



EMBASSY OF THE HASHEMITE KINGDOM OF JORDAN
ROME

No. T/7/1955

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**Associazione Nazionale
Costruttori Edili (ANCE)
Via Giuseppe Antonio Guattani, 16
00161 - Roma
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E mail: info@ance.it**

L'Ambasciata del Regno Hashemita di Giordania a Roma è lieta di comunicare che l'Unione degli Impresari Costruttori Giordani organizza l'Esposizione Internazionale Annuale dell'Industria di Costruzione, dell'Ingegneria Edile e del loro Indotto, ad Amman - Giordania nel periodo 4 - 7/11/2013.

L'Ambasciata chiede cortesemente di divulgare questo evento agli enti pubblici e privati interessati del settore. Inoltre, si allega un documento che fornisce altre informazioni sull'Esposizione e le modalità di partecipazione.

L'Ambasciata del Regno Hashemita di Giordania ringrazia per la collaborazione e si avvale dell'occasione per inviare cordiali saluti.

**Ambasciata di Giordania
Roma**



BK/r.d./T7



Jordan Construction
Contractors Association

المعرض الدولي للبناء والإنشاء والصناعات الهندسية

JORDANBUILD - 7th Edition

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INTRODUCTION:

The management of the Jordan International Exhibition for Construction and Engineering Industries (Jordan Build 2013) cordially invite you to participate in the seventh edition of our exhibition, which will be held from November 04 to November 07, 2013.

This year's exhibition will be launched by new management, in a joint venture by the Arab Innovation Co. for Management Consultation and Bana for Exhibition??, with a great spirit of optimism and continued cumulative successes.

Your participation in Jordan Build 2013 is a real opportunity to present your products to new customers and expand the scope of your work. After three consecutive years of pressure??, new hopes are raised for the construction sector with the launching of the Gulf Grant Projects, which will directly pour approximately one billion dollars annually for five years into the Jordanian Construction sector. This will not only restore confidence in the construction sector but boast vitality and output.

Jordan Build 2013 is considered one of the leading specialist exhibitions in the field of building and construction in the Arab Region, and has become a gateway for communication with the Jordanian market and a launching pad into neighboring Arab markets.

The exhibition offers a platform for each field of contracting, engineering and for producers of machinery, construction equipment and materials, to communicate with and meet local, Arab and foreign companies all under one roof. Jordan Build 2013 invites those who operate or have interests in the following areas:

1. Contracting
2. Machinery and Heavy Equipment
3. Stone and Marble
4. Baths, Ceramics and Health Products
5. Paints and Finishing Materials
6. Insulation Materials
7. Heating, Air Conditioning and Refrigeration
8. Water Technologies
9. Electricity and Energy
10. Gardening Equipment and Pool Supplies and Accessories.
11. Cement and Ready-mix Concrete

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ABOUT THE EXHIBITION:

Official Support:

Jordan Build 2013 will be held -under the official Patronage of the Jordanian Prime Minister and is currently working towards Royal Patronage.

The Media Campaign:

The **Jordan Build 2013** Management will launch a mass media campaign through a dedicated team to promote **Jordan Build 2013**, according to a media plan carefully considered in order to attract an audience of stakeholders throughout the four days of the expo. The plan includes:

- ✓ Advertising for the exhibition through all media means, (print, broadcast, radio and visual).
- ✓ Media Coverage during the full period of the exhibition on television, covering all events.
- ✓ Advertising through E – Marketing (Mail Shots and SMS).
- ✓ Intensive print and visual advertising for one month prior to the exhibition (Posters, Brochures, and billboards).
- ✓ The **Jordan Build 2013** directory, in its new style and form will include detailed information on all participating companies.
- ✓ The pavilion will be booked during the expo for all media to encourage them to cover all events.

