



MALAYSIAN INSTITUTE  
OF ACCOUNTANTS

# MIA ACCOUNTING & FINANCIAL TECHNOLOGY SHOWCASE 2024

**15 May 2024**

Malaysia International Trade  
and Exhibition Centre (MITEC)

**SPONSORSHIP  
& EXHIBITION  
PROSPECTUS**

# SHOWCASE YOUR SOLUTIONS!

## POSITION YOUR BRAND AT THE FOREFRONT OF INNOVATION - SHOWCASING YOUR BUSINESS TECHNOLOGY SOLUTIONS TO ACCOUNTANCY PROFESSIONALS & FINANCE LEADERS

As the regulator and developer of the accountancy profession, the Malaysian Institute of Accountants (MIA) is recognised for organising specialty knowledge events that connect leading brands with accountancy and finance professionals.

In 2024, we are taking our Accounting Technology Conference (AccTech) to the next level through an exciting rebranding exercise to add value to our stakeholders. Going forward, AccTech will now be known as the MIA Accounting & Financial Technology Showcase (MIA AFT 2024).

Technology solution companies are encouraged to join us at the MIA AFT 2024 event, where it offers an excellent opportunity for you to collaborate and promote your products and services within the field of finance and accountancy. In addition to showcasing your technologies solutions, you will also have the opportunity to share your expertise and offerings through special focused presentation sessions at the event.

As the digital transformation continues to gain momentum globally, MIA AFT 2024 is being launched at an opportune moment to add value to Malaysian organisations especially in the area of accounting and financial practices.

The event will be held at the purpose-built MITEC (Malaysia International Trade and Exhibition Centre). MIA AFT 2024 aims to attract close to 1,500 participants, especially accountancy professionals and finance leaders, to connect and engage with more than 30 technology companies.

Today, MIA has more than 39,000 members nationwide comprising industry professionals, decision-makers, and thought leaders in accounting, finance and business. By collaborating with MIA on the MIA AFT 2024, you will be able to access and engage with this coveted market segment effectively.

To participate and be part of MIA AFT 2024, we offer various sponsorship packages that are tailored to meet your business goals and budget. These packages ensure that your investment brings you the highest value and brand recognition. We have three categories of sponsorship packages: Diamond, Gold, and Silver, as well as an Exhibitor package. By choosing one of the sponsorship packages, you will have the opportunity to showcase your solutions during the Tech sessions and product demo sessions.

Don't miss this exclusive opportunity to connect and engage with senior accountancy and finance professionals.

For more information, please contact **Pn. Hani / Ms. Meera / Pn. Farah** at **+603-2722 9154 / +603-2722 9167 / +603-2722 9197** or email [sponsorship@mia.org.my](mailto:sponsorship@mia.org.my)

# THE EVENT THEATRES:

## THEATRE 1 – DIGITAL TRANSFORMATION

*Sponsored by Diamond Sponsor*

### Keynotes, Solo sessions & Panel Discussions

Digital transformation has a profound impact on the accountancy profession, reshaping traditional practices and enabling accountants to work more efficiently, accurately, and strategically. Digital Transformation theatre will be discussing the journey and processes on how companies and businesses are adopting technology including how they are tackling the most common challenges while leveraging technology to create opportunity. In this theatre, the digital finance and accounting experts will share their views on the latest digital solutions and trends. Companies providing solutions and tools that enhance efficiency, accuracy, and strategic decision-making are invited to be part of this theatre to share their expertise, knowledge and to showcase their new or advanced technologies.

Interested companies with the following products/services are invited to share their expertise, knowledge and to showcase their products/services in any of the theatres.

