



World of Food Beijing - powered by Anuga
November 26-28, 2014
China National Convention Centre, Beijing



Co-located with:



1.1 SPACE APPLICATION FORM

Koelnmesse Co Ltd

Fax: +86 10 6590 6139

Mr. Ryan Lam

Tel: +86 10 6590 7766 Ext. 766 / r.lam@koelnmesse.cn

We wish to participate in World of Food Beijing – powered by Anuga 2014:

Name of Company (English): _____

Name of Company (Chinese): _____

Address (English): _____

Address (Chinese): _____

Postal Code / City _____ Country: _____

Contact Name: _____

Tel.: _____ Fax: _____ Email: _____

I am a Manufacturer Agent/Distributor representing the following brands:

1. _____

2. _____

Space Requirement (please tick appropriate box)

10% Early Bird Discount until 1st May 2014!

Space only (min. 18 sqm) **RMB 1400 or EUR 175 / sqm** Size requested: sqm_____

Space with Shell Scheme Package **RMB 1600 or EUR 200 / sqm** Size requested: sqm_____

Space with Shell Scheme Package (Wine) **RMB 1880 or EUR 235 / sqm** Size requested: sqm_____

We request for stand N° _____. Requesting a special position is without any obligation.

Catalogue Ad (1 page, full color) **EUR 500**

Logo in catalogue listing **EUR 50**

We would like to exhibit in the following Main Product Categories (please tick appropriate box)

1. Fine Food

9. Sweets, Confectionery

17. Non-Alcoholic Beverages

2. Dairy Products

10. Snacks

18. Condiments

3. Bread & Bakery

11. Coffee & Tea

19. Hospitality Products,

4. Organic Food

12. Olive Oil

Equipment Service

5. Canned Products

13. Edible Oil

20. Professional Service and

6. Meat

14. Fruits & Vegetables

Press

7. Seafood

15. Wine & Spirits

21. Promotion and Information

8. Frozen Food

16. Alcoholic Beverages

Organizations, Federations

In returning this space application the exhibitor agrees to abide to all points of the enclosed Conditions of Participation of Koelnmesse Co Ltd.

Name and title of signatory

Company stamp and legally binding signature



World of Food Beijing - powered by Anuga
 November 26-28, 2014
 China National Convention Centre, Beijing



Co-located with:



1.2 CO-EXHIBITOR REGISTRATION (free-of-charge, to be used for Agents and Principals)

Koelnmesse Co Ltd

Fax: +86 10 6590 6139

Mr. Ryan Lam

Tel: +86 10 6590 7766 Ext. 766 / r.lam@koelnmesse.cn

Exhibitor who signed Space Application Form: _____

(If you have more than two co-exhibitors on your stand, please copy this form first and send one page to each of the co-exhibitors or request more copies from Koelnmesse)

Co-Exhibitors will receive a free listing in the show catalogue

We will be co-exhibiting on the stand of the exhibitor mentioned above (please fill in for registration):

1.)

Name of Company (English): _____

Name of Company (Chinese): _____

Address (English): _____

Address (Chinese): _____

Postal Code / City _____ Country: _____

Contact Name: _____

Tel.: _____ Fax: _____ Email: _____

2.)

Name of Company (English): _____

Name of Company (Chinese): _____

Address (English): _____

Address (Chinese): _____

Postal Code / City _____ Country: _____

Contact Name: _____

Tel.: _____ Fax: _____ Email: _____

In returning this space application the exhibitor agrees to abide to all points of the enclosed Conditions of Participation of Koelnmesse Co Ltd.

 Name and title of signatory

 Company stamp and legally binding signature

1.3 SHELL SCHEME SPECIFICATIONS

A) Standard Shell Scheme Entitlements

| | 9-12 sqm | 15 sqm | 18 sqm |
|--|--|--|--|
| Carpet | As per stand space | As per stand space | As per stand space |
| System Wall Elements (2.5m h) | As per stand space on all closed sides | As per stand space on all closed sides | As per stand space on all closed sides |
| Fascia Board with English & Chinese Company Name and Booth Number | On all open sides | On all open sides | On all open sides |
| Lockable Information Counter | 1 | 1 | 2 |
| Square Table | 1 | 1 | 2 |
| Leather Chair | 2 | 3 | 4 |
| Spotlight (100W) | 1 per 3 sqm | 1 per 3 sqm | 1 per 3 sqm |
| Power Socket (13 Amp) | 1 | 1 | 2 |
| Waste Paper Basket | 1 | 1 | 2 |

B) Shell Scheme Entitlements (Wine)

| | 9-12 sqm |
|--|---|
| Carpet | As per stand space |
| System Wall Elements (2.5m h) | As per stand space on all closed sides |
| Fascia Board with English & Chinese Company Name and Booth Number | On all open sides |
| Lockable Information Counter | 1 |
| Square Table | 1 |
| Leather Chair | 2 |
| Spotlight (100W) | 1 per 3 sqm |
| Power Socket (13 Amp) | 1 |
| Potted Plant (1m high) | 2 |
| Waste Paper Basket | 1 |
| Wine Service Package | Round table x1 • Dustbin x1 • Ice wine barrel and one wine tasting spittoon x1 • Glasses x25 • Tall glass showcase x1 |

Booth facilities listed above are subject to change at the discretion of the Organizers without prior notice. If exhibitors do not want any item in the booth package, they must accept that the cost of the package will not change and there will be no compensation by other equipment.

