

TÉRMINOS DE REFERENCIA

CONTRATACIÓN DE ESPACIO DE PATROCINIO EN LA FERIA IMEX FRANKFURT 2025

I. DEPENDENCIA QUE REQUIERE EL SERVICIO

El requerimiento de la contratación corresponde a la Dirección de Promoción de Turismo - RICE

II. OBJETO DE LA CONTRATACIÓN

Servicio de espacio de patrocinio en la feria Imex Frankfurt 2025 que incluirá la asignación de un espacio de exhibición del destino Perú en una zona de alto tránsito en el evento que se llevará a cabo del 20 al 22 de mayo del año 2025. Añadir una zona de exhibición en dicha feria permitirá visibilidad privilegiada en un entorno lleno de profesionales altamente cualificados y tomadores de decisiones que asistan al evento, complementándose a la agenda de reuniones y presentaciones que usualmente se tienen en el stand.

III. FINALIDAD PÚBLICA

La presente contratación nos permitirá contribuir al posicionamiento internacional como un destino de turismo de reuniones a través de la contratación de un espacio de patrocinio en el evento especializado Imex Frankfurt 2025, donde promocionaremos nuestro al Perú como destino de turismo MICE, a través de una pieza gráfica ubicada estratégicamente en el recinto del evento.

IV. VINCULACIÓN CON EL PLAN OPERATIVO INSTITUCIONAL

Centro de costo: Dirección de Promoción del Turismo, RICE
Ápex: 1396.2024 Adelanto Imex Frankfurt 2025

V. ANTECEDENTES

Mediante Resolución N° 000229-2022-PROMPERU/PE se oficializa el Plan Operativo Institucional 2023 de la Comisión de Promoción del Perú para la Exportación y el Turismo - PROMPERÚ, el mismo que contempla dentro de sus Acciones Estratégicas Institucionales (AEI), lo señalado en el OEI. 03: Recuperar los viajes internacionales y las divisas generadas para el sector turismo. Dicha Resolución se alinea al Plan Operativo Multianual 2023 - 2025 de PROMPERÚ, aprobado por Resolución N° 000183-2022-PROMPERU/PE, el mismo que contempla dentro de sus Acciones Estratégicas Institucionales (AEI) priorizadas por Objetivo Estratégico Institucional (OEI), lo señalado en el OEI. 03 Recuperar los viajes internacionales y las divisas generadas para el sector turismo.

El Plan Estratégico Sectorial Multianual (PESEM) 2016-2026 del MINCETUR, aprobado mediante Resolución Ministerial N° 230-2016-MINCETUR y sus modificatorias, tiene como Objetivo Estratégico 4: "Consolidar al Perú como destino turístico competitivo, sostenible, de calidad y seguro", estableciendo como forma de medición de alcance de este objetivo los siguientes indicadores: i) El empleo turístico (miles); ii) Llegada de turistas internacionales (personas); iii) Flujos de viajes por turismo interno (millones); iv) Ingreso de divisas generado por el turismo receptivo (millones de US\$); cuyo cumplimiento estará a cargo del Viceministerio de Turismo del MINCETUR y de PROMPERÚ.

De acuerdo al referido Plan Estratégico Sectorial Multianual (PESEM) 2016-2026 del MINCETUR, el modelo conceptual de Turismo está conformado, entre otros, por un componente de Promoción, que se define como el conjunto de acciones de comunicación y difusión que permitan dar a conocer los destinos turísticos, motivando el viaje del consumidor final y el desarrollo de actividades turísticas.

Asimismo, la Organización Mundial del Turismo indica que; el turismo es una actividad resiliente, capaz de generar empleo después de situaciones de crisis, motivo por el cual, PROMPERÚ, en su calidad órgano adscrito al Ministerio de Comercio Exterior y Turismo coordina con actores, aliados involucrados, acciones estratégicas en materia de promoción y posicionamiento, a fin de garantizar la reactivación progresiva del sector turismo ante las nuevas necesidades generadas por la emergencia sanitaria.

Según la definición de la OMT, el turismo de negocios es un tipo de actividad turística en la que los visitantes viajan por un motivo específico profesional y/o de negocio a un lugar situado fuera de su lugar de trabajo y residencia con el fin de asistir a una reunión, una actividad o un evento. Los componentes clave del turismo de negocios son las reuniones, los viajes de incentivos, los congresos y las ferias.

Por tal motivo, PromPerú considera oportuno participar en actividades de promoción especializada que cumplan con los objetivos de:

- Generar oportunidades en captación de eventos y viajes de incentivos, porque entre los asistentes se encuentran importantes organizadores de congresos y viajes de incentivos, asociaciones y corporaciones con los que se puede lograr un networking para la realización de reuniones asociativas, corporativas y viajes de incentivos a futuro.
- Mantener el posicionamiento del destino Perú, a nivel internacional, informando sobre los atractivos turísticos, accesibilidad, infraestructura y situación de los diversos destinos para la reactivación, entre otros.

Imex Frankfurt, es una feria líder en la industria del turismo de reuniones e incentivos a nivel mundial. La participación en esta actividad fue aprobada por PROMPERÚ y el presupuesto otorgado a la Dirección de Promoción de Turismo a través de fondos exclusivos para la cobertura de anticipos de eventos y ferias. Es así que se vio oportuno participar nuevamente en la vigesimosegunda edición de la feria debido a los resultados de la edición 2024.

Perú participó de la vigésimo primera edición de la feria Imex Frankfurt que se llevó a cabo del 14 al 16 de mayo del presente año en el Messe Frankfurt, en Alemania, gracias a la colaboración con el Buró de Convenciones y Visitantes de Lima, como resultado de la suscripción del Convenio Interinstitucional N°018-2024- PROMPERÚ-COI. El evento contempló una sesión de tres días de la rueda citas pre-agendadas que a su vez fueron complementadas con sesiones de capacitación.

- **RESULTADOS DEL EVENTO:**
 - Participantes en el evento: 12,000 (entre hosted buyers y expositores)
 - Total, de compradores: 4,200
 - Se realizaron en total un aproximado de 63,000 reuniones de negocio
- **RESULTADOS DE LA PARTICIPACIÓN DE PROMPERÚ:** Con relación a la participación de Promperú en la vigésima primera edición de la Imex Frankfurt 2024, se lograron los siguientes objetivos:
 - Número de coexpositores: Buró de Convenciones de Lima + 10 empresas
 - N° de citas realizadas por la delegación peruana: 350
 - Potencial de negocios: \$2,870 000
 - Número de destinos promocionados: 5
 - Se contó con el acompañamiento de la especialista en turismo de la OCEX Hamburgo

Los espacios de promoción o zonas de exhibición en ferias internacionales especializadas como IMEX Frankfurt ofrecen una visibilidad privilegiada en un entorno lleno de profesionales altamente cualificados y tomadores de decisiones. Aprovechar estos espacios ayudaría a posicionar el destino Perú de forma destacada ante un público que está activamente buscando nuevas propuestas para sus próximos proyectos.

Estar presente en zonas de exhibición visibles ayuda a fijar el nombre y los valores del destino en la mente de los asistentes, aumentando la probabilidad de ser recordado y considerado para futuros eventos. Esta recordación de marca es fundamental en un mercado competitivo como el MICE.

VI. OBJETIVOS DE LA CONTRATACIÓN

La presente contratación tiene como objetivo promover la oferta de turismo de reuniones que ofrecen las regiones priorizadas: Lima, Cusco, Arequipa, Ica y Loreto, en una plataforma de patrocinio en la Feria Imex Frankfurt 2025.

