**Arabian Travel Market 14 – 17 September 2026**
**Hosted Buyer Terms and Conditions**

## 1. DEFINITIONS

In these terms and conditions, the following words shall have the following meanings unless the context otherwise requires: "ATM Hosted Buyer Team" refers directly to the RX Event team based at Gateway House, 28 The Quadrant, Richmond, Surrey TW9 1DN, United Kingdom. "Event" or "Show" means the Arabian Travel Market in person event running from 14 - 17 September 2026, also referred to as ATM Dubai 2026 or "ATM". "Exhibitor" refers to any supplier of travel products who has contracted with RX to take stand space at the Event.

"Hosted Buyer" is a term designated to a travel trade professional or buyer of travel products who has registered to attend the Event and has been qualified and accepted by RX, on the basis of these terms and conditions, to participate in the Hosted Buyer Programme.

"Hosted Buyer Programme" is an exclusive and limited capacity programme whereby RX provides accommodation and other benefits to Hosted Buyers who have qualified to participate and who, in return, agree to commit to the programme requirements, including but not limited to a minimum number of pre-scheduled appointments.

"Pre-Scheduled Appointment" is an appointment organised by RX between a Hosted Buyer and an Exhibitor taking place at the Event. "RX" means Reed Exhibitions Limited, of Gateway House, 28 The Quadrant, Richmond, Surrey TW9 1DN, United Kingdom, the organiser of the Event and the contracting party with the Hosted Buyer.

## 2. APPLICATION PROCESS

a) All applicants must complete the online Register your Interest Form in order to be considered for the Hosted Buyer programme.
b) Completion of the online Hosted Buyer Register Your Interest Form does not automatically guarantee a place on the Hosted Buyer Programme. Applicants will be notified if they have been successful and each applicant must undergo a strict qualifying process. RX's decision whether or not to accept a buyer on the Hosted Buyer Programme is final.
d) Due to limited capacity on the Hosted Buyer Programme and the volume of applicants, it is not possible to accommodate everyone who applies.

f) A registration fee of US$250 (+VAT). will be taken if you are accepted on to the Hosted Buyer Programme. This is not a deposit and is non-refundable.
g) RX will only accept one application form per company. In the event of more than one application per company being received, only the first application form will be processed.
h) All applicants must be aged 18 or over and must meet Hosted Buyer application requirements to be considered.
i) All applicants will undergo a vetting process against strict qualification criteria and may be contacted for further information to support their application.
j) The Registration Form must be completed in full. Forms with missing, outdated or incorrect information will not be considered.
k) Any references, as provided on the Hosted Buyer Registration Form may be contacted at any time during the application process.
l) Applicants must only apply if attending the Event to invest in outbound travel products and services and must NOT be attempting to sell any kind of inbound products and services.
m) Submission of the Register your Interest Form and Registration Form for the ATM Hosted Buyer Programme will be taken as a Hosted Buyer's agreement to these terms and conditions.

**3. REGISTRATION**

Successful applicants will be advised by email as to their Hosted Buyer status and will need to complete the following to secure their place (failure to do so will result in their Hosted Buyer place being cancelled): 1. complete the official show registration form; and 2. pay the required registration fee of US$250 (+VAT).

**4. HOSTED BUYER APPLICATION REQUIREMENTS**

To apply and be considered as a Hosted Buyer, all applicants must meet the below requirements:

a) be a senior travel industry professional with direct purchasing and contracting authority;
b) have direct spend in the Middle East;
c) be able to demonstrate current Middle Eastern products or showcase a clearly defined business model for expansion into the Middle East;
d) have an annual budget that is consolidated in various categories (flights, hotels, transport, etc.);
e) not have participated in the ATM Hosted Buyer Programme in the last three years;
f) be willing to adhere to all Hosted Buyer Programme commitments including but not limited to the required appointment minimum;
g) be able to provide references for business conducted in the last year;
h) be able to speak English to an intermediate level in order to converse with international Exhibitors.

