

CONTRACT FOR EXHIBITION SPACE

COMPANY INFORMATION

Company name (the "Exhibitor") : _____

The undersigned _____ as (job position) _____ of _____

Tax office and number (for Turkish companies only) _____

Address: _____

City and postal code _____ Country : _____

Tel. () _____ Fax () _____

Website : _____ E-mail : _____

Contact person : _____ Position : _____

Products to be displayed _____

Brands _____

Products sectors: please tick the appropriate box

<input type="checkbox"/> Personal Care Products <input type="checkbox"/> Perfumery & Deodorants <input type="checkbox"/> Professional Hair Salon & Nail Products and Equipment <input type="checkbox"/> Professional Beauty Salon, Spa & Wellness Products and Equipment	<input type="checkbox"/> Colour Cosmetics <input type="checkbox"/> Natural Cosmetics <input type="checkbox"/> Beauty Accessories <input type="checkbox"/> Raw Materials, Packaging, Contract Manufacturing & Private Label <input type="checkbox"/> Associations & Service to the Cosmetic Industry
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Exhibition options

	sqm/quantity	Price	Total €
1) RAW SPACE: minimum 18 sqm. Includes: space, general cleaning, hall security. Electricity connection not included.		268 €/sqm	
2) SHELL SCHEME: minimum 12 sqm. Includes: wall panels, carpet, 1 table, 2 chairs, waste basket, fascia. Electrical connection-220 V, 1 spotlight/each 3 sqm.		298 €/sqm	
Raw space and shell scheme with more than one open side are charged additional 5% (2 open sides), 7.5% (3 open sides) and 10% (island site). 30 % additional payment will be applied for the second floor (min 30m2). The second floor should not exceed 50 % of the first floor area.			
Compulsory electrical connection only for option 1) Raw Space - Minimum 5 kW (connection 220 V - III phases).	We orderkW	18 €/kW	
Registration fee.	255 €		255 €
	Total amount		

PAYMENT TERMS: (To ensure your reservation and payment can be identified, please state clearly the name of your company and that payment is for BeautyEurasia 2014)

Manner of payment shall be in two instalments:

1. 50% of the total amount to be paid at the date of reservation so as to attach a copy of the bank transfer to the original Contract for Exhibition Space.
2. 50% to be paid on or before 14th February 2014.

The Contract for Exhibition Space is irrevocable and binding on the Exhibitor with respect to participation in the fair. The Standard Rules and Regulations apply to this application and the terms therein shall prevail in case of any inconsistencies. In the event of abandonment by the Exhibitor, notified to the Organisers by registered letter with advice of receipt by 14th February 2014, there will be no refund of the 50% deposit. Should such communication be given after 14th February 2014, the participant must pay the full amount of the participation fee. In this case the Organisers can make use of the stand even by assigning it to other Exhibitors.

Any Exhibitor who serves notice abandonment without having paid the down-payment as required, will be required to pay 50% of the total due for the area requested, if the said notice is received prior to 14th February 2014. The Exhibitor will be required to pay the entire sum due if the notice is received after this date.

We (a) agree to abide by Terms, Rules & Regulations as endorsed on the back of this Contract;

(b) agree to have and maintain our own valid and adequate insurance cover for the Exhibition;

(c) confirm that all information provided by us is true and correct;

(d) agree that Platform International Exhibitions Inc. (the "Organiser") will not be responsible for any sundry charges or other payments as set out overleaf; and

(e) agree to indemnify the Organisers, as set out overleaf.

I agree that the personal data provided for participation in the Exhibition may be included in the Platform International Exhibitions Inc. database and used by the Organiser or passed onto third parties for promotion purposes. Any requests for access to or correction of the data can be made to the Senior Exhibition Information Services Manager, 29 Ekim cd. No:1 Vizyon Park 1. Blok Ofis 29 Yenibosna Istanbul-Turkey. A fee may be charged by the Organisers for complying with the request. We may provide you with further information or promotional materials about our event(s) / magazine (s) / product (s) and service(s) from time to time by post, email, other electronic messaging, telephone and other means. If you do not want to receive information of this nature, you may unsubscribe by sending an email to info@beautyeurasia.com