VII. ALCANCE Y DESCRIPCIÓN DE LOS SERVICIOS A CONTRATAR

7.1 ACTIVIDADES

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

Nombre oficial de la actividad	: IMEX Frankfurt
Fecha	: 20 al 22 de mayo del 2025
Lugar	: Frankfurt, Alemania
Sectores participantes	: Asociativo, incentivos y segmento corporativo
Procedencia expositores	: Latinoamérica, Norteamérica y Europa
Organizador del evento	: Regent Exhibition LTD
Tipo de espacio de patrocinio o exhibición	: Banner Large (7.6m x 3.2m)
Ubicación	: pasillo de entrada al evento
Diseño	: En calidad de alta resolución y a cargo de Promperú

VIII. LUGAR Y PLAZO DE PRESTACIÓN DEL SERVICIO

Lugar: Frankfurt, Alemania

El plazo de la ejecución del servicio será del 20 al 22 de mayo del 2025, previa suscripción del contrato.

IX. FORMA DE PAGO

A requerimiento del proveedor, el pago deberá realizarse 100% por anticipado, mediante una transferencia bancaria y moneda extranjera (Dólares Americanos) 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 la Dirección de Promoción de Turismo - RICE.

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°50, Edificio MINCETUR, Piso 14, Urb. Corpac, San Isidro, Lima
- N° de orden de servicio:

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

Deberá 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

Deberá contar con la conformidad de la Dirección de Promoción del Turismo, la Subdirección de Promoción del Turismo Receptivo y el Ejecutivo de Turismo de Reuniones. La emisión de la conformidad no superará los 07 días calendario de haberse realizado el servicio.

XI. OTRAS DISPOSICIONES



Se establece que los términos de referencia se elaboraron en congruencia con el contrato de adhesión. Se adjunta Anexo:



ANEXO 1

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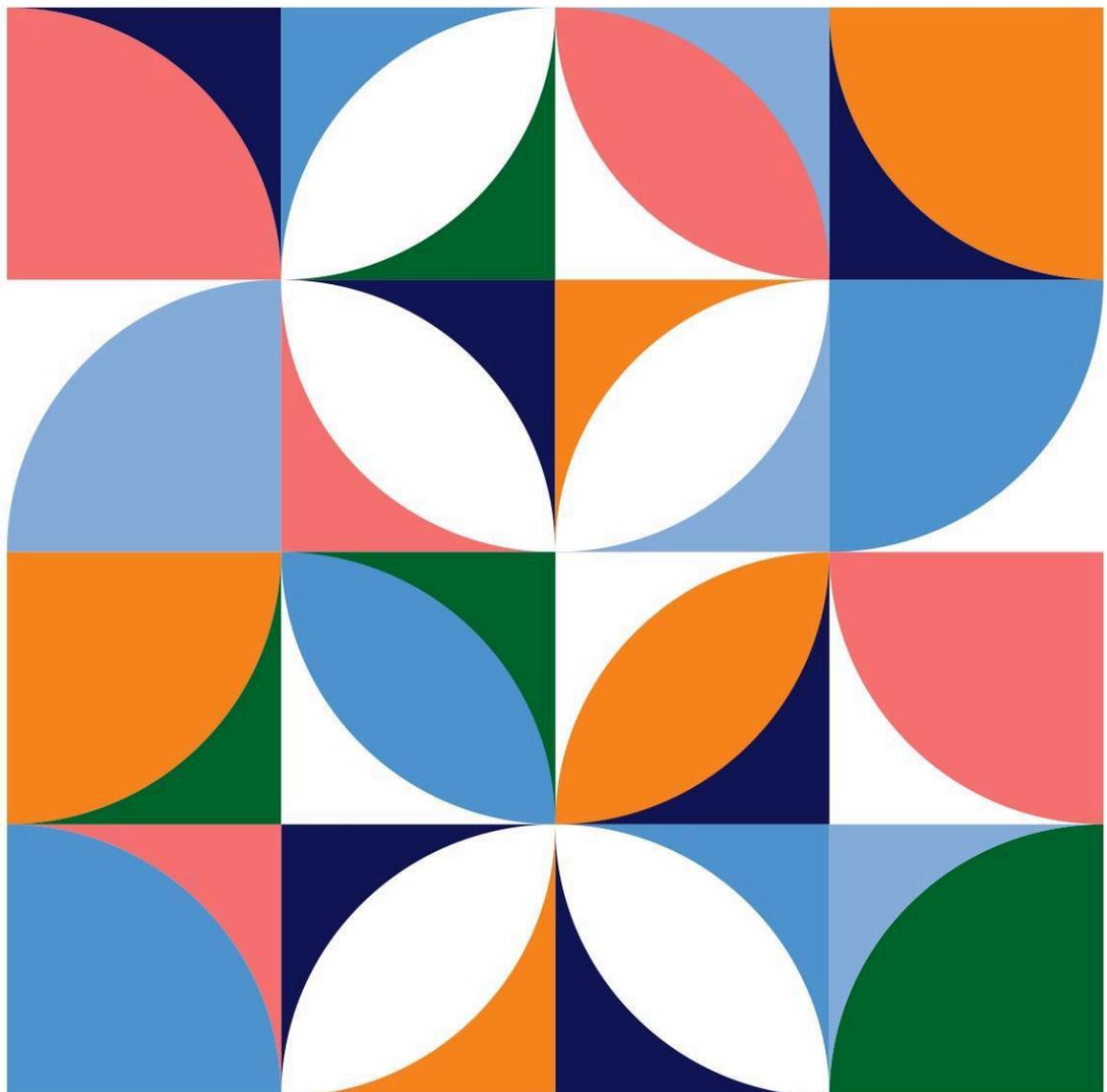
IMEXhibitor:



Contract for exhibition participation

imex-frankfurt.com

Contract Type: SPONSORSHIP





Docusign Envelope ID: 370001A2-EDA4-4398-A229-87467E9732F1



Contract for Exhibition Participation

We hereby contract with Regent Exhibitions Ltd "REL" for Exhibition Participation at IMEX Frankfurt 2025, Hall 8 & 9, Messe Frankfurt, Germany. We have read the attached Terms & Conditions and agree to be legally bound by them.

Requirement

Banner - Large - Show Entrance Hallway - 7.6m x 3.2m - 1.00 Ea - €15500.00

TOTAL PARTICIPATION FEE WILL BE EUR €15,500.00

Upon receipt and acceptance of this signed Contract and issuance of an Exhibition Participation Confirmation Notice, REL will invoice you for participation fees according to Term 3 of the attached Terms & Conditions.

Contact information

Participant (business, company, organisation) PromPeru
Main contact name Elva Yañez
Email eyanez@promperu.gob.pe
Address Calle Uno Oeste N 50, Corpac
Address cont. San Isidro
City Lima
State /Province Lima
Postcode/ZIP 15036
Country Peru

Invoice information

Participant (business, company, organisation) PromPeru
Main contact name Ricardo Baraybar
Email rbaraybar@promperu.gob.pe
Address Calle Uno Oeste N 50, Corpac
Address cont. San Isidro
City Lima
State /Province Lima
Postcode/ZIP 15036
Country Peru

Additional invoice information

VAT number / Tax ID number / Business registration number

If you have not completed the above info, then your contract will be processed according to the VAT regulations that apply to not being a verified business.

