



TÉRMINOS DE REFERENCIA

Servicio De Promoción de la marca sectorial "Cafés del Perú – Especialidades Únicas" en las ferias especializadas en café "Specialty Coffee Expo" y "World of Coffee"

Centro de Costo		Departamento de Agronegocios
APEX	0943.2024	Pago Portrait Country "Specialty Coffee Expo" & "World of Coffee" Full Package

I. DEPENDENCIA QUE REQUIERE EL SERVICIO

Departamento de Agronegocios de la Subdirección de Promoción Comercial de la Dirección de Promoción de las Exportaciones.

II. OBJETO DE LA CONTRATACIÓN

Servicio de Contratación de Servicio De promoción de la marca sectorial "Cafés del Perú – Especialidades Únicas" en las ferias especializadas en café "Specialty Coffee Expo" y "World of Coffee"

III. FINALIDAD PÚBLICA

La presente contratación tiene por finalidad la promoción de la marca sectorial "Cafés del Perú – Especialidades Únicas", lo cual permitirá dar conocer a los asistentes nacionales e internacionales, los diferentes perfiles sensoriales de nuestro producto, así como resaltar sus diferentes atributos.

Así como, promover la oferta exportable del sector cafetalero en Norteamérica y Europa brindando oportunidades a las Pymes peruanas de este sector de identificar nuevas oportunidades de negocio e incrementar sus exportaciones.

IV. VINCULACIÓN CON EL PLAN OPERATIVO INSTITUCIONAL:

Apex 0943.2024: Pago Portrait Country "Specialty Coffee Expo" & "World of Coffee" Full Package

V. ANTECEDENTES

Promperú, en concordancia con la política de promoción de exportaciones promovida a través de sus Planes Operativos, viene desarrollando actividades de difusión y promoción de la oferta exportable peruana especialmente en líneas de productos ya focalizados, entre los que se encuentran los cafés especiales; para lo cual se vienen desarrollando actividades de promoción en mercados con potencial de desarrollo y en mercados posicionados, entre ellos el Mercado Norteamericano y europeo.

Resulta importante mencionar que, Perú es un país productor de cafés de altísima calidad y el gremio caficultor es representado por más de 230 mil familias y en promedio 2 millones de peruanos dependen del cultivo. Debido a ello, radica la importancia de seguir promocionando a los cafés de especialidad en plataformas comerciales internacionales de gran renombre y reconocimiento internacional.

La feria internacional Specialty Coffee Expo y la feria internacional World of Coffee organizado por Specialty Coffee Association (SCA), son los eventos más grandes del Norteamérica y Europa respectivamente, de los cafés especiales del mundo, siendo las vitrinas comerciales más importantes para posicionar estos cafés en los mercados internacionales. Son ferias entre cada ciudad de manera itinerante.



Firmado digitalmente por
SAKIHAMA MELENDEZ Sayuri
FAU 20307167442 hard
Motivo: Doy V° B°
Fecha: 14.03.2024 12:12:03 -05:00



Firmado digitalmente por:
PORTUGAL QUINTEROS Juan
Antonio FAU 20307167442 hard
Motivo: Doy V° B°
Fecha: 11/03/2024 14:46:43-0500



Firmado digitalmente por:
CAVERO GAMARRA Daniel
Ricardo FAU 20307167442 hard
Motivo: Doy V° B°
Fecha: 11/03/2024 16:39:20-0500



Firmado digitalmente por:
HUAMAN QUIROZ Jeanne
Claude FAU 20307167442 hard
Motivo: Doy V° B°
Fecha: 11/03/2024 16:58:20-0500



El Specialty Coffee Expo y World of Coffee atrae a más de 30.000 asistentes y más de 1000 expositores en su conjunto, de más de 75 países cada año. Estas ferias es el punto de encuentro para importadores, exportadores, mayoristas y minoristas y otros de la industria del café. Estas plataformas comerciales dan la oportunidad a las empresas participantes de generar nuevos negocios, así también presenta simposios, campeonatos de café, barismo y catas especializadas, donde se identifica las tendencias, innovaciones y temas de futuro del sector cafetalero.