· Accounting software	· Robotic Process Automation (RPA)	· Audit & Tax software
· Data analytics tools	· Blockchain technology	· Practice Management solutions
· Cybersecurity	· Application Programming Interfaces (APIs)	· Risk Management tools
· HR & payroll	· FINTECH	· Anti Money Laundering software
· Strategic business advisory	· Asset management & Supply chain	· Carbon credit
· IT applications & solutions	· Cloud applications	· Digital banks
· Financial software	· Financial Reporting and Analytics	· Crowdfunding
· Automation & Artificial intelligence (AI)	· Expense Management	

## THEATRE 2 – TECHNOLOGY IN PRACTICE

### Solo sessions & Panel Discussions

Technology plays a crucial role in improving business operations for accountants in practice. This theatre is dedicated for accountants in practice, audit firms and corporate services firms. Sessions in this theatre will cover how to digitalise your firm by implementing accounting technology solutions that can lead to increase efficiency, accuracy, and transparency in financial processes. Companies providing strategic business advisory services and technology solutions that empowers accountants in practice by automating tasks, improving accuracy, enhancing client communication, and providing tools for advanced financial analysis are invited to be part of this theatre.

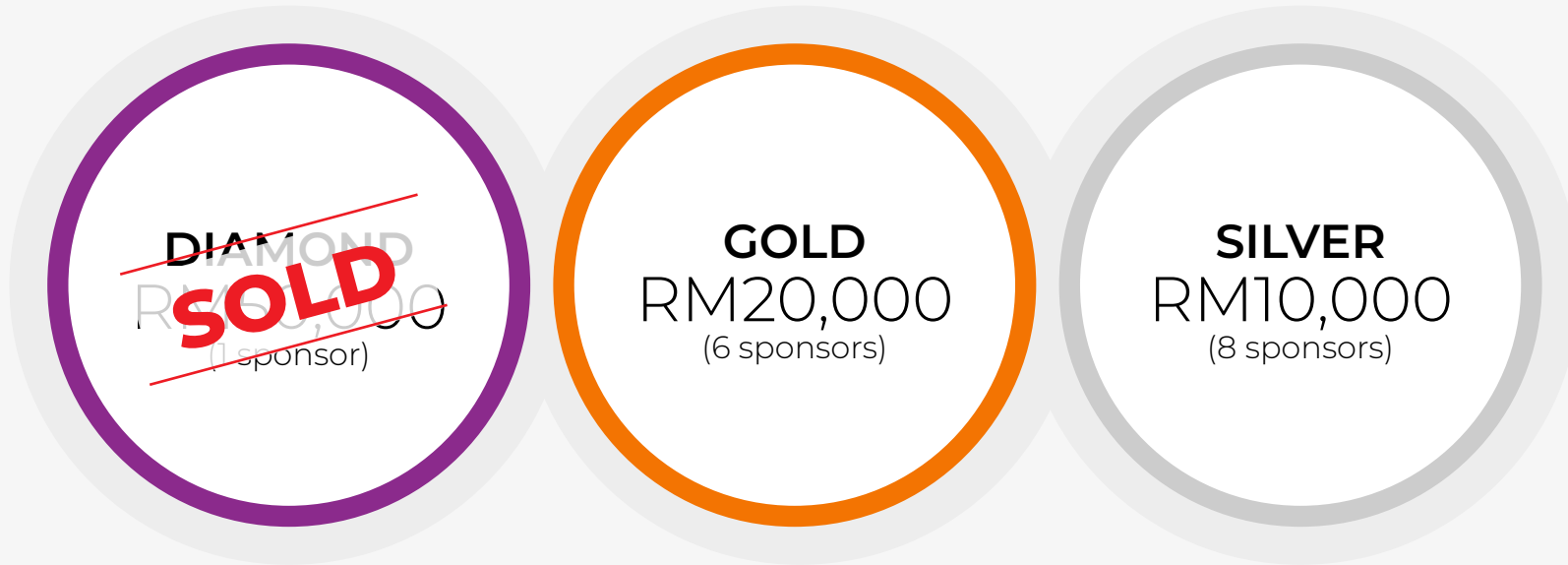
## THEATRE 3 – STRATEGIC LEADERSHIP

### Solo sessions & Panel Discussions

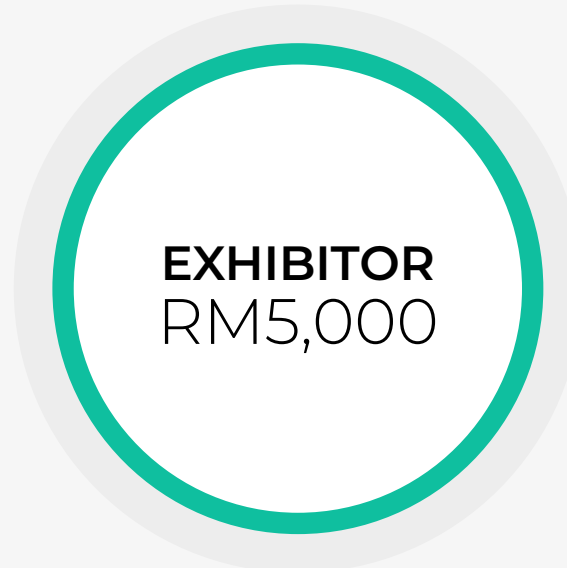
CFOs play a critical role in adopting technology and taking on a broader range of responsibilities within an organisation. Nowadays, CFOs play a multifaceted role in integrating ESG initiatives into the financial strategy and operations of an organisation. By aligning financial and ESG goals, CFOs contribute to the long-term sustainability and resilience of the business. Sessions in this theatre will discover how CFOs and financial leaders can navigate through the way ahead by successfully adopting and integrating technology within their organisation. Companies providing services, solutions, and tools in risk management, Business & ESG advisory, financial solutions, cybersecurity are invited to be part of this theatre.

# SPONSORSHIP

## SPONSORSHIP PACKAGES



## EXHIBITION



# PAST CONFERENCES SPONSORS & EXHIBITORS



Microsoft



Oracle