Additional furniture and electrical items can be rented from the Official Stand Contractor. Please place your order by completing the respective forms in the Exhibitor Service Manual and returning these by the stipulated deadline.



World of Food Beijing - powered by Anuga
 November 26-28, 2014
 China National Convention Centre, Beijing



Co-located with:



1.4 EXHIBITORS INFORMATION FOR PROMOTION

Koelnmesse Co Ltd

Fax: +86 10 6590 6139

Mr. Ryan Lam

Tel: +86 10 6590 7766 Ext. 766

The organizer will be including exhibitor highlights into their international promotion material for the trade fair. Please fill in the following information for your company to be featured.

Company Details

Booth no. (if available) _____

Company _____

Contact person _____

Full address, postal code, country _____

Tel. _____ Fax. _____

Email _____ Website _____

Company Profile

Company profile (100 words, please attach a word document if space is insufficient)

Please provide a company logo on white background in EPS, JPEG, TIF format, resolution of 300dpi.

Product highlights at trade fair

(50 words per product/category, please attach a word document if space is insufficient)

Please provide a picture of each product in EPS, JPEG, TIF format, resolution of 300dpi.

Booth promotions or activities at trade fair. (Please specify briefly why visitors should visit your booth.)

Exhibitors Quote.

We invite you to provide us with a quote that can be used in press and promotional material. This comment will be attributed to you whenever quoted. You may write about your involvement in the exhibition, why you are exhibiting, your views and thoughts on the industry as a whole, etc.

The information given may be extracted for use in a press release/ flyer/ website/ newsletter or other publications that Koelnmesse Co Ltd is producing in connection with the promotion of the above event. The organizer reserves the right to edit or exclude the information provided by exhibitors when necessary.



World of Food Beijing - powered by Anuga
November 26-28, 2014
China National Convention Centre, Beijing



Co-located with:



World of Food Beijing – powered by Anuga
China National Convention Centre, Beijing
November 26-28, 2014

Conditions of Participation Special Section A

1
The fair
The organizers
The venue
The dates

(a)

World of Food Beijing – powered by Anuga is being organised by
Koelnmesse Co., Ltd
Unit 1018, Landmark Tower II,
No. 8 Dongsanhuan North Road,
Beijing 100004
PR China

- Hereinafter referred to as the organizer.

(b)

The exhibition is being held from Friday 7th to Sunday 9th November, 2014 at
China National Convention Centre, Beijing

(c)

The exhibition is open to exhibitors on Nov.26-28 from 8.30 a.m. to 5.30 p.m.
and to visitors on Nov.26-28 from 9.00 a.m. to 5.00 p.m. (admission up to 4.30
p.m.)

(d)

The period for setting up is from Monday Nov.24 to Tuesday Nov. 25, 2014,
daily from 9.00 a.m. to 6.00p.m. The period for dismantling for is on Friday,
Nov. 28 2014, from 16.00 p.m. to 22.00p.m.

2
Eligibility to take part

(a)

Exhibitors should be manufacturers of goods that are included in the
nomenclature of the exhibition (cf. No. 1 "Space Application Form") and if they
are produced by the exhibitor at his own manufacturing plant or are offered as
parts or accessories thereof.

(b)

Admission is also open to exhibitors displaying items which, in accordance with
the list of goods are in keeping with the overall theme of the event and which
the exhibitor has had manufactured under his own name, provided that the
items in question are aimed at retailers and other marketing agents.

(c)

You can as well take part as a servicing company with your own products if
your service activity is mentioned in the list of main product categories (cf. No.
1 "Space Application Form").

(d)

The organizer will decide upon the acceptance of firms or products.

3
Participation costs

Your participation will entail the following costs:

(a)

Stand costs

aa)

In the halls per square metre excluding stand construction, excluding provision
of stand partition walls (minimum size 24 sq.m.) **RMB 1400 or EUR 175 /sqm**

The construction of the stand shall be the obligation of the exhibitor.

The stand costs for space only include the rent for the exhibition space for
the entire duration of the event including the build up and dismantling periods,
a specific number of exhibitor and work badges, the use of all general technical

and service facilities in the fair halls like lighting, ventilation, air conditioning,
use of electricity on the stand, general surveillance of the halls and cleaning of

the aisles; consulting on organisational matters by the organizer employees,
catalogue entry according to Item 7.