Teniendo como vitrina tan importante evento en la industria del café, Promperú fortalecerá la presencia de la Marca Sectorial "Cafés del Perú - Especialidades Únicas", en los mercados de Estados Unidos y Europa

VI. OBJETIVO DE LA CONTRATACIÓN

Se requiere la contratación del Servicio De promoción de la marca sectorial "Cafés del Perú – Especialidades Únicas" en las ferias especializadas en café "Specialty Coffee Expo" (USA) y "World of Coffee" (Europa)

- Posicionar la marca sectorial "Cafés del Perú - Especialidades Únicas" en el mercado de USA y Europa.
- Posicionar al Perú como país productor y exportador de cafés especiales, dando a conocer la oferta exportable peruana.
- Promover el intercambio comercial de las pymes peruanas con el mercado de USA y Europa
- Ampliar la red de contactos de sector cafetalero

VII. ALCANCE Y DESCRIPCIÓN DE LOS SERVICIOS A CONTRATAR

PAIS ANFITRION:

1) Datos del evento

Nombre Oficial de la Actividad	: WORLD OF COFFEE
Ámbito	: Internacional
Fecha	: 27 al 29 de junio de 2024
Frecuencia	: Anual
Lugar de Celebración	: Bella Center Copenhague, Dinamarca
Operador de la Feria	: ASSOCIATION FOR SPECIALTY COFFEE

2) Datos del evento

Nombre Oficial de la Actividad	: SPECIALTY COFFEE EXPO
Ámbito	: Internacional
Fecha	: Abril del 2025
Frecuencia	: Anual
Lugar de Celebración	: Houston
Operador de la Feria	: ASSOCIATION FOR SPECIALTY COFFEE

El servicio que incluye para cada evento:

- Reconocimiento destacado en promociones previas al evento y en vivo en las redes sociales del organizador ferial, Association for Specialty Coffee para el mercado norteamericano y europeo.
- Ubicación destacada en el sitio web del evento, incluido el logotipo y el enlace.
- Ubicación destacada en la aplicación del evento, incluido el logotipo y el enlace.
- Logotipo y enlace en newsletters promocionales.



- Pases adicionales para PROMPERU para invitar a compradores internacionales.
- El logotipo del patrocinador estará presente en la señalización de pasillos seleccionados.
- El logotipo del patrocinador se colocará como señalización principal del espectáculo.
- El mensaje del patrocinador se entregará a los usuarios de la aplicación móvil mediante notificación una vez durante el show.
- Visualización del listado de empresas peruanas al inicio de sesión del aplicativo de la feria.
- Uso de una marca de patrocinador personalizada en publicidad y promoción de la empresa.
- campañas durante la vigencia del acuerdo.
- Anuncio de prensa: El patrocinio incluye un mínimo de anuncio de prensa durante el evento.
- lanzamiento para el evento.
- Anuncio de noticias: El patrocinio incluye un mínimo de anuncio de un artículo publicado durante el evento SCA.

EDITORIAL MEDIOS DIGITALES SCA:

1) Datos del evento

Nombre Oficial de la Actividad	: WORLD OF COFFEE
Ámbito	: Internacional
Fecha	: 27 al 29 de junio de 2024
Frecuencia	: Anual
Lugar de Celebración	: Bella Center Copenhagen, Dinamarca
Operador de la Feria	: ASSOCIATION FOR SPECIALTY COFFEE

2) Datos del evento

Nombre Oficial de la Actividad	: SPECIALTY COFFEE EXPO
Ámbito	: Internacional
Fecha	: Abril del 2025
Frecuencia	: Anual
Lugar de Celebración	: Houston
Operador de la Feria	: ASSOCIATION FOR SPECIALTY COFFEE

El servicio que incluye para cada evento:

- Publicación de mínimo 01 anuncio nativo en las noticias del SCA
- Promoción en el newsletter del SCA de forma mensual
- Creación de contenido y publicidad proporcionado por el patrocinador (PROMPERU) para publicar en SCA News durante 02 meses, incluido el logotipo y el hipervínculo.
- Contenido proporcionado por el patrocinador (PROMPERU) promocionando un boletín semanal del SCA
- El contenido publicado se compartirá en la biblioteca de contenido de desarrollo profesión continuo, compartido con los estudiantes del SCA de todo el mundo.
- El informe de impactos de prensa y métricas webs de las publicaciones realizadas para cada uno de los eventos será entregado después de la finalización de cada uno de ellos.

