

Dear SHEDA Members & Business Associates,

INVITATION TO PARTICIPATE

Sarawak Housing and Real Estate Developers' Association (SHEDA), with the support of the Ministry of Public Health, Housing and Local Government, Sarawak (MPHLG), the Construction Industry Development Board Malaysia (CIDB), Centre of Technical Excellence (CENTEXS) and Sarawak Metro Sdn Bhd will be holding the **SHEDA Property Expo 2023** on 14 - 16 July 2023 at the Borneo Convention Centre Kuching (BCKK).

The **SHEDA Property Expo** (previously known as "SARBEX") was established in 1998 with the aim of being a one-stop platform to compare products and connect potential homeowners, investors to developers. Over the past 25 years, we have seen the Expo grow to become a steady presence in Sarawak's event diary. We continuously work towards raising standards of the Expo each year for the benefit of our exhibitors and members, knowing that we build on knowledge and wisdom passed on from one generation of leaders to the next.

The **SHEDA Property Expo 2023** encourages positive public sentiment, reinvigorates interest in the property industry in Sarawak and stimulates the local economy, namely in the housing and real estate sector. Whatever the economic climate, SHEDA remains committed to meeting property needs in Sarawak, addressing housing demand and playing its role in the development of Sarawak.

As at the date of this letter, we are awaiting implementation of the Home Ownership Programme (i-Miliki) as announced by the Federal Government in 2022. Although details have yet to be finalized, the stamp duty incentives provided under the said programme will benefit first time homebuyers who purchase certain categories of property in 2023.

SHEDA encourages interested Exhibitors to register early to secure preferred locations. To reserve your booth, kindly contact the SHEDA State Secretariat on:-

Tel: +6082-366334
Fax: +6082-365001
Website: www.shedapropertyexpo.com
Email: florence.acct@sheda.org.my

Thank you for your participation

Yours faithfully,



Mr. Steve Tan Chen Hang
Organising Chairman / Council Member SHEDA

Sarawak Housing and Real Estate Developers' Association (SHEDA) was registered on 6 July 1993. The Association was launched at its inaugural dinner which coincided with the Tripartite Meeting of the Real Estate and Housing Developers' Association Peninsular Malaysia (REHDA), Sabah Housing and Real Estate Developers Association (SHAREDA) and SHEDA on the night of 11 December 1993.

SHEDA is headed by a team of dynamic Council members who are tasked with running the Association which comprises members involved in the housing and real estate industry.