The stand costs do not include the installation and use of compressed air, the
installation of water connections and the use of water on the stand.

ab)

In the halls per square meter with Standard stand construction
(Minimum size 9 sqm) **RMB 1600 or EUR 200/sqm**

The stand costs for the Standard Shell Scheme include the rent for the
exhibition space for the entire duration of the event including the build up and
dismantling periods, a specific number of exhibitor and work badges, the use of
all general technical and service facilities in the fair halls like lighting,
ventilation, air conditioning, electrical consumption, general surveillance of the
halls and cleaning of the aisles; consulting on organisational matters by
Koelnmesse Co Ltd employees, catalogue entry according to Item 7.

The stand costs do not include the installation and use of compressed air, and
the installation of water connections on the stand.

General setting up and dismantling of the stand, incl. all additional costs
consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Fascia Board with Company Name in English and Chinese
- Booth furniture per booth: as specified in Form 1.3 "Shell Scheme Specification"

4

Fitting and arrangement of the stands

(a)

Please take into account that where necessary hall pillars and other permanent
construction features are contained in the rented stand spaces, the
participation fee is calculated on the basis of the exact measurements of the
stand space allocated.

(b)

Stand construction will only commence if the exhibitor orders Standard stand
construction.

(c)

Any individual stand construction must be approved in advance by Koelnmesse
Co., Ltd and the hall proprietor in writing. The stand must be constructed to
comply with the dimension of the space allocated. Plans for non-standard
structures or designs for stands with meeting rooms or where technical
calculations are required, as well as plans for technical fittings should be
submitted to Koelnmesse Co., Ltd and the hall proprietor in duplicate for
perusal not later than 6 weeks prior to the beginning of the event.

In the event of these plans having to be scrutinized by the proprietor of the
halls, Koelnmesse Co., Ltd shall assume responsibility for forwarding them as
commissioned by and for the account of the exhibitor and shall notify the
exhibitor of the outcome. Koelnmesse Co., Ltd will not release the exhibitions
space in question for construction work until the results of the inspection have
been received.

Any other fitting and arrangement of the stand is left to the exhibitor but
should be appropriate for the event in question. The exhibitions company's
name must be clearly visible on each stand. Each Shell Scheme exhibitor will
receive a stand sign with number of the booth according to the stand
confirmation. The stand sign has to be clearly visible during all the exhibition
time.

(d)

Double Storey Booths

Apart from the mentioned rules & regulations, exhibitors and their appointed
contractors who plan to build double storey stands must comply with the
following:

1. The exhibiting company of the lower tier of a particular booth must be same
as that of the upper tier.

2. The rental rates for the contracted floor area at the upper tier shall be one
third (1/3) that of the lower tier. The rental rates for the contracted floor area

Co-located with:



at the upper tier shall be one third (1/3) of the rental for the lower tier. That is, the rental rate for the upper tier floor area is RMB 180/sqm

3. Double storey booths will only be allowed provided the minimum contracted floor area for the lower tier of the particular booth is 60 square metres and that the minimum length of any dimension of that area is **5 metres**.

4. The contracted floor area of the upper tier shall not exceed 50% of the contracted floor area of the lower tier of the particular booth.

5. All booth designs and stand construction must be approved in advance by the organizers and the hall proprietor in writing. Special structures are restricted to a distance of 1m away from the dividing walls of the neighbouring stands.

6. The design, construction and tear-down of double storey stands are to comply with the guidelines, rules and regulations laid down by the relevant authorities including the Fire Safety Bureau, the Organizer and the Venue Owner.

7. Exhibitors having Special Design booths are advised to use the service of the Official Stand Contractor appointed by the Organizer to undertake the job as this will facilitate convenient installation. Otherwise, exhibitors are required to obtain consent from the Organizer before any of their own contractors are allowed to work onsite. The Organizer reserves the right to reject any contractor and design they deem inappropriate.

8. Each booth must have its own panels and it is not permitted to use the neighbour's panels. If any panel is higher than the one behind it, acceptable decoration or material must cover the back of that panel.

9. The Exhibitor may employ a contractor of his choice to construct and install any stands they may require. The name of the contractor must be given to the Organizer by completing the relevant Form in the manual. Failure to obtain written approval can result in costly alterations onsite such as when designs or installations violate fire and safety, stand height and boundary or any space contract rules and regulations. When the Exhibitors appointed contractor is not the Official Stand Contractor, this contractor will be required to lodge with the Organizer a refundable deposit based on the contracted space.

10. This is to ensure that the rules and regulations are abided by and to cover any damages arising directly from any infringement. This is without prejudice to any additional claims the Organizer may have on the contractor if the damages exceed the deposit.

