



# 2018 GAMBICA

---

## EXHIBITION & GAMBICA PAVILION BROCHURE



co-located with *MACH* and *What's New In Electronics Live*  
**10-12 APRIL 2018 • NEC BIRMINGHAM**

## Air-Tech 2018

**Air-Tech** is the main UK event for compressed air systems and related equipment. In addition to the show's already well-established focus on compressors, dryers, vacuum pumps and allied equipment, Air-Tech 2018, staged in association with the British Compressed Air Society (BCAS), will feature a special exhibition section dedicated to combined air compressor/generators; an area that is gaining major traction within markets such as construction and agriculture. Air power is the second most widely used source of motive energy in the world, preceded only by electricity. Air power is also an enormous pan-European growth market. With this in mind, Air-Tech 2018 is dedicated to displaying equipment and services that represent the full array of solution offerings in this all-important marketplace.

[www.airtech-expo.com](http://www.airtech-expo.com)

## Drives & Controls 2018

Since it was first held, more than two decades ago, the **Drives & Controls Show** has established itself as the leading UK event for motion engineering, power transmission and automation – the only exhibition dedicated to this vital sector of engineering and manufacturing. Every two years, over 350 of the leading suppliers of technologies such as variable speed drives, motors, robotics, sensors, machine vision, programmable controllers, pneumatics, mechanical power transmission equipment (including gearboxes, chains, belts, bearings, brakes, clutches and couplings) and test & measurement products, gather in Birmingham at the cluster of events that includes Drives & Controls to exhibit and demonstrate their latest developments. The show also attracts companies offering services such as machine safety engineering, training, repairs and maintenance. In 2018 a new show will be launched alongside Drives & Controls called Smart Machines & Factories Expo and featuring Industry 4.0. 2016 saw the launch of the Live Robotic Demo Area which proved highly successful and is set to double in size for 2018. The number of exhibitors grew substantially in 2016 and we are expecting a further increase in exhibitors and visitors in 2018.

[www.drives-expo.com](http://www.drives-expo.com)

## Fluid Power & Systems 2018

**Fluid Power & Systems 2018** is the only exhibition in the UK that is 100 per cent focused on a comprehensive range of hydraulic and pneumatic equipment for the industrial and mobile markets, together with products that facilitate better electro-mechanical system design and application for improved process automation, control and monitoring. Fully supported by the British Fluid Power Association (BFPA) and Hydraulics & Pneumatics magazine, Fluid Power & Systems comprises the UK's largest gathering of world-class companies displaying and demonstrating the latest in mechanical and electro-mechanical equipment. Whatever your industrial or mobile sector – whether engineering, construction, offshore/marine, oil & gas, agriculture/farming, automotive, aerospace or one of a wide range of manufacturing disciplines – Fluid Power & Systems 2018 offers a convenient one-stop shop for all your fluid power and system requirements.

[www.fluidpowersystems-expo.com](http://www.fluidpowersystems-expo.com)

## Plant & Asset Management 2018

**Plant & Asset Management Exhibition** is dedicated to all aspects of the management and maintenance of physical assets. The exhibition provides an ideal opportunity for maintenance professionals to see first-hand the latest products and services all at one event. On offer will be everything from Smart Maintenance, condition monitoring systems, facilities management solutions and maintenance management software, together with training, contract maintenance and consultancy services. Visitors to the event will include chief, plant, works, maintenance, mechanical, electrical, production engineers and managers, plus professionals responsible for their company's health & safety, training, logistics, facilities management, operations and factory management. Running concurrently with the exhibition will be a series of technical seminars covering a diverse range of topics that will be of interest and value to plant, maintenance and asset management professionals.

[www.maintenanceuk-expo.com](http://www.maintenanceuk-expo.com)

## Smart Machines & Factories Exhibition 2018

**Smart Machines & Factories Exhibition 2018** is the UK's most comprehensive dedicated event focusing on the fourth industrial revolution and transforming to a smart manufacturing era. The biennial event will give exhibitors the opportunity to communicate directly with senior management across the whole of the UK industrial spectrum, from managing directors, financial directors, and owners to process/control and IT/ automation management, plus many more who are all seeking guidance in order to prepare for this smart engineering transformation. No other UK exhibition can claim such an array of smart technologies and range of seminars providing a comprehensive insight and analysis into tomorrow's integrated factories. Smart Machines & Factories 2018 is a vital opportunity to help UK manufacturers prepare for the fourth industrial revolution and the Industrial Internet of Things.