Guests invited to attend the Opening Ceremony of Jordan Build 2013 include:

- Regional Construction Contractors Associations
- Arab and Foreign Ambassadors resident in Jordan
- Jordanian Ministries and Governmental Institutions
- Universities Deans, and Colleges Professors of Engineering in Jordan

Exhibition Venue, Date and Space:

Jordan Build 2013 will be held from November 28 to December 1, 2013., at Amman International Motor Show – Airport Highway Road, with a total area of 7500 square meters.

Target Companies:

Jordanian, Regional and International Companies involved in the construction sector in Jordan.

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Opening Ceremony:

The opening ceremony will be arranged in coordination with the Jordanian Construction Contractors Association, to the highest level of Professionalism. In conjunction a group of participating companies, along with a total of five contractors, will receive awards during the event. Included in this plan:

- ❖ Tent with high standards, equipped with full requirements??
- ❖ Jordanian T.V. and Radio teams covering the opening.
- ❖ News teams representing all electronic and printed newspapers.
- ❖ Specialized Hospitality Team.
- ❖ Professional Photographers, to document the opening.

Closing Ceremony:

A Closing Ceremony will be held on the last day of the exhibition in one of the nearby hotels in the presence of the Jordanian Construction Contractors Association Council and Senior Staff, Participating Companies, VIP Guests and Governmental Officials.

Sponsorship Opportunities and Benefits:

Pre Exhibition Benefits	Diamond	Platinum	Gold	Silver
Logo on website with hyperlink to sponsor's website	✓	✓	✓	✓
Exclusive e-shots	3	2	1	1
Inclusion on visitor promotion campaign - print and electronic	✓	✓	✓	✓
Sponsor announcement	✓	✓	✓	✓
Featured article in visitor newsletter	3	2	1	1
Dedicated sponsor's page on Jordan Build website with company description and logo	✓	✓	Logo Only	Logo Only
Inclusion of the logo in the marketing and promotional campaign, on newspapers, magazines, electronic news websites, radio and Television along with printed materials and all related communications	✓	✓	✓	✓
Press Conference Interviews	✓	✓	✓	✓
Press Conference Initiations	20	15	10	5

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Onsite Benefits	Diamond	Platinum	Gold	Silver
Logo on onsite signage	✓	✓	✓	✓
1 x A4 advert inside show catalogue	1	1	1	1
Gold entry in the show catalogue – 100 words plus logo	✓	-	-	-
Display Area (Booth)	36sq-m	27sq-m	18sq-m	9sq-m
Opening Ceremony Right to Speech	✓	-	-	-
Opening Ceremony Invitations	10	5	5	5
Gala Dinner Invitations	10	5	5	5
Exclusive Interviews and Hosting in all Media available during the expo	✓	✓	✓	✓
Trophies to Reward the Sponsors during the Closing Ceremony	✓	✓	✓	✓

Post Event Benefits	Diamond	Platinum	Gold	Silver
Dedicated e-shot thanking visitors and promoting sponsor	✓	✓	✓	✓
Hyperlinked logo on exhibition website – full year post event	✓	✓	✓	✓

