

EXHIBITORS BOOKING FORM

Company Name & Address _____

Contact Name _____ Position _____

Telephone _____ Email _____

Website _____

Social Media Handle _____

Company name to appear on name board - please tick if this remains the same as above

Specify if different: _____

EVENT DATE: SATURDAY, APRIL 27, 2019

Please check the category that applies:

IVF Surrogates Professional Services Non-Profit Other

CHOICE

| Basic Package | Standard Booth Package | Premium Booth Package |
|---|---|---|
| \$500 | \$1300 | \$3500 |
| <p>Tabletop Only 1x - 6' Skirted Table 2x - Chairs 1x - Tabletop ID Sign 2x - Name Badges 1x - Contact Info Only in Expo Guide 1x - Company Name & Hyperlink on SFFE Website 2x - Morning Refreshments 2x - General Admission Tickets To Expo (For Family/Friends/Clients)</p> <div style="text-align: center; margin-top: 20px;">  </div> | <p>8 x 10 Booth Space Location - Expo Floor Pipe & Drape Set-Up (See Below) 1x - Company ID Sign 1x - 6' Skirted Table 2x - Chairs 2x - Name Badges 1x - Company Profile in Expo Guide 1x - Company Name & Hyperlink on SFFE Website 2x - Morning Refreshments 4x - General Admission Tickets to Expo (For Family/Friends/Clients)</p> <div style="text-align: center; margin-top: 20px;">  </div> | <p>15 x 15 Booth Space Location - Expo Floor Highly Visible Customized shell required at exhibitors expense. 1x - Company ID Sign 1x - 6' Skirted Table 2x - Chairs 2x - Name Badges 1x - Company Profile in Expo Guide 1x - Company Name & /Hyperlink on SFFE Website 1x - Company Logo on SFFE Website 2x - Morning Refreshments 6x - General Admission Tickets to Expo (For Family/Friends/Clients)</p> <div style="text-align: center; margin-top: 20px;">  </div> |

** Customized packages are available to meet your needs.

TERMS AND CONDITIONS

1. Terms

The expression "the Expo" whenever mentioned herein shall mean "The South Florida Fertility Expo 2019" to be held at Don Shula Hotel & Golf, Miami, Florida, or at such other location and dates as the organiser designates. The expression "the Organiser" wherever mentioned herein shall mean South Florida Fertility Expo, LLC, a company registered in the State of Florida, or any person, company or entity to which South Florida Fertility Expo, LLC subcontracts or assigns the right to organise the Expo. The expression "the Exhibitor" wherever mentioned herein shall mean any company, form or person who has applied for and been allocated any space at the Expo.

2. Application for and Allocation of Space

Completion and signing of the expo booking form will constitute acceptance by the Exhibitor of these rules and regulations. Every effort will be made to allocate the space applied for, however, in order to facilitate an orderly layout to the Expo, the Exhibitor agrees to accept and pay for such space as may be allocated to him/her provided that it shall not be more than 10% greater or less than the area applied for.

The area allocated shall be the full extent of display area available to the Exhibitor. Should any dispute arise as to the allocation of space, the decision of the Organiser is final; except that where the space allocated is more than 10% greater or less than that for which originally applied, the Exhibitor may cancel the application only if notice is received by the Organiser within 30 days of notice to the Exhibitor of the allocation. In the event of an Exhibitor giving written notice at any time prior to the Expo of the intention not to take possession of such space allocated to him, or in the event of failure by the Exhibitor to take possession of such space by the day prior to the opening of the Expo, the Organiser may deal with such space as it in its absolute discretion thinks fit, without being under any liability to refund or abate any charge due hereunder except as provided in section 5 below.

3. Payment

All bookings must be made on the official Expo booking form. A 50% deposit of the total cost of the booking is required upon acceptance of this booking which is payable within the initial booking. The remaining payment will be invoiced and become due 1 month before the Expo. All invoices are payable immediately and no exhibitor will be allowed to take part if any payment is outstanding. **Please note.** The Organiser reserves the right to levy a 10% surcharge for late payment.

4. Reduction of Space

The Exhibitor must notify the Organiser if the Exhibitor wishes to reduce the area of space booked; the Organiser may treat the bookings as cancelled if the reduction represents more than half of the space originally booked. No reduction shall be accepted three months or less before the commencement date of the Expo. In accepting a reduction of space, the Organiser may select which part of the space booked is cancelled and which part remains subject to the booking.

