

TERMS AND CONDITIONS

The following terms and conditions apply to the hire of exhibition space at UK Games Expo.

INTERPRETATION AND GENERAL

1) UK GAMES EXPO (the "Event") is an annual gaming convention for both dedicated hobby gamers and the wider public. The Event is organised by the directors of UK Games Expo Ltd. Richard Denning and Tony Hyams (the "Organisers").

2) The Event takes place in The National Exhibition Centre, Birmingham B40 1NT (the "NEC") and The NEC Hilton Metropole Hotel, Birmingham B40 1PP (the "Hilton"). Additional events occur in surrounding hotels as specified on the UK GAMES EXPO website and laid out in the programme.

3) For the purpose of these terms and conditions:
a) References to the "Venue" include both the Hilton and the NEC as appropriate;
b) References to the "Event" are to the iteration of the Event at which the exhibition space is to be hired.

4) Anyone intending to hire or in fact hiring exhibition space at the Event (an "Exhibitor") undertakes that they (together with any employees, partners, or others associated with them) will: a) Comply with any terms and

conditions specified by the management of the Venue to the extent that they are communicated to the Exhibitor either prior to or during the Event; and b) Comply with any reasonable instructions given by the management of the Venue to the Exhibitor or any employee, partner or associate of the Exhibitor either prior to or during the Event as though any such terms and conditions or instructions were incorporated into these terms and conditions.

5) These terms and conditions shall be subject to the laws of England and Wales.

6) All matters and questions not covered by these terms are subject to the decision of the Organisers. Exhibitors agree to abide by and conform to all additional rules and regulations from time to time adopted or prescribed by the Organisers for the management of the Event.

APPLICATIONS FOR AND ALLOCATIONS OF EXHIBITION SPACE

7) The following procedures should be followed when booking exhibition space:

a) Potential Exhibitors should contact Richard Denning in the first instance by e-mail to richard@ukgamesexpo.co.uk stating their preferences (if any) as to type or location of stand, and confirming

the amount of exhibition space they are seeking.

b) The Organisers will acknowledge receipt of the e-mail / letter and either confirm that those requirements can be met or contact the intending Exhibitor to discuss alternative allocations.

c) The Organisers will issue a quotation confirming the total cost for the proposed stand, the initial stand allocation and the deposit required to secure it.

d) Invoices are valid for 28 days. The Exhibitor then has 28 days from the date of issue of the quotation to complete the booking by paying the deposit as stated on the invoice (typically 25% of the total expected stand cost unless the quotation is issued after 31st March of the relevant year when the full stand cost will be due by any of the permitted payment methods (see below).

e) If a quotation is issued within 28 days of the commencement of the Event, the Exhibitor must pay the full value of the invoice as soon as possible and in any event at least 48 hours prior to the commencement of the Event.

8) Any special requirements (e.g. access to power points and furniture orders) should be placed by the Exhibitor via the Exhibitor Portal.

9) The Organisers will allocate space

within the Venue taking account of the requirements and preferences indicated on completed Booking Forms and will inform potential Exhibitors in writing of the extent to which any such preferences or requirements can be accommodated.

However:

a) in deciding on allocations the Organisers shall take account (*inter alia*) of whether the intending Exhibitor has attended previous iterations of the Event (and if so whether the Exhibitor complied with all relevant terms and conditions) and the total anticipated contributions of the intending Exhibitor to the Event, but may also give weight to other factors.

b) all decisions as to space allocation by the Organisers shall be final and binding on all Exhibitors who shall not be entitled to know the reasoning behind those allocations; and
c) the Organisers reserve the right to alter allocations (and if appropriate refund appropriate amounts of the stand fee to take account of any such alterations) without prior notice.