[www.smartmachines-expo.com](http://www.smartmachines-expo.com)



## Welcome to... the Gambica Pavilion

The Gambica Pavilion is a flexible venue offering turnkey solutions, Premium onsite services and full range support at **reduced members rates**.

### The Package

The Gambica member rate includes:

- **Space, construction and basic furniture**
- **Access to Pavilion Business Lounge with continued beverage and nibbles**
- **Feature as Main Exhibitor in Official Catalogue**
- **PR in the Drives & Controls magazine**
- **E-Newsletter**
- **25 VIP passes to invite companies**
- **Website entry with a facility to promote your company and its products**
- **Organisational and onsite support**
- **Communication and marketing services**
- **Free Car Park Passes**
- **Security and Cleaning**

*Drives & Controls 2018* will be a unique face-to-face opportunity for today's engineering professionals to learn about new strategies, evolving technologies, the latest products and services that fit their business needs to allow them to maintain optimum performance levels during competitive times.

*The Knowledge Hub* – located in the heart of the 2018 co-location of events – will provide fascinating free seminar and panel discussions bringing together all aspects of robotics and automation, energy efficiency, machine safety, drives, motion control, maintenance, legislation, system strategies and technological developments. In addition, as part of the ongoing global transformation to the smart manufacturing era, the 2018 programme will also have a strong emphasis on smart technology, strategy, solutions and entrepreneurship, as well as skills, regulations, the environment and safety, plus much more.

Once again the *Drives & Controls Show* will be co-located with other complementary and successful DFA Media exhibitions - Fluid Power & Systems, Plant & Asset Management, Air-Tech and the newly launched Smart Industry Expo - as well as the MACH 2018 manufacturing technologies exhibition and What's New in Electronics Live. The combined shows will create the biggest event for the UK manufacturing and engineering sector in 2018, with an anticipated attendance of well over 40,000+ visitors.

# GAMBICA

**DRIVES & CONTROLS**  
**2018**   
THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

# THE EXHIBITORS

## Who should exhibit...

The technologies covered by the *Drives & Controls* exhibition touch virtually every aspect of both the manufacturing and service industries. Below are the main exhibitor product areas:

AC & DC Controllers	Motion Controls
Actuators	Motor Protection
Bearings	Motor Starters
Belts, Chains & Pulleys	Power Semiconductors
Brakes & Clutches	Power Supplies & Relays
Contactors & Switchgear	Programmable Controllers
Couplings	Pneumatics
Displays & Meters	Repairs & Maintenance
Drives	Robotics
Electric Motors	Sensors – Motion, Speed, Machine Vision,
Enclosures	Optical, Process & Load
Gears & Gearboxes	Software & SCADA
HIMIs	Switched Reluctance Drives
Hydraulics & Pneumatics	Tachos, Encoders & Resolvers
Industrial PCs	Test & Measurement
Integral Drive-Motors	Variable Speed Motors
Inverters	
Linear & Rotary Stages	
Machine Safety	

## High-profile marketing campaign

As well as joint promotion with Air-Tech, Fluid Power & Systems, Plant & Asset Management, Smart Machines & Factories, MACH and What's New in Electronics Live, *Drives & Controls 2018* will benefit from a high-profile public relations, advertising and marketing campaign, which will target the best quality visitors.

Drives and Controls exhibition is one of the few around today that is able to deliver tangible opportunities for meeting with customers, partners and stakeholders to network and exchange views on technological ideas and methodologies. With a highly pro-active exhibition marketing campaign and supporting materials, the organisers really work hard to attract a higher number of target visitors and to make it easy for exhibitors. We were very pleased with the steady flow of people, resulting in a high number of enquiries and quality leads that exceeded our targets and expectations. There is no doubt that we will be back with a larger stand at the next show.

**Simon Goodwin, Managing Director, Weidmüller**

It was our busiest-ever stand at Drives & Controls.

We saw a good mix of old and new customers. It was definitely worthwhile being here. We like to go to at least one show, and Drives & Controls is top of my list.

**John Martin, Country Manager, Danfoss Drives UK**

Drives and Controls exhibition was a great success for ABB Control Products. We had a good level of quality enquires from the show and we hope to be back again in 2018 with an even larger range of ABB products. The exhibition was well supported by a good number of visitors and the organisation of the show was excellent.

**Shane White, Product Marketing Manager - Electronic Products & Relays, ABB Jokab Machine Safety**

Drives and Controls was the first big exhibition we have attended for 16 years so expectations were high. We were not disappointed. The visit rate to our stand was steady across the 3 days and the quality of leads we acquired was promising.

