

THE INTERNATIONAL CONTEMPORARY CRAFT EVENT

HANDMADE AT KEW

3 - 7 October 2018

Royal Botanic Gardens, Kew

APPLICATION PACK

Dear Designer-Maker,

We would like to welcome you to the fourth edition of **Handmade at Kew** at the iconic Royal Botanic Gardens, Kew. Handmade at Kew will take place from **Thursday 4 October to Sunday 7 October 2018** (private view evening on **Wednesday 3 October**).

Handmade at Kew is fast becoming London's most exciting and leading international consumer event for contemporary craft and design. The event targets and appeals to an informed and highly motivated audience of UK and international consumers, collectors and aficionados as well as a select audience of professionals; including those who represent corporate and public sector buyers. The consumer audience includes members and friends of Kew, local residents; tourists; shoppers and craft/design collectors. Selected press, trade buyers, media and VIPs are also invited to attend.

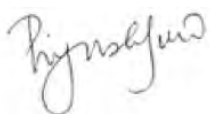
Handmade in Britain has over 10 years of experience working on events in the craft and design industry and the launch of Handmade at Kew in 2015 saw a collaboration between Handmade in Britain and Royal Botanic Gardens, Kew. This unique partnership enables us to deliver a truly significant international event for makers and buyers of contemporary craft. Kew Gardens is an iconic London attraction, with World Heritage status and unrivalled prestige and picturesque setting is complementary to the work exhibited at the show.

Handmade at Kew welcomes the participation of individual makers, galleries, groups and organisations. We are now accepting applications, the deadline for which is **Friday 30 March 2018**. A contract is required on submission of your application and you will be informed of the outcome of your application as soon as possible. Applications are reviewed on a continuous basis and the outcome of the application is notified within 3-4 weeks of submission. It can be longer around the Christmas period as our office will be closed. Our marketing and promotion is a key differentiator between Handmade in Britain's shows and those run by other organisations. We invest heavily in marketing in order to draw a large crowd of visitors which includes our established community of maker and buyers as well as those new to buying handmade, the combination of which ensures the success of our events.

If you have any questions please do not hesitate to contact us on +44 (0)20 3490 6556.

We look forward to receiving your application.

Best regards,



PIYUSH SURI
Creative Director

Deadline: Friday 30 March 2018, 6pm

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1. SHOW HIGHLIGHTS 2017

The third edition of Handmade at Kew in 2017 drew a fantastic response, with both visitors and makers praising the exceptional standard, variety and innovation of the event and the work on show, alongside appreciation for the ideal setting and warm and buzzing atmosphere. Footfall was high with just under 7,000 visitors attending over the four days of the show and the private view reception.



'Many thanks for letting me be a part of a beautiful show... simply the best!' (Simone Micallef, Jewellery)



'I wanted to say a big thank you for all your hard work going into the show last week! It was a beautiful show and I am so proud to exhibit at Handmade at Kew.' (StephieAnn Design, Fashion)

'I have benefited hugely from exhibiting my work through great sales and contacts. I feel proud to be part of the show as it is so professional, sleek and well organised.' (Laura Baxter, Jewellery)

2. APPLICATION GUIDELINES

Applications are invited worldwide from individual makers, groups of makers, crafts organisations and craft and design based galleries. Applications are encouraged from designer-makers of contemporary craft working in the following areas: ceramics, jewellery, fashion and textiles, glass, paper, furniture, metalwork, sculpture and interior accessories. Handmade in Britain seeks to provide a balance of disciplines in order to provide visitors and buyers with a wide range of work. If your work does not reflect the above categories, please get in touch with us to discuss what you do.

SELECTION

Applications are assessed through a rigorous selection process and assessment is based principally on the information provided in the application and the accompanying images. Additional information on the application form may be used for press and publicity purposes once exhibitors have been selected.

Stand Sharers: Please submit one application per person, making it clear within the application that you intend to share the selected stand size with a (named) person. The number of makers must be reflected in the size of the space booked. If selected, each maker will receive a separate website and catalogue entry. The minimum stand space allowed for two stand sharers is 2 x 1 mtr and we reserve the right to allocate the minimum amount of space based on number of stand sharers.

CRITERIA

Individual & Shared Stands

Makers must demonstrate a clear knowledge and understanding of the making process and provenance of materials used. The maker must have applied their craft skills directly in the creation of the work exhibited. They must have also given consideration to the commercial viability of the work, both in terms of its pricing and appeal to consumers.

Groups, Galleries & Organisations

We will seek to achieve an interesting mix of work which will appeal to a broad range of buyers and will be particularly looking for work with originality that makes a positive contribution to the show.

