



THE LEISURE INDUSTRY'S

# PREMIER EVENT

**LONDON, UNITED KINGDOM**

**EDUCATION:** 21-24 SEPT.

**SHOW FLOOR:** 22-24 SEPT.

[IAAPA.org/IAAPAEurope](https://IAAPA.org/IAAPAEurope)

**EXHIBITOR CONTRACT**



## EXHIBIT CONTRACT FOR TRADE SHOW SPACE & SERVICES

The online contract can be accessed by visiting [IAAPA.org/ExpoEuropecontract26](https://IAAPA.org/ExpoEuropecontract26)

### COMPANY AND CONTACT INFORMATION:

COMPANY NAME: \_\_\_\_\_

EXHIBITING AS (Company name on floor plan): \_\_\_\_\_

COMPANY ADDRESS (for receipt of Expo information and materials. Please DO NOT use PO Box.):  
\_\_\_\_\_  
\_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP/POSTAL CODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_

PHONE (Country Code) (City Code): \_\_\_\_\_ MEMBER ID: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

*E-mail contacts will receive all show-related information.*

PRIMARY CONTACT: \_\_\_\_\_ CONTACT E-MAIL: \_\_\_\_\_

*For important Expo updates*

SECONDARY CONTACT: \_\_\_\_\_ CONTACT E-MAIL: \_\_\_\_\_

### CONTRACT REQUIREMENTS (CONTRACTS CANNOT BE PROCESSED WITHOUT THIS INFORMATION)

#### PRIMARY EXHIBIT SPACE (TOTAL SQUARE METERS REQUESTED):

WIDTH: \_\_\_\_\_ X DEPTH: \_\_\_\_\_ = TOTAL SQ M: \_\_\_\_\_

#### PREFERRED BOOTH CHOICES:

1ST: \_\_\_\_\_ 2ND: \_\_\_\_\_ 3RD: \_\_\_\_\_ 4TH: \_\_\_\_\_

#### ADDITIONAL EXHIBIT SPACE

WIDTH: \_\_\_\_\_ X DEPTH: \_\_\_\_\_ = TOTAL SQ M: \_\_\_\_\_

#### PREFERRED BOOTH CHOICES:

1ST: \_\_\_\_\_ 2ND: \_\_\_\_\_ 3RD: \_\_\_\_\_ 4TH: \_\_\_\_\_

#### MAIN PRODUCT DESCRIPTION:

\_\_\_\_\_  
\_\_\_\_\_

#### COMPANIES YOU DO NOT PREFER TO BE NEAR (LIST UP TO FOUR COMPANIES BY NAME):

\_\_\_\_\_  
\_\_\_\_\_

#### COMPANIES YOU DO PREFER TO BE NEAR (LIST UP TO FOUR COMPANIES BY NAME):

\_\_\_\_\_  
\_\_\_\_\_

## PAYMENT INFORMATION

### PAYMENT TERMS AND SCHEDULE:

First 25% DUE WITH CONTRACT  
 SECOND 25% DUE BY FRIDAY, 9 JANUARY 2026  
 (TOTAL DEPOSIT 50%)  
 FINAL 50% DUE BY FRIDAY, 19 JUNE 2026  
 (FULL PAYMENT 100%)

**By signing the contract, the exhibitor agrees to the payment schedule, and, if the exhibitor fails to adhere to the plan, exhibitor agrees to pay the (higher) standard rate. Booth space will not be assigned without 25% deposit.**

### PLEASE CONTACT ME.

I AM INTERESTED IN SPONSORSHIP AT IAAPA EXPO EUROPE.  
 I AM INTERESTED IN ADVERTISING OPTIONS.  
 I AM INTERESTED IN A DIGITAL BOOTH UPGRADE.

## BOOTH RATES

*NOTE: To calculate your total booth space rate, multiply rate x sq. meters.*

*Booth space is sold in increments of 3m x 3m.*

*Rates are in euros.*

EXHIBIT RATES	EARLY BIRD Through 10 Oct. 2025	STANDARD Starting 11 Oct. 2025	SQM Requested	TOTAL
Member: Shell Scheme	€475	€500	x _____	= € _____
Member: Space Only	€340	€375	x _____	= € _____
Nonmember: Shell Scheme		€585	x _____	= € _____
Nonmember: Space Only		€460	x _____	= € _____
Corner Fees		€250	x _____	= € _____
Compulsory Insurance Fee*				= € €125
<b>SUBTOTAL</b>				<b>= € _____</b>
<b>DEPOSIT DUE WITH CONTRACT</b>				<b>= € _____</b>
<b>WIRE TRANSFER FEE</b>				<b>= € _____</b>
<b>TOTAL FULL BALANCE DUE 19 JUNE 2026</b>				<b>= € _____</b>

### Booth rates subject to change.

Fees do not include 21% Belgian VAT, which is applicable to all Belgian exhibitors and European exhibitors who do not possess a valid VAT number, and will be indicated on your invoice.

