

# EXHIBITOR REGISTRATION FORM

Legally binding for participation



**AFRICA 2024**  
KIGALI, RWANDA  
2-3 OCTOBER

[www.vivafrica.nl](http://www.vivafrica.nl)

## Exhibitor

Official company name	Relation code *
Street, number (and building, floor or room)	
Postal code, city, state and country	
P.O. Box, postal code, city, state and country	
Telephone	Fax
Website	E-mail
VAT-number	Company register No.

## Your contact

Name	M	F	Relation code *
Job title			
Telephone	Fax	E-mail	

## Correspondence address (if different from above)

Company name	Relation code *			
Attn.	Job title	M	F	Relation code *
Street, number (and building, floor or room)				
Postal code, city, state and country				
P.O. Box, postal code, city, state and country				
Telephone	Fax	E-mail		

## Invoice address (if different from the exhibitor)

The exhibitor remains at all times responsible for fulfilment of financial obligations

Company name	Relation code *			
Contact person	Job title	M	F	Relation code *
Street, number (and building, floor or room)				
Postal code, city, state and country				
P.O. Box, postal code, city, state and country				
Telephone	Fax	E-mail	VAT-number	

Please send us the invoice by email to the following address:

\*To be filled in by VNU EUROPE

**Please return this Exhibitor Application Form to VNU Europe**  
Add: VNU Europe, attn. Ms. Nienke van Soest, P.O. box 8800, NL-3503 RV Utrecht,  
the Netherlands, [nienke@vnueurope.com](mailto:nienke@vnueurope.com)  
[www.vnueurope.com](http://www.vnueurope.com)

**VNU** | EUROPE

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### Desired exhibition space

Type of package excl. registration fee		Early Rate (until 31-11-2023)	Regular rate (from 01-04-2024)	
9 sqm standard		€ 2516,00	€ 2795,00	= €
12 sqm standard		€ 3060,00	€ 3400,00	= €
12 sqm upgraded		€ 3636,00	€ 4040,00	= €
12 sqm upgraded - front row		€ 3924,00	€ 4360,00	= €
16 sqm upgraded		€ 4572,00	€ 5080,00	= €
16 sqm upgraded - front row		€ 4824,00	€ 5360,00	= €
20 sqm upgraded		€ 5904,00	€ 6560,00	= €
20 sqm raw space		€ 4140,00	€ 4600,00	= €
24 sqm raw space		€ 4968,00	€ 5520,00	= €

#### Surcharges

When booked after April 1, 2022

€ 400 per stand

+ €

#### Registration fee\*

Fixed costs per exhibitor

+ €

€ 350

#### Co-exhibitors

Contact information of co-exhibitors to be filled in on last page.  
If you have more than three co-exhibitors pls. copy the page.

Total number of co-exhibitors:

x € 410

= + €

#### Total participation fee

€

#### Stand nr.

To be completed by VNU EUROPE

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## Show topics

### 1. Which show topic fits best to your product/services?

(max. one option possible)

Feed / CropTech-FeedTech  
Feed / Ingredients & Additives  
Animal Health  
Breeding / Hatching  
Farm Production  
Processing / Handling  
Media / Consultancy  
Logistics / Refrigeration  
Laboratory testing equipment and services  
IT service provides  
Horticulture  
Agriculture

### 2. For which species are your products/services?

(multiple options possible)

Cattle  
Dairy Cows  
Fish & Shrimps  
Poultry Layers  
Poultry Broilers  
Swine

## The exhibitor is requested

To return this form before signed and completed in original (with any corrections) to **VNU Europe, attn. Ms. Nienke van Soest, P.O. box 8800, NL-3503 RV Utrecht, the Netherlands, E-mail [nienke@vnueurope.com](mailto:nienke@vnueurope.com)**

The undersigned participates in VIV Africa 2024 and declares to have received and have read the attached Terms and Conditions (dated September 2022) and to have agreed to the applicability of these Terms and Conditions. The Terms and Conditions can be found on [www.vivafrica.nl](http://www.vivafrica.nl) and have been filed with the Chamber of Commerce of Utrecht, the Netherlands under no. 30149544.

