



## LII 2017 – Exhibitor Pricing & Packages

### Stand Space Charges

Shell Scheme - £450 per sq. metre

Space only - £400 per sq. metre

### Exhibitor Packages

#### **Entry Level: Shell Scheme Only – 3m x 2m**

Includes Stand with fascia name board. Exhibitor Guide Entry – Web, Hardcopy and app entry. Press Release posting. Social media promotion.

**£2,250 + £250 (lights, electricity and furniture)**

#### **Silver Package: includes 10 sq metre stand**

Includes stand with fascia name board (shell optional). Enhanced Exhibitor Guide entry – web, hardcopy and app entry. Press release posting. Social media promotion. Banner advertising on LII website. Half page advert in printed show guide. One showfloor seminar on main hall stages, plus one pre-show e-shot (delivered alongside other content) to the entire database of 60,000 contacts.

**£4,950**

#### **Gold Package: includes 12sq metre stand**

Includes stand with fascia name board (shell optional). Enhanced exhibitor guide entry – web, hardcopy and app entry. Placement in the conference delegate bags. Press release posting. Social media promotion. Banner advertising on LII website. Full page advert in printed show guide. Two content pieces distributed alongside LII 2017 content. One showfloor seminar on main hall stages. One free conference delegate pass. Access to the Info International Speaker Lounge. One pre-show e-shot (delivered alongside other content) to the entire LII database of 60,000 contacts.

**£8,950**

### **Headline Sponsor: includes 16sq metre stand**

Includes stand with fascia name board (shell optional). Enhanced exhibitor guide entry – web, hardcopy and app entry. Placement in the conference delegate bags. Press release posting. Social media promotion. Banner advertising on LII website. 2 x full page adverts in printed show guide. Four content pieces distributed alongside LII 2017 content. Two showfloor seminars on main hall stages. Two free conference delegate passes. Access to the Info International Speaker Lounge. One e-shot pre-event to the entire database of 60,000 contacts plus one post-event e-shot to attendees and delegates. Full logo and link recognition on all LII promotional materials including all show materials and conference presentation materials.

**£14,950** a so in es one re e ent e inar see o er

### **Sponsorship of LII Speaker and Club Lounge**

For invited guests only, including speakers, VIPs, etc. – provides a quiet working and/or networking space, sofas, number of tables and chairs. Complimentary tea, coffee, water, soft drinks. Plus the opportunity to hold a reception for up to 100 guests at the end of day one. Opportunity to brand the outside area / walls, plus entry on website and LII printed brochures.

**£6,450**

### **Showfloor Presentation Stages: includes all items from silver exhibitor package**

Opportunity to brand both stages (physical signage plus promotion on-screen)

**£7,500**

### **Bespoke Additional Opportunities (price on application)**

Delegate Drinks Reception (in seminar theatre – day one); After-show Drinks (day one);  
Conference Dinner, Disruptor Zone, Website, Registration

### **Attendee and Delegate Rates**

Pre-registered exhibition attendees: free entry

Entrance on the day (non-pre-registered): £50

Conference Delegates (2 day pass): £695

### **Payment schedule**

40% (upon signature) + 30% (payable by 31st May) + 30% (payable by 30th September)

**London Info International 2017** will take place at:

**Business Design Centre**

**52 Upper Street**

**London N1 0QH**

**Nearest Underground Station: Angel**



**Webinars:** "London Info Talks" - new engagement programme starting February

LII is hosting regular webinars on specific topics helping our exhibitors engage with their target audience both before and during the event

**£1,000**



# LONDON INFO INTERNATIONAL

Please complete this contract form and return to:

**Info International, Cedar House, Glade Road, Marlow, SL7 1DQ**

Email : [sales@info-international.co.uk](mailto:sales@info-international.co.uk)

Office : +44 (0)1628 947 950

Mobile : +44 (0)7920 567 500

## EXHIBITOR DETAILS

Company Name:

Stand Name:

(if different from company name)

Address:

Postcode:

Authorised Contact:

Tel:

Mobile:

Country:

Website Address:

Email Address:

(Invoice details if different from Exhibitor details)

Company Name:

Address:

Postcode:

Contact:

Tel:

Mobile:

Country:

Email Address:

## BOOKING DETAILS

The exhibitor hereby

orders Stand no:

Stand Cost: £

VAT: £

**Total Cost: £**

Type of stand / sponsorship:

Entry level (£2,250)

Add-on lights, elec., furniture (£250)

Silver Package (£4,950)

Gold Package (£8,950)

Headline Sponsor (£14,950)

## PAYMENT DETAILS

40% (upon signature) + 30% (payable by 31st May 2017) + 30% (payable by 30th September 2017)

Payment to be transferred to:

Account name: **Info International Ltd.** Account number:

**62366394**

Sort code: **60-15-07**

Swift code: **NWBK GB2L**

IBAN number: **GB 80 NW BK 601507 62366394**

Cancellation charges: The exhibitor is liable for and shall forfeit 100% of the stand rental together with the full cost of any additional services ordered. (Total cost shall be the amount set out on this order form).