Intuit QuickBooks



UiPath



Xero



Blackline



LucaNet



Metora Data Science



Gest On Line



Talenox



SigmaConso Sdn Bhd



Wavelet Solutions Sdn Bhd



Numa Solution Sdn Bhd



Big Dataworks Sdn Bhd



Finsoft Consulting Sdn Bhd



Autoscan Technology Sdn Bhd



Beans Group Sdn Bhd



ABJ Cloud Solutions



Kollect Systems Sdn Bhd



Fusionex Group



PwC



ACCA

# SPONSORSHIP & EXHIBITION OPPORTUNITIES AT A GLANCE

BENEFITS	DIAMOND RM50,000 <b>SOLD</b>	GOLD RM20,000 (6 sponsors)	SILVER RM10,000 (8 sponsors)	EXHIBITOR RM5,000
<b>CONFERENCE OPPORTUNITIES</b>				
Speaking opportunity* <b>(EXCLUSIVE)</b>	Hosting the Main theatre – Digital Transformation One (1) 45-minutes session Two (2) 30-minutes sessions	Hosting two (2) 30-minutes sessions	Hosting a 30-minute session	NA
Complimentary registrations (Event access)	10	6	4	NA
<b>EXHIBITION OPPORTUNITIES</b>				
Exhibition Space	4m X 4m Shell Scheme Booth Priority	3m X 3m Shell Scheme Booth Preferred	3m X 3m Shell Scheme Booth Preferred	3m X 3m Shell Scheme Booth Standard
Exhibition Passes	6	4	4	2
<b>ON-SITE BRANDING EXPOSURE</b>				
60-120 seconds Airtime prior start of event <b>(EXCLUSIVE)</b>	Main theatre – Digital Transformation	NA	NA	NA
60-120 seconds Airtime prior start of hosting session <b>(EXCLUSIVE)</b>	✓	✓	✓	NA
Sponsor's standing bunting display in the event Hall & on stage during sponsored session <b>(EXCLUSIVE)</b>	Max 6	Max 4	Max 2	NA
Logo branding on theatre <b>(EXCLUSIVE)</b>	Main theatre Sponsored by	NA	NA	NA
Logo branding / acknowledgement on hosting session <b>(EXCLUSIVE)</b>	Sponsored by	Sponsored by	Sponsored by	NA
Logo on the stage e-backdrop	✓	✓	✓	✓
Acknowledgement during the event's opening and/or closing remarks.	✓	✓	✓	✓
<b>MARKETING &amp; PROMOTION</b>				
Logo on all pre-event marketing materials and digital platforms. <i>Note: Subject to early confirmation of sponsorship</i>	✓	✓	✓	✓
<b>ADVERTISING OPPORTUNITIES (POST CONFERENCE)</b>				
Banner advertisement in e-AT* - <a href="https://www.at-mia.my/">https://www.at-mia.my/</a>	6 banners	2 banners	1 banner	NA
Articles in e-AT* - <a href="https://www.at-mia.my/">https://www.at-mia.my/</a>	4 articles	1 article	1 article	NA
Branding advertisement in CPE series* - <a href="https://pd.mia.org.my/cpeprog">https://pd.mia.org.my/cpeprog</a>	2 Full page advertisements	1 Full page advertisement	NA	NA

