



SMART FUN DAY

運動醫學日

SPORTS MEDICINE AND REHABILITATION TECHNOLOGY

EXHIBITION & SPONSORSHIP PROSPECTUS

Organizer



CUHK SPORTS MEDICINE
中大運動醫學

簡介 Introduction

SMART自2007年起舉辦，至今已踏入第十一屆，是每年廣受香港市民歡迎的運動界盛事。

活動由香港中文大學醫學院矯形外科及創傷學系籌辦，旨在推廣運動醫學，使大家可以盡情享受做運動的樂趣之餘得以學習有關運動醫學及科學的知識，並為大眾、從事有關運動的專業人士及業界提供交流平台。活動每年吸引過五千人參與，包括運動愛好者，教練，醫療專業人士等等。

SMART is the one and only of its kind, exhibiting contemporary sports medicine and rehabilitation technologies since 2007. Organised by the Department of Orthopaedics and Traumatology, Faculty of Medicine, the Chinese University of Hong Kong. SMART has been a popular event among all walks of lives.

It has been a great platform for the general public, medical professionals and sports lovers to connect and share on topics and hot issue in sports medicine.





SMART FUN DAY

運動醫學日

SPORTS MEDICINE AND REHABILITATION TECHNOLOGY

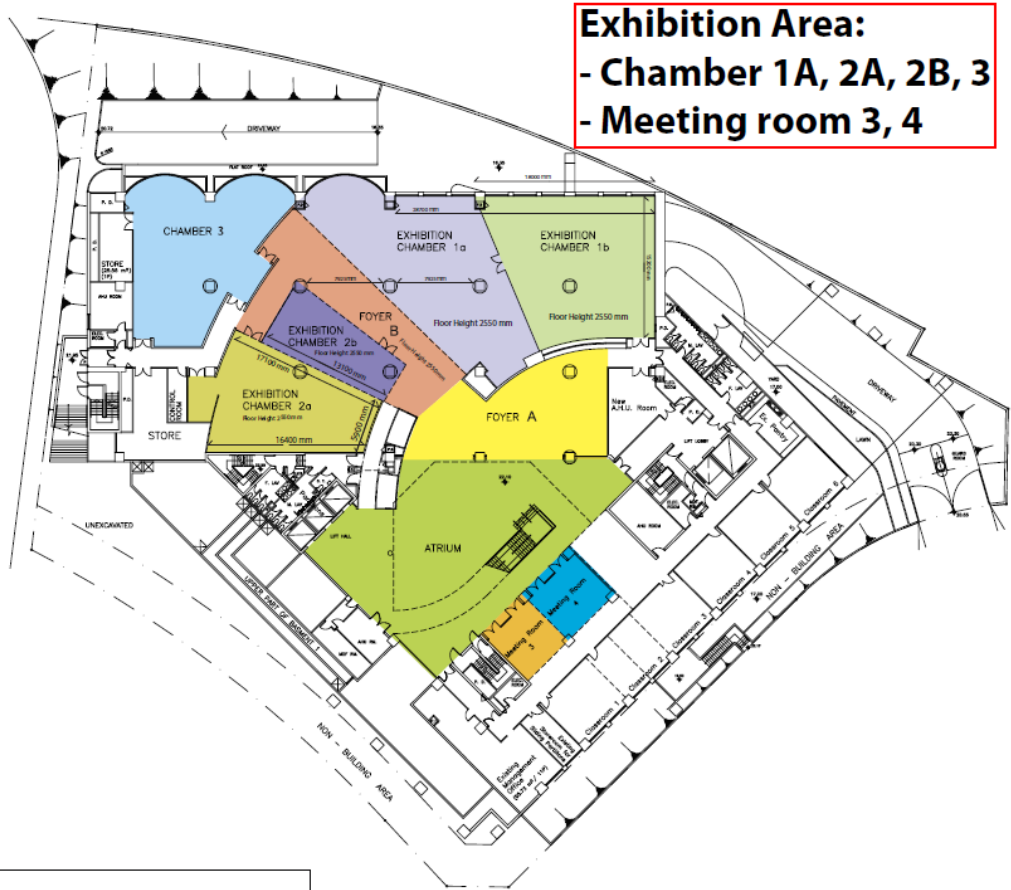
DATE : 14-15 OCT 2017 (SAT & SUN)

