Exhibit at IBC2019
Welcome to IBC

Welcome to IBC and thank you for your continued investment in the world’s most influential media, entertainment and technology show.

IBC is constantly evolving, but one of its constants is that it continues to offer the entire value chain within the media and entertainment industry the perfect platform for brand awareness, lead generation and thought leadership at a time when digital transformation is changing everything.

IBC remains committed to maximising exhibitors’ and sponsors’ ROI in the show and so is expanding its investment in bringing in new audiences, innovative feature areas and more exhibition and meeting space.

This brochure provides all the information you will need to secure your preferred space at IBC2019.

I look forward to sharing in the success of IBC2018 with you and welcoming you again in 2019.

Steve Connolly
IBC Business Development Director
Exhibition
13-17 September 2019

As the premier event for the media, entertainment and technology industry, reaching professionals from 170 countries and across all industry sectors, IBC offers a truly unique platform for clients to market their products and services to the people that they want to talk to.

IBC consistently attracts world-class technology and a senior, decision-making audience with real purchasing power, offering our clients direct access to their target audience.

IBC clients and partners understand that our exhibition appeals to industry professionals looking to search for and evaluate the technologies and services they need to advance their business and remain competitive. Whether exhibiting, sponsoring or creating a partnership, you can be assured that with 38% of attendees responsible for the final purchasing decisions for their business, your messaging is reaching your target audience.

With in excess of 55,000+ attendees, IBC is one of the largest event platforms of its kind in the world today.

“It is the only truly global gathering of the entire media industry. We see all of our customers, our business partners, other vendors and our friends in the industry from across the entire ecosystem.”

Anne-Louise Buick, Global Head of Marketing and Communications, Ericsson Media Solutions
Reach a global audience

- 23% of visitors are C-level or above
- 74% of visitors make or influence final decision
- 35% of visitor’s companies have an annual spend of €1,000,000+

Seniority Levels

- C-Level / Owner 24%
- VP / EVP / Director 10%
- Professional Engineer or Developer 17%
- Manager or Head of Department 25%
- Consultant / Freelance / Independent 7%
- Journalist / Editor / Photographer 4%
- Entrepreneur 3%
- Executive or Assistant 6%

- 24% of all attendees are C-Level or above
At IBC, the exhibition layout is optimised according to exhibitor requirements to provide the best possible visitor flow. We offer a variety of options to best showcase your company and our team will work with you to customise the right solution to meet your individual needs, from large bespoke stands to out-of-the-box solutions, and from outside exhibition space to meeting room hire.

An early booking rate applies when applications are received before the last day of the show (Tuesday 17 September).* A standard booking rate will apply to all applications received after this date.

Premium Halls: Halls 1, 7 and 12 are designated as Premium Halls based on demand for space. A price premium has been applied to all space within these three halls.

Standard Halls: With the exception of Halls 1, 7 and 12, all other locations are designated as Standard Halls and are subject to the lower standard rate.

*only applicable if 25% deposit is received by due date.

“IBC is the best option to foresee the future of our industry. It is the perfect showcase to experience new products and services.”

Carlos Miranda, CTO, Dish Mexico
Space Only Stand Packages

The best option for unlimited flexibility, customisation and maximum impact, you can appoint a stand builder and you can create a stand to meet your requirements and budget.

The minimum size for Space Only is 30m². If you need extra space, double-decker stands are possible in most halls at a surcharge of 25% of the Space Only rate.

We have put together a number of design guidelines to ensure that all stands receive maximum visitor exposure and these must be taken into account when designing your stand.

Shell Scheme Stand Packages

With a Shell Scheme you are getting a ready-to-use stand. Perfect if you need to turn-up-and-show in the shortest time possible without any hassle.

The package provides a shell – walls, carpet, spotlights and power socket – creating the perfect base for you to add as necessary.

The minimum size for a Shell Scheme is 9m² and all stand walls are 2.75m high.

Enhanced Shell Scheme Stand Packages

Upgrade your standard Shell Scheme Stand to an Enhanced Shell Scheme Package – designed as an upgraded all-round package to deliver a full exhibiting experience in a ‘ready to occupy’ space. This saves you time and resource spent planning your stand.

For more information about all Exhibition and Meeting Space options, visit show.ibc.org/exhibitatIBC
Pod Stand Package

A Pod is a new exhibition package designed to provide a lower-priced entry point into the IBC exhibition for companies with a small team who want to demo software or table top hardware. Located on the busy flyover walkway between Halls 7 and 8.

Outside Space

Outside space is exactly as it sounds – space outside of the exhibition halls, perfect for displaying outside broadcast vehicles or exhibits requiring an outside environment.

If you already have a stand in one of the halls you can book outside space at a discounted rate.

“For companies who order an outside site plus an inside site of at least 30m² Space Only or 21m² Shell Scheme, the lower rate shall apply.

