

**The Waterside Shopping Mall**  
**House Rules for Venue Exhibition**

**Centre Operating Time**

**10:00 am to 10:00 pm**

**Event Time:**

- For general exhibition: 10:00 am to 10:00 pm
- For charity event at the charity area: 11:00 am to 7:00 pm

**Licence Agreement and Payment**

- Application Form together with a detailed floor plan which indicated all facilities dimensions and electricity measurement must be submitted to our management & email back to [ntedpromo@sino-estates.com](mailto:ntedpromo@sino-estates.com) for approval **at least one month** prior to the proposed event commencement date.
- Licence Agreement must be signed and returned to our management **at least two weeks** before the commencement of the Licence.
- The application will not be confirmed until a written License Agreement (hereafter refers as The Agreement) is issued by Sino Estates Management Limited (hereafter refers as **The Licensor**) & countersigned by both parties.
- Full Licence payment must be settled **at least five working days** before the commencement of the Licence.
- The Agreement is served as an invoice of the charges. No separate debit note / invoice will be issued.
- Failure to do so may be considered as cancellation of the Event by the Licensee.
- The Licensor reserves the right to accept or decline an application.

**Venue Setting and Dismantling**

- Licensee shall enter the licensed area at **8 am** for setting on the first exhibition day and leave with all their packed belongings by **10 pm** on the last day.
- Licensee is not encouraged to set up the area the night before the exhibition period. For special reasons, Licensee shall apply in writing, however, the Licensor has the absolute discretion to accept or refuse it.
- Overnight setting after **10 pm** is allowed, upon prior request and subject to our management approval, **up to 6 am** on the first day of licensed period.
- Licensee shall provide venue carpets in **grey color** covering the exhibition area with same color adhesive. Any corporate color **other than grey**, Licensee must seek for prior approval from the Licensor.
- Licensee shall cover cable with white adhesive outside exhibition area (if necessary) and same color adhesive with carpet inside exhibition area.
- Licensee shall submit a floor plan and details (measurement & decorations to be used) of their setting to The Licensor for approval when applying exhibition area(s). (Remark: The height of backdrop in all exhibition areas must not exceed 8 ft.)
- Licensee must apply the permission from Licensor by returning the **Appendix** if the venue setting and dismantling involve any jobs working at height. Otherwise, it is not allowed without the permission.
- Licensee is required to sign an undertaking for the license area before move-in and shall be liable to any damage caused to the structure or other fittings and equipment in the venue.
- Contractor person-in-charge must collect working pass for all workers from the Property Management Office before moving in.

**Licensed Area**

- All exhibition activities e.g. personal service consultation must be confined to the licensed area. No goods, decorations or publicity materials e.g. posters and banners could be put outside the area. And the display materials should not cause any blockage to shop front of any tenants.
- Licensee shall not transfer or sublet the licensed areas to other exhibitors.
- No hanging of banners, posters and other POPs on the curtain wall and window is allowed.
- Easy pull stand and any hand written signage is strictly prohibited in the mall.
- Licensor reserves the right to decline any application for selling or promoting any products /brands which are in direct conflict with existing tenants. List of products/ services/ brands to be promoted at the licensed area must be submitted for Licensor's approval upon submission of application form at least one month prior to the event commencement date.
- Licensee shall not sell or promote any illegal products or products not specified in the applications, the

Licensor shall have the absolute right to demand removal of any products, which are deemed unfit for the licensed area.

- Number of promoters must be informed and approved by the licensor prior of the event. The Licensor shall have the absolute right to demand reduction of promoters on site.
- The promoters should stay within the licensed area during the promotion/ exhibition unless prior approval has been sought from The Licensor.

#### **Delivery of Goods and Decorations to Licensed Area**

- No free parking and storage will be provided for Licensee(s) or Contractor(s).
- No trolley with **iron wheels** is allowed to use within the mall.

#### **Safety of Merchandise and Decorations**

- Licensee must take all precautions to protect their goods and decorations displayed or placed at the area and shall not hold the Licensor responsible for any loss or damage.
- No goods or decorations are allowed to place under the **fire shutters**.
- Licensee is advised to employ security guard(s) from Sino Security Services Ltd. to look after their overnight setting and goods. If other than Sino, Licensee shall seek approval from Licensor.
- Licensee undertakes not to do anything whatsoever that may cause fire risk or other hazards or that may be of nuisance in The Waterside Shopping Mall.
- No storage will be provided to Licensee.

