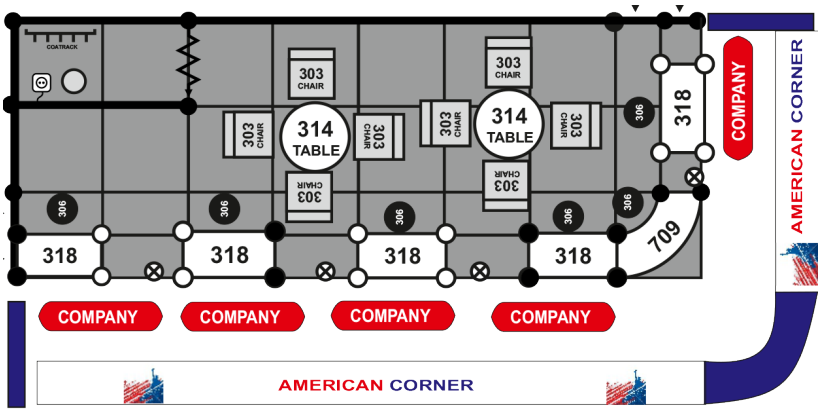
American Corner at VIV Russia 2017

May 23-25, 2017 • Moscow, Russia • Crocus Expo International Exhibition Center

VIV Russia 2017 is the nation's platform for the rapidly industrializing intensive animal farming sector. The multi-specie event covers poultry, swine, dairy, and aquaculture from "Feed to Food," representing the complete chain from genetics, health and nutrition, to meat processing and packaging.

Join the American Corner, organized in cooperation with the U.S. Commercial Service (CS Moscow) of the U.S. Department of Commerce, to meet Russia's top 5,000 animal farming professionals. Designed for small to medium-sized, new to market, and new to export companies, this cost-effective opportunity will give U.S. participants the support and visibility they need for a successful entry into the Russian market.

AMERICAN CORNER LAYOUT



Booth design subject to change

PARTICIPATION COSTS

Demonstration counter = $2,995.00 per company

EXCLUSIVE SERVICES & AMENITIES FOR AMERICAN CORNER PARTICIPANTS

Participation includes:

- Dedicated demonstration counter with company logo
- Special stand construction including lighting, electricity, carpet, and American Corner branding
- Storage and common area with tables and chairs for meetings with buyers
- Centralized location between the exhibition's two halls
- Individual listing in the official exhibitor catalogue and show planner
- Two exhibitor badges

Support services from CS Moscow:

- Overall promotion to contacts among Russian agricultural buyers
- Invitation to exhibitor's "wish list" of Russian prospects
- Market briefing of the agricultural sector in Russia
- Logistical support as needed for interpreters, shipping, and hotels
- On-site CS Moscow specialist for the duration of the exhibition
- Follow-up assistance with leads collected at the show

RESERVE YOUR SPACE TODAY!

For more information on the American Corner at VIV Russia 2017, please contact:

In the United States

Claire Gros
North American Representative for VIV/ILDEX
Imex Management, Inc.
Charlotte, N.C.
Tel: +1 (704) 733 7211
Email: ClaireG@imexmanagement.com

In Russia

Yekaterina Lushpina
Commercial Specialist
U.S. Commercial Service
U.S. Embassy, Moscow
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Application & Contract Form

American Corner at VIV Russia 2017

May 23-25, 2017 • Moscow, Russia

Four Easy Steps To Apply

1. Read and initial the Terms & Conditions on the reverse side
2. Complete and sign the Application & Contract Form
3. Make deposit check payable to Imex Management, Inc.
4. Send application and check to Claire Gros
   ClaireG@ImexManagement.com
   Imex Management, Inc.
   4525 Park Road, Suite B-103
   Charlotte, NC 28209

Exhibiting Company

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the American Corner at VIV Russia 2017 in Moscow, Russia, organized by Imex Management, Inc. hereinafter referred to as "Management".

Company Name

Street Address

City *State* *Zip Code*

Phone *Fax* *Website*

Person Responsible for Exhibit Planning *Email*

Exhibit Space Requested

Participation includes the services & amenities specified on the American Corner at VIV Russia 2017 flyer

☐ Demonstration Counter..... = $2,995.00

50% Deposit Due with Application .....= $1,497.50

Payment Terms

50% deposit due with Application & Contract Form; 50% balance due by March 31, 2017. Please make checks payable to Imex Management, Inc.

We, the undersigned exhibiting company, hereby apply and agree to comply by the Terms and Conditions printed on the reverse side of this application. The person(s) signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Application & Contract Form.

Signature *Title*

Type or Print Name *Date*

Terms & Conditions
American Corner at VIV Russia 2017

Upon receipt of your completed Application and Contract Form and deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Imex Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions. *Please keep a copy for your records.*

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1. **The Following Conditions** as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Application and Contract Form" as though fully incorporated therein, and each participant, hereinaf ter referred to as Exhibitor, is bound by each and everyone thereof.

2. **Imex Management, Inc.,** hereinafter referred to as Management, undertakes within the framework of the offer submitted to carry out the project described in the American Corner at VIV Russia 2017 flyer, on the condition that the requisite number of Exhibitors apply.

3. **American Corner Participation** is open only to U.S. companies, their foreign subsidiaries, agents, representatives and licensees.

4. **Space Assignments**: Exhibit space assignments within the American Corner are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the American Corner are subject to change at the sole discretion of the show organizers. The floor plan of the American Corner may also change to fit the total space demand.

5. **Exhibitor Agrees** to provide their own property and liability insurance, keep a fully equipped, manned exhibit space in the American Corner at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.

6. **Liability:** The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.

7. **Payment Schedule**: The payment schedule is as follows: 50% deposit with submission of Application and Contract Form, 50% bal ance due by date specified overleaf on Application and Contract Form. No exhibit space assignments will be made to companies who have not paid the proper deposit. Management has the right to replace any exhibitor who has not paid its space 90 days before the show. The cancellation policy listed below will apply in that case.

8. **Cancellations**: In the event of Management agreeing to any request for release from the contract, Exhibitor will be liable for all or part of the exhibit space cost stated overleaf in the Application and Contract Form on the following scale:

- Cancellation 271 days or more before the show: 25% of cost
- Cancellation between 270 and 121 days before the show: 50% of cost
- Cancellation 120 days or less before the show: full cost

This scale will apply only from the date Management receives written notice by letter, email or fax. These cancellation fees are considered to be liquidateddamages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.

9. **Force Majeure**: In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the American Corner, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is here with expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.

Initials: _____