

Your Contract

page 1 of 10

To be filled in by the organiser

Deadline for all stand location renewals: May 29th 2015

mipim[®]
The world's property market

www.mipim.com

Tuesday 15 - Friday 18 March 2016

Palais des Festivals, Cannes, France

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The purpose of MIPIM (hereafter the "Event") is to bring together international real estate professionals, such as local authorities, developers, architects, qualified investors, financial institutions, corporate occupiers, advisors and any person whose activities are directly related to the real estate sector.

1 YOUR COMPANY

Legal Company Name* CITY OF OSTRAVA

Company Name as listed in the Guide

Address* PROJEKTOVO NAMESTI 8

(incl. Street, House/Box Number)

City* OSTRAVA Zip Code/Postcode* 72930

State CZECH REPUBLIC Country

Telephone 00420 599 443382

country code city code telephone number

Fax

country code city code fax number

Website http:// www.ostava.cz

VAT Number / Tax ID** CZ00845451

For companies not located in the European Union, please supply the tax identification number or national business number of your company. If this information is not supplied, French VAT will be charged and may not be reimbursed by French tax authorities.

2 YOUR BILLING ADDRESS (Complete only if different from above)

Legal Company Name**

Billing Contact Name

Address**

(incl. Street, House/Box Number)

City** Zip Code/Postcode**

State Country

Telephone

country code city code telephone number

Fax

country code city code fax number

Work email

VAT Number / Tax ID**

For companies not located in the European Union, please supply the tax identification number or national business number of your company. If this information is not supplied, French VAT will be charged and may not be reimbursed by French tax authorities.

3 YOUR COMPANY CONTACTS

MAIN CONTACT Mr Mrs Ms

(Contact details of the person who organises the stand)

SURNAME** PALICKA

First Name** VACLAV

Position** HEAD OF STRATEGIC DEVELOPMENT DEPARTMENT

Work email**

Language in which you would like us to communicate with you English French

TECHNICAL CONTACT Mr Mrs Ms

(We recommend you include the contact details of the stand decoration company)

SURNAME** Technical contact will be included later this autumn.

First Name**

Work email**

Language in which you would like us to communicate with you English French

*Mandatory. Listed in the Guide
**Mandatory. Not listed in the Guide



4 YOUR COMPANY PROFILE*

To validate your registration and ensure the accuracy of your company profile, please complete the details of your company's activity carefully.

This will be your reference in the:

- MIPIM Online Database: a complete directory of participating companies, individuals, real estate projects to support your networking activities, organise meetings and prepare your show
- MIPIM Guide: the who's who of the real estate industry

Reed MIDEM reserves the right to list or to modify this information if this section is incorrect/not completed

a. Please specify in which countries you wish to develop your business (please tick appropriate box(es)).

Americas	Asia Pacific	Central & Eastern Europe	Middle East and Africa	Western Europe
<input checked="" type="checkbox"/> Argentina <input checked="" type="checkbox"/> Brazil <input checked="" type="checkbox"/> Canada <input checked="" type="checkbox"/> Chile <input checked="" type="checkbox"/> Mexico <input checked="" type="checkbox"/> USA <input checked="" type="checkbox"/> Other Latin America	<input type="checkbox"/> Australia/ New Zealand <input checked="" type="checkbox"/> China <input checked="" type="checkbox"/> Hong Kong <input checked="" type="checkbox"/> India <input checked="" type="checkbox"/> Indonesia <input checked="" type="checkbox"/> Japan <input checked="" type="checkbox"/> Malaysia <input checked="" type="checkbox"/> Singapore <input checked="" type="checkbox"/> South Korea <input checked="" type="checkbox"/> Thailand <input checked="" type="checkbox"/> Vietnam <input checked="" type="checkbox"/> Other Asia	<input checked="" type="checkbox"/> Baltic countries <input checked="" type="checkbox"/> Bulgaria <input checked="" type="checkbox"/> Croatia, Slovenia <input checked="" type="checkbox"/> Czech Republic <input checked="" type="checkbox"/> Poland <input checked="" type="checkbox"/> Romania <input checked="" type="checkbox"/> Russia <input checked="" type="checkbox"/> Serbia, Balkan countries <input checked="" type="checkbox"/> Slovakia <input checked="" type="checkbox"/> Ukraine <input checked="" type="checkbox"/> Other Central & Eastern Europe	<input checked="" type="checkbox"/> Egypt <input checked="" type="checkbox"/> Morocco <input checked="" type="checkbox"/> Saudi Arabia <input checked="" type="checkbox"/> South Africa <input checked="" type="checkbox"/> Tunisia <input checked="" type="checkbox"/> Turkey <input checked="" type="checkbox"/> U.A.E. <input checked="" type="checkbox"/> Other Africa <input checked="" type="checkbox"/> Other Middle East	<input checked="" type="checkbox"/> Austria <input checked="" type="checkbox"/> Belgium <input checked="" type="checkbox"/> Finland <input checked="" type="checkbox"/> France <input checked="" type="checkbox"/> Germany <input checked="" type="checkbox"/> Greece <input checked="" type="checkbox"/> Ireland <input checked="" type="checkbox"/> Italy <input checked="" type="checkbox"/> Luxembourg <input checked="" type="checkbox"/> Netherlands <input checked="" type="checkbox"/> Portugal <input checked="" type="checkbox"/> Scandinavia <input checked="" type="checkbox"/> Spain <input checked="" type="checkbox"/> Switzerland <input checked="" type="checkbox"/> UK <input checked="" type="checkbox"/> Other Western Europe

b. Your main business field: from the following list, please tick the box which corresponds to your company's main business field (please tick only one box).