Shell Scheme: Includes panels, carpet, lighting, counter, chairs, wastebasket, name board, and electricity.

\*Mandatory Insurance fee must be included with your booth purchase. IAAPA has negotiated a group rate for all exhibitors.

The Global Exhibitor Discount only applies for IAAPA Expo Orlando the same year with the final invoice and is not deducted from Asia and Europe invoices.

**CONTRACTS SENT AFTER 19 JUNE 2026 MUST INCLUDE FULL PAYMENT.**

### SAVE MONEY WITH IAAPA MEMBERSHIP!

- ☐ I am a current IAAPA member.
- ☐ I am not an IAAPA member and would like to become a member.
- ☐ I am not an IAAPA member and will pay the nonmember rate.

*Your booth rate is contingent upon your membership status at the time of contract submission. Rates will not be adjusted at a later date. Visit [IAAPA.org/membership](http://IAAPA.org/membership) to calculate your membership rate, a member of our team will contact you.*

## PAYMENT OPTIONS

### CREDIT CARD

Log in to your online account and provide credit card information via the online payment portal.

### TO PAY BY WIRE TRANSFER

To do a wire transfer, you will need the following information:

#### IAAPA EUROPE IVZW

**Bank of America**

**IBAN #BE74-6858-7790-2107**

**Swift Code (if needed): BOFABE3X**

Please identify company and member ID, send proof of payment to [AR@IAAPA.org](mailto:AR@IAAPA.org) Payment may not be properly applied if copy of wire transfer is not sent to IAAPA.

### MAKE ALL PAYMENTS PAYABLE TO IAAPA

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## EXHIBITOR ACCEPTANCE

By the signature or submission of the duly authorized representative below, Applicant/Exhibitor hereby requests and agrees to pay for exhibit space as assigned and accepted, and agrees to abide by the terms of the Exhibitor Contract, including the General Information, Terms and Conditions, rules in the Exhibitor Service Kit, and any rules and regulations adopted by IAAPA under the terms herein (collectively, the "Contract").

Applicant/Exhibitor understands and agrees that this Contract is binding when this application is submitted online via IAAPA's website or signed and returned to IAAPA or its sales agent, unless rejected by IAAPA. IAAPA reserves the right to reject any application or cancel any Contract for any reason. Any third-party agency signing on behalf of the Exhibitor will be held responsible for the fulfillment of the Contract.

Exhibitor consents to IAAPA's use, storage, and processing of the personal information and data provided by Exhibitor in connection with this application.

