

**PERÚ**Ministerio  
de Comercio Exterior  
y TurismoComisión de Promoción del  
Perú para la Exportación  
y el Turismo - PromPerúDirección de Promoción  
del Turismo*"Año de la recuperación y consolidación de la economía peruana"***TÉRMINOS DE REFERENCIA****SERVICIO DE ALQUILER DE ESPACIO PARA LA FERIA OTM 2026****1. DEPENDENCIA QUE REQUIERE EL SERVICIO**

Departamento del Mercado Asia y Oceanía – Subdirección de Promoción del Turismo Receptivo.

**2. OBJETO DE LA CONTRATACIÓN**

Se requiere el servicio de alquiler de ambiente para la participación de PROMPERÚ en la feria OTM 2026, a realizarse del 05 al 07 de febrero 2026 en la ciudad de Mumbai, India.

**3. FINALIDAD PÚBLICA**

La presente contratación tiene como finalidad el servicio de alquiler de ambiente para la feria OTM 2026 lo cual permitirá promover y fomentar la comercialización de la oferta turística así como reforzar la presencia del Perú a nivel internacional, contribuyendo así al incremento del flujo de llegadas del mercado indio.

**4. VINCULACIÓN CON EL PLAN OPERATIVO INSTITUCIONAL**

Centro de costo: Departamento del Mercado de Asia y Oceanía  
ÁPEX: 0274.2025 Feria Internacional OTM 2026

**5. ANTECEDENTES**

La Dirección de Promoción del Turismo es el órgano de línea responsable de la promoción del turismo receptivo e interno, a través de la realización de actividades de promoción del destino Perú, de fortalecimiento de la gestión comercial de las empresas y de inteligencia turística, que contribuyan con el desarrollo sostenido y descentralizado del país, en concordancia con las políticas, lineamientos, objetivos y metas sectoriales.

Su gestión impacta en el objetivo general institucional de contribuir efectivamente al crecimiento sostenido y descentralizado de ingresos generados por turismo, para ello cuenta entre sus objetivos específicos posicionar el Perú como destino turístico atractivo a nivel internacional recuperando el flujo y el gasto y diversificando la oferta.

OTM es una feria dirigida a profesionales de la industria turística que brinda un espacio de promoción en los mercados del sector turismo de India, especialmente de los Estados de Maharashtra, Gujarat, Goa, Karnataka, Kerala, Tamil Nadu, West Bengal, entre otros. Esta feria de turismo se lleva a cabo anualmente reuniendo a los profesionales del sector en uno de los más importantes centros de convenciones de la ciudad de Mumbai, que es a su vez, una de las más importantes ciudades de origen de pasajeros internacionales de la India y considerada como el hub financiero y de negocios de este país. Cabe resaltar que, cuenta con un gran número de empresas dedicadas al turismo MICE y de negocios.

PROMPERÚ participó por primera vez en el evento durante la edición 2024, lo que permitió reunir en un encuentro comercial a operadores turísticos y productos peruanos con sus pares indios y generar nuevas relaciones comerciales. Durante dicha participación se contó con un espacio de 70m2, 10 co-expositores peruanos, 2,549 contactos comerciales, 903 citas comerciales y potencial de negocio de US\$2,603,000.

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Para la edición 2025, OTM contó con la participación de 80 países, más de 50,000 visitantes comerciales y más de 2,100 expositores. PROMPERÚ participó junto con 16 empresas peruanas en un stand de 150m2 obteniéndose 994 citas comerciales y \$16' 412,000 como potencial de negocios.

En el marco de las actividades regulares de la Subdirección de Turismo Receptivo - Mercado de Asia y Oceanía, ha visto conveniente la participación de PROMPERÚ en la Feria OTM 2026, a realizarse de manera presencial en la ciudad de Mumbai, India, del 05 al 07 de febrero 2026.

## **6. OBJETIVOS DE LA CONTRATACIÓN**

- Promover el destino Perú a través de eventos de relacionamiento presencial que permitan capacitar a la cadena comercial sobre el destino Perú y su diversificada oferta enfocada en los segmentos de cultura, naturaleza, lujo y aventura en India.
- Posicionar el Perú como destino turístico mediante la difusión de las novedades sobre los atractivos turísticos, infraestructura turística disponible a la cadena comercial india.
- Realizar benchmarking respecto a los destinos de turismo de larga distancia, así como obtener información sobre las nuevas tendencias del turismo y la percepción de nuestro destino en el mercado indio.
- Reforzar los lazos comerciales actuales e impulsar la comercialización de nuestro país como destino turístico entre los principales tour operadores y OTAs.