IBC2019 Meeting Space

IBC meeting rooms provide the perfect opportunity away from the busy show floor for you to host clients, conduct more formal presentations or hold a cocktail hour in an exclusive setting. There are three different types of meeting space available, with options to suit all requirements and budget: Meeting Suites, Balcony Suites and RAI Meeting Rooms. Meeting space is available for exhibitors with a main exhibition stand or those who reach a minimum spend (£20,000) through meeting space and promotional activity.

Meeting Suites

Meeting Suites are located in the exhibition centre and facilitate a unique private and quiet setting in which to conduct business meetings moments away from the busy exhibition floor.

<table>
<thead>
<tr>
<th>Rates:</th>
<th>£ per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell (4 x 4m)</td>
<td>462</td>
</tr>
<tr>
<td>Bespoke (from 30m²)</td>
<td>343</td>
</tr>
</tbody>
</table>

Balcony Suites

Balcony Suites are available along the balconies on both sides of Hall 1 for use as additional space for hospitality suites, offices, demo areas or presentation areas only.

| Rate: | £163 per m² |

RAI Meeting Rooms

RAI Meeting Rooms are located across the RAI and vary in size and price. These rooms are available by the day and offer exhibitors the chance to hold off stand meetings and presentations in a ready to use space.

| Rate: | From £690 per day |

Outside Space Rates:

<table>
<thead>
<tr>
<th>Rates:</th>
<th>£ per m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower rate*</td>
<td>92</td>
</tr>
<tr>
<td>Upper rate*</td>
<td>171</td>
</tr>
</tbody>
</table>

Rate: £3,800
Applying for Exhibition Space

Unlike some other trade shows, IBC organises exhibition space on an allocation basis rather than selling space off a pre-determined floorplan. This allocation process takes into consideration exhibitors requirements and requests, show history points, longevity of exhibiting combined with the size of stand booked and the re-booking volume. Together with these factors, the demand for space and the hall layout can sometimes restrict us to being able to fulfill every requirement.

The IBC team collect applications between August and 1 November 2018. Once this deadline has passed we work on constructing the floorplan based upon exhibitor requests.

The main allocation of space will be released in February 2019 when we inform exhibitors of their stand and they then have the option to accept, decline or move (when possible), by completing the acceptance of space form. Official IBC2019 floorplans are then placed online along with the available space in approximately March 2019.

For more information on this whole process, please read our Guide to Applying for Space at show.ibc.org/applyforspace

IBC Daily Branding Packages

Purchase one of our IBC Daily branding packages to take advantage of an early booking rate and to help drive traffic to your stand at IBC2019. The packages are listed below and are only available as part of your overall booking:

**Branding Package 1**
- 1 x full page in one issue of the IBC Daily
- Opinion Piece or Q&A in one issue of the IBC Daily
- 1 x MPU on one send of the IBC E-Daily

Total Cost: £5,000 (standard rate £8,680)

**Branding Package 2**
- 1 x half page in one issue of the IBC Daily
- Opinion piece or Q&A in one issue of the IBC Daily
- 1 x half MPU on one send of the IBC E-Daily

Total Cost: £3,200 (standard rate £5,380)

If you would like to purchase one of our daily branding packages please select the relevant package when completing your booking form.

Alternatively please tick this box if you would like an IBC sales representative to contact you about other promotional opportunities at IBC2019.
Contract for IBC2019 Exhibition Space

If completing this form in print, please complete the following in BLOCK CAPITAL LETTERS or attach your business card and return to:

IBC, 3rd Floor, 10 Fetter Lane, London, EC4A 1BR, United Kingdom | Tel: +44 (0) 20 7832 4100 | Email: sales@ibc.org

Name we wish to exhibit under: ____________________________

Exhibition coordinator: Salutation __________ First Name __________ Last Name __________

Email __________________________ Telephone __________________________ Website __________________________

Billing company name: __________________________

Billing address: Address Line 1 __________________________ Address Line 2 __________________________

City __________________________ Country __________________________ Postcode __________________________

Billing contact (if different): Salutation __________ First Name __________ Last Name __________

Email __________________________ Telephone __________________________

Purchase order number (if required): __________________________

VAT number (compulsory for all companies registered in the EU): __________________________

Marketing contact (if different): Salutation __________ First Name __________ Last Name __________

Email __________________________ Telephone __________________________

Premium Halls: Halls 1, 7 and 12 are designated as Premium Halls based on demand for space. A price premium has been applied to all space within these three halls.

Standard Halls: With the exception of Halls 1, 7 and 12, all other locations are designated as Standard Halls and are subject to the lower standard rate.

**Exhibition Space**

- [ ] Space Only
- [ ] Outside Space
- [ ] Shell Scheme
- [ ] Pod Stand Package
- [ ] Enhanced Shell Scheme

**Meeting Space**

- [ ] Meeting Suite
- [ ] Shell
- [ ] Bespoke
- [ ] Balcony Suite
- [ ] RAI Meeting Room

**Dimensions**

<table>
<thead>
<tr>
<th>Width</th>
<th>Depth</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>______ m</td>
<td>______ m</td>
<td>______ m²</td>
</tr>
</tbody>
</table>

**IBM Daily Branding Package**

If you would like to take advantage of the early bird IBC Daily booking rate please tick the relevant package option below.