VENUE : INNOCENTRE, KOWLOON TONG
(九龍塘達之路72號創新中心)

➔ 5 MINUTES WALK FROM KOWLOON TONG STATION & FESTIVAL WALK



InnoCentre Chamber Floor Plan



Exhibition Area:
 - Chamber 1A, 2A, 2B, 3
 - Meeting room 3, 4

Atrium (Gross 666 sq.m) (NET 426 sq.m) - 7168 sq.ft / 4585 sq.ft
Chamber 1A (Gross 406 sq.m) (NET 284 sq.m) - 4370 sq.ft / 3056 sq.ft
Chamber 1B (Gross 386 sq.m) (NET 245 sq.m) - 4155 sq.ft / 2637 sq.ft
Chamber 1A + 1B (Gross 792 sq.m) (NET 529 sq.m) - 8524 sq.ft / 5693 sq.ft
Chamber 2A (Gross 255 sq.m) (NET 179 sq.m) - 2745 sq.ft / 1926 sq.ft
Chamber 2B (Gross 122 sq.m) (NET 87 sq.m) - 1313 sq.ft / 936 sq.ft
Chamber 2A+2B (Gross 377 sq.m) (NET 266 sq.m) - 4058 sq.ft / 2863 sq.ft
Foyer A (Gross 291 sq.m) (NET 183 sq.m) - 3132 sq.ft / 1970 sq.ft
Foyer B (Gross 243 sq.m) (NET 153 sq.m) - 2616 sq.ft / 1647 sq.ft
Foyer A+B (Gross 534 sq.m) (NET 336 sq.m) - 5748 sq.ft / 3617 sq.ft
Chamber 1A + 1B + 2A + 2B + Whole Foyer (Gross 1703 sq.m) (NET 1131 sq.m) - 18331 sq.ft / 12174 sq.ft
Whole Floor (Gross 2369 sq.m) (NET 1557 sq.m) - 25500 sq.ft / 16760 sq.ft
Chamber 3 (Gross 330 sq.m) (NET 266 sq.m) - 3557 sq.ft / 2863 sq.ft

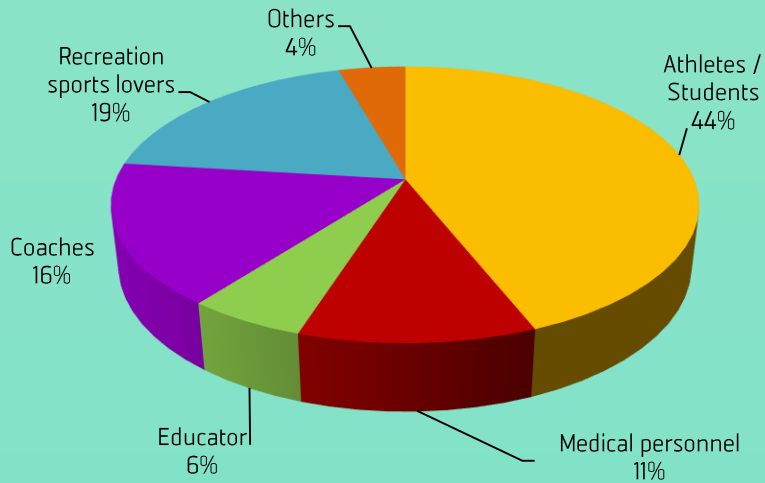
SCALE 1:700(A4)

- Big Table (vacuum & screen)
- Medium Table (vacuum & screen)
- Small Table (vacuum & screen)
- Vacuum & vacuum or square table

STATISTICS & DEMOGRAPHICS



ATTANDEES PROFILE



88% of the respondent rated that they were *completely or overly satisfied* with their expectation of the event.