5 Exhibitors' cards and cards for stand construction personnel

(a) As an exhibitor you will receive:-

| Size of booth | Quantity of badges (max.) |
|------------------|---------------------------|
| Up to 12 sqm | 3 |
| 13 – 24 sqm | 6 |
| 25 – 36 sqm | 9 |
| 37 – 48 sqm | 12 |
| More than 48 sqm | 15 |

The badges will be valid from the first day of the setting up until the last day of the dismantling of the stand.

Used exhibitor cards, i.e. those with the names of stand personnel printed on them, may be exchanged once for new cards free of charge in case the stand Personnel will be replaced during the exhibition. The new cards can be obtained at the exhibitors' service office.

You can order additional passes with the correct order form in the Exhibitor Manual.

(b) You will also receive free badges to enable the company personnel to enter the trade fair complex for the purpose of erecting and dismantling the stand. These badges are only valid up to the beginning and after the end of the exhibition. They do not entitle the holder to enter the complex during the exhibition. Exhibitors can order these passes with the correct order form in the Exhibitor Manual.

Non-company stand designers require a special permit to undertake construction work in the halls.

6 Rules of Sale Sales Restrictions Penalties

(a) In view of the special trade character of Agriculture & Food Expo Harbin 2013

(1) It is not permissible to openly mark prices on exhibited products
(2) It is not permissible to offer, sell or otherwise transfer articles which are related to the theme of this fair (cf. No. 1 "Space Application Form") to the final consumer.
Such transactions are prohibited throughout the entire fair, including the initial set-up and the final dismantling phases.

(b) In view of these special trade character and prestige of Agriculture & Food Expo Harbin 2013 and rules governing equality of opportunity, it is essential that the regulations stated in subsection 6a are observed strictly and without exception.

(c) Organizer has the right to

(1) Immediately close the stand of an exhibitor who violates (has violated) the sales restriction stated in subsection 6a. The stand will be closed while Agriculture & Food Expo Harbin 2013 will still be in progress and without a court order being required. The organizer is entitled to retain any and costs or expenses relating to his participation in the exhibition and/or

(2) The organizer has the right to deny admission to any exhibitor who has violated the sales restriction in subsection 6a. Compensation or claims for reimbursement by the exhibitor are ruled out in the case of the afore-mentioned measures.

7 Catalogue

The organizer issues for their fairs and exhibitions a catalogue which includes an alphabetical list of firms, a list of goods and advertisements. This makes the catalogue an important and up-to-date source of reference for all interested persons and also gives it added value after the fair.

The space application includes free entry in the Trade Fair Directory, including name and address of exhibitor, executive, telephone and fax. The reproductions of logos and texts as well as advertisements are offered separately in the Application Forms and are subject to an extra charge.

All entries in the catalogue must be submitted to the organizer or to the company commissioned by the organizer 6 weeks prior to the first day of the event. The organizer of the fair reserves the right to commission a third company with the production of the catalogue.

The organizer does not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing. The advertiser shall be responsible for the subject matter of advertisements and entries and for any omission or mistake resulting from them.

8 Verbal agreements

Any verbal agreements, individual permissions and exceptions outside the framework of these contracts are not valid until confirmed in writing by the organizer.

9 Exhibitor Manual

After signing the Space Application Form and the formal admission of the exhibitor by the organizer, the exhibitor will receive the Exhibitor Manual. In this manual the exhibitor can order the different free-of-charge and chargeable services (such as e.g. additional furniture, additional stand cleaning, extra stand security, etc.) that the organizer offers.

10 General Conditions of Participation

We would like to draw your attention to the provisions contained in the General Section of the Conditions of Participation, which shall form part of the agreement between the organizer and the exhibitor.

Any and all disputes arising out of or in relation to your participation in the above mentioned fair shall be subject exclusively to the laws of China. Place of jurisdiction shall be the competent court at the registered office of the organizer.

General Conditions of Participation

I. Application

1 The regulations stipulated in the Special Conditions of Participation shall prevail over the regulations stipulated in these General Conditions of Participation should there be a conflict between the regulations stipulated in the Special Conditions of Participation and the regulations stipulated in these General Conditions of Participation. The house rules, the technical specifications and the regulations stipulated in the Special Conditions of Participation constitute also a part of the contract.

2 The application shall constitute a legally binding offer of the exhibitor to conclude a contract from the date the organizer receives the application, irrespective of acceptance; the application cannot be appended with conditions or reservations.

II. Acceptance / Transfer of Stand Space / Contractual Obligation

1 The organizer shall accept the application in accordance with the Conditions of Participation, which apply to all participants (acceptance).

2 The acceptance is subject to the organizer's discretion. If the number of application forms complying with the requirement profile and received by the organizer prior to the expiration of the registration period exceeds the number of available exhibition space, the organizer shall have the right to make a discretionary decision regarding the admission of applicants to the exhibition.

3 The exhibitor may be disqualified from admission to the exhibition, if the exhibitor failed in the past to fulfil his financial obligations vis-à-vis the organizer at any time, or if he failed to fulfil such financial obligations within the prescribed period of time.