**Steve Gallon, Managing Director, Fibox**

Some good opportunities to follow up on. The size of our stand reflected Beckhoff's huge presence on the UK market – and getting bigger every year. The audience quality was pretty good.

We are booking again for 2018.

**Lucie Thaxter, UK Sales Manager, Beckhoff Automation**

Again, this years' Drives & Control Exhibition at the NEC Birmingham was a huge success and we would like to thank all of the people who visited our stand and look forward to speaking to you soon about your encoder requirements. In addition to the people who visited our stand we would like to thank the organisers for their efforts and hard work in making it such a wonderful show. Well done and we are looking forward to doing all over again in 2018!

**Stephen A. Evans, Company General Manager  
British Encoder Products Company**

"The Drives & Control show was a great success for Schneider Electric. We received good cooperation from the organisers to support our coordinated marketing plan, which had the desired effect of generating huge interest on and around the stand. The profile of the visitors also fitted very well with our Smart Machines and Manufacturing theme, and the integrated demonstrations on display were very well received. All in all, an excellent show and one which we are sure will give a positive return on our investment.

**Martin Walder, Vice President - Industry, Schneider Electric UK&I**

It's been busier than the previous show. We had some good leads on the stand. It's the show we need to be at – it's a constant in our exhibition calendar.

**Ken Christie, Director, Eplan UK**

It's been an absolutely excellent show. We'll be looking for a larger stand in two years' time.

**Stephen Takhar, UK Drives Sales Manager, Eaton Electric**

## Blue-Chip company visitors

Listed below is a selection of powerful decision makers and senior engineers who visited the show in 2016 and are keen to network, conduct business and build strategic partnerships:

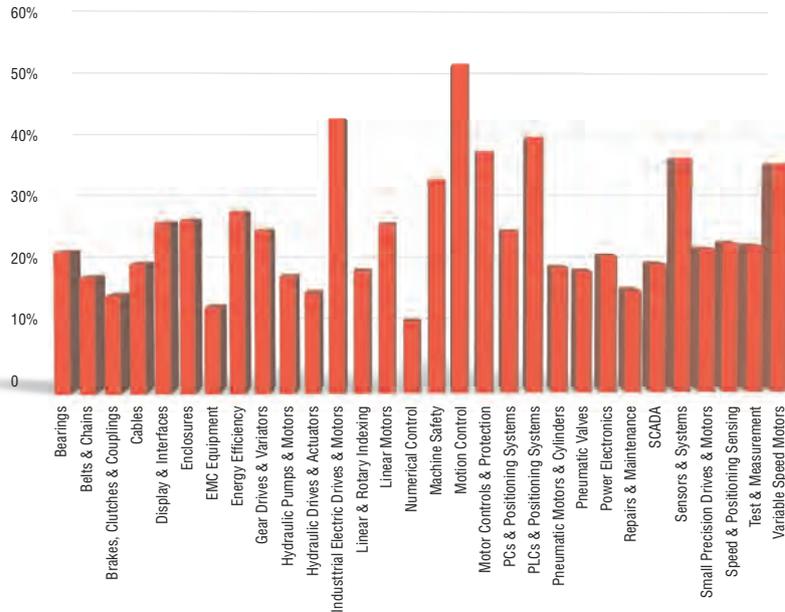
- 3M
- Aerzen Machines Ltd
- Airbus
- Allied Bakeries
- Alstom
- Arrow Electronics
- Atlas Copco
- Babcock International Group
- Babcock Marine
- BBC World Service
- BMW
- Boots UK
- Bosch Rexroth
- Bristol Water
- British Airways
- British Engineering Services
- British Gypsum
- British Sugar Plc
- Burtons Biscuits Co
- Cadbury
- Caldwell Hardware (UK) Ltd
- Calor
- Caterpillar UK Ltd
- Cavendish Nuclear
- CBRE
- Cisco
- City Electrical Factors Ltd
- CMP Products
- Cranfield University
- Cromwell
- CrownPackaging UK PLC
- De Beers Technologies
- Dunlop Industrial Belts
- Dyson Ltd
- E.On
- EDF Energy
- EDF Energy - Nuclear New Build
- Eriks
- Essex & Suffolk Water
- ExxonMobi
- Gardner Denver
- Ge Power Conversion
- GlaxoSmithKline
- Heathrow Airport
- Hitachi
- Honda Logistics
- Honeywell
- IMI Precision Engineering
- J.C. Bamford Excavators Ltd.
- Jaguar Land Rover
- JCB
- Kinnerton Confectionery
- Lloyd's Register
- Lombard
- Manchester Airport Group
- Mars Foods UK
- Mercedes AMG HPP Ltd
- Mercedes-Benz Grand Prix Ltd
- Mettis Aerospace
- MolsonCoors
- National Grid
- Newey & Eyre
- NHS
- Parcellforce WorldWide
- PepsiCo Europe
- Perkins Engines
- Pets At Home
- Pirelli Tyres Ltd
- Porsche
- Red Bull Technology
- Rolls-Royce
- Samworth Brothers
- Santander Uk Plc
- Sellafield Ltd
- Severn Trent Water
- Stannah Lifts
- Stateside Foods
- TARMAC
- Tatasteel
- Tate & Lyle
- The Wellcome Trust
- Thorntons plc
- Toyota UK
- Unilever
- Walkers Snack Foods
- Weetabix Food Co
- Whitbread
- Wilkinsons