Please see packages overleaf.

Package 1 [ ] Package 2 [ ]
We further agree to pay:

1. An interim payment of 50% of the total rental cost +VAT if applicable by 11 April 2019
2. The balance of the total rental cost (25%) +VAT if applicable by 11 July 2019

Please also refer to items 26-28 of the terms and conditions for further information regarding payments and cancellations.

By signing this contract for space, you confirm that you understand that it is your responsibility to ensure that you have adequate insurance coverage for the Exhibitor’s participation in IBC2019 according to section 19 of the IBC2019 terms and conditions.

To all agreements between IBC and an Exhibitor the IBC2019 terms and conditions apply to the entire exclusion of any terms and conditions of the Exhibitor. Any terms and conditions of the Exhibitor are explicitly rejected.

I have read and agree to be bound by the terms and conditions for IBC2019 which are printed in this document.

Signed ___________________________ Date ___________________________ (day/month/year)

Printed Name ___________________________
1 Rights and Definitions
a) The Organiser reserves all rights in connection with the International Broadcasting Convention. 

b) In these Terms, the following expressions shall have the following meanings unless the context requires otherwise:

‘Contract’ means the contract for Stand Space at the Exhibition entered into between the Organiser and an Exhibitor. The terms and conditions of this document and the Online Manual and any other relevant document referred to in this Terms.

‘Online Manual’ means the document available at show.ibc.org which sets out the rules and regulations relating to Stands, Stand Space and related issues.

‘Exhibition’ means any article so described by an Exhibitor and permitted by the Organiser to be exhibited.

2. Allocation and Licence of Stand Space
a) The Organiser shall allocate Stand Space at its sole discretion.

b) The Organiser’s decision as to the compliance of an Exhibitor’s Stand with these Terms shall be final and binding. Furthermore, the Organiser reserves the right to impose such other binding conditions on the subject of Exhibition stands as the Organiser may determine in its discretion and the Exhibitor may arrange from time to time.

3 Stand Space
a) The minimum size for a Stand Space is nominally 30 square metres. A copy of the working drawings of any Space Only stand is to be submitted with the BIC Office for approval no later than 1st June 2019. These plans shall include elevation drawings or a clear indication of the height of the various elements of the stand, including hanging signs. Such designs must comply with the BIC Office’s rules and regulations under your Online Manual.

b) Double-decker stands are permitted in most halls. The maximum duration of 25% of the space fee will apply for the total surface of the upper floor areas.

c) Exhibitors may not attach any additional texts, logos, etc. to the front of the stand or on the fascia boards.

d) The Organiser reserves the right to make any changes to the Exhibitors’ Space Only site or the Exhibition site or to the person or property of the Organiser or any other Exhibitor or visitor.

3. Build-up Schedule

a) The Exhibitor may, subject to obtaining the prior written consent of the Organiser, transmit electro-magnetic waves, a licence or permit being required only and do not form part of or effect the subject matter set out in the Contract.

b) The Organiser reserves the right to require the Exhibitor to comply with the provisions as laid out in the Online Manual.

4. Equipment Interference

a) To keep all entrances, exits, gangways, pass doors and passages clear and unobstructed.

c) To keep immediately available upon demand any Exhibitor which the Organiser considers outside the scope of the Exhibition.

5. Production of Originals and away from the Stand Space

a) A blank cheque or bank draft will be included in published Exhibitors’ details. The name of the company which IBC has a contract for the Exhibition space shall be the company with which IBC has a contract for the Exhibition space.

b) The Organiser shall be the principal stand holder (or main Exhibitor). This will be the company with which IBC has a contract for Stand Space. All other companies sharing that Stand Space will be referred to as Co-exhibitors.

6. Product Promotion off and away from the Stand Space

a) The Organiser reserves the right to require the Exhibitor to keep readily available at all times per published hours.

b) The Organiser reserves the right to require the Exhibitor to comply with the provisions as stated above.

7. Exhibitors

a) Exhibitors shall not be removed from stands and before and during shows during without prior written approval of the Organiser.

b) The Organiser reserves the right to require the Exhibitor to comply with the provisions as stated above.

c) Exhibitors are responsible for the cleaning of the stands, Exhibits and the general tidiness of their stands. Small amounts of refuse such as coffee cups, etc., will be collected from the stands on such reasonable notice as the Organiser, provided they are deposited in plastic bags.

11. Cleaning

a) All stands and all floor stands will be cleaned daily by contractors appointed by the Organiser. Tables, chairs, stools and information counters will also be cleaned and waste baskets will be emptied.

b) Exhibitors shall be indemnified by the Organiser in respect of any damages, losses, claims, costs or expenses incurred by the Organiser as a result thereof.