Sponsorship Fees	JD. 60,000	JD. 50,000	JD. 30,000	JD. 20,000
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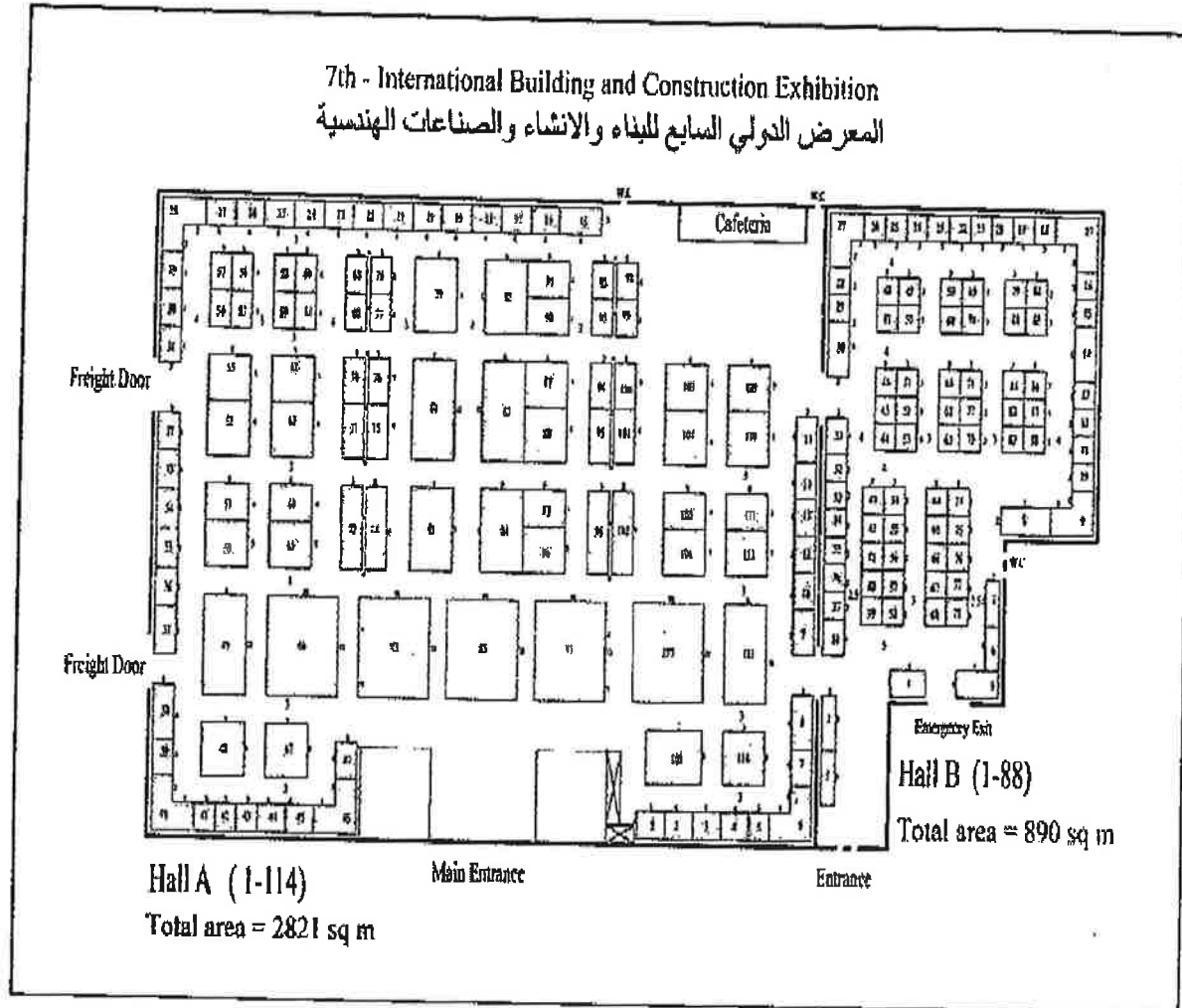
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Floor Plan:



A+

A

B

C

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Exhibition Space Contract:		عقد حجز مساحة:	
Company Name:		اسم الشركة:	
Address:		العنوان:	
Tel:	Fax:	الهاتف:	الفاكس:
E-mail:		البريد الإلكتروني:	
Authorized Person:		اسم الشخص المفوض:	
Position:	Mobile:	الخلاوي:	الوظيفة:
Prices:		الأسعار:	
A+ : 180 - 200 JD per square meter A : 120 JD per square meter B : 100 JD per square meter C : 80 JD per square meter		أ+ : ٢٠٠ - ١٨٠ دينار للمتر الواحد أ : ١٢٠ دينار للمتر الواحد ب : ١٠٠ دينار للمتر الواحد ج : ٨٠ دينار للمتر الواحد	
16% sales tax will be added		يضاف على السعر 16 % ضريبة مبيعات	
Total Space Required sq meters		مجموع المساحة المطلوبة متر مربع	
Stand No.:		رقم المنصة:	
Shell Scheme ☐	Space Only ☐	منصة مجهزة ☐	مساحة فقط ☐
Total Price:		كامل المبلغ:	
Shell Scheme Includes: 1 / Table, 2 / Chairs, 3 / Spot Lights, 1 / 13 Amp Power Point, Fascia with Company Name in English and Arabic		المساحة المجهزة تشمل: 1 / طاولة, 2 / كراسي, 3 / موانع أفتاءة, 1 / وصلة كهربائية, اسم الشركة بالعربي والإنجليزي	
Date:	التاريخ:		
Stamp, Authorized Signature:	الختم وتوقيع الشخص المسؤول:		
Job Title:	الوظيفة:		