Name

City

Date

Company stamp

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**2-3 OCTOBER**

[www.vivafrica.nl](http://www.vivafrica.nl)

## Contact information of co-exhibitors

### Co-exhibitor 1

Official company name

Street, number (and building, floor or room)

Postal code, city, state and country

P.O. Box, postal code, city, state and country

Your contact

Telephone

Website

E-mail

### Co-exhibitor 2

Official company name

Street, number (and building, floor or room)

Postal code, city, state and country

P.O. Box, postal code, city, state and country

Your contact

Telephone

Website

E-mail

### Co-exhibitor 3

Official company name

Street, number (and building, floor or room)

Postal code, city, state and country

P.O. Box, postal code, city, state and country

Your contact

Telephone

Website

E-mail

Company stamp

**Please return this Exhibitor Application Form to VNU Europe**

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the Netherlands, [nienke@vnueurope.com](mailto:nienke@vnueurope.com)

[www.vnueurope.com](http://www.vnueurope.com)

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# **TERMS AND CONDITIONS JAAARBEURS PARTICIPATION IN EXHIBITION**

*version September 5, 2022*

## GENERAL

### Article 1 Definitions

In these Terms and Conditions the terms used are defined as follows unless agreed otherwise in writing.

1. Terms and Conditions: these general terms and conditions, which form an inseparable part of and apply to all participation agreements between Jaarbeurs and exhibitors regarding the stand space(s) and any additional products and services of Jaarbeurs. The general terms and conditions may be varied from only if expressly confirmed in writing by Jaarbeurs. The applicability of any general terms and conditions used by the exhibitor is hereby expressly excluded.
2. Jaarbeurs: the private company Jaarbeurs B.V. and/or one of its subsidiary companies, as (co-) organiser of an exhibition and the natural person or legal entity in association with whom or with which the exhibition is organised and the latter's authorised representatives.
3. Exhibitor: The natural person or legal entity that concludes a participation agreement with Jaarbeurs.
4. Co-exhibitor: The natural person or legal entity that does not conclude a participation agreement with Jaarbeurs himself, but exhibits products or presents itself otherwise within the exhibitor's stand space;
5. Venue lessor: The natural person or legal entity that leases Jaarbeurs space where exhibitions are held.
6. Exhibition venue: The space where the exhibition takes place, as made available by the venue lessor;
7. Quotation: the provisional reservation of a specific stand space made by Jaarbeurs in writing. Jaarbeurs has the right to withdraw the quotation at all times as long as no participation agreement has been made with the exhibitor.
8. Confirmation of participation: the written confirmation drawn up and sent by Jaarbeurs further to the binding registration form submitted by the exhibitor or to acknowledge receipt of the quotation signed by the exhibitor. The confirmation of participation contains the specifications (dimensions of the stand space, participation fee, location) regarding the stand space made available to the exhibitor.
9. Binding registration form: The document by which the exhibitor indicates its intention to participate in the fair and declares it has taken note of and agrees to the applicability of these general terms and conditions. Jaarbeurs reserves the right to reject registration based on the binding registration form on account of over-subscribing, special reasons such as concern for disturbance of the peace or without stating any reasons.
10. Participation agreement: The agreement between Jaarbeurs and the exhibitor that arises from a) the signing of the quotation by the exhibitor or b) the despatch of a confirmation of participation by Jaarbeurs based on the binding registration form submitted by the exhibitor to Jaarbeurs.
11. Exhibition: The (trade) exhibition, show, demonstration or event that is the subject of the participation agreement.
12. Products: The goods displayed at the exhibition by the exhibitor and/or services supplied by the exhibitor.
13. Stand space: The specific floor area expressed in square metres made available to the exhibitor, the location, size and type of which is specified by Jaarbeurs.
14. Participation fee: all costs payable to Jaarbeurs by the exhibitor in connection with his participation in the exhibition, including the costs relating to the stand space and all other costs.
15. Venue Regulations: the regulations which apply to anyone who for whatever reason is on the premises of the Jaarbeurs complex and which are applicable to all agreements between Jaarbeurs and the (co)exhibitor. For the most recent version of the Venue Regulations please go to [www.jaarbeurs.nl/en/general-terms-and-conditions](http://www.jaarbeurs.nl/en/general-terms-and-conditions) (Venue Regulations). The following protocols form an integral part of these Venue Regulations: [Coming to Jaarbeurs safely](#) and the [Jaarbeurs Manual for Safe Working Practices](#).