## **7. ALCANCE Y DESCRIPCIÓN DE LOS SERVICIOS A CONTRATAR**

La nueva edición de OTM, tendrá lugar del 05 al 07 de febrero de 2026, en Jio World Convention Centre, Mumbai. Un encuentro que se desarrolla durante tres jornadas y acoge en un mismo espacio tanto a profesionales del sector del turismo como a interesados en las últimas tendencias del sector.

### **7.1 ACTIVIDADES:**

De acuerdo a las condiciones establecidas en el Anexo N° 1 – Contrato de Adhesión.

Datos del evento:

- Nombre del evento: Feria OTM 2026
- Ubicación: Jio World Convention Centre, Mumbai - India
- Fechas: Del 05 al 07 de febrero 2026

### **7.2 LUGAR Y PLAZO DE PRESTACIÓN DEL SERVICIO**

El servicio de alquiler de ambiente para la feria OTM 2026 se realizará en la ciudad de Mumbai, India

El plazo de ejecución del servicio será del 05 al 07 de febrero del 2026, previa suscripción del contrato.

### **7.3 FORMA DE PAGO**

El pago podrá ser realizado 100% por anticipado, por transferencia bancaria y moneda extranjera, a la cuenta del proveedor, en observancia del numeral 6.7.4.3 de la Directiva N° 001-2022-PROMPERÚ/GG/OAD, adjuntando para ello el Anexo N° 11 de la citada directiva, debidamente suscrito por el Departamento de Mercado de Asia y Oceanía y la Subdirección de Promoción del Turismo Receptivo.

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Asimismo, el proveedor enviará su comprobante de pago a la dirección de correo electrónico [comprobantepago@promperu.gob.pe](mailto:comprobantepago@promperu.gob.pe) indicando en el asunto el número de la Orden de Servicio conteniendo los siguientes datos:

- o Nombre: PROMPERÚ
- o RUC: 20307167442
- o Dirección: Calle Uno Oeste N° 50, Edificio MINCETUR, Piso 14, Urb. Corpac, San Isidro, Lima
- o N° de orden de servicio:

En caso cuente con su comprobante de pago Electrónico debe de enviar el documento.

#### **7.4 CONFORMIDAD DEL SERVICIO:**

La conformidad del servicio será otorgada por el Departamento de Mercado de Asia y Oceanía y la Subdirección de Promoción del Turismo Receptivo.

### **8. ANTICORRUPCIÓN**

EL CONTRATISTA declara y garantiza no haber, directa o indirectamente, o tratándose de una persona jurídica a través de sus socios, integrantes de los órganos de administración, apoderados, representantes legales, funcionarios, asesores o personas vinculadas a las que se refiere la Ley General de Contrataciones Públicas, ofrecido, negociado o efectuado, cualquier pago o, en general, cualquier beneficio o incentivo ilegal en relación al contrato.

Asimismo, el CONTRATISTA se obliga a conducirse en todo momento, durante la ejecución del contrato, con honestidad, probidad, veracidad e integridad y de no cometer actos ilegales o de corrupción, directa o indirectamente o a través de sus socios, accionistas, participacionistas, integrantes de los órganos de administración, apoderados, representantes legales, funcionarios, asesores y personas vinculadas a las que se refiere la Ley General de Contrataciones Públicas.

Además, EL CONTRATISTA se compromete a i) comunicar a las autoridades competentes, de manera directa y oportuna, cualquier acto o conducta ilícita o corrupta de la que tuviera conocimiento; y ii) adoptar medidas técnicas, organizativas y/o de personal apropiadas para evitar los referidos actos o prácticas.

Finalmente, EL CONTRATISTA se compromete a no colocar a los funcionarios públicos con los que deba interactuar, en situaciones reñidas con la ética. En tal sentido, reconoce y acepta la prohibición de ofrecerles a éstos cualquier tipo de obsequio, donación, beneficio y/o gratificación, ya sea de bienes o servicios, cualquiera sea la finalidad con la que se lo haga.

