

# THE LONDON INVESTOR SHOW

NEXT EVENT:

**FRIDAY 19<sup>th</sup>  
OCTOBER | 2018**

**NOVOTEL LONDON WEST**

## Key Statistics

### DATE OF INCEPTION:

November 2010

### AVERAGE ATTENDEES:

2500

### TYPICAL PROFILE:

Medium to longer-term private investor, actively managing all, or part, of their investment portfolio and making their own investment decisions.

### TOPICS COVERED:

Investment training and education

### PREVIOUS SPONSORS:



## BACKGROUND

The flagship event, the London Investor Show was launched in November 2010 to provide private investors with access to independent investment training and financial education. Each year, organisers invite some of the leading investment experts and market commentators to host workshops, present seminars, give their views on the panel sessions and take part in Investors Question Time – all with the single aim of assisting private investors to build and run a successful, and profitable, investment portfolio.



Drawing the winner of the VectorVest tablet, at the free Prize Draw

An exhibitor explaining their service to an investor at the London Investor Show

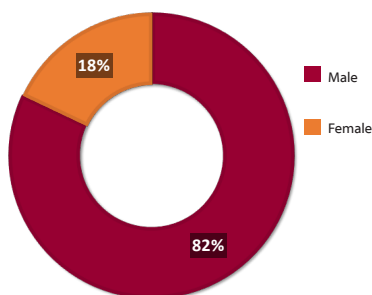


The Lunchtime Summit in action

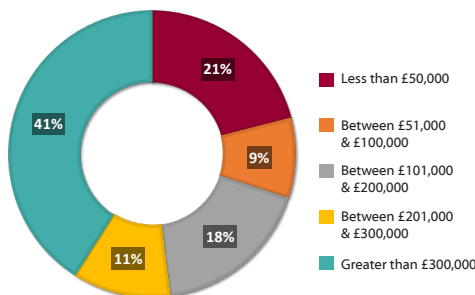
Delegates in the ShowCase Theatre watching a presentation

See below for the latest research results on attendees.

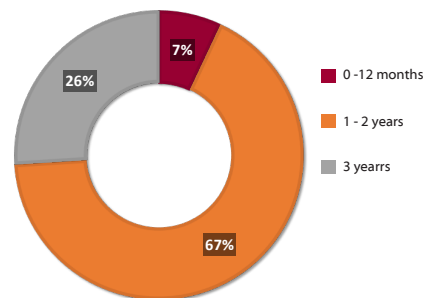
### Male/Female Percentage



### Portfolio Size



### How much investing/trading experience do you have?



TO PARTICIPATE IN THE LONDON INVESTOR SHOW, PLEASE CONTACT:

