

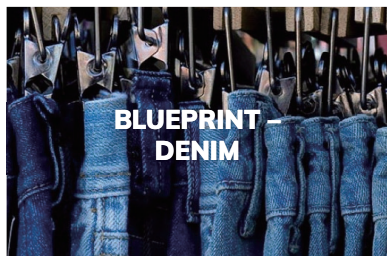
ASIA
APPAREL
EXPO

BERLIN

柏林 - 亞洲服裝及配飾博覽會

19-21 FEBRUARY 2024

Messe Berlin, Berlin, Germany



BLUEPRINT
DENIM



ASIAN DESIGN



APPAREL FOR
MEN,
WOMEN &
CHILDREN



GARMENT
ACCESSORIES
& TRIMMINGS



KNITWEAR
STUDIO



FASHION
ACCESSORIES

Exhibitor Manual

參展商手冊

 COMASIA LIMITED

Join us on :



TRADE PROFESSIONALS ONLY

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1. Important Contact List

展覽會主要聯絡資料

Show Organiser 展會主辦機構

Comasia Limited

Tel. 電話：(852) 2700 6726

Email 電郵：cs@asiaapparelexpo.com

Fax. 傳真：852) 2700 6727

General Enquiry 一般查詢

Mainland China Exhibitors 中國內地參展商

Contact Person 聯絡人： Ms. Connie Suen 孫可兒小姐

Email 電郵： consuen@qq.com

Hong Kong SAR Exhibitors 中國香港參展商

Contact Person 聯絡人： Ms. Catherine Fong 方少穎小姐

Email 電郵： catherine.fong@comasia.com.hk

Overseas Exhibitors 海外參展商

Contact Person 聯絡人： Mr. Eric Chan 陳少慧先生

Email 電郵： eric.chan@comasia.com.hk

Official Freight Forwarder 大會指定貨運代理

Bex Logistics Company Limited

Contact Person : Ms. Kay Cheung

Tel. : (852) 2836 5282

Fax. : (852) 2836 5383

Email : kay@bexlog.com.hk

Address : Room 06, 21/F, Win Plaza,

No. 9 Sheung Hei Street, San Po Kong

Hong Kong

百滙物流有限公司

聯絡人：張凱淇小姐

電話：(852) 2836 5282

傳真：(852) 2836 5383

電郵：kay@bexlog.com.hk

地址：香港九龍新浦崗雙喜街9號

彙達商業中心21樓2106室

2. General Information

一般資料

2.1 Show Name / 展覽名稱

ASIA APPAREL EXPO - BERLIN / 柏林 - 「亞洲服裝及配飾博覽會」

Website : www.asiaapparelexpo.com

2.2 Show Venue / 地點

HALL 2.1 , Messe Berlin Exhibition Grounds,
Messedamm 22, 14055 Berlin, Germany

2.3 Show Organiser 展會主辦機構

COMASIA LIMITED

21/F., One Harbour Square, 181 Hoi Bun Road,
Kwun Tong, Kowloon, Hong Kong

Tel: (852) 2700 6726

Fax: (852) 2700 6727

Email : cs@comasia.com.hk

康亞有限公司

香港九龍觀塘海濱道 181 號

One Harbour Square 21 樓

電話 : (852) 2700 6726

傳真 : (852) 2700 6727

電子郵件 : cs@comasia.com.hk

2.4 China Liaison Office 中國聯絡處

Shenzhen Office

7B, Block 1, China Phoenix Building,
2008 Shennan Road, Futian District,
Shenzhen, China

Zip Code : 518026

Tel : (86) 755 8369 1360

Email : vicky.huang@comasiacn.cn

深圳辦事處

中國深圳市福田區深南大道 2008 號

中國鳳凰大廈 1 棟 7B

郵編 : 518026

電話 : (86) 755 8369 1360

電郵 : vicky.huang@comasiacn.cn

2.5 Regional Sales Agents 區域招展代理

China Agents 中國代理

Fujian Huiyuan Culture Development Group Co., Ltd.

Building A-22, Fuzhou Software Park,
No. 89 Software Avenue, Tongpan Road,
Gulou District, Fuzhou, Fujian 350003, P.R. China
Tel : (86) 591 8790 2615
Fax : (86) 591 8787 2220
Email : chenzehua@hyfairs.com
Contact: Mr. Martin Chen

福建荟源文化发展集团有限公司

中國福建省福州市鼓樓區
銅盤路軟件大道 89 號軟件園 A 區 22 幢
郵編 : 350003
電話 : (86) 591 8790 2615
傳真 : (86) 591 8787 2220
電郵 : chenzehua@hyfairs.com
聯絡人: 陳澤華先生

Jiangsu CCPIT International Conference & Exhibition Co., Ltd.

26/F, International Trade Building,
No. 50 Zhonghua Road, Nanjing,
Jiangsu 210001, P.R. China
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Email : wyyccpitjs@163.com
Contact: Ms. Wang Yuan Yuan

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電郵 : wyyccpitjs@163.com
聯絡人: 王媛媛女士

Ningbo Orient International Exhibition Co., Ltd.

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Zhejiang 315000, P.R. China
Tel : (86) 574 8730 9419
Email : zhangjp@nbfesco.com
Contact: Ms. Maggie Zhang

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聯絡人: 章繼萍女士

Qingdao Trade Development Co., Ltd.

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Yinzhou District, Ningbo, Zhejiang 315000,
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Tel : (86) 532 8591 0727
Email : mfgjsw@163.com
Contact: Mr. Yu

青島貿發國際商務有限公司

中國山東省青島市市南區
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聯絡人: 于先生

Shanghai Strategy Exhibition Service Co., Ltd.

Room 910, No 851 Dianshanhu Avenue,

Qingpu District, Shanghai, P.R. China

Tel: (86) 21 6419 1189

Email: taoyu_sophai@163.com

Contact: Ms. Sophia Hsia

上海韜豫會展服務有限公司

中國上海市青浦區

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電話: (86) 21 6419 1189

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聯絡人: 夏君小姐

Yiwu Henfair Exhibition Service Co., Ltd.

Room 1005-7, Office Building B, Wanda Plaza,

Xinke Road, Yiwu, Zhejiang, China

Tel: (86) 579 8533 3428

Email: 530763528@qq.com

Contact: Ms. Huang Jian Ling

義烏市恒發展覽服務有限公司

中國浙江省義烏市

萬達廣場寫字樓 B 座 1005-1007 室

電話: (86) 579 8533 3428

電郵: 530763528@qq.com

聯絡人: 黃劍玲女士

Zhejiang International Trade & Exhibition Co., Ltd.