Agreement and Signature

This Contract will not be binding unless and until it is accepted and approved by REL by countersignature below of a duly authorized representative, and an Exhibition Participation Confirmation Notice has been issued. The Participant agrees to be bound by all applicable rules, including those in this Contract for Exhibition Participation, the Terms & Conditions, the booth construction guidelines, the Exhibitor Manual, and in any correspondence outlining revised Booth location, or other notices, etc., all of which are incorporated herein and made a part of this Contract. In the event of any conflict between this Contract for Participation and/or the Terms & Conditions and any other applicable rules the terms of this Contract for Exhibition Participation take precedence.

In witness whereof, the Participant has caused this Contract to be signed by an officer of the company or person duly authorized. I understand that by providing the email address above, on behalf of the participant specified above, I am authorized to and hereby consent for the Participant to receive IMEX related emails from REL, and the officially designated contractors, venues, or other companies that the Organizers have officially appointed to provide services for IMEX Frankfurt.

Signature on behalf of the Participant
Name
Position
Date

Signature on behalf of Regent Exhibitions Ltd
Name
Position
Date

Sponsorship Technical Specification

In the event that the Participant cancels this Contract for Exhibition Participation, the Participant must do so in writing and will be liable for cancellation fees as follows:

• Up to and including 01 February 2025, prior to the exhibition - 50% of the total fee • After 01 February 2025 - 100% of the total fee

The sponsorship components, technical specifications and deadlines are detailed below.

If the Participant fails to:

- a) provide the materials in the format; and/ or
- b) meet the deadlines

that are set out in this Sponsorship Technical Specification, there may be additional or higher production costs which REL will pass on to the Participant. It may also affect REL's ability to deliver the Sponsorship participation in full. The participant will still be liable for the full fee of the Sponsorship participation including any additional charges that may have been incurred.

1 x Banner - Large - Show Entrance Hallway

Dimensions: 7.6m x 3.2m

Format: High resolution EPS file

Artwork deadline: 14 March 2025

A. General Terms & Conditions

1. DEFINITIONS

In these Terms & Conditions the following words and expressions shall have the following meanings:

Authorities shall mean any national or local government agency with jurisdiction over the Exhibition Venue, including the Fire Authority.

Barter shall mean any exchange of goods and services between REL and the Participant.

Booth shall mean a specific floor area of the 'Exhibition Venue' which has been contracted to an Exhibitor and includes both "Space only" Booths (which are solely a specific floor area) and "Shell Scheme" Booths (as defined below). Any Booth together with any display or other area defined in the Contract is known collectively as Exhibition Space.

Booth Coordinator shall mean any employee or agent appointed by the Exhibitor to coordinate the Exhibitor's participation at the Exhibition.

Booth Partner shall mean any business, company, organisation, partnership, firm or individual with whom the Participant has agreed to share the Exhibition Space at the Exhibition.

Contract shall mean the Contract for Exhibition Participation entered in to between REL and the Exhibitor or Participant which incorporates these Terms & Conditions.

Exhibition shall mean IMEX Frankfurt 2025.

Exhibition commencement date shall mean Tuesday May 20, 2025.

Exhibition buildup completion date and time shall mean Monday May 19, 2025, at 7pm.

Exhibition break down commencement date and time shall mean Thursday May 22, 2025, at 4.30pm.

Exhibition Space shall mean any Exhibition Booth, display or other area defined in the Contract.

Exhibition Venue shall mean Hall 8 and Hall 9, Messe Frankfurt, Germany.

Exhibitor shall mean any business, company, organisation, partnership, firm or individual to whom a Booth has been allocated for the purpose of exhibiting and who is responsible for appointing an employee or agent to coordinate the Exhibitor's participation (Booth Coordinator). All Exhibitors are also Participants.

Exhibitor Appointed Contractor ('EAC') shall mean any company other than the designated General Service Contractors that provide booth construction and dismantling services, booth staff, florists, photographers, audio visual companies, etc., and need access to the show floor at any time during buildup, Exhibition dates or break down.

Exhibitor Manual shall mean the online manual to be prepared by the Organizer with access given to Participants before the Exhibition, setting out practical aspects of their participation and of the Exhibition.

General Service Contractor shall mean the Contractor appointed by REL to perform necessary exhibition services and provide rental equipment at the Exhibition.

Shell Scheme Booth is a specific floor area and appropriate Shell Scheme construction (walls, carpet and fascia board).

Intellectual Property Rights shall mean all copyright and related rights, trademarks, trade names and domain names, logos, rights in design, rights in computer software, and any other intellectual property or other proprietary rights.

Landlord shall mean the owners and management of the appointed Exhibition Venue, its employees or agents.

Participant shall mean any business, company, organisation, partnership, firm, Exhibitor or individual who is named as such in this Contract and has been accepted for participation in the Exhibition by the Organizer.

Participation Fee shall mean the amount payable by the Participant for their Exhibition Participation / Exhibition Space, excluding any applicable VAT and taxes.

REL shall mean Regent Exhibitions Ltd.

Organizer shall include all employees and agents of REL.

Unforeseen Event means anything outside the reasonable control of the Organizer, the Landlord and/or the Participant, including but not limited to, acts of God, adverse weather conditions, fire, storm, flood, earthquake, explosion, accident, acts of the public enemy, war, rebellion, insurrection, sabotage, epidemic, pandemic, notifiable disease, quarantine restriction, labour dispute, labour shortage, power shortage, ceasing to be entitled to access the internet for whatever reason, server crashes, deletion, corruption, loss or removal of data, transportation embargo, failure or delay in transportation, any act or omission (including laws, regulations, disapprovals, failures to approve, sanctions or other authorizations or restrictions imposed) of any government or government agency.

2. PARTICIPATION

- a) All Participants must complete, sign and return the Contract for Exhibition Participation to the Organizer.
- b) By signing the Contract, the Participant accepts these Terms & Conditions, which together form the offer for the Participant to contract for Exhibition Participation / Exhibition Space.
- c) On acceptance, REL will issue an Exhibition Participation Confirmation Notice which creates a legally binding Contract between REL and the Participant.
- d) Booth participation includes the following services:
 - i. inclusion in the Online Exhibitor Directory for the Booth Coordinator and Booth Partners; and
 - ii. Exhibition Space cleaning (see Clause 18(j)).
 - iii. Use of the overnight storage facility.

e) Where the Contract includes any provisions that conflict with or are additional to these Terms & Conditions, the terms of the Contract shall prevail to the extent of any such inconsistency or additional term.

f) Exemptions from any of these Terms & Conditions may only be granted at the Organizer's discretion. No exemption given by the Organizer will be effective unless it is in writing and signed by a duly authorized representative of REL.

g) All Participants at the Exhibition are requested to adhere to the Terms of attendance at IMEX Group Events which can be found in section 3 at www.imexexhibitions.com/our-legal-terms

3. PARTICIPATION FEE AND PAYMENTS

a) Participation Fee

i. The Participation Fee is set out in the Contract. It does not include any booth fitting in the Exhibition Space, unless otherwise specified and agreed.

ii. REL is registered for VAT in the UK and Germany and may be required to add UK VAT or German VAT to the Participation Fee, in accordance with UK and German VAT regulations. REL's UK VAT number is GB781402148 and REL's German VAT number is DE251764076.

b) Conditions of Payment

i. All payments under this Contract should be made in euros (EUR).

ii. Unless otherwise agreed in this Contract, all Participation Fees and all insurance administration fees must be paid by the due date on the invoice or by May 09, 2025, whichever is earlier.