**Please sign the overleaf
 "Standard Rules & Regulations"**

Company stamp and authorised signature _____ Date _____

Organizer stamp _____ Date _____

RULES AND REGULATIONS

1. Exhibitors and Registrants (hereinafter also referred to as Applicants) shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made in writing and signed by an authorised official of PLATFORM who shall have full power to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor/Registrant under this contract/application, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.
2. No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side.
3. Exhibitors are expected to comply with any building regulations and any and all Government rules and regulations.
4. Rights of an exhibitor shall not be assignable to any other firm or person and no exhibitor may assign his space, or sublet the whole or any part of the space contracted for.
5. Exhibit shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. Phonographs, radios or other sound devices operated in a manner objectionable to PLATFORM shall be prohibited.
6. Exhibitor shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by PLATFORM in advance. It is expressly prohibited for the Exhibitor or its Representatives to record images of any other exhibitor's exhibition space or exhibits in any form ("Images") without the prior written consent of the Organisers. Such prohibition includes, but is not limited to, the taking of photographs, video or digital recording of any type and/or making any drawing or sketch or other physical record. The Exhibitor and its Representatives agree to surrender to the Organisers on demand any material in whatever media on which Images may be recorded in violation of this rule, including but not limited to film, video tapes, sketchbooks, camera phones and digital storage devices. Should the Exhibitor or its Representative record any Image in breach of the above rule, the copyright and other intellectual property or other rights (including for the avoidance of doubt, rights in sound recordings and broadcasts) whether arising now or in the future ("IPR") shall vest in the Organisers unconditionally and immediately on the creation or recording of the Images. The Exhibitor undertakes to execute all deeds and documents and to do all things (and shall procure that its Representative executes all deeds and documents and does all things) as the Organisers may require to vest the IPR in the Organisers including, without limitation, delivery of the Images or copies of them in any media and should it fail to do so on demand, the Exhibitor irrevocably authorises any employee of the Organisers to execute the same in its name and on its behalf and as its attorney.
7. Attendance hours shall be controlled solely by PLATFORM who will specify hours etc., and admission shall be by ticket or badge. Identification badges shall not be transferable.
8. No exhibitor will be allowed to remove his exhibit from the Exhibition floor, prior to the official termination of the Exhibition, and the Exhibitor shall have an authorised representative present at the Exhibition throughout all exhibit periods and during the installation and dismantling of his exhibit. For special designs the maximum height of the stand up to 21 m2 3 meters, from 21 to 36 m2 3.50 meters, from 36 to 72 m2 4 meters, 72 m2 and over 4.5 meters. In hall 11th maximum height is 3 meters and in foyer 2.60 meters. In order to avoid problems during the application architecture firm stand and work projects must be approved by the organizers. In case of violation of the rules will result in the preparation of the Participant's stand, the stand is made according to the rules and the ensuing incidental charges will be billed to the participant. Due to technical reasons there is no water connection in hall 11.
9. PLATFORM, PLATFORM's Sponsors, its Employees or Agents are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. Professional watchmen will be on duty day and night, but PLATFORM, while taking precautions against loss, will not guarantee against it and it is hereby expressly released from any liabilities for injury or damage therefrom. Insurance cover is mandatory and compulsory charge is made to the Exhibitor. Full details are outlined in the Exhibitors Manual.
10. The publisher of the Catalogue, CD-ROM, PLATFORM, Sponsors, its Agents or Employees will not be responsible for any errors or omissions on copy prepared and submitted by the Advertiser or Exhibitor.
11. The execution of the Application and its receipt by PLATFORM is deemed conclusive evidence of the Applicant's agreement to pay the full fees due from that moment. The application is non-cancellable by the Applicant.
12. The Applicant further acknowledges that PLATFORM, having incurred expenses as a result of the contract/application, is not required to refund any of the fees agreed to on the reverse side of this contract and that PLATFORM is also entitled to any unpaid amounts that may be owing by the Applicant to PLATFORM.
13. PLATFORM, PLATFORM's Sponsors, its Agents or Employees shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lock-outs, intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for PLATFORM to hold the Exhibition/Conference at the time and place provided, and/or PLATFORM reserves the right to re-schedule the Exhibition at another date and/or at an alternative PLATFORM. Furthermore, PLATFORM, will not be responsible and will be held harmless should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the Exhibition which may affect the Exhibitors. The Exhibitor acknowledges that PLATFORM have sustained damages and losses as a result of the foregoing, as well, and shall and does hereby waive all claims for damages or compensation. The sums paid to PLATFORM as fees or otherwise in connection with the Exhibition shall remain the property of PLATFORM.
