

# THE 50+ SHOW APPLICATION/CONTRACT - NEC 2017

Please complete and return signed form to The 50+ Show Company Ltd.,  
50 Reaver House, 12 East Street, Epsom, Surrey, KT17 1HX, UK,  
or email to rob@50plusShow.com



| REGISTRATION DETAILS |  | INVOICING DETAILS (if different) |
|----------------------|--|----------------------------------|
| Fascia name:         |  | Company:                         |
| Address:             |  |                                  |
| Contact name:        |  |                                  |
| Job title:           |  | Purchase Order No.               |
| Telephone/Mob:       |  | VAT No.                          |
| Email:               |  | Email (invoices):                |

| EXHIBITION STAND PACKAGE SELECTION <input type="checkbox"/> Shell scheme (inc. carpet, lights, socket, fascia) <input type="checkbox"/> Space only |           |            |               |           |            |
|--|-----------|------------|---------------|-----------|------------|
| Show   | Stand no. | Dimensions | Cost excl VAT | VAT @ 20% | Stand cost |
| Birmingham NEC   |           |            |               |           |            |

## RATES

### SHELL SCHEME:

Includes Shell scheme, fascia with company name, carpet, lighting and one power socket.

**Cost:** £295 per sqm + VAT (min. 6 sqm)

### SPACE ONLY

**Cost:** £255/sqm + VAT (min. 18 sqm)

### PLEASE NOTE:

There is a 10% surcharge for corner stands.  
There is a 25% surcharge for Island stands.  
Contact us for charity, hobbies, craft and goods sellers' discounts.

### Enhanced listing

The enhanced listing consists of 140 words plus contact details, in the 'featured exhibitors' section of the show guide magazine.

### Pre- and Post-Show emails

Consists of 140 words plus contact details: sent to every pre-registered visitor.

### SEMINAR THEATRE SPEAKER SLOTS

£500 for 2 x 25 minute slots (one per day), timing by arrangement.

The 50+ Show Company Ltd

Registered office: 46 East Street, Epsom, Surrey KT17 1HQ (No mail)

Company No. 09327126

England and Wales

## ENHANCED SPONSORSHIP & ADVERTISING OPPORTUNITIES

| 50+ Show Magazine Advertising/Marketing |               |           |       |            |
|---|---------------|-----------|-------|------------|
| Ad size                                 | Cost excl VAT | VAT @ 20% | Cost  | Total cost |
| Full page                               | £1620         | £324      | £1944 |            |
| Half page                               | £1060         | £212      | £1272 |            |
| Quarter page                            | £560          | £112      | £672  |            |
| Enhanced listing                        | £195          | £39       | £234  |            |
| Bag Inserts                             |               |           |       |            |
| Quantity: 6000                          | £995          | £199      | £1194 |            |
| Emails 140 words                        |               |           |       |            |
| Pre-show email                          | £195          | £39       | £234  |            |
| Post-show email                         | £195          | £39       | £234  |            |
| Speaker slots                           | £500          | £100      | £600  |            |

**FINAL TOTAL: £** \_\_\_\_\_

I hereby apply for exhibition space and/or advertising at The 50+ show at the NEC in 2017 and have read and agree to abide by the event's terms & conditions (over-leaf). I confirm that the company has Public Liability Insurance of at least £10m.

### Tick one of the following:

- Our planned exhibits, demonstrations and work practices offer no significant risk to either ourselves or to others on site.
- High risk activities (see event terms and conditions) will be undertaken on our stand: We will have a full risk assessment available for inspection at the show.

Signature (written if online):

Name:

Date:

Job title:

Signing on behalf of (company):

# The 50+ Show: TERMS AND CONDITIONS

## EXHIBITOR COVENANT

The Exhibitor agrees to abide by all rules and regulations adopted by The 50+ Show Company Ltd (FPSC) and sponsors and agrees that FPSC shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.

## ASSIGNMENT AND SUBLETTING

The Exhibitor shall not assign any rights under this agreement or sublet the space without the prior written permission of FPSC which permission may be withheld without giving any reason. This includes staff, promotional material and branding for any company not named on the booking form.

## INSURANCE

Each Exhibitor exhibits at its own risk. The Exhibitor is responsible for and shall indemnify FPSC (the Organiser) in respect of all claims (whether arising from personal injury or damage to property or otherwise) arising in connection with the erection and dismantling of the Exhibitor's Stand and anything permitted, omitted or done thereon or therefrom during the period of the Exhibition or during the construction and dismantling periods arising directly or indirectly by the act, omission or neglect of activity or other article or thing of the Exhibitor or in the possession or use of the Exhibitor.

The Organiser will take such precautions as it may consider appropriate for the proper running of the Exhibition, but will not at any time be responsible for the loss of, or damage to, or safety of any stand, exhibit, materials or other property of an Exhibitor or any other person under any circumstances.

ALL Exhibitors must hold a Public Liability policy of insurance providing cover of at least £10,000,000, and this must be produced prior to the exhibition upon request. All Exhibitors are advised to effect their own insurance against all relevant risks.

For massage/piercings/tattoos/make-up/any 'hands-on' interaction with any show visitor, each company must either have a special treatment licence (which must be applied for to the local authority at least 4 weeks before the show) or be exempt. All personnel administering medical treatments must be GMC registered.

Any stand playing music must have its own PPL certificate, and must not annoy or inconvenience any other stand-holder or visitor.