12. Equipment

a) No equipment may be operated which emits excessive noise or causes electrical interference or other annoyance. In this matter the decision of the Organiser is final.

b) The Exhibitor must not do, cause or suffer to be done any thing which may occasion damage,� disfigurement or injury of any kind to the Stand Space or the Exhibition site or to the person or property of the Organiser or any other Exhibitor or visitor.

13. Electrical Installation

a) All site electrical supply installation must be carried out by the officially appointed electrical contractor appointed by the Organiser. All prefabricated electrical fittings will be subject to an inspection by the official contractor before connection to the mains supply and a nominal charge may be made.
14 Official Contractors
a) No contractor or agent appointed by the Organiser are permitted to operate within the confines of the Amsterdam RAI International Exhibition & Congress Centre unless the contractor has obtained a contractor's licence and the contractor is responsible for the overall layout of the Exhibition. Fire extinguishers for use in the Exhibitor's stands can be rented at a cost to be calculated at the end of the Exhibition.

18 Damage to Exhibition Areas
a) The Exhibitor is responsible for the cost of making repairs and replacements in the Exhibitor's own interest, the stands. Dilapidation includes (by way of examples dilapidation to the Exhibition Hall or any part thereof
b) The Exhibitor is responsible for the cost of making repairs to any Exhibitor's stands can be rented at a cost to be calculated at the end of the Exhibition.

22 Rights of the Organiser and the Landlords
The Landlords and the Organiser and those authorised by them have the right to enter the Exhibition premises and the Exhibitor's stand in particular at any time to execute work, repairs and alterations or for any other purposes.

23 Security
a) The Exhibitor shall, before, during and after the Exhibition remain responsible at all times for the Exhibitor's property and belongings.

24 Failure of Service
f) Please note that if you require a Purchase Order number to be quoted on your invoice, the relevant PO number should be entered in the appropriate box on the application form for services. Also, if you are not a US source Income. Consequently IBC cannot subsequently issue invoices to display PO numbers if this procedure is not followed.

25 Space allocation and acceptance of space
The deadline for space applications to be received and included in the main allocation is 01 November 2018. The organiser will inform Exhibitors of their allocated Stand Space, 5% of the total requested Exhibition Space and is subject to payments being made within 20 days from the receipt of the invoice. The Organiser reserves the right, and will at its discretion, issue a revised invoice if there is a material change in space booking, IBC reserves the right to reduce the space thereby incurred.

27 Default on Payments
The Organiser reserves the right, in its entire discretion to cancel any reservation of space in the event of an Exhibitor not having paid all due payments, or any other additional costs, Agent, landlord or the Organiser reserves the right to enter the Exhibition Hall by any national or local authority or any threatened or any other security. No personal liability is required to be paid through the Amsterdam RAI Exhibition 

31 Copyrights and Patents
b) Only contractors appointed by the Organiser or its invitees or licensees howsoever caused and the Exhibitor, their employees, contractors, sub-contractors, agents or licensees are liable in respect of all such claims and for the avoidance of doubt, the Exhibitor will not be entitled to any refund or any other compensation in such circumstances.

32 Discount for IABM members
Exhibitors who are paid-up members of the IABM on 1st May 2019 may be eligible to receive a 50% discount on their stand space booking for the IBC2019. IBC will not be liable in respect of any such cut price for the IBC2019. If you have any questions regarding such matters if the fire brigade, police or the Landlords and the Organiser reserves the right to enter the Exhibition of such individuals nor to prevent or delay such construction or removal. In such circumstances IBC will not be liable in respect of any such cut price or any other purpose.

33 Security
a) The Exhibitor reserves the right charge to interest at the annual rate of 5% over the base rate of HSBC Bank from time to time to account outstanding after a due date for payment.

34 Failure of Service
f) Please note that if you require a Purchase Order number to be quoted on your invoice, the relevant PO number should be entered in the appropriate box on the application form for services. Also, if you are not a US source Income. Consequently IBC cannot subsequently issue invoices to display PO numbers if this procedure is not followed.

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36 Reduction or Cancellation of Stand Space
If the Contract is cancelled the Exhibitor shall not be entitled to any refund or any other compensation in such circumstances.

6. Each Exhibitor agrees to take advantage of any stand space which may be made available to it at a reduced cost, subject to the terms and conditions of this Contract.
The Exhibitor agrees that any sums payable in respect of cancellation are genuine pre-estimates of the loss and/or expense the Organiser may suffer in the event of such cancellation.

30 Stand Space Not Occupied

Every Exhibitor shall occupy the full Stand Space area booked by them. Should an Exhibitor fail to take up the Stand Space allocated to him, the Organiser reserves the right to deal with the Stand Space so unoccupied as they think fit.