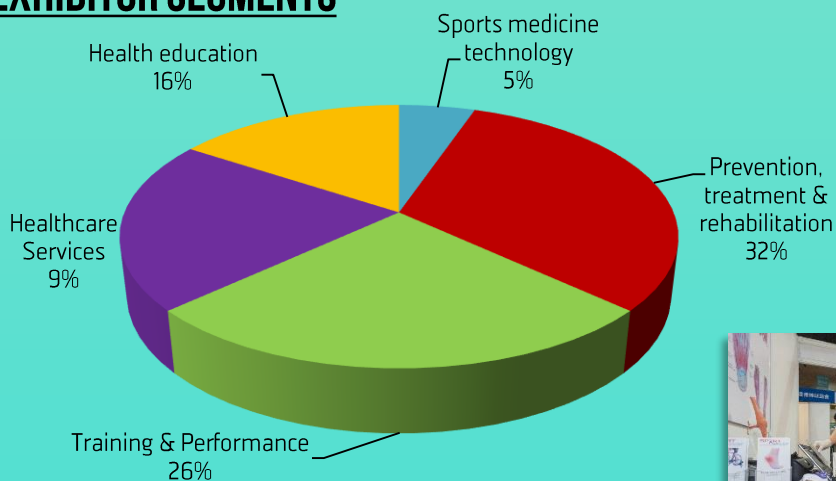
90% of the respondent indicate that they *definitely or very likely* will attend or exhibit the event next year.

Here's what participants and exhibitor says about SMART:

- * "The workshops are very practical and the lectures are knowledgeable."
- * "I see a lot of renowned sports specialist in the event"
- * "It gave us excellent exposure to clients that otherwise would know nothing about us."



EXHIBITOR SEGMENTS



PREVIOUS SPONSORSHIPS & PARTICIPATING PARTIES



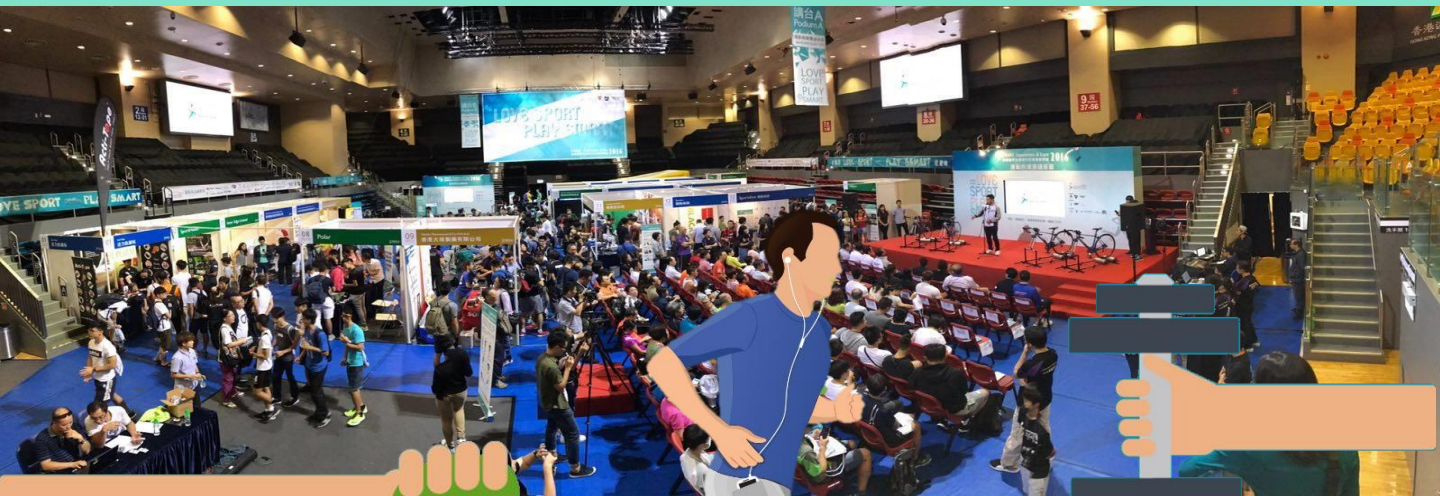
AND MORE...