**LISA CAMPBELL**  
Managing Director

+44 (0)20 7193 4541  
lisa@icuk.media

**JUSTIN SHORT**  
Senior Sales Manager

+44 (0) 1249 721567  
justin@icuk.media

**CAROLINE DYKES**  
Senior Sales Manager

+44 (0)20 3289 5490  
caroline@icuk.media

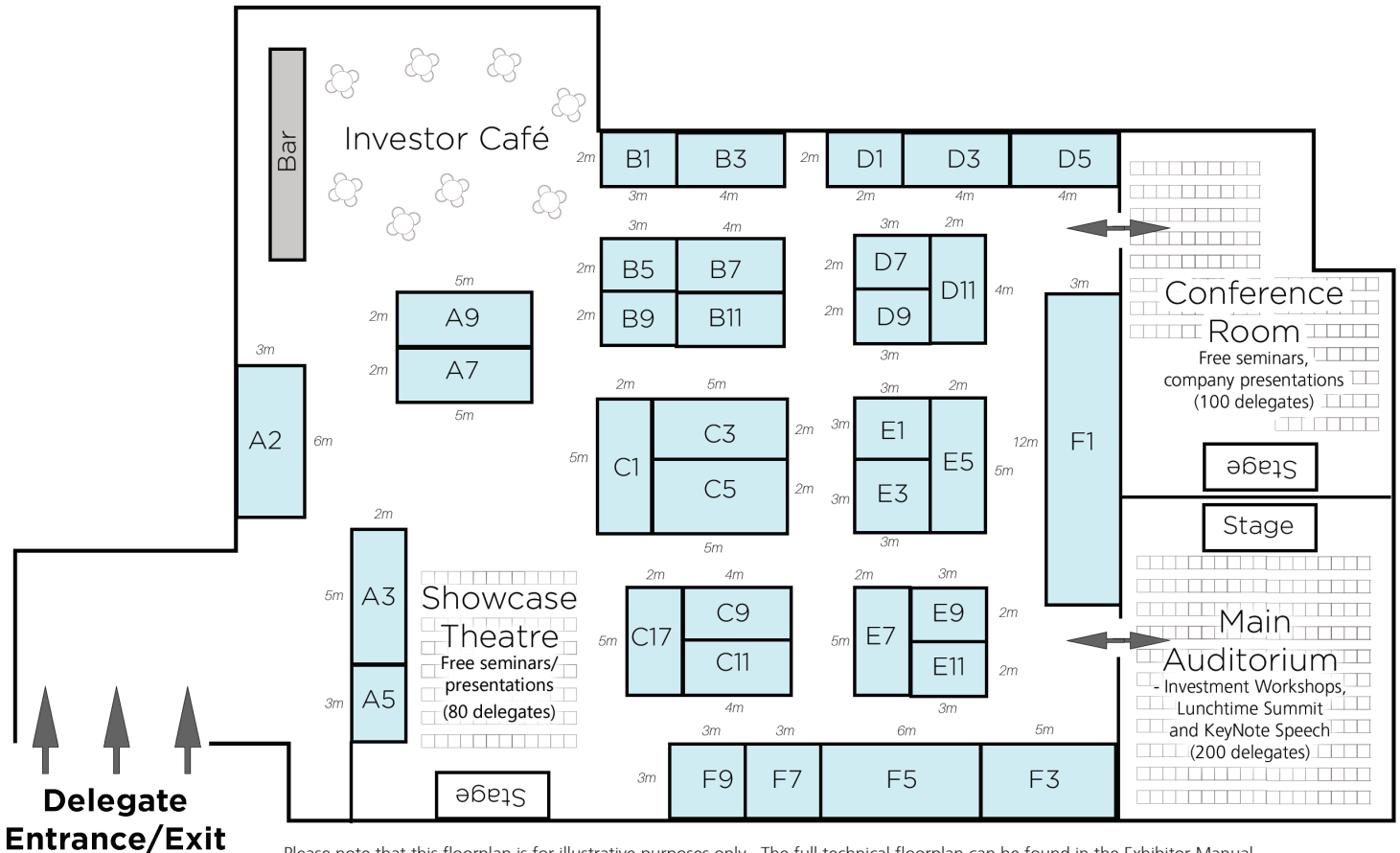
# THE LONDON INVESTOR SHOW

**FRIDAY 19<sup>th</sup> OCTOBER | 2018**

**NOVOTEL LONDON WEST**

## FLOORPLAN

Doors Open: 9.30am  
Doors Close: 5.00pm



Please note that this floorplan is for illustrative purposes only. The full technical floorplan can be found in the Exhibitor Manual.



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# PLANNING YOUR PARTICIPATION - OPTIONS

Please see below for full details of options available. Ideally, you should choose at least one item from each section to provide the optimum exposure and maximum impact for your business through the events. If you would like to discuss requirements in more detail, or are seeking a package that is tailored to your precise requirements, please contact [sales@icuk.media](mailto:sales@icuk.media) and we will be pleased to assist.