FEES, PAYMENT METHODS AND CANCELLATION POLICY

10) The due dates for payment are as follows:

a) The deposit (25% of your stand fee) must be paid within 28 days

of issue of the invoice to secure your stand.

b) The balance of the stand fees as set out in the quotation and any additional features requested via the Exhibitor Portal e.g. power and furniture, must be paid in full by the later of:

i) ten days from the date of issue of the quotation (unless the quotation is issued within ten days of the commencement of the Event in which case they are payable within 48 hours of that issue); and
ii) 30th June of the year for which the booking is made.

c) Payment for sponsorship opportunities and marketing packages are due as follows:

i) All Major, Associate, Family Zone and App sponsorship fees as set out in the invoice must be paid in full within 28 days of the issuing of the invoice.

ii) All marketing package fees as set out in the invoice must be paid in full before UK Games Expo will run the marketing package.

iii) All other sponsorships follow the standard rules on payment dates as laid out above.

11) Payment may be made using any of the methods specified on the invoice

12) If an Exhibitor fails to pay the amount owed by 30th June the Organisers will apply a late payment penalty of 5% of the amount outstanding. If the balance is not settled after a further

7 days an additional late payment penalty of 5% of the amount still outstanding will be added. If after a further 7 days the balance is not settled then the debt will be passed to a debt collection agency to pursue further. Any fees and charges that the pursuit of this debt involves will be added to the debt owed by the exhibitor. The organiser will then cancel any booking, reallocate exhibition space and retain any deposit that has been paid.

13) An exhibitor will not be allowed to set up a stand at the event unless all fees for that stand have been paid in full.

14) a) Cancellation of attendance. Due to the uncertainty of holding an event in 2021 and the unknown impact that any restrictions, limitations or circumstances that might apply, the organisers will not refund any part of an exhibitors fees in the event of an exhibitor cancelling their attendance regardless of the reason. UK Games Expo standard cancellation terms are suspended for the duration of the 2021 show.

In the event an exhibitor cancellation, the following procedure will be adopted:

Exhibitors will be informed that the full fee paid will be applied as a credit to their accounts and held as rolled over to the 2022

show.

This will grant them priority on stand booking before new bookings are taken.

b) Exhibitor funds rolled over from the cancelled 2020 show will be retained by the organisers and used as credit against their stand and others costs of the next UK Games Expo attended by the Exhibitor either in 2021 or 2022.

SET-UP AND ATTENDANCE

15) Access to the Venue for setup will be available between 7.30 am and 9.00pm on the Thursday immediately prior to the Event and between 7.30am and 9.00am on the Friday of the Event. The Exhibitor must ensure that their stand is fully set up by 9.00am on the Friday of the Event.

16) An Exhibitor must ensure that their stand is manned during the following periods:

a) The Show Preview, taking place between 6.00pm and 9.00pm on Thursday 3rd June (if you have a table there).
b) Opening hours as set out below:

i) Friday – 9.00am to 6.00pm

ii) Saturday – 9.00 am to 6.00pm

iii) Sunday – 9.00 am to 4.00pm. Please note

UK Games Expo is a gaming convention and some games go on past opening hours and as such the halls may not be completely vacated by the public until thirty minutes after the end of opening hours.

17) The event is considered to be exempt from Sunday trading laws as exhibitions fall outside those regulations.

18) If an Exhibitor fails to set up and man a stand by 9.30am on Friday the Organisers reserve the right to use the exhibition space hired by the Exhibitor for the Organisers' own purposes including without limitation renting out the exhibition space to another Exhibitor without allowance or refund to the defaulting Exhibitor.

19) At the conclusion of the Event Exhibitors must vacate the Venue and ensure that all of their belongings have been removed from the Venue by 6.00pm on Sunday.

MERCHANDISE AND DISPLAY MATERIAL

20) Exhibitors are responsible for the safety and appropriateness of all merchandise and promotional and other material displayed and sales activity taking place within their stand.

a) If the Organisers at their absolute discretion consider that any material displayed or activities undertaken:

i) Pose risks to the health and safety of Exhibitors and others attending the Event; and/or

ii) Contravene the terms and conditions of the NEC or the Hilton as appropriate; and/or
iii) May cause damage

to the structure or any part of the fabric of the Venue; and/or

iv) Are likely to cause offense or distress to other Exhibitors, Expo volunteers or members of the public attending the Event and/or

v) Are unsuitable for an Event aimed at a family audience and attended by small children. The Organisers will request the Exhibitor to cease any such activities and remove any offending items from the Venue.