## HEALTH & SAFETY CONTACT

All exhibitors are required to nominate a member of staff to be responsible for Health & Safety matters during the exhibition, including during build up and breakdown. A second name should be provided wherever possible to ensure that in the event of an emergency a contact is available at all times. Any subsequent changes to personnel must be advised.

Name \_\_\_\_\_ Tel \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Tel \_\_\_\_\_ Email \_\_\_\_\_

## EXHIBITOR'S DECLARATION

I am authorised to certify on behalf of the exhibitor that: The exhibitor and his agents will abide by the London Info International Exhibition Policy Rules and Regulations (see overleaf for details), the Conditions of Participation and Technical Regulations, the Regulations of the Local Authority, The Exhibition Facility's Rules and Regulations and all relevant Health & Safety Regulations:

Name \_\_\_\_\_ Tel \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ Position \_\_\_\_\_

## EXHIBITOR TERMS AND CONDITIONS

### 1. APPLICATION AND AGREEMENT

- 1.1. To indicate your intention to take part in the event, you must return to us a completely filled in form with your legally binding signature
- 1.2. By signing and returning the form, you acknowledge that the Exhibitor Terms and Conditions of Participation and the Technical Guidelines outlined in the Exhibitor Manual are binding for your company as part of the contract.

### 2. ALLOCATION AND LICENCE OF STAND SPACE

- 2.1. The Stand Space is licensed to the Exhibitor (in common with the Organiser and all others authorised by the Organiser) on a non-exclusive basis in accordance with this Agreement. The term of this licence shall be for the duration of the Exhibition (and for such reasonable time spent in promptly removing the Exhibits and marketing material from the Stand Space after the Exhibition has concluded or until the licence is otherwise terminated or cancelled in accordance with this Agreement.
- 2.2. The Exhibitor is not permitted to sub-license the Stand Space allocated to it, either wholly or in part, or otherwise part with or share possession of all or any part of the Stand Space without the prior written consent of the Organiser
- 2.3. The Organiser will use reasonable endeavours to notify the Exhibitor of any changes or alterations to the Stand Space, its location or the Exhibition as a whole which materially and detrimentally impact on the Exhibitor's rights under this Agreement. The Exhibitor acknowledges and agrees that such changes and alterations may be required to be made by the Organiser to benefit and safeguard the value of the Exhibition as a whole, to the potential detriment of any individual Exhibitor(s).
- 2.4. The Organiser reserves the rights to determine, and if it deems necessary, alter at its sole discretion:
  - 2.4.1. the location and/or size of the Venue;
  - 2.4.2. the opening hours for the Exhibition;
  - 2.4.3. the term or duration of the Exhibition;
  - 2.4.4. the date or dates on which the Exhibition is to be held;
  - 2.4.5. the Stand Space allocated to the Exhibitor and its location;
  - 2.4.6. the layout of the Exhibition generally;
  - 2.4.7. the entrances and exits to and from the Exhibition; and
  - 2.4.8. any and all other technical or administrative details in respect of the Exhibition.

### 3. FEES AND PAYMENT

- 3.1. The Exhibitor agrees to pay the total stand space fee in accordance with the amounts and payment terms set out in the Contract Form.
- 3.2. Unless otherwise agreed by the parties and stated on the Contract Form, Fees shall be paid by the Exhibitor within 30 days of the date of the Organiser's invoice for such Fees.
- 3.3. In the event the Exhibitor fails to meet any payment obligations, (whether as to the amounts or date of payment), then the Organiser shall be entitled in its sole discretion to deem that the Exhibitor has cancelled its requirement for Stand Space and to exercise its rights pursuant to clauses 9.
- 3.4. The Fees and any Cancellation Charges are stated as being exclusive of VAT which shall be payable, if applicable, by the Exhibitor in addition.
- 3.5. If any amounts payable under this Agreement are not paid to the Organiser by their due date for payment (whether Fees, Cancellation Charges or otherwise), then the Organiser shall be entitled to charge interest on such sum from the due date for payment at the annual rate of 4% above the base lending rate from time to time of HSBC Bank plc, accruing on a daily basis and being compounded quarterly until payment is made, whether before or after judgment.