**AUTHORIZED SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_ **TITLE:** \_\_\_\_\_

# EXHIBITOR TERMS AND CONDITIONS

1. **Defined Terms:** IAAPA, the International Association of Amusement Parks and Attractions, hereinafter the "Organizer" or "IAAPA" or "IAAPA Europe IVZW" or the "Association," will conduct the IAAPA Expo Europe ("Event") in 2026 at the ExCel London ("Event Facility"). The term "Contract" refers to, collectively, the Order Form, these Terms and Conditions, and any rules and regulations adopted by IAAPA herein. The term "Exhibitor" refers to, collectively, the entity or person that executes the Contract to exhibit at, and each of its officers, directors, shareholders, employees, contractors, agents, representatives, and/or assigns, as applicable.
2. **Payments:** All payments due are payable in euros.
3. **Management:** IAAPA appoints an official service contractor to provide all show services to exhibitors.
4. **Exhibiting:** The terms in this section apply only to an Exhibitor who has contracted for exhibit space at the Event
  - a. **Exhibit Space and Qualifications:** The Event is a restricted exhibition designed to provide a showcase for goods and services either specifically designed for or customarily used by the attractions industry. IAAPA may restrict or remove any exhibit that IAAPA, in its sole discretion, believes is objectionable or inappropriate. The final exhibit space or location may vary from the Exhibitor's original requests. Any exhibit space assignment for the Event does not imply similar exhibit space will be available in future events.
  - b. **Official Contractors and EACs:** In the interest of providing the best qualified craftspeople in numbers sufficient to handle the services necessary for operating the Event, IAAPA has contracted on an exclusive basis with official contractors to provide certain exhibitor services. Services companies other than the official contractors may not perform these exclusive services. Non-exclusive services may be performed by Exhibitor - appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Kit IAAPA shall have no responsibility of any kind for the following: (a) performance or failure to perform by any contractor including the official Service contractor; and (b) performance or failure to perform services to Exhibitor by the Event Facility.
  - c. **Assignment of Exhibit Space:** Subject to the approval of IAAPA, space will be assigned to conform as nearly as possible in size, price and location to that requested.
    - i. IAAPA must receive Exhibitor's disapproval of any space assignment in writing within 3 business days from assignment.
    - ii. Such rejection may be sent by e-mail to IAAPA, but will only be valid upon confirmation of receipt by IAAPA.
    - iii. IAAPA may change the floor plan or the location of an Exhibitor's booth if IAAPA, in its sole discretion, determines that to do so is in the best interest of the Event IAAPA will consider but not guarantee "not next to" requests and assumes no liability where these requests cannot be accommodated.
  - d. **Administrative Fees for Booth Changes and Moves:** Upon receipt and approval of a booth change or move request, IAAPA may charge administrative fees of €500 for requests once space has been assigned.
  - e. **Insurance:** At the time of making the final payment for space under the Contract and before beginning any work or efforts in connection with the Event every Exhibitor shall carry general liability insurance and name "IAAPA, the event facility, its entities, subsidiaries, agents, representatives, officers, staff, volunteers and employees" as additionally insured. This policy must include special events and must be primary as to any other valid and collectible insurance, but only as to the acts of the named insureds. The exact show dates including move-in and move-out must be included on this certificate, as well as policy numbers, effective dates, and limits. All policies shall evidence insurance written by a carrier licensed to do business in the country in which the Event is held. Minimum limits required to be carried by exhibitors displaying amusement rides and/or mechanical, electrical or other devices or displays involving audience participation, and any exhibitors using flammable materials or cooking equipment are €2,000,000 per occurrence and a total combined aggregate policy of €3,000,000. Certificate must read "Coverage for participants is not excluded." All other exhibitors are required to carry a minimum €1,000,000 per occurrence and €2,000,000 general aggregate. In addition, all exhibitors are recommended to obtain a minimum of €300,000 fire damage, €10,000 medical expenses, €1,000,000 personal and advertised injury and €2,000,000 products and completed operations policy. The coverages and limits set forth are considered minimum requirements and in no way limit the liability of the Exhibitor. Notwithstanding the above minimums, IAAPA reserves the right to require an insurance policy in excess of the amounts stated. The compulsory insurance fee to be paid with the Contract is a supplemental policy IAAPA is taking out on behalf of the Exhibitor.
  - f. **Obligations at the End of License:** Before the termination of the license period, Exhibitor shall vacate the Event Facility and return the equipment in the same condition and repair as originally furnished to the Exhibitor, normal wear and tear excepted. In the event the Event Facility or the facilities are not so vacated, then IAAPA and/or the Event Facility is authorized, at the expense of the Exhibitor, to remove and store or return to Exhibitor, or unless the Exhibitor's failure is due to an event beyond the control of the Exhibitor such as strikes or Acts of God, to treat as abandoned and discarded property and dispose of all goods, wares, merchandise and property of the Exhibitor. IAAPA and/or the Event Facility shall not be liable for any damages or loss to such goods, wares, merchandise or other property which may be sustained either in the course of such removal, or in the course of transit, or by virtue of IAAPA's and/or the Event Facility's disposal of the property. Exhibitor hereby expressly releases IAAPA and/or the Event Facility from any such claims for damages of whatsoever kind or nature.
5. **Cancellation:** All cancellations must be submitted in writing to IAAPA at: ExhibitSales@IAAPA.org. Upon receipt of cancellation notice from Exhibitor, IAAPA shall have no further obligations to the Exhibitor under the Contract. If Exhibitor fails to make any payment when due or otherwise breaches its obligations under this Contract, IAAPA reserves the right to treat such breach as a cancellation by Exhibitor subject to the liquidated damages set out below.
6. **Cancellation Deadlines and Liquidated Damages:** In the event that Exhibitor cancels this Contract, IAAPA shall retain as liquidated damages the following amounts as applicable:
  - a. €500 upon written cancellation or space reduction of exhibit space received in writing before 9 January 2026.
  - b. 50% of the total space cost for any cancellation or space reduction of exhibit space received in writing from 9 January 2026 through 18 June 2026.
  - c. 100% of the total space cost for any cancellation or space reduction of exhibit space received in writing after 19 June 2026.