YES? PRE-EVENT AWARENESS	YES? ON-THE-DAY	YES? POST-EVENT COMMUNICATION
<ul style="list-style-type: none"> <li>✓ Unique Email to pre-registered delegates</li> <li>✓ Sponsor the Delegate Ticket Mailing Pack</li> <li>✓ Sponsor the weekly Event News email</li> <li>✓ Sponsor the Confirmation Email</li> <li>✓ Invite your existing clients to visit, with a complimentary ticket*</li> <li>✓ Provide sponsored posts for social media channels</li> <li>✓ Sponsor the Event App</li> <li>✓ Sponsor the pre-event webinar series</li> </ul> <p><small>*exhibitors are provided with a voucher code for distribution to existing clients and prospects, allowing them to attend the event with a complimentary ticket, worth £25.</small></p>	<ul style="list-style-type: none"> <li>✓ Exhibit</li> <li>✓ Speak (with option to receive video recording for post-event marketing purposes)</li> <li>✓ Advertise in the Event Guide</li> <li>✓ Sponsor the branded wrap on the Event Guide</li> <li>✓ Provide an Advertorial for the Event Guide</li> <li>✓ Place an insert into the Delegate Welcome Pack</li> <li>✓ Sponsor an area within the event</li> <li>✓ Provide sponsored posts for the event app</li> </ul>	<ul style="list-style-type: none"> <li>✓ Unique email to all attendees</li> <li>✓ Sponsor the Event Highlights thank you email</li> <li>✓ Provide sponsored posts for social media channels</li> <li>✓ Email to attendees inviting them to view recording of your session/ seminar</li> <li>✓ Sponsor the post-event webinar series</li> </ul>

## PRE-EVENT AWARENESS

<ul style="list-style-type: none"> <li>✓ <b>UNIQUE EMAIL TO PRE-REGISTERED DELEGATES</b> £1,450</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>PROVIDE SPONSORED POSTS FOR SOCIAL MEDIA DISTRIBUTION</b> £175 Per post. ICUK will distribute via Facebook and Twitter at date and time to be agreed.</li> </ul>
<ul style="list-style-type: none"> <li>✓ <b>SPONSOR THE DELEGATE TICKET MAILING PACK (limited to 2 companies)</b> £6,750 Your company logo appears on the outer envelope; includes A5 insert (provided by client) and one sentence within the Welcome Letter.</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>SPONSOR THE EVENT APP (EXCLUSIVE)</b> £8,000 Delegates will be encouraged to download and use the event app to keep up-to-date with news on the event, and to be in touch on the day, with alerts on special offers, new speakers, asking for their votes and other applications. On average, 80% of delegates tend to download the event app*. Sponsors logo will appear on flash screen, and on each app page, with 4 "push" notifications included, to be sent out at date and time to be agreed. <small>*SOURCE: Attendify</small></li> </ul>
<ul style="list-style-type: none"> <li>✓ <b>SPONSOR THE WEEKLY EVENT NEWS EMAIL - distributed to the ICUK previous delegate database of 21,000 investors and traders for four weeks prior to each event (limited to 2 companies)</b> £5,500 Sponsors credited at top of newsletter, with link. Includes sponsor box within email to carry logo, text and link.</li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>SPONSOR THE PRE-EVENT WEBINAR SERIES (limited to 3 companies)</b> £4,500 Includes invitation to provide a speaker for one or more of the four weekly webinars in the lead up to the event.</li> </ul>
<ul style="list-style-type: none"> <li>✓ <b>SPONSOR THE CONFIRMATION EMAIL (limited to 2 companies)</b> £6,450 Each time a delegate registers to attend the event, they receive an automatic confirmation by email. Sponsors can include a paragraph within this email, and a small banner ad.</li> </ul>	

TO BOOK YOUR PACKAGE, PLEASE COMPLETE AND RETURN THE EXHIBITOR APPLICATION FORM.

If you have any questions, please don't hesitate to contact us:

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## EXHIBIT

Choose one of the ready-made Packages:



### RUBY

- 3m x 2m shell scheme stand;
- full page colour ad in the Event Guide;
- 1 x unique email to ICUK database post-event

£4,995



### SAPPHIRE

- 4m x 2m shell scheme stand;
- full page colour ad in the Event Guide;
- 2 x unique emails to ICUK database post-event

£6,995



### EMERALD

- 4m x 3m shell scheme stand;
- full page colour ad in the Event Guide;
- 2 x unique emails to the ICUK database post-event;
- 1 x insert into the Delegate Welcome Pack
- 1 x 30 minute Speaking/Seminar/Presentation.

£9,975

## SPEAK

### HOST YOUR OWN SEMINAR/PRESENTATION

Exhibitors £1,750

Non-exhibitors £2,500

Provision of video recording £750

Video interview on your stand, edited £550

## ADVERTISE

### ADVERTISE IN THE EVENT GUIDE

Full page colour ad (A4) £1,250

Advertorial (provide a 500 word article for the Event Guide) £1,450

Branded Wrap - sealed around each Event Guide (400 mm wide) (exclusive) £2,950

A strip of paper, wrapped around each Event Guide, and carrying your company message and branding. A/W provided by client.