LOVE SPORT  PLAY SMART
SMART 2017 14 - 15 OCTOBER 2017 (SAT & SUN)
 INNOCENTER, KOWLOON TONG

SMART 2017 | LOVE PLAY SPORT SMART

FEATURE

- ✓ **2 DAYS** TALKS BY PROFESSIONALS IN THE FIELD OF SPORTS MEDICINE
- ✓ **HEALTH SEEKERS AND SPORTS LOVERS**
- ✓ **60+** FREE ACTIVITIES
- ✓ **5000+** POPULATION FLOW



GREATER POTENTIAL FOR BETTER AND BIGGER MARKET

PROGRAM OVERVIEW

FROM LAST YEAR (2016, DAY 1)

	講台 A	講台 B
9:00 - 9:20	如何玩Cross-Fit，開心又放心？ 何偉強先生	跟住矛盾繼續玩：健身 x 拉筋 容啟怡小姐
9:20 - 9:40	健步x改善扁平足：大綱扯得埋？ 邱啟政先生	贏在起跑線須知：熱身運動新知 凌梓俊先生
9:40 - 10:00	如何改善扁平足？(足底筋膜炎) 黃家豪先生	運動意外即場處理指南 - 單車篇 區仲恩小姐
10:00 - 10:20	腰關節磨損 李志端博士	峽谷挑戰(Canyoning) 香港遊樂場協會
10:20 - 10:40	運動與關節勞損 楊仕俊醫生	
10:40 - 11:00		
11:00 - 11:20	開幕典禮	
11:20 - 11:40		
11:40 - 12:00	學是學非學運動醫學 雷雄德博士	預防大腿後肌拉傷：運動場篇 李韋煊博士
12:00 - 12:20	專家分享：運動心法 陳勁聰博士	如何預防Jumper's Knee 李偉俊先生
12:20 - 12:40	To play or not to play 臨場判斷安全指引 魏志榮先生	健身可以預防哪些運動創傷嗎？ 陳振坤先生
12:40 - 13:00	帶氧訓練有新玩法 - 高強度間歇訓練？ 李致和先生	核心肌群在哪裡？運動上有什麼作用？ 卓堯爾小姐
13:00 - 13:20	運動與骨質疏鬆 羅尚尉醫生	
13:20 - 13:40		跳繩多角度 - 由3歲到80歲 陳怡先生
13:40 - 14:00	醫生話你知：如何作全面膝關節檢查 黃梓祥醫生	Cardifit Skipping 體驗 - 點止跳繩咁簡單 陳怡先生
14:00 - 14:20	跟住矛盾繼續玩：健步 x 足底筋膜炎 邱啟政先生	運動恢復好幫手 - 滾筒按摩 何錫漢先生
14:20 - 14:40	如何預防跑步膝 (PFPS, ITB)？ 甚麼預防運動最有效？ 容啟怡小姐	煉成鐵人的餐單 潘德超先生
14:40 - 15:00	科研透視：受傷如何發生 莫鑑明博士	weRun 跑姿教學 劉按瑜小姐
15:00 - 15:20	預防低血鈉症的營養策略 鍾素珊博士	
15:20 - 15:40		峽谷挑戰(Canyoning) 香港遊樂場協會
15:40 - 16:00	PACER 心肺耐力測試 - 你要知！ 張梓輝先生	
16:00 - 16:20	跟住矛盾繼續玩：拉傷 x 復康 黃雪穎小姐	
16:20 - 16:40	最有效的減肥和健身餐單？ 林思為小姐	改善跑步膝的運動紮貼(KT taping) 何錫漢先生
16:40 - 17:00	專業教練分享：科學訓練在香港 楊志勝先生 陳震宇先生	Sports Trainers 教你運動紮貼 畢穎欣小姐 梁肇桓先生
17:00 - 17:20		

專業教練研討會 | 地點：優才發展及交流中心

	三樓 - 遊協禮堂	天台 - 攀石場	三樓 - 301室
13:30 - 14:20	登記及簡介		
	如何煉成百「傷」不侵的運動員？ 陳振坤先生	如何監控運動表現？ 陳宇欣小姐、盧嘉琪小姐	預防受傷的運動紮貼方法 魏志榮先生
14:30 - 15:30	A 組	B 組	C 組
15:40 - 16:40	B 組	C 組	A 組
16:50 - 17:50	C 組	A 組	B 組

(只限已報名人士參加)

PROGRAM OVERVIEW

FROM LAST YEAR (2016, DAY 2)