<input checked="" type="checkbox"/> 10 INVESTORS & FINANCIAL INSTITUTIONS	<input checked="" type="checkbox"/> 30 LOCAL & PUBLIC AUTHORITIES	<input checked="" type="checkbox"/> 43 BUSINESS SERVICES
<input checked="" type="checkbox"/> 21 HOTEL GROUPS	<input checked="" type="checkbox"/> 40 DEVELOPERS	<input checked="" type="checkbox"/> 44 SERVICE PROVIDERS/SUPPLIERS
<input checked="" type="checkbox"/> 22 RETAILERS	<input checked="" type="checkbox"/> 41 OPERATORS	<input checked="" type="checkbox"/> 45 ASSOCIATIONS & ACADEMICS
<input checked="" type="checkbox"/> 23 CORPORATE END-USERS/OCCUPIERS	<input checked="" type="checkbox"/> 42 ARCHITECTS & PLANNERS	

10 - INVESTORS & FINANCIAL INSTITUTIONS

Please specify your activity

<input type="checkbox"/> 100 Asset management company (third party)	<input type="checkbox"/> 105 Investment company
<input type="checkbox"/> 101 Bank	<input type="checkbox"/> 106 Investor & Developer
<input type="checkbox"/> 102 Closed-ended fund (ie: private equity, hedge fund)	<input type="checkbox"/> 107 Open-ended fund
<input type="checkbox"/> 103 HNWI, Family office, Private Investor	<input type="checkbox"/> 108 Pension fund / Sovereign Wealth Fund
<input type="checkbox"/> 104 Insurance company	<input type="checkbox"/> 109 Real estate investments trusts (REIT, SIIC, SICAFI, SIHQ)

Please specify which real estate sector you invest in

<input type="checkbox"/> A1 Car parks	<input type="checkbox"/> A6 Industrial	<input type="checkbox"/> A11 Residential
<input type="checkbox"/> A2 Storage / Warehouse / Logistics	<input type="checkbox"/> A7 Land	<input type="checkbox"/> A12 Retail Park / Factory Outlet
<input type="checkbox"/> A3 Entertainment / Leisure / Theme Parks	<input type="checkbox"/> A8 Medical / Healthcare	<input type="checkbox"/> A13 Mall / Shopping Centre
<input type="checkbox"/> A4 Hospitality	<input type="checkbox"/> A9 Mixed Use	<input type="checkbox"/> A14 High street retail
<input type="checkbox"/> A5 Infrastructure / Public / & Private Partnerships	<input type="checkbox"/> A10 Offices	<input type="checkbox"/> A15 Social Housing

Please specify your way of investment

Please specify if your Investments are Shariah compliant

<input type="checkbox"/> B1 Direct investment (in real estate projects/products)	<input type="checkbox"/> B2 Indirect investment (in funds and companies)	<input type="checkbox"/> B3 Shariah compliant investment
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21 - HOTEL GROUPS

210 Hotel operator

22 - RETAILERS

220 Individual retail company 221 Group of retail companies 222 Master franchisee

23 - CORPORATE END-USERS / OCCUPIERS

<input type="checkbox"/> 230 Financial Services	<input type="checkbox"/> 234 Media & Entertainment	<input type="checkbox"/> 238 Technology & Communication
<input type="checkbox"/> 231 Energy/Chemicals	<input type="checkbox"/> 235 Publishing/Press	<input type="checkbox"/> 239 Travel & Tourism
<input type="checkbox"/> 232 Industrial Goods	<input type="checkbox"/> 236 Health Care	<input type="checkbox"/> 240 Public Services - Public Authorities
<input type="checkbox"/> 233 Consumer Goods	<input type="checkbox"/> 237 University & Knowledge	<input type="checkbox"/> 241 Others

30 - LOCAL & PUBLIC AUTHORITIES

300 City/Metropolitan area 302 Other local/regional/government authority
 301 Public promotion/Development agency 303 Other public authority (joint ventures, free trade zone...)

40 - DEVELOPERS

<input type="checkbox"/> 400 Car park developer	<input type="checkbox"/> 403 Mall/Shopping center developer	<input type="checkbox"/> 406 Industry Developer
<input type="checkbox"/> 401 Entertainment/Leisure/Theme parks developer	<input type="checkbox"/> 404 Storage/Logistics developer	<input type="checkbox"/> 407 Office Developer
<input type="checkbox"/> 402 Retail park/Factory outlet developer	<input type="checkbox"/> 405 Hotel developer	<input type="checkbox"/> 408 Residential Developer

Please specify if you are also an investor

Please specify if your projects are Shariah compliant

F1 Investor & developer

F2 Shariah compliant projects

41 - OPERATORS

<input type="checkbox"/> 410 Airport/Railway station/Harbour operator	<input type="checkbox"/> 412 Storage/Logistics operator
<input type="checkbox"/> 411 Entertainment/Leisure/Theme parks operator	<input type="checkbox"/> 413 Business centre operator

42 - ARCHITECTS & PLANNERS

420 Architect/Designer 421 Private master planner

43 - BUSINESS SERVICES

<input type="checkbox"/> 430 Accountant & Audit/Notary/Tax adviser	<input type="checkbox"/> 433 Investment adviser/Agent	<input type="checkbox"/> 436 Property management company
<input type="checkbox"/> 431 Bank (credit provider)	<input type="checkbox"/> 434 Occupation adviser/Agent	<input type="checkbox"/> 437 Research Institute
<input type="checkbox"/> 432 Consulting firm	<input type="checkbox"/> 435 Law firm	<input type="checkbox"/> 438 Online data provider