Place an insert into the Delegate Welcome Pack £1,750

Or, choose individual items:

3m X 2m SHELL SCHEME STAND £3,300

3m X 3m SHELL SCHEME STAND £4,950

4m X 2m SHELL SCHEME STAND £4,400

6m X 2m SHELL SCHEME STAND £6,540

6m X 3m SHELL SCHEME STAND £9,540

Space Only \_\_\_ m X \_\_\_ m £455 per sq m

### What's included with a shell scheme stand?

Shell scheme stands come with white walls, carpeting, company nameboard across the front and free wi-fi internet access.

Your company logo and description (up to 150 words) will be listed on the website and hosted within the event app.

Exhibitor listings, with company logo and description are reproduced within the hard copy, A4 Event Guide distributed to all delegates as they arrive at the event, and kept after the show as a useful reference guide.

## SPONSOR

Sponsor the Delegate Welcome Pack £6,250

Sponsor the Lanyards (EXCLUSIVE) £5,500

Sponsor the Delegate Badges (EXCLUSIVE)

Sponsor the Delegate Badges, worn by all delegates, exhibitors and speakers at the event £3,250

Sponsor the Catering Area (EXCLUSIVE)

Includes accreditation as sponsors "Welcome to the XXXX Investment Café" plus 3 free-standing banners, branded tablecloths and branded napkins £6,750

Provide sponsored posts for the event app £175 per post



## POST-EVENT COMMUNICATION

UNIQUE EMAIL TO EVENT ATTENDEES £800

SPONSOR THE EVENT HIGHLIGHTS THANK YOU EMAIL £600

SPONSORED POSTS FOR SOCIAL MEDIA £175 per post

EMAIL TO ATTENDEES INVITING THEM TO VIEW RECORDING OF TALK/SEMINAR/PRESENTATION £800

SPONSOR THE POST-EVENT WEBINAR SERIES £4,500



# EXHIBITOR APPLICATION FORM

Please tick relevant event(s)

- LONDON INVESTOR SHOW** - Friday, 19th October 2018, Novotel London West, Hammersmith, W6
- LONDON CRYPTOCURRENCY SHOW** - Saturday, 20th October 2018, Novotel London West, Hammersmith, W6
- MANCHESTER INVESTOR SHOW** - Friday, 9th November 2018, The Mercure Manchester Piccadilly, Portland Street, M1 4PH
- LONDON FOREX SHOW** - Friday, 22nd February 2019, Novotel London West, Hammersmith, W6

**PLEASE INDICATE YOUR REQUIREMENTS BELOW. ONCE COMPLETE, PLEASE SIGN, DATE AND EMAIL TO sales@icuk.media THANK YOU.**

Contact Name:	Company:
Address:	
City:	Postcode:
Country:	Event Contact:
Direct tel:	Email:

Preferred Stand No. London Investor Show:

Preferred Stand No. London CryptoCurrency Show:

Preferred Stand No. Manchester Investor Show:

Preferred Stand No. London Forex Show:

PRE-EVENT AWARENESS	RATE:	TOTAL:
Unique email to pre-registered delegates	£1,450	
Sponsor the Delegate Ticket Mailing Pack (limited to 2 companies)	£6,750	
Sponsor the weekly Event News email (limited to 2 companies)	£5,500	
Sponsor the Confirmation Email (limited to 2 companies)	£6,450	
Provide sponsored posts for social media distribution	£175 per post No: _____	
Sponsor the Event app (exclusive)	£8,000	
Sponsor the pre-event webinar series (limited to 3 companies)	£4,500	

SPONSORSHIP CONT:	RATE:	TOTAL:
Full page colour ad (A4) in Event Guide	£1,250	
Advertorial	£1,450	
Branded Wrap	£2,950	
Insert into the Delegate Welcome Pack	£1,750	
Sponsor the Delegate Welcome Pack	£6,250	
Sponsor the Lanyards (EXCLUSIVE)	£5,500	
Sponsor the Delegate Badges (EXCLUSIVE)	£3,250	
Lanyard and Badge Sponsorship together	£7,750	
Sponsorship of Catering Area	£6,750	
Sponsored Event App Posts No: _____ Total: _____	£175 Per post	