## High-quality decision makers

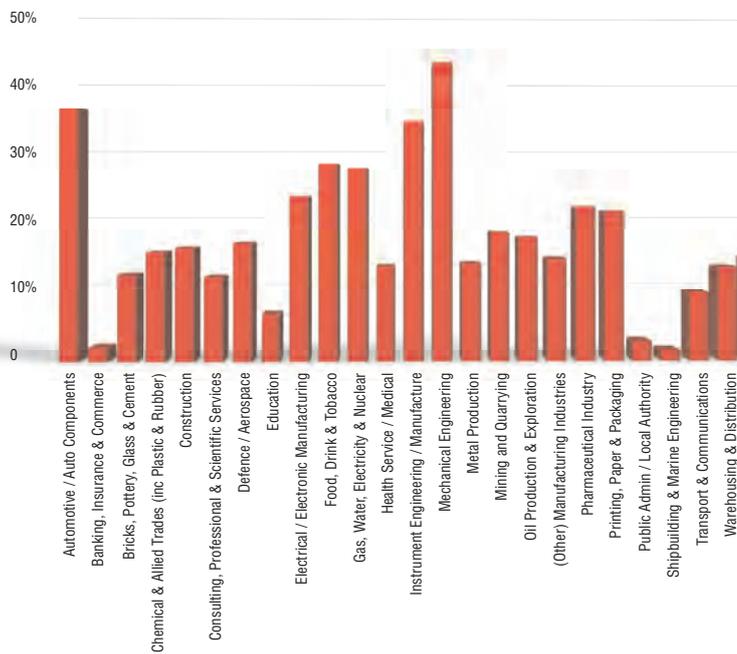
The previous time *Drives & Controls* was held at the NEC, co-located with Air-Tech, European Offshore Energy, Fluid Power & Systems and Plant & Asset Management – it proved to be a huge success with over 13,000 visitors from over 25 countries. In 2018 it has the potential for even greater success.

The charts show a breakdown of visitors from the most recent *Drives & Controls* show.

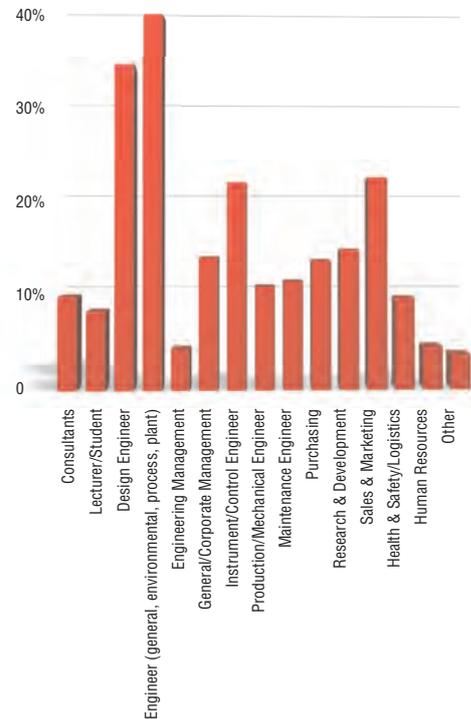
### Main areas of product interest



### Main areas of company activity



### Job function



## Rates & sponsorship

### SHELL SCHEME PACKAGE

£340/m<sup>2</sup> and includes:

- Wall panels
- grey carpet
- 2 x 120w spotlights
- Fascia,
- Nameboard
- 1 x 500w power socket (incl. power)
- 4 x chairs
- 1 x table
- Waste bin

**Gambica Members Discount**  
**10% off the above**  
**Shell Scheme Package**

### Contacts

#### Steve Brambley

**Director of Public Affairs**  
**Gambica**

Broadwall House, 21 Broadwall,  
London SE1 9PL, United Kingdom  
**t** +44 (0) 20 7642 8090  
**f** +44 (0) 20 7642 8096  
**e** [steve.brambley@gambica.org.uk](mailto:steve.brambley@gambica.org.uk)  
**w** [www.gambica.org.uk](http://www.gambica.org.uk)

