



Cultural Center of the Philippines

SENTRONG PANGKULTURA NG PILIPINAS

May 09, 2025

16250383

MS. LEAH PULIDO OCAMPO

Executive Director

CITEM – Center for International Trade Expositions and Missions

Golden Shell Pavilion

Roxas Boulevard corner Senator Gil J. Puyat Avenue

Pasay City, Metro Manila 1300 Philippines

Dear **Ms. Ocampo**,

This is to formalize the agreement between the **Cultural Center of the Philippines (CCP)** and **Center for International Trade Expositions and Missions (CITEM)** regarding your intention to lease the CCP-owned static billboard for **IFEX Philippines**. The terms and conditions are as follows:

1. LOCATION AND DURATION

The CCP static billboard space subject of the lease is located at Macapagal Jalandoni Street cor. Gil Puyat Avenue Extension, CCP Complex, Pasay City, and measures 12m x 5 m (39.37 ft. x 16.40 ft).

The lease will run from May 10, 2025, to May 24, 2025, for a total of fifteen days (15) days.

2. DUTIES

A. The CCP agrees to lease the said ad space to and **Center for International Trade Expositions and Missions (CITEM)**, as an Ad Space Client, with the following commitment:

- i. Lease of the above-specified advertising asset within the stated period only.
- ii. Provide assistance in installing ad material.

B. In return, shall:

- i. Provide payment of **Php118,800.00** inclusive of VAT, payable to the Cultural Center of the Philippines within 30 days upon signing of this agreement.
- ii. Follow CCP specifications and guidelines for ad materials.
- iii. Deliver and submit the ad material for installation at least 3 days before the installation date.

3. NON-LIABILITY

Neither party shall have any liability to the other in the event of the operations being suspended due to public calamity, typhoons, epidemic, fire, an act of God, war, or consequence of any accident or because of any combination thereof, strike, or lockout which interferes with the efficient working conditions of the venue; and in any of the said events, no claim shall be made by either party in respect of any period during which any of the said events shall persist.

The CCP reserves the right to implement and decide with finality on matters unforeseen and unmentioned in this contract.



4. DISPUTE RESOLUTION AND VENUE OF ACTION

The parties agree to use their best efforts to resolve amicably any dispute which arises under this agreement. In case of a suit arising from this agreement, the exclusive venue shall be the court in Pasay City.

5. REPRESENTATIONS AND WARRANTIES

You shall warrant that you are the duly authorized representative of **Center for International Trade Expositions and Missions (CITEM)**, to enter and sign into this Agreement.

You shall warrant that all advertising materials submitted for ads space are not meant to encourage acts that are contrary to law, morals, public order, and public policy.

6. PRE-TERMINATION

You agree that CCP shall have the right to discontinue or pre-terminate this agreement at any time, without the need for prior notice and/or judicial demand, due to non-payment of the fees as herein required and/or for violation of any of the terms and conditions of this agreement.

If you agree to the above-mentioned terms, please sign your conformity in the space provided below.

Thank you and we look forward to a continuing collaboration with you.

Sincerely,



KAYE C. TINGA
President
Cultural Center of the Philippines

Conforme:



LEAH PULIDO OCAMPO
Executive Director
Center for International Trade Expositions and Missions (CITEM)