The parties agree that, as the exact damages to IAAPA if Exhibitor cancels the Contract would be difficult to determine, the above liquidated damages are a reasonable estimate by the parties of such damages. Exhibitor agrees that payments or deposits made by Exhibitor may be used toward satisfying any cancellation fees due to IAAPA under the Contract.
7. **Cancellation or Postponement of Event:** It is mutually agreed that, in the event that the Event is canceled for any reason, then and thereupon the Contract will be automatically terminated and IAAPA management will determine an equitable basis for the refund of a portion or all of the fees paid by Exhibitor, after due consideration of expenditures and commitments already made. IAAPA may postpone the Event, or decide to hold all or part of the Event virtually, for any reason, and Exhibitor acknowledges and agrees that in such an event, the Contract shall remain in full force and effect for the virtual Event or the new Event dates. The parties acknowledge and agree that IAAPA shall not be in breach of the Contract by virtue of the cancellation or postponement of the Event, or the decision to hold all or any part of the Event virtually.
8. **Compliance:** IAAPA and the Exhibitor agree that the activities contemplated by the Contract have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Exhibitor hereby agrees to be bound by these Terms and Conditions, the Exhibitor Services Guide, the IAAPA Member Code of Conduct available at <https://www.iaapa.org/about-iaapa/iaapamember-code-of-conduct>, the IAAPA Expo Show Policies available at <https://www.iaapa.org/iaapa-expos-show-policies>, and any additional rules, regulations, and information as may be adopted and



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communicated by IAAPA or the Event Facility. Exhibitor further agrees to adhere to and be bound, as applicable, by (i) all applicable fire, utility, and building codes and regulations of the Event Facility; (ii) any rules or regulations of said Event Facility; (iii) the terms of all leases and agreements between IAAPA and the managers or owners of the Event Facility; (iv) the terms of any and all leases and agreements between IAAPA and any other party relating to the Event; and (v) all federal, state, and local laws, codes, ordinances and rules; without limiting the foregoing, Exhibitor shall construct its displays (if any) and offer services and products to attendees in an accessible manner and in compliance with the Americans with Disabilities Act (if in the U.S.) or with similar applicable laws of the country in which the Event is held. If the Event is held in a jurisdiction without a statutory requirement for public accommodations to be accessible to individuals with disabilities, Exhibitor shall make reasonable efforts to incorporate accessible principles into the construction of its displays and the services and products offered to attendees at the Event. Exhibitor shall not, nor shall Exhibitor permit others to, do anything to its exhibit space (if any) or do anything in the Event Facility that would cause a difference in conditions from those previously approved by the insurance carriers of IAAPA, or the owners or managers of the Event Facility, which will in any way increase premiums payable by any of said parties, and Exhibitor shall be responsible for any such increase resulting from violation of this section. IAAPA will not interpret laws, regulations and ordinances for any Exhibitor.

## 9. **Specific Policies:** Exhibitor agrees to the following, as applicable:

- a. Exhibitor must adhere to all rules and regulations pertaining to displays and product as outlined in IAAPA Booth Specifications and diagrams included in the Exhibitor Services Guide.
- b. Exhibit activity or soliciting by any non-exhibiting firm or person on the trade show floor and/or on any property under the supervision or under the contract of IAAPA during the Event is strictly prohibited.
- c. Hours and dates for installing, occupying, and dismantling exhibits will be specified by IAAPA. If Exhibitor fails to install its display in its assigned space by 17:00h CET on 21 September 2026, or leaves its space unattended during the exhibit hours, IAAPA may reassign the allocated space to another applicant or use the space as it deems appropriate, in its sole discretion, without releasing Exhibitor from any liability or obligation, and no refund will be due. All exhibits must be open and manned for business during the Event hours. Exhibitor may not dismantle the display until the Event is officially closed. Exhibitor agrees to keep exhibit properly staffed and intact during show hours.
- d. Early dismantle of booth space is strictly prohibited.
- e. No cash and carry sale of goods as in a retail setting is permitted from an exhibit booth or in the Event Facility.
- f. No food or beverages may be sold on the premises, although samples may be given away in limited portions.
- g. IAAPA reserves the right in its sole judgment to prohibit or close any display or activity because of noise,

odors, or other disturbing features that may be offensive to other exhibitors or attendees. Furthermore, this discretionary right of IAAPA applies to any demonstration or activity by any Exhibitor that results in obstruction of booth line-of-sight and/or access to a nearby exhibitor's booth by either attendee/buyers or exhibitors.