	講台 A	講台 B
9:00 - 9:20	運動醫學講解：上山容易下山「痛」？ 莫鑑明博士	跑步姿勢對與錯 李莉小姐
9:20 - 9:40	跟住矛盾繼續玩：青少年 x 健康運動 雷雄德博士	贏在起跑線須知：熱身運動新知 凌梓俊先生
9:40 - 10:00	不說不知的生活健康小夥伴 容啟怡小姐	健身人士必須學懂的瑜伽伸展方法 劉少峰醫生
10:00 - 10:20	網球肘vs高爾夫球手？有分別嗎？ 黃詠儀醫生	流動PowerPlate功能訓練 潘世顯先生
10:20 - 10:40	科研透視：受傷如何發生 莫鑑明博士	集體肌肉伸展（拉筋） 運動創傷防護員
10:40 - 11:00		
11:00 - 11:20		行山樂：傷患認知、預防及處理 鍾惠文博士
11:20 - 11:40	DIY健身program 周志清先生	拉筋小教室：登山遠足伸展動作溫習 李曉慧小姐
11:40 - 12:00	哪些健身或功能性訓練會令運動員越練越傷身？ 潘世顯先生	腰背保養普拉提 梁家美小姐
12:00 - 12:20	教練淺談：健身與運動表現 陳婉婷小姐	
12:20 - 12:40	運動心理學：如何透過正面自我對話取勝 盧紳菊小姐 (Inner Edge)	峽谷挑戰(Canyoning) 香港遊樂場協會
12:40 - 13:00		
13:00 - 13:20	體壇女將逐個捉	
13:20 - 13:40		
13:40 - 14:00		
14:00 - 14:20	基本單車技巧？由港隊教你！ 賴穎欣小姐	鐵人核心肌肉組群全攻略 呂劍倫先生
14:20 - 14:40	單車手也用矯型鞋墊？ 黃家豪先生	單車物理治療師教你破風十式 莊子聰先生
14:40 - 15:00	如何透過單車運動「練氣」？ 陳宇欣小姐	
15:00 - 15:20	解構赤足跑 張子熙博士	了解自己身體，心跳測試能告訴我乜乜乜？ 盧嘉琪小姐
15:20 - 15:40	武術運動與健康 方少萌博士	峽谷挑戰(Canyoning) 香港遊樂場協會
15:40 - 16:00		
16:00 - 16:20	馬拉松長跑 - 如何練得開心、賽得快樂？ 邱永強先生	
16:20 - 16:40	達人分享：跑山足跡遍全球 譚詠聰先生	山季開始，怎樣有效訓練？ 陳宇欣小姐
16:40 - 17:00	熱門跑步路線分享 潘永成先生	Sports Trainers 教你運動紮貼 (I) 畢穎欣小姐 馮佩華先生 梁肇桓先生
17:00 - 17:20	跑手的餐單與普通人有別嗎？ 潘德聰先生	Sports Trainers 教你運動紮貼 (II) 畢穎欣小姐 馮佩華先生 梁肇桓先生

專題工作坊 | 地點：優才發展及交流中心

	三樓 - 遊協禮堂	天台 - 攀石場	三樓 - 301室
14:00 - 15:00	拉筋小教室 李曉慧小姐	以色列自衛術 潘世顯先生	瑜伽訓練 何安娜小姐
15:00 - 16:00	Weight-Free Training 工作坊 馮柏浩先生	以色列自衛術 潘世顯先生	瑜伽訓練 何安娜小姐
16:00 - 17:00	運動後恢復 (Sports Recovery) 陳偉德先生	改善跑姿工作坊 劉核瑜小姐	普拉提運動 梁家美小姐
17:00 - 18:00	運動後恢復 (Sports Recovery) 陳偉德先生	破風十式是甚麼？ 莊子聰先生	普拉提運動 梁家美小姐

(只限已報名人士參加)

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SPORTS MEDICINE AND REHABILITATION TECHNOLOGY

EVENT HIGHLIGHTS



WHAT YOU CAN GET

This is a great opportunity to promote your organization and expose your company's latest innovation or discovery!