### **9. OTRAS DISPOSICIONES**

De acuerdo con el contrato de adhesión, que forma parte de los términos de referencia.



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## Anexo N° 1 – Contrato de Adhesión



## Space Booking Form

Please fill up and email : contact@fairfest.in

Fairfest Media Ltd. (CIN - U74140WB1988PLC045101)

Registered Office : 25 C/1 Belvedere Road, Alipur, Kolkata 700 027 | Tel: +91 33 4028 4028

No.	Particulars	USD / INR	Area (sq m)	Amount
1.	<b>Exhibit:</b> <input checked="" type="checkbox"/> Bare Space (Minimum 18 sq m) <input type="checkbox"/> Shell Scheme	USD 515	165	USD 84 975
2.	<b>Extra Requirements</b> (if any)	LED Wall		USD 16 500
3.	<b>Plus: GST @ 18%</b>			USD 18265.50
4.	<b>Total</b>			USD 119740.50

Payment is

☐ Enclosed Cheque / Draft No. \_\_\_\_\_ dt \_\_\_\_\_ for USD/INR \_\_\_\_\_ in favour of FAIRFEST MEDIA LIMITED☐ Being transferred to: Standard Chartered Bank, 21A, Shakespeare Sarani, Kolkata 700 017, India.**Account Name: FAIRFEST MEDIA LIMITED Account Number: 33305007043 IFSC Code: SCBL0036010 Swift Code: SCBLINBB****We have read the Terms & Conditions mentioned below and annexed overleaf and accept them without any reservations.**

**NB :** 1. Full payment (100%) is required at time of booking. If credit is extended, payment must be settled within 45 days, after which interest at 20.25% per annum (compounded monthly) will apply as per India's MSMED Act, 2006. 2. Cancellation is permissible only with the express written consent of the organizers and under terms that are acceptable to them. Charges amount to 50% if the cancellation occurs more than 30 days before the fair and 100% if it happens within 30 days of the fair. 3. To ensure smooth execution, the last date of booking/issuance of work orders is 30 days before the event, otherwise services may be affected. Late fee for orders and/or payments received within 30 days of the event is 5% of the amount payable. 4. Exhibitors are entitled to 1 exhibitor badge for every 2 sqm of exhibit space. Additional badges can be procured at an additional cost of INR 2,000 + GST @ 18%, subject to availability.

Date \_\_\_\_\_

Signature &amp; Seal \_\_\_\_\_

**We are also interested in the following sponsorship & advertising opportunities, please contact us for further discussion.**

<input type="checkbox"/> Host Country / State	US\$ 88,000*	₹ 70 lakhs*
<input type="checkbox"/> Premium Partner Country / State	US\$ 60,000*	₹ 48 lakhs*
<input type="checkbox"/> Partner Countries / States	US\$ 30,000*	₹ 24 lakhs*
<input type="checkbox"/> Focus Countries / States	US\$ 18,000*	₹ 14 lakhs*
<input type="checkbox"/> Feature Countries / States	US\$ 12,500*	₹ 10 lakhs*
<input type="checkbox"/> Official Partner	US\$ 12,500*	₹ 10 lakhs*
<input type="checkbox"/> Exclusive Partner for 200 Hosted Buyers	US\$ 37,500*	₹ 30 lakhs*
<input type="checkbox"/> Networking Lunch / Dinner for 200 Buyers & Sellers	US\$ 37,500*	₹ 30 lakhs*
<input type="checkbox"/> Registration Area	US\$ 37,500*	₹ 30 lakhs*
<input type="checkbox"/> VIP / Business Lounge	US\$ 37,500*	₹ 30 lakhs*
<input type="checkbox"/> Show Carry Bags	US\$ 37,500*	₹ 30 lakhs*
<input type="checkbox"/> Event App Partner	US\$ 37,500*	₹ 30 lakhs*

For more exciting sponsorship options, please visit [www.otm.co.in/sponsorship](http://www.otm.co.in/sponsorship)

(\*Payment is due at the time of booking with GST extra @ 18%)

