



The Fine Food Event in Asia

Seoul, KOREA

November 2-3, 2017

## APPLICATION FORM

Form to be returned to us **before October 1<sup>st</sup>, 2017**, completed, signed with your deposit to:

### BREAK EVENTS / FOODEAT

53-55 Lockhart road, 1501, Spa Center, Wanchai, HONG KONG  
exhibitor@foodeat.net

DEADLINE FOR REGISTRATION WITH 15% DISCOUNT  
(excl. participation fees): March 30th, 2017

If you exhibit on a pavilion or collective stand, do not fill this form. The organizer of the pavilion or collective stand will register you with FOODEAT organizer directly. **Please notice:** Stand location is assigned in the order that applications are received, depending on availability and technical configuration. Deadline for registration **October 1st, 2017**

For Organization use only: Registration number: \_\_\_\_\_ Form received on: \_\_\_\_\_ Checking By: \_\_\_\_\_

## YOUR INFORMATION (for official catalogue use)

Company name : \_\_\_\_\_

Address: \_\_\_\_\_

Post code: \_\_\_\_\_ Town: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

## CONTACT TO RECEIVE ALL CORRESPONDENCE \*

M.  Mrs  Miss  First name: \_\_\_\_\_ Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Direct line: \_\_\_\_\_

Mobile phone (\*): \_\_\_\_\_ E-mail (\*): \_\_\_\_\_

(\* Important: All correspondence relating to your participation will be sent to this contact. This e-mail address will be often used to send you information relating to the fair. Mobile phone only dedicated to the Organization.

## BILLING ADDRESS, IF DIFFERENT FROM PREVIOUS ONE

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Post code: \_\_\_\_\_ Town: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Person/department to contact for billing: \_\_\_\_\_

## OFFICIAL CATALOGUE – PRESENTATION OF YOUR COMPANY

### PRODUCT(S)

#### BEVERAGES:

- Juice  Soft drinks  
 Sodas  Syrups  Water  Teas  
 Coffee  Beer  Cider  
 Other:

#### DELICATESSEN PRODUCTS:

- Country specialties  Cured meats  
 Foie gras  Regional specialties  
 Soups  Salads  Other:

#### WINE SPIRITS

#### DAIRY PRODUCTS:

- Milk  Yoghurt  Cream  Butter  
 Chesse  Eggs  
 Other:

#### GROCERY PRODUCTS:

- Condiments  Oil  Salt  Spices  
 Pepper  Pasta  Rice  Truffles  
 Vinegar  Other:

#### SEAFOOD PRODUCTS:

- Caviar  Fish  Oysters  Mussels  
 Salmon  Seaweed  Tuna  
 Other:

#### SWEET PRODUCTS:

- Bread  Candies  Cakes  
 Chocolate  Confectionery  
 Desserts  Honey  Ice-cream  
 Jams  "Viennoiserie"  
 Other:

Description/specialities/brands/appellations (max. 45 words): \_\_\_\_\_

\_\_\_\_\_

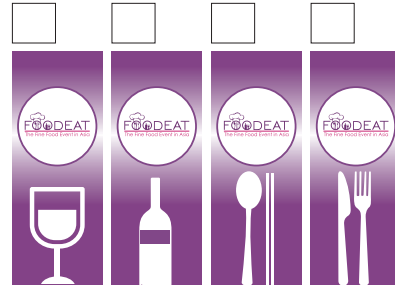
\_\_\_\_\_

\_\_\_\_\_



## 3. TURNKEY STAND (USD)

3.1  **Standard stand** \_\_\_\_\_ x US\$ 3 985  
 9 sq. m (including a storage space of 1 sq. m)



Pictures non contractual

### STANDARD STAND

**The items included:**

- ✓ **Bare space**, wood structure with laminate,
- ✓ Storage room (1sq.m) with lockable plastic sliding door,
- ✓ Fascia board made of wood with laminate, with company name of sticker cut out and country flag,
- ✓ Length of fascia board with laminate, with booth number cut-out sticker, and choice of picture from 4 options,
- ✓ White shelves made of wood, with laminate,
- ✓ "Furniture pack" that includes 4 black "leather" chairs, a white round table, a welcoming desk with company logo cut out sticker, a waste paper basket,
- ✓ 2 power sockets, 1 long arm spotlights,
- ✓ Water access (to be shared).