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Hangzhou, Zhejiang 310003, P.R. China

Tel: (86) 571 8770 2818

Fax: (86) 571 8779 7677

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Contact: Ms. Yang Hong Dan

浙江省國際貿易展覽有限公司

中國浙江省杭州鳳起路 361 號

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Bangladesh Agent 孟加拉代理**Lord Incorporate**

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Fax: (88) 02 862 5581

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dewan1234@gmail.com

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Reach Expositions

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Email : shazia@reachexpo.com

Contact: Mr. Shazia Sher Muhammad

Turkey Agent 土耳其代理

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Sti.,**

Kaptanpasa Mh. Piyalepasa Blv. Okmeydani

Cd. No: 73, Ortadoğu Plaza Kat : 934384 Sisli

Istanbul

Tel : (90) 212 210 5050

Fax : (90) 212 210 1733

Email : eakcok@meridyenfair.com

Contact: Mr. Emre Akcok

2.6 Show Dates and Opening Hours 展覽日期及開放時間

MONDAY 19 FEBRUARY 2024 9:30 – 16:30
二零二四年二月十九日 : 上午九時半至下午四時半

TUESDAY 20 FEBRUARY 2024 9:30 – 16:30
二零二四年二月二十日 : 上午九時半至下午四時半

WEDNESDAY 21 FEBRUARY 2024 9:30 – 16:00
二零二四年二月二十一日 : 上午九時半至下午四時正

2.7 Visitor Admission

The fair will open to trade buyers and garment sourcing professionals only. Visitors must register at the fair venue and wear the buyer badges during their visit. **Visitors and Exhibitors under 18 years old will not be admitted.**

參觀手續

本展覽會只供專業買家及業內人士參觀，所有參觀人士必須登記及佩帶入場證，入場證只適用於展覽期間。參觀及參展人士如未滿十八歲均不得進場。

2.8 Exhibitors' Access

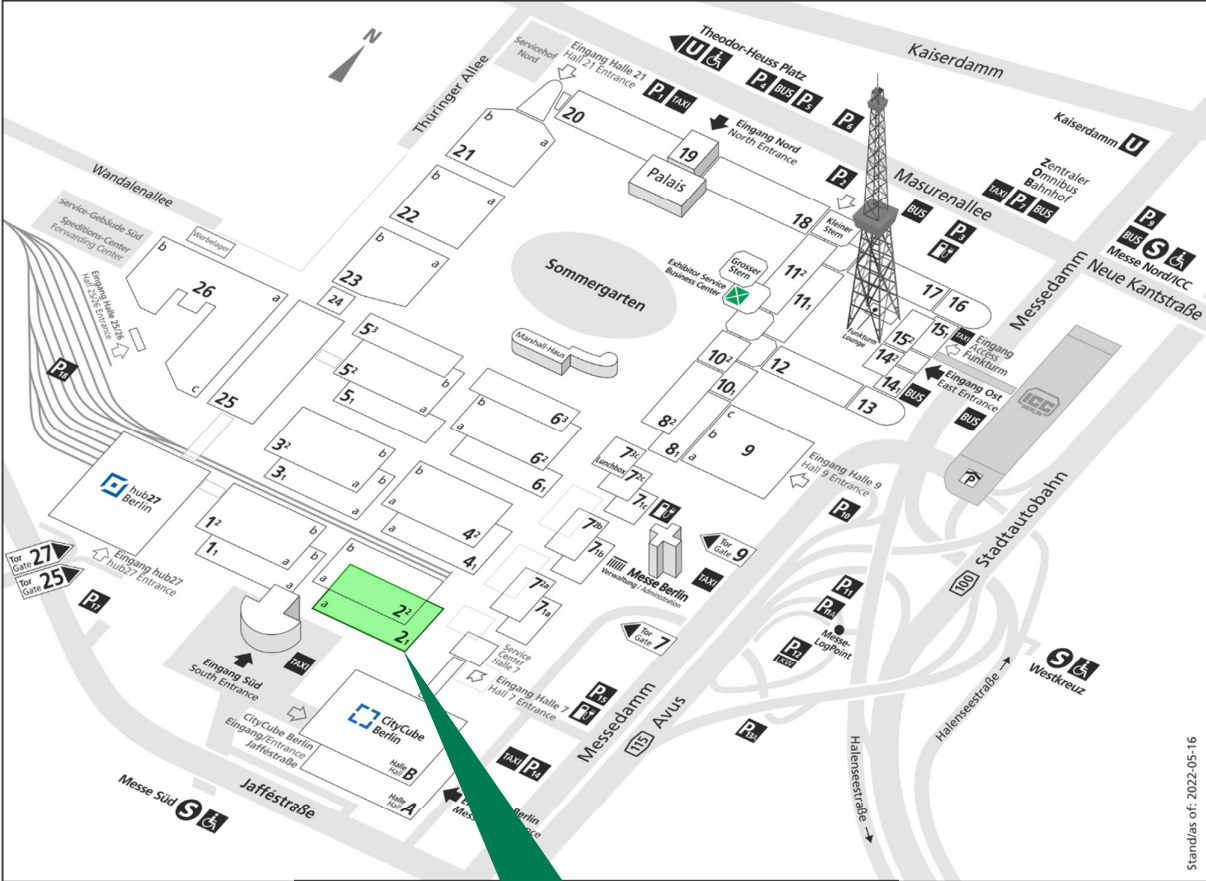
To allow preparation work for Exhibitors during the show period, the exhibition hall will be opened for Exhibitors at 09:00am. Exhibitors are reminded to wear their badges when entering the exhibition hall.