### Article 2 The participation agreement

1. The participation agreement implies that Jaarbeurs, against payment of the participation fee, for the period of the exhibition concerned, assigns a specific stand space to the exhibitor.
2. These Terms and Conditions and the Venue Regulations form an integral part of the participation agreement.
3. In case the participation agreement relates to several stand spaces, the provisions contained herein shall apply to each individual stand space.
4. Any requirements, changes and additions made by the exhibitor on the binding registration form, or the quotation, and any other arrangements deviating from or additional to these Terms and Conditions do

not form part of the participation agreement, unless confirmed by Jaarbeurs in writing.

5. The exhibitor is fully responsible and liable for compliance with all obligations resulting from the conclusion of the participation agreement.
6. The exhibitor declares that he will accept all of the consequences that ensue from the signing of the binding registration form, or of the quotation, even if the form has been signed by a person not officially authorised to sign the form.
7. Following the signing of the binding registration form and prior to the conclusion of the participation agreement in accordance with article 1.8, the term 'participation agreement' in these Terms and Conditions will be understood to mean 'binding registration form' and 'exhibitor' as 'the registrant'.
8. If Jaarbeurs has stipulated a term for submission of a document by the exhibitor, the date of receipt of the document by Jaarbeurs will be decisive.
9. Upon submission of the signed binding registration form or the quotation signed by the exhibitor, the exhibitor may cancel his registration only in one of the cases listed in article 6.
10. The exhibitor cannot rely on verbal acceptance of his registration.
11. The exhibitor may not transfer his registration to a third party.
12. Without prejudice to the provisions contained in article 20.1, these Terms and Conditions govern the legal relationship between Jaarbeurs and the exhibitor only. Unless determined otherwise, third parties, including co-exhibitors, cannot derive any rights from these Terms and Conditions.

### **Article 3 Dates, times and exhibition venue**

1. Jaarbeurs will determine the dates on which, and the venue in which the exhibition will be held, as well as build-up and breakdown times and the exhibition's commencement and closing dates and times.
2. Taking into account article 6.7, Jaarbeurs is entitled to change the established dates, times and/or venue or to decide to abandon an exhibition.
3. Upon changes in the established dates, times and/or venue the participation agreement remains fully effective.
4. Under no circumstances will the exhibitor be entitled to compensation for any costs incurred or loss or damage sustained due to a decision as referred to in paragraph 2 of this article.

### **Article 4 Allocation of stand space**

1. Throughout the agreed period, the exhibitor will be entitled to use the stand space allocated by Jaarbeurs in the confirmation of participation. The site, floor space and type of stand space allocated by Jaarbeurs will be binding.
2. Jaarbeurs has the right to reassign stand space and to revise the stand space allocated to an exhibitor, or to change or revise groupings at all times prior to the exhibition's commencement. In such case, Jaarbeurs will make an effort to offer the exhibitor comparable stand space in terms of floor space, on the understanding that the resulting participation fee will not deviate more than 10% from the original participation fee.
3. All costs to be made by the exhibitor relating to the reallocation of stand space, as stipulated by paragraph 2 of this Article, will be at the exhibitor's expense.
4. Cancellation by the exhibitor as a result of the provisions contained herein is possible only in one of the cases listed in article 6.

### **Article 5 Payment**

1. Unless the invoice in question specifies an alternative due date the participation fee and all other monies payable shall be paid within fourteen days of the invoice date without any discount or setoff. Orders placed in the webshop of Jaarbeurs should be paid directly, unless specified otherwise.
2. Jaarbeurs has the right to invoice as soon as the participation agreement has been concluded. Definitive invoices may be preceded by a provisional invoice.
3. The exhibitor will be liable for all costs payable to Jaarbeurs that are in any way related to the exhibitor's participation, regardless whether the said costs have been incurred by the exhibitor or by a third party acting on the exhibitor's behalf.
4. Even if a different invoice address has been listed by the exhibitor, the exhibitor remains jointly and severally liable towards Jaarbeurs for payment of all costs relating to his participation.
5. In the event of late payment of any sum payable to Jaarbeurs interest will be charged at the statutory rate from the date on which the sum in question was originally due and payable. Any collection costs are

to be borne by the exhibitor with extrajudicial collection costs being set at 15 % of the principal sum.