VENUE

Royal Botanic Gardens
Kew
Richmond
Surrey
TW9 3AB

DATES

Public opening: Thursday – Sunday 4 – 7 October 2018

Private view evening: Wednesday 3 October 2018

3. HOW TO APPLY

IMPORTANT : All application forms must be completed in full with five images uploaded/sent as instructed and accompanied by a signed exhibition space contract. Incomplete applications will not be accepted.

APPLYING ONLINE

Applying Online is open to individual makers & shared stands **ONLY**

We strongly encourage applications via the online form on our website. You will need to have ready to submit **four images** of your work with your application and **one image** of an example of stand display. Please refer to our image guidelines below for more information.

Every online application must be accompanied by your signed contract. Apply online at handmadeinbritain.co.uk/kew

APPLYING BY EMAIL

Please email complete applications and signed contracts to gemma@handmadeinbritain.co.uk

APPLYING BY POST

If you are unable to apply online, please supply all your five printed images of your work and stand along with your completed application form and signed contract by post. Please post applications to: **Gemma Hunter, Handmade in Britain, Studio 10, Old Paradise Yard, 20 Carlisle Lane, London SE1 7LG.**

IMAGE GUIDELINES

You will need to submit **four images** of your work with your application and **one image** as an example of stand display. Please ensure that you have submitted your images in the correct size and format (indicated on the online form) and they are of good quality, as they may also be used for promotional purposes. *Should you be selected, you will be asked to provide high-resolution images in addition to the four application images.*

Image Size: Images sizes should be **300 dpi** (either portrait or landscape format). *Should you be selected you will be required to provide high resolution images for promotion and print purposes.*

Format: Digital images should be saved as JPEG files and should have the suffix .jpg

File names: Each image should be labelled with your **name** and a number from 1 to 4 that should correspond with your image details on the application form. For example: mrobins1.jpg.

The number of applications is likely to exceed the exhibiting space available. The decision of the selection panel is final and organisers cannot enter into correspondence regarding the outcome of individual applications. There will also be a reserve list, should an exhibitor be unable to attend or give up their allocated space it will be filled from the reserve list.

4. STAND COSTS FOR INDIVIDUAL MAKERS/STAND SHARERS

Please see below the stand sizes available. The stands are limited in all sizes and stand allocation is at the discretion of the organisers. Please note that measurements of the spaces are taken from the outside and do not account for the thickness of the wall panels, approximately 5.5cm each.

Size	Cost	stand sharers
1.5 x 1m ²	£785 + VAT	N/A
2 x 1m ²	£995 + VAT	£1,100 + VAT
2 x 1.5m ²	£1,350 + VAT	£1,420 + VAT
3 x 1m ²	£1,350 + VAT	£1,420 + VAT
4 x 1m ²	£1,730 + VAT	£1,810 + VAT
3 x 1.5m ²	£1,890 + VAT	£1,990 + VAT

Additional space available at a cost of £420 + vat per m².

Your stand price will include:

- Traditional wooden shell scheme stand, carpet and signage within a covered marquee.
- Stand lighting and electricity package including two spotlights and one 500W socket (if required). Charges apply for extra spotlights and further electrical requirements and should be arranged through show contractors.
- Access to storage area to use as stock room.
- 24 hour security at the event.
- Three full days of public opening in addition to private view evening.
- Porters to assist during set up and take down.

ADDITIONAL COSTS

There will be an additional obligatory charge of **£60.00 + VAT** per exhibitor (for stand sharers it will be **£60 + VAT each**) for half page catalogue entry, branded carrier bags, substantial marketing and promotion.

Included in this cost:

- Half page catalogue entry including an image, description of your work and contact details.
- Handmade in Britain carrier bags for your customers at the show.
- Extensive press and publicity campaign including four-week London Underground poster campaign.
- Digital marketing campaign including email newsletters to 169,000+ and social media to 434,000+ followers.
- Online listing with image on Handmade in Britain website.
- Individual online listing with image for Groups, Galleries & Organisations exhibiting collective.
- 40 complimentary invitations including private view for your buyers and guests.
- Printed and digital promotional material for distribution within your networks.

5. APPLICATION FORM A - INDIVIDUAL MAKERS AND SHARED STANDS

PLEASE COMPLETE IN BLOCK CAPITALS.

There are two sections in this form. Please read the guidelines carefully and make sure that all requested information is complete. Please send the completed application form back to us as soon as possible.

