

SWAM EXHIBITION
SPONSOR WEBSITE TRANSACTION
RULES AND REGULATIONS

1. General Provisions

1.1. These Rules and Regulations govern the standard website transaction process for Sponsors participating in SWAM Exhibition outside the SWAM Launching Event period.

1.2. The process covers the registration, booth selection, sponsorship product selection, participant registration, webinar and speaking time booking, add-on product purchase, invoicing, and payment processes conducted through the official SWAM Exhibition website.

1.3. Sponsors shall comply with these Rules and Regulations together with the applicable Sponsorship Terms and Conditions, Event Participation Form (EPF/FKA), Sponsorship Proposal, Exhibitor Rules and Regulations, invoices, Proforma Invoices, and other written confirmations issued by the Organizer.

1.4. By conducting a transaction through the official SWAM Exhibition website, the Sponsor acknowledges and agrees to comply with these Rules and Regulations.

2. Official Transaction Platform

2.1. All Sponsor transactions shall be conducted through the official SWAM Exhibition website or another payment destination officially designated by the Organizer.

2.2. Sponsors shall not conduct booth reservations, product purchases, or payments through unofficial channels unless specifically instructed or authorized in writing by the Organizer.

2.3. The Organizer shall not be responsible for transactions, payments, reservations, or commitments made through unauthorized channels.

2.4. The following system records shall be considered the official transaction reference:

- Sponsor account records;
- Order records;
- Booth reservation records;
- Product selection records;
- Payment records;
- Invoice and Proforma Invoice records; and
- Official transaction confirmations.

3. Sponsor Account Registration

3.1. Sponsors must create and maintain an account on the official SWAM Exhibition website before conducting a transaction.

3.2. Sponsors shall provide complete, accurate, and valid information, including:

- Company name;
- Company address;
- Contact information;
- Authorized representative information;
- Billing information; and
- Other information required by the system or Organizer.

3.3. Each Sponsor shall ensure that its registered account is accessed only by authorized representatives.

3.4. Sponsors are responsible for maintaining the confidentiality of their account credentials.

3.5. Any transaction conducted through the Sponsor's registered account shall be considered the responsibility of the Sponsor.

3.6. Any suspected unauthorized access or use of the Sponsor's account must be reported to the Organizer immediately.

4. Standard Non-Launching Event Transaction Process

Sponsors participating after the Launching Event shall follow the standard website transaction process:

Step 1 — Login

The Sponsor shall access the official SWAM Exhibition website and log in using its registered account.

Step 2 — Select Event

The Sponsor shall select the applicable SWAM Exhibition event.

Step 3 — Select Booth Quantity

The Sponsor shall select the required number of booths based on the available booth inventory displayed by the system.

Step 4 — Select Booth Location

The Sponsor may select an available booth location displayed on the website.

Booth selection is subject to the availability remaining at the time of transaction.

Step 5 — Select Additional Products

Where applicable, the Sponsor may select additional sponsorship products, including:

- Participant packages;
- Webinar packages;
- Speaking time;
- Add-on products;
- Additional booth-related products; and
- Other sponsorship products offered by the Organizer.

Step 6 — Review Order

The Sponsor shall carefully review:

- Event;
- Booth quantity;
- Booth location;
- Sponsorship package;
- Additional products;
- Participant allocation;
- Pricing;
- Taxes;
- Payment amount; and
- Other applicable transaction details.

Step 7 — Checkout

The Sponsor shall proceed to checkout and complete the required transaction information.

Step 8 — Invoice / Proforma Invoice

The system and/or Organizer may issue the applicable Invoice, Proforma Invoice, Order Confirmation, or other transaction document.

Step 9 — Payment

The Sponsor shall complete the applicable payment within the period specified by the system, Invoice, Proforma Invoice, or Organizer.

Step 10 — Transaction Verification

The transaction shall be verified by the system and/or Organizer.

Step 11 — Official Confirmation

The booth, product, or service shall become officially confirmed only after the required payment has been successfully received and the transaction has been verified and confirmed by the Organizer and/or system.

5. Booth Selection Rules

5.1. Booths available under the normal website transaction process shall be based

exclusively on the remaining inventory after the Launching Event and other previously confirmed reservations.