If you book 2 or 3 standard stands, the partition walls can be deleted between each 9 sq.m.

**Please choose your colour:**  Purple  Pink  Blue  Red  Green

(size increasing by 6 sq.m only and including 1sq.m of storage room)

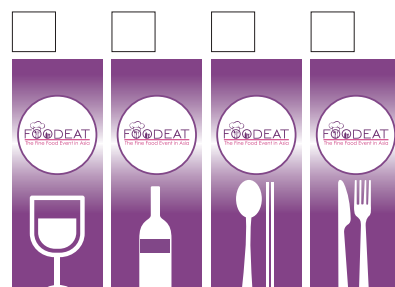
3.2  **Additional accessible side for turnkey stand (1 open corner):** US\$ 350

**TOTAL TURNKEY STAND SUBSCRIPTION / TOTAL 3** US\$

3.3  **Pavilion** US\$ 17 440  
 36 sq. m (including a storage space of 4 sq. m)  
 >36 sq. m: \_\_\_\_\_ sq. m x US\$ 485  
 (Size increasing by 18 sq. m only)



Tick your choice of design



Pictures non contractual

## PAVILION STAND

### The items included:

Standard stand items x 4 and:

- ✓ 1 storage room of 4 sq. m shared by 4 stands with an individual access from each stand,
- ✓ 4 sides open,
- ✓ A tower sign, 4 sided, with the pavilion name printed on each side.

Please choose your colour:  Purple  Pink  Blue  Red  Green

## 4. PREMIUM STAND(USD)

4.1

Premium stand \_\_\_\_\_sq.m x **US\$ 535**

Minimum 12 sq. m (including a storage space of 2 sq. m) **US\$**

(Size increasing by 6 sq. m only and including 1 sq. m of storage room)



### PREMIUM STAND

#### The items included (\*):

- ✓ Bare space, glossy laminated block-wood structure, gray carpet,
- ✓ Lockable storage room with plastic sliding door,
- ✓ Fascia board made of glossy laminated block wood, with company name, logo, stand number,
- ✓ 2 showcases in glossy laminated block wooden made,
- ✓ 1 welcome desk with logo printed on the front,
- ✓ "Furniture pack" that includes 4 black leather chairs, a round table,
- ✓ 2 power sockets, 4 spotlights,
- ✓ Water access (to be shared)

(\* Furniture pack and welcome desk will be doubled for every additional space of 12 sq. m.

Please choose your colour:  Purple  Pink  Blue  Red  Green

(Colour refers to the company name letters, and the full-length hanging fascia boards)

4.2

Additional accessible side for premium stand (1 open corner):

**US\$ 350**

**TOTAL TURNKEY STAND SUBSCRIPTION / TOTAL 4** **US\$**

## 5. ADDITIONAL OPTIONS FOR STANDARD & PREMIUM STANDS

1) Furniture pack: 4 black leather chairs, 1 white round table,

1 waste paper basket

Black leather chair

White round table

2) Wood reception desk (1070 x 570 x 765 mmH)

3) Shelf rack for the storage room (3 levels, 1000 x 500 x 1800 mmH)

4) 120 L Fridge (installation and maintenance included):

5) 230 L Fridge (installation and maintenance included):

6) Digital printing on the booth – per sqm

7) Bar stool

8) Coffee machine

x \$ 265

x \$ 45

x \$ 120

x \$ 95

x \$ 85

x \$ 190

x \$ 295

x \$ 55

x \$ 38

x \$ 90

→ All the other additional options/items available can be found in the exhibitor's guide sent after your registration and 4 months before the show.

<b>TOTAL ADDITIONAL OPTIONS / TOTAL 5</b>	<b>US\$</b>
<b>TOTAL GENERAL = TOTAL 1 + 2 + 3 + 4 + 5</b>	<b>US\$</b>
<b>15% DISCOUNT(if registration before March 30th, 2017)</b>	
<b>TOTAL GENERAL</b>	
<b>DEPOSIT PAYMENT = 50 % TOTAL</b>	<b>US\$</b>

### COMMUNICATION TOOLS (for your information)

Advertising in the official catalogue of the fair / Advertising banner on the Website / Advertising banner on the e-newsletter / Logo and link to your website on Foodeat Website

→ For further information, please contact us or download the Communication Tools Guide on [www.foodeat.net](http://www.foodeat.net)

### EXHIBITOR'S COMMITMENT

We have read and understood the terms and conditions of this application form as an exhibitor at FOODEAT, and the exhibition General Regulations, which we accept.