- h. Exhibitor demonstrating amusement rides and/or offering rides to show attendees or guests are solely responsible for compliance with all applicable laws and regulations governing the operation of rides, and for securing in advance all approval necessary to demonstrate and offer rides during the show dates.
- i. All personnel working in an exhibit booth must be employees of the exhibiting company.
- j. Each exhibiting company receives five (5) exhibitor staff badges for the first booth of 9 net square meters and two additional badges for each increment of 9 net square meters up to a maximum of 50 badges per booth.
- k. Additional badges are at the prevailing member/non-member rate. Booth personnel must show company business card for admission.
- l. Lost badges and tickets must be repurchased at the full value.
- m. IAAPA will charge exhibiting companies a €300 penalty per exhibitor staff badge used by a nonexhibiting attendee.
- n. Booth personnel must display their badges at all times.
- o. No exhibiting Exhibitor is allowed to assign, sublet, or apportion the whole or any part of the space allotted or exhibit any goods other than those manufactured or sold in the regular course of business by the Exhibitor.
- p. Exhibit seniority is tied to a company, not an individual. Seniority is considered an asset during a merger and/or acquisition. A company must provide official documentation showing proof of ownership to IAAPA.
- q. An exhibiting company may co-locate with another company if they have 51% or greater ownership. Proof of ownership must be provided to IAAPA prior to assignment.
- r. An exhibiting company can promote a third-party company's product/service in their booth if they are at least a minority stakeholder in the third-party company's product/service or are a distributor for the third-party company. Only the third-party product/service can be promoted in the booth and may not be the sole product/service being promoted. The third-party company name/logo cannot be displayed as an exhibitor. Proof of the sales agreement must be provided to IAAPA upon request.
- s. Exhibitor are prohibited from engaging in an exhibit activity in any space other than that which has been contracted.
- t. "Suitcasing" Please note that while all Event attendees are invited to the exhibition, any attendees who are observed to be soliciting business in the aisles or other public spaces or in another company's booth will be asked to return their badges and to leave the show floor immediately. Violators will not be allowed to return to the show and no refunds will be made. Additional

penalties may apply. IAAPA asks that both attendees and exhibitors report any violations they may observe to the show office.

- u. "Outboarding" Outboarding is defined as marketing, sales, and hospitality events conducted by exhibitors and others capitalizing on the presence of buyers and/or sellers attending the original show without previously notifying the original show organizer and finalizing an arrangement that benefits both parties. This practice is considered unethical. It includes practices such as "coat-tailing," "piggy-backing," co-location of events, and large-scale hospitality events, particularly during show hours. Outboarding is expressly prohibited, and violators will jeopardize current and future participation in IAAPA events.
- v. Exhibitor's literature and printed materials, including trade publications, may only be distributed from within an exhibit booth space and may not appear in any other public space of the Event Facility or that of the contracted IAAPA hotels. Certain sponsoring opportunities are exempt from this rule.
- w. Exhibitor with products, the sale of which may be illegal in certain jurisdictions, must display a sign in their booth space to that effect.
- x. Manufacturers and other exhibitors of equipment that may be considered to be gaming equipment, devices or other products are responsible for determining that they can legally exhibit such items in London, UK.
- y. Exhibitor are responsible for any damage done by them or their employees.
- i. No nails, bolts, tacks, or screws shall be driven into the wall, woodwork, or floor of the building. No staking is permitted in the parking lots.
  - ii. The use of flammable substances as decorative materials is prohibited.
  - iii. All decorative fabrics must be flame proofed in accordance with all applicable fire regulations.
  - iv. No gasoline, kerosene, acetylene or other flammable or explosive substances are permitted in the building
  - v. Exhibitor using grease or oil in the preparation of food must utilize cooking hoods to prevent splatter.

**10. Representations and Warranties:** Exhibitor represents and warrants that the exhibit and/or sponsor content, and all related materials, including but not limited to photographs, written materials, and display models (collectively, the "Material"), (i) does not violate the laws of any country or any proprietary or personal rights of others (including, without limitation, any copyrights, patents or privacy rights), (ii) constitutes the Exhibitor's own original work or property, or the Exhibitor has permission from the rightful owner to use such work or property, and (iii) is not false, deceptive, misleading, illegal, harassing, discriminatory, disparaging, obscene, offensive, or otherwise objectionable, as determined by IAAPA in IAAPA's sole discretion. The Exhibitor agrees to indemnify and hold harmless IAAPA, its officers, directors, members, assignees, and agents, from and against any and all claims, actions, losses, demands, costs, attorneys' fees and all other expenses relating or

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incidental to, or arising directly or indirectly from, the inaccuracy or breach of any of the warranties and representations contained in this Contract.