BRAND EXPOSURE

- ➔ ONLINE: FACEBOOK PAGE, EVENT WEBSITE
- ➔ MEDIA: NEWSPAPERS, MAGAZINES
- ➔ LEAFLETS AND POSTERS
- ➔ REACH OUT TO EXTENSIVE HEALTH CARE NETWORK
- ➔ MASSIVE POPULATION FLOW



CONNECTIONS & NETWORKING CHANCE

- ➔ MEET POTENTIAL CUSTOMERS
- ➔ SHARE EXPERTISE WITH EXPERTS & ENTHUSIASTS

GAIN NEW INDUSTRY INSIGHT

- ➔ USER EXPERIENCE OPPORTUNITY
- ➔ FEEDBACK FROM USERS
- ➔ FIND OUT THE MARKET NEEDS

UNVEIL NEW PRODUCTS

- ➔ FEEDBACK FROM USERS
- ➔ FIND OUT THE MARKET NEEDS

LOVE SPORT  PLAY SMART
SMART 2017 14 - 15 OCTOBER 2017 (SAT & SUN)
INNOCENTER, KOWLOON TONG

SPONSORSHIP OPPORTUNITY

⇒ ADVERTISEMENTS

- ⇒ *PROGRAMME BOOK*
- ⇒ *SITE DECORATION*
- ⇒ *WALL POSTERS*
- ⇒ *RAW SPACE*
- ⇒ *LIGHT BOX*
- ⇒ *LED DISPLAYS*

⇒ GIFT PACKS

- ⇒ *LEAFLET / VOUCHER INSERTS*
- ⇒ *SOUVENIRS*

⇒ GIVEAWAYS

⇒ PUBLIC LECTURES / WORKSHOPS

- ⇒ *TITLE SPONSOR*
- ⇒ *PRODUCT SPONSOR*

⇒ EXHIBITION BOOTH

AND MORE...

LOVE SPORT  **PLAY SMART**
SMART 2017 14 - 15 OCTOBER 2017 (SAT & SUN)
INNOCENTER, KOWLOON TONG

SPONSORSHIP PACKAGE

(in HKD)

Gold

Silver

Bronze

Pre-event & Offsite Marketing

Sponsor logo in promotion video feature	✓	✓	✓
Banner ad on official website with hyperlink	✓	✓	
Logo on official website with hyperlink	✓	✓	
Social media feature interview	✓		

Event & Onsite Marketing

Sponsor logo on Programme book	✓	✓	✓
Sponsor profile on Programme book	1 page	½ page	
Leaflets insertion in gift pack	✓	✓	
Sponsor logo on theme banner	✓		
Opening ceremony address	✓		

Exhibition Zone

Premier location booth space (m ²)	4x4 or equivalent	4x2 or equivalent	2x2
Power supply	✓	✓	✓
1 Table and 2 chairs	✓	✓	✓
Sponsor logo on reception Zone	✓	✓	✓
Sponsor logo at entrance	✓		

Programme feature

Side stage executive to mention sponsor	✓	✓	
Keynote mention sponsor	✓		
Main stage executive to mention sponsor	✓		

Post-event Marketing

Recap video	✓		
Events photo	✓		
Social media feature recap	✓		

Note:

1. The organizer reserve the right to make changes regarding package content according to venue and resources available.
2. Package and booth allocation will be strictly offered on first-come-first-served-basis. The organizers reserve the right to decline any application.
3. All extra costs and charges on any promotional materials shall be paid by the applied organization / company unless stated.
4. All materials must be pre-approved by organizers.

TERMS AND CONDITIONS FOR SPONSORS & EXHIBITORS

1. Application for Sponsors and Exhibitors

In order to be considered as a Sponsor and/or Exhibitors for the Exhibition, an application form must be completed and signed by a legally competent individual, and delivered to The Chinese University of Hong Kong before the deadline. However, mailing or delivering the application form to The Chinese University of Hong Kong does not constitute a formal agreement that the Sponsor/Exhibitor will be accepted. Contractual conditions are constituted only after The Chinese University of Hong Kong has sent written confirmation of acceptance to the Sponsor/Exhibitor. In case of acceptance, Sponsors/Exhibitors will be bound by the Terms and Conditions for Sponsors & Exhibitors.

The Chinese University of Hong Kong reserves the right to refuse any application to Sponsor/Exhibitor without giving cause. Exhibition space is allotted according to the terms and conditions as listed in the Information for Sponsors & Exhibitors. Any company that disobeys the directives of The Chinese University of Hong Kong may be excluded from the exhibition by The Chinese University of Hong Kong. Such companies are liable for the whole payment, and for all incidental expenses including any value added tax. All verbal agreements, special permissions and special arrangements are valid only upon receipt of written confirmation.

Sponsors should note that they are responsible for all costs associated with their sponsored speaker(s) and that any honorarium, travel and accommodation etc. are NOT the responsibility of The Chinese University of Hong Kong.