c) Payment for Exhibition Booths (including barter)

i. Once the Contract is signed, an invoice will be issued which is payable within 30 days of the invoice date or by May 09, 2025, whichever is earlier.

ii. UNDER NO CIRCUMSTANCES WILL THE EXHIBITOR BE PERMITTED TO ERECT OR OCCUPY A BOOTH IF THE PARTICIPATION FEE HAS NOT BEEN PAID IN FULL.

iii. Interest may be charged on any payments still outstanding after the due date on the invoice, or for Exhibition Booths still outstanding at the Exhibition commencement date, at a rate of 2% per month.

iv. The acceptance by REL of a payment with an application does not constitute acceptance of the application or grant of permission to exhibit. If an application is denied, a full refund of any payment will be made.

v. The Exhibitor agrees that in the event a Booth of greater size is selected, assigned or allotted to it at its request or with its consent, it will pay the additional amount required promptly on receipt of notice to that effect.

vi. If full payment is outstanding when the online schedule for buyers attending IMEX Frankfurt becomes available (approximately four (4) weeks before the Exhibition), REL reserves the right to withhold access to these online tools until confirmation of payment has been received.

vii. If full payment has not been received two (2) weeks before the Exhibition commencement date, REL reserves the right to delay or cancel the construction of the Booth which may affect the Exhibitor's ability to exhibit.

d) Barter transactions - invoicing and payment

i. For any barter transactions (in respect of the exchange of Exhibition Space, goods and/or services), invoices will need to be exchanged for the value of the barter in order to comply with applicable VAT and accounting regulations.

ii. If the barter is not balanced (see (iii) below) and a net amount is due to REL, this must be paid to REL at least two (2) weeks before the Exhibition commencement date, unless specifically agreed otherwise.

iii. A barter imbalance may arise from:

- a difference in the contracted value of the bartered Exhibition Space, goods and/or services and the related taxes, including VAT; or
- the Participant failing to provide the contracted barter goods and/or services and related invoices by the agreed date.

4. PARTICIPANTS' INSURANCE

a) **Liability insurance:** each Participant must have general public liability insurance against claims for personal injury, death or property damage, arising out of or in any way connected to their participation in the Exhibition.

i. The Participant's insurance should cover the indemnification obligations of the Participant under the Contract, these Terms & Conditions, or elsewhere. The Participant is required to indemnify and hold harmless the Organizer and the Exhibition Venue from all liability (damage or accident) which might ensue from any cause resulting or connected with transportation, placing, removal or display of exhibits, in respect of each and every claim and all actions, proceedings, costs, claims and demands in respect thereof except as caused by REL's negligence or misconduct.

ii. Participants with Exhibition Space must take out and maintain public liability insurance providing a minimum indemnity of 2 million euros (EUR) or local currency equivalent for personal injury, death or property damage in any one (1) occurrence for the duration of the Exhibition including the construction and dismantling periods and must provide proof at least two (2) weeks before the Exhibition buildup commencement date.

iii. Booth construction companies engaged by Participants must have their own separate insurance cover providing a minimum indemnity of 2 million euros (EUR) or local currency equivalent for the duration of the construction and dismantling periods.

b) **Property insurance:** each Participant acknowledges that they are responsible for obtaining, for their protection and entirely at their own expense, such property insurance for their exhibits and display materials as they deem appropriate and in accordance with these Terms & Conditions.

i. The Participant understands that neither REL, the Exhibition Venue, nor the General Service Contractor maintains insurance covering the Participant's property and it is the sole responsibility of the Participant to obtain such insurance.

- c) **Motor vehicle insurance:** if a Participant or Exhibitor Appointed Contractor brings a vehicle on to the Exhibition Venue grounds, it must be insured for third party liability.
- d) **Group insurance package:** REL will provide details of a group insurance package provided by an independent insurance broker which is available to all Participants with Exhibition Space and provides standard expenses, property and public liability coverage with an optional extension for Terrorism coverage. This insurance package does not include cancellation insurance which, if required, would need to be arranged by the Participant.
- i. The fees and limits of this insurance package are set out below (see clause 4g) and are dependent on the size of the Booth.
- ii. This insurance package provides cover for the Participant and all Booth Partners but not for any Exhibitor Appointed Contractor(s).
- iii. The insurance administration fee will be included on the invoice for Exhibition Space if this package is selected.
- e) **Proof of insurance or an insurance exemption certificate** must be provided at least four (4) weeks before the Exhibition commencement date.
- f) **Group insurance cover options, details and fees:**

Standard Cover (payable to REL – this will be added to your invoice for Exhibition Space)						* Premium fees include 12% Insurance Premium Tax
Bands	Exhibition Space Size	Fee*	Expenses	Property Cover	Public Liability	
A	up to 24sqm	EUR 160.00	EUR 20,000	EUR 20,000	EUR 2,000,000	
B	over 24sqm to 100sqm	EUR 400.00	EUR 50,000	EUR 20,000	EUR 2,000,000	
C	over 100sqm	EUR 775.00	EUR 100,000	EUR 50,000	EUR 2,000,000	
Optional extension for terrorism anywhere in Germany (payable to REL – this will be added to your invoice for Exhibition Space)						
Bands	Exhibition Space Size	Fee*	Description of Cover			
A	up to 24sqm	EUR 40.00	Protection due to your inability to attend the event due to terrorism anywhere in Germany. Cover limits for Expenses, Property Cover and Public Liability are as per Standard Cover.			
B	over 24sqm to 100sqm	EUR 90.00				
C	over 100sqm	EUR 170.00				
Optional extension for terrorism anywhere Worldwide (payable to REL – this will be added to your invoice for Exhibition Space)						
Bands	Exhibition Space Size	Fee*	Description of Cover			
A	up to 24sqm	EUR 75.00	Protection due to your inability to attend the event due to terrorism anywhere worldwide. Cover limits for Expenses, Property Cover and Public Liability are as per Standard Cover.			
B	over 24sqm to 100sqm	EUR 170.00				
C	over 100sqm	EUR 325.00				

Details of the Standard Cover

You should ensure the limits and scope of protection are sufficient as this is a non-advised sale for you to comply with the contract conditions. **You must pay for the Standard Cover insurance or have received the exemption certificate at least two weeks before the start of the Exhibition.**

Property Cover

Excess EUR 500 each and every loss. Please note that the policy does not cover loss or damage to portable computers (laptops, tablets and the like), telephones, multilingual translation units or paging devices.

Public Liability

Excess EUR 250 each and every claim in respect of bodily injury and third party property damage. There is no cover in respect of Employees liability, workers' compensation or the equivalent. Participants should ensure that they have adequate cover.

Choice of Law and Jurisdiction

Worldwide - including countries which operate under the laws of the United States of America or Canada. This amends Clause 3.5 Operative Clause of the Exhibitor Insurance Policy wording.

Insured's Responsibility to Take Care

The insured must use due diligence to prevent loss, injury, damage or liability and take reasonable care in all respects relating to this insurance.

Conditions

For full Terms & Conditions please refer to the policy wording on the [IMEX website](#).