## 11. Data Protection:

- a. For the purposes of the Contract, the following terms shall have the following meanings: (i) "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, and the United Kingdom, laws and regulations of the People's Republic of China ("PRC"), and any other jurisdictions, which are applicable to the processing of Personal Data under the Contract, including (without limitation) the EU General Data Protection Regulation (2016/679) including as it applies in the United Kingdom pursuant to the European Union (Withdrawal) Act 2018 ("GDPR"), the PRC Personal Information Protection Law ("PIPL") applicable to an Exhibitor incorporated in China, etc.; and (ii) "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.
- b. The parties acknowledge and agree that each party shall be a separate and independent Data Controller in respect of the Personal Data received from the other party and processed in relation to the Contract and each party shall be responsible for its compliance with the Privacy Legislation. The parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation and solely for purposes related to the performance of the Contract.
- c. Should Exhibitor transfer Personal Data to IAAPA, Exhibitor represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the applicable Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA and any other information to be notified to the Data Subject(s) if so required by the applicable Privacy Legislation; and (iii) Exhibitor has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.
- d. To the extent IAAPA processes Personal Data in a territory outside of the European Economic Area or the United Kingdom that does not provide adequate protection for Personal Data (pursuant to applicable Privacy Legislation) the parties hereby enter into the Standard Contractual Clauses (controller to controller transfers) as approved by the European Commission Decision (EU) 2021/914 (and, where applicable, amended by the United Kingdom's International Data Transfer Addendum to the EU Commission Standard Contractual Clauses), or any set of clauses approved by the European Commission or a supervisory authority which subsequently amends, replaces, or supersedes the same ("SCCs"). The secs are incorporated by reference in, and form an integral

part of, the Contract, in respect of any transfer of Personal Data from Exhibitor (as "data exporter") to IAAPA (as "data importer") where such transfer would be prohibited by applicable Privacy Legislation (or by the terms of data transfer agreements put in place to address the data transfer restrictions of applicable Privacy Legislation) in the absence of secs. Where the secs apply: (i) the optional provisions of the secs will not be included; (ii) unless otherwise agreed between parties the Belgium and the Autorite de la protection des donnees -Gegevensbeschermingsautoriteit (APD-GBA) shall be selected in relation to clauses 13, 17, and 18 of the SCCs; and (iii) the Annexes and Appendices to the secs shall be deemed populated in accordance with the relevant Order Form. Exhibitor agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Exhibitor, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Exhibitor has specified to the contrary in writing stating what data may not be so shared or transferred.

- e. Exhibitor acknowledges and agrees that its use of the Internet access and WiFi service provided by the Event Facility shall be in compliance with the applicable terms and conditions of use and that it will abstain from sending or receiving any message, data, file, content or signal that is in breach of law and order, common morality, legislation on press infringements, applicable Privacy Legislation, Internet copyright protection law, laws on the protection of minors, trade secrets, private correspondence or private information on the Internet.
- f. Exhibitor understands and expressly acknowledges it has been informed that its rights, and those of any third party users who log on and use the Internet access and WiFi service provided by the Event Facility, to access, modify, delete or object to the processing of Personal Data and to the transmission thereof to any third parties, shall be exercised in accordance with the applicable Privacy Legislation and United States legislation if applicable.

## 12. Listings and Promotional Materials;

**Recording of Event:** Exhibitor grants to IAAPA a worldwide, perpetual, non-exclusive license to use, display and reproduce the name, trade names and product names of the Exhibitor in any directory (print, electronic or other media) listing the exhibiting or sponsoring companies and to use such names in IAAPA promotional materials. IAAPA shall not be liable for any errors in any listing or descriptions or for omitting the Exhibitor from such a directory or other lists or materials. IAAPA may also take photographs of the Exhibitor's exhibit space (if any) and personnel and may use them for IAAPA's business and promotional purposes. The Exhibitor warrants it owns or has right to use under a valid license, intellectual property to be used for Exhibitor's promotion. The Exhibitor acknowledges that the Event may be recorded and reproduced in any form (including digital formats) and hereby authorizes IAAPA and its designees to record, transcribe, modify, reproduce, publicly

perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event. The Exhibitor hereby releases IAAPA and its designees from, and waives all claims it may have, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