Applications must be accompanied by:

- Five images (four products, one past exhibition display)
- A signed exhibition space contract

CRITERIA

INDIVIDUAL OR SHARED STAND? *	
IF YOU WISH TO SHARE A STAND, PLEASE PUT THE NAME OF THE OTHER EXHIBITOR:	

* Makers interested in sharing a stand must both submit an application form per exhibitor. The smallest stand available to share is 2 x 1 which is suitable for two makers. Please ensure the size of the shared space booked is appropriate for the number of makers participating. Applications with three makers or more will be considered as a group application, so please fill application form B.

1. CONTACT DETAILS

NAME/COMPANY:	
TRADING AS: (For name board & promotion)	
DISCIPLINE:	
CONTACT NAME:	
PHONE NUMBER:	
MOBILE:	
EMAIL ADDRESS:	
COMPANY ADDRESS:	
POSTCODE:	
COUNTRY:	
WEBSITE:	

TWITTER:	
FACEBOOK:	
INSTAGRAM:	

INVOICING

INVOICING ADDRESS: (if different)	
POSTCODE	
COUNTRY	

REGISTRATION (IF APPLICABLE)

VAT-NO:	
COMPANY REGISTRATION:	

IN CASE OF YOUR SELECTION, PLEASE FILL IN YOUR DETAILS TO BE INCLUDED IN THE CATALOGUE AND WEBSITE. THIS INFORMATION WILL BE USED FOR ALL PUBLICITY AND PROMOTIONAL PURPOSES IF YOUR APPLICATION IS SUCCESSFUL.

25 – 30 WORDS TO DESCRIBE YOUR WORK & PRACTICE (IN THIRD PERSON)

2. IMAGE DETAILS

Please describe the work in each image

IMAGE 1: TITLE AND DESCRIPTION	
MATERIAL	
DIMENSIONS	
RETAIL PRICE (£)	
PHOTOGRAPHER CREDIT	

IMAGE 2: TITLE AND DESCRIPTION	
MATERIAL	
DIMENSIONS	
RETAIL PRICE (£)	
PHOTOGRAPHER CREDIT	

IMAGE 3: TITLE AND DESCRIPTION	
MATERIAL	
DIMENSIONS	
RETAIL PRICE (£)	
PHOTOGRAPHER CREDIT	

IMAGE 4: TITLE AND DESCRIPTION	
MATERIAL	
DIMENSIONS	
RETAIL PRICE (£)	
PHOTOGRAPHER CREDIT	

IMAGE 5: PHOTOGRAPH OF PREVIOUS EXHIBITION DISPLAY	
NAME OF SHOW	
YEAR	
PHOTOGRAPHER CREDIT	

For payment terms and exhibitor space contract please continue to page 16

6. APPLICATION FORM B - GROUPS, GALLERIES AND ORGANISATIONS

STAND COSTS

Stands cost **£420 + VAT per m²** and the minimum proposed stand size is **5m²**.

If you are a small group of makers looking for a smaller package stand in the individual / stand sharer category, please contact us for more details.

Your stand price will include:

- Traditional wooden shell scheme stand, carpet and signage within a covered marquee.
- Access to storage area to use as stock room.
- 24 hour security at the event.

This stand package includes two spotlights and one 500W socket.

ADDITIONAL COSTS

There will be an additional obligatory charge of **£100.00 + VAT** for groups, galleries and organisations for a full page catalogue entry, marketing and promotion.

For individual half page listings of group members there will be a charge of **£60.00 + VAT** for each exhibitor.

Included in this cost:

- Half page catalogue entry
- Handmade in Britain carrier bags for your customers at the show.
- Extensive press and publicity campaign including four-week London Underground poster campaign.
- Digital marketing campaign including email newsletters to 169,000+ and social media to 434,000+ followers.
- Individual online listing with image for groups, galleries and organisations.
- Complimentary tickets including private view invitations for your buyers and guests.
- Printed and digital promotional material for distribution within your networks.

If you have any questions regarding your application please contact gemma@handmadeinbritain.co.uk

APPLICATION FORM

PLEASE COMPLETE IN BLOCK CAPITALS.

There are two Sections in this form.

Please read the guidelines carefully and make sure that all requested information is complete. Please apply on **one** form and include a list of the names and websites of **all** proposed exhibitors in section two.

