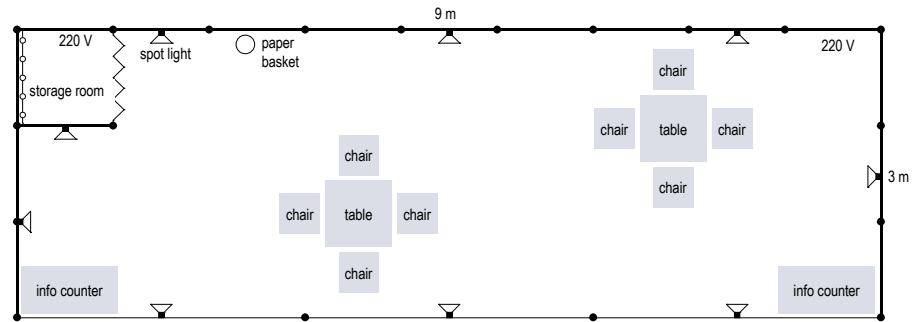
## 18 m<sup>2</sup>

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, 1 table 120 x 70 cm,  
 6 leather chairs, 1 information counter, 1 m<sup>2</sup> storage room with lockable folding door,  
 220V power socket, paper basket, wall coat hanger, daily stand cleaning



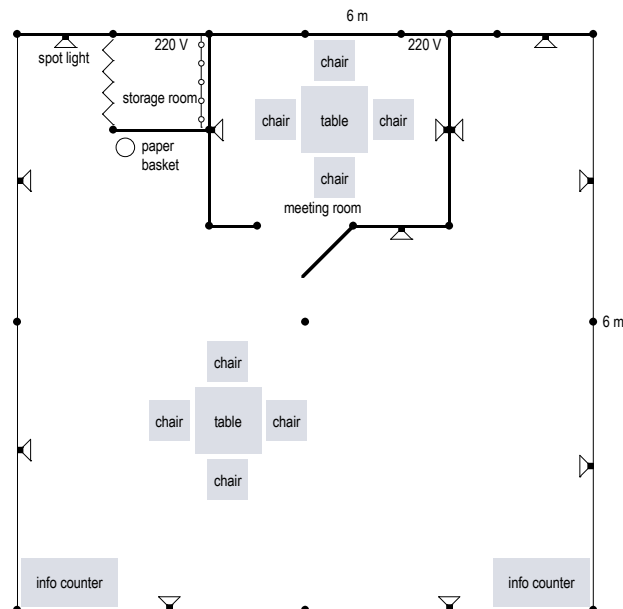
## 27 m<sup>2</sup>

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 m<sup>2</sup> storage room with lockable folding door,  
 2 no. of 220V power socket, paper basket, wall coat hanger, daily stand cleaning



## 36 m<sup>2</sup>

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 m<sup>2</sup> meeting room with lockable door,  
 1 m<sup>2</sup> storage room with lockable folding door, 2 no. of 220V power socket, paper basket,  
 wall coat hanger, daily stand cleaning



# Application Contract ASIAWATER 2010

ASIAWATER 2010 - 6th Asiawater Expo & Forum  
6 - 8 April, 2010  
Kuala Lumpur, Malaysia  
Application Deadline: 6th of January, 2010  
10% Early Bird Discount valid until 31 July, 2009

**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 <sup>2</sup> Row Stand	3 m x 3 m	<input type="checkbox"/> EUR 3500	EUR 3150
18 m <sup>2</sup> Row Stand	6 m x 3 m	<input type="checkbox"/> EUR 6900	EUR 6210
27 m <sup>2</sup> Row Stand	9 m x 3 m	<input type="checkbox"/> EUR 10200	EUR 9180
36 m <sup>2</sup> Head Stand	6 m x 6 m	<input type="checkbox"/> EUR 13300	EUR 11970
<input type="checkbox"/> <b>Corner Stand</b>	Surcharge of EUR 200 for 18 m <sup>2</sup> and 27 m <sup>2</sup> (not available for 9 m <sup>2</sup> )		
<input type="checkbox"/> <b>Head Stand</b>	Surcharge of EUR 300 for 18 m <sup>2</sup> (not available for 9 m <sup>2</sup> and 27 m <sup>2</sup> )		

**Including:** Raw space, registration fee, exhibitor badges, 20 invitation tickets each 9 m<sup>2</sup>, catalogue entry with company description, visa invitation, special discount rates for several official hotels.

**Stand construction** in Octanorm System, carpet, company name on fascia board, lockable storage room (9 m<sup>2</sup>: 0,5 m<sup>2</sup>, 18 and more m<sup>2</sup>: 1 m<sup>2</sup>), information counter (27 and 36 m<sup>2</sup>: 2), table 70 x 70 cm (18 m<sup>2</sup>: 120 x 70 cm, 27 m<sup>2</sup>: 2 tables), 4 leather chairs (18 m<sup>2</sup>: 6, 27 m<sup>2</sup>: 8), paper basket, wall coat hanger, 3 x 100W spotlights each 9 m<sup>2</sup>, power socket 13A / 220V, daily stand cleaning.

**36 m<sup>2</sup> stands additionally:** meeting room (5 m<sup>2</sup> with 4 leather chairs and 1 table of 70 x 70 cm).

## Space only (please tick your choice)

m<sup>2</sup> with own stand construction

	Stand Size	Normal Rate	Early Bird Rate
Row stand (1 side open)	min. 36 m <sup>2</sup>	<input type="checkbox"/> EUR 275 / m <sup>2</sup>	EUR 247 / m <sup>2</sup>
Corner stand (2 sides open)	min. 36 m <sup>2</sup>	<input type="checkbox"/> EUR 280 / m <sup>2</sup>	EUR 252 / m <sup>2</sup>
Head stand (3 sides open)	min. 72 m <sup>2</sup>	<input type="checkbox"/> EUR 285 / m <sup>2</sup>	EUR 256 / m <sup>2</sup>
Island stand (4 sides open)	min. 72 m <sup>2</sup>	<input type="checkbox"/> EUR 290 / m <sup>2</sup>	EUR 261 / m <sup>2</sup>

**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 attached Participation Terms are recognized as legally binding in all parts.

Terms of Payment: 20 % of total charges to be paid immediately upon receipt of the invoice. 30% by 31st of October, 2009.  
Remaining balance to be remitted before 6th January, 2010.

**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.