5. Cancellation of Space

Where an exhibitor cancels the booking, other than within the on-site penalty-free 2 week cancellation period, or where an Exhibitor fails to make a payment on the due date, (whether or not invoiced), the Organiser reserves the right to cancel or

accept cancellation of the booking and to apply the following cancellation charges. Any notice of cancellation must be forwarded to and received by the Organiser by Registered Mail

| Cancellation occurring | Cancellation charge |
|--|---------------------------------|
| More than 6 month and less than 9 months prior to the expo | 50% of the total cost plus tax |
| Less than 6 months prior to the Expo | 100% of the total cost plus tax |

6. Exhibitor Representative

Each Exhibitor must name at least one person to be his representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorised to enter into such service contracts as may be necessary for which the Exhibitor may be responsible.

7. Hours of opening

The Expo will be open to visitors at advertised stated times each day, during which periods the Exhibitor undertakes to have his exhibits on display, in good order, adequately attended and not covered up. No Exhibitor shall have the right prior to the closing of the Expo to pack or remove articles on display without permission in writing from the Organiser.

8. Stand & Display Arrangement

Exhibits shall be so arranged as not to obstruct the general view, nor to hide the exhibits of others. Plans for specially-built displays other than those constructed from the standard shell scheme must be submitted to the Organiser for approval before construction is ordered. Should any dispute arise as to the allocation of space, or as to the extent of any extra space deemed by the Organiser to be occupied by an Exhibitor beyond that allocated, the decision of the Organiser shall be final.

If, in the opinion of the Organiser, the Exhibitor's display extends beyond that area, the Organiser may at its sole discretion, charge the Exhibitor for the extra space occupied at the prevailing rate. No display material exposing an unfinished surface to neighbouring stands will be permitted. The Organiser reserves the right to relocate any Exhibitor if he, in his absolute discretion, thinks it necessary in the best interests of the Expo.

Space-only exhibitors are responsible for erecting partitions 2.5 metres high between their own and adjoining stands, extending to the boundaries of the stands. The maximum height of stands is limited to 2.5 metres except where expressly allowed by the organiser and confirmed in writing. Where the stand walls (including towers) exceed 2.5 metres in height, they must be suitably clad and decorated on the reverse side to the requirements of the adjoining exhibitor, but carrying neither titles, devices, advertising matter nor exhibits where the elevation overlooks the lower stand. The organisers reserve the right to reject stand designs and any exhibitor display, or advertising, where it is felt that it is detrimental to the overall appearance of the Expo.

9. Requirements of Superior Authorities

The Exhibitor shall at once comply with any requirements imposed on the Organiser by the proprietors or managers of the Expo Halls or any Municipal or other competent authority on written notice of such being given to the Exhibitor by the Organiser. All inflammable materials shall be fireproofed or otherwise processed against fire in accordance with the regulations for the time being in force and any statutory or local regulations or requirements to which the Expo may be subject.

10. Use of Display Space

Exhibitors agree not to assign or sublet any space allotted to them (whether for payment or not) without written consent from the Organiser. This requirement prohibits exhibitors from sharing their stand space with another company or organisation without the written consent of the Organiser. Signage on the exhibitor's stand, listing in the Expo visitor's guide and all other forms of Expo promotion are restricted to exhibitors who have paid for their stand and signed an official Expo booking form. The inclusion of any other company or organisation in these forms of promotion are strictly at the Organisers discretion.



Exhibitors agree not to display or advertise goods other than those manufactured or carried by them in the normal course of business. Sales by auction are prohibited, without the written permission of the Organisers.

11. Undesirable Activities

If it appears to the Organiser that an Exhibitor may be engaged in activities which are deemed to be contrary to the best interests of the Expo, or which appear unethical or to be in breach of the law, the Organiser may cancel any allocation of space which may have been made to the Exhibitor and require him forthwith to vacate any space allocated to him and refuse the Exhibitor the right to participate further in the Expo without being under any liability to refund or abate any charges due hereunder. Canvassing for orders or for any other purpose by any unauthorised person is strictly prohibited and in any such case the right of expulsion will at once be exercised. The distribution or display of printed or other placards, handbills or circulars or other articles except by Exhibitors at their stands is prohibited.