b) If an Exhibitor fails to cease any such activities or remove any such offending items when requested to do so the Organisers may take any one or more of the following actions:

i) Removing or procuring the removal of any such offending material from the Venue.

ii) Ejecting the Exhibitor or any partner, employee or other associate of the Exhibitor from the Event,

iii) Revoking the Exhibitor's hire of the stand in which case the Organisers reserve the right to use the exhibition space for its own purposes including without limitation permitting the Exhibitor's stand to be used by another Exhibitor without allowance or refund to the defaulting Exhibitor.

c) The Organisers reserve the right to refuse admission to any Exhibitor or any partner, employee or associate of an Exhibitor if they at their absolute discretion decide the Exhibitor is attempting to display materials of dangerous

or objectionable nature.

d) Any Exhibitor who is uncertain as to the appropriateness or acceptability of any materials or activities should discuss their concerns with the Organisers in advance of the Event.

FURNITURE AND EQUIPMENT

21) No furniture or additional equipment will be provided to an Exhibitor as part of the stand fee.

22) Where additional equipment or furniture has been requested via the Exhibitor Portal, the Organisers will ensure that such equipment or furniture is obtained and made available at the Exhibitor's stand in time for set-up.

23) All other equipment and furniture used by the Exhibitor, regardless of whether that equipment or furniture is brought by the Exhibitor to the Event or is obtained by contract between the Exhibitor and any contractor or supplier recommended by the Organisers, are the sole responsibility of the Exhibitor.

24) Exhibitors are responsible for arranging and paying for all fees and meeting all expenses in connection with the transport of display and sales materials to the Venue, moving the materials into and out of the Exhibitor's allocated exhibition space, and assembling and disassembling displays.

25) Exhibitors may not sub-let or assign any of their allocated exhibition space without the prior written consent of the Organisers, such consent not to be unreasonably withheld.

PROMOTIONAL MATERIAL

26) By submitting a Booking Form and applying to hire a stand at the Event an Exhibitor agrees to the use of the Exhibitor's name on the Organisers' website and in any promotional materials prepared or distributed by the Organisers in connection with the Event PROVIDED THAT such agreement extends only to including the Exhibitor's details in a list of intending attendees. The Exhibitor accepts that any such materials may continue to be used incorporating the Exhibitor's details even if the Exhibitor subsequently cancels a booking or fails to attend the Event for any reason.

27) Use of any product by any Exhibitor, their employee agent, or associate containing the UK GAMES EXPO name or logo is prohibited without the express written permission of the Organisers. Exhibitors agree that if any materials making such unauthorized use appear at the Event, the Organisers shall have the right to take possession of and destroy all such materials, as well as to pursue other available

legal remedies.

28) The Organisers will exercise editorial control over any advertising material supplied by an Exhibitor for inclusion on the Organisers' website or in the Event programme. All such material should be in accordance with the standards set out on the Organisers' website and be suitable for an event aimed at a family audience.

29) Exhibitors may post and distribute their own promotional materials only from within their assigned exhibition space with the exception of Sponsors as specified in the Marketing section of this guide. Any Exhibitor who attempts to distribute material external to their stand will be liable to an additional fee appropriate to the level of their activity.

30) Any promotional material used by an Exhibitor must be in accordance with the standards set out on the Organiser's website and be suitable for an event aimed at a family audience. The Organisers reserve the right to require the removal of any materials which the Organisers deem to fall below those standards or be inappropriate for or even offensive to a family audience.

31) Exhibitors, their employees, agents or associates may not affix promotional materials in any part of the Venue save that expressly

set aside for the purpose and indicated to Exhibitors by the Organisers.

32) The Organisers may choose to offer promotional programmes outlined on the Organisers' website and e-mailed to Exhibitors from time to time. By expressing a willingness, whether by e-mail or otherwise in writing, to take part in any such promotion an Exhibitor irrevocably undertakes to participate in that programme.