31 Value Added Tax

VAT is generally not applicable to Exhibition related services. Please note however that EU based Companies must provide the Organiser with their VAT number otherwise Dutch VAT at 21% will be chargeable. Also, in the case of UK based companies, the Organiser is obliged to charge UK VAT at 20%. Please also note that whilst every effort has been made to ensure the accuracy of these VAT arrangements, the Organiser cannot be held responsible for any changes or alterations that may be made which are beyond their control.

32 Costs Incurred by Exhibitor

a) For the avoidance of doubt, all costs incurred by the Exhibitor are for the account of the Exhibitor, and will be settled promptly including but not limited to fees and other costs related to permits, including copyright contributions to BUMA/STEMRA and SIEPA;

b) The Organiser reserves the right to charge the Exhibitor additional charges for any extra facilities made available to the Exhibitor by the Organiser and/or the Landlord. The Exhibitor shall indemnify the Organiser against all such costs incurred.

33 Termination of the Contract

Should (a) an Exhibitor, being an individual or firm, become bankrupt or make any arrangements with No or their creditors or, being a limited company, go into liquidation (other than a voluntary liquidation for the purposes of amalgamation or reconstruction) or have a Receiver appointed, or (b) an Exhibitor breach any provision of these Terms; or (c) the Organiser have cause to believe that the financial standing of the Exhibitor has materially deteriorated in circumstances where the Organiser believes the ability of the Exhibitor to meet upcoming payments or fulfil their obligations to the Organiser is in jeopardy; then the Contract with such an Exhibitor shall at the Organiser’s election terminate forthwith, save that all rental paid shall be forfeited and the balance of the whole of the sum payable under the Contract shall become due and payable forthwith and such termination shall be without prejudice to any claim of the Organiser against the Exhibitor in respect of any prior breach.

34 Verbal Agreements

Any verbal agreements concerning any aspect of the Contract or the Exhibition are not valid unless confirmed in writing by all parties.

35 Discretion of the Organiser

Any decision or opinion which is made or given by the Organiser in connection with these Terms shall be made or given in the Organiser’s entire discretion and shall be final and binding in the absence of manifest error.

36 General Lien

All Exhibits are subject to a general lien in favour of the Exhibitor for all sums, whether for unpaid rental or otherwise, due from an Exhibitor to the Organiser and the Organiser shall have the right to exercise such lien by sale.

37 Interpretation of Terms and Conditions in Translation

In the event of any dispute as to the interpretation of these Terms as a result of their translation into a foreign language, the English version shall be taken as authentic.

38 Confidentiality

The Exhibitor shall during and after termination or expiry of the Contract keep confidential all information acquired from the Organiser, which is not in the public domain, which becomes known to the Exhibitor in connection with the Contract.

39 Assignment

The Exhibitor shall not assign the Contract.

a) If any of the provisions set out in these Terms shall be found by a court to be invalid or unenforceable but would be valid and/or enforceable if some part thereof were deleted or the duration, extent or application altered or reduced, such provision shall apply with such modification as may be necessary to make it valid and effective.

b) The Exhibitor must inform the Organiser as soon as reasonably practicable and no later than 30 days before the start of the Exhibition about the expected arrival of special guests (including without limitation government ministers or other dignitaries), for what the Exhibitor must make suitable safety and other measures as the Organiser may require.

c) The Organiser shall be entitled to use the name and any relevant logo of the Exhibitor (or any Co-exhibitor) in connection with the Exhibition, (or any future Exhibition or related activity), in any promotional literature or media, or for any other reasonable use (and shall procure that any Co-exhibitor grants) any such licence as may be required to give effect to the use by the Organiser.

d) For the avoidance of doubt, the Exhibitor has no right to use the IBC name (in full or in abbreviated form) or logo in any form without the prior written consent of the Organiser.

e) Each right or remedy of the Organiser under the Contract is without prejudice to any other right or remedy of the Organiser whether under the Contract or otherwise.

f) Failure or delay by the Organiser in enforcing or partially enforcing any provision of the Contract shall not be considered as a waiver of any of its rights under the Contract.

g) Any waiver by the Organiser of any breach by the Exhibitor or any default of the Exhibitor shall not be deemed a waiver of a subsequent breach or default.

41 Third Party Rights

For the avoidance of doubt:

(a) no third party may enforce any rights under this Contract or any Co-exhibitor grants) any such licence as may be required to give effect to the use by the Organiser.

(b) no party may unilaterally rescind this Contract or vary this Contract without the consent of any third party.

(c) any lien by sale.

(d) each right or remedy of the Organiser under the Contract is without prejudice to any other right or remedy of the Organiser whether under the Contract or otherwise.

(e) the Organiser and any such lien by sale.

(f) the Organiser is entitled to use the name and any relevant logo of the Exhibitor (or any Co-exhibitor) in connection with the Exhibition, and any such lien by sale.

(g) the Organiser shall be entitled to use the name and any relevant logo of the Exhibitor (or any Co-exhibitor) in connection with the Exhibition, and any such lien by sale.