參展商進館守則

為方便參展商在每天展覽會正式開放前作好準備，展覽場館將在上午九時開放予參展商工作人員進場，參展商於進入展覽場館時必須佩戴工作證。

2.9 Hall Location Map 展館位置圖

HALL 2.1 , Messe Berlin Exhibition Grounds

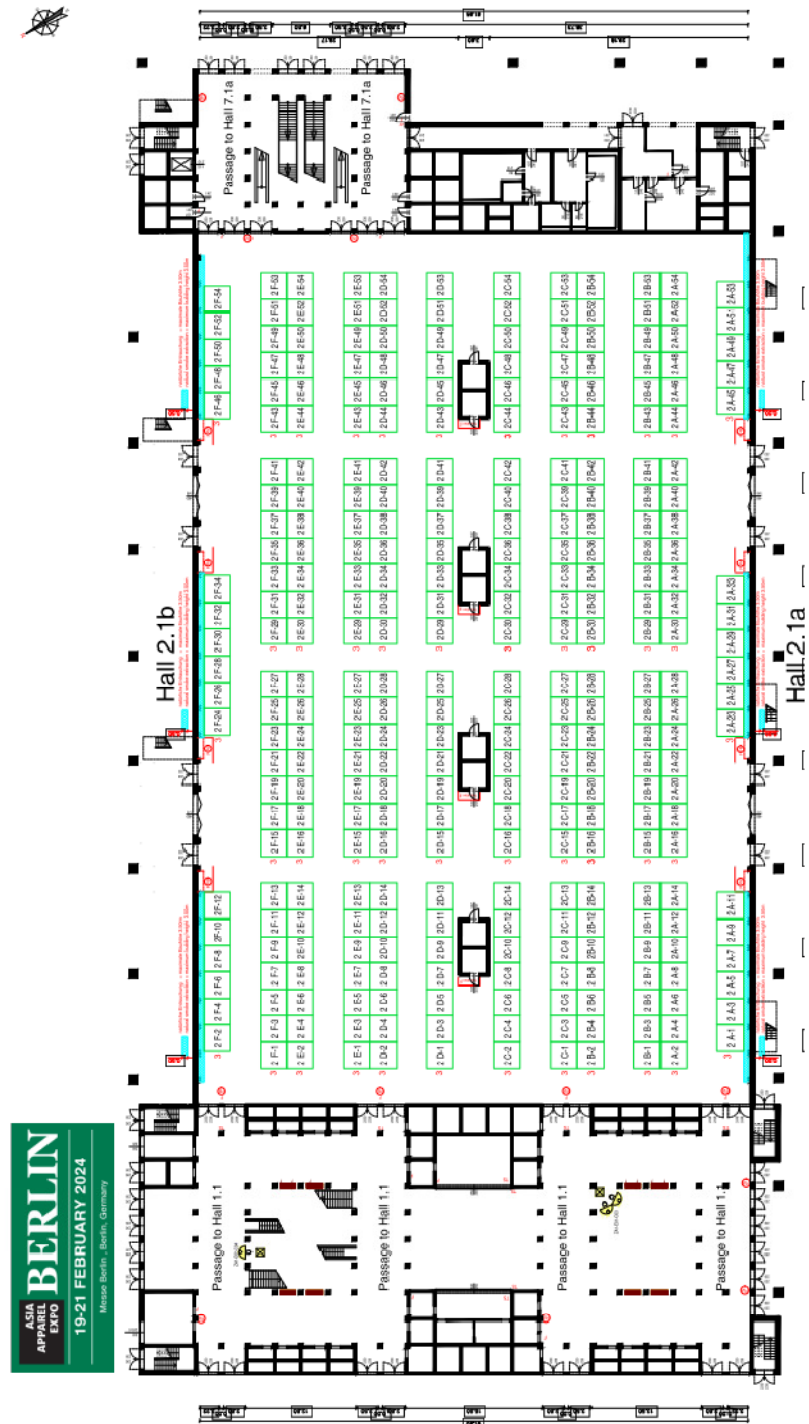


ASIA APPAREL EXPO **BERLIN**

19-21 FEBRUARY 2024

Messe Berlin , Berlin , Germany

2.10 Hall Plan 攤位分佈平面圖



* This Hall Plan is for reference only. The Show Organiser reserves the right to make changes at any time without prior notice.

* 此圖祇供參考。主辦單位有權隨時作出更改，而無需作任何預先通知。

2.11 Disposal of Packing Materials & Booth Cleaning

Exhibitors should put all the discarded packing materials and rubbish in the aisle in front of their booths after finishing booth set-up and decoration on the move-in day of Exhibition (18 February 2023). **Please do not put any of your exhibits in the aisle, or else the exhibits will be regarded as discarded material.** Daily booth cleaning will be conducted after the opening hours of the Exhibition. Exhibitors should take extra care of their valuable items at all times and must not leave them unattended in the booth. If you do not need the cleaning service for your booth, please place all the rubbish in front of your booth and the venue housekeeping workers will clear them up right away.

裝箱物料之棄置及攤位清潔安排

於展覽會進場日(二零二四年二月十八日)，各參展商請於完成攤位佈置離場前，把欲棄置之裝箱物料或雜物，放置在攤位對出的通道上，以便場館之清理工作。**唯在任何時間內，切勿把展品擺放在通道上，以免清潔工人誤作無用或棄置物品清走。**由於大會清潔人員將於每天展覽開放時間結束後清潔各展覽攤位，因此，請盡量避免留下任何貴重物品。若不希望清潔人員進入 貴公司之展覽攤位內，請於離開前將廢物置於攤位外面之通道上。

2.12 Move-out Arrangement & Handling of Left-behind Exhibits

To maintain a professional image and a proper business environment for international buyers to conduct their sourcing activities at the show, no Exhibitor will be allowed to move out before the official closing time of the show on **21 February 2024**. The Show Organiser will issue move-out permits to all Exhibitors in the late afternoon on the last show day (**21 February 2024**). Only during the official move-out period starting from **4:00pm** will Exhibitors be allowed to remove exhibits from the exhibition hall. Please clear all your boxes and exhibits after the show, or else all materials left behind in your booth on the next day after the official closing of the Exhibition (**i.e. 21 February 2024**) will be regarded as trash to be cleared away by the Venue Management. Exhibitors should make sure all of their move-out goods will be properly collected by their forwarding agents before leaving the exhibition hall. The Show Organiser and Venue Management will not be responsible for any loss or damage in this respect suffered by the Exhibitors.

撤館安排及展後遺留展品之處理

為確保所有到場買家能圓滿地參觀所有攤位和進行採購，並保持會場內商業洽談氣氛良好，所有參展商只准在展覽最後一天(二零二四年二月二十一日)下午 4:00 以後，方能開始撤館。所有展品撤離展場時，參展商必須出示由展會主辦機構發出之“撤館證”作核實方可離場，該“撤館證”由展會主辦機構於二零二四年二月二十一日下午派發予各參展商，並只可於下午 4:00 後方能使用。任何於展覽會結束翌日(二零二四年二月二十一日)仍遺留在展館內的箱盒和展品，場館當局將一概視作棄置物品處理；此外，參展商應待有關托運公司簽收所有離場貨物後，方離開會場。參展商在此方面如有任何損失，展會主辦機構及場館管理公司概不負責。

3. Standard Booth Design & Facilities 標準攤位之設計及設施

All standard booths shall be designed, erected and decorated by the Show Organiser. Facilities provided include panel walls, company fascia, table, chairs, spotlights and carpet. The Show Organiser reserves the right to make changes to the stand facilities at any time before the commencement of the exhibition.

Exhibitors are not allowed to make any alterations to the structure or remove any integral parts from the booths. Exhibitors requiring changes or special assistance in this respect should contact the Show Organiser **no later than 12th January, 2024**.

Standard booth exhibitors must adhere to the following rules:

- (a) No additional booth fitting or display may be attached to the shell booth structure.
- (b) No tapes, nails or fixtures of any kind are allowed to be affixed to the partitions, floor or ceiling. Exhibitors are liable to any damage caused to their booth fixtures and fittings at the exhibition.
- (c) No free standing fitment may exceed the height of 2.5 metres or extend beyond the boundaries of the booth allocated. This includes company names, advertising materials and logos provided by the Exhibitor.
- (d) Installation of electrical equipment, including lighting fixtures, must adhere to the local Electricity Ordinance stringently. Exhibitors are advised not to make use of electrical fittings which may contain sub-standard circuits in their booths. Any alteration or usage of electrical fittings are subject to final approval of the official contractor. Each socket should be used for one electrical appliance only.
- (e) The main switch and distribution board may be required to be installed within the booth at the official contractor's discretion.

*** Remarks:**

The Fireproof Policy is strictly enforced by the venue management. If you decorate your booth with cloths or cloth-made decorations, you are required to ensure that these materials are inherently non-flammable. Venue officers of the Fire Marshall may request to test whether these materials are fireproof. If the materials fail in such test, you will be requested to remove them from the venue.