## ON-THE-DAY

EVENT PACKAGES	RATE:	TOTAL:
RUBY	£4,995	
SAPPHIRE	£6,995	
EMERALD	£9,975	

EXHIBITING	RATE:	TOTAL:
3m x 2m shell scheme stand	£3,300	
3m x 3m shell scheme stand	£4,950	
4m x 2m shell scheme stand	£4,400	
6m x 2m shell scheme stand	£6,540	
6m x 3m shell scheme stand	£9,540	
Space Only _____ m x _____ m	£455 Per Sq m	

SPEAK Host your own seminar/presentation	RATE:	TOTAL:
Exhibitors	£1,750	
Non-exhibitors	£2,500	
Provision of video recording	£750	
Video interview on your stand, edited	£550	

SPONSORSHIP	RATE:	TOTAL:
Headline Sponsorship	Price on Application	
Gold Sponsorship	£25,000	
Silver Sponsorship	£18,000	
Bronze Sponsorship	£15,000	

POST-EVENT COMMUNICATION	RATE:	TOTAL:
Unique email to event attendees	£800	
Sponsor the Event Highlights "Thank You email"	£600	
Sponsored posts for social media No: _____ Total: _____	£175 per post	
Email to attendees inviting them to view recording of talk/seminar/presentation	£800	
Sponsor the post-event webinar series	£4,500	

**NOTES/SPECIAL REQUIREMENTS**

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SUB TOTAL	
VAT@20%	
TOTAL	

I have read and agreed to the terms and conditions overleaf.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your booking We look forward to welcoming you to your chosen event(s). Your electronic Exhibitor Manual, containing full specifications and all relevant details, deadline dates and other important information will be emailed to you upon receipt of this signed application form.

# Investor Conferences Exhibition Terms and Conditions

## 1) Definition

In these conditions 'Exhibitor' means any person, company or organisation who has made application for and who has been granted area in the any of the London Investor Show or Manchester Investor Show Exhibitions. The terms 'Exhibition' means any event organised by Investor Conferences (UK) Ltd. The term 'Organiser' means Investor Conferences (UK) Ltd or its assignees. 'Terms' shall mean these Terms and Conditions. Words importing the singular include the plural and vice versa and a word importing one gender includes other genders.

## 2) Application

Application for stand area at the Exhibition must be on the Organiser's official Application Form. The Organiser may at its discretion accept applications by purchase order, in writing, by telephone, by facsimile, by accepting a deposit payment in lieu of written application or by e-mail provided that these Terms shall apply to any such application and shall constitute the entire agreement between the Organiser and the Exhibitor. Until the completed Application Form has been received and accepted by the Organiser, the Organiser has the right without giving notice to the Exhibitor to reallocate the stand area to another exhibitor. Upon acceptance of the Application Form by the Organiser there shall be a contract between the Organiser and the Exhibitor and these Terms apply.

## 3) Allocation of Stand Area

Every effort shall be made to allocate to the Exhibitor the stand area that has been ordered. However to facilitate an effective layout of the Exhibition and if the Organiser believes it to be in the best interest of the Exhibition, the Organiser has the right to reallocate stand area. The reallocated stand area shall not be more than 10% greater or less than the stand area which has been booked.

## 4) Cancellation

If the Exhibitor wishes at any time prior to the Exhibition to cancel or reduce the stand area allocated to him, then a written request stating the reasons for cancellation or reduction must be sent to the Organiser by Recorded Delivery. For the avoidance of doubt the Organiser shall not be obliged to accept the Exhibitors request of reduction. The date of cancellation shall be the date of the recorded delivery to the business premises of the Organiser. In the event that the Organiser accepts the Exhibitors notice of cancellation or reduction of his stand area, or in the event that the Organiser terminates the contract with the Exhibitor for whatever other reason, the Organiser shall have the absolute discretion (but without prejudice to any other right or remedy available to the Organiser and without being under any liability to refund or reduce any payments due under these Terms) to reallocate or resell the stand area allocated to the Exhibitor and to apply the following cancellation charges:

Time of Cancellation occurring prior to the Exhibition	Cancellation Charge
More than 2 months	50%
Less than 2 months	100%

The Exhibitor hereby acknowledges that the above amount represents reasonable compensation for the costs incurred by the Organiser as a result of the Exhibitor's cancellation and that they do not represent a penalty.