Applications must be accompanied by:

- A Signed Exhibition Space Contract

1: YOUR GROUP/ GALLERY/ ORGANISATION DETAILS

CONTACT DETAILS

NAME OF GROUP, GALLERY, ORGANISATION:	
DIRECTOR:	
CONTACT FOR HANDMADE AT KEW:	
POSITION:	
TELEPHONE NUMBER FOR CONTACT:	

COMPANY DETAILS

COMPANY ADDRESS:	
POSTCODE:	
COUNTRY:	
PHONE NUMBER:	
E-MAIL ADDRESS:	
WEBSITE:	

INVOICING

INVOICING ADDRESS (IF DIFFERENT)	
POSTCODE	
COUNTRY	

REGISTRATION (IF APPLICABLE)

VAT-NO	
COMPANY REGISTRATION	

PLEASE FILL IN YOUR GROUP, GALLERY OR ORGANISATION DETAILS TO BE INCLUDED IN THE CATALOGUE AND WEBSITE. THIS INFORMATION WILL BE USED FOR ALL PUBLICITY AND PROMOTIONAL PURPOSES.

30- 50 WORDS DESCRIPTION OF GROUP, GALLERY OR ORGANISATION AND MAKERS WORK TO BE EXHIBITED

2: MAKER Details

Please include a draft list of the names and websites of all proposed exhibitors.

NAME OF MAKER	DISCIPLINE	WEBSITE

7. PAYMENT

If you are selected to exhibit we will contact you with a welcome email and details on how to secure your stand with a £250 deposit. Your deposit should be paid by BACS within two weeks of your welcome email your deposit will be credited towards the exhibition cost and will become non-refundable.

Invoice for first payment – **50%** of stand price (minus deposit paid), plus Promotions & Marketing fee incl. VAT payable by **13 July 2018**.

Invoice for final payment – **50%** of stand price, plus Insurance Arrangement fee (if applicable) incl. VAT to be received by **10 August 2018** at the latest.

Please always quote your Company Name/Invoice Number- KEW18 with your payment.

Handmade in Britain Ltd

Santander

Account Number: 43207503

Sort Code: 09-06-66

If payments are not received by the due dates, your place may be offered to an exhibitor, group, gallery or organisation on the waiting list and you will forfeit all payments received to date.

8. CONTACT US

Organiser: Handmade in Britain

Show: Handmade at Kew

Handmade in Britain

Studio 10

Old Paradise Yard

20 Carlisle Lane

London

SE1 7LG

020 3490 6556

handmadeinbritain.co.uk

@handmadebritain

Gemma Hunter – Applications and Exhibitor Handling

gemma@handmadeinbritain.co.uk

Piyush Suri – Stands/Logistics/Technical Assistance

piyush@handmadeinbritain.co.uk

Nicola Jell – PR and Marketing

nicola@handmadeinbritain.co.uk

Nicole Rudolf – Accounts

accounts@handmadeinbritain.co.uk

Stand Package 1 - Please choose one of the following stand sizes

Size	Individual Stand Cost	Shared Stand Costs
1.5 x 1 m ²	£785 + VAT £.....	N/A
2 x 1 m ²	£990 + VAT £.....	£1100 + VAT £.....
2 x 1.5 m ²	£1350 + VAT £.....	£1420 + VAT £.....
3 x 1 m ²	£1350 + VAT £.....	£1420 + VAT £.....
4 x 1 m ²	£1730 + VAT £.....	£1810 + VAT £.....
3 x 1.5 m ²	£1890 + VAT £.....	£1990 + VAT £.....

The above stand package includes: two spot lights & one 500W socket
 Please note that measurements of the spaces are taken from the outside and do not account for the thickness of the wall panels, which are approximately 5.5cm.

Stand Package 2 - Groups, Galleries & Organisations

Cost per sq.m² = **£420 + VAT**
 Please indicate the size required: mtr X mtr =sq.m2 x £420 + VAT £.....

The above stand package includes: two spot lights & one 500W socket
 Please note that measurements of the spaces are taken from the outside and do not account for the thickness of the wall panels, which are approximately 5.5cm.

Insurance arrangement fee
 Public liability insurance is compulsory for all exhibitors. Please tick this box if you would like us to arrange this for you. If you are arranging your own insurance for the event, please provide proof of this to accounts@handmadeinbritain.co.uk by 10 August 2018, otherwise we will invoice you for this amount.

£125.00 + VAT
 £.....

Promotions & Marketing Fee
 Catalogue Entry & Online Promotion.
 The fee of £60 + VAT is an additional **obligatory charge** per exhibitor.
 The fee of £100 + VAT is an additional **obligatory charge** per Group, Gallery & Organisation

£60.00 + VAT
 £100.00 + VAT
 £.....

Payment Terms
If you application is successful we require a £250.00 deposit by BACS to secure your space at the show.
 50 % of balance plus promotions & marketing fee incl. VAT payable by 13 July 2018
 50% of balance plus insurance arrangement fee (if applicable) incl. VAT payable by 10 August 2018*
 *Insurance arrangement fee is to be paid in full including VAT if no proof has been submitted by 10 of August 2018.