4 The legally binding contract shall be concluded upon written notification of acceptance. Should the content of the acceptance differ from that of the application (registration), the contract shall be concluded under the terms of the acceptance – even if the acceptance differs from the application – unless the applicant objects in writing within 2 weeks after receipt of the acceptance. At the beginning of the period, the organizer has to particularly point the exhibitor to the right to object and the consequences of the non-objection in writing. The same shall apply, if it is necessary to postpone the event or to transfer the venue of the event, provided that the change can be regarded to be reasonable; in this case, the corresponding notification of change from the organizer shall supersede the admission.

5 The acceptance only applies to the respective event, the company or corporation applying, its products and services. Products, which do not conform to the list of permitted goods, must not be exhibited at the trade fair.

6 The organizer allocates stand space in accordance with the exhibits being registered to belong to a certain topic or theme within the exhibition.

7 There is no legal entitlement for the allocation of stand space in a certain hall or in a certain hall area. If deemed necessary by the organizer, the organizer is entitled to subsequently allocate the stand space other than stated in the acceptance, to change the size and dimensions of the stand space, to relocate or close entrances or exits from and to the stand and to undertake structural changes in the exhibition halls without legal claims against the organizer, provided there is substantial cause for doing so. In the event of a reduction in stand space size, the exhibitor will be credited with the prorated difference arising from the correspondingly lower space cost. The exhibitor will be notified without undue delay, if the stand space becomes unavailable due to reasons, which are beyond the organizer's control. In this case, the exhibitor will be entitled to a reimbursement of the participation fee. Any further claims for damages, exceeding the aforementioned reimbursement, shall be expressly excluded.

8 Any complaints by the exhibitor must be submitted in writing without undue delay but at the latest while the event is in progress; the organizer cannot consider complaints at a later date.

9 Furthermore, the organizer shall have the right to rescind the contract for a substantial cause. Such a substantial cause shall be constituted, in particular, if an admissible application for opening insolvency proceedings against the exhibitor's assets has been made or such an application has been dismissed due to lack of funds. The exhibitor must inform the organizer of such circumstances without undue delay.

10 The organizer is entitled to rescind the contract, if the event utilization falls below 50 % of the rental stand space. In this case the organizer is not liable for any damages or losses but has to refund already paid fees or down payments.

11 After the binding registration and the consequent acceptance, release from the contractual relationship is not possible without the organizer's consent.

12 The organizer may agree to the request for release from the contract only in exceptional cases, e.g. if the stand space in question can be rented to another exhibitor. In this case, the organizer is entitled to demand liquidated damages in the amount of 25 % of the participation fee without providing any proof. The exhibitor shall have the right to prove that a damage or loss has not been incurred or that the quantum of damage or loss incurred is considerably less. In addition to the liquidated damages, the exhibitor is liable for catalogue fees and other costs and expenses, which in particular, have been incurred as a result of a claim by a third party. The occupancy of stand space by an already accepted and allotted participant by means of a stand exchange does not constitute a mitigating form of stand area rental.

13 Should the exhibitor fail to assume the stand space allotted to him at the beginning of the construction period, the organizer will demand the exhibitor to assume the stand space by setting a reasonable timeframe.

14 Should the timeframe set in accordance with II 13 fruitless expire, the organizer shall have the right to rescind the contract and to assert a claim for damages due to non-performance.

15 The following cases will fall solely within the exhibitor's scope of risk:
a) the products, which have been stipulated for the presentation, cannot be introduced at the venue of the event due to legal requirements prevailing there or due to other reasons, or
b) such products do not arrive in time, do not arrive undamaged or do not arrive at the venue of the event at all – e.g. as a result of any loss, delay in transport or customs, etc. – or
c) The journey, the journey of the exhibitor's employees or the exhibitor's stand or installation personnel is delayed or becomes impossible. The exhibitor will in all these cases remain under the obligation to pay all the contractual charges and fees agreed upon.

16 After the exhibition has ended the exhibitor is obliged to leave and return the allotted stand space in a condition that equals the condition when the exhibitor took over the stand space. The timeframe in which the exhibitor has to leave shall be determined by the organizer in the Special Terms of Participation. Should the exhibitor fail to comply with this obligation to vacate in time, the organizer is entitled to remove the exhibitor's belongings from the exhibition place on the exhibitor's expense. Furthermore the organizer shall have the right to sell the exhibitor's belongings and to set off claims against him.

III. Construction and Arrangement of Stands

1 All stand constructions and stand designs must comply with statutory safety regulations, and comply with the specified requirements stipulated in the Special Conditions of Participation.

2 All stand construction service providers must have a special permit from the organizer in order to construct the trade fair stands in the exhibition halls. Any additional technical services that may be required, particularly the installation of electricity, water and safety devices, the recruitment of local auxiliary personnel, etc., may be ordered exclusively through the organizer by means of special order forms and against a separate charge, whereas the charges shall be in accordance with the usual charges being market price at the place of venue.