所有標準攤位的設計、蓋建及裝修工作均由展會主辦機構負責。大會提供的設施包括攤位圍板、公司招牌、桌子、椅子、聚光燈及地氈等。展會主辦機構有權在展覽會開幕前，更改所提供的有關設施。

一般而言，參展商不得改動攤位結構或拆除攤位的任何部份。唯參展商如需特別協助，**必須於二零二四年一月十二日或以前**跟展會主辦機構聯絡。

租用標準展台的參展商必須注意及遵守下列各項規定

- (a) 標準展台結構內不得加附其他裝置。
- (b) 圍板、地板、天花板上不得貼上任何膠紙或膠布，亦不得釘上任何釘子或加裝任何裝置。如有任何損壞，均需由參展商負責賠償。
- (c) 任何裝置(包括參展商提供的公司招牌、宣傳材料及標記等)的高度不得超過 2.5 米或伸展超越劃定的展台界限。
- (d) 參展商裝設的電器設備(包括照明裝置)必須符合當地政府電力條例之電力規定，並須經大會指定電力承建商批核。參展商不得在展台內使用不合電路規格的電力裝置。而每個插座只可供一件電器使用。
- (e) 大會承建商有權將開關掣及過載保護分線箱安放於展台內的適當位置。

***備註：**

場地管理單位將嚴格執行會場防火規定，如 貴公司將使用布匹或布質的裝飾佈置展覽攤位，請確保該等物品為不助燃物料。管理單位的消防人員有可能要求對 貴公司的宣傳物品進行防火測試，如有關物品未能通過有關測試，大會將要求 貴公司將有關物品移離會場。

4. Exhibition Rules & Regulations

4.1 Definitions

In these Regulations, the following words and expressions shall (except where the context otherwise requires) have the following meanings:

“Applicant”	refers to the sole proprietorship, partnership or limited company whose details are specified in the Application Form;
“Application Form”	refers to the application form for the Applicant to apply for the right to participate at the Exhibition, to which a copy of the Regulations is attached;
“Appointed Contractor”	refers to any other company as appointed by the Licensor as the contractor to coordinate the overall design, layout and booth construction of the Exhibition;
“Sub-Contractor”	refers to any other company as appointed by the Appointed Contractor to coordinate the overall design, layout and booth construction of the Exhibition;
“Associates”	refers to: (a) any employees, contractors, subcontractors, representatives, or agents of the Exhibitor or its associates; (b) any relatives of the Exhibitor and any company which the Exhibitor and any company which the Exhibitor or its relative is a shareholder or director of such company, if the Exhibitor is an individual or partnership; and (c) any shareholders or directors of the Exhibitor and any relatives of such shareholders or directors and any company which the Exhibitor or its shareholders or directors or any of their relatives is a shareholder or director of such company, if the Exhibitor is a corporate entity;
“Complainant”	refers to the Exhibitor that files a complaint to the Show Organiser in respect of an infringement of intellectual property rights at the Exhibition;
“Exhibition”	refers to the exhibition to be known as the “ASIA APPAREL EXPO-BERLIN” which will be managed by the Show Organiser at the Exhibition Venue during the Exhibition Period;
“Exhibition Period”	refers to the period of 19-21 February 2024;
“Exhibition Venue”	refers to the Messe Berlin, Berlin, Germany,
“Exhibitor”	refers to the relevant Applicant whom the Show Organiser has accepted, in writing, its application to exhibit at the Exhibition;
“Exhibitor-Appointed Contractor”	refers to the independent booth contractor appointed by the Exhibitor, with the prior written approval of the Appointed Contractor (which may be given in the sole and absolute discretion of the Appointed Contractor), for the construction, installation and removal of custom-built Stand;
“Legal Advisor”	refers to the legal advisor as appointed by the Show Organiser and/or the Licensor from time to time;
“Licensor”	refers to Idea Trade Limited;
“Participation Fee”	refers to the participation fee specified in Part Two of the Application Form;
“Products”	refers to any goods, products, items, samples or exhibits displayed by the Exhibitor at the Exhibition;
“Regulations”	refers to the provisions contained in these “Exhibition Rules and Regulations”;
“Security Deposit”	refers to an amount as specified in the exhibitor manual, being the deposit payable by the Exhibitor for each custom-built Stand and is refundable to the Exhibitor (without interest) subject to the deductions as set out in paragraph 4.6.2(f) below;
“Show Organiser”	refers to Comasia Limited appointed by the Licensor to organise and manage the whole or any part of the Exhibition;
“Space”	refers to the area within the Exhibition Venue where the Exhibition will be conducted; and
“Stand” or “Booth”	refers to the area within the Space designated to the Exhibitor for the purpose of exhibiting and promoting its Products. This may include the structure and partitioning of the booth as the case may be, but for the avoidance of doubt shall exclude any areas in front of the booth.

4.2 Application Form

- 4.2.1 The Exhibitor acknowledges that by signing the Application Form, it has irrevocably agreed and undertaken to comply with all its obligations under the Regulations and any other additional rules and regulations prescribed by the Show Organiser under paragraph 4.19 below.
- 4.2.2 Notwithstanding payment or acceptance of the Participation Fee or part thereof, submission of the Application Form to the Show Organiser does not create, whether express or implied, any rights on the part of the Applicant or any obligation or liability to perform any function or duty on the part of the Show Organiser.
- 4.2.3 The Show Organiser has the sole and absolute discretion to accept or reject, without giving any reason or explanation, the Applicant's application to exhibit at the Exhibition.
- 4.2.4 The Show Organiser will notify the Applicant in writing whether its application to exhibit at the Exhibition is accepted or rejected not less than TWO months after receipt by the Show Organiser of the Application Form (but in any event before the commencement of the Exhibition Period).
- 4.2.5 Where the Applicant/Exhibitor is a business entity or a corporation, the Show Organiser may at any time require the Applicant/Exhibitor to produce copies or certified copies of the Applicant's/Exhibitor's certificate of incorporation, business registration certificate, and/or any other company registration documents.

4.3 Participation Fee & Payment Terms

- 4.3.1 The applicant shall pay the Participation Fee to the Show Organiser in the following manner:
- (a) fifty per cent (50%) of the Participation Fee at the time of submission of the Application Form; and the balance payment should be made no later than November 20, 2023.
 - (b) for any application and stand space booking received by the Show Organiser after November 20, 2023, a full payment of the Participation Fee should be made within fourteen (14) days upon date of formal confirmation and official invoice issued by the Show Organiser.
- 4.3.2 The Participation Fee paid by the Applicant shall be non-refundable except:
- (a) when the Show Organiser has rejected the Applicant's application to exhibit at the Exhibition, the Show Organiser will refund in full but without interest that part of the Participation Fee paid by the Applicant; or
 - (b) when the Show Organiser has cancelled or materially reduced or shortened the Exhibition period under paragraph 4.18.2 below, the Show Organiser may in its sole and absolute discretion refund without interest such amount, if any, of the Participation Fee or part of it, paid by the Applicant less the related administrative expenses, marketing, promotional and advertising expenses incurred by the Show Organiser, if any, as the Show Organiser thinks appropriate. Any refund will be made within TWO months after the Applicant/Exhibitor having been notified in writing that its application has been rejected or the Exhibition is cancelled or materially reduced or shortened, as the case may be.
 - (c) All Participation Fee paid or payable by the Applicant shall be non-refundable unless otherwise specifically provided in these Regulations. The Applicant's payment obligation for the entire Participation Fee shall remain in full force and effect once the Applicant's application is accepted by the Show Organiser irrespective of any subsequent cancellation by the Applicant or any non-participation in the Exhibition by the Applicant, and that the Applicant shall indemnify and keep the Show Organiser, and its associated companies fully indemnified for any and all losses or damages as a result of any non-payment or breach or non-compliance with any provisions of these Regulations.