For contracts signed after 10 August 2018 the total due will be payable immediately.
 BACS transfer 43207503/09-06-66

Non UK exhibitors must pay by debit/credit card (charges apply) or bank transfer.

Total Cost
 Net £.....
 (Stand, Insurance, Marketing & Promotions)
 VAT @ 20% £.....
 TOTAL £.....

Exhibitor Details (BLOCK CAPITALS or type please)
 Company Name | **Trading as (Name Board & Promotion) |**

Contact Name |

Address |

Telephone |

Email |

Website |

SIGNED ON BEHALF OF EXHIBITOR
 I/we hereby apply for the space as detailed above and I/we agree to abide by the Exhibition Terms & Conditions (shown on the following pages) which form part of this Contract and which I/we received, read and understood. I/we further agree to pay for the stand and understand that the stand may be reallocated if payments are not made by the due date.

Signed _____ Date _____
 Printed Name _____ Position in Company _____

OFFICE USE ONLY
 Signed _____ **Accepted for & on behalf of Handmade in Britain Ltd** Date _____

TERMS & CONDITIONS

DEFINITIONS

In these Terms and Conditions, the following expressions shall, unless the context otherwise requires, have the following meanings: **Contract for Space** means the binding contract relating to the acceptance by the Organiser of the application for Space by the Exhibitor in accordance with clause Contract of Space below;

Agreement means the agreement between the Exhibitor and the Organiser for the Exhibitor to occupy space at the Exhibition contained in the Contract, these Terms and Conditions and the Additional Regulations.

Exhibition means the Handmade in Britain event including any sectional exhibition associated with it.

Exhibitor means any person to whom space at the Exhibition shall have been allotted under the Contract and shall include all staff, employees, servants and agents of such person.

Exhibit means any article so described by the Exhibitor and permitted by the Organiser to be exhibited.

Venue means the Exhibition Venue in which the Exhibition will take place.

Organiser means Handmade in Britain and/or others appointed by them to organise the Exhibition together with their agents, servants and workmen.

Space means the area allotted to the Exhibitor by the Organiser.

Stand means all erections on the Space.

DURATION OF EXHIBITION AND TIME TABLE

Details of the times and dates of;

The Exhibition;

The Open Hours;

Installation Period;

The dismantling Period are or will be as situated by the Organiser in the Exhibition Manual or otherwise.

CONTRACT OF SPACE

Applications for space must be made on the Organiser's official Space application form which is provided by the Organiser from time to time. The Organiser may at its sole discretion accept applications by other means. In any event, these Terms and Conditions shall apply to all applications of Space.

The Organiser reserves the right to accept or reject any application for Space from any potential Exhibitor, whether or not the application has been made on the Organiser's standard form and whether or not all or part of the payment for Space has been made. A binding Contract For Space shall come into force only when the Organiser has signed a written acceptance of a particular Exhibitor's application for Space and has sent that written acceptance to that Exhibitor.

The Organiser is not bound to accept an application for Space from a potential Exhibitor for the Exhibition even if it has accepted an application for Space from that Exhibitor for another exhibition. There is no automatic right for an Exhibitor to participate in any subsequent exhibition.

Signatory on Contract For Space means the person or persons signing the exhibition space contract on behalf of the Exhibitor shall be deemed to have full authority to do so on behalf of the Exhibitor and the Exhibitor shall have no right to claim against the Organiser that such person or persons did not have such authority.

OCCUPATION OF STAND

Subject to the rights of the Organiser in this Agreement, the Exhibitor shall have a licence to occupy the Space for the purpose of displaying Exhibits and other articles, items and materials within the scope of the Exhibition for the duration of the Exhibition. The Exhibitor shall install its Exhibits, articles, items, materials and Stands during the Installation Period and remove its Exhibits, articles, items, materials and Stands during the Dismantling Period. The Organiser and the Venue Owner shall be permitted to have access to the Stand and the Space at all times.

PAYMENT

The Exhibitor shall pay the organiser in accordance with the payment details set out in the Contract for Space.

Deposit:

Once your application is successful, you will be required to confirm your acceptance and pay a deposit of £250 via BACS within two weeks. If we do not receive your deposit, your space will be released and offered to another applicant.

The Organiser reserves the right to refuse to let the Exhibitor occupy the Space if the Organiser has not received cleared funds of all payments due from the Exhibitor before the due dates. Unless otherwise stated, all sums stated are exclusive of VAT, which (if applicable) the Exhibitor shall pay the Organiser in addition.

If the Exhibitor pays the Organiser by credit card, an administration charge of 2.5% (Inclusive of VAT) shall be added to the payment, which the Exhibitor shall pay in addition.