2. Obligations and Rights of the Exhibitor

Exhibition booths may only be used for exhibiting and advertising the Exhibitor's own products, materials or services as described in the application form. Advertising materials may be distributed only within the confines of the booth. Any promotion outside the respective exhibition space is forbidden (such as distributing flyers etc.). The partial or complete subleasing or otherwise relinquishing of a booth to a third party, as well as private agreements for switching booths or floor space between two Exhibitors is prohibited. The Chinese University of Hong Kong reserves the right to enter any booth at any time. Booths need to be occupied during exhibition hours. The exhibition halls are to be used only during regular opening hours. It is strictly forbidden for companies, which are not Exhibitors, to advertise in any way in the exhibition halls or in the entrances to the exhibition hall.

3. Obligations and Rights of The Chinese University of Hong Kong

The Chinese University of Hong Kong reserves the right to revise the time and location of the exhibition or to shorten the duration of the exhibition. Any change regarding the time and duration of the exhibition does not entitle the Sponsor/Exhibitor to cancel the contract nor to request a fee reduction or to put forward a claim for damages incurred by these changes.

4. Changes to the Event Programme

In the event of cancellations by speakers or other changes in the main event programme, no full or partial refund can be made.

5. Booth Reservations & Locations

Reservations will be made on a "first come–first served" basis. All changes or cancellations must be made in writing. Cancellations of booth received before 2 weeks time from form submission date will be refunded 50% of the paid amount. For cancellations received after 2 weeks from form submission date or no-shows, the paid amount will not be refunded.

6. Liability

The organisers cannot be held responsible for any personal injury, loss, damage or accident to private property, or for additional expenses incurred as a result of delays or changes in air, rail, road or other services, strikes, sickness, weather and other causes.

The Chinese University of Hong Kong shall act as mediator only and cannot be held responsible for any loss incurred or any damage inflicted on persons or objects irrespective of whatsoever cause.

The liability for transport and other service companies shall not be affected by the above. Only written agreements shall be valid.

7. Liability Insurance

Equipment and all related display materials installed by Exhibitors are not insured by The Chinese University of Hong Kong or event venue and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to Exhibitors. The Exhibitor agrees to be responsible for their property and personnel, and for the property and personnel and for any third party who may visit his space to be covered by full and comprehensive insurance, The Chinese University of Hong Kong will not be liable for any injuries to the personnel of Sponsors/Exhibitors participating in the exhibition.

TERMS AND CONDITIONS FOR SPONSORS & EXHIBITORS (Continue)

8. Set-up of Exhibition Booths

To ensure the smooth running of the event, Sponsors/Exhibitors must obey all directives and instructions of The Chinese University of Hong Kong regarding the use of booths, their decoration, the use of self-designed and self-constructed booths, and the fitting and furnishings of the booths. Before setting up their booths displays / installations, Exhibitors must first contact The Chinese University of Hong Kong and reconfirm placement of the booth as well as inform themselves of any special regulations relating to their booth, specific permission must be obtained in advance from The Chinese University of Hong Kong. Written permission also needs to be obtained for any changes in the standard size or structure of the floor space, or for any changes to any additional rented objects/facilities.

Booths must be set up and completed during the timeframe designated. An Exhibitor or advertising company contracted by the Exhibitor who wishes to set up a booth or exhibit of their own design and construction must first submit sketches and plans with a statement of colour schemes of such a booth or exhibit to The Chinese University of Hong Kong. The Chinese University of Hong Kong reserves the right to demand changes in such booths or exhibits should safety regulations, technical requirements, or the responsibility of preserving or obtaining the best possible overall image for the exhibition, as judged by The Chinese University of Hong Kong, so require Exhibitors must avoid obstructing the view of or access to neighbouring booths. Special care must be taken to avoid the use of lights or spotlights that may annoy visitors or neighbouring booths. Should an Exhibitor not follow the directives of The Chinese University of Hong Kong or not carry out such directives within a reasonable time, The Chinese University of Hong Kong reserves the right to take the necessary steps at the cost of the Exhibitor. The Chinese University of Hong Kong reserves the right to close or obstruct unused entrances or exits to the exhibition rooms and the right to direct the Exhibitor to another space in the exhibition hall if necessary even if this directive conflicts with previous written agreements. The Chinese University of Hong Kong also reserves the right to rent floor space of a booth not finished on time to another applicant. In such a case, the Exhibitor is responsible for all costs arising from the cancellation.