5.2. Sponsors participating through the normal process shall have no Launching Event priority.

5.3. Previously confirmed booth reservations shall not be displaced, changed, or reassigned solely because another Sponsor wishes to select the same location.

5.4. Sponsors may select only booth locations displayed as available by the system.

5.5. The Organizer does not guarantee the availability of any specific:

- Booth location;
- Booth category;
- Booth quantity;
- Sponsorship package;
- Speaking time;
- Webinar slot; or
- Add-on product.

5.6. Booth availability may change at any time due to transactions conducted by other Sponsors.

6. Booth Quantity Rules

6.1. Sponsors shall select the booth quantity according to their actual requirements and the availability displayed by the system.

6.2. Requests to increase booth quantity may be submitted before final confirmation, subject to availability and applicable pricing.

6.3. Requests to reduce booth quantity after confirmation shall be treated as a modification of the confirmed reservation and may be subject to the applicable cancellation or reduction penalty.

6.4. The Organizer may reject a requested booth quantity if the requested quantity is unavailable or cannot be accommodated operationally.

7. Temporary Reservation

7.1. Where enabled by the website, selected booths or products may be temporarily held during the checkout process.

7.2. The temporary reservation period shall be determined by the website system or specified by the Organizer.

7.3. Sponsors must complete the required payment within the applicable reservation period.

7.4. If payment is not completed within the applicable period:

- The temporary reservation may automatically expire;
- The selected booth or product may be released;
- The booth or product may become available to other Sponsors; and
- The Sponsor shall not be entitled to claim the released booth or product.

7.5. A temporary reservation shall not constitute an officially confirmed reservation.

8. Order Confirmation

8.1. Selecting a booth, product, or sponsorship package does not automatically constitute final confirmation.

8.2. A transaction shall be considered officially confirmed only when:

- The required payment has been successfully received;
- The transaction has been verified; and
- Official confirmation has been issued by the system and/or Organizer.

8.3. The Organizer reserves the right to correct administrative, pricing, inventory, or system errors before final confirmation.

8.4. Sponsors shall not consider a booth or product officially secured until the required confirmation has been issued.

9. Payment Rules

9.1. All payments shall be made through the official payment channel designated by the Organizer.

9.2. Payment requirements may differ depending on the type of transaction.

9.2.1. Booth Payment Terms

For booth reservations under the normal website transaction process, the applicable payment schedule shall be stated in the relevant Invoice, Proforma Invoice, Sponsorship Proposal, or written confirmation issued by the Organizer.

Unless otherwise specifically stated by the Organizer, the applicable structure shall consist of:

- First Payment: 25% of the total reservation value;
- Second Payment: 25% of the total reservation value, due no later than D-90; and
- Final Payment: 50% of the total reservation value, due no later than D-30 before the Event.

9.3. The payment schedule stated in the latest valid Invoice, Proforma Invoice, or written commercial confirmation shall prevail where it differs from the general payment structure above.

9.3.1. Speaking Time, Participant, Webinar, and Add-On Products

Unless otherwise stated by the Organizer, payment for:

- Participant registrations;
- Webinar packages;
- Speaking time session booking;
- Add-on products; and
- Additional sponsorship products

shall be completed in full during the applicable checkout process.

10. Payment Deadline

10.1. Sponsors are responsible for completing all payments within the applicable deadlines.

10.2. Failure to complete payment by the specified deadline may result in:

- Temporary reservation expiry;
- Release of the selected booth or product;
- Suspension of the transaction;
- Cancellation of the reservation;
- Application of applicable penalties; or
- Other actions permitted under the applicable Sponsorship Terms and Conditions.

10.3. Sponsors shall not assume that an unpaid reservation will remain available after the payment deadline.

11. Pricing Rules

11.1. Prices displayed on the official website are subject to the applicable:

- Event;
- Sponsorship category;
- Currency;
- Tax;
- Promotional period; and
- Commercial terms.

11.2. The Organizer may modify pricing or product availability before the transaction is officially confirmed.

11.3. Promotional pricing may be introduced, modified, or withdrawn at the Organizer's

discretion.

11.4. The applicable price shall be the price valid at the time the transaction is officially confirmed, unless otherwise stated in a written commercial agreement.

12. Invoice and Transaction Documents

12.1. Following an order or reservation, the Sponsor may receive:

- Proforma Invoice;
- Invoice;
- Order Confirmation;
- Payment Confirmation; and/or
- Other transaction documents.