**We enclose a deposit payment of ..... US\$ representing 50% of the estimated cost of our booking, payable to Break Events.** (see bank details below)

Upon receipt of your deposit, Break Events will issue a corresponding invoice.

Responsible name: \_\_\_\_\_

Position: \_\_\_\_\_

Date and signature (required): \_\_\_\_\_

Company stamp (required): \_\_\_\_\_

Place: \_\_\_\_\_  
 Date: \_\_\_\_\_

\_\_\_\_\_

### PAYMENT TERMS AND DEPOSIT

To constitute a final booking, a deposit equal to 50% of the overall price must be enclosed with this registration application. The balance of your booking fees must be paid within 60 days regarding to the invoice date.

However, if the balance of your payment has not reached us before FOODEAT's opening, Break Events reserves the right of deny you the access to your stand (see Article 2 of the exhibition's General Regulations).

Upon receipt of your registration, accompanied by the deposit, Break Events will issue a corresponding receipt.

#### PAYMENT METHODS

Please make bank transfer payable to:

HSBC Ltd, HSBC Main Building, No 1 Queen's Road, Central, Hong Kong

Bank account: Break Events Ltd  
Account Number  
 848-717260-838

SWIFT Code: HSBCHKHKKH

Please make sure the transfer identifies your company name Foodeat – your company name

#### Cancellation conditions:

In case of cancellation of the participant before 31st August 2017, the signatory is liable for 50% of the initial participation fee, to cover the organizers' costs. Withdrawal from the event can only be notified to the organizers by registered letter with acknowledgement of receipt, the post-mark being taken as proof of postage. After that date, registration for FOODEAT is considered final and irrevocable, and the participant is liable for the whole of the initial amount for participation.

By signing the registration form, the participant shall be deemed to have agreed to be bound unreservedly by the clauses of these regulations. In the event of dispute, the participant undertakes to submit his complains to the organizers. In case of litigation, Hong Kong will be the tribunal with jurisdiction.

# GENERAL EXHIBITION REGULATIONS

## ARTICLE 1. ORGANISATION, PURPOSE, DATE AND DURATION

**1.1. Organisation**  
FOODEAT 2017 exhibition is organised by Break Events company, a limited company, headquartered at 15F, 53-55 Lockhart Road, Wanchai, Hong Kong.

### 1.2. Purpose

These regulations define the terms and conditions under which the Break Events company, in its role as General Commissioner, organises and operates this exhibition. It sets forth the respective responsibilities and rights pertaining to the participant and the organizer. The participant formally undertakes to comply with these regulations.

**1.3.** The organizer shall set the dates, duration and place of the event.

**1.4.** The organizer reserves the right, at any time, to change the opening date or the duration of the event, or to opt to extend, postpone or cut short said event without rendering itself liable to the participants for compensation of any kind.

## ARTICLE 2. CONTROL AND ACCEPTANCE OF ADMISSIONS

### 2.1. Admission

An admission request signed by a person authorised to engage the responsibility of the Exhibiting candidate must be submitted on the official enrolment form provided by the organizer for the use of that candidate.

**2.2.** Receipt of this request by the organizer implies that the Exhibiting candidate has read and understood these rules, and accepts them unreservedly.

**2.3.** The candidate's submission of its enrolment form also implies acceptance of all new conditions dictated by specific circumstances and which the organizer shall be entitled to impose, including by verbal statement, upon the exhibitors, in the interests of the event.

**2.4.** Each admission application must be accompanied by a deposit payment equal to 50% of the overall price. This deposit shall include all of the fixed participation fees.

Following notification of the admission of the Exhibiting candidate, no request for termination of participation in the exhibition may be considered for whatsoever reason. The deposit paid shall, in any event, definitively remain the property of the organizer.