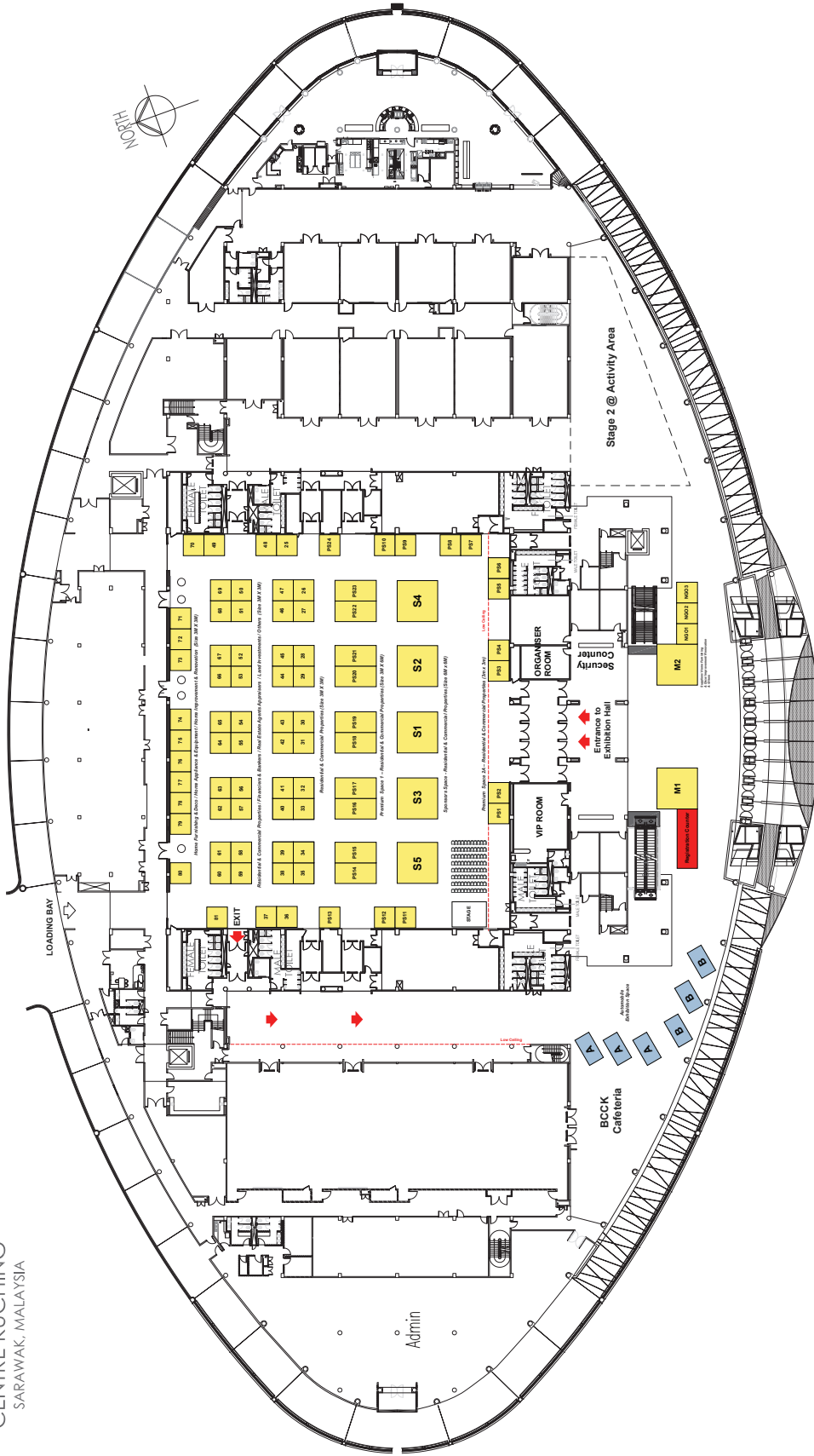
Through involvement in development in general and the building and construction industry in particular, SHEDA is already recognised as an official channel of communication on matters affecting these sectors. Members from all corners of Sarawak are united in the belief that the Association can play a vital role in the planning process and the execution of development plans to ensure that Sarawak will be ready for the future.

Generally, the aims and objectives of SHEDA are to provide a forum for the advancement of interest of companies engaged in property development with a view to raise the standard of the industry, establish a code of conduct and ethics, and promote goodwill among members.

In addition, its objectives include establishing an interactive network between developers and those who are directly or generally involved with the industry.

SHEDA is the official event organiser for the SHEDA Property Expo 2023.

BORNEO
CONVENTION
CENTRE KUCHING
 SARAWAK, MALAYSIA



EXHIBITION FLOOR PLAN

PARTICIPATION FORM (Sponsor & Premium Space)

Exhibitors Type	Booth Size	Booth No	Early Bird Price Register and 50% payment made by 05 May 2023		Normal Price Register and payment made after 05 May 2023		No. of Booth (s)	Amount (RM)
			Member (RM)	Non Member (RM)	Member (RM)	Non Member (RM)		
Residential & Commercial Properties	Sponsor Space (6m x 6m)	S1	74,844.00	83,160.00	83,160.00	92,400.00		
		S2, S3	57,834.00	64,260.00	64,260.00	71,400.00		
		S4, S5	40,824.00	45,360.00	45,360.00	50,400.00		
	Premium Space 1 (3m x 6m)	PS18, PS19	15,309.00	17,010.00	17,010.00	18,900.00		
		PS16, PS17 PS20, PS21	13,608.00	15,120.00	15,120.00	16,800.00		
		PS14, PS15 PS22, PS23	12,757.50	14,175.00	14,175.00	15,750.00		
	Premium Space 2A (3m x 3m)	PS1, PS2, PS3, PS4, PS5, PS6, PS7, PS8, PS9, PS10, PS11, PS12, PS13, PS24	8,505.00	9,450.00	9,450.00	10,500.00		
GRAND TOTAL :								

Company Name :	
Address :	
Contact Person :	Designation :
Email :	Tel :
Mobile :	Fax :

*Please enter below the name to be displayed on the fascia board. Maximum 30 letters.
If your company requires a special build-up booth, please state details in this form.*

Fascia Name:

* **Special build-up (please tick)** **Official contractor** **Other contractor**.....
(IDA Exhibition Services (M) Sdn Bhd)

Attached herewith is our Cheque no. for RM in favour of "SARAWAK HOUSING AND REAL ESTATE DEVELOPERS' ASSOCIATION", Bank Account Number : 31265 20221 (Public Bank Berhad)

I / We hereby agree to abide by the Expo Regulations.