For all additional enquiries or further details on the policy, contact Gary Payne at Arc International, St Clare House, 30-33 Minories, London EC3N 1PE

Tel: +44 (0)207 977 7642 Email: gpayne@arc-int.co.uk Fax: +44 (0)207 977 7631

5. REL'S RIGHTS TO TERMINATE THIS CONTRACT

- a) **Failure by the Participant:** If any Participant fails to observe or perform any of the provisions of the Contract, the Organizer shall have the right to terminate the Contract immediately by giving notice in writing to such Participant, and:
- In such event the exhibits of such Participant shall be removed from the Exhibition Venue at a time to be stated by the Organizer and thereafter such Participant shall not be entitled to access the Exhibition Venue or the Exhibition;
 - REL shall be entitled, if necessary, to remove and deliver such exhibits and property (at the expense of the Participant) to the Participant's address stated in the Contract;

- iii. In the event of termination under this Clause 5(a), all Participant Fees paid by the Participant shall be forfeited to and retained by REL;
 - iv. in the event of the Participant's failure to observe and/or perform the Contract and the Organizer's rights under this Clause 5(a), Participant's liability shall be limited to the total participation fees set forth on page 1 of the Contract, but Participant shall not be further responsible to the Organizer in respect of any actions, claims, losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Organizer as the result of Participant's failure to observe and/or perform the Contract and the Organizer's rights under this Clause 5(a).
- b) **Bankruptcy of Participant:** If a Participant is adjudicated bankrupt, files a voluntary petition in bankruptcy, makes or executes an assignment for the benefit of creditors, is liquidated or dissolved, or a receiver, trustee, liquidator, or other judicial representative is appointed for its property, the Contract with such Participant shall terminate forthwith except that all monies paid shall be forfeited and the balance of monies due shall be payable forthwith (as cancellation participation fees in accordance with Clause 7) and such termination shall be without prejudice to any claim of REL against the Participant in respect of any prior breach.

6. REL'S RIGHTS TO CANCEL THIS CONTRACT

- a) REL shall have the right at all times to abandon, cancel or suspend the Exhibition in whole or in part in the event that there is likely to be, in REL's reasonable opinion, insufficient participation in and support for the Exhibition.
- b) In such circumstances, the decision of REL shall be final.
- c) In the event of such an abandonment, suspension or cancellation, the Participant shall be entitled to be paid an amount equal to any Participation Fees paid by them to the date of cancellation, but the Organizer shall not be further responsible to the Participant in respect of any actions, claims, losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Participant as the result of the abandonment, cancellation or suspension of the Exhibition.

7. PARTICIPANT'S RIGHTS TO CANCEL THIS CONTRACT

- a) Where the Participant seeks to cancel their confirmed Exhibition Space after an Exhibition Participation Confirmation Notice has been issued, then provided that the Participant is not in breach of any of its obligations under this Contract, and unless otherwise agreed in writing between the parties, the following cancellation provisions will apply.
 - i. From date of booking, up until nine (9) months before the Exhibition commencement date, REL will retain 10% of Participation Fee paid or payable
 - ii. Between nine (9) months and six (6) months before the Exhibition commencement date, REL will retain 50% of Participation Fee paid or payable
 - iii. Between six (6) months and the Exhibition commencement date, REL will retain 100% of Participation Fee paid or payable.
- b) Where the participation fees have not yet been paid by the Participant, REL shall be entitled to be paid such cancellation participation fees, within seven (7) days of the date of cancellation.
- c) Where the Participant has already paid such participation fees, then the Participant shall be entitled to a refund of those monies paid up to the amount of the cancellation fee detailed above.
- d) The Participant acknowledges that where cancellation of an Exhibition Space under this Clause 7 takes place, then the cancellation provisions detailed in this Clause 7 are the sole and exclusive remedy available to the Participant under this Contract, or otherwise.

8. FAILURE OF SERVICES

- a) **Supply of the services of the Landlord et al:** The Organizer will use all reasonable endeavors to ensure supply of the services of the Landlord and of those mentioned in the online Exhibitor Manual, but they shall not incur any liability to the Participant for any loss or damage, if such services shall wholly or partially fail or cease to be available, nor shall the Participant be entitled to any allowance in respect of fees paid or due.

9. IMPOSSIBILITY

- a) The Organizer's obligation to perform in accordance with the Contract will be suspended and the Organizer shall decide, in good faith, whether the Exhibition is to be canceled, relocated or postponed to another date if:
 - i. the Exhibition Venue becomes unfit or unavailable for occupancy or shall be substantially interfered with; or
 - ii. where the holding of the Exhibition or ability to access the country where the Exhibition is held, or the Organizer's ability to hold the Exhibition as intended is prevented or interfered with by the occurrence of an Unforeseen Event; and/or
 - iii. the Organizer decides, in good faith, that the Exhibition cannot go ahead at the planned time.
- b) In such an event, the Organizer shall inform the Participant of such occurrence and its decision to cancel, relocate or postpone the Exhibition as soon as practicable after the Unforeseen Event, and:
 - i. If the Organizer decides to cancel the Exhibition, the Participant shall be entitled to any refund as if the Organizer had canceled the Exhibition pursuant to Clause 6; or
 - ii. If the Organizer decides to relocate or postpone the Exhibition, it shall provide details to the Participant as soon as practical. The Participant may elect, within a reasonable time following notice of the Organizer's decision to relocate or postpone, to either:
 - i. terminate the Contract, and Participant shall be entitled to any refund as if the Organizer had canceled the Exhibition pursuant to Clause 6; or

ii. accept the Organizer's modified location and/or dates for the Exhibition, and the Contract shall continue in full force with such modified terms.

c) In addition, where the Participant's ability to access the country where the Exhibition is held, and/or the Participant's ability to attend the Exhibition as intended is prevented or interfered with by the occurrence of an Unforeseen Event then the Participant's obligation to perform in accordance with the Contract will be suspended. The Participant should inform the Organizer of its decision to terminate the Contract as soon as practicable after the unforeseen event.

d) If the Participant decides to terminate the Contract pursuant to Clause 9(c), the Participant shall be entitled to a refund of any Participation Fees paid by them to the date of cancellation. The Organizer shall not be further responsible to the Participant in respect of any actions, claims, losses (including consequential losses), costs or expenses which may be brought against or suffered or incurred by the Participant.

10. SAFETY AND SECURITY

a) All local and national laws shall be observed during the Exhibition in the Exhibition Venue.

b) The Participant shall observe all safety regulations of the Landlord, directives by security personnel and the Organizer's personnel.

c) The Participant shall be liable for all damage to persons or property, or economic losses which have been caused by their booth construction (other than where this is done by the General Service Contractor), booth equipment, exhibits and any employees acting on its behalf.

d) The Participant shall obtain all required permits before the Exhibition commencement date and have them available for inspection by the Organizer.

e) The Organizer will provide security during the construction and dismantling times as well as throughout the duration of the Exhibition but will not be liable for the loss or damage of any Participant's property.