9. Maintenance of Booths and Exhibition Area

Sponsors/Exhibitors are responsible for the proper care of the floors, walls, staircases and storage rooms as well as the hired booths and furnishings. Hired booths and furnishings must be returned in an acceptable condition and in an orderly way. To avoid scratches and furrows on floors as the result of sliding heavy packing cases, Exhibitors are required to use protective coverings. Exhibitors and their shipping agents, on specific orders from the Exhibitor, must take special care when transporting heavy packing cases and heavy loads. Exhibitors who wish to display extra heavy exhibits demanding special supports or foundations must request prior permission specifically in this matter from The Chinese University of Hong Kong, it is not permitted to drive nails or hooks into the walls of the exhibition hall, to install electric wiring or to cut or drill holes in the walls of the rented booths. Empty containers and packing materials must be disposed of at the Exhibitor's expense before the start of the exhibition; cleaning the booth is the Exhibitor's responsibility. No part of an exhibition booth may be suspended from the ceiling. No part of an exhibit or of the booth's structure may protrude beyond the allotted area on any side. No signboards may protrude beyond the booth's walls. Decorating materials and wallpaper used by the Exhibitor must be fire-proof. Police regulations, fire regulations and other official regulations must be observed at all times, including during the construction and dismantling of the exhibits.

10. Dismantling of Booths

The Exhibitor must dismantle the booth within the allotted time and return hired furnishings on time. Upon leaving, the Exhibitor must clear the booth area and clean the floor. Stored materials, empty containers and packing materials must be disposed. Items for which the Exhibitor has made no arrangements regarding removal and storage at his/her cost and which are left behind become the property of The Chinese University of Hong Kong, and no reimbursement will be made for such items, The Chinese University of Hong Kong can demand that Exhibitors restore the exhibition area to the original condition at the Exhibitor's expense. If the Exhibitor does not dismantle and clear away their exhibit in a timely manner, these items will be removed by The Chinese University of Hong Kong at the Exhibitor's cost. The Exhibitor is liable for the actual cost incurred by The Chinese University of Hong Kong for such removals of abandoned exhibits. Rented items, which were originally accepted as satisfactory for rental by the Exhibitor, are to be returned undamaged and in a satisfactory condition. All rented items are considered to be in satisfactory condition unless a written notation signed by The Chinese University of Hong Kong is made at the time of rental. Exhibitors must bear the costs of repairs to damaged exhibition areas and of repairs of or necessary cleaning of rented items.

11. Payments - Breach of Contract

Please refer to the terms of payment & cancellation policy and corresponding deadlines as given in the Information to Sponsors & Exhibitors. The contract shall remain in full force and effect in case of merger or acquisition of the contracting company. The dimensions of floor space, booth measurements and rented items given are approximate. The Chinese University of Hong Kong reserves the right to change these dimensions in order to most efficiently use the available exhibition area and to adjust the booths to the blueprints of the exhibition halls. Prices charged are however based on the actual dimensions; if more floor space is later allotted and actually used than was originally ordered, the additional fee for it is to be paid immediately. Special requests regarding placement of the booths will be considered. However, such requests do not constitute a condition of registration on the part of the Exhibitor. Furthermore, The Chinese University of Hong Kong reserves the right to reduce the amount of floor space initially requested. Failure to comply with local authorities and international regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not expose The Chinese University of Hong Kong to any suits or demands by the Exhibitor and/or any third party. Exhibitors must bear the cost of any special installations. If a company wishes to renounce all claims to taking part in an exhibition after having contracted to do so, the company is nevertheless liable for the rental sum and for incidental expenses. In case of cancellation of the exhibition, The Chinese University of Hong Kong will return the part payments received less the sum equivalent to the costs that have arisen for The Chinese University of Hong Kong up to the time of cancellation.

12. Place of Legislation

In all cases of litigation, it is agreed to by the Exhibitor or Sponsor that the competency of the duly authorised court is Hong Kong, China. Electively, The Chinese University of Hong Kong may choose to appeal to the competent court in whose jurisdiction the Exhibitor falls. Hong Kong law is to be applied.