6. Jaarbeurs has the right to set off payment for participation against sums still outstanding from previous participations by the same exhibitor.
7. If the exhibitor fails to pay the participation fee or any other monies payable to Jaarbeurs (in full) prior to the commencement of the set-up period, despite a written or verbal notice or notice of default, Jaarbeurs has the right to deny the exhibitor access to the (set-up of the) exhibition and/or to regard the participation agreement as terminated with immediate effect. In such a case the exhibitor will still be required to pay the participation fee and all other monies payable to Jaarbeurs in full without being entitled to compensation of any costs incurred and/or loss and damage sustained due to his being denied access to the exhibition and/or termination of the participation agreement.
8. Jaarbeurs reserves the right at any time to amend its prices for products and services (including the prices of the products and services as listed in the webshop).

#### **Article 6 Cancellation and termination**

1. Besides the grounds mentioned in paragraphs 2 to 4 and 7 inclusive of this article, the exhibitor may cancel his registration by submission of the binding registration form or participation agreement only with due observance of the following payment schedule:
  - Cancellation up to 547 days (1.5 years) before the commencement of the exhibition: 25% of the participation fee;
  - Cancellation from 547 up to 365 days (1 year) before the commencement of the exhibition: 50% of the participation fee;
  - Cancellation from 365 up to 182 days (0.5 year) before the commencement of the exhibition: 75% of the participation fee;
  - Cancellation from 182 days up to the day of the commencement of the exhibition: 100% of the participation fee.

'Commencement of the exhibition' is understood to mean the first day of the exhibition's set-up period. Cancellation shall be effected by the exhibitor by registered letter.
2. If after a reallocation of stand space by Jaarbeurs, Jaarbeurs does not offer the exhibitor a comparable stand space (in accordance with the criteria stipulated in article 4.2), the exhibitor has the right to cancel the participation agreement free of charge. Cancellation shall be effected in writing by registered letter within 14 working days from the date of the written proposal by Jaarbeurs containing the alternative stand space(s).
3. If at any time following the conclusion of the participation agreement the exhibitor applies for suspension of payments or files for bankruptcy, the participation agreement may be terminated by Jaarbeurs by the mere occurrence of such application or filing and the exhibitor will be required to pay the participation fee in full as well as any other costs related to his participation incurred by or on behalf of Jaarbeurs at the exhibitor's request, without prejudice to Jaarbeurs' right to claim costs, compensation for loss and damage incurred and interest.
4. If at any time after the conclusion of the participation agreement Jaarbeurs has sound reasons to assume that the exhibitor's participation in the exhibition will somehow prejudice Jaarbeurs, the exhibition or other exhibitors, Jaarbeurs will have the right to terminate the participation agreement by registered letter with immediate effect. In that case the exhibitor will still be required to pay the participation fee in full as well as any other costs incurred by or on behalf of Jaarbeurs at his request in connection with his participation, without prejudice to Jaarbeurs' right to claim costs, loss and damage and interest.
5. In determining the terms mentioned in this article, article 2.8 will be applicable.
6. Cancellation or termination of the participation agreement on account of this article will never constitute cause for compensation by Jaarbeurs to the exhibitor for any costs incurred or loss or damage sustained.
7. In the event that Jaarbeurs is prohibited to organize an exhibition due to governmental measures (for example in case of a pandemic), whether locally or nationally, Jaarbeurs is entitled to reschedule the exhibition without damages being due. In such event 100% of the (already paid) participation fee will be transferred to the next edition of the exhibition and the first day of the next exhibition's set-up becomes the new date of the exhibition. In case Jaarbeurs reschedules the exhibition to a new date more than thirty (30) months after the original date of the exhibition, the exhibitor may cancel its participation in writing and will receive a refund/credit of the (already paid) participation fee, after deduction of the costs incurred by Jaarbeurs for the services already provided to the exhibitor.