The Exhibitor shall pay all other sums due to organiser within 2 weeks of the date of the organiser's invoice for each sum. If there is any payment still due to the organiser less than four weeks before the opening of the exhibition, the exhibitor shall pay the organiser by bank transfer or credit card.

The exhibitor shall not be entitled to withhold any payment in whole or in part on the ground that it has a claim, counter claim or set off against organiser.

CANCELLATION OF STAND

Cancellation by Exhibitor:

In the event that the exhibitor requests that it cancels its space booking after acceptance by the organiser; or fails to meet any of the payment obligations detailed in the contract for space; or fails to occupy the space allotted to it by the opening time on the first day of exhibition, THEN the organiser reserves the right to treat the contract for space as being cancelled and apply the following cancellation charges and to re-allocate the space booked to another exhibitor:

Cancellation Occurring:

More than 4 months and less than 6 months

Less than 4 months prior to the exhibition

If the exhibitor wishes to cancel the contract for space, then written notice must be forwarded to and received by organiser by recorded delivery post by not later than the dates referred above.

The Organiser shall not be obliged to accept the Exhibitor's request to cancel its booking for Space.

Notwithstanding that the Organiser may re-sell or re-allocate the cancelled Space after cancellation by the Exhibitor, the Organiser shall be under no obligation to reimburse all or any part of a cancellation charge.

The Exhibitor shall fully and promptly indemnify the Organiser against all expenses, costs, claims, losses, liabilities, charges and damages which the Organiser may suffer or incur as a result (direct or indirect) of the cancellation of the Contract For Space by the Exhibitor including, without limitation, where the Space or Stand is dressed or altered in any way in order to maintain an orderly and visually pleasing Exhibition.

The organiser is free to dispose of stands that have not been occupied by the exhibitor 24 hours before the start of the Private View. In this situation, the exhibitor loses any claim to his stand. The exhibitor, however, remain liable for the total costs of the stand area as well as any ancillary costs that may have incurred.

REDUCTION OF SPACE

Where an Exhibitor requests the reduction in the size of its Space booking after acceptance by the Organiser of the Exhibitor's application for Space, then the Exhibitor must forward such request to the Organiser by recorded delivery post. The Organiser reserves the right to apply the scale of cancellation charges set out in above to the total cost according to the amount by which the original Stand area is reduced. The Organiser may re-sell or re-allocate the space in question, but the Organiser shall be under no obligation to reimburse all or any part of the charge for reduction in Space.

There shall be no obligation on the Organiser to accept the request for reduction of Space by the Exhibitor.

STAND SPACE

The Stand sizes offered are outside measurements including partition walls with an approximate thickness of 5.5cm each.

GENERAL OBLIGATIONS OF THE EXHIBITOR

The Exhibitor shall insure with a reputable insurance company for its liability under this Agreement. Without limiting its obligation to take out insurance cover for such risks as it shall consider appropriate, the Exhibitor shall take out adequate insurance in respect of matters including (without limitation) public liability insurance for loss damage or injury caused by the Exhibitor's neglect or default. Exhibitors must keep their stands open and attended by knowledgeable staff throughout the period of the event. This is expected to be the selected designer maker for at least 90% of the event.

Exhibitors may not move or install any lighting or electrical appliance without written approval of the organiser. Any lighting or electrical appliance not supplied by the electrical contractor must be approved and PAT tested by the contractor.

The organiser shall appoint an official contractor for electrical work on all exhibition space. The exhibitor shall be responsible for settling all accounts directly with the contractor.

The use of video equipment must be authorised in writing by the organiser before installation.

The organiser will remove any part of the display outside the limits of an exhibitor's allocated space and may further restrict the display or demonstration of any mechanical or other equipment should it be a nuisance to other exhibitors or the visiting public. It is a condition of exhibiting that sales to the public are charged at a proper retail price, and displays are adequately stocked with saleable goods made by the exhibitor for the duration of the event. If items are batch produced rather than made fully by the exhibitor, goods should be labelled as such and information about the making process of all exhibits should be available to visitors of the event. Exhibited work must be of the same discipline, quality and price points as work used as part of the exhibitor's application. Unapproved work may be omitted from the event at the request of the organiser.