## 13. Liability, Hold Harmless, and Indemnification:

Exhibitor agrees that neither the Event Facility nor IAAPA shall be liable for any claims, losses, damages, death, injuries or liability that may be sustained by any person who may be on the premises leased by or assigned to the Exhibitor, including but not limited to any agent, employee, representative or guest of the Exhibitor, or any other person or entity. Exhibitor agrees that it will hold harmless and indemnify the Event Facility and IAAPA from any and all claims, including third party infringement claims, losses, damages, death, injuries or liability whatsoever (including without limitation, reasonable attorney's fees and costs) whether to property, person or otherwise, that arise in whole or in part from the omissions or willful misconduct or breach of the Contract by Exhibitor, or its agents, employees, representatives, guests or invitees related to or arising in connection with Exhibitor's performance under the Contract. In no event will IAAPA be liable to the Exhibitor, whether in contract or tort, for any amount in excess of the exhibit space rental or sponsorship fees in relation to any damages, including lost profits, arising out of or relating to this Contract, the IAAPA Event, the sponsorship and/or rental of exhibit space, the conduct of IAAPA, any breach of the Contract, or any other act, omission, or occurrence. In no event shall IAAPA be liable, whether in contract or tort, for any indirect, consequential, exemplary, punitive or special damages or awards (or any similar categories of damage in any jurisdiction).

**14. Assumption of Risks; Releases:** The Exhibitor expressly assumes all risks associated with, resulting from or arising in connection with the Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of the Exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise. The Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither IAAPA nor the Exhibit Facility accepts responsibility, nor is a bailment or any similar right created, for property delivered by or to the Exhibitor. Neither IAAPA nor the Exhibit Facility shall be liable for, and the Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this section.

**15. Security:** Neither IAAPA nor the Event Facility shall be in any way liable or responsible for any loss or disappearance of any object, item, good or materials of any kind, from Exhibitor's booth space (if any) or from the Event Facility, except for such loss or disappearance as is due to intentional and tortious theft committed by the employees of IAAPA or the Event Facility. IAAPA and the Event Facility provide certain security services, including providing advice on security measures,

# EXHIBITOR TERMS AND CONDITIONS

as a convenience to Exhibitor, but the responsibility for the security and safety of an Exhibitor's area, product, and property rests solely with the Exhibitor.

- 16. IP Enforcement Policy:** In an effort to ensure any claims or disputes by Exhibitors at the Event (or in the time period prior to the Event) are handled in a nondisruptive manner, IAAPA hereby agrees to provide all exhibitors at the Event with the services of an intellectual property mediator ("IP Mediator"). At the Event and in the time period leading up to the Event, IP Mediator will provide assistance to exhibitors by evaluating potential intellectual property infringement claims and will work closely with IAAPA to issue any Sanctions (as defined below), if necessary. The Exhibitor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between exhibitors related to intellectual property or proprietary rights, as well as any violation of these Terms and Conditions. Exhibitor understands and agrees that all decisions made by the IP Mediator are final and shall not be subject to appeal or challenge. The Exhibitor understands and agrees that, at the Event and in the time period leading up to the Event, any exhibitor ("Complaining Exhibitor") may lodge with IP Mediator a complaint against any other exhibitor ("Defending Exhibitor"), which after investigation may result in the Sanctions by the IP Mediator or IAAPA at the Event. IP Mediator's evaluation of such a complaint will be free of charge to the Complaining Exhibitor. Exhibitor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or IAAPA in their sole discretion and may include but shall not be limited to: (i) the removal of any item, product, catalog, photograph or image (whether in digital or print) material, URL, product or device ("Exhibitor Content"); (ii) the shutdown of an Exhibitor's booth (if any) at the Event; (iii) restrictions on access or services provided by IAAPA; (iv) a loss of membership to IAAPA; or (v) a ban from any future show or event. The Exhibitor understands and agrees that any determination by IP Mediator and/or IAAPA to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce the rules and guidelines at the Event, including these Terms and Conditions; (ii) when IP Mediator believes that the display of any Exhibitor Content is potentially infringing on another exhibitor's intellectual property or proprietary rights; or (iii) when IP Mediator and/or IAAPA believes the display of any Exhibitor Content is disruptive to the Event. In exchange for being permitted to exhibit at the Event and also for the services described above, Exhibitor agrees as follows:
- That IAAPA is not responsible or liable for any claimed or recognized violations of the Exhibitor's intellectual property or proprietary rights, including any claims for trademark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights.
  - That the Exhibitor will abide by any and all intellectual property laws, rules or guidelines, including these Terms and Conditions, whether imposed by national or local laws or by IAAPA as part of its ownership and/or management of the Event.
  - That the IP Mediator and IAAPA have