**Article 7 Additional products and services**

1. Jaarbeurs can offer additional products and services for the exhibition, whether or not against payment.
2. Unless determined otherwise, these Terms and Conditions apply also to any additional products or services supplied by, or on behalf of Jaarbeurs. Unless determined otherwise, the general terms and conditions of delivery issued by any third parties engaged to provide such additional products or services do not apply.
3. If and to the extent applicable, Jaarbeurs will determine the way in which publicity listings are to be edited, and reserves the right to abridge the exhibitor's details if necessary or to alter details submitted by the exhibitor in any way that it sees fit, without stating reasons, if necessary.
4. If the exhibitor wishes to refer to products and/or services offered by him in his publicity statements, he may refer to products and/or services only that come under his delivery schedule and which – in the opinion of Jaarbeurs – also fall under the exhibition programme of the exhibition concerned.

**THE EXHIBITION****Article 8 Stand construction and stand design**

1. The exhibitor is required to (instruct a third party to) construct and design his stand during the designated days and times with due observance of the regulations and instructions issued by the venue lessor.
2. Unless determined otherwise in the participation agreement, the stand space will be made available to the exhibitor without any stand construction, fittings, furniture or any other (technical) facilities.
3. In designing the stand space the exhibitor shall comply with the provisions set out in these Terms and Conditions, other (safety) instructions issued by Jaarbeurs, regulations issued by the venue lessor, and government and fire regulations.
4. Upon request the exhibitor shall present all plans, designs and/or models for stands to Jaarbeurs for approval by the date specified by Jaarbeurs at the latest. Only after such approval has been obtained may the set-up be commenced. Jaarbeurs reserves the right to withhold its approval, without stating reasons if necessary.
5. The stand shall have a standard height of 250 cm. Both sides of the stand shall be finished up to their full height.
6. Unless the exhibitor has been allocated a corner stand, head-of-aisle or island stand, the exhibitor shall install a rear wall and two sidewalls. Corner, peninsula or island stands shall be designed as such. In corner stands the installation of a rear wall is mandatory. In island stands each aisle side may be built up fully in conformity with the provisions contained in paragraph 7.
7. Fixtures and components will be permitted up to 50 % maximum, with a restriction of 5 metres, of the walls exposed to aisles.
8. Regarding the stand construction Jaarbeurs reserves the right to issue alternative instructions.
9. Jaarbeurs will demarcate the stand space by means of markings on the floor and may also post an identification sign on the stand. The place and manner of demarcation or signposting will be determined by Jaarbeurs. The exhibitor may not remove, relocate or alter such identifications.
10. If in the opinion of Jaarbeurs the design and/or set-up of the stand space is likely to be not competed by the end of the set-up period Jaarbeurs has the right to take whatever measures it deems fit at the exhibitor's risk and expense.

**Article 9 Exhibited products**

1. The exhibitor is required to stock the stand space with a sufficient range of products and also to staff the stand space with an adequate number of personnel throughout the duration and during the opening times of the exhibition.
2. The exhibitor does not have the right to exhibit or otherwise recommend products in the stand space, other than those mentioned in the participation agreement and/or other than those that fall under the official exhibition program.
3. During the entire period of the exhibition, including the set-up and breakdown periods, the products displayed by the exhibitor are at the exhibitor's own risk and expense. Jaarbeurs rejects all liability for damage to or loss or theft of products from the exhibitor.
4. Jaarbeurs will refrain from any involvement in any disputes between exhibitors, including disputes regarding intellectual property rights.

5. Without prejudice to the provisions contained in paragraph 4, the exhibitor may not, in view of the exhibition's success, display products or use a certain trademark or brand, if such display or use constitutes an infringement on the rights of any third party.
6. At the request of Jaarbeurs the exhibitor will be required to prove that he has the right to display certain products or to use a certain trademark or brand. If it appears that the exhibitor acts in breach of the preceding paragraph, or if he cannot comply with the request of Jaarbeurs, Jaarbeurs has the right to (cause others to) remove those products at the exhibitor's risk and expense and to take all other measures it deems fit. In such a case, the exhibitor will not be entitled to any compensation whatsoever from Jaarbeurs for costs incurred or loss or damage sustained.
7. Other exhibitors cannot derive any rights towards Jaarbeurs from the provisions contained in paragraphs 5 and 6.