**2.5.** The value of the booking fee is set for each Exhibition by the organizer. This sum may, however, potentially be subject to revision if the cost of materials, labour, handling, services, etc., and tax and social security payments change substantially between the date on which the organizer sets the terms and conditions for admission and the date on which the event opens.

**2.6.** The organizer does not accept enrolment forms until it has examined them. At all times, the organizer alone shall be entitled to admit or refuse entry to applicants, without being required to provide justification for its decisions.

**2.7.** The fact that the organizer may have made the initial approach to the applicant Exhibitor shall not in any case be deemed by the latter party to constitute an undertaking on the part of the organizer to guarantee its participation in the Exhibition.

**2.8.** Admission of the applicant Exhibitor shall not become definitive until the organizer has issued official notification of its acceptance. From the time of such notification, admission shall then, for the applicant, be definitive and irrevocable.

**2.9.** Notification of refusal of admission shall also be supplied in the form of a specific document. Such a rejection shall not entitle the unsuccessful applicant Exhibitor to any compensation payment. The applicant shall not be entitled to reimbursement for any of the sums paid to the organizer, with the exception of application setup fees, which shall remain the property of the organizer.

**2.10.** Also to be deemed null and void, even in the event where they have been accepted and despite any allocation of space, are applications from exhibitors whose business affairs are being handled or assisted, for whatsoever reason, by a representative of the law.

## ARTICLE 3. OBLIGATIONS AND RIGHTS OF THE EXHIBITOR

### 3.1 First installment payment

A first installment payment as defined in the price-list shall be addressed by the Exhibitor to the Organizer together with its application for admission. Upon receipt of said first installment payment, an invoice for the corresponding amount will be sent to the Exhibitor. This amount will be refunded to the Exhibitor if its application for admission is rejected. However, this sum will be retained in full by the Organizer as fixed-rate damages

if the applicant withdraws its application for enrolment or cancels its participation, and this sum will be retained in part as fixed-rate damages for the Organizer if the applicant partially cancels its participation (in this case, the organizer will retain as fixed-rate damages a sum corresponding to the proportion of the payment which is related to the cancelled part of participation).

### 3.2 Terms and method of payment

Payment of the costs of participation is to be made to the deadlines and according to the terms hereinafter:

- The down payment: upon submission of the application form by cheque or bank transfer.

- The second payment: no later than 60 days from the date of issue of balance invoice, payable by bank transfer without discount for early or cash payment. Any order sent less than thirty (30) days prior to the Event

Should be accompanied by the full amount due for the participation costs and/or the booking of the stand equipment.

**3.3** Late payment or failure to pay. Any amount outstanding as at the due date stated on the invoices, whether such date is identical to or different from that appearing in the application for admission, shall give rise to penalties amounting to three times the legal interest rate, which shall begin to run as of the day following the due date stated on the invoice. Stands shall be made available to Exhibitors only after payment of the balance. Following allocation of the stand, the balance must be paid no later than the deadline indicated on the invoice. In case of payment's failure the balance to the deadline, the Organizer reserves the right to dispose of the surface allocated and/or will have the right to prohibit the Exhibitor from occupying the reserved place, and the full amount of the invoice is due to the Organizer as damages.

**3.4.** The act of signing an enrolment form which has been accepted commits the Exhibitor to occupying the allocated stand or space from the time the event opens, and to keep it in good order, with all necessary staff, until the Exhibition ends.

**3.5.** A subscription resulting from the submission of an enrolment form constitutes a formal enrolment and an agreement to be bound by the terms of the regulations and all additional regulations, whether in annex or extract form, published in documents of all kinds produced by the organizer. The same is true with regard to compliance with any requirements of law and order which may be stipulated by the Public Authorities, by the Concessioner of the exhibition site (KINTEX, Korea International Exhibition & Convention Centre), and by the organizer.

**3.6.** Terms and conditions of transfer or subletting

It is forbidden to transfer all or any part of the allocated stand or space. However, subject to the agreement in principle of the organizer and the submission of the names of each participant, joint stands may be organised, each of which is created by a Co-ordinating Exhibitor who shall alone be jointly and severally liable in the eyes of the organizer.