VIII. LUGAR Y PLAZO DE PRESTACIÓN DEL SERVICIO

Lugar 01: Copenhagen, Dinamarca

Lugar 02: Houston, Estados Unidos

El plazo de prestación del servicio es a partir del día siguiente del perfeccionamiento del contrato hasta el 30 abril del año 2025.



IX. FORMA DE PAGO

A requerimiento del proveedor, el pago deberá realizarse 100% por anticipado, mediante una transferencia bancaria en moneda extranjera (dólares norteamericanos), a la cuenta del proveedor, en observancia del numeral 6.7.4.3 de la Directiva N° 001-2022-PROMPERÚ/GG/OAD, debidamente suscrito por la Subdirección de Promoción Comercial con el visto bueno del Departamento de Agronegocios y el V°B° de la oficina de comunicaciones y la Oficina De Estrategia De Imagen Y Marca País.

El proveedor enviará su comprobante de pago a la dirección de correo electrónico comprobantepago@promperu.gob.pe indicando en el asunto el número de la Orden de Servicio conteniendo los siguientes datos:

- Nombre: PROMPERÚ
- RUC: 20307167442
- Dirección: Calle Uno Oeste N° 050, Edificio MINCETUR, Piso 14, Urb. Córpac, San Isidro, Lima
- N° de orden de servicio: (según corresponda)

En caso cuente con su comprobante de pago Electrónico debe de enviar el documento a la dirección de correo electrónico comprobantepago@promperu.gob.pe indicando en el asunto el número de la orden de servicio.

X. CONFORMIDAD DEL SERVICIO:

La conformidad del servicio estará a cargo de la Subdirección de Promoción Comercial con el V°B° Departamento de Agronegocios y el V°B° de la Oficina de Comunicaciones y la Oficina De Estrategia De Imagen Y Marca País.

XI. OTRAS DISPOSICIONES

Se establece que los términos de referencia se elaboraron en congruencia con el contrato de adhesión, que se encuentra adjunto.



Sponsorship Agreement Order

6 February 2024

PromPeru

Calle Uno Oeste 50, San Isidro
15073
Peru

ATTENTION: LUNA FEIJOO TERESA DE JESUS | tluna@promperu.gob.pe

SUBJECT: PromPeru Partnership 2024-25

#	Activity	Location/Date	Benefit Position	Partnership amount
1	Editorial (2 Mo.)	Virtual / April-May 2024	Gold Sponsor	\$20,000
2	World of Coffee	Copenhagen / June 2024	Portrait Country	\$30,000
3	Editorial (2 Mo.)	Virtual / Feb-March 2025	Gold Sponsor	\$20,000
4	Specialty Coffee Expo	Houston / April 2025	Portrait Country	\$30,000
			Total Amount (including taxes)	\$100,000

Portrait Country

EXHIBIT A - Benefits & Recognition Package:

- Prominent recognition in pre-event and live event promotions on social media platforms, including logo and tag.
- Prominent placement on the event website including logo and link.
- Prominent placement in the event app including logo and link.
- Logo and link in promotional newsletters.
- Sponsor to receive complimentary Attendee Passes to the event.
- Sponsor's logo to be present on select aisle signage.
- Sponsor's message to be delivered to mobile app users through push notification once during show.
- Upgrade of the company listing in the event app.
- Use of a customized sponsor mark in company advertising and promotional campaigns for the duration of the agreement.
- Press Announcement: Sponsor to be included in a minimum of one press release for the event.
- News Announcement: Sponsor to be included in a minimum of one SCA News article released for the event.
- Sponsor's logo to be given supporting positioning on primary show signage.

Editorial: Gold Sponsor

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EXHIBIT A - Benefits & Recognition Package:

- Partner with us to run a native ad on SCA news
- Corresponding promotion in our newsletter.
- Sponsor-provided content featured on SCA News for two months, including logo & hyperlink
- Sponsor-provided content promoted in one SCA Weekly newsletter.
- Content joins library of Continuing Professional Development Content, shared with SCA Learners around the world, and includes recognition of your support.
- Press hits and web metrics provided post-event.