Please Return your Application to:	الرجاء إعادة إرسال الطلب للعنوان التالي:
Arab Innovation Company or Bana for Exhibitions Queen Rania St. - Abu Al Haj Complex 1 st Floor - Office # 104 Tel: +962 6 516 9600 Fax: +962 6 516 9601 E-mail: info@aicmc.jo	شركة الإبداع العربي للاستشارات الإدارية أو شركة بانا للمعارض شارع الملكة رانيا - مجمع أبو الحاج الطابق الأول - مكتب رقم 104 هاتف: +962 6 516 9600 فاكس: +962 6 516 9601 البريد الإلكتروني: info@aicmc.jo

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50% must be paid upon signing this contract, and the remaining two months prior to the exhibition	يجب دفع 50% من قيمة الإشتراك فوراً عند توقيع العقد، والباقي قبل توطيد المعرض بشهرين
Method of Payment:	طريقة الدفع:
Cheques ☐ Cash ☐ Bank Transfer ☐	شيك بنكي ☐ نقداً ☐ تحويل بنكي ☐

الشروط والأحكام – Terms and Conditions

First Party: Arab Innovation Company for Management Consultation (The Organizer)

Second Party: Any Company or person ordering display space at the exhibition (The Exhibitor)

The two parties have agreed according to the following conditions:

1. The preamble of this contract shall be considered an integral part thereof and be read therewith as one unit.
 2. This contract shall be considered binding upon the signing thereof and the Second Party may not revoke it or withdraws here from under any circumstances. In the event of his withdrawal, the contract shall be considered standing and the Second Party shall incur the full remaining amount of the contract.
 3. The Second Party undertakes to pay 50% of the contract price upon signing and 50% Two Months before the opening of the Exhibition.
 4. The Second Party may not sub-lease any part of the contract area to any Exhibitor except after obtaining the written approval of the First Party, otherwise, the First Party shall have the right to revoke the contract, re-lease the area subject of the contract and charge the Second Party the full value of the contract.
 5. The First Party undertakes to hand over the leased area 2 days prior to the opening of the Exhibition.
 6. The First Party shall not be responsible for the loss, breaking into or robbery of the displayed items during, before or after the display period.
 7. The cost of all services not provided for in the contract shall be paid by the Second Party.
1. تعتبر مقدمة العقد جزءاً لا يتجزأ منه وتقرأ معها كوحدة واحدة.
 2. يعتبر هذا العقد ملزم للطرفين عند توقيعه ولا يحق للطرف الثاني الانسحاب منه أو إلغائه بعد التوقيع عليه تحت أي ظرف من الظروف، وفي حال انسحابه، يعتبر العقد قائماً ويكون الطرف الثاني ملزماً بتحمل كامل المبلغ المتبقي من العقد.
 3. يتعهد الطرف الثاني بدفع 50% من قيمة العقد عند التوقيع وال 50% الباقية قبل شهرين من تاريخ افتتاح المعرض.
 4. لا يجوز للطرف الثاني تأجير أي جزء من مساحة العقد المستأجرة إلى أي طرف ثالث من المعارضين إلا بعد الحصول على موافقة خطية بذلك من الطرف الأول، وإلا فإنه للطرف الأول الحق في فسخ العقد، وإعادة تأجير مساحة المعرض المذكورة في العقد وتغريم الطرف الثاني كامل قيمة العقد.
 5. يتعهد الطرف الأول بتسليم المنطقة المستأجرة للطرف الثاني قبل يومين من افتتاح المعرض.
 6. لا يعتبر الطرف الأول مسؤول عن أي خسارة قد يتعرض لها الطرف الثاني نتيجة اقتحام أو سرقة للبضائع المعروضة خلال أو قبل أو بعد فترة العرض.
 7. تدفع تكلفة جميع الخدمات غير المنصوص عليها في العقد من قبل الطرف الثاني.