#### **Article 10 Use of the stand space**

1. The exhibitor may not:
  - a) assign all or part of the use of the stand space to third parties or to use the stand space or allow the stand space to be used for a purpose other than the purpose described in the participation agreement.
  - b) use the stand space in a way that causes nuisance to other exhibitors or visitors in the form of noise pollution, obstruction of entrances or aisles, blocking of light or obstruction of the sight lines or nuisance in any other form at the discretion of Jaarbeurs.
  - c) use open, flowing, spraying and/or atomised water to demonstrate products in or near the stand space, unless with the express consent of Jaarbeurs and the venue lessor. The exhibitor shall strictly comply with all the relevant instructions.
  - d) use equipment, machines, heaters, fireplaces, etcetera with an open flame in or near the stand space, unless permitted explicitly or made available by Jaarbeurs.
  - e) use or store dangerous substances and/or goods, including mildly flammable substances, gasses or chemical pesticides or radioactive substances in or near the stand space.
  - f) position or install goods, furniture, hanging signs or advertising materials in the broadest sense of the word outside, over or at the back of the stand space.
  - g) distribute or offer flyers or other advertising materials outside the stand space.
  - h) produce photographic, film or video recordings of objects other than the exhibitor's own stand space, which right is reserved exclusively for Jaarbeurs.
  - i) demand an entrance fee or any other fee from visitors for the right to visit the stand space or to attend demonstrations or performances within the stand space.
  - j) stage activities in or around the stand space which, in the opinion of Jaarbeurs, are likely to be detrimental to the exhibition in general, such as activities that are likely to be offensive to certain (groups of) people, activities that contravene law or public order or offend public morality or activities that are likely to otherwise affect the image of the exhibition in some other way.
  - k) sell any product to visitors during the exhibition against the (virtually) simultaneous issuing of the product sold, unless such transactions are specifically authorised in writing by Jaarbeurs, or if direct sales are customary in view of the character of the exhibition.
  - l) (cause others to) conduct surveys among visitors to the exhibition unless with Jaarbeurs' explicit written consent.
2. Unless lessor has issued binding instructions in this respect, the exhibitor will be responsible for supervising his stand space and the products in it.

#### **Article 11 Catering**

1. Unless otherwise agreed in writing catering during the exhibition is reserved exclusively to the venue lessor or a third party engaged by the latter.
2. The exhibitor may not sell or provide free of charge refreshments and/or luxury foods unless on terms to be agreed the venue lessor or a third party engaged by the latter has granted exemption in writing. In deviation from the above the exhibitor may provide small refreshments to visitors to the stand space.

#### **Article 12 Licences and exemptions**

The exhibitor will be required to apply for all licences and exemptions required to take part in the exhibition.

**Article 13 Packaging**

1. For the duration of an exhibition Jaarbeurs may provide space for the storage of empty packaging cases.
2. Jaarbeurs will provide packaging labels free of charge. Empty packaging cases stored in the areas designated by Jaarbeurs shall bear such packaging labels.

**Article 14 Delivery and removal of goods**

1. The exhibitor may not deliver or remove goods during the opening hours of the exhibition.
2. The exhibitor shall make arrangements for the transport, arrival and receipt of goods delivered for or with a view to his participation. Jaarbeurs does not accept goods on the exhibitor's behalf nor is Jaarbeurs in any way liable for such goods.

**Article 15 Cleaning**

The exhibitor is required to arrange for the cleaning of his stand space during the exhibition. Jaarbeurs will arrange for the cleaning of other spaces, such as the aisles.

**Article 16 Disposal of waste**

1. The exhibitor is required to arrange for waste disposal in accordance with the instructions issued by the venue lessor.
2. Jaarbeurs has the right to charge the exhibitor for the disposal of any waste left behind by the exhibitor.