44 - SERVICE PROVIDERS/SUPPLIERS

<input type="checkbox"/> 440 Engineering firm/Surveyor	<input type="checkbox"/> 445 Interior architect/Designer/Consultant
<input type="checkbox"/> 441 Construction company	<input type="checkbox"/> 446 HR/Recruitment consultant
<input type="checkbox"/> 442 Facilities management	<input type="checkbox"/> 447 Marketing/Advertising/Multichannel/Digital/PR company
<input type="checkbox"/> 443 Utilities	<input type="checkbox"/> 448 Other service providers/suppliers
<input type="checkbox"/> 444 Entertainment/Leisure/Culture	

45 - ASSOCIATIONS & ACADEMICS

450 Federation/Association 451 University / Academics

5 YOUR BOOKING

EXHIBITING

ZONE A+ / Palais -1 N

Registration fee		€ _ _ 2 1 2 0
Number of sqm (Minimum stand 13.2 sqm)	94,38 <input type="checkbox"/> x €760	€ _ _ 7 1 728,8
Miscellaneous		€ _ _ _ _ _ _
SUB-TOTAL		€ _ _ 73 848,8
Tax excluded		

This price includes:

- Registration for 4 full time employees
- Standard decoration (option A): Carpeting / PVC partitioning walls / Signposting / Basic Furniture / Electricity (not divisible)
- Your company & delegate listing in the MIPIM Guide
- Your access to onsite services & the full conference & event programme
- Your access to the MIPIM Online Database is available from December 2015 until the launch of the MIPIM Online Database 2017.

DECORATION: Partition walls installed along an alley, facing another stand, must not be closed over more 40% on each side. Only stand packages or designed stands are allowed in Palais-1 main alley, Riviera 7 and Riviera 8. Please see the exhibitor's technical manual. For further information, please contact the Technical Department: asmaa.esiyouri@reedmidem.com.

BRONZE PACKAGE (10% saving)

- 1/4 page in the MIPIM news of your choice 1 2 3 4
- 1 shownews Half banner
- 1 full page in the MIPIM Guide

x€4,520

SUB-TOTAL € | _ | _ | _ | _ | _ | _ |
Tax excluded

SILVER PACKAGE (15% saving)

- MIPIM online database Advanced Company Profile
- Homepage Large Banner on both websites
- 1 full page in the MIPIM Magazine: Preview
- 1 full page in the MIPIM Guide

x€9,195

SUB-TOTAL € | _ | _ | _ | _ | _ | _ |
Tax excluded

GOLD PACKAGE (20% saving)

- MIPIM online database Advanced Company Profile
- Giga Banner on MIPIM websites except online database
- 1 full page in the MIPIM Magazine: Preview
- 1 full page in the MIPIM Guide
- 1 full page in 1 issue of the MIPIM news 1 2 3 4

x€11,625

SUB-TOTAL € | _ | _ | _ | _ | _ | _ |
Tax excluded

ZONE A / Palais -1

Registration fee		€	2,120
Number of sqm (Minimum stand 13.2 sqm)	44,88 <input type="checkbox"/> x €702	€	31,505,76
Miscellaneous		€	
SUB-TOTAL		€	31,505,76
<small>Tax excluded</small>			

This price includes:

- Registration for 4 full time employees
- Standard decoration (option A): Carpeting / PVC partitioning walls / Signposting / Basic Furniture / Electricity (not divisible)
- Your company & delegate listing in the MIPIM Guide
- Your access to onsite services & the full conference & event programme
- Your access to the MIPIM Online Database is available from December 2015 until the launch of the MIPIM Online Database 2017.

DECORATION: Partition walls installed along an alley, facing another stand, must not be closed over more 40% on each side. For further information, please contact the Technical Department: asmaa.esiyouri@reedmidem.com

BRONZE PACKAGE (10% saving)

- 1/4 page in the MIPIM news of your choice 1 2 3 4
- 1 shownews Half banner
- 1 full page in the MIPIM Guide

x €4,520

SUB-TOTAL € _____
Tax excluded

SILVER PACKAGE (15% saving)

- MIPIM online database Advanced Company Profile
- Homepage Large Banner on both websites
- 1 full page in the MIPIM Magazine: Preview
- 1 full page in the MIPIM Guide

x €9,195

SUB-TOTAL € _____
Tax excluded

GOLD PACKAGE (20% saving)

- MIPIM online database Advanced Company Profile
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- 1 full page in the MIPIM Magazine: Preview
- 1 full page in the MIPIM Guide
- 1 full page in 1 issue of the MIPIM news 1 2 3 4

x €11,625

SUB-TOTAL € _____
Tax excluded

TOTAL EXHIBITING

Tax Excluded | € 105,354,56

5 LIST OF PARTICIPANTS FOR THE MIPIM GUIDE & MIPIM ONLINE DATABASE

Company and delegates will be listed in the Guide and on the MIPIM Online Database (DEADLINE FOR LISTING IN THE GUIDE IS 9th FEBRUARY 2016)

ACCOMMODATION BOOKINGS

Reed MIDEM is the partner of hotels and rentals agencies that offers a wide selection of accommodation at special rates during MIPIM.

Early reservation is highly recommended to secure your accommodation.

To book now, please visit www.mipim.b-network.com.

For any assistance, please contact us at hotel.mipim@reedmidem.com.

Without an email address participants will NOT be able to receive their activation email, connect directly to the online database or receive their e-ticket. Email addresses are not listed in the Guide and can be hidden on the Online Database (see below).