EXHIBIT B: Sponsorship Obligations:

- Sponsor will provide the name and contact details to the SCA for purposes of correct signage, logo and Event promotions. SCA Sponsorship Staff will work directly with Sponsor to ensure all the obligations of the agreement are fulfilled
- Sponsor will respond to all SCA requests in a timely manner and will provide SCA with adequate information and resources reasonable to effectively perform its duties.
- Sponsor will provide marketing assets, including logo in a fully vector file format (.ai or .eps) with all fonts embedded and graphics outlined, through the [form](#) provided by SCA Sponsorship Staff. Logos will be used in black and white or other monochrome applications on signage and certain other promotions.

Product requirements (if applicable):

- Sponsor to provide all products as agreed with the SCA. Specific product requests to be made by the SCA within a reasonable time prior to the Event date.
- Sponsor to provide all product/equipment specifications to the SCA in a reasonable time prior to the event.
- Sponsor is responsible for all costs to transport materials to and from the Event location including but not limited to shipping or freight, duty, applicable taxes and drayage.
- Sponsor is solely responsible for the installation/set-up and maintenance of sponsored product/equipment at the Event.

Payment Terms

For all the above-mentioned positions, PromPeru agree to complete the full payment by March 31, 2024..

Duration

This contract and agreements herein for Portrait Country and Editorial Sponsorship positions as listed above, will be active from the time of signing until the last day of April 2025.

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A row of social media icons for Facebook, Twitter, LinkedIn, and YouTube.



Routine matters pertaining to the administration, prices, and/or other terms and conditions of this Order and its Terms and Conditions, should be directed to the attention of the SCA Business Development Team. Emails can be sent to sales@sca.coffee or your sales contact at SCA. This Sponsorship Agreement Order will end with the conclusion of the Specialty Coffee Expo in April 2025.

Executed and effective as of the date first set forth above. By signing this document, both parties agree to the terms and conditions detailed [here](#).

Specialty Coffee Association
By: Pernilla Gard
Its: Sales and Marketing Officer

Signature _____ Date _____

Print Name _____ Title _____

PromPeru
ATTENTION: LUNA FEIJOO TERESA DE JESUS | tluna@promperu.gob.pe

Signature _____ Date _____

Print Name _____ Title _____

Agribusiness Chief Department: Juan Portugal

Deputy Director: Sayuri Sakihama

Exports Director: Ricardo Limo

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Sponsor Invoicing Information

***Compulsory fields**

*Company Name:	PROMPERU
*Billing Address:	Calle Uno Oeste50, San Isidro, Lima Peru
*Contact Person:	LUNA FEIJOO TERESA DE JESUS
*Email:	tluna@promperu.gob.pe
VAT Number:	20307167442
PO Number:	

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SCA SPONSORSHIP AGREEMENT
TERMS AND CONDITIONS
Version 1.1, September 2021

1. General

These Terms and Conditions ("Terms") will apply to every sponsorship purchased by a sponsor of an SCA event ("Event"). SCA will not be bound by any conflicting terms set forth a sponsor's contract, unless otherwise expressly agreed so by SCA in writing. Sponsor shall be deemed to have agreed to these Terms upon execution of a purchase order or similar document ("Order") evidencing the purchase of an SCA sponsorship. The Order and these Terms collectively form the Sponsorship Agreement ("Agreement").

2. Parties

A. **SCA.** "SCA" is the Association for Specialty Coffee, a California non-profit corporation doing business as "Specialty Coffee Association." It is a coffee industry trade association dedicated to improving and promoting the production and distribution of high-quality coffee through international coffee growers, exporters, importers, coffee roasters, and retailers. SCA conducts education, training, promotional and competitive events, including coffee competitions.

B. **Sponsor.** "Sponsor" is a company in the coffee industry that desires to support the SCA and has signed an Order to purchase an Event sponsorship.

3. Grant of Logo License:

Sponsor is granted the right to use the Logo (as defined in Paragraph 4 upon the terms set forth in the Agreement for the period of time specified in the Order.

4. Sponsorship Logo Rights and Obligations:

A. **Permitted Uses of the Logo.** SCA encourages Sponsor to promote the fact that it is supporting SCA in the Event by including SCA's sponsor logo (the "Logo") in advertising and other promotional materials. Sponsor is not required to use the Logo, but Sponsor may not use any other design element in place of the Logo. Sponsor may not alter the Logo in any way. Sponsor may not make partial use of the Logo. Permitted uses of the Logo are as follows:

- In institutional or advertising campaigns on various paper or electronic medias around the world (i.e.: industry publications, company publications, house organ, web sites, press releases, social networking pages)
- In Sponsor's company profiles, general product catalogues (next to Sponsor's own logo) and in Sponsor's catalogues
- On Sponsor's employee business cards, but only where it is associated with the Sponsor's logo and the size of the Logo is not larger than any other logos on the card.
- In Sponsor's product presentation videos, informative material, instruction book, packaging, machine body and accessory kit.
- In Sponsor's presentation videos, press conferences, company meetings, or joint conferences with universities.

