

GENERAL REGULATIONS

BREWERY OF IDEAS

1. Definition

In this regulation, 'Sponsor' shall mean, the sponsor or the partner itself, his employees and agents or representations; 'Conference', shall mean the event around this theme in all its aspects; and 'Organizer' shall mean, Brewery of Ideas BVBA. These regulations are considered to be an integral part of the agreement entered into between the Organiser and each of the Sponsors, and shall prevail above any other Regulations or General Terms and Conditions of the Sponsors. Any deviation shall be subject to a written contractual agreement, accepted by the Organizer.

2. Purpose

The Conference is organized by Brewery of Ideas BVBA, with its head office located in Ursene 13 - 1840 Londerzeel, Belgium. The Conference aims to: provide information to the public; organising a commercial meeting on the theme between supply and demand; activating the exchange of experience and information, by promoting contacts between professionals at all levels through meetings, workshops and the Conference. The Conference is open to professionals and users.

3. Place and dates

The Conference will take place at the place and on the date included in the order form. The Organiser reserves the right at all times to extend the conference, with annex trade fair, to postpone or to terminate it prematurely, without the participants being entitled to claim any compensation whatsoever. If the Conference cannot take place for reasons of force majeure or random reasons, the applications for stand space will be cancelled. The amounts remaining after payment of the costs incurred and fixed charges, including the Organiser's expenditure pertaining to the management and organisation of the event will be divided among the sponsors, in proportion to the amount paid by them, without them being able to claim on the Organizer, in any capacity and for whatever reason.

4. Registrations

Companies or individuals who wish to take part in the Conference as a Sponsor must fill out the official purchase order. Once a completed and signed order has been received by the Organizer, a request for admission will be finally and irrevocably binding on the Sponsor, and he/she shall be obliged to comply with the provisions of this Regulation. Admission: Participation as Sponsor is limited to manufacturers, importers, distributors and suppliers of products and services involving new technologies, or their accessories. The Organiser may at any time refuse the application for participation by e-mail or by mail. The Organizer does not need to justify a refusal, and a refusal does not give any right to the payment of any damages; any deposits already paid shall in this case be refunded in full. Receiving all or part of the price, as referred to in Article 5, shall not apply as acceptance. Upon acceptance of registration and upon receipt of the deposit, every Sponsor will receive a technical dossier with general information (planning, requirements for the build-up and dismantling, useful addresses, etc.) and - if applicable - the order forms for different services being offered (electricity, telephone, insurance, access cards, embellishments, etc.)

5. Rates

The registration fee by Sponsor type is included in the Sponsorship & Exhibition Prospectus. All registration costs, as well as any additional services will be invoiced by Brewery of Ideas BVBA. A booth area includes: the arrangement of the booth area, 1 table and 3 chairs, lighting and general decoration of the halls, the heating, general supervision in the halls, maintenance of the stands and of the walking space before and during the event, general advertising and promotion of the Conference, including through a website, mailings and social media. Payments: The signatory should pay the registration fee, the obligatory BA insurance and deposit of 50% of the participation price after receipt of the invoice. The application for participation will be investigated after payment of the deposit. The balance of the participation fee must be paid no later than 2 days before the start of the Conference. Advertisements in the catalogue and any additional costs for stand fittings, invitation cards, etc., must be paid after receipt of the invoice. Interest on late payment and penalty clause: Any sum not paid after the notice of default, is increased by a delay interest of 1% per month, and with a fee of 15% as a lump-sum fine. Express suspensive condition: If the Sponsor failed to settle the total invoice amount 2 days before the start of the event, the organizer may consider the agreement as terminated at the Sponsor's expense, without further notice. The total amount due, and any other order, shall then be due, plus interest and the penalty above, without prejudice to any amount that would still be payable to compensate for the damage caused. The Sponsors can only gain access to his booth after payment of the full rental price.