#### Nigel Borrell

**Director of Sales, Drives & Controls**  
**DFA Media**

192 High Street, Tonbridge, TN9 1BE  
United Kingdom  
**t** +44 (0) 1732 370341 **f** +44 (0) 1732 360034  
**m** +44 (0) 7818 098000  
**e** [nigel@drives.co.uk](mailto:nigel@drives.co.uk)

#### Sara Gordon

**Sales Manager, Drives & Controls**  
**DFA Media**

192 High Street, Tonbridge, TN9 1BE  
United Kingdom  
**t** +44 (0) 1732 370341 **f** +44 (0) 1732 360034  
**m** +44 (0) 7505 867211  
**e** [sara.gordon@dfamedia.co.uk](mailto:sara.gordon@dfamedia.co.uk)

### Sponsorship opportunities

Exhibitions are among the most cost-effective forms of marketing you can employ. However, once you have made the initial investment in your stand, large or small, it is worth considering ways to maximise that investment.

One of the best ways to achieve this goal is to invest in a sponsorship opportunity at the show. This will draw visitors to your stand and improve their perception of your market position and strength.

### Opportunities available this year include:

- **'You are here' boards** – Places are limited to two at every show so book now! – £1000
- **Wall-mounted banners** around perimeter of hall – £950 per banner
- **Floor tiles** – Why not lead visitors from the door to your stand? – £200 per tile
- **Carrier bags** – Sole sponsorship to all 5 shows – £2500
- **Lanyard badge holders** – Sole sponsorship to all 5 shows – £3500
- **Aisle signs** – £2500 to sponsor every sign or £900 each
- **VIP lounge** – A great way to influence the influencers – £3500
- **Hall 9 Entrance/Registration desk** – All visitors will walk past your message – £3500
- **Hanging banners** – Prices on request
- **Seminar theatre sponsorship** – £3000

# AIR-TECH EXHIBITION 2018

COMPRESSED AIR • VACUUM • GENERATORS

[www.airtech-expo.com](http://www.airtech-expo.com)

# DRIVES & CONTROLS 2018

THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

[www.drives-expo.com](http://www.drives-expo.com)

# FLUID POWER & SYSTEMS 2018

The Exhibition  
for Hydraulics &  
Pneumatics Industries

[www.fluidpowersystems-expo.com](http://www.fluidpowersystems-expo.com)

# PLANT & ASSET MANAGEMENT 2018

[www.maintenanceuk-expo.com](http://www.maintenanceuk-expo.com)

# SMART MACHINES & FACTORIES 2018

THE FUTURE OF AUTOMATED MANUFACTURING

[www.smartmachines-expo.com](http://www.smartmachines-expo.com)



# BOOKING FORM

## DRIVES AND CONTROLS EXHIBITION 2018

10-12 APRIL 2018

NEC BIRMINGHAM HALLS 9 & 10



Purchase Order No. or Ref.: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Invoices will be sent to the above address unless otherwise requested.

Please book the following Stand at Drives and Controls Exhibition 2018

Stand No. \_\_\_\_\_ Stand Dimension: \_\_\_\_\_ x \_\_\_\_\_ metres

Stand Size: \_\_\_\_\_ m<sup>2</sup>

Shell Scheme Package @£340/m<sup>2</sup>

# GAMBICA

Shell Scheme Package includes: Wall panels, grey carpet, 2 x 120w spotlights, fascia, nameboard, 1 x 500w socket (inc. power), 4 x chairs, 1 x table and waste bin.

**Gambica Members Discount -  
10% off the above  
Shell Scheme Package**

**Payment terms are:** An initial payment of 50% payable on booking.  
A final payment of 50 per cent will be required by 29th December 2017.

There is **no deposit** to pay on booking your stand, but the payment dates must be met.  
A copy of our standard terms and conditions can be found on the following page.

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

Position: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax back this form to +44 (0)1732 360034 or email [nigel@drives.co.uk](mailto:nigel@drives.co.uk)

Nigel Borrell, DFA Media Ltd, 192 High Street, Tonbridge, TN9 1BE, United Kingdom  
t +44 (0)1732 370341 • f +44 (0)1732 360034 • m +44 (0) 7818 098000 • e [nigel@drives.co.uk](mailto:nigel@drives.co.uk)

visit [www.drives-expo.com](http://www.drives-expo.com)

# The 2018 DRIVES & CONTROLS Exhibition, 10 - 12 April 2018

## National Exhibition Centre, Birmingham

### TERMS AND CONDITIONS

#### 1. General

(a) In these terms and conditions, the following expressions shall have the meanings assigned to them: "Exhibition" – the 2018 DRIVES & CONTROLS, "Organiser" – DFA Media Ltd., "Exhibitor" – Any person, firm, corporation or organisation who has contracted for a display space with the Organiser, "Premises" – National Exhibition Centre, Birmingham.