POWERS AND DISCRETION OF THE ORGANISER

The organiser reserves the rights to change the Space and Stand allocated to the Exhibitor at any time before the Exhibitor takes possession of the Space and Stand and if such changed area of such Space and Stand is smaller than the area specified in the application for Space, the Organiser shall make a refund to the Exhibitor pro-rata to the amount of the area reduced; Alter the position or layout of the Exhibition and any stands including the Stand and Space;

Refuse any person admission to the Exhibition or remove from the Exhibition any person whose presence in the opinion of the Organiser is or is likely to be undesirable and the Organiser may exercise such rights notwithstanding that any person is the servant or agent of the Exhibitor or otherwise in any way connected or associated with the Exhibitor;

Remove from the Stand or the Halls at the risk and expense of the Exhibitor any Exhibit, fitting or machinery or other items to which the Organiser has an objection or which the Exhibitor fails to remove in accordance with or which do not comply with these terms and conditions.

EXHIBITORS LIABILITY FOR LOSS AND DAMAGE AND INDEMNITY

Exhibitors' Liability for Loss and Damage and Indemnity - All Exhibits, fittings and all other items brought into the exhibition by the exhibitors shall be the sole responsibility of and at the sole risk of the exhibitor. The organiser shall not be responsible for any loss or damage to such exhibits, fittings or items however caused. The Exhibitors shall indemnify and keep indemnified the organizer against all losses, damages, costs, charges and expenses whatsoever arising from or in consequence of:

Any breach by the exhibitor of any of the terms and conditions of the agreement; or

Any loss suffered by the organiser as a result of default or negligence of the exhibitor, or any of its invitees or employees; or

Any liability to or claim by any third party arising from the default or negligence of the exhibitor or any breach by the exhibitor of the terms and conditions of the agreement.

The exhibitor is responsible for and will indemnify and keep the organiser against all injury, loss or damage arising in connection with the erection, use and dismantling of the stand and anything done on or from the stand caused directly or indirectly by the exhibitor or any contractor, sub-contractor, event, agent, or invitee of the exhibitor or visitor to the stand or by any exhibit or machinery or other item belonging to or introduced by such person.

Exhibitors will be liable for any damage caused to the panels, flooring or stand fittings.

LIMITATION OF ORGANISERS LIABILITY

The Organiser and the Venue Owner shall not be responsible for death or personal injury to the Exhibitor or employees, agents, contractors or other invitees of the Exhibitor save as a result of the Organiser or the Venue Owner's negligence. Nothing in this Agreement shall exclude or limit liability for death or personal injury resulting from the negligence of the Exhibitor, the Organiser or the Venue Owner or their servants, agents or employees. Without prejudice, the combined liability of the Organiser and the Venue.

The Organiser and the Venue Owner shall not be liable for any claim made by the Exhibitor more than two (2) years after the event or, in the case of a series of events, the first such event which gives rise to such claim. Except as set out in this Agreement, the Organiser excludes all conditions, terms, representations.

The exhibitor recognizes that, by participating, it assumes security risks that cannot be totally eliminated by security services as provided by the organiser.

The organiser does not assume any duty towards exhibitors, owners to look after exhibits, stand equipment and any other items not belonging to it.

The organiser declines any liability and recourse whatsoever for damage, loss or seizure of exhibits, stand equipment and any other items not belonging to it during the time the goods are on exhibition site and during their transport to and from it.

The organiser will not be liable for any loss of profits, business or goodwill, interruption of business, anticipated savings, data, or wasted expenditure, or any type of special, indirect or consequential loss, even if such loss was reasonably foreseeable or the organiser had been advised of the possibility of incurring the same.

Without limiting its obligation to take out insurance cover for such risks as it shall consider appropriate the Exhibitor shall take out adequate insurance in respect of matters set out under Cancellation by Organiser/Force Majeure including (without limitation) public liability insurance for loss, damage or injury caused by the Exhibition neglect or default.

EXHIBITION INSURANCE

"Standard Insurance" can be arranged on your behalf. If you wish to make your own arrangements the standard cover and limits required are:

Exhibition Expenses: The full value of lost expenses directly incurred in connection with the exhibition as result of Cancellation, Abandonment, Postponement, Curtailment, Failure to Vacate or Non-Arrival of Exhibits arising from any cause beyond the control of the Exhibitor and/or Organiser. "Standard Cover" £20,000.

Exhibition Liability: The legal liability of the Exhibitor to pay compensation and claimant's costs and expenses arising out of bodily injury, disease or illness sustained by any person (other than an employee of the Exhibitor) or loss of/ or damage to material property. "Standard Cover" £2,000,000.

Exhibition Property: The full value of Property whilst at the Venue, during build up and pull out and whilst in transit thereto and therefrom protected against loss or damage. "Standard Cover" £20,000.

Satisfactory evidence of such alternative arrangements will need to be approved by the Organiser.

The organisers Exhibitor Insurance Policy is arranged by Event Insurance Services.