6. Sponsors' general obligations

Cancellation: The application for participation is a clear commitment. Any cancellation must be reported to the Organiser by the Sponsor by registered mail, with acknowledgement of receipt. Waiving participation: The Sponsor, who cancels his participation no later than three months before the opening date of the Conference, shall only owe 50% of the full cost of participation, and where appropriate, he will be refunded with the balance of the sums already paid. However, if the 50% deposit was only paid partially, the deposit has to be paid in full. If the exhibitor cancels less than three months before the opening of the conference, the total amount for the rent of the booth area, plus the corresponding interest and fines, as discussed in Article 5, shall be due and payable to the Organizer. Infringements and penalty clauses: Any infringement (violation of the requirements of these regulations, culpable failure of the Sponsor to comply with his obligations, assault and injuries in the exhibition area, violation of the rights and benefits of the other exhibitors, unauthorized publicity, banned pricing practices, selling free tickets, etc.) shall lead to immediate exclusion of the Sponsor, without entitlement to recover the amounts already paid by him, or being able to claim any compensation of any kind. The Organiser may in that case gain access to the vacant booth space again, without any refund or compensation being claimable from him.

The Sponsor thus excluded is obliged to pay the full rental fee for the reserved booth area plus, where applicable, the price of the additional services that have already been granted. Sublease: Sublease or transfer, in any form, even free, of all or part of the booth, is prohibited without the written consent of the Organizer.

7. Choice of booth location

Booth space and speaker slots will be assigned by the Organizer and in order of receipt of requests, the time when the deposit referred to in Article 5, has been paid and, as far as possible, in accordance with the choice and preference of the Sponsor. However, the requirements of the products to be exhibited will be taken into account, and the Organizer reserves the right to redistribute allocated

space, on the understanding that the Sponsor may refuse the redistribution in writing immediately after notification by the Organiser. The Sponsor undertakes to occupy the assigned space personally, and to provide the necessary staff for the entire duration of the event. He cannot cede or sublet this space – not even for free – unless with the express permission of the Organizer. Where applicable, a Sponsor that assigns his own stand builder must present the plan and/or scale model of his stand to the Organizer for approval a month before the opening of the event. The Organizer may, however, without explanation and without owing any compensation, change the layout of the booths, should the general interest of the Conference so require.

8. Decorations of the booths (see sponsorguide)

9. Building and dismantling (see sponsorguide)

10. Liability – Compulsory insurance

The Organizer is not liable for any loss or damage of any kind that the Sponsor may suffer as a result of fire, thunder, storm, lightning strike, civil riot, attack, war, industrial action, strike or lock-out, explosion, accident or in case of force majeure, or any other cause beyond his control. The Sponsor's compulsory civil liability is 12 Euros. All risks for equipment and goods of the Sponsor should be insured by him. (See sponsorguide)

11. Postponement and cancellation

Hindrance, postponement or cancellation of the event due to the circumstances referred to in Article 10, paragraph 1 may not, under any circumstances, give rise to a claim for damages against the Organizer. The amounts paid by the Sponsor to the Organizer are allocated as described in Article 3. If the Organizer deems it possible to still proceed with the Conference, either in another hall or in another building, or by postponing the event, this obligation remains in force, except concerning the dimensions and location of the stands, in which the Organizer reserves the right to make any necessary change.

12. Access

The public gains access to the Conference upon invitation. The Sponsor can order the tickets and free tickets on the appropriate website. It is prohibited, under penalty of exclusion from the event, without compensation or refund, to offer free tickets for sale.

13. Catalogue (see sponsorguide)

14. Publicity

The Sponsors are not allowed to hand out flyers or leaflets outside their stand space, affixing signboards which extend beyond their own stand, do demonstrations or presentations that would hinder their neighbours. The use of microphones and amplifiers and the broadcasting of music in a way that hinders the co-sponsors are prohibited. Using video recording equipment is only allowed, provided written permission was given, which request was submitted to the Organiser 15 days prior to the opening of the Conference. It is also prohibited to advertise other products within the stand space than those which gave rise to the Exhibitor to take part in the fair.

15. Trade

Trade is permitted within the exhibition space. The Sponsors should issue an exit pass (shipping note, copy of the order form or another document) for all kinds of material and goods that must be submitted to the officials in charge of access card control.

16. GDPR

The Sponsor is committed to deal with the use and management of personal information generated in the context of this Conference in a GDPR-compliant way.

17. Competent court

Disputes are handled by Belgian Law and shall only be subject to the jurisdiction of the Dutch Court of Brussels. The Organizer will make an irrevocable decision for the cases not provided for in this regulation