3 For the duration of the event the stands must display the exhibits and be staffed by personnel as stated in the acceptance.

4 The organizer is entitled to demand the removal of exhibits from the stand, which could constitute a considerable disruption to the operation of the event or put the safety of exhibitors and visitors at risk due to their odor, noise, other emissions or appearance. Furthermore, the exhibitor will be responsible for ensuring compliance with all statutory provisions of the host country. In case of non-compliance, the organizer shall also have the right to demand the removal of exhibited articles or the forbearance of a certain activity. Should the exhibitor fail to comply with this demand without undue delay, the organizer is entitled to have the exhibits in question removed at the exhibitor's expense and risk and to close the exhibitor's stand, without any claims for loss or damages against the organizer.

5 The exhibitor is obliged to co-ordinate the construction and design measures for his stand with the organizer in advance. The organizer has to notify the exhibitor about any requested amendments or alterations as early as possible. Furthermore, the exhibitor is obliged to inquire about the relevant statutory regulations, laws etc. or building regulations on his own initiative. Should the exhibitor violate those regulations, the organizer is entitled to vacate or alter the stand on the exhibitor's expense. The organizer does not assume liability for any information provided by him.

IV. Participation Fee and Other Costs / Terms of Payment

1 The amount of the participation fee, the down payment as well as the flat-rate cost of energy will be calculated according to the rates specified in the Special Conditions for Participation. The Invoicing amount will be calculated on the basis of the total stand floor space as allocated and will not exclude any projecting or overhanging parts, pillars, installation connections and other permanent internal fittings.

2 After the exhibitor's admission, the exhibitor will receive an invoice for the participation fee and other costs and possibly a registration fee invoice. The invoice less the down payment must be paid not later than 10 weeks before the commencement date of the event. The aforesaid invoice amount is to be paid in full without any deductions. Invoices being issued less than 10 weeks prior to the commencement date are due immediately.

3 The organizer is entitled to request a down payment whereas the due day of such down payment is stipulated in the Special Conditions of Participation or the down payment invoice. The rates contractually agreed upon (in the acceptance) are net fixed rates plus legally applicable taxes.

4 The organizer shall have the right to increase the rates by the amount of the corresponding cost increment in the event of any increase in its own prime cost, particularly as a result of higher production, purchasing and labour costs as well as higher fees, taxes and other fiscal charges imposed at the venue of the event. Should the increment exceed 10 % of the rates being published by the Organizer in the application forms the Organizer grants the exhibitor the right to terminate the contract within 10 working days from the date of the receipt of such an increment notice.

5 The payment of all invoices on or before the due date shall be a prerequisite for the occupation of the stand space.

6 Failure to conduct payment in time will result in interest charges amounting to 6% per annum. Should the damages incurred by the organizer exceed this interest amount, he shall be entitled to these additional damages. The claim for compensation will cease or be reduced, if the exhibitor may prove that the organizer has incurred substantially less or no damage as a result of the payment default.

7 Should settlement of the invoice not be effected within the deadline (due date), the organizer is entitled to terminate the contract.

8 As a security for all claims the organizer might have against the exhibitor, the organizer has a pledge on all movable objects belonging to the exhibitor on the stand area.

9 Any services that the organizer has provided will be invoiced either in EUR, in USD or in another currency to be determined by the organizer at the organizer's discretion. The exhibitor is obliged to pay the amount and currency stipulated on the invoice ("billing currency"). Should the organizer, as a courtesy, accept settlement of the invoice in a currency other than the billing currency, such payment must be calculated based on the conversion on the official buying rate of the billing currency on the date of payment. Any exchange rate losses in relation to the billing currency after the invoice becomes due for payment are at the exhibitor's expense.

10 Any complaints relating to the invoice must be made in writing, without undue delay, at the latest 2 weeks after receipt; complaints submitted at a later date cannot be considered.

11 Any projecting or overhanging parts, pillars, installation connections and other permanent internal fittings in the stand space do not entitle the respective exhibitor to any reduction in the participation or other costs.

12 The organizer shall also be entitled to the payment of the full amount, should the exhibitor fail to fulfil any of his contractual obligations. This does not affect further claims for damages. Should the organizer fail to fully or partially fulfil his contractual obligation, the exhibitor is entitled to a proportional reimbursement of any payments already made by the exhibitor. Exceeding claims are excluded in accordance with section VII.

13 In the event of counter claims being made against those claims arising from the contract, the exhibitor may only set off or assert his right of retention in as far as these claims are undisputed or have been awarded by an enforceable judgement.

14 Should an invoice upon request of the exhibitor be sent to a third party, this does not constitute any waiver of claims or obligations of the exhibitor. The latter remains obliged to pay until such time as the account receivable has been settled in full.