All Participation Fee paid by the Applicant shall be non-refundable and forfeitable, notwithstanding an occurrence of Force Majeure Event(s) (as defined in this clause 3.3 below) in Hong Kong and/or country which the Applicant operates in (based on the address of the Applicant as provided in this Application Form) ("Country of Origin of the Applicant") which prevents the Applicant from attending and exhibiting at the Exhibition ("Failure to Exhibit"). However, upon an occurrence of Force Majeure Event(s) and receipt by the Show Organiser of a notice in writing from the Applicant in relation to the occurrence of such Force Majeure Event(s) which lead to the Failure to Exhibit by not less than 60 days before the commencement of the Exhibition, the Show Organiser may (but is not obliged) in its sole and absolute discretion permits the Participation Fee paid by Applicant to be transferred and deemed as Participation Fee paid (with a 20% deduction from the paid Participation Fee for covering the relevant administrative, marketing, promotional and advertising expenses incurred by the Show Organiser for the Exhibition) ("Transfer of Participation Fee") for the next edition of the Exhibition ("Upcoming Exhibition"). Upon the occurrence of the Transfer of Participation Fee, the Applicant shall enter into separate contract(s) and/or application form(s) with regard to the application for stand space in the Upcoming Exhibition before the commencement of the Upcoming Exhibition.

As the said transferred Participation Fee remains to be non-refundable in nature, if no binding contract and/or application form is entered into between the Show Organiser and the Applicant in relation to the application for stand space in the Upcoming Exhibition 60 days before the commencement of the Upcoming Exhibition, the Show Organiser shall be entitled to forfeit the said transferred Participation Fee.

A Force Majeure Event as referred to in this clause 3.3 above means an event beyond the control of the Show Organiser and the Applicant, including but not limited to acts of God, accident, riots, war, terrorist act, disease, epidemic, pandemic, quarantine, civil commotion, breakdown of communication facilities, natural catastrophes, governmental acts or omissions (including but not limited to compulsory boarding and quarantine requirements imposed by the government of the Hong Kong Special Administrative Region and/or the Country of Origin of the Applicant from time to time in response to any disease, epidemic and/or pandemic), changes in laws or regulations, national strikes, fire, explosion, generalized lack of availability of raw materials or energy.

Upon the occurrence of the Transfer of Participation Fee, the Applicant would not be entitled to the allocation of any Booth in the Exhibition and the Show Organiser is entitled to reallocate the Booth which have been previously allocated and/or reserved for the Applicant (if any) to any other individuals and organisations as the Show Organiser considers appropriate. For the avoidance of doubt, the Show Organiser makes no representations, warranties and assumes no obligations with regard to any information and details regarding the Upcoming Exhibition, including but not limited to the time, duration, venue, scale and format of the Upcoming Exhibition and the size, price and location of the stand space in the upcoming Exhibition which would be allocated or reserved for the Applicant. The Applicant shall enter into separate contract(s) and/or application form(s) with the Show Organiser with regard to the detailed terms in relation to the application for stand space in the Upcoming Exhibition before the commencement of the Upcoming Exhibition.

- 4.3.3 In the event that the fifty per cent (50%) of the Participation Fee stated in clause 4.3.1(a) above is paid by cash, the payment shall be made in Hong Kong dollars (HK\$) and/or United State dollars (US\$) only (the "Cash Payment") in Hong Kong. The remaining balance of the Participation Fee shall be settled in the following manner:
- (a) the balance of the Participation Fee shall be paid to the Show Organiser by bank draft / crossed cheque / Cash Payment / bank remittance. The Applicant is responsible to complete the relevant formalities or registration(s) as required by the bank or any applicable laws and regulations for the arrangement in regarding the bank remittance of the balance of the Participation Fee (including notifying the bank or any relevant authorities regarding the cash payment of initial deposit in Hong Kong, if applicable);
 - (b) in the event that excess payment on the Participant Fee was made by the Applicant, the Show Organiser shall refund the excess payment without interest in accordance with the relevant rules or regulations.
- 4.3.4 The Applicant shall be responsible for all liabilities resulting from or caused by the Cash Payment and any related arrangement(s).
- 4.3.5 Participation Fee includes Stand rental, Stand construction and the publicity and promotional arrangement for the Exhibition both overseas and in Hong Kong.
- 4.3.6 The Show Organiser and the Applicant hereby agree and acknowledge that each party shall be responsible and bear its own tax liability (including all fines, penalties, costs, charges, expenses and interests incidental or relating to taxation) incurred under any applicable jurisdiction in connection with their respective business activities and/or operations conducted in the Exhibition and/or otherwise in connection with the signing of this application form and the application for the right to participate in the Exhibition.

4.4 Publicity & Promotion for the Exhibition

- 4.4.1 The Show Organiser shall arrange and be responsible for all publicity and promotional arrangements for the Exhibition both overseas and in Hong Kong. The Exhibitor and its Associates must not give or cause to be given any interview, public announcement, press statement, or any other publicity or promotion whatsoever in relation to the Exhibition without the prior written approval of the Show Organiser.
- 4.4.2 The Exhibitor shall permit the Show Organiser, its associated companies and its agents or any companies appointed by the Show Organiser to disclose to any third party, for the purpose of publicising and promoting the Exhibition, the following information:-
- (a) the fact that the Exhibitor will be exhibiting at the Exhibition; and
 - (b) a description of the products that the Exhibitor intends to exhibit at the Exhibition.
- 4.4.3 The Show Organiser and its associated companies or any companies appointed by the Show Organiser will be allowed and licensed to use the name and the logo of the Exhibitor for the purpose of publicising and promoting the Exhibition. This would include without limitation the printing of the name and the logo of the Exhibitor on posters, promotional materials and the Exhibition's official show directory.
- 4.4.4 The Show Organiser and its associated companies and any companies appointed by the Show Organiser shall not be responsible for any errors or omissions relating to the Exhibitor, its equipment, products or services in the listings in the Exhibition's official show directory or in any promotional materials and the Exhibitor agrees to waive all its rights against the Show Organiser and its associated companies and any companies appointed by the Show Organiser in respect of any matter arising from such error or omission.

4.5 Stand Allocation

- 4.5.1 Before the commencement of the Exhibition Period, the Show Organiser will notify the Exhibitor of the location and position of the Stand. The Show Organiser has the sole and absolute discretion in allocating and specifying the location and position of the Stand and reserves the right to reallocate and re-specify another Stand different to the one originally allocated to the Exhibitor at any time prior to the commencement of the Exhibition Period. For the avoidance of doubt, failure to allocate and include a booth number on this Application Form shall in no event affect the validity of this Application and its binding effect on the Applicant. The Exhibitor does not have a right to object to such allocation and specification.
- 4.5.2 The Exhibitor cannot use a name on the Stand that is different from the one specified on the Application Form without the prior written approval of the Show Organiser.
- 4.5.3 The right to use the Stand allocated is specific to the Exhibitor and cannot be transferred, assigned, sub-contracted or otherwise shared with any third party.