11. LIABILITY AND INDEMNITY

a) Nothing in these Terms & Conditions limits any liability which cannot legally be limited, including but not limited to liability for:

i. death or personal injury caused by REL's negligence or the negligence of its employees, agents or subcontractors,

ii. fraud or fraudulent misrepresentation; or

iii. any obligation to indemnify for third party claims, costs, losses, damages or expenses; or

iv. any other liability which cannot be lawfully excluded or limited.

b) Subject to Clause 11(a) above, neither party shall be liable to the other party, whether in tort (including negligence), contract, breach of statutory duty, or otherwise arising under or in connection with these terms for loss of profits, loss of sales or business, loss of agreements or contracts, loss of anticipated savings, loss of damage to goodwill and any indirect or consequential losses.

c) Subject to Clause 11(a) above, each party's total liability (whether in contract, tort or otherwise) under or in connection with these Terms & Conditions shall be limited to the Participation Fees paid in each Exhibition year (as applicable), under these Terms & Conditions.

d) Each party (in such instance, the "Indemnifying Party") assumes responsibility and agrees to indemnify and defend the other party and its respective affiliates and their respective directors, officers, agents and employees (in such instance, the "Indemnified Parties") from any third party claims, costs, losses, damages or expenses (including any reasonable legal fees) arising out of: (a) the Indemnifying Party's use or provision of the Exhibition Venue by themselves or their agents, subcontractors or employees; (b) the Indemnifying Party's or their agents', subcontractors' or employees' failure to observe and/or perform the Contract and/or breach of any representation or warranty set forth in the Contract; (c) death, personal injury or property damage caused by the Indemnifying Party's negligence or the negligence of its agents, subcontractors or employees; or (d) any violation or infringement (or claimed violation or infringement) by the Indemnifying Party or its agents, subcontractor or employees of any image, copyright, trademark or trade secret rights or privileges, whether during the Exhibition or in connection with materials supplied for use in accordance with the Contract, provided that they have not been modified by the Indemnified Parties.

e) REL does not represent any companies who visit the Exhibition at the Exhibition Venue and shall not be responsible in any way for their conduct, business practices, any meetings or negotiations / discussions with such companies. Any companies that conduct business with each other as a result of meeting at the Exhibition are responsible for entering in to their own business contracts or negotiations / discussions.

12. DATA PROTECTION

a) Each party shall, in respect of their rights and obligations under the Contract, agree to adhere to all applicable data protection legislation and privacy legislation in force including but not limited to the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (UK GDPR), the Data Protection Act 2018 or any successor legislation, and all other legislation and regulatory requirements in force from time to time which apply to a party relating to the use of personal data.

b) Any personal data collected from Participants will be processed in accordance with [IMEX's Privacy Policy](#).

c) In line with the IMEX Privacy Policy, REL will use Participants' personal data to fulfill the Contract and this may include

sharing selected personal data with official suppliers providing important exhibition services including internet, electrical points and booth construction. Our official suppliers are listed online on the [IMEX website](#). REL will ensure that it has all necessary appropriate consents and notices in place to enable lawful transfer of your personal data, where this is required.

d) REL may also use your personal data to share information about current and future exhibitions. REL will be the controller of your personal data provided to, or collected by or for, or processed in connection with our services.

13. FURTHER CONDITIONS

- a) **Interpretation of regulations in translation:** in the event of any dispute as to the interpretation of these regulations because of their translation in to a foreign language, the English version will be taken as authoritative and prevail.
- b) **Disputes and Law:** the Exhibition will be conducted under the direction of REL and its affiliates. Violations of any of these Terms & Conditions shall entitle the Organizer to exclude a Participant from the Exhibition and/or to recover damages caused by such violations.
- c) **Laws:** this Contract shall be construed pursuant to the laws of England, without regard to the conflicts of law provisions thereof. Any action hereunder shall be brought in the courts in England, United Kingdom, and the Participant hereby submits to the jurisdiction of such courts for purposes of adjudication thereof.
- d) **Further Terms & Conditions:** Any changes to these Terms & Conditions and/or the Contract shall only be valid once agreed and approved by a duly authorized representative, in writing by both parties.

B. Exhibition Space Management

14. GENERAL CONDITIONS

- a) **Booth Coordinator:** the Exhibitor shall appoint a Booth Coordinator who shall be responsible at all times to ensure that any Booth Partner complies with all the obligations of the Exhibitor and shall cooperate with the Organizer in relation to the Exhibition.
- b) **Consents:** applications for any consent by the Organizer must be in writing and must set out full details of the matters for which consent is sought and provided to the Organizer at least six (6) weeks before the Exhibition commencement date.
- c) **Information in the Online Exhibitor Manual:** specific information about booth construction, Exhibition buildup and break down, sustainable exhibiting, transportation, exhibitor services, third party suppliers etc. will be contained in the Online Exhibitor Manual.

15. ALLOCATION, OCCUPATION AND COMPLETION OF EXHIBITION SPACE

- a) Allocation of Exhibition Space is entirely at the discretion of the Organizer and is generally allocated on a "first come, first served" basis.
- b) The Organizer has the right to relocate a Booth at its discretion.
- c) The Participant and its Exhibitor Appointed Contractors must comply with the Exhibition buildup and break down times and conditions as set out in the online Exhibitor Manual.
- d) It is the responsibility of the Booth Coordinator to maintain personnel at the Booth at all times during the Exhibition hours.
- e) The Participant undertakes that the Exhibition Space will be ready, and all installed and arranged therein for display and all arrangements in connection therewith completed by the Exhibition buildup completion date and time.
- f) The Participant may not remove any of the exhibits before the Exhibition break down commencement date and time.
- g) Construction and dismantling hours must be adhered to unless written approval is received from the Organizer.
- h) Subject to Clause 7 and 8 of these Terms & Conditions, should a Participant fail to occupy the Exhibition Space for any reason, all monies paid shall be forfeited and the balance of the participation fees shall be recoverable forthwith by REL. REL shall be entitled to use the Exhibition Space which had been allotted to the Participant in such manner as the Organizer shall think fit and to recover from the Participant any expenditure incurred in so doing.
- i) The Organizer reserves the right to revoke Exhibition participation privileges from individuals displaying unprofessional or disruptive behaviour.
- j) Floor covering is required for all Booths.
- k) Space Only Booths must have the Organizer's approval for the Exhibition Space design and construction as specified in Clause 18.
- l) The Organizer reserves the right to restrict or remove exhibits that are distracting or detract from the character of the Exhibition.
- m) The Organizer has the right to re-allocate a Booth at its discretion if the Participant has not appeared or has not begun to set up the Booth twenty (20) hours before the opening of the Exhibition.
- n) The Participant will be liable for the costs of any additional services/ equipment required for its respective Exhibition Booth, such as electrical connections, furniture, rigging, AV, catering.
- o) **Rights of Access to Exhibition Space:** subject to clause 11, the Organizer and the Landlord and those authorized by them respectively have the right to enter any Exhibition Space at any time to execute works, repairs and alterations for other purposes. No compensation will be payable to the Participant for damage, loss or inconvenience caused by any such entry.

16. USE OF EXHIBITION BOOTH

- a) The Contract constitutes a license to exhibit and not a tenancy.
- b) The Participant agrees to use the Booth for the duration of the Exhibition in conformity with the Organizer's booth construction guidelines.
- c) The Participant shall not assign, sublet, share or apportion the whole or any part of the Exhibition Space allotted, or have representatives, products, equipment, signs or printed materials from other than its own firm in the assigned Exhibition Space without the prior written consent of the Organizer.

17. EXHIBITION APPOINTED CONTRACTORS

- a) **Space Only Booths: Exhibitor Appointed Contractor Registration:**
 - i. It is the responsibility of the Booth Coordinator to register the booth construction company for the Booth.
 - ii. Registrations received direct from a booth construction company will not be permitted.
 - iii. Additionally, the Booth Coordinator must ensure that the booth construction company has third-party liability insurance with a minimum insurance limit of 2 million euros (EUR) before the Exhibition buildup commencement date.