(b) These terms and conditions shall apply to all contracts between the Exhibitor and the Organiser relating to the Exhibition. Any variation of these terms and conditions shall only be binding if agreed by the Organiser in writing, including e-mail. No terms or conditions proposed by the Exhibitor shall be deemed to be incorporated herein unless expressly agreed by the Organiser in writing.

(c) The headings in these terms and conditions are for reference only and form no part of the contract between the parties.

#### 2. Booking Display Space

All bookings must be confirmed in writing by the Exhibitor. When the booking is received by the Organiser the contract will be binding on these terms and conditions.

#### 3. Allocation of Display Space

(a) Every effort will be made to allocate the display space ordered. (b) The Organiser reserves the right (i) to revise the floor plan, specifications and drawings without notice. (ii) to make a display space re-allocation at anytime and the Exhibitor shall accept a new allocation of space in place of that already allocated where the Organiser believes it to be in the general interest of the Exhibition. If space allocated to an Exhibitor is thereby reduced, there shall be an appropriate reduction in the price for the display space. Provided that where, in the reasonable opinion of the Exhibitor, such a reduced space is unsuitable to meet his requirements, the Exhibitor shall have the option, unless a more suitable site is offered by the Organiser's, to withdraw from the Exhibition and in such an event the Exhibitor shall be entitled to the return of such payments made to the Organiser's.

#### 4. Payment

(a) On booking the display space the Exhibitor becomes liable to pay the Organiser the whole of the display space charge. Cancellation of or amendment to display space will only be permitted with the prior written consent of the organiser's.

(b) Payment shall be made in two stages as follows: A fifty percent deposit is due for payment by 29th April 2017. A further fifty percent is due by 29th December 2017.

(c) Full payment must accompany any booking received after 29th December 2017.

(d) In the event that the Exhibitor becomes bankrupt or insolvent or, being a limited company, enters into voluntary or compulsory liquidation or suffers the appointment of a Receiver then the full price for the display space booked shall immediately become due and payable.

(e) Non-payment of any of part of any sum due as provided herein will give the Organiser's all or any of the following rights, which are in addition to any other rights the Organiser may have:

- (i) To impose a surcharge of 2% per month on the outstanding amounts
- (ii) To prohibit the exhibitor from erecting and/or occupying the display space
- (iii) To use the allotted display space in such a way as the Organiser thinks fit and to recover from the Exhibitor any expense in so doing
- (iv) To exercise a general lien or power of sale on all the Exhibitor's property in or about premises
- (v) To re-allocate the display space and enter into a contract with some other person to occupy the Display space
- (vi) To treat the contract as terminated
- (vii) To forfeit any monies paid by the Exhibitor
- (viii) To recover any losses incurred by the Organiser.

(f) All charges and prices are subject to VAT, which will be added at the appropriate tax point at the prevailing rate.

#### 5. Cancellation charges

(a) Where an Exhibitor gives the Organiser notice of his intention not to participate in the Exhibition, the Exhibitor is liable to pay the Organiser a proportion of the display space charge as follows:

Cancellation notified after 29th December 2017 – 100%

Cancellation notified between 15th July 2016 and 29th December 2017 – 50%

The Organiser may re-allocate the display space.

(b) Where an Exhibitor fails to take possession of his display space, the Exhibitor shall pay the Organiser the whole cost of the display space, and the Organiser in its absolute discretion can deal with the display space as it deems appropriate.

#### 6. Display Space and Shell Scheme

(a) A shell scheme stand will be provided by the Organiser and is included in the charge. The shell scheme will comprise panelling, carpet floor covering, two spotlights and 500w power socket (incl. power) and a fascia board. Maximum build height for shell scheme is 2.4metres. Full details will be provided in the Exhibitors' Guide. Exhibitors wishing to erect specially built booths or displays instead of utilising the shell scheme must submit plans to the Organiser for approval before construction is ordered.

(b) The normal height limit on display spaces, displays or other items is 4.0 metres. The Exhibitor shall not construct displays of over 4.0 metres without obtaining the prior written approval of the Organiser.