### 4. STAND SPACE AND EXHIBITS

- 4.1. The Exhibitor shall abide by and observe all requirements, laws, rules and regulations (including but not limited to those set out in the Exhibitor Manual) whether imposed by the Organiser, the proprietors or managers of the Venue or any municipal, governmental or other competent authority. The Organiser agrees to provide the Exhibitor with reasonable notice of any material change in the requirements, laws, rules and regulations from the date of this Agreement which impact on the Exhibitor.
- 4.2. The Exhibitor acknowledges and agrees that it is a condition of this Agreement that it uses the official contractors appointed by the Organiser as detailed in the Exhibitor Manual. Official Contractor rates are as set out in the Exhibitor Manual, or as otherwise notified in writing by the Organiser. The Exhibitor shall be directly responsible for payment for all contractor services used by the Exhibitor and the supervision of such services.
- 4.3. Plans for specially built stands or displays, other than those for Stand Space using Shell Scheme, must be submitted to the Organiser or its appointed representative in good time for audit and approval before construction is ordered or commenced.
- 4.4. If in the opinion of the Organiser, the Exhibitor's stand, Shell Scheme, or other display extends beyond the allocated Stand Space or is otherwise not in compliance with this Agreement, the Organiser may at its sole discretion: (i) charge the Exhibitor for the extra Stand Space so occupied at the prevailing rate, or (ii) require the Exhibitor to move or alter its stand or Shell Scheme so that the allocated Stand Space is not exceeded and the Exhibitor agrees to pay all costs and expenses related there to.
- 4.5. The Exhibitor shall be entitled to exhibit only those Exhibits specified in the Contract Form or otherwise prior approved by the Organiser in writing. If the Organiser determines, at its sole discretion, that an Exhibit is inappropriate for the Exhibition then the Exhibitor shall remove such Exhibit immediately upon receiving notice from the Organiser.
- 4.6. On the first day of the Exhibition, the Exhibitor must occupy the Stand Space allocated to it no later than the opening time of the Exhibition. In the event that the Exhibitor fails to do so, then (without prejudice to the Organiser's other rights and remedies) the Organiser shall be entitled to deem that the Exhibitor has cancelled its requirement for the Stand Space and to exercise its rights pursuant to clauses 9.
- 4.7. No unauthorised advertising or promotional activity by whatever means shall be carried out by or on behalf of exhibitors away from their stands or in the vicinity of the Exhibition Halls or outside the Venue other than on Venue approved sites or those provided by the Organiser within the Halls. The purpose of this Rule is to prevent overt advertising and promotional activity anywhere other than on an exhibitor's own stand. The organisers shall at their absolute discretion be the arbiters of what constitutes overt advertising and promotional activity.
- 4.8. The Exhibitor shall be responsible and liable for obtaining appropriate consents to and licences for its use of all intellectual property rights in any Exhibits or other materials used in connection with the Exhibition.

### 5. EXHIBITOR'S REPRESENTATIVES

- 5.1. The Exhibitor shall supply to the Organiser the name of at least one person to be its representative in connection with the installation, operation and removal of the Exhibits and shall ensure that such person is available to be contacted by the Organiser at all times during the opening hours of the Exhibition and reasonably available at other times during the Exhibition period.
- 5.2. The Exhibitor shall be responsible and liable for the conduct of all stand personnel and any other person associated or connected with the Exhibitor. The Organiser reserves the right in its absolute discretion to exclude or remove from the Exhibition any person whose presence or behaviour is undesirable and/or potentially unlawful, harmful, disrespectful and/or causing a nuisance to other Exhibitors and/or Exhibition visitors.

### 6. STAND SHARING

- 6.1. If the Exhibitor wishes to have any Stand Sharer at the Stand Space, then it shall be indicated on this Exhibitor Contractor Form
- 6.2. Notwithstanding any stand sharing arrangement, the Exhibitor shall remain fully and wholly liable for the full amount of the Fees. The Exhibitor shall ensure that any approved Stand Sharer complies with this Agreement and the Exhibitor shall be responsible and liable for any act, omission or default of such Stand Sharer and shall indemnify and keep indemnified the Organiser against any damages, losses, costs or expenses the Organiser may incur in connection with any Stand Sharer.

### 7. REMOVAL OF EXHIBITS AND MARKETING MATERIALS

- 7.1. The Exhibitor shall comply with all provisions of the Exhibitor Manual in relation to the removal of Exhibits and dismantling of the contents of the Stand Space. All movements of Exhibits in and out of the Exhibition must be handled by the official contractors specified in the Exhibitor Manual.
- 7.2. In order to comply with health and safety regulations, no Exhibit shall be packed, removed or dismantled during Exhibition hours or prior to the closing of the Exhibition without the prior written permission from the Organiser.
- 7.3. The Exhibitor will be liable for all storage and handling charges imposed by the Organiser acting reasonably which result from the Exhibitor's failure to remove all Exhibits from its Stand Space in accordance with this Agreement.
- 7.4. The Exhibitor must surrender any occupied Stand Space in its original condition.
- 7.5. The Exhibitor shall on demand indemnify and keep indemnified the Organiser for any damage caused by the Exhibitor, its employees, agents or contractors, or any Stand Sharer to the Venue and/or to any Stand occupied by the Exhibitor, or any possessions or property of other Exhibitors.