## HEALTH & SAFETY

It is a condition of entry into the exhibition that every exhibitor, contractor, subcontractor, supplier and their agents comply with the The Health & Safety At Work Act 1974: and all other legislation covering the venue. The exhibitor accepts that it is their legal and moral responsibility to ensure that their own and others' health and safety is not put at risk by their actions (or inactions) during The 50+ Show. Furthermore, exhibitors warrant that:

- Stand staff will be sufficiently instructed and trained in matters relating to Health & Safety in order to carry out their tasks competently and safely.
- High risk activities: Naked flames / hot surfaces / flammable substances / LPG; Working machinery / demonstration model or turntable / vehicle on stand / strobe or flashing lights / smoke machine / fumes / exhaust; Audio Visual display or film / water feature, exhibit or activity / laser product; Closely seated audience; Food or drink for sale and/or sampling; Dangerous exhibits, eg knives; Selling / demonstration special treatments.

## EXCLUSIONS OF LIABILITY

The Exhibitor accepts all risks associated with the use of the exhibit space and environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against FPSC, the show sponsors or the facility in which the show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, employees, agents or their property.

## INDEMNITY

The Exhibitor agrees to indemnify and hold harmless FPSC, show sponsors and the facility, their respective officers, agents and employees, against all claims, costs and charges of every kind resulting from their occupancy of the exhibit space or its environs, for personal injuries, death, property damages or any other damage sustained by the exhibitor or its officers, agents, employees or those for whom in law they are responsible, or FPSC or a visitor to the show.

## EXHIBITOR'S PROPERTY

All of the Exhibitor's property at the show shall be at the sole risk of the Exhibitor and FPSC assumes no responsibility for loss or damage thereto.

## EXHIBITION CONDUCT

**Exhibitors may only undertake exhibition activity within the boundaries of their own stand.** Exhibitors found leafletting or canvassing outside their stand, or otherwise causing harassment to either visitors or other Exhibitors, will be removed from the exhibition hall, without recompense.

## BUILDING

The Exhibitor is liable for any damage it may cause to the facility or to any property of FPSC, its agents or any other exhibitor. The Exhibitor may not apply paint, lacquer, adhesive or other coatings to the facility or to the property of FPSC, its agents or any other Exhibitor. Exhibitors are expressly forbidden

to alter any aspect of the as-built stand without written permission from FPSC.

## CONDITIONS OF PAYMENT

Terms of payment are those stated below. Non-payment of any part of the Contract Price or of any other sums properly due from the Exhibitor to FPSC will give FPSC all or any of the following rights, which are in addition to any other rights FPSC may have:

- (a) To impose a surcharge of 8% above the Bank of England official dealing rate;
- (b) To recover additional costs including any legal costs incurred in the collection of monies due to FPSC;
- (c) To prohibit the Exhibitor from erecting and/or occupying the space or stand allocated;
- (d) To use the allocated space in such a way as FPSC thinks fit and to recover from the Exhibitor any expense in doing so;
- (e) To exercise a general lien on all the Exhibitor's property in or about the Exhibition premises;
- (f) To treat the Contract as determined.

## PAYMENT TERMS

**The full cost will be invoiced on acceptance of application by FPSC, with payment due within 30 days (or immediately on receipt of invoice if less than 60 days before the show opening date). FPSC reserves the right to alter the rates charged for any aspect of participation at The 50+ Show.**

## TERMINATION OF THE CONTRACT

FPSC may terminate this Contract if: The Exhibitor fails to observe or perform any of the Contract terms and conditions; The Exhibitor becomes bankrupt or makes an arrangement or compromise with his creditors or, being a Company, enters into liquidation whether compulsory or voluntary (save for the purposes of amalgamation and/or reconstruction) or suffers the appointment of a receiver, administrative receiver or administrator, or enters into or suffers any similar insolvency procedure under any jurisdiction.

## CANCELLATION BY EXHIBITOR

The Exhibitor may give written notice of his intention to withdraw prior to 60 days before the show - which FPSC in its discretion may permit by written confirmation - subject to the payment of 50% of the total contract price by the Exhibitor to FPSC as consideration for release from the Contract.

If the Exhibitor cancels the booking or bookings within 60 days of the show opening date, this will incur a fee of 100% of the total cost of the booking, payable immediately.

Since withdrawal will cause FPSC loss and further costs in reselling the stand, FPSC is entitled to charge cancellation fees as set out above. These are intended purely to compensate FPSC, and once paid, FPSC will acknowledge that the exhibitor has no further liabilities to FPSC in relation to this exhibition.

## REMOVAL OF EXHIBITS

**The Exhibitor agrees that no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last show day.** The Exhibitor also agrees to remove its display and the equipment from the show site by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay for such additional cost as may be incurred.

## CANCELLATION OR CURTAILMENT OF SHOW BY FPSC

In the event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the reasonable control of FPSC and sponsors, or if for any reason FPSC is unable to permit the exhibitor to occupy the facility or the space, or if the show is cancelled, postponed or curtailed for any reason, FPSC and sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other event, acts of public enemies, riots or civil disturbances, strike, lockout or boycott or other force majeure event. Exhibitors are advised to take out appropriate insurance to cover all eventualities. Any refunds due will be paid minus an administrative deduction to cover costs incurred.

## GOVERNING LAW AND JURISDICTION, RIGHT OF REFUSAL

This contract shall be governed and construed in accordance with the laws of England and the parties agree to submit to the non-exclusive jurisdiction of the English courts. This contract is assignable by FPSC to another company. FPSC reserves the right to refuse any application.