12.2. Sponsors must review all transaction documents immediately after receipt.

12.3. Any discrepancy concerning:

- Company information;
- Booth quantity;
- Booth location;
- Product selection;
- Pricing;
- Tax;
- Payment amount; or
- Other transaction information

must be reported to the Organizer immediately.

12.4. Sponsors are responsible for maintaining copies of all transaction documents for their internal records.

13. Cancellation, Withdrawal, and Reduction Penalty

13.1. Once the initial twenty-five percent (25%) payment has been successfully completed and the reservation has been confirmed, the Sponsor's reservation shall be considered confirmed and shall be subject to the cancellation, withdrawal, and reduction provisions set forth in this Section.

13.2. Any request made by the Sponsor after payment of the initial twenty-five percent (25%) deposit for any of the following shall be considered a cancellation or reduction of the confirmed reservation:

- Cancellation of the booth reservation;
- Withdrawal from participation in the Event;
- Reduction of the confirmed booth quantity; or
- Any modification that results in a reduction of the total reservation value.

13.3. Any cancellation, withdrawal, reduction, or modification as referred to in Clause 13.2 shall be subject to a penalty of twenty-five percent (25%) of the total confirmed reservation value.

13.4. The penalty shall remain applicable for a maximum period of ninety (90) days following the Event date, commencing from the Sponsor's checkout date.

13.5. If the applicable penalty has not been settled within the aforementioned ninety (90)-day period, the Organizer reserves the right to deduct the applicable penalty amount from the Sponsor's second payment, representing fifty percent (50%) of the total reservation value.

13.6. Any remaining balance after deduction of the applicable penalty shall be settled in accordance with the Organizer's prevailing payment policy.

13.7. Any reduction in booth quantity or reservation value shall not be considered effective unless it has been formally approved by the Organizer. The Organizer reserves the right to reject any request for cancellation, withdrawal, reduction, or modification based on the operational and commercial circumstances of the Event.

13.8. The Sponsor acknowledges and agrees that the penalty stipulated under this Section is applicable regardless of the reason for the cancellation, withdrawal, reduction, or modification, unless otherwise expressly approved or waived in writing by the Organizer.

14. Participant Registration

14.1. Participant registrations shall be conducted through the official SWAM Exhibition website or other officially designated platform.

14.2. Sponsors shall provide complete and accurate participant information.

14.3. Sponsors shall ensure that all required participant documents are submitted within the specified deadline.

14.4. Participant allocations are subject to the applicable sponsorship package and availability.

14.5. Once participant registration has been confirmed, any modification or cancellation shall be subject to the applicable policies of the Organizer.

15. Webinar and Speaking Time

15.1. Webinar packages and speaking time may be selected through the official website where such products are made available.

15.2. Availability shall depend on the applicable Event schedule and remaining allocation.

15.3. Selection of a speaking time or webinar slot shall not constitute final confirmation until the required payment and verification have been completed.

15.4. The Organizer may modify the schedule where reasonably necessary due to operational, technical, or Event-related considerations.

16. Add-On Products

16.1. Add-on products may be purchased through the official website subject to availability.

16.2. Sponsors shall review the selected quantity, specifications, pricing, and applicable delivery or Event requirements before completing payment.

16.3. Add-on products shall be subject to the specific terms applicable to each product.

16.4. Once confirmed, cancellation or modification of an add-on product may be subject to the applicable cancellation and production policies.

17. Sponsor Responsibilities

Sponsors are responsible for:

17.1. Providing accurate and complete information.

17.2. Maintaining account security.

17.3. Ensuring that only authorized representatives conduct transactions.

17.4. Reviewing all order details before completing payment.

17.5. Ensuring that payment information is correct.

17.6. Completing payments before the applicable deadlines.

17.7. Maintaining records of all invoices, confirmations, and payment documents.

17.8. Monitoring the status of their reservations and transactions.

17.9. Immediately notifying the Organizer of any suspected transaction error or unauthorized account access.

18. System and Technical Issues

18.1. The Organizer will use commercially reasonable efforts to maintain the availability of the official SWAM Exhibition website.