Participant: Mr Mrs Ms

SURNAME* PALICKA

Maiden Name*
If relevant

First Name* VACLAV

Job Title* head of strategic development department

Work Email** v.palicka@ostrava.cz

INDIVIDUAL EMAIL ADDRESS IS REQUIRED

I do not wish to receive commercial offers from the MIPIM organiser
 I do not wish my email to appear on the Online Database

Please specify if this person is:

A CEO/Chairman/General Manager
 In charge of Marketing/PR/Communication/Event Management
 In charge of Hotel and Tourism sector

Participant: Mr Mrs Ms

SURNAME* KOUDELLOVA

Maiden Name*
If relevant

First Name* APELA

Job Title* marketing specialist

Work Email** a.koudelova@ostrava.cz

INDIVIDUAL EMAIL ADDRESS IS REQUIRED

I do not wish to receive commercial offers from the MIPIM organiser
 I do not wish my email to appear on the Online Database

Please specify if this person is:

A CEO/Chairman/General Manager
 In charge of Marketing/PR/Communication/Event Management
 In charge of Hotel and Tourism sector

Participant: Mr Mrs Ms

SURNAME* URBANKOVA

Maiden Name*
If relevant

First Name* NINA

Job Title* marketing specialist

Work Email** n.urbankova@ostrava.cz

INDIVIDUAL EMAIL ADDRESS IS REQUIRED

I do not wish to receive commercial offers from the MIPIM organiser
 I do not wish my email to appear on the Online Database

Please specify if this person is:

A CEO/Chairman/General Manager
 In charge of Marketing/PR/Communication/Event Management
 In charge of Hotel and Tourism sector

Participant: Mr Mrs Ms

SURNAME* MAEURA

Maiden Name*
If relevant

First Name* TOMAS

Job Title* THE MAYOR OF THE CITY

Work Email** t.maeura@ostrava.cz

INDIVIDUAL EMAIL ADDRESS IS REQUIRED

I do not wish to receive commercial offers from the MIPIM organiser
 I do not wish my email to appear on the Online Database

Please specify if this person is:

A CEO/Chairman/General Manager
 In charge of Marketing/PR/Communication/Event Management
 In charge of Hotel and Tourism sector

*Mandatory. Listed in the Guide.
**Mandatory. Not listed in the Guide.

6 TOTAL PAYMENT

TOTAL DUE FOR EXHIBITING (incl. VAT)*	105 354,56	€
TOTAL DUE FOR ADVERTISING (incl. VAT)*		€
TOTAL DUE FOR OTHER OPTIONS & SPONSORING (incl. VAT)**		€
TOTAL DUE FOR REGISTRATION (incl. VAT)*		€
BALANCE DUE (incl. VAT)*		€

* +20% VAT on exhibiting, exhibitors' registration and advertising is **OBLIGATORY** for

- ALL FRENCH CUSTOMERS
- EU CUSTOMERS NOT SUBJECT TO VAT
- NON-EU CUSTOMERS NOT SUBJECT TO CORPORATE INCOME TAX

** +20% VAT on Premium Hospitality Suite is **OBLIGATORY** for all customers.

Instructions for sales recuperation will be sent with your invoice.

7 TERMS OF PAYMENT

➤ FOR ADVERTISING, SPONSORSHIP, PREMIUM HOSPITALITY SUITE, REGISTRATION & OTHER OPTIONS ONLY

Full payment must be made upon signature of the contract

➤ FOR STAND ONLY

First payment must be made upon signature of the contract. All subsequent payments must be made before the show according to the payment schedule below.

Payment schedule (for stand only)	Contract signed up to 16 October 2015	Contract signed between 17 October 2015 and 11 December 2015	Contract signed after 11 December 2015
MIPIM 2016			
Payment upon signature of the contract*	30%	80%	100%
Payment on 16 October 2015*	50%	N/A	N/A
Payment on 11 December 2015*	20%	20%	N/A

*VAT incl.

8 DECLARATION OF AGREEMENT

The undersigned acknowledges that he/she has read the Rules, which are printed hereafter, and undertakes to comply with these Rules. He/she confirms that he/she has duly informed the appropriate employees of his/her company that their personal data is being processed according to the terms of the Rules related to information technology and civil liberties. In particular, he/she acknowledges and accepts that personal data is accessible to participants or partners that may be located in states that may not provide a sufficient level of protection equivalent to the European Union Directives. He/she hereby guarantees Reed MIDEM against any action based on Reed MIDEM's use of said data as permitted by the Rules. Finally, the undersigned represents and warrants that he/she is duly authorised by his/her company to bind it by the Rules hereof and agrees that he/she is personally bound and liable pursuant to the Rules hereof in the event such authority to bind his/her company does not actually exist. The Rules are part of the contract.

SURNAME P. A. L. I. ČKA
 First Name L. Š. ČLÁV.
 Position HEAD OF STRATEGIC DEVELOPMENT DEPARTMENT, CITY OF OSTRAVA

Signature (MANDATORY)

Date (MANDATORY)
 1.7.2015

Stamp
Magistrát města Ostravy
 Odbor strategického rozvoje
 Prokešovo nám. 8, 729 30 Ostrava

THIS CONTRACT IS FINAL AND BINDING



9 WAYS TO PAY PLEASE SEND US TWO INVOICES. WITHOUT THEM WE ARE NOT ABLE TO PAY!

I'M PAYING BY BANK ORDER

This bank order must be made with the following indications: "Payment at no costs for the beneficiary" together with the legal company name, name of event and invoice number.
Please send us a copy of the wire transfer to facilitate the identification of your payment.

Bank code	Agency code	Account number	Control	Banking domiciliation	Swift Code /BIC	Account owner	EU VAT Number
30066	10947	00010005001	79	C.I.C SAINT AUGUSTIN GCE SUD 102 BD HAUSSMANN 75008 PARIS	CMCIFRPPXXX	REEDMIDEM SAS 27 Quai Alphonse Le Gallo CS 10026 92513 Boulogne-Billancourt Cedex	FR 91 662 003 557
IBAN International Bank Account Number FR76 3006 6109 4700 0100 0500 179							

I'M PAYING BY CREDIT CARD (All products except for stands)

MANDATORY: FOR SECURITY REASONS, DO NOT SEND CREDIT CARD INFO VIA EMAIL.
Credit card details received by email will automatically be deleted and the contract destroyed.