\* Subject to MIA's acceptance/approval.

\*\* MIA reserves the right to replace/exchange the benefits with items of similar value in lieu of the unavailability of such benefit. Benefits are non-transferable and non-exchangeable for cash.

# SPONSORSHIP PACKAGES

DIAMOND **SOLD**

RM50,000

## CONFERENCE OPPORTUNITIES

- ▶ **Hosting sessions:** Privilege to host the Main theatre – Digital Transformation **(EXCLUSIVE)\***
  - Hosting one (1) 45-minute speaking session
  - Hosting two (2) 30-minute speaking sessions

*(Note: The proposed topic and speaker are subject to MIA's approval and discretion)*
- ▶ **Event access:** Ten (10) complimentary passes

## EXHIBITION OPPORTUNITIES

- ▶ **Priority Exhibition Space:** One (1) 16m<sup>2</sup> Exhibition Booth [4m (w) x 4m (l) x 4.5m (h)]
- ▶ Six (6) Exhibition Passes

## MARKETING & PROMOTION OPPORTUNITIES

- ▶ Logo presence and Acknowledgement as Diamond Sponsor on all pre-event marketing materials and digital platforms
- (Note: Subject to early confirmation of sponsorship)*

## ON-SITE EXPOSURE

- ▶ 60-120 seconds Airtime prior start of event at the Main theatre – Digital Transformation\* **(EXCLUSIVE)**
- ▶ 60-120 seconds Airtime prior start of Hosting session\* **(EXCLUSIVE)**
- ▶ Display of sponsor's standing bunting (maximum 6) in the event Hall & on stage during hosting session **(EXCLUSIVE)**
- ▶ Logo branding on Main theatre e-backdrop as Theatre is "**Sponsored by**"
- ▶ Logo branding / acknowledgement on signages and session's e-backdrop for hosting sessions as Session is "**Sponsored by**"
- ▶ Logo on the Conference stage e-backdrop
- ▶ Acknowledgement during the event's opening and/or closing remarks

## ADVERTISING OPPORTUNITIES (POST CONFERENCE)

- ▶ Six (6) x banner advertisements in e-AT (Accountants Today)\* <https://www.at-mia.my/>
- ▶ Four (4) articles in e-AT (Accountants Today)\* <https://www.at-mia.my/>
- ▶ Two (2) Full page branding advertisements in the MIA CPE Series publication\* <https://pd.mia.org.my/cpeprog>

\* Subject to MIA's acceptance/approval and availability.