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8. In the event of early closing down of the Exhibition, the First Party has the right to retain all or some of the amount paid by the Second Party to the extent sufficient to cover the expenses absorbed by the First Party	8. في حالة إغلاق المعرض قبل الوقت المحدد لذلك، يحق للطرف الأول الاحتفاظ بجميع أو بعض من المبالغ المدفوعة من قبل الطرف الثاني لتغطية كافة المصاريف التي تكبدها الطرف الأول بشكل كاف.
9. The Second Party shall be responsible for transporting the display items from and to exhibit platform.	9. الطرف الثاني مسؤول عن نقل وتوصيل المواد المعروضة من وإلى منصة العرض المحددة.
10. The Second Party declares hereby that he is taking part in the Exhibition of his own volition and decision and this contract does not constitute an oral or a written promise from the First Party which relates to the level of the Exhibition or its success.	10. يعلن الطرف الثاني عن مشاركته في المعرض بمحض إرادته ومن تلقاء نفسه ولا يشكل هذا العقد وعداً شفويًا أو كتابيًا من قبل الطرف الأول بمستوى المعرض أو نجاحه.
11. The Second Party undertakes to comply with the display items approved by the First Party; otherwise, the Second Party undertakes to remove any violating exhibited item if the First Party requests so.	11. يتعهد الطرف الثاني بالتقيد بالبنود المعروضة والتي وافق عليها الطرف الأول، وفي حال عدم الالتزام بذلك فإنه يتعهد ويلتزم للطرف الثاني بإزالتها من المعرض فوراً إذا طلب الطرف الأول ذلك.
12. The Second Party declares that he waives his right to submit any complaint or to make any claim unless the complaint is submitted to the First Party within two weeks from the date of conclusion of the exhibition.	12. يعلن الطرف الثاني بأنه يتنازل عن حقه في تقديم أي شكوى أو إدعاء لتقديم أي شكوى تخص المعرض إلا إذا قدم الإدعاء أو الشكوى إلى الطرف الأول كتابة خلال أسبوعين من تاريخ اختتام المعرض.
13. The validity of this contract shall commence from the date of its signature and shall end upon conclusion of the exhibition.	13. يبدأ هذا العقد من تاريخ التوقيع عليه وتنتهي عند انتهاء المعرض.
14. If a dispute arises concerning due to or as a result of this contract, the dispute shall be referred to arbitration according to the Jordanian Arbitration Law.	14. إذا نشأ نزاع بشأن أو بسبب أو نتيجة لهذا العقد، يحال النزاع إلى التحكيم الأردني وفقاً لقانون التحكيم الأردني.
15. This contract consists of sixteen clauses and two original copies; each party retains one original copy.	15. هذا العقد يتكون من ستة عشر بنداً وستين أصليتين، يحتفظ كل طرف بنسخة أصلية واحدة.
16. The Arab Innovation Company for Management Consultation and Bana-Exhibitions Co. (First Party) has the right to revoke any contact without resorting to the Participant, if necessary.	16. يحق لشركة الإبداع العربي وشركة بانا للمعارض (الطرف الأول) بإلغاء أي عقد مع أي مشترك بالمعرض دون الرجوع له، إذا لزم الأمر.
Accepted & Agreed	موافقة:
Date:	التاريخ:
Signature:	التوقيع:

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