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- In signage (posters, fliers, and stickers) using Sponsor's brand name for trade shows and the sponsored SCA Event.
- On Sponsor's official marketing materials where Sponsor is branded (such as cups, clothing, aprons, pins, badge holders).

B. Prohibited Uses of the Logo:

- The Logo may not be printed, attached, or otherwise included on Sponsor's product or product packaging.
- The color of the Logo may not be changed in any way.
- Logo may not be altered in any other way, including but not limited to cropping, adding elements such as background or additional text or altering the text.
- Logo may not be sold as a graphic file or transferred to a non-sponsoring entity without the express written consent of the SCA Sponsorship Manager.
- Social networking pages and profiles using the Logo as the primary title of the page or use of the Logo used as the primary profile/page image are forbidden.

5. SCA Responsibilities:

A. SCA shall be responsible, at its own expense, for the entire development, organization, promotion and administration of all aspects of the Event, including obtaining all permits, licenses, authorizations and insurance as may be necessary.

B. SCA shall comply with and ensure that the Event complies with all federal, state, and local laws, rules and regulations governing the Event.

C. SCA shall include Sponsor's logo and acknowledge Sponsor as a sponsor of the Event in promotional materials prepared for the Event including, without limitation, related press releases, posters, invitations, signs and banners.

6. Term of Sponsorship and Payment:

A. The term of the sponsorship is as stated on the Order.

B. The date(s) on which payment of the sponsorship fee is due are stated on the Order.

C. Late payments are subject to a late charge of 5% of the amount due, plus interest at the rate of the lesser of 12% per annum or the maximum permitted by law. In the event of a payment default, Customer will be responsible for all of SCA's costs of collection, including court costs, filing fees and attorney's fees.

7. Sponsor Recognition

The Order sets forth the benefits and recognition package that Sponsor will receive. In addition, Sponsor may, at its expense and subject to permitted use as detailed above, utilize advertising and other worldwide media to communicate its support of SCA during the Term in accordance with the rules and restrictions set forth in this Agreement.

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8. Breach and Termination

A. Either party may terminate this Agreement by written notice to the other in the event that the other party commits a material breach of this Agreement and, in the case of such breach being capable of remedy, the other party does not remedy such breach within 30 days (or 15 days in the case of the sponsorship fee) after being given notice in writing specifying the breach and requiring its remedy.

B. Either party may terminate this Agreement by written notice to the other, if the other ceases to carry on business, enters voluntary or involuntary bankruptcy proceedings, has a receiver or administrator appointed over all or any part of its assets or undertakings, enters into any compromise or arrangement with its creditors or takes or suffers any similar action in consequence of its debts or other liabilities.

C. Upon termination, Sponsor shall immediately cease all use of the Logo, and SCA shall immediately cease all use of Sponsor's trademark(s) to promote, advertise or otherwise communicate any continuing sponsorship relationship between, the parties. If either Sponsor or SCA fails to comply with this paragraph 7(c), the other party shall be entitled to equitable and such other relief as any court of competent jurisdiction may deem just and proper to enforce its rights upon termination.

D. In the event of breach, each party's total liability to the other shall in no event exceed the total amount of the Sponsorship Fees, plus any late fees and interest due and owing under this Agreement. This limitation on liability does not apply to any indemnification obligations set forth in Section 9 of these Terms.

E. If Sponsor terminates the Agreement because of a material breach by SCA, the Sponsorship fee shall be pro-rated to the effective date of termination, and SCA shall refund any such amount paid to it in excess of the pro-rated amount.

9. No Sub-Licensing or Assignment

a. Neither party shall sublicense, assign, or otherwise transfer any rights conferred by this Agreement.

b. Sponsor means the sponsoring party to the Agreement who has signed the Orde and shall not include any corporate affiliates of Sponsor.