SAFETY, SECURITY AND LIABILITY

33) Exhibitors must not block aisles or fire doors, must not occupy any area outside their hired space, and must comply with any directions from the Organisers or the management of the venue as to access and storage.

34) The Organisers in conjunction with the management of the Venue will seek to control access to the Event and reserve the right to refuse admittance to anyone, whether or not an Exhibitor or person connected with an Exhibitor, if the Organisers reasonably consider it necessary for the safety and comfort

of other Exhibitors or members of the public attending the Event.

35) The Organisers will take out a suitable public liability insurance policy in relation to the Event. However, this will not extend to insuring Exhibitors' goods and display materials against theft or damage. Exhibitors are strongly advised to take out their own insurance to cover such risks.

36) Exhibitors are fully responsible for any loss, damage, or injury to the management and staff of the Venue resulting from Exhibitors' displays or actions and are strongly advised to take out their own insurance to cover such risks.

37) The Organisers reserve the right to charge an Exhibitor for any loss or damage to any part of the structure or fabric of the Venue caused by any actions of the Exhibitor or the employee partner or other associate of an Exhibitor.

REFUSE AND WASTE

38) Exhibitors are responsible for removing all their waste.

39) The Organisers reserve the right to charge an Exhibitor in

the event that waste is left within an Exhibitor's stand for the cost of removing and disposing of such waste.

COVID RELATED CANCELLATION

40. If the organisers determine that the show cannot be run in 2021 due to any Covid related restrictions, limitations or circumstances then the following procedure will be adopted:

Exhibitors will be informed that the full fee paid will be applied as a credit to their accounts and held as rolled over to the 2022 show.

This will grant them priority on stand booking before new bookings are taken.

FORCE MAJEURE AND OTHER CANCELLATION OF THE EVENT

41) Subject to paragraph 40 above, the Organisers reserve the right to cancel the Event at any time if they deem this necessary, including if the Event is interrupted and/or discontinued, or access to the Venue is prevented or interfered with by reason of any industrial dispute, act of war, civil disturbance, terrorist action, act of God, or instruction from the police, the local authority or any other governmental agency, or if the Venue is damaged whether maliciously or by accident or the management of the Venue are unable to provide the expected facilities. In the event

of such cancellation, the liability of the Organisers shall be limited to refunding any fees paid by an Exhibitor in advance of the Event subject to a *pro rata* reduction for that portion of the anticipated time for which the Event was scheduled to run which in fact fell before any such cancellation.

ONLINE MARKETING

42) The organisers offer online marketing packages which circulate via email, social media, the show website and Twitch channels. When these products are booked exhibitors will be required to agree with the organisers:

- a) a date for the delivery of the online content by UK Games Expo Ltd.
- b) a date for the delivery of any assets required of the exhibitors such as images, social media tags and addresses and text which the organisers need to deliver the product.

43) The organisers reserve the right to cancel the order and retain any fees paid if either of these apply:

- a) the exhibitor fails to confirm the above dates within 4 weeks of the request or does not communicate adequately with the organisers.
- b) the exhibitor fails to deliver assets on time



SOCIAL DISTANCED SHOW TERMS

A SOCIALLY DISTANCED SHOW IN 2021

The earlier section of this pack lays out charges for stands which will apply assuming UK Games Expo 2021 can operate under normal circumstances unimpeded by social distancing or other restrictions on exhibitor space and attendee numbers (other than possible requirements to wear masks and use hand sanitizers).

We are aware however that some restrictions may apply. Whilst face masks and hand sanitizers would have little or no impact on attendance, other steps that either reduce the number of attendees or place obligations on exhibitors with relation to distancing between visitors that may limit the number or type of demonstrations and other activities that they can undertake.

This section explains how the UK Games Expo will handle these restrictions:

COMMUNICATING THE PLAN

If the organisers decide that they need to to run a Socially Distanced show, exhibitors will be made aware of the restrictions and limitations that apply.

LIKELY RESTRICTIONS

Restrictions and regulations that might apply to a socially distanced show may include; one way

systems, minimum distances between visitors, maximum visitor numbers, masks and hand sanitizers. However, as these restrictions are prone to frequent changes we will publish and maintain a list of any restrictions in the exhibitor portal on the website in the event of a Socially Distanced show.