4.6 Construction of Stand & Related Works

- 4.6.1 The Stand will be provided by the Appointed Contractor's designated contractors and are of standard designs. No variation of the fascia board, lettering, fittings, structure or any integral part of the Stand by the Exhibitor shall be permitted without the prior written approval of the Appointed Contractor. The Appointed Contractor reserves the right to make changes to the facilities and Stands provided at any time before the commencement of the Exhibition.
- 4.6.2 The Exhibitor may appoint an Exhibitor Appointed Contractor for the construction, installation and removal of custom-built Stand at the Exhibitor's own costs and expenses subject to prior written approval of the Appointed Contractor and to the following provisions: -
- (a) the custom-built Stand must be constructed and installed in accordance with the booth layout plans prepared by the Exhibitor and pre-approved by the Appointed Contractor. The booth layout plans must be clearly drawn, showing full dimensions and including all relevant information such as floor plans, stand elevation, all fittings, colour and materials to be used and must be drawn in a scale not less than 1:100;
 - (b) the height of raw space construction shall not exceed 4 metres and standard booth height (under either the basic or furnished booth package) shall not exceed 2.5 metres. For any structure exceeding the height of 3 metres, the Exhibitor must obtain a safety certificate issued by a Registered Structural Engineer ("RSE") to the satisfaction of the Appointed Contractor or Sub-contractors indicating that the design is safe for the purposes intended;
 - (c) the custom-built Stand must be constructed from flame retardant materials approved by the Appointed Contractor;
 - (d) all the necessary plans, information and reports must be submitted to the Appointed Contractor for approval not less than ONE month before the commencement of the Exhibition Period. If any of the plans, information or reports is not submitted before the said time, the Appointed Contractor may refuse to accept and consider such request for approval;
 - (e) the Exhibitor-Appointed Contractor is deemed to be an agent of the Exhibitor. All actions and omissions of the Exhibitor Appointed Contractor, its employees and/or its agents are deemed to be the actions and omissions of the Exhibitor;
 - (f) the Exhibitor must pay to the Appointed Contractor/Sub-Contractor the Security Deposit before commencing construction of the Stand. The Appointed Contractor/Sub-Contractor shall be entitled to deduct from the Security Deposit any amount sufficient to cover any damage or loss suffered by any person, including without limitation the Appointed Contractor, the Sub-Contractor, the Show Organiser, the owner or management of the Exhibition Venue or other exhibitors, as a direct or indirect result of any action or omission, negligence or otherwise, of the Exhibitor-appointed Contractor in the Exhibition. Any expenses incurred for removing the custom-built Stand, restoring the area of the Stand to its original state and condition, and/or removing all rubbish and materials, plus such additional fees payable under paragraph 9.5, in the event that the Exhibitor fails to comply with its obligations under paragraph 9. The Security Deposit, less any amount deductible under this paragraph, will be refunded within TWO months after the conclusion of the Exhibition;
 - (g) should the amount to be deducted under sub-paragraphs (f) exceed the Security Deposit, the Exhibitor shall fully indemnify and keep indemnified the Appointed Contractor/Sub-Contractor for any such additional amount and shall compensate the Appointed Contractor/Sub-Contractor for any loss or damage suffered.
- 4.6.3 The Exhibitor and the Exhibitor-Appointed Contractor are prohibited from: -
- (a) adding any fitting or display to the shell of the Stand;
 - (b) using any tapes, nails or other fixing mechanisms on the partitions, floor or ceiling of the Stand;
 - (c) displaying any free-standing fixture (including without limitation names, signs, spotlights, banners, advertising material and logos) that exceeds a height of 2.5 metres or which extends beyond the boundaries of the Stand;

- (d) suspending anything from the ceiling of the Exhibition Venue nor fixing anything to the floor, walls or any other part of the Exhibition Venue;
 - (e) installing or altering any electrical equipment except in accordance with paragraph 7 below, or using any electrical socket for more than one electrical appliance; and
 - (f) paint spraying, welding or using electrical saws within the Exhibition Venue. The Exhibitor is liable to the Show Organiser for any damage caused by the Exhibitor, the Exhibitor-Appointed Contractor and/or its Associates to any part(s) of the Stand.
- 4.6.4 The transportation, assembly, dismantlement and removal of custom-built Stands are the responsibility of the Exhibitor. All such work must be carried out according to the arrangements and within the time limits specified in the Regulations or as otherwise specified by the Show Organiser.
- 4.6.5 Work of any kind carried out by the Exhibitor or its Associates at the Exhibition Venue must conform to all applicable statutes, rules and regulations applicable to the Exhibition Venue and also those specified by the Show Organiser and/or the Appointed Contractor. The Show Organiser, the Appointed Contractor and their associated companies reserve the right to prohibit or stop any work which contravenes any of such statutes, rules and regulations and the Exhibitor shall have no claim and agrees to waive all its rights against the Show Organiser, the Appointed Contractor and their associated companies or their agents for any other losses or damages.
- 4.6.6 Work of any kind carried out by the Exhibitor or its Associates at the Exhibition Venue including the decoration of the Stand must be fully completed within the time limits specified by the Show Organiser and/or the Appointed Contractor and in any case by 10:00 p.m. on the day preceding the commencement of the Exhibition Period. The Show Organiser and/or the Appointed Contractor reserves the right to assemble, install or decorate at the Exhibitor's expense the Stand which is not completed by the specified time and/or allocate use of the Stand to another person, without incurring any liability for refund of the Participation Fee paid by the Exhibitor or for any loss, damage or expense whatsoever to the Exhibitor or its Associates.
- 4.6.7 The Show Organiser and/or the Appointed Contractor reserves the right to alter or remove without notice and at the Exhibitor's expense any work which differs from the approved specification or any Stand that does not conform to the required standard or rules and regulations specified by the Show Organiser and/or the Appointed Contractor. The Exhibitor shall have no claim against the Show Organiser and/or the Appointed Contractor and their associated companies or their agents or any other companies appointed by the Show Organiser for any extra cost of replacing the Stand to conform to the specifications of the Show Organiser and/or the Appointed Contractor or for any other losses or damages.
- 4.6.8 All repairs or alternations to the Stand or displays can only be carried out by the Exhibitor during the time that the Exhibition is closed from the public and with the prior approval of the Show Organiser, the Appointed Contractor or their agents.
- 4.7 Electricity**
- 4.7.1 The Exhibitor must carry out all electrical works at its own expense through the Appointed Contractor and/or the Sub-Contractor. Before any electrical work is carried out, design plans or proposals for electrical installation must be submitted to Appointed Contractor and/or the Sub-Contractor for approval no later than THREE (3) months before the commencement of the Exhibition Period. The Appointed Contractor and/or the Sub-Contractor may require amendments or variations to be made to the design plan or proposals before approving the same, or may withhold approval at their absolute discretion.
- 4.7.2 All electrical works, fittings and wiring must be conducted and installed in compliance with the Exhibition Venue regulations.
- 4.7.3 Only electricity can be used as a source of light or power in the Exhibition Venue.
- 4.7.4 Electric current will be supplied in 220-volt, single phase. Electric current of a higher voltage, three phases will be supplied subject to prior arrangement to be made with the Appointed Contractor and/or the Sub-Contractor.
- 4.7.5 The Exhibitor must obtain all electricity supply, whether from the mains, batteries or generators, from Appointed Contractor and/or the Sub-Contractor.
- 4.8 Use of Stand**
- 4.8.1 The Exhibitor shall use the Stand and any part of the Space allocated in a manner and format satisfactory to the Show Organiser at all times during assembly, installation and disassembly of the Stand and throughout the Exhibition Period. If at any time the Show Organiser believes in its sole opinion that the use of the Stand by the Exhibitor is unacceptable or that the Exhibitor has breached any of the Regulations, the Show Organiser reserves the right to disqualify the Exhibitor from participating in the Exhibition and/or to request the Exhibitor or any of its Associates to immediately leave the Exhibition Venue and/or to clear all or any part of the Stand or Space at the expense of the Exhibitor. The Exhibitor cannot ask for any refund of monies paid, full or partial, against the Show Organiser, should the Show Organiser exercise its rights under the Regulations.
- 4.8.2 The Exhibitor is prohibited from distributing any products, materials or otherwise, or to carry out any advertising, promotion or demonstration activities, or to canvass for business anywhere within the Exhibition Venue other than within the Stand.