**3.7.** In this case, the enrolment fees for each of the sub-exhibitors shall be added to the application setup fees specified in the enrolment form.

**3.8.** The products and technologies presented must appear in the list of items which are authorised for exhibition, drawn up by the organizer and stated on the application form.

**3.9.** The organizer specifically reserves the right duly to require the removal of all non-listed products, or to expel an Exhibitor who has not received approval, without prejudice to the Contracting Party's application of the sanctions stated in Article 8 of the Exhibition rules.

**3.10.** Exhibitors are formally prohibited from attracting attention by shouting or by use of a microphone or sound equipment. The same applies to all advertising.

### 3.11. Customs

Each exhibitor shall be responsible for carrying out customs formalities in connection with equipment and products originating from abroad. The Organizer shall not be held liable for any problems that may arise in connection with such formalities. Therefore, the exhibitor shall hold the Organizer harmless against any actions and/or claims in this respect and shall indemnify the organizer for any damage sustained by the latter on account of a breach of the requisite customs formalities.

## ARTICLE 4. OBLIGATIONS AND RIGHTS OF THE ORGANIZER

**4.1.** The organizer alone is entitled to produce the stand layout map.

**4.2.** The organizer may not be held responsible

for small differences which may be observed between the stated dimensions and the actual dimensions of the booked area. The same shall apply to all posts which may be located on the area occupied by the stand.

**4.3.** The Exhibitor also reserves the right to modify, wherever it deems appropriate, the size and layout of the areas requested by the Exhibitor. No objections of this kind by exhibitors shall be deemed to be valid.

**4.4.** The organizer is exonerated of all responsibility with regard to general harm of any kind (including problems related to enjoyment [of facilities/services] and all commercial harm) which may be experienced by exhibitors for whatsoever reason, particularly with regard to delayed opening, premature termination of the event, closure or destruction of stands, fire or other damage, etc.

## ARTICLE 5. OCCUPATION AND USE OF FACILITIES

**5.1.** At the time of taking possession of the stand allocated to it, the Exhibitor shall be obliged to draw attention to any damage which there may be to the facilities placed at its disposal. This claim must be made to FOODEAT's General Office on the day on which possession is taken; beyond this time, any repairs which need to be made will be invoiced to the Exhibitor.

### 5.2. Architectural Commission

This commission is, as part of the general aesthetics and decor plan for the exhibition specified and imposed by the organizer, responsible for considering any personal construction or installation proposal which may be made by exhibitors.

Note: Stand fronts which look onto a walkway must include a 2.5m opening every six linear metres.

### 5.3. Safety measures

**5.3.1.** With regard to the installation of stands, and particularly the materials used, exhibitors are required to comply with the general safety clauses in the Exhibitor's Guide.

**5.3.2.** The Exhibitor is warned that a Safety Commission will check that the terms stated above are complied with, and that authorisation to open a stand may be refused by this Commission or by the organizer if this stand does not comply with the safety requirements in force. The Exhibitor must be present on its stand at the time of the visit by the Safety Commission.

**5.3.3.** The organizer declines all responsibility in the event of the stand's closure by order of the Safety Commission as a result of a failure to comply with the rules in force. Following any such decision, the organizer is not required to make any reimbursement of any amount to the penalised Exhibitor.

**5.3.4.** The operation of equipment, as well as the installation or distribution of objects which are likely to cause disruption or danger to other exhibitors or visitors, is prohibited.

**5.3.5.** All machines being demonstrated must be fitted with a safety device, particularly in the case of those with moving components, which may not be left unmonitored by the Exhibitor's representative, even if the barrier specified by the safety regulations is in place.

### 5.4. Signs and posters

No advertising signs or boards may be placed outside stands. External signs are placed by the organizer in accordance with a joint plan applicable to all exhibitors.

### 5.5. Special work

**5.5.1.** Representatives of stands whose installations require special work (removal of partitions, support for flooring, etc.) must declare this fact on their enrolment form, stating, as far as possible, the significance of such work.

**5.5.2.** With regard to exhibitors who have opted to exhibit using unequipped floor space: The Exhibitor is required to supply details to the organizer, at least 45 days prior to the opening of the Exhibition, enclosing all such explanations, evidence, diagrams and layout plans as shall assist the understanding of the issue in question.