TWO PLANS

To allow for the possibility that a socially distanced show may have to be run, the organisers will work a plan that incorporates a wider 4m aisle layout than its normal plan. By confirming a booking for 2021 exhibitors accept that their stand

location may change at short notice if further restrictions apply.

STAND REBATE SCHEME

In the event of a socially distanced show the organiser may at their discretion declare that a Stand Rebate Scheme will be applied.

In this scheme stand costs for 2021 maybe charged at a reduced amount as a result of any of the following:

- a) The total size of the show being reduced.
- b) Visitor numbers being significantly affected.
- c) Social distancing restrictions impacting on exhibitor activities

such as demo games.
d) Limitation on other services and the scope of the show.

The table on this page lays out how this scheme will work. We have identified 3 levels of show - a normal show and two levels of socially distanced show. The organisers retain the right to decide and announce which level of show applies. The default position is that a normal show is being run and as such those fees will apply. If the organisers declare that a socially distanced show is being run they will determine and announce the level of stand fee that will apply.

	Normal Show plan	Socially distanced plan A	Socially distanced plan B
Estimated unique attendance	17500+	10000 to 17500	5000 to 10000
Superior rate stand	£66 psm	£56 psm	46 psm
Standard rate stand	£52 psm	45 psm	35 psm
Corner configuration	£160	£140	£125
Endcap configuration	£400	£350	£300
Island configuration	£1000	£850	£700

VAT at % 20% applies

Example: Bob's Games booked a 10 sqm corner stand in standard space for 10 x £52 = £520 + £160 = £680 + vat. The organizers declare they are running the show with Social Distanced plan B fees in place. The stand now costs 10 x £33 = £330 + £125 = £455 + vat. A rebate of £680 - £455 = £225 would apply.

Note that if we declare a socially distanced show will not take additional bookings for starter stands (due to space limitations) but will honour pre- existing bookings.

This may mean that exhibitors are owed a rebate on their stand fee.

HANDLING THE REBATE

In the event that a stand rebate applies exhibitors will be contacted and informed that a rebate applies to them, what it is and how it will be handled.

Exhibitors will be informed that the rebate will be applied as a credit to their accounts and held as rolled over to 2022.

This will grant them priority on stand location pick in 2022.

Priority placement will be given to Sponsors first (in the order of Major, Associate then Supporting Sponsor and then other rolled over exhibitors.

Previous tenancy of a

stand location and the exhibitor's years of history with UKGE will be used in the event of needing to resolve stand picks clashes.

Those who had stands in superior space in the original booking will be allocated superior space in 2022.

TIMING OF THE REBATE

In the event of a rebate being identified we would plan to contact exhibitors before the end of August 2021 and resolve the rebate by the end of September 2021.

CANCELLATION OF AN EXHIBITOR STAND

In the event of an exhibitor being unable to attend UK Games Expo 2021 due to any circumstance the organisers will roll over the exhibitor's fee.

Exhibitors will be informed that the full fee

paid will be applied as a credit to their accounts and held as rolled over to 2022.

This will grant them priority on stand location pick in 2022 following the same priority basis as used in the case of a rebate.

CANCELLATION OF THE SHOW

If the show cannot be run in 2021 then the following procedure will be adopted:

Exhibitors will be informed that the full fee paid will be applied as a credit to their accounts and held as rolled over to 2022.

This will grant them priority on stand location pick in 2022 following the same priority basis as used in the case of a rebate.

ROLL OVER DEADLINE

Rolled over funds must be used for a stand at UKGE in 2021 or in the event UKGE cannot run in 2021 or alternatively exhibitors cannot attend in 2021 due to Covid-19 restrictions then at the latest in 2022. Rolled over funds will not be refunded as they have will already been allocated to and have been used to pay for NEC Hall fees.

ANY QUESTIONS?

If you have any questions about how we will handle a socially distanced show please email Richard on richard@ukgamesexpo.co.uk