- 4.8.3 The Exhibitor is prohibited from making, producing, or causing any sound or noise, including but not limited to music or sound produced by broadcasting from telephone, television, radio and any apparatus, equipment or instrument capable of creating such sound or noise, or vibration or smoke or offensive odour in the Space which is/are or may be a nuisance or annoyance to the Show Organiser, other Exhibitors or visitors to the Exhibition. Upon request by the Show Organiser, the Exhibitor shall immediately cease making such sound or noise or vibration or smoke or offensive odour.
- 4.8.4 An authorised representative of the Exhibitor must be in attendance at the Stand at all times when the Exhibition is open to the public and in the manner as prescribed by the Show Organiser or its agents from time to time.
- 4.8.5 The Show Organiser has the sole and absolute discretion to require the forthwith removal, and to remove, at the Exhibitor's expense, from the Stand or any area within the Exhibition Venue, any goods, materials, publicity material, items or things displayed or placed there without any obligation to give any reason therefore, and without incurring any liability for any loss, damage or expense whatsoever to the Exhibitor or its Associates as a consequence thereof.

4.9 Move-in & Move-out of Products and Stand Materials

- 4.9.1 The Exhibitor shall only move products, materials, exhibits, items or things in and out of the Exhibition Venue during the time period and in such manner as specified by the Show Organiser from time to time. Under no circumstances the Show Organiser shall be responsible for receiving or storing any Products or Stand materials on behalf of the Exhibitor.
- 4.9.2 On the last day of the Exhibition Period, the Show Organiser will issue to the Exhibitor a move-out permit which will specify the time period during which the Exhibitor can move out its Products, materials, exhibits, items or things from the Stand and the Exhibition Venue.
- 4.9.3 The Show Organiser reserves the right to appoint one or more exclusive contractor(s) to handle the transportation of all Products, materials, exhibits, items or things in and out of the Exhibition Venue, whereupon the Exhibitor shall be obliged to hire the services of such exclusive contractor(s).
- 4.9.4 The Exhibitor shall remove from the Exhibition Venue all Products, goods, materials, items or things of the Exhibitor or its Associates (and if applicable, remove any custom-built Stands and restore the area of the Stand to its original state and condition) within TWO hours after the conclusion of the Exhibition or within such other time as specified by the Show Organiser. Any such Products, goods, materials, items, things or custom-built Stands which are not removed from the Exhibition Venue by the specified time may be deemed abandoned and shall be removed and disposed of by the Show Organiser and/or the Appointed Contractor, Sub-Contractor or their agents at the Exhibitor's expense. The Show Organiser and its associated companies, the Appointed Contractor or any company appointed by the Show Organiser shall not be liable for any loss, damage or expense whatsoever suffered by the Exhibitor, its Associates and/or the Exhibitor Appointed Contractor as a consequence thereof.
- 4.9.5 Notwithstanding paragraph 4.9.4, the Exhibitor shall be liable to pay and fully indemnify the Show Organiser, its associated companies, the Appointed Contractor, Sub-Contractor or any other companies appointed by the Show Organiser for any and all amounts charged by the management company of the Exhibition Venue and/or any loss or damage suffered by the parties as a result of any breach by the Exhibitor under paragraph 4.9.4.

4.10 Removal of Stand or Products

- 4.10.1 The Exhibitor shall not, without the prior written approval of the Show Organiser, dismantle or remove the Products, the Stand or any of its decorations until the Exhibition is officially concluded.

4.11 Authorised Personnel of the Exhibitor

- 4.11.1 The Exhibitor (if an individual) and its personnel, agents or representatives are required to wear exhibitor badges, contractor badges, whenever they are within the Space. Any person not wearing a badge will be required to leave the Space.
- 4.11.2 The Show Organiser will provide the Exhibitor with FIVE exhibitor badges (or such number of contractor badges as necessary) for use by the personnel, agents or representatives of the Exhibitor (or the Exhibitor-Appointed Contractor). The Exhibitor may in writing request additional exhibitor badges and the Show Organiser may provide such additional exhibitor badges if it considers necessary.
- 4.11.3 The Exhibitor shall provide the Show Organiser, its associated companies or any other company as appointed by the Show Organiser with full particulars of all those personnel, agents or representatives of the Exhibitor ("Such Personnel") who will be provided with exhibitor badges before the badges will be issued. The Exhibitor shall procure Such Personnel:-
- (a) display their exhibitor badges conspicuously whilst in the Exhibition Venue;
 - (b) do not pass or transfer their exhibitor badges to any other person;
 - (c) return the exhibitor badges to the Show Organiser at the end of the Exhibition Period, or upon demand by the Show Organiser;

(d) comply with all obligations imposed on the Exhibitor or on Such Personnel whether by the Regulations, the Show Organiser or its agents.

4.11.4 The Show Organiser will provide the Exhibitor with one vehicle pass issued by the management company of the Exhibition Venue. Only vehicles with such vehicle pass will be permitted to enter into the loading dock at the Exhibition Venue. Prior to the expiration of the time period specified in paragraph 4.9.4 above, the Exhibitor must return the vehicle pass to the Show Organiser.

4.11.5 The Exhibitor shall provide names and photos (and such other personal data as the Show Organiser may reasonably requires) of its personnel, agents or representatives for production of the exhibitor's badge. The Show Organiser shall not issue any exhibitor badge if the Exhibitor fails to provide such names and photos (and such other personal data) to the Show Organiser THREE months before the commencement of the Show.

4.12 Admission

4.12.1 Persons under 18 years of age will not be permitted to enter into the Exhibition.

4.12.2 The Show Organiser reserve(s) the right to refuse admission to the Exhibition of any persons, including the Exhibitor and its Associates, who the Show Organiser in its absolute discretion considers as unfit, intoxicated or in any way likely to create disturbance or discomfort to the Exhibition, other Exhibitors or visitors to the Exhibition, or if such persons are already in the Exhibition Venue to require them immediately leave the Exhibition Venue.

4.13 Photographing & Video Shooting

4.13.1 The Exhibitor shall not, and shall procure its Associates not to take any photographs or video recording or record any sound at the Exhibition without the prior written approval of the Show Organiser.