#### **Insurance**

- Licensee must insure against their properties including goods and decorations in respect of exhibition and setup period and keep the Licensor indemnified against all actions, proceedings, demands, costs and claims whatsoever by any third party causing by or arising from the act, neglect or default of the Licensee.
- Licensee is responsible for application of all necessary licenses and of all public liability insurance.
- Licensee and its contractor should provide Public Liability Insurance coverage with the limit not less than HK\$5,000,000 for the whole duration of their activity/event, including both the installation date and the dismantle date. Copies of relevant documents must be sent to the Retail Marketing & Promotions Department together with completed Agreement 5 working days before moving in.
- The policy shall be in the joint names of Landlord (**Famous Empire Properties Limited &/or The Owners Committee of The Waterside**) and the Property Manager (**Sino Estates Management Limited**) and shall contain a Cross Liability Clause.
- Licensee is responsible for application of all necessary licenses and of all related insurance. Licensee has to indemnify The Waterside Shopping Mall and Sino Estates Management Limited and/or its related subordinate for any damage done to the venues or facilities, and/or for any injury to persons that might incur.
- The Licensor has the right to demand stoppage or cancellation of the event should, in the opinion of The Licensor, a safety hazard is posed to the public.

#### **Power Supply and Telephone line**

- Licensor will provide ONE 13A socket for Licensee's use. Extra power supply must be applied with the Licensor and The Licensor reserves the right to accept or decline such application.
- Licensee is required to sign the handover form and supply a private licensed electrician to connect electricity with the presence of representative of Licensor.
- Telephone / cashier line must be arranged by the Licensee.

#### **Cleaning**

- Licensee shall keep the licensed area in good, clean and tidy condition and never leave any packing or wrapping materials. e.g. paper boxes elsewhere during and after the exhibition period.
- All carton boxes and miscellaneous items must be placed carefully and kept out of public view in the exhibition period.
- All rubbish or unwanted things should be disposed at the refuse collection point at the shopping mall.
- A cleaning charge of HK\$1,000 will be imposed on those Licensees who leave the area in a dirty condition after use or damage the utilities provided by the Licensor.

#### **Audio-visual Equipment**

- Licensee shall set audio-visual equipment at a volume level that would not create any noise nuisance or inconvenience to public or nearby tenants.

- Licensee shall obtain necessary approval or licenses from the authorized societies e.g. IFPI, HKRIA & CASH for producing music.
- Promotions / Roadshows with stage events and PA broadcast shall only be done in the **Atrium** only, not any other venues.

**Force Majeure**

- If the exhibition is cancelled due to the force majeure, the Licensee shall have no claims against the Licensor or refund of the licence fee of exhibition venue.

**Arrangement for Adverse Weather**

- Special arrangement will be made due to adverse weather, such as the hoisting of typhoon signal No.8 or above, or black rainstorm.
- When the typhoon signal No.8 or above is hoisted before 12:00 nn on the exhibition day, the Licensee may then apply to the Licensor for re-scheduling of the exhibition subject to the final discretion of the Licensor.
- If the typhoon signal No.8 is hoisted after 12:00 nn, there will be no compensation to the Licensee.

**Charity Organization**

- Any Licensee who applies venue for fund-raising or charity sales must submit their application with valid license from the related Government Department for prior checking.
- The venue will not be granted for solicitation of pedestrians for collection of donations or selling of flags / stickers or badges.
- Number of volunteers shall not exceed 4 and they should not allow walking around the mall.

**Cancellation**

- In the event that the Licensee has to cancel the booking after the issue of The Agreement from The Licensor, a written notice to **the Licensor** is required and the Licensee will be subject to a penalty of **50% of the license fee** if the cancellation of booking fall within 7 to 14 days before event date; and **100% of license fee** if the cancellation is less than 7 days before event date. Administration fee will not be refundable whenever the cancellation is made within two weeks from the date of intended event.
- No cancellation is allowed upon signing of confirmation by the Licensee or within two weeks from the date of exhibition.
- The Licensor reserves the right to alter or cancel any approved applications should the Licensee fail to comply with the above rules. The Licensee shall have no claims against the Licensor in respect of such alternation or cancellation.

On behalf of \_\_\_\_\_ (Name of Licensee), I hereby submit our application with understanding of all the above house rules and agree to fulfill all the requirements set by The Waterside Shopping Mall.

\_\_\_\_\_  
Signature of Applicant with  
Company Chop

\_\_\_\_\_  
Date

Enquiry: Retail Marketing & Promotions – The Waterside Shopping Mall: 3165 6608  
Effective: 3 March 2016