The Hosted Buyer Programme will be conducted in English.

**5. Hosted Buyer Programmes**
Invitations to Buyers are at the discretion of the Show Team, who will qualify and define participation formats and invitation inclusions.

## 5.1 HOSTED BUYERS (WITH ACCOMMODATION)

For a non-refundable fee of US$250 (+VAT). “Buyers (With Accommodation)” will receive:

- recognition as a key buyer in the market;
- complimentary single room hotel accommodation in one of ATM’s partner properties for four (4) nights from 13 September to 16 September 2026. Check out will be the morning of 17 September 2026;
- complimentary buffet breakfast at the allocated hotel (does not include a la carte where there may be additional costs);
- a scheduled roundtrip shared transfer from the partner hotel to the Event venue each day of the Event;
- early access to the online meetings platform;
- personalised support with pre-scheduling meetings in the ATM Meet meetings platform;
- listing in the Hosted Buyer Directory in the ATM Meet meetings platform;
- business card drop function with Exhibitors available in the ATM Meet meetings platform;
- access to the Buyers’ lounge at the Event, which includes complimentary refreshments and Wi-Fi;
- invitation to the highly exclusive ATM Party (optional, return transfer post event not included);
- exclusive Hosted Buyer events (transport will only be provided where indicated);
- personalised support throughout the Hosted Buyer Programme by the ATM Hosted Buyer Team

## 5.2 HOSTED BUYERS (WITH ACCOMMODATION AND FLIGHTS)

For a non-refundable fee of US$250 (+VAT). “Buyers (With Accommodation and Flights)” will receive:

- recognition as a key buyer in the market;
- complimentary single room hotel accommodation in one of ATM’s partner properties for four (4) nights from 13 September to 16 September 2026. Check out will be the morning of 17 September 2026;
- complimentary buffet breakfast at the allocated hotel (does not include a la carte where there may be additional costs);
- flights to and from Dubai International Airport booked and co-ordinated by the ATM Hosted Buyer Team (flights booked independently will not be refunded)
- airport transfers;
- a scheduled roundtrip shared transfer from the partner hotel to the Event venue each day of the Event;
- early access to the online meetings platform;

- personalised support with pre-scheduling meetings in the ATM Meet meetings platform;
- listing in the Hosted Buyer Directory in the ATM Meet meetings platform;
- business card drop function with Exhibitors available in the ATM Meet meetings platform;
- access to the Buyers' lounge at the Event, which includes complimentary refreshments and Wi-Fi;
- invitation to the highly exclusive ATM Party (optional, return transfer post event not included);
- exclusive Hosted Buyer events (transport will only be provided where indicated);
- personalised support throughout the Hosted Buyer Programme by the ATM Hosted Buyer Team.

**The following is NOT included in the Hosted Buyer Programmes:**

- travel/medical insurance;
- any visa or associated costs;
- extended hotel nights beyond the dates stated in the Hosted Buyer Programme;
- double occupancy costs;
- early hotel check in/late check out fees or room upgrades or in-room enhancements;
- food and beverages (unless where specified as provided in the final event schedule);
- Dubai hotel tax which, as per Government requirements
- personal extras;
- costs incurred due to late payment or personal misconduct;
- airport transfers if not indicated in the Hosted Buyer Programme itinerary.

**6. HOSTED BUYER COMMITMENTS**

All Hosted Buyers accepted on to the Hosted Buyer Programme must be able to: a) attend the in-person Event in Dubai b) attend all 4 days of the Event in full. For the avoidance of doubt, buyers who wish to only attend 3 days or less will not be accepted. This includes arriving late on the first day of the Event or departing in the morning of the last day of the Event; c) arrange to arrive on 13 September 2026 (day prior to the Event) and depart only after the close of ATM at 5pm on 17 September 2026; d) commit to a minimum of 35 appointments; e) attend all appointments as pre-scheduled; f) use the Event's provided meetings platform ATM Meet with which to make all prescheduled meetings; g) complete Hosted Buyer and company profiles in full and, as per guidelines in ATM Meet, the meetings platform; h) complete all appointment ratings in ATM Meet; i) complete the official post-Event and the official Hosted Buyer surveys; j) attend all mandatory networking events as scheduled to avoid no-show penalty; k) participation in the relevant Buyer Forum in the ATM Global Stage may be required for Hosted Buyers from India, KSA and China.