## GOLD

RM20,000

### CONFERENCE OPPORTUNITIES

- ▶ **Hosting session:** Privilege to host two (2) 30-minute speaking session **(EXCLUSIVE)\***  
*(Note: The proposed topic & speaker are subject to MIA's approval and discretion)*
- ▶ **Event access:** Six (6) complimentary passes

### EXHIBITION OPPORTUNITIES

- ▶ **Preferred Exhibition Space:** One (1) 9m<sup>2</sup> Exhibition Booth [3m (w) x 3m (l) x 4m (h)]
- ▶ Four (4) Exhibition Passes

### MARKETING & PROMOTION OPPORTUNITIES

- ▶ Logo presence and Acknowledgement as Gold Sponsor on all pre-event marketing materials and digital platforms  
*(Note: Subject to early confirmation of sponsorship)*

### ON-SITE EXPOSURE

- ▶ 60-120 seconds Airtime prior start of Hosting session\* **(EXCLUSIVE)**
- ▶ Display of sponsor's standing bunting (maximum 4) in the event Hall & on stage during sponsored session **(EXCLUSIVE)**
- ▶ Logo branding / acknowledgement on signages and session's e-backdrop for hosting session as Session is **"Sponsored by"**
- ▶ Logo on the Conference stage e-backdrop
- ▶ Acknowledgement during the event's opening and/or closing remarks

### ADVERTISING OPPORTUNITY (POST CONFERENCE)

- ▶ Two (2) banner advertisements in e-AT (Accountants Today)\* <https://www.at-mia.my/>
- ▶ One (1) article in e-AT (Accountants Today)\* <https://www.at-mia.my/>
- ▶ One (1) Full page branding advertisement in the MIA CPE Series publication\* <https://pd.mia.org.my/cpeprog>

\* Subject to MIA's acceptance/approval and availability.



## SILVER

RM10,000

### CONFERENCE OPPORTUNITIES

- ▶ **Hosting session:** Privilege to host a 30-minute speaking session **(EXCLUSIVE)\***  
*(Note: The proposed topic & speaker are subject to MIA's approval and discretion)*
- ▶ **Event access:** Four (4) complimentary passes

### EXHIBITION OPPORTUNITIES

- ▶ **Exhibition Space:** One (1) 9m<sup>2</sup> Exhibition Booth [3m (w) x 3m (l) x 4m (h)]
- ▶ Four (4) Exhibition Passes

### MARKETING & PROMOTION OPPORTUNITIES

- ▶ Logo presence and Acknowledgement as Gold Sponsor on all pre-event marketing materials and digital platforms  
*(Note: Subject to early confirmation of sponsorship)*

### ON-SITE EXPOSURE

- ▶ 60-120 seconds Airtime prior start of Hosting session\* **(EXCLUSIVE)**
- ▶ Display of sponsor's standing bunting (maximum 2) in the event Hall & on stage during sponsored session **(EXCLUSIVE)**
- ▶ Logo branding / acknowledgement on signages and session's e-backdrop for hosting session as Session is **"Sponsored by"**
- ▶ Logo on the Conference stage e-backdrop
- ▶ Acknowledgement during the event's opening and/or closing remarks

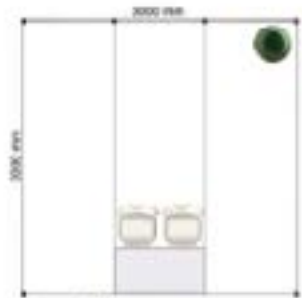
### ADVERTISING OPPORTUNITY (POST CONFERENCE)

- ▶ One (1) x banner advertisement in e-AT (Accountants Today)\* <https://www.at-mia.my/>
- ▶ One (1) article in e-AT (Accountants Today)\* <https://www.at-mia.my/>

\* Subject to MIA's acceptance/approval and availability.



Front Elevation



Layout Plan

3 x 3M Standard Shell Scheme



## EXHIBITOR

RM5,000

- ▶ **Exhibition Space:** One (1) 9m<sup>2</sup> Standard Shell Scheme Booth [3m (w) x 3m (l) x 4m (h)]

Shell Scheme Booth includes:

1. 1 unit info desk
  2. 2 units folding chairs
  3. 1 unit Company's name and booth's number on fascia board
  4. 2 units LED tube light
  5. 1 X 13 amp power points
  6. 1 unit waste basket
- ▶ Two (2) exhibition passes
  - ▶ Logo on all pre-event marketing materials and digital platforms. *(Note: Subject to early confirmation)*
  - ▶ Acknowledgement during the event's opening and/or closing remarks.