(h) any part of the Organiser against all such costs incurred.
1. Definitions:

Applicable Laws: the laws of England and Wales and the European Union and any other laws or regulations, rules, regulations or industry codes which apply to the exercise of the parties’ rights or the performance of the obligations of the parties.

Business Day: a day other than a Saturday, Sunday or public holiday in England when banks in London are open for business.

Commercial Rights: any and all rights of a commercial nature connected with the Event or the rights to market, promote, advertise, distribute, trade mark, design, sell, rent, license, publish, exhibit, perform in public, or otherwise exploit all or any part of the Event Materials or other branding materials, whether registered or unregistered and including all such marks, business names and domain names, goodwill and the right to sue for passing off, rights in designs, database rights, rights in get-up, publicity rights, any confidential information (including know-how), and all other intellectual property rights, in each case worldwide, throughout the life of the protected rights and all renewals, extensions and equivalents.

Force Majeure Event: any event beyond the control of either party, which results from, without limitation, natural disasters, terrorism attacks, fire, explosion or accident, industrial action, non-performance by suppliers or subcontractors (other than by companies in the same group as the party seeking to rely on this clause), or inability or failure of any utility service.

Intellectual Property Rights: patents, rights to inventions, copyrights and related rights, trade marks, business names and domain names, names in get-up, goodwill and the right to sue for passing off, rights in designs, database rights, right to a name, right to use a name including know-how, and all other intellectual property rights, in each case worldwide, throughout the life of the protected rights and all renewals, extensions and equivalents.

IBC’s Marks: IBC’s Marks as defined in clause 1.2.

IBC’s Website: the website “ibc365.com” owned or operated by IBC and any successor website.

Territory: the European Union (inclusive of countries subject to sanctions), the Republic of Ireland and the United Kingdom, as well as any country or countries in any other part of the world, that are open for business.

Venue: the location for which the Event is to take place.

1.2 All rights not expressly granted to the Sponsor under this Contract are reserved to IBC. The Sponsor acknowledges and agrees that IBC is the owner of or is entitled to use all or any of IBC’s Marks during the Term and at all times in the Event Marks IBC shall be entitled to enter into any sponsorship arrangement with any third party for all or any part of IBC’s Marks during the Term in perpetuity to promote and exploit the Event in any media whether known now or yet to be invented (including in a computer game, on a website or mobile-device application) including by use on a promotional material and merchandising.

2. Obligations of the Sponsor

2.1 The Sponsor undertakes to:

(a) to exercise the sponsorship rights strictly in accordance with the relevant guidelines and at all times in the Event Marks and other branding materials provided by IBC in accordance with the relevant guidelines;
(b) to make all reasonable efforts in the absence of any such guidelines to comply with clause 2.1(a) and 2.1(b);
(c) to use the Event Marks in good faith and in accordance with the Event Marks and other branding materials provided by IBC in accordance with clause 1.2;
(d) to ensure that any approval of any the Sponsor’s Event Materials and promotion and advertising relating to the Event is consistent with the Event Marks and other branding materials provided by IBC in accordance with clause 1.2;
(e) to comply with all applicable Laws relevant to the use of the Event Marks and the performance of its obligations under this Contract;
(f) to notify IBC in writing of any event which might adversely affect any of the Commercial Rights or the value of the Commercial Rights; and
(g) to provide a written notice to IBC of any Event Marks or other branding materials provided by IBC which are to be used in connection with the Event, including the Event Marks.

2.2 The Sponsor undertakes to:

(a) to use the Event Marks and other branding materials in accordance with this Contract and the relevant guidelines;
(b) not to use the Event Marks for any purpose or anything similar thereto for the benefit of a third person or otherwise;
(c) not to sell, licence or otherwise dispose of any of the sponsorship rights or any IBC or jointly by IBC and the Sponsor shall, with immediate effect, be subject to the terms of this Contract.

3. Warranties

3.1 The Sponsor warrants and undertakes to the other that it has the authority to enter into this Contract and is bound by any agreement entering into this Contract.

3.2 The Sponsor warrants that it has the power and authority to enter into this Contract and the power and authority to sell, licence or otherwise dispose of any of the sponsorship rights or any IBC Marks.

3.3 The Sponsor warrants that it has the power and authority to enter into this Contract and the power and authority to sell, licence or otherwise dispose of any of the sponsorship rights or any IBC Marks.