18.2. However, the website may experience:

- Maintenance;
- Technical errors;
- System delays;

- Internet disruption;
- Payment gateway disruption;
- Temporary downtime; or
- Other circumstances beyond the Organizer's reasonable control.

18.3. Sponsors are responsible for ensuring that they have sufficient internet connectivity and compatible devices to complete their transactions.

18.4. If a technical problem occurs during a transaction, the Sponsor should contact the Organizer before attempting to make duplicate payments or duplicate reservations.

18.5. The Organizer reserves the right to temporarily suspend transactions where necessary to maintain system security, accuracy, and operational integrity.

19. Organizer's Rights

The Organizer reserves the right to:

- 19.1. Modify website procedures.
- 19.2. Modify product availability.
- 19.3. Modify pricing before final confirmation.
- 19.4. Correct system or administrative errors.
- 19.5. Verify Sponsor information and transaction details.
- 19.6. Reject incomplete, invalid, or suspicious transactions.
- 19.7. Suspend or cancel transactions that violate applicable rules.
- 19.8. Temporarily suspend transactions for technical, security, or operational reasons.
- 19.9. Take reasonable actions necessary to maintain fairness, security, and operational integrity of the SWAM Exhibition transaction system.

20. No Launching Event Priority

20.1. The normal website transaction process is conducted after or outside the SWAM Launching Event period.

20.2. Sponsors participating through this process acknowledge that Launching Event reservations may have already been completed.

20.3. Accordingly:

- Launching Event reservations shall retain their confirmed status;
- Previously selected booth locations shall not be displaced;
- Certain booth locations may no longer be available;
- Certain sponsorship packages may already be sold out;
- Selection shall be based on remaining availability; and
- The Organizer does not guarantee any specific booth location or sponsorship package.

20.4. Sponsors participating through the normal process shall not be entitled to claim the selection priority or benefits applicable specifically to Launching Event participants unless expressly stated by the Organizer.

21. Transaction Disputes

21.1. Any discrepancy or dispute concerning a transaction should first be reported to the Organizer for verification.

21.2. Sponsors should provide the relevant:

- Order number;
- Account information;
- Invoice or Proforma Invoice;
- Payment receipt;
- Screenshot or transaction record; and
- Other supporting information requested by the Organizer.

21.3. The Organizer shall review the transaction based on the available system records

and supporting documentation.

21.4. The system-generated transaction records and official Organizer records shall serve as the primary reference for transaction verification.

22. Compliance with Other SWAM Regulations

22.1. These Rules and Regulations shall be read together with all applicable SWAM Exhibition rules and documents.

22.2. Sponsors shall also comply with:

- Sponsorship Terms and Conditions;
- Event Participation Form (EPF/FKA);
- Exhibitor Rules and Regulations;
- Sponsorship Proposal;
- Invoice;
- Proforma Invoice;
- Event-specific requirements; and
- Written instructions issued by the Organizer.

22.3. Where there is an inconsistency between these Rules and Regulations and a specific written commercial agreement or confirmation issued by the Organizer, the latest applicable written confirmation shall prevail unless otherwise stated.

23. Governing Law

23.1. These Rules and Regulations shall be governed by and construed in accordance with the laws of the Republic of Indonesia.

23.2. Any dispute shall first be resolved through good-faith negotiation between the Sponsor and the Organizer.

23.3. If no settlement can be reached, the Parties irrevocably submit to the exclusive jurisdiction of the District Court of Surabaya (Pengadilan Negeri Surabaya), unless otherwise agreed in writing.

24. Language

24.1. These Rules and Regulations may be prepared in Indonesian and English.

24.2. In the event of any inconsistency or difference in interpretation between the Indonesian and English versions, the Indonesian version shall prevail.

25. Acceptance

25.1. By registering, selecting a booth or product, placing an order, making a reservation, or completing a transaction through the official SWAM Exhibition website, the Sponsor confirms that it:

- Has read and understood these Rules and Regulations;
- Accepts the normal website transaction process;
- Accepts the applicable pricing and payment obligations;
- Accepts the booth and product availability rules;
- Accepts the applicable cancellation and modification provisions;
- Accepts that no Launching Event priority applies to normal transactions; and
- Agrees to comply with these Rules and Regulations.

25.2. The Sponsor's continued use of the official SWAM Exhibition website and completion of a transaction shall constitute acceptance of these Rules and Regulations.