no obligation to enforce or act on the behalf of the Exhibitor and that both IP Mediator and IAAPA may, in their sole discretion, determine whether to issue Sanctions or take any action in any case, depending on the facts presented by the Complaining Exhibitor. Nothing herein obligates IP Mediator or IAAPA to take any action or issue any Sanctions.

- Not to display Exhibitor Content that violates or potentially violates the intellectual property or proprietary rights of another exhibitor or that is otherwise disruptive to another exhibitor. Exhibitor hereby further agrees that IAAPA and/or its IP Mediator may determine - in their sole and complete discretion - whether to issue the Sanctions described herein.
  - To comply with any Sanctions issued by IP Mediator and/or IAAPA. Exhibitor further understands that its refusal to comply with any issued Sanctions may result in further action by IAAPA, which may include the issuance of additional Sanctions, or another action as determined by IAAPA in its sole discretion.
  - That a failure by Exhibitor to abide by any Sanctions imposed by IP Mediator and/or IAAPA may lead to additional Sanctions imposed by IAAPA.
  - That any claim of infringement made to IP Mediator or IAAPA shall be made with the good faith intent to enforce owned or licensed intellectual property or proprietary rights, and not solely in an effort to disrupt or impact another party's ability to operate.
  - EXHIBITOR AGREES TO RELEASE AND HOLD HARMLESS IAAPA, IP MEDIATOR, AND THEIR AGENTS, CONTRACTORS, AND SERVICE PROVIDERS, (COLLECTIVELY, THE "RELEASED PARTIES") FOR ANY CLAIMS, DEMANDS, OR LIABILITIES RELATED TO: (i) A CLAIM OR DETERMINATION THAT A VIOLATION OF THE RULES HAS OCCURRED; (ii) A CLAIM OR DETERMINATION THAT ANY EXHIBITOR CONTENT IS INFRINGING, POTENTIALLY INFRINGING, OR OTHERWISE DISRUPTIVE TO THE EVENT; OR (iii) ANY OTHER CLAIM OR DETERMINATION ISSUED BY THE IP MEDIATOR, ITS AGENT OR CONTRACTOR, OR IAAPA RELATED TO ACTIVITY AT THE EVENT TO BE CLEAR, SUCH RELEASE OF LIABILITY WILL INCLUDE ANY CLAIMS OF TRADE LIBEL, DEFAMATION, UNFAIR COMPETITION, OR NEGLIGENCE RELATED TO ANY DETERMINATION MADE AT THE EVENT BY THE RELEASED PARTIES.
  - To indemnify, hold harmless and defend the Released Parties from any claims, losses, damages or liability that may result from IAAPA or IP Mediator's enforcement of this IP Enforcement Policy.
  - That it will accept and not seek to challenge, modify or overturn any resolution made by IP Mediator or IAAPA, including the issue of any Sanctions.
- 17. Severability:** If any provision of the Contract is held to be illegal, invalid, or unenforceable under the present or future laws, then such provision shall be fully severable, and the Contract shall be construed and enforced

as if such illegal, invalid, or unenforceable provision had never comprised a part of the Contract and the remaining provisions of the Contract shall remain in full force and effect and shall not be affected by the illegal, invalid, or unenforceable provision or by its severance from the Contract.

- 18. Disputes:** Exhibitor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of the Contract will be decided by binding arbitration. Specifically, all disputes between Exhibitor and IAAPA shall be submitted to the International Chamber of Commerce ("ICC") for binding arbitration under its Rules of Arbitration then in effect. The parties agree, pursuant to Article 30(2)(b) of the Rules of Arbitration of the International Chamber of Commerce, that the Expedited Procedure Rules shall apply irrespective of the amount in dispute. The number of arbitrators shall be one. The seat of the arbitration shall be London, England. The language to be used in the arbitral proceedings shall be English.

This Contract and any dispute, controversy, proceedings or claim of whatever nature arising out of or in connection with it or its subject matter or formation (including any question regarding existence, validity or termination of this Contract or any noncontractual disputes arising out of this Contract) shall be governed by and construed in accordance with the law of England and Wales.