### 5.6. Decoration and fitting-out

**5.6.1.** The Exhibitor shall perform specific decoration work on its own stand and shall do so at its own responsibility, taking account of these regulations.

**5.6.2.** Each Exhibitor must have completed its installation and the setup of the technologies being exhibited and all of its equipment prior to the visit of the Safety Commission; the schedule for the Commission's visit shall be specified in the technical information supplied to the Exhibitor.

### 5.7. Maintenance of stands

**5.7.1.** The stand must be occupied continuously during opening hours by a competent person.

**5.7.2.** No exhibitor may de-equip its stand or

remove any of the articles from that stand before the end of the event, even if the event is extended.

**5.7.3.** No-one shall be authorised to position themselves outside the area of the stands to advertise a product or technology, whether being exhibited or not.

**5.7.4.** All attempts to conduct surveys within the Exhibition are prohibited, except where such surveys are carried out by the Exhibitor on its own stand and are aimed entirely at its own visitors.

**5.7.5.** Stands must be maintained in a state of impeccable cleanliness. The cleaning of each stand must be completed before the morning on which the exhibition opens, and must be performed by the Exhibitor every day before the doors open.

### 5.8. Packets and merchandise

All packets must be carefully labelled. Arriving items shall be left at the relevant stand areas, at the risk of the recipients, unmonitored by the organizer.

Exhibitors are required to guard their stand themselves until all of their merchandise has been removed in full.

### 5.9. Opening hours

The exhibition's opening hours are set by the organizer, and are specified in the technical information.

## ARTICLE 6. OFFICIAL FORMALITIES

### 6.1. Catalogue

The organizer shall benefit from the right to publish and distribute the catalogue for the event, whether for profit or free of charge. It shall be entitled to assign some or all of this right, as well as the advertising included in this catalogue.

### 6.2. SOCIETY OF AUTHORS

In the absence of an agreement between the exhibition site KINTEX and the organizer, exhibitors will need to deal directly with the exhibition site if they will use music data during the presentation of their products and technologies.

### 6.3. INSURANCE

The Exhibitor shall take out an insurance policy in connection with the exhibition covering against the following risks: third party liability, damage to goods. This policy should cover any risk which may occur during the exhibition (including setting up and dismantling). The organizer will not be held liable for the damages occurred during this period. The exhibitor shall provide the organizer with copies of such insurance policies.

## ARTICLE 7. APPLICATION OF THE REGULATIONS

**7.1.** Any breach of the terms of these regulations, or of any additional regulations or any requirements governing the safety of the event, may result, at the option of the organizer alone, in the immediate expulsion (temporarily or definitively) of the Exhibitor, without any compensation or reimbursement of the sums paid and without prejudice to any further action which the organizer may take against the Exhibitor.

**7.2.** Such exclusion need not be subject to prior warning.

**7.3.** A non-exhaustive list of reasons for excluding an exhibitor includes a lack of insurance, a failure to comply with the required stand layout and arrangement, a failure to adhere to safety regulations, etc.

**7.4.** Compensation may potentially be payable by the Exhibitor to make good non-pecuniary or material damage resulting from these breaches as a result of the harm suffered by the Exhibition.

**7.5.** To this effect, the organizer shall be entitled to retain the products and equipment exhibited, as well as furnishings or decorative items belonging to the Exhibitor.

**7.6.** In the event of a dispute with any exhibitor with commercial or industrial company status, the courts to which the organizer's Head Office is subject shall alone hold jurisdiction.

## ARTICLE 8. CANCELLATION FOR EXTRAORDINARY AND UNFORESEEABLE REASONS

In the event of force majeure, independent of the organizer's wishes, forcing the organizer to cancel the FOODEAT 2017 event in full or in part (terrorist threats, floods, demonstrations, complete or partial destruction of the exhibition site, etc.), accepted registrations shall remain definitive and irrevocable, and shall not give rise to any reimbursement or reductions in their total value, and shall thus fully remain the property of the organizer. However, the organizer undertakes [in these circumstances] to reschedule FOODEAT 2017 for a later date, under the same terms and conditions stated in the Exhibition's general regulations.