

Exhibitor Space Contract

Company: _____

Contact Name: _____ Email: _____

Address: _____

Postcode: _____ Contact No: _____

Invoicing Details

PO Number Required: Yes No If Yes has been Selected, form must be submitted with PO Number

PO No: _____

Contact Name: _____ Email: _____

Contact No: _____

Space Requirements

<i>Panel width within Shell scheme 1 Metre</i>	<i>Prices Subject to 20% Vat Members Price</i>		<i>Tick box for required option Non-Members Price</i>	
One Panel	£1,900	<input type="checkbox"/>	£2,300	<input type="checkbox"/>
One Panel + Display Cabinet	£2,250	<input type="checkbox"/>	£2,750	<input type="checkbox"/>
Two Panels + Display Cabinet	£3,950	<input type="checkbox"/>	£4,550	<input type="checkbox"/>

Payment Information

1st Payment: 50% deposit, invoiced upon receipt of booking form, payable within 1 month.

2nd Payment: Remaining 50% will be invoiced 11-Dec-2015 for payment by 11-Jan 2016.

Cancellation Policy

On or before 31st December 2015 – 20% Charge
 On or before 31st March 2016 – 50% Charge
 After 31st March 2016 – 100% Charge. (50% refund if space is resold)

We hereby confirm we have read and accept the terms and conditions, as authorised signatory on behalf of exhibiting company.

Name: _____ Signature: _____

Date: _____ Position: _____

1. General

- a. We appoint Northern Automotive Alliance (NAA) to act as our agent in connection with **Automechanika Birmingham**.
- b. NAA will be responsible for recruiting and co-ordinating arrangements for the Northern delegation exhibiting at the trade fair, on-site management and instructing agents in connection with the exhibition.
- c. On acceptance of a fully completed and signed application form, it shall be deemed as a contract being formed between the NAA and the exhibitor and/or co-exhibitor. This contract cannot be transferred wholly or in part to a third party without the prior consent of the NAA.
- d. In addition to the NAA terms and conditions, we agree to be bound by **The Automechanika Birmingham 2016, NEC** terms and conditions. Copies of such terms and conditions can be sent to all exhibitors.
- e. We understand and agree that NAA will book stand space directly with the organizers and that if required will arrange for, or procure the construction of stands and related services.
- f. We agree to indemnify NAA and Automechanika Birmingham for all losses claims or proceedings of any nature whatsoever including financial loss, personal injury and death which it may incur during the Exhibition and in connection with the organisation or management of the Northern Automotive Alliance at the exhibition, the booking of stand space, stand construction or provision of related services by reason of:
 - i) negligence, recklessness or wilful misconduct on the part of our agents or subcontractors;
 - ii) negligence, recklessness, wilful misconduct or breach of exhibitors' regulations by the exhibitor at the stand booked under this application form or any amendment or addition hereto.

2. Payments and Grants.

- a) We agree to pay a deposit of 50% of the total cost for the NAA exhibition space to promote our company and display our promotional materials upon submission of this application form and paid within 30 days. A subsequent payment of the remaining 50% will be invoiced on 11th December 2015, payable by 11th January 2016. The rates payable for NAA members are:
 - i) Single panel option, **Members Price:-** £1,900 +VAT Non-Members Price:- £2,300 + Vat
 - ii) Single panel with display panel option, **Members Price:-** £2,250 +VAT Non-Members Price:- £2,750 + Vat
 - iii) Double panel with display panel option, **Members Price:-** £3,950 +VAT Non-Members Price:- £4,550 + Vat
 - iv) To qualify for Members Price, you must be a member at time of booking and also when exhibition takes place. Should you no longer be a member at time of exhibition then you will be invoiced the difference and is payable before exhibition.
- b) This represents a binding commitment to book the items at the rate denoted above – the cancellation policy is:
 - i) Cancelled by 31st December: 20% charge
 - ii) Cancelled by 31st March: 50% charge
 - iii) Cancelled after 31st March: 100% charge, however, if there is a replacement exhibitor then this will be reduced to a 50%.

3. Stand Design & Unavoidable Adjustments.

- a) We agree to work with any companies appointed by the NAA in relation to the stand and related design items.
- b) The NAA reserves the right to change the design, layout and orientation of the stand, including the positioning of exhibitors, at any time during the planning of the event up to the first day of the show should this become necessary. In the event of this occurrence, it will be done where possible with full consultation of the company.

4. Stand Staffing and Display Obligations

- a) Any company taking space at the show must have company representatives on-site during whole of the show and agree with the stand manager times when they will be available for meetings.
- b) One representative from each exhibiting company must attend an NAA briefing prior to the start of the exhibition each day with the stand manager.
- c) Any Company exhibiting on the NAA stand must not take part in any activity (either directly or indirectly) which, in NAA's reasonable opinion, brings or is likely to bring the Services of NAA or their Clients into disrepute.
- d) All display items must be provided to the NAA in advance for authorisation. Any exhibits which are not authorised or which do not comply with the rules of the event organisers or which are considered to be unsuitable, at the sole discretion of the NAA, will not be allowed onto the stand.
- e) Members of staff from the Company must behave in a way that will not cause a nuisance to any other exhibitors including other NAA members on the stand. This includes loud noise, untidy stand areas, and misuse of communal areas.
- f) Member companies are responsible for the display of their exhibits and graphics during the course of the show. The member company is also responsible for any damage caused to the stand structure and/or platform and will be liable for any costs incurred as a result of this damage.
- g) The Company must adhere to any other stand regulations required to ensure the smooth running of the group stand.

5. Insurance

- a) The Company must insure its products for theft or damage during transit and whilst at the show.
- b) The NAA is not responsible for the loss or damage of the Company's product/s or display item/s from the stand.
- c) The NAA will provide Public Liability Insurance in relation to accident, injury, loss and damage on or to the stand only, BUT NOT IN RESPECT OF ANY DISPLAY ITEMS PROVIDED BY THE COMPANY. The company must ensure that this is covered in its own insurance.

6. Cancellation of Event

When an event is postponed or cancelled beyond the control of the NAA, the NAA will make all reasonable efforts to reclaim any fees from the organisers and contractors and refund fees net of any administration charges incurred by the NAA.

7. Termination of the Contract

The Company acknowledges that the NAA can terminate the contract between the NAA and the company at any time if:

- The company becomes insolvent, or has a receiver appointed
- The event is postponed or cancelled (see section 6).

8. Force Majeure

The NAA shall not be responsible at any event for failure to deliver adequate performance resulting from circumstances not under the NAA's control.

9. Governing Law and Jurisdiction

English Law governs this contract, its validity and performance and the parties submit to the exclusive jurisdiction of the English Courts.