**Article 17 Breakdown**

1. The exhibitor is required to break down the stand, to clear the stand space and to deliver the stand space vacated and clean within the designated terms and with due observance of the instructions issued by the venue lessor.
2. The exhibitor is required to restore the stand space to its original condition. Any damage to goods belonging to Jaarbeurs and/or the venue lessor shall be paid by the exhibitor.
3. Any goods left behind, including waste, will be removed at the exhibitor's risk and expense.
4. The provisions of this article concerning the breakdown of the stand do not apply if the exhibitor has purchased stand construction as part of a stand construction package.

**FINAL PROVISIONS****Article 18 Intellectual property rights**

1. Jaarbeurs is the proprietor of all intellectual property rights relating to the exhibition, including at least the brand (name), logo(s) and the exhibition image(s).
2. Jaarbeurs may grant the exhibitor the right to use the brand (name), logo(s) and/or exhibition image(s) for promotional purposes. In such a case the exhibitor is entitled to use those trademarks and/or pictures only in the form provided by Jaarbeurs. Consequently, the exhibitor may not use those trademarks and/or pictures for purposes other than to promote the exhibition or to distort them in any way.
3. In case of breach of the provisions contained in paragraph 2, the exhibitor shall, at the first request of Jaarbeurs, immediately cease the use of the trademarks and/or images concerned.

**Article 19 Privacy**

1. Personal data will be exchanged between Jaarbeurs and the Exhibitor in the performance of the participation agreement. Both parties are regarded as controllers in respect of their own processing of those personal data within the meaning of the applicable privacy regulations, including the General Data Protection Regulation ("GDPR").
2. The Exhibitor and Jaarbeurs will process the personal data with due care and in accordance with the applicable laws and regulations in the field of personal data protection, including the GDPR. The parties will arrange, among other things, for appropriate technical and organizational measures to protect the personal data.
3. From the moment of receipt of personal data from Jaarbeurs until the provision of personal data to Jaarbeurs, the Exhibitor is responsible for correct compliance with all applicable laws and regulations in the field of personal data protection.
4. The Exhibitor processes the personal data that it receives from Jaarbeurs under the participation

agreement, for instance by scanning badges during a visit to an exhibition, only with a view to the provision of the services agreed on with Jaarbeurs.

5. The Exhibitor will in no event and in no manner make those personal data available to third parties, unless the performance of the participation agreement with Jaarbeurs or the law so requires.
6. The Exhibitor informs the data subjects in accordance with Articles 13 and 14 of the GDPR about the processing of their personal data by the Exhibitor itself, including the provision of those data to Jaarbeurs.
7. Jaarbeurs informs the data subjects about its data processing via its privacy statement, which can be consulted at [www.jaarbeurs.nl/en/privacystatement](http://www.jaarbeurs.nl/en/privacystatement).
8. The Exhibitor and Jaarbeurs each handle a request or an objection from a data subject in accordance with the applicable privacy regulations. If the Exhibitor receives a request from a data subject that also relates to the processing of personal data by the other party, the Exhibitor consults with Jaarbeurs as soon as possible on the handling of that request.
9. If the Exhibitor is aware in any manner of an investigation by a supervisory authority, such as the *Autoriteit Persoonsgegevens* (Dutch Data Protection Authority) or the *Autoriteit Consument and Markt* (Netherlands Authority for Consumers and Markets) or of any other reason that may give rise to such an investigation regarding the processing of personal data in respect of the participation agreement, the Exhibitor immediately informs Jaarbeurs accordingly.
10. The Exhibitor indemnifies Jaarbeurs against all claims, loss, costs, penalties and fines, both in and out of court, directly or indirectly related to breach of the participation agreement or breach of the applicable laws and regulations in the field of the protection of personal data, including the GDPR and the *Telecommunicatiewet* (Dutch Telecommunications Act).