**7. ATTENDANCE & MINIMUM APPOINTMENT REQUIRMENTS**

a) As part of their Hosted Buyer status, all Hosted Buyers are required to pre-schedule a minimum number of 35 appointments with Exhibitors. Appointment requirements may not be bundled together and must be adhered to per day.

b) Please note that appointment attendance will be monitored by our meeting planners and non-attendance shall constitute a breach of these terms and conditions.

c) All Hosted Buyers must use ATM Meet, the meetings platform, to secure their meetings at the Event.

d) Once ATM Meet (the meetings platform) is live, Hosted Buyers must complete their personal and company profiles in full in a timely manner. Information will be provided on how to do this. Failure to complete this final part of the process could result in removal from the Hosted Buyer Programme.

e) Meetings made outside the platform are not advised and will not be considered towards the minimum meeting requirement.

f) Hosted Buyers who are unable to honour an appointment should contact the Exhibitor directly to arrange a more convenient appointment time with as much advanced notice as possible or contact the ATM Meet team onsite.

g) Buyers applying to be a part of the ATM Hosted Buyer Programme are consenting to their contact details being made available to Exhibitors at the Event for the purposes of fixing meeting appointments.

h) Hosted Buyers are required to attend all 4 days of the Event in full. Late arrival or early departure arrangements may affect Hosted Buyer status.

i) Hosted Buyers must communicate any delays in arrival to the ATM Hosted Buyer Team immediately or as soon as reasonably possible.

j) RX takes no responsibility for any individual on the Hosted Buyer Programme who may miss flights, transfers or functions related to the Event. Any additional expense incurred is at the Hosted Buyer's own expense.

k) Failure to check in at the hotel on the required date may be considered as a 'No-Show'. Please see the 'Travel' section for required arrival and departure dates and times.

l) Failure to meet these terms and conditions will be considered a breach of this contract. Please see Failure to Comply, No Show and Cancellation sections for more details.

**8. FAILURE TO COMPLY**

Failure by a Hosted Buyer in meeting any of the conditions set out in these terms and conditions may result in one or more of the following;

- cancellation of Hosted Buyer status
- exclusion from the Hosted Buyer Programme and future Hosted Buyer Programmes
- loss of Hosted Buyer accommodation where applicable
- additional charges as indicated in section 9/10.

**9. CANCELLATION AND REPLACEMENTS**

9.1 Replacements: Invitations to Buyers are non-transferable and personal to the named Buyer. In instances where a Buyer needs to cancel their participation, they may submit a written request that a colleague from their organisation (with decision making authority) attends as a replacement. On the condition that the Show Team accepts the replacement in writing prior to such attendance, a cancellation fee will not apply. After Monday 7 September 2026

replacement buyers will not be accepted. Buyers will be classed as cancellations and the full cancellation fee will apply.

9.2 Cancellation of Attendance: While cancellations are discouraged, Buyers may cancel without incurring a fee if written notice is received by Monday 20 July 2026. For cancellations made without a replacement on or after Tuesday 21 July 2026, a fee of US$500 (plus any applicable flight cancellation fees) will apply. This amount reflects a reasonable pre-estimate of RX's losses, including administrative costs. All cancellations, including the reasons for cancellation, must be submitted in writing to the Show Team at atm-buyers@rxglobal.com. Receipt of the cancellation must be acknowledged by the relevant dates to ensure its validity.

9.2.1 Event No-shows: Buyers who do not inform RX of their cancellation and do not attend the full Event as per the Hosted Buyer terms will incur a cancellation fee of US$1,000.

