

**CONTRACT FOR EXHIBITION SPACE (Please print or type )**

This contract is hereby made to Reed Exhibitions Japan Ltd. (hereinafter termed "Exhibition Management") for exhibit space at the above named exhibition. The contract, when accepted by Exhibition Management as indicated by their signature on this contract, will constitute our contract with Exhibition Management for exhibit space.  
 We have read the Exhibition Rules and Regulations in Page 2 of this form, and agree that they are a part of this contract and hereby further agree to abide by them and any additional rules deemed necessary by Exhibition Management.

*\*Please fill in*

COMPANY NAME \_\_\_\_\_

BY Mr. / Ms. \_\_\_\_\_ TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_ COUNTRY \_\_\_\_\_

TEL:+ \_\_\_\_\_ FAX:+ \_\_\_\_\_ E-mail: \_\_\_\_\_

**1. PRICE:**

**[Regular Booth (18 sqm/Booth)]**

(\*1 Earlybird Discount available until October 31, 2011)

■ **Raw Space Only** ¥848,000<sup>\*1</sup> ¥905,000/ Booth × Booth(s) = ¥

■ **Packaged Booth<sup>\*2</sup>** ¥1,348,000<sup>\*1</sup> ¥1,405,000/ Booth × Booth(s) = ¥

(\*2 Packaged Booth consists of Raw Space and Packaged Decoration)

(\*3 Refunded in case corner booth cannot be offered)

■ **Corner Charge** ¥15,000<sup>\*3</sup>/ Corner × Corner(s) = ¥

※Mini Booth (9sqm) Please tick  in the box.

Raw Space Only: ¥424,000<sup>\*1</sup> ¥452,500

Packaged Booth: ¥674,000<sup>\*1</sup> ¥702,500

**Total Amount excluding 5% consumption tax**

① ¥

**Total Amount including 5% consumption tax (①×1.05)**

¥

**Application for Consumption Tax Exemption**

Any fee related to exhibiting at the exhibition is subject to a 5% consumption tax. However, for foreign exhibitors, this tax shall be exempted for the exhibit space and rental display system fees when the condition below is met and the following requirement is complied with.

- The exhibitor has neither affiliates nor agents in Japan.
- Should the exhibitor establish a Japanese affiliate or agent by the first day of the exhibition, the exhibitor agrees to report this to Exhibition Management as promptly as possible to pay the consumption tax to Exhibition Management by the due date shown on the relevant invoice.

We herewith apply for the consumption tax exemption, confirming that we meet the above condition and agree to the above requirement.

\_\_\_\_\_  
 AUTHORISED SIGNATURE

**2. PRODUCTS to be exhibited:** \_\_\_\_\_

**3. PAYMENT**

**(1) Payment Schedule:**

The Exhibitor agrees to the following payment schedule:

**30% of Total Amount DUE UPON SIGNING THE AGREEMENT AS A DOWN PAYMENT** ¥ \_\_\_\_\_

**70% of Total Amount DUE ON OR BEFORE February 27, 2012** ¥ \_\_\_\_\_

Exhibit space must be paid in full before any Exhibitor will be permitted to install his/her display. Exhibition Management reserves the right to relocate the Exhibitor to space other than requested above.

**(2) Payment Methods:**

**Payment must be made in Japanese yen only via bank transfer.**

**Bank : Sumitomo Mitsui Banking Corp., Tokyo Main Office A/C Name : Reed Exhibitions Japan Ltd. A/C No. : Current Account 242780 Swift Code : SMBCJPJT**

\*When payment is made, the Exhibitor shall send an evidence of the bank transfer to Exhibition Management.

\*All bank commission incurred to be paid by remitter.

Cancellation of this contract will be accepted only at the sole discretion of the Exhibition Management. Upon such acceptance, Exhibition Management shall have the right to retain as liquidated damages and not as a penalty all amounts then paid by the Exhibitor and those due from him/her up to the time of cancellation pursuant to the "payment schedule" section of this contract for exhibition space.

**Cancellation Charges:**

- Cancellation made on/before February 26, 2012 – 30% of total amount.
- Cancellation made after February 26, 2012 – 100% of total amount.
- The same cancellation policy applies to contracts signed before or on/after February 27, 2012.

Date \_\_\_\_\_ By \_\_\_\_\_ Title \_\_\_\_\_

AUTHORISED SIGNATURE

Please printout this form and be sure your completed contract has been signed in the space provided above. RETURN both Page 1 and 2 (make those photocopies for your files)  
 TO: Reed Exhibitions Japan Ltd., 18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan. A signed copy of this contract will be returned to you.