#### **Article 20 Additional instructions and deviations from the Terms and Conditions**

1. Jaarbeurs has the right to issue additional (safety) instructions to ensure the smooth progress of the exhibition.
2. The exhibitor is required to strictly comply with all instructions issued under paragraph 1 by Jaarbeurs and furthermore with all regulations issued by the venue lessor and government regulations (including fire regulations).
3. In the event of a conflict between these Terms and Conditions and any other regulations issued by Jaarbeurs, the venue lessor or the government, the exhibitor shall contact Jaarbeurs. Jaarbeurs will then decide which provision prevails in that particular case.
4. In the event of conflicts between the provisions set out in these Terms and Conditions and the conditions accompanying the binding registration form, the latter will prevail.
5. Exhibitor is aware that Jaarbeurs is under the supervision of various local and national authorities (including the fire service, municipality and police), a change in whose views may result in measures being taken regarding the exhibition.

#### **Article 21 Liability**

1. The provisions set out in these Terms and Conditions apply mutatis mutandis to all third parties engaged by the exhibitor in connection with his participation in the exhibition, such as stand constructors and suppliers, as well as co-exhibitors of the exhibitor.
2. The exhibitor vouches towards Jaarbeurs and the venue lessor for, and is at all times jointly and severally liable for compliance with the provisions set out in these Terms and Conditions and all other regulations referred to in article 19.
3. In the event of non-compliance, late compliance or inadequate compliance by the exhibitor with any of the provisions set out in these Terms and Conditions or any other regulations referred to in article 19 Jaarbeurs has the right to take all such measures it deems fit, including, but not limited to:
  - a) The denial of access to the (set-up of the) exhibition.
  - b) The closing of the exhibitor's stand space and/or the removal and storage, disposal and/or destruction of certain goods from the stand space at the exhibitor's risk and expense.
  - c) The refusal to let the exhibitor participate in future exhibitions;  
all without prejudice to the exhibitor's obligation to pay in full the participation fee and all other monies payable to Jaarbeurs.
4. The exhibitor is liable for any (in) direct losses incurred by Jaarbeurs as a result of an attributable shortcoming on the exhibitor's part, including non-compliance, late compliance or inadequate compliance with any of the provisions set out in these Terms and Conditions and/or any other regulations referred to

in article 19. The exhibitor indemnifies Jaarbeurs against any related claims by third parties.

5. The exhibitor is to take out adequate insurance to cover his participation in the exhibition.
6. Jaarbeurs is not liable for any damage or loss sustained directly or indirectly by the exhibitor, the exhibitor's personnel or visitors, nor for consequential damage, loss of profits or loss or damage as a result of theft or destruction or any other cause, except in the case of intent or gross negligence on the part of Jaarbeurs.
7. Jaarbeurs is not liable for any damage or loss sustained directly or indirectly by the exhibitor, the exhibitor's personnel or visitors as a result of non-compliance, late or inadequate compliance with any of these Terms and Conditions or any of the regulations referred to in article 19.
8. Jaarbeurs is not liable for any damage or loss sustained directly or indirectly by the exhibitor, due to non-compliance with any obligation arising from an agreement concluded between the exhibitor and a third party (including the venue lessor) concerning the supply of goods and/or services relating to the exhibitor's participation in the exhibition.
9. In case Jaarbeurs is liable, the liability of Jaarbeurs will never exceed the maximum amount to be paid by its insurer.

## **Article 22 Miscellaneous**

1. Jaarbeurs reserves the right to change these Terms and Conditions during the term of the participation agreement. For existing participation agreements such amendments will only be applicable after written approval of the exhibitor.
2. Any events not provided for by these Terms and Conditions will be decided by Jaarbeurs.
3. The parties expressly agree that any reliance on force majeure by exhibitor in the event of full or partial cancellation of the participation agreement and any reliance on dissolution (ontbinding) by exhibitor under Article 6:265 of the Dutch Civil Code is excluded.
4. The participation agreement and these Terms and Conditions are governed by Dutch law.
5. All disputes that arise between Jaarbeurs and an exhibitor further to the participation agreement, these Terms and Conditions or any other agreement based thereon will be settled under Dutch law by the competent court of Utrecht.
6. The Dutch text of the participation agreement, these Terms and Conditions or any other agreement concluded between the two parties based thereon, will be decisive.

Jaarbeurs B.V. has its registered office in Utrecht and is registered with the Chamber of Commerce in Utrecht under number 30149551. These regulations (version September 5, 2022) have been filed with the Chamber of Commerce in Utrecht under number 30149551.