14. PLATFORM is not responsible to assist the Exhibitor, (or it's officers or representatives, if a body corporate) in obtaining passport and visa for entrance into the country where the Exhibition is to be held. The fact that the Exhibitor is unsuccessful in obtaining these documents from the necessary government authorities will not constitute a basis for cancellation of this contract/application and it is clearly understood that no refunds whatsoever will be made. The Exhibitor, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country where the Exhibition is to be held. Such substitution shall be the sole responsibility of the contracting exhibitor.
15. PLATFORM, PLATFORM' Sponsors, its Agents or Employees are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country in which the Exhibition is held. Exhibitors are urged to adequately insure all shipments.
16. The Exhibitor expressly acknowledges that no representations - whether oral or in writing - expressed or implied - have been made concerning the amount of business to be gained from the exhibit, its success or that PLATFORM, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the exhibition. Exhibitor further acknowledges that this document constitutes the entire agreement and the binding rules and regulations existing between the parties and that it has not been modified neither verbally nor in writing. No one is authorised to make any oral changes in this agreement.
17. The standard height of Shell scheme stands are 248 cm. Those stands will be delivered with panels surrounded by aluminium constructions.
18. The Applicant has to send stand designs for approval to PLATFORM till 21th of April 2014 as measured and 3 dimension projects which are in accordance to the dimensions and formation of the fair. PLATFORM has the right to approve or to reject the stand projects and also to stop and demolish the construction of the stand. YÜKSEKLİK EKLE
19. Space only stand owners can start construction on 9th June 2014 at 5.00 pm. The constructor company must deliver stand to the exhibitor by 09.00 am of 11th June; after that time constructor company will be charged 100 Euro per extra hour. Shell scheme stand owners can start to settle their stands on 11th June at 10.00 am.
20. All Applicants need to make their stands ready till 11th June, time 20.00. After that time applicants will be charged 200 Euro per extra hour.
21. This agreement shall be governed by and construed according to TURKEY'S LAW. Any dispute between the parties under this Agreement hereby submits to the jurisdiction of the Istanbul. This Contract may be terminated by the Organisers by notice to the Exhibitor upon the occurrence of any of the following events:
 - (a) the Exhibition is cancelled;
 - (b) the Organisers are not satisfied that proper use is being made of the Exhibition Space during the installation period or at any time during the term of the Exhibition or at any other time when the Exhibitor or any of its Representatives or exhibits is in the Exhibition Centre in connection with the Exhibition;
 - (c) payment of Fees is not made by the Exhibitor;
 - (d) the Exhibitor is, for any reason, unable to utilise the Exhibition Space allocated to it;
 - (e) the Exhibitor becomes insolvent or, in any jurisdiction, enters into or takes or is subject to any form of winding up, administration, receivership, liquidation, bankruptcy, arrangement with creditors generally or any other insolvency procedure in respect of it or any of its assets, or suffers the enforcement of security or legal process or repossession;
 - (f) the Exhibitor is convicted of any criminal offence or otherwise so conducts itself as to bring itself, the Exhibition or the Organiser into disrepute;
 - (g) the Exhibitor is in breach of any provision of this Contract in relation to Infringing Goods, Prohibited Goods and recording of Images, or of the Exhibitor's Manual; or
 - (h) the Exhibitor is in breach of any applicable local legislation, rules or regulations. Upon termination of this Contract for whatever reason, any allocation of the Exhibition Space shall automatically be cancelled forthwith. If this Contract is terminated the Organisers shall be entitled forthwith to re-license the Exhibition Space, all payments made in respect of the Exhibition Space shall be forfeited and the Organisers shall have the right to claim for the balance of the Fees and for any loss or damage suffered or additional expenses incurred by or on behalf of the Organisers as a consequence thereof. Upon termination of this Contract for whatever reason, all of the Exhibitor's property shall be removed by the Exhibitor from the Exhibition Space immediately, failing which such property shall be removed and the Exhibition Space cleared by the Organisers at the Exhibitor's expense. The Organisers reserve the right to exercise a general lien over any property of the Exhibitor in the Exhibition Centre in respect of all monies, of whatsoever nature, including in respect of claims for damages, which may at any time be due or payable by the Exhibitor to the Organisers in connection with the

**PLATFORM
International Exhibitions Inc.**

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EXHIBITOR		ORGANIZER	
Company Name		PLATFORM International Exhibitions Inc.	
Principal Director		Principal Director	
Date		Date	
Company Stamp	Signature	Company Stamp	Signature