18. EXHIBITION SPACE DESIGN

- a) Participants are responsible for their own Exhibition Space design and construction, under the following conditions:
 - i. A plan of the proposed Exhibition Space installation, showing the ground plan, elevation and electrical installations must be submitted in duplicate to the Organizer for examination and approval six (6) weeks before the Exhibition commencement date.
 - ii. All interior Exhibition Space fittings must be contained in the Exhibition Space and should not extend in to the aisle area.
 - iii. All plans will be subject to the approval of both the Organizer and the Fire Authority and must fully comply with the Fire Authority's regulations.
 - iv. The Organizer reserves the right to prevent work being carried out by or on behalf of any Participant who has not submitted Exhibition Space plans in accordance with this regulation.
 - v. Please note that pipe and drape Booths will not be allowed.
- b) **Exhibition Booth Height and Layout:** the overall height of booth fittings for all Booths should not exceed 8.0 m from the floor level.
 - i. All booth fittings exceeding 6.0 m in height must be set back 1.0 m from the open perimeter of the Exhibition Booth.
 - ii. Hanging banners and other suspensions above the Booth must not exceed a maximum height of 8.0 m and must be placed at least 1.0 m inside the perimeter of the Booth.
 - iii. At least 70% of each of the Booth sides facing the aisle must be left open.
- c) **Shell Scheme Booths - Booth Fittings:** All interior booth fittings must be contained in the Shell Scheme Booth structure and must not exceed 2.5 m in height.
- d) **Exhibition Booth Numbers**
 - i. Space only Booths must ensure their Booth number is clearly displayed.
 - ii. Booth numbering will be provided for Shell Scheme Booths.
 - iii. The Organizer reserves the right to affix numbers or directional signs on any Booth in any position.
- e) **Divided Exhibition Booths**
 - i. On divided Exhibition Booths, Exhibitors are responsible for erecting and decorating side and back walls facing on to their Booth areas to a minimum height of 2.5 m.
 - ii. Walls above this height must be clad and decorated on BOTH sides from 2.5 m upwards by the Exhibitor who has them erected.
 - iii. Such walls overlooking adjoining Booths must be finished in plain white color only.
 - iv. If the Exhibitor fails to erect, clad and decorate such walls to the Organizer's satisfaction, the Organizer reserves the right to remedy such walls at the expense of the Exhibitor.
 - v. The minimum height for dividing walls is 2.5 m.
 - vi. The maximum height for dividing walls of single-story Booth is 6.0 m.
- f) **2-Story Exhibition Booths**
 - i. Written application for permission to design 2-story Booths must be made to the Organizer not later than six (6) weeks before the Exhibition.
 - ii. All such 2nd stories should be used for entertainment purposes only and not for Exhibition display purposes.
 - iii. All 2-story Booths must fully comply with the Landlord's and the Fire Authority's regulations.
- g) **Occupation of Exhibition Space**
 - i. All displays and exhibits must be completed by the Exhibition buildup completion date and time as specified in Clause 1.
 - ii. There will be a penalty charge for Booths that are not completed by this time.
 - iii. The Organizer may, at the expense of the Participant, remove or alter anything in or forming part of any Exhibition Space, if, in their opinion, it is desirable to do so in the interests of the Exhibition.
- h) **Electrical Installations:** all electrical installations must be carried out by the General Service Contractor appointed by the Exhibition Venue for the area in which the Exhibition Space is situated.

- i) **Use of an Exhibitor Appointed Contractor:** the Participant hereby agrees not to contract for, nor to use, any services in connection with its exhibit in the Exhibition Venue except such as shall be made available or approved by the Organizer not less than thirty (30) days before the Exhibition commencement date.
- The Participant shall supply to the Organizer the names of any persons or organizations other than those designated as Exhibitor Appointed Contractors, who are proposed for the performance of any service for the Participant.
 - The Organizer will promptly notify the Participant of its approval or disapproval of such selections.
 - Use of any non-official service contractor is also subject to those designated contractors providing proof of insurance to the Organizer thirty (30) days before the Exhibition commencement date.
 - Exhibitor Appointed Contractors include installation and dismantling contractors, florists, photographers, furniture and carpet suppliers and any other supplier or contractor used by the Participant that is not the General Service Contractor.
 - Certain services are supplied exclusively by contractors of the Exhibition Venue and Participants are required to use their service for: booth cleaning, electrical, internet, plumbing, rigging, telephones and video signal distribution.
- j) **Exhibition Space Cleaning:** it is the responsibility of the Participant to ensure that the Exhibition Space is kept clean and tidy during the period of the Exhibition. Basic Exhibition Space cleaning (vacuuming and emptying waste bins) will be carried out at no extra charge to the Participant. This does not apply to a 2nd story. Additional cleaning services can be booked via the Online Exhibitor Manual.
- k) **Fire Regulations and Safety:**
- All fabrics or other material used for decoration or display purposes shall be flameproof.
 - All Participants must fully comply with the Landlord's and the Authorities' regulations in respect of fire, health & safety and emergency access and exits.
 - Participants must comply with the specific additional fire safety restrictions which apply on partially covered and 2-story Booths.
 - For further details please contact the IMEX Operations department by email on: operations@imexevents.com
- l) **Damage to the Exhibition Venue/Dismantle:** the Exhibition Space is to be returned by the Participant in the same condition as it was handed over.
- No nails, screws or other fixtures may be driven in to any part of the Exhibition Venue including the floors and pillars.
 - In the case of any damage to the Exhibition Space or the halls (structure, floor, cables, ducts, etc.), it shall be repaired at the Participant's expense.
 - If the clearance of the Exhibition Space has not been undertaken in good time, the Organizer may have it cleared and the goods put in storage at the expense of the Participant.
 - The Organizer shall assume no liability for exhibits left behind.

19. ENTRANCE AND CONDUCT POLICIES

a) Entrance restrictions:

- No person under the age of eighteen (18) years can be admitted to the Exhibition either during buildup, Exhibition days or break down.
- This rule also applies to Participants' children and has to be rigidly enforced to comply with the safety regulations of the Exhibition.
- Infants below the age of one will be allowed in to the Exhibition during Exhibition days only, under the IMEX Babes in Arms policy.

b) Badges: The Organizer will issue official badges of admission and no other forms of entrance ticket will be valid, and:

- No Participant will be admitted to the Exhibition without an official badge issued to them by the Organizer.
- Badges are not transferable.
- The Organizer reserves the right, at their discretion, to withdraw any badge issued to any Participant for any justifiable reason in their opinion, for example, if complaints have been received concerning the Participant's conduct.

c) Conduct of Participants - Booth opening: every Participant shall ensure that their Exhibition Space is open to view and staffed by competent representatives during Exhibition hours.

- If any Participant fails to open their Exhibition Space or uncover their exhibits, the Organizer may do so or may arrange for the Exhibition Space and exhibits to be removed and the Participant shall be liable for any charges that may be incurred.
- The Organizer will not be liable for any losses, including, without limitation, consequential losses, sustained by the Participant because of this action.

d) Conduct of Participants - permitted activities: The Organizer reserves the right to stop any activity on the part of any Participant that may cause annoyance to other Participants or attendees.

- Business must be conducted only from the Participant's own Exhibition Space and under no circumstances may this be carried out from an aisle or elsewhere in the Exhibition.
- Every Participant, and all persons for whom they may be responsible, must conduct themselves in an appropriate manner in accordance with the [IMEX Code of Conduct](#).
- Any person failing to comply with this regulation may, at the discretion of the Organizer, be removed from the Exhibition Venue and refused re-entry during the period of the Exhibition.