.....
Company Stamp :

.....
Authorised Signature:

.....
Date:

EXPO TERMS AND CONDITIONS OF PARTICIPATION (“Expo Regulations”)

1. Terms of Reference – Unless otherwise determined by Organiser, the following Terms of Reference shall apply:- “Contract” shall mean the agreement between Organiser and Exhibitor for Space at Event, and shall constitute Expo Regulations, Participation Form, Organiser Invoice and any amendments, supplements, additions and/or variations from time to time in force; “Default” shall mean failure by Exhibitor to make full payment of Participation Fee before Event Period; “Event” shall mean SHEDA Property Expo 2023; “Event Period” shall include the Build-Up and Tear-Down Period; “Exhibitor” shall mean any legal person and includes directors, employees, servants and/or agents of the same, or individual, who has submitted a valid Participation Form; “Exhibitor’s Manual” shall mean the contract between Exhibitor and Event Official Contractor; “Material” shall mean and include construction and storage material, exhibits and posters belonging to Exhibitor; “Official Contractor” shall mean IDA Exhibition Services (M) Sdn Bhd; “Organiser” shall mean Sarawak Housing and Real Estate Developers’ Association (SHEDA); “Participation Fee” shall mean fee incurred by Exhibitor under Contract; “Space” shall mean the area and/or booth specified by Exhibitor in Participation Form or otherwise assigned by Organiser; and “Venue” shall mean Borneo Convention Centre Kuching (BCKK) Sarawak and includes its authorized representative(s).. Interpretation of terms and conditions of Contract rests entirely with Organiser whose decision shall be binding and final.

2. Application for Participation shall be made in Participation Form and submission of Participation Form to Organiser shall be deemed acceptance by Exhibitor of Contract. Notwithstanding the above, Organiser reserves the right to accept or refuse any Participation Form without disclosing to Exhibitor any reason thereof.

3. Terms of Payment, Default and Cancellation – Payment of Participation Fee by Exhibitor is payable upon issuance of Organiser Invoice, according to details provided in Participation Form and Organiser Invoice. Cheque(s) not cleared before Event Period shall be deemed Default. In the event of Default or Cancellation by Exhibitor, Organiser reserves the right to terminate Contract with immediate effect. Upon such termination, Organiser reserves the right to re-let Space without further reference to Exhibitor and retain any payment made and/or claim any balance payment against Exhibitor. Where Organiser is unable to re-let Space, Exhibitor shall be liable to pay damages in an amount equivalent to total payable Participation Fee. Any Default and/or Cancellation by Exhibitor after issuance of Organiser Invoice shall be subject to payment of Penalty Charge:-

Within 30 calendar days from Event	100% of Participation Fee;
Between 31 – 60 calendar days from Event	50% of Participation Fee; and
Over 60 calendar days from Event	25% of Participation Fee.

4. Space – Participation Form notwithstanding, Organiser reserves the absolute right to assign and/ or reassign Space to Exhibitor in the manner and arrangement it sees fit for Event. Exhibitor is not allowed to extend and/or build booths and/or place Materials in a way that obstructs pathways outside Space or on the overhead area without prior permission from Organiser. Exhibitor shall not affix to, alter in any way whatsoever and/or paint, any part of Space and/or Venue without prior consent of Organiser. Organiser reserves the right to remove Material deemed inappropriate, dangerous, illegal, obscene and/or harmful, to persons, reputation and/or property, from Venue. Exhibitor is not allowed to sub-let or reassign Space to any 3rd party whether wholly or in part, without prior written consent of Organiser.

5. Build-Up and Tear-Down Period – Exhibitor warrants to Organiser that all due care shall be exercised in the design and construction of any work or structure to be constructed in Venue. Exhibitors are to comply with the build-up and tear-down period scheduled as follows:-

Move-In (Event Official Contractor only)	10 – 13 July 2023 (Monday-Thursday)	9:00am - 10:00pm
Move-In (Other Contractors)	Refer to Exhibitor’s Manual	
Move-In (Exhibitors)	13 July 2023 (Thursday)	3.00pm - 10.00pm
SHEDA Property Expo	14-16 July 2023 (Friday-Sunday)	10.00am - 9.00pm
Move-Out	17 July 2023 (Monday)	9:00am - 12:00pm

Should Exhibitor require additional time for Move-In and/or Move-Out, arrangements must be made directly with Event Official Contractor. Additional cost incurred shall be arranged and borne between Event Official Contractor and Exhibitor.