3.4 IBC shall agree that, subject to the terms of this Contract, any and all rights of a commercial nature connected with the Event, and any and all rights of a commercial nature connected with the Event, which might adversely affect any of the Commercial Rights or the value of the Commercial Rights; and

3.5 IBC agrees that, subject to the terms of this Contract, any and all rights of a commercial nature connected with the Event, which might adversely affect any of the Commercial Rights or the value of the Commercial Rights; and

4. Limitation of liability

4.1 IBC shall be liable for and will indemnify, defend and hold harmless the Sponsor from and against any and all claims and expenses (including legal costs (calculated on a full indemnity basis) and all other reasonable professional costs and expenses) suffered or incurred by the Sponsor arising out of or in connection with:

(a) any claim made against IBC by a third party for actual or alleged infringement of a third party’s Intellectual Property Rights or moral rights arising out of or in connection with IBC’s use of the Sponsor’s Marks in accordance with this Contract; or
(b) any claim made against IBC by a third party for actual or alleged infringement of a third party’s Intellectual Property Rights or moral rights arising out of or in connection with IBC’s use of the Sponsor’s Marks in accordance with this Contract.

5. Indemnities

5.1 If a failure of utility service.

6. Limitation of liability

6.1 IBC shall have no liability for any indirect or consequential loss or damage, or any claim made against IBC by a third party for actual or alleged infringement of a third party’s Intellectual Property Rights or moral rights arising out of or in connection with IBC’s use of the Sponsor’s Marks in accordance with this Contract; or

9. Event cancellation and alternative opportunity

9.1 IBC reserves the right to cancel the Event for any reason including, but not limited to, reasons of Force Majeure Event. IBC will notify the Sponsor of the cancellation as soon as possible. The parties agree that:

(a) IBC shall not be in breach of this Contract by virtue of such cancellation or abandonment;
(b) IBC will notify the Sponsor of such cancellation this Contract shall automatically terminate and IBC shall refund any Sponsorship Fee paid already to the Sponsor.

9.2 IBC reserves the right to offer an alternative promotional opportunity of equal value to the Sponsor should the original opportunity cease to be available.

10. Cancellation Charges

10.1 Cancellation on or before 31 May 2019 – 50% of the Fee.
11. Termination
11.1 Without affecting any other right or remedy available to it, either party may terminate this Contract with immediate effect by giving written notice (by recorded delivery, special delivery or by email) to the other party if:
(a) the other party commits a material breach of any term of this Contract which breach is irreparable or if such breach is remediable it fails to remedy that breach within a period of 15 days after being notified to do so. However, this period of 15 days will be reduced if IBC calls upon the Sponsor to remedy the breach before the event is given;
(b) the other party repeatedly breaches any of the terms of this Contract in such a manner as reasonably justify the opinion that its conduct is inconsistent with it having the intention or ability to give effect to the terms of this Contract;
(c) the other party suspends, or threatens to suspend, payment of its debts or is unable to pay its debts as they fall due or admits inability to pay its debts or (being a company or limited liability partnership) is deemed unable to pay its debts within the meaning of section 236 of the Insolvency Act 1986;
(d) the other party commences negotiations with any of its creditors or a meeting of creditors, or a resolution or a notice of intention of this is given or a person or an application is made to appoint an administrator or a receiver or a person becomes entitled to appoint a receiver; or
(e) the other party suspends or ceases, or threatens to suspend or cease, carrying on all or a substantial part of its business;
(f) any notice given by the other party under this Contract is found to be untrue or misleading.
11.2 If the Sponsor wishes to terminate this Contract under clause 13.1 above, notice of termination must be given in writing by recorded delivery or special delivery or by email to finance@IBC.org or support@IBC.org in order to be effective.