- iv. Participants are not permitted to organize functions or events for buyers during Exhibition opening hours that take place outside the show floor.
 - v. In all cases, during Exhibition opening hours, Participants should organize functions or events for buyers on their Exhibition Space, unless specific permission has been given, in writing, by the Organizer.
 - vi. All Participant promotional material and goods are limited to the designated Exhibition Space.
 - vii. Participants are not allowed to carry out publicity activities outside the boundary of the Exhibition Space or in front of the Exhibition.
 - viii. Acoustic presentations are permitted only if they are arranged in a way that other Participants are not disturbed by them, and attendees are not disturbed or hampered by them.
 - ix. The Organizer reserves the right to stop immediately any publicity / presentations that have not been approved and do not meet the standards of the Exhibition.
 - x. In the event of complaints, the Organizer reserves the right to suspend any entertainment formats for the remainder of the Exhibition.
- e) **Conduct of Participants - prohibited activities:** Participants shall not:
- i. Display, produce, make use of or distribute any obscene material or behave in a manner which may cause offence to attendees, other Participants (and their employees, personnel and representatives) or the Organizer (and its employees, personnel and representatives).
 - ii. Undertake any auctioning, pitching, raffles, tombola or pick-a-ticket activity at the Event without the Organizer's written permission. If permission is granted, the Participant shall adhere to the requirements of applicable law.
 - iii. Distribute or display leaflets, posters or other promotional material outside the confines of the Booth Space without the Organizer's prior written consent.
 - iv. Display or sell any product or service featuring any brand or logo belonging to the Organizer without the Organizer's prior written consent.
 - v. Undertake any unauthorized trading (that is, selling products or services or canvassing for orders otherwise than by the Participant at its own Exhibition Space in the normal course of its business), leafletting, bannering, photography for commercial gain or any other activity deemed inappropriate by the Organizer.
 - vi. Display or sell any magazines, posters or other promotional material provided by or published by any commercial publisher without the Organizer's prior written consent.
 - f) If at any time before or during the Exhibition it appears to the Organizer that the Participant may be engaged in activities which are contrary to the best interests of the Exhibition or which appear to be unethical or in breach of the Contract or the law, the Organizer may, without incurring any liability to refund the Participation Fees, cancel the Participant's Exhibition Space allocation and refuse entry or require it (and its employees, personnel and representatives) to vacate the Exhibition Venue, as appropriate. The Organizer may refuse the Participant the right to participate further in the Exhibition.

20. ELECTRICAL REQUIREMENTS, HAZARDOUS MATERIALS AND FIRE PRECAUTIONS

- a) **Official electrical contractor:** all exhibiting companies are obliged to work with the official electrical contractor appointed by the venue who will carry out all electrical installations and connections during the Exhibition, and if necessary, will provide additional lighting and power services to the Exhibition Space.
- b) **Participant's own electrical equipment:** the Participant shall ensure that electrical equipment on the Exhibition Space complies with the Regulations for Electrical Equipment of Buildings approved by the Institute of Electrical Engineers and with any statutory or local regulations or requirements to which the Exhibition may be subject (the Regulations), and:
- i. The Organizer shall not be responsible for the condition or compliance of the Participant's own electrical equipment to the Regulations and reserves the right to remove any such equipment that either the Organizer or the Landlord considers not to comply or to be dangerous.
 - ii. The Participant warrants that any equipment supplied by it shall be of satisfactory quality and shall indemnify the Organizer for any actions, claims, losses (including without limitation consequential losses), damages, costs and expenses which may be brought against, suffered or incurred by it, as a result of a breach of this warranty.
- c) **Explosives and dangerous and hazardous materials:** the Participant shall:
- i. conform to the statutory or local regulations or requirements applicable to explosives and dangerous and hazardous materials, combustible or otherwise
 - ii. immediately remove any such materials or exhibits that do not so comply, at the Organizer's request.
 - iii. Ensure all flammable materials are effectively fireproofed or otherwise processed against fire in accordance with any statutory or local regulations or requirements to which the Exhibition may be subject.
- d) **Safe access and storage:** the Participant shall:
- i. Keep clear of the floor and gangways all electrical wiring and cables
 - ii. Not store any packing materials or empty boxes on or behind the Exhibition Space.
 - iii. Always keep fire points and exits clear.
 - iv. Adhere to all fire and safety regulations which affect the Exhibition and shall ensure that its employees, personnel and representatives who are attending the Exhibition have familiarised themselves with them.

C. Marketing and Promotion

21. MARKETING MATERIALS AND ACTIVITIES, LOGOS, LICENSES AND PERMITS

- a) **Exhibitor listing:** an online Exhibitor Directory will be published; the Organizers do not accept any responsibility for any omissions, misquotations or other errors, which may occur in the compilation of this listing.
- b) **Media and press relations:** any activities conducted by the media whether arranged by the Participant or separately shall be conducted through the Organizer's Press Office.
- c) **Photography and video materials:** the Organizer plans to take photographs and video material at the Exhibition and:
- i. REL plans to reproduce, display or distribute them in IMEX educational, news or promotional material, whether in print, electronic or other media, including the IMEX websites.
 - ii. All such photographs and video materials become the property of REL.
 - iii. The Organizer reserves the right to crop, splice, treat and edit any such imagery or photographs taken at the Exhibition.
 - iv. The Participant waives the right to inspect or approve the finished product, including written or electronic copy.
 - v. The Participant (including, where applicable, the Participant's agents or employees) waives all rights to royalties or other compensation arising or related to use of the name, photograph or biography
 - vi. Exhibition Space other than the Participant's own, or "IMEX Frankfurt" / Exhibition-related articles may not be photographed, drawn, copied or reproduced without the written permission of the Organizer.
- d) **Use of IMEX® and logos:** IMEX® is a registered trademark of REL, and:
- i. A limited non-exclusive license (which may be terminated at any time) to permit the use of IMEX logos and banners is provided, via the Exhibitor portal, solely for the purpose of enabling Participants to indicate their participation at the Exhibition.
 - ii. These logos and banners remain the property of REL and its affiliated companies, and no commercial use of any kind including (but not by way of limitation) the use on or by websites, smartphone or tablet applications, may be made using such IMEX logos and banners in any circumstance without the prior written consent of REL.
- e) **Use of Participant's logos**
- i. The Participant grants a limited license to REL to reproduce, use and display any Participant Intellectual Property Rights (IPR) solely for the purpose of promoting the Participant's attendance at the Exhibition.
 - ii. The Participant warrants that it has all the rights necessary to grant such use of the IPR for such purposes. Such IPR remain the property of the Participant and will not be used by REL for any other use without prior written consent of the Participant.
 - iii. Notwithstanding anything to the contrary in this Clause 21, REL's use of Participant's IPR as permitted in this Clause 21 shall not (a) focus solely or for a disproportionate amount of time (relative to the appearance of other participants' IPR or exhibition space) on Participant's own Exhibition Space or IPR or (b) use Participant's IPR in a manner to express or imply any endorsement by Participant of REL or the Exhibition.
- f) **Licenses and permits**
- i. Each Participant is responsible for obtaining all necessary licenses and permits to use live music, photographs or other copyrighted material in their Exhibition Space or display or uploaded to REL's website.
 - ii. No Participant will be permitted to play, broadcast or have performed any live music or use any other copyrighted material, such as photographs or other artistic works, without the appropriate license or permit to use such live music or copyrighted material.
 - iii. The Organizer reserves the right to remove from the Exhibition Venue or REL's website all or any part of any Exhibition Space, display or material which incorporates live music, imagery, photographs or other copyrighted or trademarked material and for which the Participant fails to produce proof that the Participant holds all required licenses.