## 5) Reduction of Area

In the event that the Exhibitor notifies the Organiser in accordance with paragraph 4 that he wishes to reduce the size of his stand area, the Organiser shall be entitled to resell or reallocate such stand area and to apply the scale of cancellation charges set out in the table in paragraph 4 above to the total cost according to the amount by which the original stand area allocated to the Exhibitor is reduced.

## 6) Stand Area and Exhibits

The Exhibitor must occupy the area allocated to him by show opening time on the first day of the Exhibition. In the event that the Exhibitor fails to do so, he shall be deemed to have cancelled his stand area booking and the Organiser shall be entitled to resell or reallocate such stand area and the provisions of paragraph 4 relating to cancellation charges shall apply. The Exhibitor acknowledges that he shall only be entitled to use contractors other than the official contractors appointed by the Organiser when the Exhibitor has obtained the prior written consent of the Organiser. Full details of any Shell Scheme provided by the Organiser will be supplied in the London Investor Show Exhibitor Manual. The Exhibitor must submit to the Organiser plans for specially built stands or displays other than those constructed from Shell Scheme. If, in the opinion of the Organiser, the Exhibitor's stand or display extends beyond his allocated area, the Organiser may, at its sole discretion, charge the Exhibitor for the extra space occupied at the prevailing rate. The Exhibitor shall be entitled to exhibit only those matters specified on the Exhibitor Application Form. The Exhibitor must not display his exhibits in a manner which would in the opinion of the Organiser obstruct the light or impede the view along the gangways or open areas of the Exhibition or occasion inconvenience or to otherwise affect the display of any other Exhibitor. No acceptance by the Organiser or the Exhibitor's Application Form or allocation of the Exhibitor's name to any particular part of any Exhibition Floor Plan or stand number will constitute any agreement, warranty or representation by the Organiser that the Exhibitor is entitled to exhibit at the Exhibition in such particular location. The Organiser reserves the right without being required to give notice to Exhibitor to alter the layout of any Exhibition Floor Plan or position of any stand at any time. The Organiser and any other person either authorised by the Organiser or having an interest in the premises shall without notice be entitled to access at all reasonable times, before, during and after the Exhibition to the Exhibitor stand and for this purpose the Organiser or any person shall be entitled to use such force as may be necessary without incurring liability whatsoever to the Exhibitor. Should any dispute arise as to the stand area allocation, the extent of any extra area deemed by the Organiser to be occupied by the Exhibitor beyond that allocated or as to the Exhibitors right to display

any Exhibits, the decision of the Organiser shall be binding.

## 7) Exhibitors Representative and Passes

The Exhibitor must supply to the Organiser the name of at least one person to be his representative in connection with the installation, operation and removal of his exhibits.

In order to ensure only official access to the Exhibition areas, the exhibitor and his personnel and contractors will be issued with non-transferable passes. No admission to the Exhibition areas will be allowed unless this pass is presented. The Exhibitor will be required to provide the Organiser at least two weeks before the final day of build-up a list detailing the personnel who will be present on the stand and day(s) on which each person is likely to be in attendance.

## 8) Duration of Exhibition

Details of Exhibition hours are given in the London Investor Show Exhibitor Manual. During these times the Exhibitors staff must adequately man stands with the exhibits fully set up.

## 9) Removal of Exhibits

No exhibit shall be packed, removed, or dismantled prior to the closing of the Exhibition without written permission of the Organiser. If the Exhibitor gets in breach of this provision he shall pay to the Organiser, by way of compensation for the detraction to the Exhibition's appearance and in addition to all sums otherwise payable to the Organiser under these Terms, a sum equal to one third of the total amount payable by the Exhibitor for the allocated stand area. The Organiser reserves the right in his absolute discretion to require the Exhibitor to remove any exhibit specified on the Application Form or which has been exhibited at the Exhibition. The Exhibitor will be liable for all storage and handling charges resulting from his failure to remove all exhibits and display materials from his allocated stand area. The Exhibitor must surrender any occupied Shell Scheme in its original condition. The Exhibitor shall make good and indemnify the Organiser for any damage cause by the Exhibitor, his employees, agents or contractors to the Exhibition premises or to any Shell Scheme occupied by the Exhibitor.