10. Indemnification

A. By Sponsor: To the fullest extent permitted by law, Sponsor shall defend, indemnify and hold SCA, its subsidiaries and affiliates, and each of its directors, officers, agents and employees harmless against any and all claims, loss, cost or expense, including legal costs and attorneys' fees (collectively, "Claims"), arising from or related to Sponsor's use of the Logo, provided the specific use from which the Claim arises has not been specifically approved in advance in writing by SCA.

B. By SCA: To the fullest extent permitted by law, SCA shall defend, indemnify and hold Sponsor, its subsidiaries and affiliates, and each of its directors, officers, agents and employees harmless against any and all Claims arising from or related to SCA's use of the Sponsors trademarks, provided the specific use from which the Claim arises has not been specifically approved in advance in writing by Sponsor.



11. Reputation

Each party shall use the other party's trademarks and conduct its business in a manner that reflects positively on the good name, goodwill and reputation of the other.

12. General

A. Non-Disclosure and Public Announcements. The parties shall keep all terms and particulars of the Agreement strictly confidential at all times, subject to any disclosure which may be required by law or as they may otherwise subsequently agree in writing. All public announcements concerning the sponsorship shall be subject to the prior written approval of both parties.

B. Notice. Unless otherwise provided in the Agreement, all notices, approvals, consents, or other communications purporting to affect the rights of the parties shall be in writing and in the English language and shall be given personally or by fax with confirmed receipt or by express courier (such as Federal Express) to the other party entitled to notice at the following address or at such other address as such party shall notify the other party in the same manner.

C. Effect of Headings. The subject headings of the Agreement are included for purposes of convenience only and shall not affect the construction or interpretation of any of its provisions.

D. Attorneys' Fees. If any legal action or arbitration or other proceeding is brought for the enforcement of any matter arising from or related to the Agreement or because of an alleged dispute hereunder, or an alleged breach or default, the successful or prevailing party or parties shall be entitled to recover reasonable attorneys' fees and other costs incurred in that action or proceeding, in addition to any other relief to which it or they may be entitled.

E. Entire Agreement. This Agreement constitutes the entire agreement and understanding between the parties with respect to its subject matter and supersedes all prior or contemporaneous communications between the parties with respect to such subject matter.

F. Modification. This Agreement may be changed, waived, discharged or terminated only by an instrument in writing signed by all of the parties to the Agreement.

G. Governing Law and Venue. The Agreement shall be construed in accordance with and governed by the laws of the State of California without giving effect to conflict of laws that would result in the application of the law of another jurisdiction. Any dispute arising from the Agreement shall be heard by a court of competent jurisdiction located in the Counties of Los Angeles or Orange, California, and each party hereby consents to personal jurisdiction of such court.

H. Severability. If any provision of the Agreement thereof shall be invalid or unenforceable, that provision shall be reformed so as to preserve the parties' intent to the greatest extent possible, failing which, such provision shall be severed from the Agreement, and the remainder of the Agreement shall continue in full force and effect.

I. Electronic Signature. The Order may be executed electronically, which shall be as valid as if manually signed.

J. No Third-Party Beneficiaries. Nothing in the Agreement, express or implied, is intended to confer any rights or remedies under or by reason of the Agreement on any third person or entity other than the parties to it, nor shall any provision give any third person or entity any right of subrogation or action over or against any party to the Agreement.

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K. Force Majeure. The performance of the Agreement by each party is subject to acts of God, war, government regulation or advisory, acts and/or threats of terrorism, civil disorder, fire, flood, explosion, earthquake, disasters, accidents or other calamity or casualty, labor dispute, strikes or threats of strikes, epidemic, pandemic, curtailment of transportation facilities, and any other cause or circumstance beyond the control of such party making it illegal, impossible or impractical to hold the Event.

L. SCA maintains a zero-tolerance policy for harassment, violent behavior, and sexually offensive behavior or actions. This includes, but is not limited to: harassment toward another individual on the basis of gender, sex, pregnancy, childbirth, religion, creed, race, color, national origin, medical condition, genetic disorder, physical or mental disability, marital status, age or sexual orientation; physical or verbal threats; unwelcome attention; bullying, stalking; use of physical force; behavior that creates a disturbance or is dangerous, including lewd or generally offensive behavior or language; using sexually explicit or offensive language or conduct; and obscene gestures. Anyone found to be behaving in any way that violates this policy, either in person or online, may be removed from the event without refund and may be banned from future SCA events.

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