(c) The Exhibitor shall arrange its display so as not to obstruct the general view, nor hide or interfere with other display spaces.

(d) The Organiser reserves the right to alter or remove any display which differs from the approved specifications or does not conform to the exhibition regulations or which extends beyond the Exhibitor's allocated area. The cost of such alteration or removal will be paid for by the Exhibitor.

#### 7. Removal of Exhibits

(a) No exhibit shall be packed, removed or dismantled prior to the closing of the Exhibition without written permission from the Organiser.

(b) The Exhibitor must surrender any shell scheme occupied in its original condition and shall make good and indemnify the Organiser for any damage done to the shell scheme or the Premises by the Exhibitor, its contractors, sub-contractors, employees, agents or invitees.

(c) Should the Exhibitor, its contractors, sub-contractors, employees or agents, fail to remove all their property or otherwise fail to vacate the premises by 4 pm, Friday 13 April 2018 for any reason whatsoever the Exhibitor shall indemnify the Organiser against all losses (including consequential losses), costs, claims, actions, proceedings, demands and expenses incurred by the Organiser as a result thereof.

#### 8. Use of Display Space

The Exhibitor may not:

(a) assign, sub-let, divide, share or grant licences in respect of the whole or any part of its display space or exchange display space with another exhibitor without the prior written consent of the Organiser.

(b) occupy less than nor more than the full extent of its display space.

(c) display or advertise goods or services other than those manufactured or used in the normal course of the Exhibitor's business.

(d) exhibit or distribute from any display space any cards, advertisements or printed matter of persons or firms other than the Exhibitor or subsidiaries of the Exhibitor or of the Exhibitor's ultimate holding company.

(e) engage in sales by auction, which are prohibited.

(f) canvass for business, distribute, display or circulate any printed matter or articles except from its own display space.

#### 9. Conduct

The Exhibitor shall comply with all regulations imposed from time to time by the Organiser in relation to the conduct of the Exhibition. In particular, without limitation to the generality of the foregoing:

(a) Exhibitors must comply with all requirements and regulations imposed by the proprietors or managers of the Premises, all Local Authority and other competent Authority regulations, and all regulations stated in the Exhibitor's Guide issued by the Organiser.

(b) Exhibitors shall permit the Organiser, its servants agents, contractors, and sub-contractors to pass and re-pass over the Exhibitor's display area for the purpose of gaining access to any part of the Premises.

(c) The Exhibitor and all its employees, agents, contractors, sub-contractors and invitees shall comply with all statutory, local, fire and electrical regulations and all other requirements to which the Exhibition may be subject.

(d) The Exhibitor shall do nothing at the Premises which is a breach of the law.

(e) The Exhibitor shall not cause or permit any damage to the Premises or its or any other Exhibitor's display area and in particular shall attach no nails, screws or similar items thereto.

(f) The Exhibitor shall keep exhibits, articles and goods clear of aisles and fire exits. The Exhibitor shall not cause annoyance or disturbance to other Exhibitors or visitors.

(g) The Exhibitor shall ensure that at least one person is always in attendance at the Exhibitor's display space whenever the Exhibition is open to the public and undertakes to have his exhibits on display and in good order.

(h) (i) The Exhibitor shall use only such contractors as the Organiser may nominate or approve in writing and the Organiser shall be entitled to refuse access to the Premises to any contractor not nominated or approved in writing by it.

(ii) The Exhibitor shall be responsible for settling all accounts directly with contractors including electrical work, and electrical current consumed both for lighting and power.

(i) The decision of the Organiser as to any matter which in the reasonable opinion of the Organiser is contrary to the best interests of the Exhibition or is not germane to the Exhibition or is not eligible to the Exhibition shall be final and binding upon the Exhibitor. If the Exhibitor shall fail to comply in any respect with the Terms and Conditions of this Agreement or fails to comply with any reasonable request of the Organiser or any person authorised by it in that behalf the Organiser shall have the right in its absolute discretion without notice to the Exhibitor to take whatever steps it deems appropriate including cancelling any display space allocation which may have been made to the Exhibitor and require it forthwith to vacate the display space allocated to it and refuse the Exhibitor the right to participate further in the Exhibition and to offer the Exhibitor's display space to another exhibitor or use the said display space in any other manner without being under any liability to refund any charges paid or due herein.