## 10) Attendance

The Exhibitor acknowledges that the Organiser shall not be held responsible for the failure of all or any other contracted Exhibitor's to attend the Exhibition or the failure of any number of attendees to attend the Exhibition for any reason beyond the reasonable control of the Organiser.

## 11) Exclusion of Personnel

The Organiser reserves the right in its absolute discretion to exclude or remove from the Exhibition any person whose presence is or is likely to be undesirable and the Organiser may exercise such right notwithstanding that any such person is the employee, agent or contractor of the Exhibitor or otherwise in any way connected or associated with the Exhibitor.

## 12) Undesirable Activities

If it appears to the Organiser that the Exhibitor may be engaged in activities which are deemed to be contrary to the best interests of the Exhibition or which are unethical or immoral or in breach of the law, the Organiser may, without being under any liability to refund, or abate any charges paid or due herein cancel any stand area allocation which may have been made to the Exhibitor and require him forthwith to vacate the stand area allocated to him and refuse the Exhibitor the right to participate further in the Exhibition. Canvassing for orders, except by the Exhibitor on his own stand in the normal course of his business, is strictly prohibited and in any such case the right of expulsion referred to in paragraph 11 above will be exercised at once. The distribution or display by the Exhibitor of printed or other placards, handbills or circulars or other articles, except by the Exhibitor on his own display area is prohibited, except by prior written agreement from the Organiser. The sale of food, drinks, cigarettes or other smoking products or other consumable refreshments is prohibited.

## 13) Fire Precautions

All materials used for building, decorating, or covering stands or displays must be of non-flammable material. The Exhibitor must comply with all instructions given by the relevant authorities to avoid the risk of fire or any other risk.

## 14) Compliance with Regulations

The Exhibitor shall abide by and observe all requirements, laws, rules and regulations, whether imposed by the Organiser, the Proprietors or managers of the Exhibition building or any municipal or other competent authority.

## 15) Financial Services Legislation

The Exhibitor shall abide by the requirements of the Financial Services legislation and observe all rules and regulations imposed by the Financial Services Authority or any self-regulatory association. And breach of the clause by the Exhibitor, or any person acting for, or being perceived to be acting for the Exhibitor will lead to the cancellation of the stand area allocation as an undesirable activity and clause 12 will apply.

## 16) Electric Lighting and Power

In the event that the official contractors are appointed by the Organiser to carry out electrical work the Exhibitor shall be responsible for settling all accounts for electrical work carried out on and for electrical current consumed by the Exhibitor's stand or display directly with the contractor.

The Exhibitor shall ensure that all electrical installations on his stand area and all exhibits comply with any statutory or local regulations or requirements to which the Exhibition or Exhibitors may be subject.

## 17) Insurance

The Exhibitor shall carry public liability insurance against personal injury, death, or damage or losses of property by any course whatsoever. If proof in writing of such insurance is not received by the Organiser from the Exhibitor at least one month before the Exhibition commences, the Organiser, without being under liability to refund or abate any charges paid or due herein, may cancel any allocation of stand area to the Exhibitor and shall be entitled to resell or reallocate such area. The Exhibitor shall also ensure that he has full indemnity against

the usual risks in respect of all loss, damage or injury to goods and persons.

## 18) Cancellation or Change of Location or Date of Exhibition

In the event that by reason of any event outside the Organiser's reasonable control (including, without limitation, any strike or industrial action involving the Organiser's own workforce or Force Majeure) the Exhibition or any part thereof is prevented from being held in a particular location or on a particular date the Organiser shall be entitled in his absolute discretion to cancel, relocate or change the date of all or any part of the Exhibition or reduce the planned period for preparation, display or dismantling of the Exhibition and in such event any refund of payments to the Exhibitor shall be at the absolute discretion of the Organiser. Such refund, if given, shall be such proportionate share of the balance of the aggregate exhibit less received by the Organiser in relation to the Exhibition as the Organiser thinks fit after deducting expenses incurred by a reasonable compensation for the Organiser, but in no case shall the amount of any refund to the Exhibitor exceed the amount paid by the Exhibitor nor shall the Exhibitor be entitled to review or audit any of the Organiser's financial records.