A full policy wording detailing conditions and exclusions is available from Event Insurance Services on request. The Organiser acts as the agent of the Exhibitor in arranging such insurance. Any Exhibitor who requires cover for sums in excess of those stated or for risks not insured by the Organiser's policy should affect such additional cover on his own behalf. The Organiser cannot accept any responsibility for such additional coverage required or arranged by an exhibitor.

CANCELLATION BY ORGANISER / FORCE MAJEURE

If at the absolute discretion of the Organiser, the Venue shall become unfit or unavailable for occupancy or it becomes impossible or impractical to hold the Exhibition for reasons beyond the control of the Organiser including (without limitation) fire, flood, storm, government intervention, malicious damage, acts of war, acts of terrorism, acts of God, strikes, riots or any other cause, the Organiser reserves the right (but shall not be obliged):

1) to change the location and/or date of the Exhibition;

2) to curtail the Exhibition;

3) to reduce the Installation Period, Open Period or Dismantling Period; or to cancel the Exhibition.

In the circumstances specified in paragraphs 1, 2 and 3 of this section the parties agree and acknowledge that the Organiser shall not have any liability to the Exhibitor for refunds, additional expenses or charges or to make payment for any other loss or damage suffered by the Exhibitor.

If the Exhibition is cancelled in accordance with paragraph 4 of this section the Exhibitor agrees to accept in complete settlement and discharge of all claims against the Organiser a pro-rata share of the total amount paid up by all exhibitors at the Exhibition, less all costs and expenses incurred by the Organiser in connection with the Exhibition including a reserve, established at the sole discretion of the Organiser, for future claims and expenses in connection with the Exhibition.

In the event that the Exhibition is cancelled by the Organiser for any other commercial reason including (without limitation) the lack of support for the Exhibition the Organiser will refund to the Exhibitor all charges paid by the Exhibitor to the Organiser and the Exhibitor agrees and acknowledges that they will have no further claim whatsoever against the Organiser in respect of such cancellation.

ADDITIONAL REGULATIONS AND FIRE PRECAUTIONS

The exhibitor must comply with the health, safety and fire regulations of the venue as enforced by venue staff.

No naked flames or smouldering products are allowed within the exhibition without prior agreement of the fire officer.

Exhibitors must not display goods of an inflammable, noxious or obscene nature. Fabrics used on stands for display purposes must be fireproofed. The organiser will remove any such unsuitable material from the event.

TERMINATION AND WITHDRAWAL

Without prejudice to any other rights it may have, the Organisation may terminate the Agreement by notice in writing:

If the whole or any part of the amounts due from the Exhibitor to the Organiser are not paid within 14 days of the due dates (whether formally demanded or not);

If the Exhibitor fails to observe and fulfil any of the terms and conditions of the Agreement;

If the Exhibitor shall have a receiver or administrator receiver appointed or the Exhibitor agrees to enter into a partnership with a receiver appointed or is wound up or dissolved or being an individual executes as debtor a deed of arrangement to which the Deeds of Arrangement Act 1914 applies or applies to the Court for an interim order or one is made under Part VIII of the Insolvency Act 1986 or the Exhibitor presents or has presented against him a bankruptcy petition or a bankrupt order is made against him or he enters into any compromise or arrangement with his creditors or a majority of them in value.

Upon termination the Exhibitor shall remain liable to pay the Organiser the amounts due from it under the Agreement prior to such termination.

PRESS AND PROMOTION

In consideration of the organisers assisting exhibitors in promoting their work, exhibitors must agree to grant the organisers a non-exclusive copyright license for any promotional materials supplied to the organiser and/or its appointed publicity contractor, for the purposes of promoting and publicising their work and the event. In granting this license exhibitors should be aware that the promotions may include the use of these materials on the internet (World Wide Web) and that any images supplied may be scanned and held digitally for this purpose. The copyright is and will continue to be beneficially and solely owned by the exhibitor, who must ensure that it does not and will not infringe on any other copyright and that no information contained in the materials is or shall be inaccurate, misleading or injurious.

SHOW MAGAZINE

Whilst the organiser takes every effort to ensure that exhibitors contact details are correct in the promotional material for the event, the organiser cannot accept responsibility for any errors printed therein and the organisers shall have no liability to exhibitors for any claims resulting from such errors.

ASSIGNMENT AND SUB-CONTRACTING

Exhibitors may not sub-let space within the area allocated to them.

SEVERANCE

If at any time one or more provisions contained in the Agreement is or becomes invalid, illegal or enforceable in any respect this shall not affect the validity, legality or enforceability of the remaining provisions which shall remain in full force and effect.

APPLICABLE LAW

The validity construction and performance of the Agreement shall be governed by English Law and shall be subject to the non-exclusive jurisdiction of the English Court