We hereby accept the above Contract **No.** \_\_\_\_\_ **FOR EXHIBITION MANAGEMENT USE ONLY**

Date \_\_\_\_\_ Company ID \_\_\_\_\_

By \_\_\_\_\_ Title Show Director

**For: Reed Exhibitions Japan Ltd., 18F Shinjuku-Nomura Bldg., 1-26-2 Nishishinjuku, Shinjuku-ku, Tokyo 163-0570, Japan**

(Contact : \_\_\_\_\_) Total Amount ¥ \_\_\_\_\_

# EXHIBITION RULES AND REGULATIONS

## Exhibitors

Exhibitors are limited to those companies or other entities that will exhibit products for exhibition as set out in the Participation Guide for Exhibitors or such other materials supplied by the Exhibition Management. The Exhibition Management reserves the right to determine whether or not any product displayed by exhibitors is suitable as a product for exhibition.

## Exhibits

The manner of exhibition permitted at the Exhibition shall be based on common sense. Exhibitors must comply with the Official Exhibitor Manual supplied by the Exhibition Management. Exhibitors must carry out their exhibits so as not to interfere with their surroundings. Exhibitors shall not display in their exhibit any product not set out in the Participation Guide for Exhibitors or such other materials supplied by the Exhibition Management.

## Installation and Dismantling

Exhibitors shall install and dismantle their exhibit space according to the schedule stipulated in the Official Exhibitor Manual supplied by the Exhibition Management.

## Personnel

The Exhibition Management reserves the right to determine whether or not the attitude and attire of exhibition personnel are acceptable.

## Distribution of Materials

Exhibitors may, at their discretion, distribute hand bills or other printed advertising materials within their exhibit space; however, the contents of these distributed materials must be limited to those related to the exhibited products. The exhibitor will be fully liable for any and all things arising from such distribution and distributed materials, and the Exhibition Management will not be liable for them.

## Prohibition of Exhibits for the purpose of Employment

Any exhibits for the purpose of soliciting prospective employees, and employee-recruiting activities of any kind, are prohibited.

## Compliance with Safety and Fire Laws

All fire and safety laws applicable to the Exhibition Site must be strictly observed by exhibitors. Aisles and emergency exits may not be blocked by persons or properties. Exhibitors are prohibited from creating any site for storage of their properties outside their exhibit spaces.

## Compliance with Sound Level Standards

Any exhibitor making sounds must comply with the sound level standards established by the Exhibition Management so as not to bother other exhibitors. The Exhibition Management reserves the right to refuse or exclude any exhibited product, the exhibitor or its agent if the exhibitor fails to comply with the sound level standards.

## Photography; Video Shooting; Voice

The Exhibition Management reserves the right to take photographs, make videos and record sounds of the Exhibition. Exhibitors wishing to take photographs, make videos, or record sounds of their exhibits must obtain the Exhibition Management's prior approval to do so.

## Exhibit Space Assignment

The Exhibition Management will determine the assignment of exhibit spaces according to the order in which the exhibit space contracts were received or the number of booths. The Exhibition Management also reserves the right, in the interests of optimum traffic control and effective exhibit exposure, to change the exhibit space plan and reassign exhibit spaces in relation thereto.

## Prohibition of Exhibiting any Product that Infringes a Third Party's Intellectual Properties or Copies a Model, Design or Other Representations of a Third Party's Products

Exhibitors may not display at the Exhibition (i) any product that infringes, or is likely to infringe, a third party's intellectual properties or its applications relating to its intellectual properties in Japan or foreign countries, and (ii) any product that copies or imitates, or is likely to copy or imitate, the model, design, or other representations of a third party's products that have already been exhibited or commercially sold in any country before the commencement of the Exhibition. The Exhibition Management has the authority, without being liable to exhibitors, to (a) remove from the Exhibition Site all or part of the products that the Exhibition Management reasonably determines as falling within the scope of (i) or (ii) above, and store them in a place determined by the Exhibition Management at the exhibitor's expense until the Exhibition is finished, and (b) refuse admission to the Exhibition Site of the exhibitor and its employees or agents that the Exhibition Management reasonably determines are exhibiting the above products or exclude such persons from the Exhibition Site.

## Cancellations of Contracts

(i) Cancellation of exhibit space contract

Exhibitors must cancel its exhibit space contract in writing. In the case of a cancellation of the entire contracted exhibit space, the Exhibition Management will collect as a cancellation charge (a) 30% of the total amount payable (inclusive of consumption tax) as set out in the exhibit space contract if the cancellation occurs on or before February 26, 2012, or (b) the full amount thereof if the cancellation occurs thereafter. In the case of a cancellation of part of the contracted exhibit space, the Exhibition Management will collect as a cancellation charge (a) 30% of the exhibit space fee (inclusive of consumption tax) for the cancelled exhibit space if the cancellation occurs on or before February 26, 2012, or (b) the full amount thereof if the cancellation occurs thereafter. Only in the case of a cancellation of the entire contracted exhibit space will the application for the packaged decoration, be automatically cancelled. The

Exhibition Management reserves the right to reassign at its discretion the cancelled exhibit space irrespective of the collection of the cancellation charge. The exhibitor will not be released from its obligation to pay the cancellation charge even if (a) the cancelled exhibit space is reassigned to another exhibitor (b) the contract is made after February 26, 2012.