12. Advisory Panel

All applications for space will be subject to consultation by the Organiser with their advisory panel. Should the Organiser subsequently decide such action would be in the best interest of the Expo, the Organiser may cancel any allocation of space which may have been made to the Exhibitor and refuse the Exhibitor the right to participate further in the Expo. Under these circumstances, the Organiser will refund to the Exhibitor any advance payments made by the Exhibitor for the hire of the Expo Space.

13. Noise

Exhibitors showing films or creating excessive noise or using audio visual aids that disturb adjacent exhibitors will be asked to cease such activities in the interests of the overall Expo. This may be overcome by a booth rendered sound-proof to the satisfaction of the organisers.

14. Limitation of Liability

The Organiser, its employees or agents shall not be responsible for any loss, theft or damage to the property of the Exhibitor, his employees or representatives. Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss. Further, the Organiser, its agents and employees will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever by reason of the use or occupancy of the exhibit space by the Exhibitor or his employees or agents.

15. Indemnity

The Exhibitor shall indemnify the Organiser in respect of all or any liability, loss, cost or expenses which might ensue from any cause whatsoever relating to the Expo and the Exhibitor's participation in it except where incurred or sustained by the Organiser as a result of any damage or injury caused by the official contractors appointed by the Organiser.

16. Cancellation, postponement, change of date or Expo duration

The Company may at any time cancel, postpone, alter the duration and / or dates or move the Expo to another venue if the company thinks fit. The Company will notify the Exhibitor as soon as possible if the Expo is cancelled or postponed or moved to another venue or the duration is altered. If the Expo is cancelled, the Company will repay to the Exhibitor (without interest) any instalments of the fee paid by the Exhibitor to the Company and the contract will be terminated. If the Expo is postponed, changed in duration and/or dates or moved to another venue, the contract will remain in force and new dates and/or duration and/or new venue will apply to the contract provided that the new dates and/or duration and/or venue are in the reasonable opinion of the Company appropriate for the Expo.



Except as expressly provided in condition 16, the Company shall have no liability in contract or in tort or other to the Exhibitor arising out of or in respect of any cancellation or postponement of the Expo or of it being moved to a new venue howsoever arising.

17. Responsibility

If the Exhibitor fails to comply in any respect with the terms of this agreement, the Organiser shall have the right, without notice to the Exhibitor, to offer said space to another exhibitor, or to use said space in any other manner, but shall not be construed as affecting the responsibility of the Exhibitor to pay the full amount specified by the contract. The Organiser reserves the right to interpret, amend and enforce these regulations as it deems proper to assure the success of the Expo.

18. Electric Lighting and Power

Official contractors, whose names will be included in the Service Manual, will be appointed by the Organiser for electrical work on all stands. Exhibitors will be responsible for settling accounts for their electrical work directly with the Contractor other than that which is already included within the electrical package bought directly from the Organiser.

A device may be illuminated, but in this case lighting must be still - not flashing - and any direct light there from shall be screened in such a way as to avoid causing nuisance or discomfort to visitors and other Exhibitors. Electrical installations on stands or other exhibits shall comply with the Regulations for Electrical Engineers and any statutory or local regulations or requirements to which the Expo may be subject.

19. Service Manual

All Exhibitors will be provided with a Service Manual which will list details of the Authorised contractors appointed by the Organiser. It will also contain specific regulations relating to the build-up, break-down and conduct of the Expo, including all stand advertising by exhibitors and activity on their stand. The Exhibitor agrees to abide by the regulations contained in the service manual.

20. Exhibitor Passes and Contractor Passes

In order to help ensure only official access to the Expo areas, all Exhibitors and their personnel, and all contractors will be issued with non-transferable passes. The Organiser reserves the right to refuse admittance to the Expo areas unless this pass is presented. Each Exhibitor will be required to provide to the organisers at least two weeks before the first day of build-up, a list detailing the personnel who will be present on the stand, and the day(s) on which each person is likely to be in attendance. The Organiser shall not be liable for any failure to prevent unauthorised access to the Expo areas.

21. Law Applicable

Any contract concluded hereunder will be governed by Florida Law.