9.2.2 Appointment No-shows: Appointment-Holding Buyers are required to attend all the scheduled meetings that appear in their final diary, as any no-shows will negatively impact the Exhibitors' diary. Attendance to all appointments will be closely monitored onsite by the Show Team. A maximum number of three reported no-shows will be tolerated at the Event. Starting from the fourth reported no-show, an acceptable reason will be requested in writing by the Show Team. In such cases a cancellation fee of US$1,000 may be incurred and the invitation to join such a programme at future RX events will be reconsidered.

9.3 CANCELLATION OF ATTENDANCE FEES AND NO-SHOW FEES SHALL BE PAYABLE BY THE BUYER TO RX WITHIN 28 DAYS OF THE CLOSING DATE OF THE EVENT. RX SHALL TAKE PAYMENT OF ANY SUCH FEES FROM THE BUYER'S CREDIT CARD (DETAILS OF WHICH MUST BE PROVIDED BY THE BUYER ON REGISTRATION), 28 DAYS AFTER THE CLOSING DATE OF THE EVENT IF THE PAYMENT HAS NOT BEEN MADE BY OTHER MEANS. RX WILL PROVIDE THE BUYER WITH A RECEIPT IN RESPECT OF SUCH CREDIT CARD CHARGES FOR THE FEES. THE BUYER MAY REQUEST AN INVOICE IF REQUIRED.

9.4 The Buyer agrees that the above charges are a reasonable pre-estimate of the loss suffered by RX in the event of the Buyer breaching these Terms and Conditions.

**10. FAILURE TO COMPLY CHARGES**

a) Any cancellation received after Monday 20 July 2026 without a replacement, will incur a cancellation fee of US$500.

b) Hosted Buyers who fail to arrive in time for the opening of the Event and or leave early without agreement from the ATM Hosted Buyer Team may incur a fee of US$500.

Networking events, where indicated as exclusive for Hosted Buyers, are mandatory. Failure to attend or late attendance could result in your participation being cancelled at future events.

**11. GENERAL TRAVEL INFORMATION**

a) RX recommends that Hosted Buyers' flight details are confirmed no later than Wednesday 1 July 2026 using the online travel information form provided.

b) All Hosted Buyers must arrange to arrive the day prior to the Event start date and depart only after the close of the Event. Early departures, unless where absolutely necessary, will not be accepted and must be confirmed by the ATM Hosted Buyer Team ahead of time.

c) Flights for all Hosted Buyers (where applicable), must meet the arrival and departure dates and times as stated.

d) Hosted Buyers who fail to meet the arrival and departure requirements may be removed from the Hosted Buyer Programme and will be charged a fee for missing part of the Hosted Buyer Programme. (see section 10)

e) Delays to arrival times due to unforeseen flight circumstances because of an airline delay or cancellation must be communicated as soon as possible to the ATM Hosted Buyer Team. Failure to do so could incur removal from the Hosted Buyer Programme and incur a charge.

f) RX will not be held responsible for any flight cancellation costs or loss due to travel restrictions, border closures or any other reasons which may prevent the Hosted Buyer from arriving at the Event by the date stated.

g) RX recommends that Hosted Buyers (Accommodation Only), book flexible fares and are careful to observe Event arrival and departure criteria alongside airline cancellation and refund policies before booking flights.

h) RX shall not be held liable or responsible for any injury, illness, loss or damage to any person or property or additional expense involved with travel resulting from acts of God, detention, annoyance, delays, quarantine, strikes, thefts, pilferage, diseases, civil disturbances, terrorism, government restrictions or regulations, discrepancies or changes in transportation or hotel services.

i) Excess baggage, customs fines and the like, are the responsibility of each individual Hosted Buyer. Please consult the United Arab Emirates Customs Service (www.dxbcustoms.gov.ae) should further information be required.

j) RX does not endorse or approve of export gifts given to Hosted Buyers by Exhibitors. It is the responsibility of each Hosted Buyer to ensure that such gifts may be both legally removed from UAE and imported into their home country.

k) It is the responsibility of all individuals to check any travel restrictions before booking flights.