15 All payments being due to the organizer must be made in full without deductions, whereas bank charges, currency exchange fees etc. have to be borne by the exhibitor or debtor.

V. Co-exhibitors, Additional, Group and Joint Stands

1 Stand spaces shall be rented out only as a whole unit and only to one contracting party. The exhibitor is not permitted to relocate, exchange, share, or in any other way make the stand space allocated to him completely or partially accessible to third parties, without the prior consent of the organizer.

2 Use of the stand area by another company with its own products and own staff (co-exhibitor) requires a special application for admission and the consequent approval by the organizer. This also applies to companies for which one of the requirements mentioned (own products or own staff) is not fulfilled (additionally represented company). Companies, which are members of a corporate group as well as subsidiaries, are considered to be co-exhibitors. The organizer reserves the right to demand an additional participation charge and other costs for the admission of co-exhibitors/ additionally represented companies. Such charges and costs will be invoiced to the exhibitor.

3 Co-exhibitors and additionally represented companies are accepted only under the conditions stipulated in section II of these General Conditions of

Participation; these Co-exhibitors and additionally represented companies are equally subject to the Conditions of Participation as they apply to exhibitors.

4 Should an exhibitor accommodate a co-exhibitor or an additionally represented company without the express permission of the organizer, this shall entitle the organizer to immediate termination of the entire contract and to have the stand space vacated at the exhibitor's risk and expense.

5 After the acceptance has been received, the contractual relationship remains exclusively between the organizer and the exhibitor, who is liable for his and the co-exhibitor's and the additionally represented company's non-performance, breach of contract etc.

6 Should several exhibitors wish to participate at the event together on one stand, the General and Special Conditions of Participation are binding for each exhibitor. In addition, they are obliged to name a contact person in their application, jointly appointed as an authorized representative. Moreover the conditions stated in section IV apply analogously. In the event of permitted joint use of the stand space, all exhibitors are liable to the organizers for payment of the participation and other costs and the fulfilment of other obligations – regardless on which legal grounds – as co-debtors.

VI. Domestic Authority

1 The organizer has the right to establish rules of the house for every event. These rules come into force after their publication at the place of the event. The rules of the house become part of the contract. There is no obligation to hand out these rules of the house to each exhibitor and the exhibitors have to inform themselves about the content of the rules of the house.

2 The organizer shall exercise domestic authority throughout the exhibition area. The organizer is entitled to have exhibits removed from stands if their display contravenes statutory laws, is offensive or do not comply with the list of permitted goods.

3 The promotion of political and ideological contents is prohibited. In the event of serious offences against these Conditions of Participation, the organizer is entitled to close the stand or have it vacated.

VII. Warranty / Liability / Insurance

1 The organizer does not assume any obligation to exercise proper care of exhibits, stand fittings and objects, which are the property of the stand personnel. Any liability for damages and losses is expressly excluded, if it is possible to underwrite the risks. This does not affect the liability incurred by wilful acts or grossly negligent misconduct. This exclusion of liability is not affected by security measures of the organizer.

2 Within the scope of liability, the statutory regulations concerning the burden of proof shall continue to apply; they will not be affected by this clause except in cases concerning liquidated damages.

3 It is recommended to conclude an exhibition insurance policy, which can be obtained via the Exhibitor Service Manual. In addition the exhibitor may order special security measures by applying so with the corresponding form in the Exhibitor Service Manual.

4 The exhibitor is liable to the organizer for any damage inflicted on the organizer, provided that such damage is attributable to the exhibitor's culpable (wilful action or negligence) action or the culpable action of the exhibitor's personnel, the exhibitor's employees or any third party which the exhibitor has appointed or any other third parties, whose services the exhibitor is using for the purpose of fulfilling his obligations.

5 Instead of proving the quantum of an incurred damage, the organizer shall be entitled to demand liquidated damages in the amount of 25 % of the participation fee (including rent and additional services) without providing any proof. However, in this case the exhibitor shall have the right to prove that a damage or loss has not been incurred or that the

quantum of the damage or loss incurred is less than the liquidated damage. The organizer may choose to claim damages exceeding the amount of 25 % of the participation fee if the organizer can prove such higher damage.

6 The exhibitor is obliged to strictly comply with the Technical Guidelines, which will be handed over to the exhibitor by the organizer, as well as with the information from the organizer's circular letters with regard to questions on the preparation and implementation of the event. The exhibitor is furthermore obliged to inform himself about legal requirements and necessary permits and to obtain the same.

7 The organizer may request from the exhibitor to obtain an insurance to cover certain risks, which have been specifically addressed to the exhibitor.

8 In the event of any claims regarding fatal injuries, bodily or health injuries, the organizer shall be liable for damages caused intentionally or by gross negligence in accordance with statutory obligations. Other contractual and/or legal damage claims of any type, including damage claims for consequential damages, shall be excluded, unless the damage was caused by the intentional or grossly negligent action of the organizer.