6. Electrical supply and consumption – Exhibitors are to comply with the power consumption limits and other regulations regarding electrical use and supply in accordance with directions from Organiser and/or Venue. Exhibitors shall not connect additional electrical installation, equipment and/or fitting which is not compatible with Venue set-up, main equipment and power supply, without prior written approval from Venue and Event Official Contractor. Should Exhibitor require **additional/ alternative power and/or lighting** other than that provided by agreement between Exhibitor and Event Official Contractor, arrangements must be made directly with Event Official Contractor. Additional cost incurred shall be arranged and borne between Event Official Contractor and Exhibitor. Organiser reserves the right to prohibit and/or stop any activity of Exhibitor immediately should Exhibitor be deemed to have violated this provision. Exhibitor shall have no claim against Organiser for any delay, interruption, disruption and/or failure of electricity supply to Exhibitor at Event.

7. Damage and Indemnity – Exhibitor is liable for damage to Venue and/or Space resulting from any action or omission, arising from Exhibitor’s participation in Event. Exhibitor agrees to indemnify Organiser against any cost of repair, replacement and/or reinstatement resulting from such damage. Exhibitor agrees to indemnify, defend and hold harmless Organiser against any injury, loss and/or damage to person and/or property, including loss of profits and/or other incidental or consequential damages, arising from Exhibitor’s participation in Event and/or arising from any breach by Exhibitor of any provision of Contract.

8. Insurance, Liability and Risk – The onus is on Exhibitors to take up appropriate insurance coverage against any claim arising from injury to persons, damage to and/or loss of property for Space throughout Event Period. Exhibitors are solely and fully responsible for their own Material and property and should take necessary steps to insure the same against loss or damage from any cause whatsoever. Exhibitor agrees to waive rights of subrogation against Organiser, its officers, employees, servants and/or agents. Organiser shall not be liable for failure to fulfil its obligations under this Contract as a result of strikes, riots, acts of God, Government sanction or any other cause beyond its control (Force Majeure).

9. Organiser shall arrange for **Security Service** at Venue during Event Period. However, all Material and property of Exhibitor is understood to remain in Exhibitor’s care, custody, and control, whether in transit to or from or within Venue. Organiser shall arrange for routine **Cleaning Services** for Space throughout Event Period. Notwithstanding, Exhibitor is responsible for daily maintenance of Space.

10. Publication – Organiser reserves the right to publish photographs of Event, including of Exhibitor during Event Period, in Organiser’s publications, media and/or websites for marketing, promotional and publicity purposes.

11. Termination – Organiser shall be entitled to terminate Contract immediately by giving a Notice of Termination in writing to Exhibitor in the event Exhibitor breaches or fails to perform any obligation or provision under Contract. Upon receipt of Notice of Termination from Organiser by Exhibitor, all rights granted to Exhibitor under Contract shall immediately cease. In the event such Termination is effected during Event Period, Exhibitor shall immediately cease all participation in Event and remove all Material and property of Exhibitor from Space. If Exhibitor does not comply with Notice of Termination within one (1) hour of receipt, Organiser shall be entitled to evict Exhibitor and remove and/or arrange to remove all Material and property of Exhibitor from Space.

12. All relevant laws in Malaysia as applicable to Sarawak, shall apply. Event is not a **Cheap Sale** event. Exhibitors who wish to offer goods on cheap sale are solely responsible for obtaining approval from the relevant authority. It is the responsibility of Exhibitor to obtain licences or approval from relevant authorities, representatives or owners for use of any **Intellectual Property** during Event. Exhibitor shall adhere to **Food and Beverage** and **Fire Safety** regulations of Venue. Organiser reserves the right to prohibit and/or stop any activity deemed a potential fire hazard.

13. Amendments – Organiser reserves the right to change Venue, Event Period, Space and/or layout should circumstances warrant it, in which case, Contract shall remain in force without entitlement by Exhibitor to any claim for compensation or replacement in connection with the changes. Organiser reserves the right to make changes, amendments and additions to Contract as and when considered necessary for the proper conduct of Event. Performance of Event is subject to Standard Operating Procedures (SOP) announced from time to time by Sarawak Disaster Management Committee (SDMC) or other relevant authority.

14. Waivers and Severability – No waiver of any term, provision or condition, in any one or more circumstances, shall be deemed a waiver of any other provision or shall constitute a continuing waiver unless expressly provided in writing by Organiser. The rights of Organiser under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorised officer of Organiser.

15. Dispute and Arbitration – Where Contract is silent, dispute(s) between Organiser and Exhibitor may be referred to a mutually agreed independent arbitrator under Malaysian law.