## SPONSORSHIP BOOKING FORM

**YES! Our organisation would like to support the MIA Accounting & Financial Technology Showcase 2024**

Company : .....

Address : .....

.....

.....

Contact Person: .....

Designation: .....

Telephone: .....

Fax : .....

Email: .....

.....

**We are interested in sponsoring the MIA Accounting & Financial Technology Showcase 2024 at the following package:**

SPONSORSHIP PACKAGES	PRICE	Tick(✓)
<b>DIAMOND</b> (1 sponsor) <del>SOLD</del>	<b>RM50,000</b>	
<b>GOLD</b> (6 sponsors)	<b>RM20,000</b>	
<b>SILVER</b> (8 sponsors)	<b>RM10,000</b>	

EXHIBITION	PRICE	Tick(✓)
<b>EXHIBITOR</b>	<b>RM5,000</b>	

Other Sponsorships (If any, please specify) .....

.....

.....

**By signing this booking form, we hereby confirm on the package selected as above and, we consent to be subjected to the terms & conditions herein stated.**

NAME / DESIGNATION

SIGNATURE / COMPANY STAMP

DATE : .....

### Telegraphic Transfer

Please make payable to

**MALAYSIAN INSTITUTE OF ACCOUNTANTS** Account No.: **203 443122 102** Bank: **HSBC**

Please email a copy of the payment advice immediately if you have deposited into our account to [sponsorship@mia.org.my](mailto:sponsorship@mia.org.my)

DATE : .....

### Note:

- 1) Sponsorship application will be processed on a first-come, first-served basis.
- 2) Sponsors will only be acknowledged upon receipt of full payment.
- 3) Payment of the sponsorship shall be made within twenty one (21) days from the receipt of invoice from MIA.
- 4) For sponsorship applications received after **15 April 2024, the payment is due immediately (NO credit term).**

Please return form by email or fax to:-

Attention : **Sponsorship & Business Development Unit Professional Development Department**

Address : **Malaysian Institute of Accountants, Dewan Akauntan Unit 33-01, Level 33, Tower A, The Vertical, Avenue 3, Bangsar South City, No. 8, Jalan Kerinchi 59200 Kuala Lumpur, Malaysia**

Email : [sponsorship@mia.org.my](mailto:sponsorship@mia.org.my)

Tel. No. : **+603 2722 9000** ext 154/167/197

Fax No. : **+603 2722 9009**

# TERMS & CONDITIONS (“T&C”):

**The MIA Accounting & Financial Technology Showcase 2024** is scheduled to be held on **15 May 2024** at the Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur, Malaysia (“**Event**”). The Malaysian Institute of Accountants (“**MIA**”) reserves the right, at its sole discretion, to change the time and date of the Event. MIA will notify the sponsors/exhibitors on any changes thereof.

## **1. Application**

- 1.1. All applications made shall be processed by MIA on a first-come first-serve basis i.e. in order of receipt of the applications.
- 1.2. Applicants who have submitted the application forms shall be deemed to have read, accepted and agreed to be subjected to the T&C hereby stated.
- 1.3. Any incomplete application forms (including incomplete information) submitted shall not be entertained.
- 1.4. MIA at its sole discretion may decline acceptance of any application.
- 1.5. When sponsor/exhibitor executes and submits its application to MIA, the application shall be deemed effective on parties as at the date of signing the application and the sponsorship fees are non-refundable.
- 1.6. The Event Sponsorship/Exhibition fees is the total fee payable by the sponsor/exhibitor to MIA in respect of the licensing of the Exhibition Space, sponsorship, advertisement and related services.

## **2. Payment**

- 2.1 All payment must be made within twenty-one (21) days from the date of invoice issued by MIA.
- 2.2 Beginning 1 Jan 2022, MIA will cease to accept payments through cash or cheque. Payment can be made via electronic fund transfer.
- 2.3 For applications received from **15 April 2024 onwards**, the payment is due immediately (no credit term).
- 2.4 MIA at its discretion may appoint a new sponsor/exhibitor in the event the sponsor chosen fails to adhere to the payment terms.