If an exhibitor cancels all or part of the contracted exhibit space within 2 months prior to the first day of the Exhibition, the exhibitor must provide the basic displays as set out in the Official Exhibitor Manual and arrange for at least one personnel to be present at the exhibit space, unless the Exhibition Management deems it unnecessary.

(ii) Cancellation of Packaged Decoration

If an exhibitor cancels the packaged decoration, the total amount of the packaged decoration fee (inclusive of consumption tax) shall be fully refunded, provided that the cancellation is notified in writing to the Exhibition Management at least 1 month prior to the first day of the Exhibition. If the cancellation occurs within 1 month prior to the first day of the Exhibition, the Exhibition Management shall collect the full amount of the packaged decoration fee (inclusive of consumption tax) as a cancellation charge. The same shall apply to the case of a cancellation of part of the packaged decoration.

## Sub-Leasing

Exhibitors may not permit other companies, entities or individuals to use their exhibit space, or any part thereof, without permission from the Exhibition Management.

## Rejected Participation

The exhibitor must conduct its exhibition at all times in compliance with these Exhibition Rules and Regulations laid down by the Exhibition Management. The Exhibition Management reserves the right to reject or eject an exhibition product or any exhibitor or its agents, with or without giving cause. Even if cause is not given, the Exhibition Management shall not be liable to the exhibitor other than for a prorated refund of the amount of the exhibit space price determined on the basis of the number of exhibit days remaining. If an exhibition product or exhibitor is ejected for violation of these Exhibition Rules and Regulations or for any other stated reason, no return of exhibit space price shall be made.

## Admission Refusal

The Exhibition Management reserves the right to refuse admission of exhibitors and visitors, whenever it deems such a refusal to be necessary in the interest of ensuring the safety at the Exhibition or for any other reason.

## Termination of Exhibition

In the event that the Exhibition Management determines that the premises in which the Exhibition is held has become unfit for entry, or the holding of the Exhibition or the performance of obligations by the Exhibition Management under the Agreement has been interfered with by any "cause or causes not within the reasonable control of the Exhibition Management," an individual agreement based on this Agreement and/or the Exhibition (or any part thereof) may be terminated by the Exhibition Management. The Exhibition Management will not be liable for delay, damage, loss, increased cost, or other unfavorable condition arising by virtue of "cause or causes not within the reasonable control of the Exhibition Management." For purposes of this clause, the phrase "cause or causes not within the reasonable control of the Exhibition Management" shall include, without limitation: fire, flood, storm, epidemic, earthquake, explosion, other accident and incident; blockade, embargo, inclement weather, restraints or orders of government or public agency, act of public enemy, riot or civil disturbance, terrorism; strike, lockout, boycott or other labor disturbance; inability to secure sufficient labor; failure, impairment or defect of adequate transportation facilities; or inability to obtain or condemnation or requisition of necessary supplies or equipment due to national or local laws, ministerial ordinances, municipal bylaws, rules, orders, circular notice or decree, whether legislative, executive or judicial, and whether constitutional or unconstitutional. Even if the Exhibition Management terminates an individual agreement based on this Agreement and/or the Exhibition (or any part thereof), with or without giving cause, the Exhibition Management will not be liable to the exhibitor other than for a prorated refund of the amount of the exhibit space price determined on the basis of the number of exhibit days remaining.

## Liability

The Exhibition Management and all companies, entities and individuals who are employed by or associated with it in connection with the Exhibition shall not be liable for any and all damage including accident or injury that may occur to an exhibitor or his/her employees or companies, entities, individuals who are employed by or associated with the exhibitor, the general public or other third party as a consequence of fire, theft, or any other cause. The Exhibition Management is not responsible for any breakage, loss or damage to exhibitors' property. The exhibitor shall pay promptly for any and all damage including any damage to the Exhibition building or its equipment incurred through carelessness, or otherwise, of the exhibitor's employees, or companies, entities or individuals who are employed by or associated with the exhibitor. The Exhibition Management shall not be responsible for any unintended errors or omissions in the invitation ticket, the Official Web-site, the floor guide map or in any other promotional materials of the Exhibition.

## Handling of Personal Information

The Exhibition Management may use the personal information of individuals from exhibition related parties for any communications necessary for the holding of the Exhibition. In addition, the Exhibition Management may send electronic mails or other advertising materials to exhibition related parties for promoting the Exhibition or other exhibitions to be organised by the Exhibition Management. Exhibition related parties give their consent to the Exhibition Management to provide their personal information to its designated partner company or a trade publication that gathers or features information related to the Exhibition whenever the Exhibition Management deems such a provision necessary.

Organised by



**Reed Exhibitions Japan Ltd.**  
18F Shinjuku-Nomura Bldg.,  
1-26-2 Nishishinjuku, Shinjuku-ku,  
Tokyo 163-0570, Japan

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**AUTHORISED SIGNATURE**