11a. TRAVEL DATES

- Hosted Buyers must arrive in Dubai by no later than 13 September 2026.
- Hosted Buyers must not depart the Event any earlier than the close of the Event at 17:00 on 17 September 2026.
- Please see general travel information section 11 above for details.

11b. VISAS

- Please note that participants from certain countries may require a visa to enter the UAE.
- Visa costs are not covered as part of the Hosted Buyer Programme and must be self-paid.

- It is the responsibility of each individual to determine what visa is needed and to arrange for a visa to arrive at the Event in time.
- Hosted Buyers may request a letter of confirmation on the Hosted Buyer Programme as part of their visa application. RX is unable to assist with any visa guidance to include checking, submission or processing.

11c. INSURANCE

- Please note that travel insurance is the responsibility of the Hosted Buyer. RX does not provide and will not arrange for travel insurance as part of the Hosted Buyer Programme.

**12. ACCOMMODATION**

a) Hotel accommodation will be provided for four (4) nights from 13 – 16 September 2026. For the avoidance of doubt, check out will take place the morning of 17 September 2026. Requests to deviate from these dates will not be accommodated although the Hosted Buyer is welcome to book and pay for additional nights.

b) Check in at the hotel will start at 3pm local time. Early check in or late check out expenses are not included in the Hosted Buyer Programme and such arrangements are to be made and paid for directly with the hotel.

c) Hosted Buyers will be offered accommodation for the dates indicated at the ATM official accommodation partner hotel only. Where there are multiple same brand hotels in the destination, only the one as indicated by the Hosted Buyer team will be made available. Requests for a different hotel will not be accommodated.

d) Any additional accommodation above the four (4) nights provided by RX is at the expense of Hosted Buyers along with any incidentals (personal costs) from their stay. If additional accommodation is needed to meet required arrival or departure dates and times, this will need to be arranged and paid for by the Hosted Buyer directly with the hotel.

e) All Hosted Buyers are liable to pay Dubai Hotel Tax as per regulations issued by the Dubai Authorities. These must be paid by each visitor in person and RX will not be responsible for these charges. Please note that charges may vary according to hotel.

f) Hosted Buyers must settle all expenses with the hotel prior to departure and will indemnify RX for any failure to do so.

**13. TRANSFERS**

- Where transfers are provided RX will not be responsible for any missed departures.
- Transfers will depart on time and will not wait for missing or late individuals. It is the responsibility of the Hosted Buyer to be ready at the pickup point at the scheduled time.
- In the event of a missed transfer, the Hosted Buyer will need to make their own way to the Event at their own expense.

**14. GENERAL**

a) Arabian Travel Market (ATM) is a trade event owned and organised by RX. b) These terms and conditions shall be governed by and construed in accordance with the laws of England and Wales. c) Completing the Hosted Buyer application process will be understood as agreement to these terms and conditions. d) RX reserves the right to remove a Hosted Buyer from the Hosted