## **3. Cancellation, Postponement and Changes**

- 3.1 MIA reserves the right to cancel and/or postpone the Event for any reasons which is beyond MIA’s control including the circumstances provided for under clause 4 of this T&C and in relation thereto.
- 3.2 In the event change of venue and/or relocation of sponsors and exhibitors booked exhibition space is made, MIA shall use reasonable endeavours to ensure that, it has been discussed with sponsors and exhibitors and any substitute space is of equivalent size to sponsors and exhibitors originally booked space (subject to availability). MIA also reserves the right to amend or reconfigure the exhibition space in the vicinity of sponsors and exhibitors booked space.
- 3.3 Sponsors and exhibitors reserve the right to cancel its participation for the reasons provided under clause 3.1 and 4 of this T&C and in relation thereto.

#### 4. Force Majeure

- 4.1 Force Majeure Event means an event beyond the control of an affected party, either MIA or the sponsor/exhibitor, that prevents the affected party to comply with any of its obligations under this T&C, including but not limited to Event that cannot be held due to act of God, epidemics, fires, floods, earthquakes, storms, sand storms, typhoons, blockade, embargo, plague or other epidemics or similar events, wars, invasions, acts of foreign enemies or terrorist, acts of civil or military authority, revolutions, riots, explosions, strikes, hijacking, lockouts, civil commotion, insurrection, rebellion or sabotage or labour disputes. Force Majeure Event shall exclude any strikes, lockouts, labour disputes or other action primarily by the act of employees or agents of the affected party.
- 4.2 Pursuant to clause 3.1 above, notwithstanding any other provisions in this T&C, in the event that both Parties have agreed to effect the cancellation of this T&C, the sponsor/exhibitor shall be entitled to get full refund of the payment which has been contributed to MIA and MIA shall refund the same within thirty (30) days of the notice by the sponsor/exhibitor.
- 4.3 Pursuant to clause 3.1 and 3.5 above, in the event that both Parties have agreed to effect the cancellation of this T&C, the sponsor/exhibitor shall be entitled to get 50% refund of the payment which has been contributed to MIA and MIA shall refund the same within thirty (30) days of the notice by the sponsor.
- 4.4 Save as provided herein, neither party shall be liable for any failure to fulfil any term of the T&C if fulfilment has been delayed, interfered with or prevented by Force Majeure Event.
- 4.5 Force Majeure may only be invoked by an affected party if it fulfils all the following conditions:
  - (a) the Force Majeure Event is due to no fault of the affected party; and
  - (b) the affected party relying on the Force Majeure Event is not already in default of those obligations under the T&C but whose performance is delayed, interfered with or prevented by Force Majeure;
  - (c) the Force Majeure Event could not be prevented by the exercise of reasonable diligence by the said party; and
  - (d) the Force Majeure Event is beyond the reasonable control of the said Party.
- 4.6 If the Force Majeure Event has occurred and either party reasonably considers such Force Majeure Event applicable to be of such severity or to be continuing for a period of more than four (4) months, then this T&C including all rights and obligations hereunder shall forthwith become ceased and neither party shall have any claims against each other save and except in respect of any antecedent breach.

#### 5. Benefits

- 5.1 The benefits offered under the respective sponsorship/exhibition packages would only be implemented upon full payment of the sponsorship/exhibition amount.
- 5.2 The benefits are non-transferable and non-exchangeable for cash.
- 5.3 MIA reserves the rights to:
  - (a) replace the benefits with items of similar value should circumstances beyond MIA's control arise; and
  - (b) make alternative arrangements regarding the benefits offered, with prior notice should it be deemed necessary to do so.

## **6. Advertisement**

- 6.1 All advertisements shall be subjected to MIA's approval based on its sole discretion.
- 6.2 MIA shall be entitled to reject the publication of any advertisements and may request for the same to be replaced with a new advertisement or make alternative arrangements.