**Booking Details** (Please fill in BLOCK LETTERS)Contact Person: Jennifer Pizarro Designation: Asia Pacific Regional ManagerOrganisation: Comisión de Promoción del Perú para la Exportación y el Turismo - PROMPERUAddress: Calle Uno Oeste No 50, Piso 14, Urb. Corpac, Edificio MINCETUR, San IsidroCity: Lima Postal Code: 15036 Country: PeruMobile/Tel: +51 1 616-7300

Fax:

E-mail: jpizarro@promperu.gob.peWeb: https://www.peru.travel/en

GSTIN / UIN:

**Fascia Details:**

 Firmado digitalmente por: Organisation: <u>DIANA PILAR FAU 20307167442</u> hard Motivo: Doy V° B° Fecha: 24/04/2025 16:22:57-0500	 Firmado digitalmente por: Organisation: <u>STEPHANIE CHIZAN JENNIFER</u> hard Motivo: Doy V° B° Fecha: 24/04/2025 16:59:12-0500	 Firmado digitalmente por: Organisation: <u>BARAY SAR GUTIERREZ DE LA FUENTE Luis Ricardo FAU 20307167442</u> hard Motivo: En señal de conformidad Fecha: 24/04/2025 17:41:51-0500
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#### Shell Scheme includes:

• Standard prefab shell • Display panel walls on 2/3 sides • 1 Table & 2 Chairs per 9 sq m • Nameboard fascia • Spotlights • Plug Point, General lighting, air conditioning & electricity • Round-the-clock security • Booth cleaning services • Advertising & publicity • Support to the fair

\*Terms and Conditions apply

#### Terms & Conditions of Participation

Participation in OTM is subject to the following terms & conditions.

1. Payment Terms: Full payment (100%) is required at the time of booking. If credit is extended, payment must be settled within 45 days of booking, failing which interest will be applied at 20.25% per annum, compounded monthly, in accordance with India's Micro, Small and Medium Enterprises Development (MSMED) Act, 2006 (calculated at three times the Reserve Bank of India's notified rate). This provision is mandatory under Indian law and applies to all exhibitors.

2. The Space Booking Form should be duly filled and signed by an authorised person along with the company seal and submitted with the requisite payment. Alternatively, applications may be made on Exhibitor's letterhead, with payment. In any case, by participating in the event as an Exhibitor, the Company recognises as binding these Terms and Conditions, as well as the rules, regulations and guidelines contained in the Exhibitor Manual. The exhibitor is responsible for ensuring that those persons employed by them and/or contractors appointed by them during the event also comply with these terms and conditions in every respect. The Space Booking Form, together with the "Exhibitor Manual", contains the entire agreement between the parties with respect to its subject matter and may not be modified except by an instrument in writing signed by the duly authorised representatives of the parties.

3. The booking shall be considered complete only when a written acceptance of the booking along with a payment invoice is received by the Exhibitor from the Organiser, and the due payment is received by the Organiser. Objections to invoices will only be considered if submitted to the Organiser in writing within 14 days following the issue of the invoice.

4. If relevant grounds exist, and in particular if there is insufficient space, the Organiser may exclude individual exhibitors from participating, and may also limit the event to specific groups of exhibitors, if this becomes necessary in order to attain the objectives of the event.

5. While the Organiser will make endeavours to allocate the space/stand indicated at the time of booking, the final allotment and location of stands shall be at the sole discretion of the Organiser. Even if a location has been indicated at the time of the booking, the organiser reserves the right to change the same. No stall numbers are allotted in advance.

6. Exhibitors will not be allowed to sub-let, divide or transfer their stands to any third party unless special, express written permission has been obtained from the organisers. Violation of this clause will lead to additional payment liability and/or cancellation of the booking, at the sole discretion of the organisers.

7. Exhibitors are entitled to 1 exhibitor badge for every 2 sqm of exhibit space. Additional badges can be procured at an additional cost (as quoted on the space booking form), subject to availability. Exhibitor badges are strictly non-transferable and must be used by the person to whom they are issued. Lost or forgotten badges may not be replaced.

8. Exhibitors failing to occupy their assigned space one hour prior to the opening of the event or leaving their exhibit space unattended during business hours, forfeit their rights to the space. All exhibits must be open for business during the exhibit hours. Exhibitors must not dismantle their display until the event is officially closed by the organiser.