4.14 Liability, Risks & Insurance

4.14.1 The Show Organiser, its associated companies, its agents, representatives, contractors or employees and any companies appointed by the Show Organiser shall not be liable in any way whatsoever in respect of any loss, injury or other damages (other than death or personal injury caused by the negligence of the Show Organiser or its employees) suffered by or caused to the Exhibitor or its Associates or the products or other property of the Exhibitor, its Associates or its visitors.

4.14.2 The Show Organiser, and any companies appointed by the Show Organiser shall not be responsible in any manner whatsoever for the consequences of any introduction or commercial transaction made during or as a result of the Exhibition.

4.14.3 The Exhibitor undertakes to indemnify and at all times hereafter to keep indemnified the Show Organiser, its associated companies, its agents, representatives and employees and any companies appointed by the Show Organiser on demand from and against all liabilities, actions, proceedings, claims, damages, costs and expenses they may suffer or incur by reason howsoever in relation to any agreement with the Exhibitor or its Associates or any breach of the Regulations by the Exhibitor or its Associates.

4.14.4 The Exhibitor shall be responsible for effecting insurance which shall include, but not be limited to, its displays, exhibits and the Stand against loss or damage by theft, fire, public (including occupier's liability) and any other natural causes, and shall produce such policy of insurance to the Show Organiser upon request.

4.14.5 The Exhibitor shall take out insurance policies to cover itself against all potential liabilities imposed by the Regulations as well as any possible legal liability for negligence of the Exhibitor and its Associates and shall produce such policy of insurance to the Show Organiser upon request. The Exhibitor is fully liable for any loss or damage caused by an act or omission of the Exhibitor and/or its Associates to any property of the Exhibition Venue, the other Exhibitors, the Show Organiser or their associated companies or other companies appointed by the Show Organiser or the visitors to the Exhibition.

4.14.6 All Products, materials, items or things of the Exhibitor or its Associates that are brought to and removed from the Exhibition Venue are at the sole risk of the Exhibitor and should be safeguarded by the Exhibitor at all times.

4.14.7 The Exhibitor acknowledges and agrees that its participation in the Exhibition is solely at the Exhibitor's own risk.

4.14.8 The Show Organiser reserves the right to exercise a general lien over any property of the Exhibitor in the Exhibition Venue in respect of all monies due to the Show Organiser or the Appointed Contractor (including claims for damages) in connection with the Exhibition.

4.14.9 The Exhibitor shall comply with all relevant fire, health and safety legislations and rules and ensure that all its Associates are aware of their duties and responsibilities. Any plant or systems of work which may be used must be certified safe and in good working order.

4.15 Intellectual Property

4.15.1 The Exhibitor hereby represents and warrants to the Show Organiser that the Products do not infringe or breach in any way any right (including, but not limited to, intellectual property rights) of any person or entity and does not

constitute a contravention of any applicable rule or law whether in the country of the Exhibition Venue or any other country.

4.15.2 The Exhibitor shall at all times, and without limit in point of time, indemnify and keep indemnified the Show Organiser in full on demand against all liability, loss, damages, costs and expenses (including legal costs and expenses on a full indemnity basis) awarded against or incurred or paid by the Show Organiser as a result of or in connection with:-

- (a) the breach of any warranty given by the Exhibitor under paragraph 4.15.1 above; and
- (b) any claim that the Products infringe, or their importation, use or resale infringes, the patent, copyright, design right, trademark or other intellectual property rights of any other person or entity.

4.16 Waiver

4.16.1 The waiver by the Show Organiser of any of the Regulations will not prevent the subsequent enforcement of the Regulations and will not be deemed to act as a waiver in respect of any subsequent breach.

4.17 Termination of Right to Exhibit

4.17.1 The Show Organiser shall have the right to terminate at any time without notice the right of the Exhibitor to exhibit in the Exhibition and to immediately take possession of the Stand at the Exhibitor's expense in any of the following circumstances:

- (a) if the Exhibitor or any of its Associates commits a breach (whether capable of remedy or not) of any of the Regulations or any additional rules and regulations prescribed by the Show Organiser under paragraph 4.19 below; or
- (b) if the Exhibitor, being a body corporate, enters into liquidation whether compulsorily or voluntarily or compounds with its creditors or has a receiver appointed over all or any part of its assets or takes or suffers any similar action in consequence of debt; or
- (c) if the Exhibitor, being a sole proprietorship or partnership becomes, or one of its members becomes, or one of its members becomes bankrupt or insolvent or enters into any arrangements with its creditors or takes or suffers any similar action in consequence of debt; or
- (d) if the Exhibitor conducts any activity which, in the sole opinion of the Show Organiser, does not conform to the nature and purpose of the Exhibition, or interferes with the rights of other Exhibitors.

4.17.2 The Exhibitor shall have no claim for refund of the Participation Fee (or any part thereof) of any other claim against the Show Organiser in the event that its right to exhibit in the Exhibition is terminated under this paragraph 4.17.

4.18 Cancellation of Exhibition

4.18.1 The Show Organiser reserves the right to change the floor plan, site character or the Exhibition Venue at any time. The Show Organiser may in its sole and absolute discretion make proportional allowance for the space allocated to the Exhibitor.

4.18.2 Notwithstanding anything contained in the Regulations or any other documents or agreements between the Exhibitor and the Show Organiser, the Show Organiser reserves the right to cancel, alter in character or reduce in scale the Exhibition, or to shorten or extend the Exhibition Period in its sole and absolute discretion at any time for whatsoever reason provided always that the Show Organiser may in its sole and absolute discretion refund without interest such amount, if any, of the Participation Fee or part of it less the related administrative expenses, marketing, promotional and advertising expenses incurred by the Show Organiser, as the Show Organiser thinks appropriate in accordance with paragraph 3 above.

4.18.3 Subject to the discretionary right to refund the Participation Fee under paragraph 4.18.2 above, the Show Organiser, its associated companies, its agents and representatives and any company appointed by the Show Organiser shall not be liable and the Exhibitor shall not make any claim or demand, whether for loss or damage, or return of all or part of any money paid by the Exhibitor, in connection with the Show Organiser exercising its rights under this paragraph 4.18, including without limitation, any cancellation, alteration, reduction, shortening or extension of the Exhibition or the Exhibition Period.

4.19 Additional Rules & Regulations

4.19.1 The Show Organiser reserves the right to interpret, alter and amend any of the Regulations and to issue additional rules and regulations at any time it considers necessary for the orderly operation of the Exhibition. Any and all interpretations of the Regulations and any additional rules and regulations made by the Show Organiser shall be final and binding on the Exhibitor.

4.20 Right to Privacy

- 4.20.1 The Exhibitor is to conduct itself in a courteous manner and respect the rights of all the other Exhibitors and visitors to the Exhibition. The Exhibitor and its Associates are prohibited from entering into the Stands of other Exhibitors unless expressly invited to do so.

4.21 Governing Laws

- 4.21.1 These Regulations shall be governed by and construed in all respects in accordance with the laws of Hong Kong Special Administrative Region and the Exhibitor irrevocably submits to the non-exclusive jurisdiction of the courts of the Hong Kong Special Administrative Region.