We can only accept card debit authorisation forms by fax at the following secure numbers:
Paris: +33 (0)1 79 71 90 90 - London: +44 (0)20 7895 0949 - New York: +1 212 284 5148

ALL THE FIELDS BELOW ARE COMPULSORY AND MUST BE COMPLETED TO ENABLE US TO DEBIT YOUR CARD

VISA/MASTER CARD AMERICAN EXPRESS

Card number _____ Expiry Date _____ € _____
Name of card holder (as seen on card) _____ Amount (COMPULSORY)

Signature of the card holder (COMPULSORY) Date (COMPULSORY)

10 PLEASE RETURN ALL PAGES OF THIS CONTRACT BY POST OR BY FAX TO YOUR CONTACT

REED MIDEM - PARIS HEADQUARTERS
 US & LATAM, Austria, Czech Republic and Slovakia, Switzerland, Netherlands
 Sophie MATHIEU
 Sales Director
 Office: +1-212-284-5134
 Cell: +1-718-909-3807
 sophie.mathieu@reedmidem.com
 350 Park Avenue South - 9th Floor - New York, NY 10010 - USA

11 RULES

1) General provisions

The provisions of these regulations (hereinafter, the "Regulations") shall apply to all exhibitors, visitors and service providers (hereinafter, the "Participants"), who request admission to the various professional events organised by Reed MIDEM (hereinafter, the "Organiser"), a French société par actions simplifiée (simplified limited company) with share capital of €310,000, whose registered office is located at 27/33 Quai Alphonse Le Gallo, 92100 Boulogne Billancourt, France, and which is registered with the Nanterre Trade and Companies Register under number 662 003 557. These Regulations shall also apply to parties who contract with the Organiser. The goods and services offered in connection with the event shall meet only the requirements of any individual or legal entity whose business activities are directly related to the sector promoted by the event, as defined in the participation contract. The Organiser reserves the right to refuse to contract with any person whose business is not directly related to the sector promoted by the event or in any other legitimate grounds, such as a dispute, etc.

2) Acceptance of contract documents

Signature of the participation contract and any admission to the event shall be deemed the Participant's total and complete agreement with and acceptance of the provisions of the Regulations, the participation contract, the specifications of the operator of the exhibition hall and, in the case of Exhibitors (an Exhibitor is defined as any Participant who rents a stand at the event), the technical manual and the insurance policies that the Organiser takes out on behalf of the Exhibitors (hereinafter, collectively, the "Contract Documents"), all of which may be downloaded directly from the event's website.

Accordingly, the Participant undertakes to comply with the Contract Documents, as well as with any health and safety measures the public authorities may impose, and to cause its employees and service providers to comply therewith.

Any amendments or reservations that the Participant may make to the Contract Documents in any manner whatsoever shall be deemed void.

3) Amendments to and priority of the Regulations

The Organiser reserves the right to decide on all matters not covered by these Regulations and to add new, immediately applicable provisions to cover matters not dealt with by the general regulations governing commercial events, which are posted on the www.Isreal.com website.

The Regulations shall prevail over any general terms and conditions of purchase of Participants. In the event of a discrepancy between the French and English versions of the Regulations, the French version shall prevail.

4) Postponement or cancellation of events

Until the date on which registration closes, Participants shall assume all risks associated with the non-occurrence of the event and, in particular, they alone shall bear costs they may have chosen to incur in anticipation of the event.

However, Participants may be refunded the amounts of their deposit or participation fee if the event is cancelled or upon the occurrence of a force majeure event. In the latter case, Participants shall be refunded an amount equal to sums already paid, less expenses incurred by the Organiser. A force majeure event is any new health, climatic, economic, political or social situation, at the local, national or international level, that:

- is not reasonably foreseeable at the time the event is advertised to Participants;
- is beyond the Organiser's control; and
- makes it impossible to hold the event or creates risks of disturbances that may seriously affect the organisation and proper functioning of the event or the safety of property and persons.

If the event is postponed, the amount of the deposit or participation fee paid by Participants shall be credited over in view of their participation in the next event.

ADMISSION TO EVENTS

5) Admission requirements

Persons under the age of 18 may not be admitted to the event, except with the Organiser's prior written authorisation.

The Organiser reserves the right to refuse entry to or to have expelled, temporarily or permanently, any Participant whose presence, conduct or behaviour threatens the image, peace or safety of the event and/or of the Participants and/or the integrity of the site. In such case, the Participant shall be reimbursed the share of sums already paid applicable to the remaining days of the event. To gain admission to the event Participants must show an admission pass, which the Organiser shall issue free of charge or for consideration in accordance with its own procedures. The distribution, reproduction or sale of admission passes in order for any person other than the Participant to derive a profit therefrom is strictly forbidden and is liable to prosecution.

Due to the international nature of the event, Participants shall:

- Ensure that their participation is neutral in terms of political, ideological or religious expression;
- Not create disturbances (visual, aural, olfactory, etc.) to the organisation of the event, the other Participants, whether or not in neighbouring stands, or the public, either at their stand, in the advertising space assigned to them within the venue or in the vicinity of the event.

Otherwise, the Organiser reserves the right to impose penalties, including refusing admission to the event.

6) Accreditation of Participants' employees

Participants may accredit only their full-time employees from a single establishment, in a single country. The Organiser may at any time request documentary evidence thereof. In the event a Participant accredits any person who does not meet the foregoing requirements, they shall be required to pay the registration fee applicable to visitors, as specified in the participation contract.

7) Advertising

The Organiser reserves the exclusive right to post advertising in the venue where the event is held and in the immediate surrounding area.