(j) The Organiser will, in the best interests of the Exhibition and in the light of its policy to monitor research and respond to marketing promote the Exhibition in a manner and in media it considers suitable to attract both Exhibitors and

visitors to the Exhibition of a kind germane to the Exhibition. The Organiser reserves the right to amend, alter, or vary the promotion and marketing of the exhibition at its discretion without notice to the exhibitor, including (and without prejudice to the generality of the foregoing) the cancellation, postponement, increase, decrease or other variation in amount of advertising space booked, mail-shots and/or other media coverage it thinks appropriate and without being under liability to refund or abate any charges paid or due here-in by the Exhibitor.

(k) The Organiser reserves the right in its absolute discretion to assign its interest in the Contract of which these Terms and Conditions form part.

(l) The Organiser reserves the right to alter, add to, amend, interpret and enforce these Terms and Conditions as it deems appropriate to assure the success of the Exhibition and no such alteration addition or amendment shall operate to release the Exhibitor from its contract.

#### 10. Limitation of liability and indemnity

The Exhibitor exhibits at his own risk and accordingly:

(a) To the extent permitted by law:

(i) The Organiser, its agents and employees shall not under any circumstances whatsoever be liable for any death or personal injury or for any loss of or damage to property or otherwise (during the term of this agreement) from any cause whatsoever;

(ii) The Exhibitor shall be responsible for and indemnify the Exhibitor in respect of all claims, actions, expenses, costs or charges (whether arising from death, personal injury or loss of or damage to property or otherwise) arising in connection with the participation in the Exhibition (including erection and dismantling at Exhibition stands) by the Exhibitor, his agents, contractors, sub-contractors, employees or invitees; and

(iii) The Exhibitor shall also indemnify the Organiser against any claim made by any contractor, sub-contractor or agent appointed by the Organiser arising out of the failure of the Exhibitor, his agents, contractors or employees to perform in any way any contract entered into with such contractors, sub-contractors or agents.

(b) THE EXHIBITOR SHALL EFFECT APPROPRIATE INSURANCE COVER IN RESPECT OF THE FOREGOING RISKS IN SUCH MINIMUM SUM AS THE ORGANISER SHALL REQUEST AND SHALL PROVIDE TO THE ORGANISER ON DEMAND SATISFACTORY DOCUMENTARY EVIDENCE THEREOF

#### 11. Acknowledgement

(a) Commitments made by the Organiser's agents, representatives or employees are valid only if confirmed in writing by a director of the Organiser.

(b) Any representations to be binding on the Organiser must be specifically agreed to in writing by a director of the Organiser at the time of booking the display space.

#### 12. Force Majeure

Should the Exhibition be cancelled, curtailed or adversely affected by any cause not within the reasonable control of the Organiser including but not limited to war, fire, national emergency, labour dispute, strike, lock-out, civil disturbance, picketing, embargo, injunction, Act of God, or non-availability or suitability of the Premises for any reason, the Organiser shall be under no obligation to refund all or part of the sums paid by the Exhibitor in respect of its participation in the Exhibition and shall be under no liability to the Exhibitor or any other person in respect of any actions, proceedings claims, demands, losses (including consequential losses), costs or expenses whatsoever which may be brought against or suffered or incurred by the Exhibitor as a result thereof.

#### 13. Cancellation of Exhibition

The Organiser reserves the right to cancel any Exhibitor's booking and should it so do its sole liability shall be to refund all charges paid by that Exhibitor. In no circumstances shall the Organiser be liable for any loss (including consequential loss) or damage suffered by an Exhibitor resulting from such cancellation howsoever the same may be caused.

#### 14. Exhibitor's Guide

The Exhibitor will be provided with an Exhibitor's Guide which lists details of authorised contractors appointed by the Organiser. It also contains guidance and advice for Exhibitors and specific regulations relating to the build-up, breakdown and conduct of the Exhibition. The Exhibitor agrees to abide by the regulations and provisions contained in the Exhibitors' Guide.

#### 15. Passes and Tickets

Non-transferable passes to admit Exhibitors' attendants and contractors will be supplied free of charge to Exhibitors, and no Exhibitor, attendant or contractor will be admitted to the Exhibition without such pass being produced. Contractor's passes will be available only for the build-up and dismantling periods.

#### 16. Claims

(a) All claims must be submitted in writing to the Organiser and received within two weeks of the closing date of the Exhibition. Thereafter no claim or complaint will be accepted.

(b) The Exhibitor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the Exhibition by reason of any dispute or claim by the Exhibitor in connection with the Exhibition or otherwise nor shall the Exhibitor be entitled to see off any amount which it is alleged payable or due from the Organiser against any amount payable to the Organiser in relation to the Exhibition.

#### 17. Law Applicable

These Terms and Conditions and any contract concluded herein will be governed by English Law and the parties shall submit to the nonexclusive jurisdiction of the English Courts.