9. Exhibits must not be placed beyond the stand booked by the Exhibitor from the Organiser in which case, the Organiser reserves the right to charge the Exhibitor 200% of the rate contracted, for the additional stand charges, over and above the charges for the actual stand booked.

10. The distribution of brochures from the aisles is strictly forbidden. Equipment presentations, artistic shows and other promotional activities, including the use of public address systems, audio-visual systems and large displays by the Exhibitor must be with the express permission of the Organiser, obtained before the event and must not hinder or make impossible the operation of other stands or the free and convenient movement of participants and attendees. Unless expressly permitted, no items may be sold directly at the event. The Organiser's decisions in this regard shall be considered final.

11. In order to secure any claims it may have, the Organiser shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing.

12. The Organiser is entitled to demand that any exhibit be removed if they may cause annoyance or danger, or are incompatible with the objectives of the event. In the event of non-compliance, the Organiser is entitled to have recourse to law in removing the exhibits at the Exhibitor's expense.

13. Protection of copyright or other patent rights of exhibits is the responsibility of the Exhibitor. The Exhibitor hereby warrants that listed exhibits shall not contravene the intellectual property rights of any third party. Also, if the Organiser is subject to any litigation or penalty for any such violation, the Exhibitor shall be liable to indemnify the Organiser for the legal fees and any penalty imposed.

14. Services may be affected if requisitions are made last-minute/on-the-spot. They will be serviced one by one till the stocks last, at a premium of 10% on usual rates. Participants are advised to make extra requisitions well in advance, to ensure smooth execution. Removing furniture, electrical equipment, or any other material from another stand is strictly prohibited and strict action will be taken in such cases.

15. The Nameboard fascia will be exactly as per this booking and no late changes will be entertained. Any changes must be communicated by the Exhibitor well in advance, and accepted by the Organiser. If the fascia name is specified or changed without adequate notice, the same may be arranged by our contractors, subject to availability, at an additional charge, and will be executed only on a first-come-first-served basis.

16. The Exhibitor shall bear the total financial responsibility for the equipment and stand fittings provided by the Organiser. Costs of all damages and losses arising from improper use of the stand shall be borne by the Exhibitor.

17. The Organiser shall allow the Exhibitor to take possession of the exhibit space only when payments due for participation and extra services are received by the Organiser, in full. The Organiser shall be entitled to annul the Exhibitor's participation in the event and forfeit their space if the payments due have not been paid before the commencement of the event. In such cases, no claims to damages will be entertained.

18. The Organiser shall not insure or take any responsibility for loss, damage or destruction to the Exhibitor's property. The Organiser shall not be liable for damages resulting from theft, burglary,

fire, gale, stroke of lightning, explosion, flood, cuts in power supply, any Acts of God or any other cause whatsoever that is beyond the direct control of the Organiser. As the Organiser, cannot be held responsible for any of the matters aforesaid, The Exhibitor must cover themselves by sufficient insurance in respect thereof to any extent available.

19. Exhibitors shall not be entitled to cancel their booking without advance notification to the organisers. The Organiser must accept the cancellation for it to be considered complete. The cancellation fees are specified in the space booking form.

20. All statutory liabilities arising out of the participants' activities at the event such as sales tax/VAT, octroi, customs duty, excise duty, service tax and/or any other taxes, levies or licenses required for their activities at the event will be the exclusive responsibility and liability of the participants.

21. The exhibitor indemnifies the organisers against all actions, expenses, costs, charges, or claims which the organisers or any of their contractors may be liable for in consequence or damage or injury to any person or property occasioned by or arising out of the act, default or negligence of the exhibitor, his representatives, workmen or any person or persons or persons under his direction, including any independent contractor engaged by him.

22. Exhibitors must ensure that their stand is in compliance with all technical guidelines. Any other type of stand, mobile stand, or special construction requires the express approval of the Organiser. The exhibition stand must comply with the overall plan for the exhibition. The Organiser reserves the right to prohibit the construction of stands it deems unsuitable or inadequately designed.

23. The Organiser will supply the Exhibitor with a document titled "Exhibitor Manual" which contains the rules, regulations, guidelines and other general information. All provisions of the Exhibitor Manual must be strictly complied with.