The Exhibitor hereby acknowledges that in the event any of the circumstances referred to in paragraph 9 occur he shall have no right to any refunds, damages or expenses.

In the event the Exhibition (or part thereof) is cancelled by the Organiser for commercial reasons, including without limitation, lack of support, then all payments made by the Exhibitor to the Organiser will be refunded but the Exhibitor hereby agrees that in such circumstances he will have no further claims (whether for damages or otherwise) against the Organiser.

## 19) Default and Exhibitor's Insolvency

If the Exhibitor breaches or fails to perform or observe any obligations or restrictions set out in these Terms, or if the Exhibitor becomes bankrupt, ceases to carry on business, goes into liquidation, or has a receiver, administrative receiver, manager or administrator appointed in respect of any of its assets or enters into any composition with its creditors generally, or undergoes any similar or equivalent process in any jurisdiction then the Organiser shall be entitled without notice to the Exhibitor to terminate the contract with the Exhibitor forthwith and to resell, or reallocate the stand area allocated to the Exhibitor and the provision of paragraph 4 above relating to the cancellation of stand area shall apply.

## 20) Late Payment

If any amounts due from the Exhibitor to the Organiser are not received by the Organiser in cleared funds before 1430 hours on the due date for payment the Exhibitor shall pay, in addition, interest on the amount due at four percentage above the base lending rate in effect at that time and calculated on a daily basis (and compounded on the expiry period of each three months from the due date) in respect of the period from the due date until receipt by the Organiser as cleared funds.

## 21) Limitation of Liability

The Organiser, its employees or agents shall not be liable for any loss, theft, damage or injury to persons or property suffered by the Exhibitor, its employees or agents. Information given by the Organiser about the Exhibition is accurate in the best of its knowledge but does not constitute any warranty or representation by the Organiser and therefore any mistake or omission will not entitle the Exhibitor to cancel his stand area booking. Whilst the Organiser shall use its reasonable endeavour to organise and promote the Exhibition in such manner as its considers appropriate, the Organiser reserves the right to amend or vary the manner or methods of such organisation or promotion and therefore any statements made by or on behalf of the Organiser as to audience projections, or methods or timing of promotion shall constitute only general indications of the Organiser's promotion and organising strategy and shall not amount to any representation or warranty.

## 22) Indemnity

The Exhibitor hereby fully and effectually indemnifies the Organiser against all costs, claims, demands, proceedings and losses whatsoever made against or incurred by the Organiser, its employees, agents or contractors as a result of any cause whatsoever arising in connection with the participation in the Exhibition of the Exhibitor, his agents, contractors or employees. If the Exhibitor is a limited company, the directors of the Exhibitor hereby undertake to fully indemnify and keep indemnified the Organiser, its employees, agents and contractors against all costs, claims, demands, proceedings and losses for which the Organiser, its employees, contractors and agents may become liable in consequence of damage or injury to any person or property occasioned by or arising out of the default or negligence of the Exhibitor, its employees or agents or any other person under its direction or any independent contractor engaged by it.

## 23) Assignment

The Exhibitor shall not be entitled to assign or delegate to a third party, any rights or obligations of the Exhibitor arising under these Terms. The Organiser shall be entitled to assign the benefit (subject to the burden) of its contract with the Exhibitor without notice to or consent from the Exhibitor.

## 24) Entire Agreement

These Terms contain the entire agreement between the Organiser and the Exhibitor and may only be changed in writing, signed by a duly authorised representative of the party against whom enforcement of any waiver, change, modification or discharge is sought.

## 25) VAT

All amounts payable are, unless otherwise stated, exclusive of any VAT payable and which VAT the Exhibitor shall pay in addition on the same date and in the same manner as the amount to which it relates is due for payment.

## 26) Governing Law and Jurisdiction

These Terms shall be construed in accordance with Scottish law and the Exhibitor hereby to the non-exclusive jurisdiction of the Scottish courts