All forms of advertising are strictly forbidden, with the exception of advertising that uses the media defined below, the advertising spaces that the Organiser assigns and the advertising materials displayed within the Exhibitor's stand. In the event of non-compliance with these requirements, the Organiser may remove such advertising at any time without prior notice.

Participants shall not in any form whatsoever display products or services or advertise companies or businesses that are not Participants, without the Organiser's prior written authorisation. Furthermore, the distribution of leaflets, brochures, flyers or documents of any type for promotional or any other purposes is strictly limited within the event venue and the immediate surrounding area and is subject to the Organiser's prior authorisation. Participants shall not, in any manner whatsoever, advertise any practitioner or establishment that is a member of a regulated profession for which the national or official organisation that represents the profession prohibits advertising.

8) Sponsoring

Certain of the Organiser's events may be sponsored by Participants pursuant to the terms and conditions set forth in the participation contract which specifies the characteristics of the event. Unless otherwise stated, sponsorships are non-exclusive.

In the event that more than one Participant sponsors the same event, the Organiser shall promote the Participants in proportion to their respective contributions. The Organiser reserves the right to modify the characteristics of the event or to have the Participants modify the materials intended to be distributed, in particular due to legal requirements or for reasons related to the general organisation of the event and/or, more broadly, in the interest of all Participants.

9) Photography and filming (audio and video)

The Organiser may prohibit the taking of photographs and/or the making of audio and video recordings by Participants who have not received accreditation for such purpose. Only photographers / cameramen who have received written authorisation for such purpose shall be allowed to operate within the event venue. A copy of their photographic prints and/or audio and video recordings shall be provided to the Organiser upon request.

Unless Participants expressly communicate their opposition in advance, Participants authorise, free of charge, the Organiser and its partners to photograph and/or record the voice and image of the Participant(s), the stands or specific articles displayed within stands, and to communicate to the public, in the whole world, such photos and/or recordings, which may be presented (in particular in the form of live or delayed broadcasting), reproduced without limit as to the number of reproductions and published, in the whole world, for a period of five (5) years, in any format (in particular, downloadable formats, including MP3, podcasts and webcasts), using any method or process known or unknown at this time, in whole or in part, on all tangible or intangible media known or unknown at this time, including but not limited to paper, optical, analogue and digital media (CDs, DVDs, etc.), or over an electronic network (the internet and, in particular, the websites of the Organiser and its partners), and on any other promotional or marketing tool it may use for information or promotional purposes, unless Participants communicate their opposition in writing in advance.

10) Unfair competition and parasitic business practices

Participants formally undertake not to engage in activities that are identical or similar to those conducted in the event venue, in the immediate surrounding area or in any other exhibition area that the Organiser may designate, in particular, in places such as hotels or other sites external to said event, during the period of the event.

Accordingly, Participants in particular undertake not to directly or indirectly draw any other Participant away from any exhibition area for the purpose of presenting any of its products and/or services that are within the scope of the event.

The Organiser reserves the right to have any breach of this provision evidenced by a sworn officer, to have the relevant Participant pay the costs associated therewith and to initiate any legal action enabling it to assert its rights.

11) Accommodations

The Organiser enters into agreements with hotels and estate agents in Cannes and the surrounding area in order to assist Participants, to the extent possible and under the best possible conditions, in finding accommodation. However, this does not constitute an obligation on the part of the Organiser, and the Organiser shall not be liable with respect to hotel reservations and/or accommodations selected.

INSTALLATION OF STANDS

12) Assignment and distribution of locations

The Organiser shall determine the event layout and assign locations. The Organiser shall endeavour to take into account Exhibitors' requests, the nature of the products and services they plan to exhibit and the arrangement of the stand they plan to install, in accordance with the interests of the event. Participation in prior events shall not entitle Exhibitors to a specific location. The Organiser shall in no event be liable to Exhibitors for any consequences that may ensue from the location assigned to them, such as low foot traffic.

In the event a Participant causes a disturbance or to ensure the best possible presentation of the event in the interests of all Participants, the Organiser reserves the right to modify, at any time and as often as it deems necessary, the use of the areas requested by Exhibitors, the location of stands or the decoration thereof if they do not comply with the requirements of the Exhibitors' Technical Manual, after having given Exhibitors prior notice of its actions, except in the event of a pressing need, in which case the Organiser shall not be required to give prior notice.

13) Set-up, installation and decoration, break-down

- Exhibitors and any person duly appointed to represent them shall
- Become familiar with the Exhibitors' Technical Manual and the specifications of the operator of the exhibition hall in effect, and comply therewith;
- Comply with the safety measures imposed by applicable laws and regulations during set-up, break-down and throughout the event; and
- Be present at their stand during the inspection by the teams responsible for ensuring compliance with safety standards.

Subject to the provisions of the aforementioned documents, the event's accident prevention plan, the Exhibitor's specific accident prevention plan and consistent with the overall decoration of the event, Exhibitors are free to fit out and decorate their stand, provided they do not hinder the visibility of safety signs and equipment or of nearby stands. The Organiser reserves the right, at any time and at the Exhibitor's expense, to have removed or to destroy any materials or installation deemed non-compliant.

14) Manning the stand

Exhibitors shall at all times maintain sufficient staff at their stand and keep it fully equipped during the entire duration of the event, including if the duration of the event is extended. Exhibitors shall display products and/or services that comply with French and European laws and regulations and that originate from lawful activities, and shall obtain all authorisations necessary to conduct the business. Products shall be displayed only within the stand, shall not encroach on the aisles and shall in no event inconvenience nearby Exhibitors. Materials and products shall be arranged in an aesthetic manner. Take-away sales or sales in which goods are immediately delivered to the buyer are forbidden, except with the Organiser's prior written authorisation. Events held at the stand as attractions, shows, events etc. shall require the Organiser's prior authorisation.