## **7. Intellectual Property Rights**

Subject to the T&C of this Agreement, the sponsor grants MIA the right to use the sponsor's trade names, logo designs, trademarks and company descriptions as provided in sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed solely in connection with the Event.

## **8. Data Protection**

- 8.1 Any contact information given to MIA by sponsor/exhibitor in relation to sponsors' and exhibitors' employees, agents or representatives will be recorded in MIA's databases and will be used for marketing, administration and promotional purposes.
- 8.2 MIA may also share this information with its delegates, speakers, sponsors and partners in order for them to contact those persons about other products and services which may be of interest to them. MIA may also share this information with providers of services relating to the Event (e.g. online or physical exhibition vendors, venues, hotels etc.) for purposes of fulfilling sponsor's and exhibitor's booking.
- 8.3 MIA is not responsible for the acts or omission of any third part to whom is entitled to pass sponsor's and exhibitor's information unless sponsors and exhibitors have given its written request in advance confirming that sponsor/exhibitor does not want to share their contact information. A list of sponsors and exhibitors and email addresses may be included in the Event website and mobile applications.
- 8.4 Details of delegates at the Event may be shared with sponsors subject to the Personal Data Protection Act, 2010.

## **9. Amendments, Variations or Modifications**

This T&C shall not be amended, varied or modified except with written consent of MIA.

## **10. Attendance**

Sponsors and exhibitors understand that all attendees must officially be registered. MIA may refuse admission from the Sponsors' and exhibitors' organisation that do not have a delegation pass.

## **11. Exhibition**

- 11.1 Sponsors and exhibitors will be eligible to select a booth when the exhibition layout plan becomes available (booth placement for the Diamond and Gold sponsors will be determined by MIA. The exhibitor and start-up shall be placed on first come first serve basis based on:-
- (a) the date and time the application is accepted by MIA; and
  - (b) the payment is received by MIA and/or
  - (c) any other criteria as shall be solely determined by MIA.
- 11.2 No Assignment or “Subletting” of Space — The assigned booth space is for the sponsor’s/exhibitor’s use only. Sponsor/exhibitor may not permit or “sublet” all or any part of its assigned booth space to any other business or firm, unless MIA has given prior written approval. Any such assignment, permission or “sublease” without MIA’s prior written approval shall be null and void.
- 11.3 Sponsor/exhibitor shall undertake the exhibits to be displayed at sponsor’s booth do not infringe or are not likely to infringe any patent, trademark, copyright and other intellectual property right of any party.
- 11.4 Distribution of advertising material and sponsor/exhibitor solicitation of any sort shall be restricted to the sponsor’s/exhibitor’s booth. Sponsor’s/exhibitor’s exhibit or product may not extend into the aisle or beyond the limits of the assigned booth.
- 11.5 Sponsor/exhibitor shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.
- 11.6 Sponsor/exhibitor should carry their own insurance. MIA assumes no responsibility for the safety of the properties of the sponsors/exhibitors, its officers, agents or employees from theft, damage by fire, accident or any other cause whatsoever, and the sponsor/exhibitor expressly agrees to save and hold MIA, the management, agents and employees harmless from any and all liability resulting from injuries or damage to sponsors/exhibitors, their agents, employees and attendees, persons and/or properties in connection with the sponsor’s/exhibitor’s use of the exhibit space. Attention is called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on sponsor’s/exhibitor’s exhibit from place of shipment to the exhibition facility, return, and during the exhibition.
- 11.7 MIA will furnish an Exhibitor’s Manual with directions for the purpose of simplifying and expediting the installation, maintenance, dismantling, and removing by the sponsor/exhibitor of his display. Sponsor/exhibitor requiring special services, i.e., furniture, electrical, etc., should refer to the Exhibitor’s Manual.

## **12. No Claims Against MIA**

- 12.1 The sponsor agrees that no claims shall be made against MIA in relation to the following:
- (a) replacement of sponsorship benefits with items of similar value;
  - (b) providing alternative arrangements in respect of the advertisement and exhibition participation benefits;
  - (c) non-publication of advertisements; and cancellation of exhibition.