24. Dismantling must be completed by the Exhibitor before the end of the allotted dismantling period specified by the Organiser. At the end of this period, the Organiser reserves the right to undertake dismantling, and removal of exhibits and their storage at the Exhibitor's expense. The Organiser is entitled to impose a lien to cover any expenses thus incurred.

25. Any and all matters pertaining to the event not specifically covered by this contract and the rules and regulations as described in the Exhibitor Manual shall be subject to determination by the organiser. The organisers reserve the right to add or alter these regulations at any time.

26. These terms and conditions shall be governed in accordance with the prevailing laws of the Republic of India. Any disputes arising from the fulfilment of provisions contained in "The Terms and Conditions of Participation" shall be submitted to the jurisdiction of a civil court competent at the registered address of the Organiser, i.e., Kolkata, India. However, the Organiser is entitled to take legal proceedings against the Exhibitor at the Exhibitor's general place of jurisdiction.

27. Requests for any changes to the booking, for example, any changes to the exhibitor's listing or name, or any other requests or instructions to the Organiser should be communicated in writing well in advance, i.e., at least 10 days prior to the event. The Organiser must accept the request in writing for it to be considered complete. The Organiser will not be held responsible for any misunderstanding arising due to verbally communicated instructions or requests given to the Organiser or its representatives.

28. **Force Majeure:** The exhibition may be postponed/shortened due to any cause whatsoever beyond the control of the Organisers. The Organisers shall not be responsible for any loss sustained by the exhibitors directly or indirectly, attributable to the elements of nature, force majeure or orders or directives imposed by any Governmental authorities. In such circumstances, the money paid by the exhibitors or any part thereof may be refunded at the sole discretion of the Organisers.

29. If in the opinion of the Organiser, by postponement of the period of the Event or by substitution of another hall or building or by any other reasonable clause, the Event can still be carried through, these terms and conditions shall be binding upon the parties except as to their size and position as to which any modification or rearrangement may be made as considered necessary by the Organiser.

30. Soliciting, recruiting or hiring of the Organiser's staff by the Exhibitor is strictly prohibited. Violations of this clause would cause the Organiser irreparable damage for which monetary damages, even if available, would not be an adequate remedy.

31. If any of the provisions stated above are partially void or incomplete, this shall not affect the validity of the remaining provisions. In such cases, the parties agree to replace the void or incomplete.

32. Whereas the Organiser acknowledges the ownership of all copyright and intellectual property rights subsisting in any materials, content, and/or property pre-existing and owned by the Exhibitor and provided to the Organiser for the purposes of the Exhibitor's participation in the event or created or developed by the Exhibitor in connection with its participation in the event or this Space Booking Form belong to the Exhibitor and that the Organiser shall not acquire or claim any title to such rights. The Exhibitor acknowledges that all copyright and other Intellectual Property Rights in any and all content developed by the Organiser pursuant to the event shall belong to the Organiser and the Exhibitor shall not acquire or claim any title to such rights under or by virtue of this Space Booking Form. That notwithstanding, each party grants to the other party a non-exclusive, non-assignable, non-sublicensable, royalty-free, worldwide licence to publish, reproduce and display (i) its brand name and logo, for the sole purpose of promoting the event as contemplated under this Space Booking Form, and (ii) all content created by the granting party at or in connection with the event and which features or mentions the receiving party, in perpetuity. Each party warrants that it has or that it has secured all necessary licenses, permissions, clearances, consents, right, title, interest, and intellectual property rights for this purpose. Any goodwill arising from the use by one party of the other party's name or intellectual property rights shall accrue to that party.

33. All notices under this Space Booking Form shall be in writing and be deemed duly given by, or on behalf of, a duly authorised officer of the party giving the notice. Notices shall be deemed to have been duly given when sent if transmitted by email and addressed to the most recent email address notified to the other party.

#### Authorised to act on behalf of company

Company Name: Comisión de Promoción del Perú para la Exportación y el Turismo - PROMPERU

Name: Jennifer Pizarro

Designation: \_\_\_\_\_

Signature & Seal : \_\_\_\_\_

Accepted on behalf of Fairfest Media Ltd. (for office use only)

Name & Designation \_\_\_\_\_

Signature \_\_\_\_\_ Stand No. allocated \_\_\_\_\_