Buyer Programme at its complete discretion without liability if it is deemed to be in the best interests of RX or the Event or if such Hosted Buyer's attendance is likely to damage the reputation of the Event. e) Persons participating in the Event from the same company as the Hosted Buyer or accompanying the Hosted Buyer are not included in any offers regarding the Hosted Buyer Programme. f) Any Hosted Buyer reported as selling their own products and services will have their Hosted Buyer status revoked immediately and must apply to attend as an Exhibitor or trade visitor. This will result in immediate removal from the Hosted Buyer Programme, cancellation of any accommodation provided by RX, loss of the registration fee and may incur a 'failure to comply' fee. g) Hosted Buyers must always adhere to the Event's etiquette by responding to Exhibitor meeting requests in a timely manner and checking regularly for new meetings requests and messages from Exhibitors. h) Hosted Buyers must understand that they will receive email reminders with regards to Hosted Buyer Programme commitments, especially where deadlines or requirements are not being met. i) Hosted Buyers expressing behaviour that is deemed to be aggressive, rude, inflammatory, discriminatory or derogatory, either in person or online, via email, social media or any other form of communication, to any other Event attendee or RX staff member will be automatically removed from the Hosted Buyer Programme, rendering all Hosted Buyer benefits null and void, and will be removed completely from the Event. Such behaviour will affect all future applications across the RX travel portfolio. j) The ATM Meet meetings platform is a service provided by RX for attendees to use to preschedule their meetings and arrange their onsite agenda prior to the Event. Under no circumstances must any attendee use the ATM Meet meeting platform as a vehicle through which to disseminate their feelings with regards to politics, finance, government, policy, gender, environment or any other subject that may be considered aggressive, inflammatory, discriminatory or derogatory. Anyone caught doing so will be removed from attending the Event and such behaviour will affect all future applications across the RX travel portfolio k) Any disputes arising under these terms and conditions will be governed by the English courts. l) By agreeing to these terms and conditions, Hosted Buyers are consenting under all relevant data protection legislation to RX and its agents and sub-contractors communicating with them by telephone, fax, email and post and using personal information for internal processing and for disclosure to third parties such as airlines, hotels and Exhibitors in connection with their attendance at the Event. In addition, RX may use such details to invite Hosted Buyers to other events organised by RX or its group or to offer them other relevant products and services supplied by RX, the RELX Group plc or third parties. Hosted Buyers can contact the ATM Hosted Buyer Team (atmbuyers@rxglobal.com) if they do not wish for their personal information to be used in any of the ways mentioned. m) RX requests that Hosted Buyers provide contact details for the person whom they would like to use as a contact in the case of an emergency during the Event. This information will remain confidential and will not be used for any other purpose. By providing this information, Hosted Buyers are confirming that the named contact has agreed that their details may be supplied to RX for this purpose.

**15. EXCLUSION OF LIABILITY**

RX takes no responsibility and shall have no liability for: a) Hosted Buyers who miss their flights/travel arrangements; b) the insolvency or failure of any airline company or hotel or ground handling company or other supplier; c) flight cancellation or delay; d) refused permission for a Hosted Buyer to board an aircraft or other mode of transport or refused entry to the UAE or other connecting country; e) any delay or loss of baggage or excess baggage charges (any dispute shall be directly between the Hosted Buyer and the airline); f) replacement flights and other similar costs incurred; g) individual visa requirements, travel permits, other licences and

inoculations, which will be the sole responsibility of the Hosted Buyer, including any necessary costs incurred; h) hotel expenses other than those agreed as payable by RX; i) loss, damage or delay resulting from acts or threats of war, hijack, terrorist activity, civil commotion, industrial disputes, fuel shortages, natural disasters or adverse weather conditions, strikes or lockouts intervention or regulation, military activity, epidemics or any other circumstances outside RX's or its subcontractors' control which shall make it impossible or inadvisable for RX to hold the Event at the time and place provided or make it impossible to get the Hosted Buyers to the Event or to provide flights, hotels, transfers, appointments or other services to Hosted Buyers. RX reserves the right to re-schedule the Event at another date and/or at an alternative site; j) any loss of profit, loss of business or revenue, loss of anticipated savings or indirect or consequential loss or damage, costs or expenses to the Hosted Buyer, in contract, tort/delict or otherwise, arising out of or in connection with the Hosted Buyer's attendance at the Event; and k) the death or personal injury of any Hosted Buyer save where such liability cannot be excluded under UAE law or the laws of England and Wales.

**16. USE OF PERSONAL INFORMATION**

RX will use all personal information for the purposes of fulfilling these terms and conditions, including disclosure to travel and destination management companies, conference service providers as well as the Exhibitors in connection with Hosted Buyers' attendance at the Event and subject to the RX