12. Consequences of termination
12.1 On termination or expiry of the Contract:
(a) the sponsorship rights granted by IBC to the Sponsor under this Contract shall immediately terminate and revert to IBC, save that any licence generally available to the public, is or becomes available on a non-exclusive basis on or required by law, is or becomes available to a governmental or regulatory authority.
(b) each party shall promptly return to the other party’s disposal rights that existed at or before the date of termination.
(c) each party shall pay to the other any sums that are outstanding and to be accounted for under this Contract.
(d) the following clauses shall continue in force:
(i) clause 9 (Event cancellation and alternative arrangements);
(ii) clause 10 (Delivery);
(iii) clause 11 (Indemnities);
(iv) clause 12 (Confidentiality);
(v) clause 13 (Non-transfer);
(vi) clause 14 (General);
(vii) the following clauses shall continue in force:
12.2 Termination of this Contract shall not affect any rights, remedies, obligations or liabilities of the parties that have accrued up to the date of termination including the right to claim damages in respect of any breach of the agreement which existed at or before the date of termination.
12.3 Upon termination of this Contract, all monies are available on a non-confidential basis or is available on a non-confidential basis or is required by law to be paid to a governmental or regulatory authority.
14. General
14.1 If IBC shall make, or permit any person to make, any public announcement, communication or circular concerning this Contract without the prior written consent of the other party (such consent not to be unreasonably withheld or delayed) unless required by law or any governmental or regulatory authority or by any court, in which case the party required to make the announcement will promptly notify the other parties of this.
14.2 All sums payable under this Contract are exclusive of any VAT that may be payable by either party.
14.3 No rights under this Contract shall be paid by the Sponsor to IBC in full without any set-off, counterclaim, deduction or withholding (other than any deduction or withholding of tax as required by law).
14.4 Nothing in this Contract is intended to, or shall be construed as, creating any partnership or joint venture between any of the parties, constitute any party the agent of another party, or authorise any party to make or enter into any commitments for or on behalf of any other party. Each party confirms it is acting in its own behalf and not for the benefit of any other person.
14.5 A person who is not a party to this Contract shall not have any rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of this Contract. The rights of the parties to terminate, modify or vary any agreement, vary, cancel or terminate this Contract are not subject to the consent of any other person.
14.6 No variation of this Contract shall be effective unless it is in writing and signed by the parties (or their authorised representatives).
14.7 This Contract is personal to the parties and neither shall assign, transfer, pledge, charge, subcontract, declare a trust over or deal in any other manner with all rights and obligations under this Contract.
14.8 No failure or delay by a party in exercising any right or remedy provided under this Contract by law shall constitute a waiver of that or any other right or remedy. No waiver of partial exercise of such right or remedy shall prevent or restrict the further exercise of that or any other right or remedy. No waiver by either party of any breach of this Contract by the other party shall constitute a waiver of any subsequent breach of this Contract by the other party.
14.9 Any notices required hereunder shall be deemed to have been served:
(a) if delivered by recorded delivery or special delivery, on the date signed for by the addressee at the addressee’s address (if it is a company) or its principal place of business (in any other case), or
(b) by email.
14.10 Any notice shall be deemed to have been received:
(a) if delivered by recorded delivery or special delivery, on signature of a delivery receipt, or
(b) if sent by email, upon receipt of the email.
14.11 This Contract and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales.
15. Partnion
15.1 For products relating to onsite branding and signage fulfilled by IBC’s supplier, Partnion IBC will make the agreed sponsorship items to Partnion, who will contact the sponsor by email and inform the sponsor with detailed artwork specification for the booked item. Approvals will be completed in two stages: first approval for production must be done before Friday 9th August 2019. Sign-off will be done on the artwork or with pdf by email. Any further changes by the sponsor after Friday 9th August 2019 can only be confirmed with written approval from Partnion and may incur additional production changes. The second approval (i.e. sign-off) will be done in the week before IBIC2019 opens.
15.2 The sponsor will transfer the artwork before Friday 9th August to Partnion who will cross-check and quality-check the artwork files. If the artwork received from the sponsor is not produced according to specifications or if files can’t be opened then Partnion will instruct the sponsor by email within 48 hours. After receiving the correct artwork, within 48 hours Partnion will produce and send the digital proof for each item for final approval by the sponsor. If corrections are required the sponsor must notify Partnion within 48 hours. If after this point new artwork is supplied Partnion will surcharge £85.00 per hour for a second checking process. This process must be completed by Thursday 15th August 2019. The installation schedule for each item will be planned in the detailed personalised webpage. Partnion will advise the sponsor of the date to sign off the installed media item and before the start of IBIC2019. Confirmation will be sent before Thursday 12th September 2019 at 16.00. Partnion is IBC’s supplier, and reserves the right to charge the sponsor additional costs associated with (a) late submission of an art file, (b) late submission of approvals, (c) remake work if artwork that is unsuitable for the media booked, and (d) approved artwork media that requires physical (anti-fuse) proofing. The following surcharges will apply:
15.4 Late approval: before 27th August 2019 – £15.00 per day that final approval is delayed.
15.5 After 27th August 2019 – £15.00 per day plus an additional costs incurred as a result of the late submission for approval for items for entry to the show. Transferring and couriers services.
15.6 A fee is caused by the sponsor (up to) £200.00 produced and installed before 15th September 2019.
15.7 If the sponsor requires a hardcopy (proof or printed artwork) the sponsor should ask a hardcopy Nemesis. Partnion at the address below by recorded delivery before Thursday 9th August 2019. Partnion will communicate transport and production costs of the hardcopy proof upfront to the sponsor. Within four weeks Partnion will produce a hardcopy proofing. A logo colour reference is not received from Partnion or on before Thursday 9th August 2019 at 16.00 Partnion will advise the sponsor of the date to sign off the installed media item before the start of IBIC2019. The sponsor accepts that in some special circumstances (for example weather conditions at the time of installation) the planned installation can be changed. 15.9 It is the sponsor’s responsibility to check the media online and to confirm it as it is agreed position at the PAW and to inform IBC or Partnion of any issues at that agreed time. If the sponsor does not inform IBC or Partnion of any issues during that time neither IBC nor Partnion will be held responsible for any liability pertaining to reproduction/locaton/orientation issues. If the sponsor wishes changes to be made after the final approval additional reproduction and installation charges will apply.
By the industry, for the industry

IBC is the world’s most influential media, entertainment and technology show. IBC is owned by six organisations that represent both exhibitors and visitors. Uniquely, the key executives and committees who guide the convention are drawn from these leading organisations, bringing with them experience and expertise in all aspects of our industry.