15) Damage and repairs

Exhibitors shall be liable for all damage they cause to their stand. Accordingly, Exhibitors shall leave their stand and/or assigned location, as well as any equipment and materials supplied by the Organiser, in their original condition. Therefore, at the time they take possession of their stand, Exhibitors shall have any existing damage evidenced and forward such evidence by email, on the same day, to the Organiser's technical department. Otherwise, Exhibitors risk being invoiced for such damage.

Exhibitors shall vacate the stands and remove their goods, articles and specific decorations, as well as any residual waste from materials used to decorate stands, within the deadlines and during the hours specified by the Organiser, and in compliance with local laws, regulations and practices concerning waste. If it fails to comply with such deadlines, the Exhibitor shall be liable for any expenses incurred as a result of its non-compliance with these instructions, as well as for any damage caused by the Exhibitor.

16) Assignment and subletting of assigned locations

Participants are expressly forbidden from assigning, subletting or exchanging, free of charge or for consideration, all or any part of the locations assigned by the Organiser, including stands and advertising spaces.

However, more than one Exhibitor may be allowed to exhibit jointly, provided they have submitted a prior request to the Organiser.

FINANCIAL TERMS AND CONDITIONS APPLICABLE TO PARTICIPATION

17) Price and payment procedures

The participation fee, ancillary costs and the payment procedures and time periods are specified by the Organiser in the participation contract. Depending on the signature date of the participation contract, the first payment shall be equal to amounts already due on the relevant date. The Organiser does not apply any commercial discount, rebate or reduction policies, and Participants shall not be granted any discount in the event of payment before the due date. An additional invoice shall be issued for any service Participants may order that is not specified in the participation contract.

18) Late payment or non-payment

In accordance with Article L. 441.6 of the French Commercial Code (Code de Commerce), in the event of late payment, the Participant shall be liable for late payment penalties calculated at three (3) times the legal interest rate, as from the day following the payment date shown in the participation contract and on the invoice and of a flat compensation for recovery costs in the amount of 40 euros, being specified that if the exposed recovery costs are superior to 40 euros, the Organiser may ask for supplementary compensation, with justificatory documents. This provision shall not be deemed a grant of an extension of time to make payment. A Participant's failure to comply with the "Price and payment procedures" clause shall automatically cause the amount of the participation fee to become immediately due and payable and/or shall entitle the Organiser to suspend performance of services, in particular access to the online community and/or the event, and/or to reassign the stand's location [to another Participant]. When the problem has been resolved, at the Organiser's discretion, the Participant may be offered a substitute alternative solution. Failure to pay the price in full shall preclude the Participant from registering for any future event of the Organiser.

19) Cancellation of participation

The participation contract is final and irrevocable. The entire amount of the participation fee shall be owed in the following cases:

- The Exhibitor is not present at its stand 24 hours before the beginning of the event, for any reason whatsoever. The Organiser may deem such default a cancellation of the Exhibitor's participation and shall be free to make other arrangements with respect to the stand's location, in which case the Exhibitor shall not be entitled to claim any refund or compensation.
- The Participant cancels its reservation on any date whatsoever and for any reason whatsoever; or
- At the time of its registration, the Participant provides information that is false, erroneous or becomes inaccurate and, as a result thereof, it is refused admission to the event; with the exception of the occurrence of a force majeure event, as defined by Article 1145 of the French Civil Code (Code Civil) which, if proved, shall entitle the Exhibitor to a refund of all amounts paid.

INTELLECTUAL PROPERTY

20) Intellectual property

The Participant warrants the Organiser that it holds all intellectual property rights in the content defined below and in the materials exhibited, or that it holds the authorisations necessary to display and/or distribute them in connection with the event.

To ensure the complete transparency of the event, at the Organiser's request, the Participant shall provide all catalogues and/or brochures, or the media containing them, related to the products and rights it offers.

The Participant shall inform the Organiser in writing if it plans to broadcast music at its stand and/or in its advertising space, and shall file all required reports, in particular with the SACEM, and make the payments associated therewith.

The Participant shall hold the Organiser harmless in the event of any recourse on the grounds of non-compliance with these obligations.

21) Organiser's media and content

The Organiser shall provide the Participants with catalogues, periodicals, databases, lecture programmes and websites specific to the event (hereinafter, the "Organiser's Media" or "its Media"). The Organiser is the owner and publisher of this Media, which it publishes and distributes, with the exception of the content published by Participants via the online community that the Organiser hosts. This Media is protected and the Participant shall therefore not use it in any manner whatsoever without the Organiser's prior written agreement.

- Organiser's Media and Content provided to Participants

All texts, videos, images, distinctive signs, data, IT applications and/or functionalities published in the Organiser's Media, with the exception of those submitted by Participants (hereinafter, the "Content"), are the property of the Organiser and/or third parties and are protected by the French Intellectual Property Code (Code de la Propriété Intellectuelle) and the French Civil Code. Therefore, Participants shall in no event reproduce, modify, delete, distribute, grant and/or use them, in whole or in part, and in any manner whatsoever, without the prior written agreement of the Organiser or the right holders. Otherwise, Participants risk being liable or being held liable.

- Organiser's Media and Content provided by Participants

The Participant authorises the Organiser to reproduce and use its own content, for the time period during which the Organiser's Media is distributed, free of charge and in the whole world. The Participant shall be solely liable for the information and documents that it provides and that are published and distributed via the Organiser's Media.

The Participant may not hold the Organiser liable, including in the event of an error and/or omission, in particular due to erroneous or incomplete information provided by the Participant. Furthermore, the Participant shall ensure that it holds all necessary authorisations and, failing this, shall hold the Organiser harmless in the event of any recourse.