### 8. INSURANCE

- 8.1. Exhibitors shall indemnify the Organiser and the Exhibition Hall Management against all costs, claims, demands and expenses to which they may in any way be subject to or liable as a result of any loss, injury, death or damage to property however caused by the Exhibitors' products, agents or employees.
- 8.2. Exhibitors are required to insure their legal liabilities including liability for damage or injury to the Organiser, Exhibition Hall Management or third parties. Each Exhibitor should insure for an indemnity of sufficient amount but not less than £2,000,000 Public/Products Liability.
- 8.3. The Organiser does not accept liability and will not any indemnify liability to Exhibitors or their employees or agents in respect of any direct or indirect damage or loss

### 9. EXHIBITOR'S CANCELLATION OR MODIFICATION OF STAND SPACE

- 9.1. If the Exhibitor wishes at any time prior to the Exhibition to cancel its Stand Space, it shall:
  - 9.1.1. provide immediate written notice to the Organiser; and
  - 9.1.2. pay the Cancellation Charge within 30 days of the date of the Exhibitor's written notice
- 9.2. If the Exhibitor wishes to modify its Stand Space it shall send a written request to the Organiser, stating the reason for the proposed modification, which the Organiser shall be entitled to accept, reject or condition at its reasonable discretion.
- 9.3. The Exhibitor hereby acknowledges that the Cancellation Charge represents a reasonable pre-estimate of the likely losses and costs that would be incurred by the Organiser as a result of the Exhibitor's cancellation or modification and that they do not represent a penalty. For the avoidance of doubt, the Organiser is not required to mitigate its losses and/or costs in such circumstances and the Cancellation Charge shall remain payable even where the Organiser is able to reallocate or resell the Stand Space.

### 10. POSTPONEMENT AND CANCELLATION BY ORGANISER

- 10.1. The Organiser shall be relieved of its obligations under this Agreement in the event that the holding of the Exhibition by the Organiser, the performance by the Organiser of any of its material obligations under this Agreement and/or the attendance at the Exhibition by the Exhibitors and/or any other exhibitor and/or any visitors is impossible, illegal or substantially or materially interfered with, due to any cause or causes beyond the reasonable control of the Organiser or the providers of the Venue including, without limitation, any of the following: act of God, governmental act, war, fire, flood, explosion, civil commotion, armed hostilities, act of terrorism, revolution, blockade, embargo, strike, lock-out, sit-in, industrial or trade dispute, adverse weather, disease, risk to public health, accident to or breakdown of plant or machinery, shortage of any material, labour, transport, electricity or other supply, regulatory intervention, general advice or recommendation of any government (including any government agency or department), regulatory authority or international agency against travel, exhibitions and/or public gatherings, or the Venue becomes unavailable and/or unfit for occupancy and/or use ("force majeure").
- 10.2. In the event of force majeure, the Organiser may cancel, postpone or bring forward the Exhibition or change the Venue or otherwise alter the Exhibition.

### 11. TERMINATION

- 11.1. This Agreement may be terminated by the Organiser at any time by written notice to the Exhibitor upon the occurrence of any of the following events:
  - 11.1.1. the Exhibition is cancelled in accordance with Clause 10.1 above;
  - 11.1.2. the Exhibitor fails to arrange insurance cover in accordance with the provisions of clause 8;
  - 11.1.3. payment of Fees is not made by the Exhibitor in accordance with this Agreement;
  - 11.1.4. the Exhibitor ceases to carry on business, becomes insolvent or, enters into or takes or is subject to any form of winding up, administration, receivership, liquidation, bankruptcy, arrangement with creditors generally or any other insolvency procedure in respect of it or any of its assets, or suffers from enforcement of security or legal process or repossession or any event analogous to any of the above in any jurisdiction;
  - 11.1.5. the Exhibitor or relevant attending employees, contractors or other of its personnel is or are convicted of any criminal offence or otherwise so conduct itself/themselves so as to bring itself, the Exhibition or the Organiser into disrepute;
  - 11.1.6. the Exhibitor is in breach of any provision of this Agreement;
  - 11.1.7. the Exhibitor is in breach of any applicable local legislation, rules or regulations.
- 11.2. If this Agreement is terminated under any of Clauses 11.1 inclusive above then: (i) the Organiser shall be entitled to re-allocate and/or resell the Stand Space; (ii) all payments made in respect of the Stand Space shall be retained by the Organiser and forfeited by the Exhibitor; and (iii) the Organiser shall have the right to invoice for and (within 30 days of the date of such invoice) the Exhibitor shall pay the balance of the Fees and for any loss of damage suffered or additional expenses incurred by or on behalf of the Organiser as a consequence of such termination.