9 The foregoing limitations of liability shall apply, to the full extent, to the executive organs, employees, legal representatives, persons employed in performing an obligation and vicarious agents, whose services are used by the organizer for the performance of the contract. However, all claims shall be restricted to the payment of typical, foreseeable damages.

Furthermore, the organizer shall be liable for every culpable infringement of an essential contractual obligation. Essential contractual obligations shall include only those contractual obligations, which are indispensable to the execution of the contract. This applies to all claims, which could arise as a result of, and in connection with, this contract. If the organizer is compelled to temporarily vacate or permanently close the exhibition area or parts thereof, to postpone, shorten or extend the event as the result of a force majeure, or for other reasons beyond his control, the exhibitor is not entitled to any claims, in particular, not to claims for damages or losses against the organizer.

10 The responsibility of the event organizer is limited to fault in all cases without prejudice to any limitations of liability under these Conditions of Participation. If a contract provides for the procurement of certain items, the organizer does not assume the risk of procurement, unless expressly agreed otherwise in individual cases.

11 The warranty period for deliveries of new items is 1 year if there is no shorter statutory warranty period applicable. For second hand articles, any liability based on warranty is excluded. There is no warranty or liability for normal wear and tear, force majeure, faulty or negligent handling, excessive demands or failure to comply with statutory provisions or operating instructions.

12 The exhibitor shall be liable and bear the risk for all damages incurred during transportation to and from the exhibition venue including all damages incurred during transportation within the exhibition building.

VIII. Period of Limitation

Any claims of the exhibitor, which may be asserted against the organizer and which may arise from the contractual relationship, as well as all other claims relating thereto, shall become time-barred after one year, unless a shorter statutory limitation period applies or the liability of the organizer results from an intentional action. The longer statutory limitation period for tortuous claims, fraudulent intent and culpable impossibility of performance shall remain unaffected. The limitation period shall commence at the close of the month, in which the closing date of the event falls.

IX. Reservations / Final Provisions

1 The exhibitor is solely responsible for compliance with all the laws, guidelines, and other regulations being applicable at the place of venue of the event, even if the contents of the organizer's conditions for



World of Food Beijing - powered by Anuga
November 26-28, 2014
China National Convention Centre, Beijing



Co-located with:



participation deviate from such regulations. The exhibitor must inquire about the relevant regulations prevailing at the venue of the event promptly and comprehensively, and thereby obtain the required information. The organizer will not assume any liability for damages and other losses, which might result from any non-compliance with this obligation.

2 The organizer shall have the right to postpone, shorten, extend or cancel the event, as well as to terminate the event temporarily or definitely, as well as individually or collectively, if such an action is required due to unforeseen events such as force majeure, natural disasters, wars, disturbances, strikes, breakdown or obstruction of traffic and communication. In the event of any postponement, shortening, extension or termination, the exhibitor shall not be entitled to the payment of any resulting damages, which the exhibitor may suffer. The exhibitor shall have the right to rescind the contract, if he loses interest in participating because of such an action and if the exhibitor consequently waives the reservation for the stand space allotted to him. Upon full knowledge of the change, the rescission of the contract must be declared in writing and without undue delay.

3 In case of the cancellation of an event, the organizer shall not be liable for damages and/or other losses, which might be incurred for the exhibitor. Upon request of the organizer, the exhibitor will be obligated to defray a reasonable share of the expenses resulting from the preparation of the event. The amount of the share to be paid by each exhibitor shall be stipulated by the organizer after consultation with the business organizations concerned, whereas the maximum shall be 5% of the total costs. By signing the application form the exhibitor acknowledges the organizer's Conditions of Participation (the General and Special Sections) together with all other regulations relating to the contractual relationship, as legally binding.

4 Should these provisions be or become partially legally invalid or void, this shall not affect the validity of the remaining provisions or the contract. In this event, the parties bind each other to replace the invalid provision with a valid provision that comes to the commercial purpose of the invalid provision as close as possible. The same applies to loopholes.

5 All agreements, approvals and alterations to the contract must be made in writing. The same shall also apply to any amendment or waiver of this written-form clause itself.

X. Place of Fulfilment / Place of Jurisdiction

1 Place of fulfilment for monetary obligations of the exhibitor – no matter on which legal basis – shall be the principal place of business of the organizer as far as there is no other place of fulfilment stipulated in the Special Terms of Participation.

2 The place of jurisdiction, also in cases involving documents, bills of exchange and cheques shall be the principal place of business of the organizer. At its option, the organizer shall also be entitled, to lodge claims at the court of the place where the exhibitor has his place of business or his branch.

3 The entire legal contractual relationship between the exhibitor and the organizer, including any annexes and schedules shall be governed and interpreted in accordance with the substantive laws (but without reference to the conflict of law rules) of China.