- Placing advertising on the Organiser's Media

The Organiser shall determine the advertising spaces available on its Media and has a right to control all advertising distributed thereon in order to ensure compliance with applicable laws and protect the interests of the event and/or the Participants. In particular, the Organiser may delete any statements that may directly or indirectly draw any Participant away from the event venue, offend the public, present false or misleading information or promote unlawful or regulated activities, services or products, as well as any unlawful statement or image. Any authorised advertisement-type advertising within the Event venue must carry the banner "PUBLICITÉ" (ADVERTISEMENT).

The Organiser may refuse to publish the text or advertisement at issue, in which case the Participant shall be reimbursed the price of the advertising space, to the exclusion of any other expenses, less sums incurred by the Organiser before it discovers the unlawful nature of the publication. In the specific situation where a Participant has placed an order for advertising on the Organiser's Media but fails to provide the Organiser with the information and documents necessary for publication in a timely manner, the Organiser reserves the right to make other arrangements with respect to such advertising space, in particular to publish the statement "Space reserved by ...", followed by the Participant's name. In such case, the Participant shall not be entitled to claim a refund of the price of its order or any compensation. The documents used to publish advertising shall be returned to the Participant or its representative only upon request. The Organiser is required to keep such documents for one (1) year only, and may destroy them after such period.

DATA PROTECTION

22) Collection and use of data

Reed MIDEM collects participants' personal data by the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by Reed MIDEM for the purposes of managing and publishing its participants' data file. Such data processing is reported to the French National Data Protection Authority (Commission Nationale Informatique et Libertés or CNIL).

This data may be transmitted to recipients, some of whom are located outside the European Union, who are benefiting from the exception provided for in Article 69 paragraph 6 of French Data Protection Act of 6 January 1978, as amended.

This personal data can be:

- integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. The Organiser reserves the right to stop by any means any disturbance caused by any forbidden use of personal data.
- communicated to third parties that have entered into contracts with the Organiser, in particular the companies of the Reed Elsevier group, service providers and partners of the Organiser, who can be located all over the world.
- communicated to Participants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting.
- used on all distribution and promotional media in connection with the relevant event including over the internet.

In accordance with the French Data Protection Act of 6 January 1978, as amended, Participants may exercise their right to access, correct and oppose the use of their personal data by writing to the following email address: contact.cnil@reedmidem.com.

INSURANCE AND LIABILITY

23) Insurance

Participants shall ensure that they have taken out all insurance policies necessary for their participation. The Organiser declines all liability in this regard, in particular for the loss or theft of personal property.

Nevertheless, the Organiser has taken out, on behalf of the Exhibitors only, an insurance policy that covers, at no expense to them, the following risks only:

- Civil liability to third parties;
- All other risks to property exhibited, including the fittings and decorations of the stand.

The detailed terms and conditions of the aforementioned insurance covers, in particular cover limits, excess amounts and applicable exclusions, are set forth in the applicable insurance policies, a copy of which will be provided to Exhibitors if they request it from the Organiser.

A summary of these terms and conditions can also be found in the section of the Exhibitors' Technical Manual entitled "Insurance".

Exhibitors are responsible for verifying that these terms and conditions are appropriate in light of the scope of the risks covered and the value of property exhibited, including the fittings and decorations of the stand. If not, Exhibitors shall take out additional insurance policies.

The Organiser shall in no event be liable for any claim for which Exhibitors may be liable or any loss Exhibitors may incur in the event of inadequate insurance cover.

24) Liability of the Organiser

The Organiser shall not be liable for any losses that Participants may sustain (including loss of use and business losses) for any reason whatsoever, with the exception of bodily injury.

The Organiser only owes the Participant a reasonable endeavours obligation.

MISCELLANEOUS

25) Sanctions

Depending on the circumstances, the Organiser reserves the right to take the following actions, without the Participant being entitled to claim any compensation.

- Unilaterally and automatically terminate the participation contract in the event of the Participant's partial or total non-performance of the provisions of the Regulations, the Exhibitors' Technical Manual, the participation contract and/or the insurance policies that the Organiser has taken out on behalf of the Exhibitors;
- Order the immediate closure and then the taking down of the stand and/or the immediate expulsion of the Participant from the event venue;
- Prohibit the Participant from participating in the event for two (2) full consecutive years;
- Suspend access to the database at any time, without compensation;
- Require the Participant to comply with a court decision that makes a finding of infringement.

These sanctions may be imposed without prejudice to legal action the Organiser may initiate to assert its rights and claim damages on the grounds of the Participant's breach of contract. The Participant shall be liable for expenses incurred in connection with the Organiser's actions (in particular, bailiff's costs, costs associated with taking down the stand, etc.)

26) Validity

In the event any of the above provisions is held to be void, such provision shall be severed from the agreement without affecting the validity of the other provisions of the Regulations.

27) Governing law and jurisdiction

These Regulations and the participation contract, which are an adhesion contract, the Insurance policies that the Organiser has taken out on behalf of the Exhibitors and the Exhibitors' Technical Manual are governed by French law.

The French versions thereof, which the Participant acknowledges it has read (and which are available on the event's website and/or upon written request from the Organiser) are the only versions binding the parties, which the parties expressly acknowledge.

The Participant undertakes to seek an amicable resolution with the Organiser before initiating legal action before the competent courts. THE PARTIES EXPRESSLY AGREE THAT IN THE EVENT OF A DISPUTE CONCERNING THE VALIDITY, INTERPRETATION OR PERFORMANCE OF THE ABOVE PROVISIONS, THE COURT WITH JURISDICTION OVER THE ORGANISER'S REGISTERED OFFICE SHALL HAVE EXCLUSIVE JURISDICTION TO HEAR SUCH DISPUTE.