

MARKETING

- Advertising in national equestrian press
- Advertising in regional newspapers
- Press releases and competitions in national and regional press
- Direct mail to our current growing visitor database, tourist information centres, equestrian centres, saddlers, riding schools etc
- The Contour website www.contour.uk.net is an active promotional tool with advance ticket purchasing options

DEMONSTRATIONS

- Top international equestrian name to be confirmed
- Pony Club horse & hound show jumping challenge
- Strictly Showing
- Junior Show Jumping Competition
- Sports horse & Competition Stallion Parade
- Native breed Stallion Parade
- And more...

OUR TARGET AUDIENCE

- In excess of 10,000 visitors over the two days
- Horse owners with a large proportion competing in a variety of disciplines
- Predominantly female
- Travel up to 2 hours to visit the show
- Aged between 30 and 50 years
- Socio economic groups A, B and C1
- Average spend between £100 and £300 giving an approx spend of £2m throughout the weekend
- Our visitors attend the event for the shopping experience, to gain advice, seek new products and to be entertained

South West Equestrian Christmas Equine Fair



**WESTPOINT CENTRE,
CLYST ST MARY, EXETER**

**SATURDAY 3RD & SUNDAY 4TH
DECEMBER 2011**

Talk to the organisers today and book your space

Contour Exhibitions & Events Ltd

Third Floor | 21 Southernhay West | Exeter | Devon EX1 1PR

Tel: 01392 421 500 | Fax: 01392 436 897

Email: sales@contour.uk.net | Website: www.contour.uk.net

Contour
exhibitions & events



Advertising opportunities

WESTPOINT CENTRE, CLYST ST MARY, EXETER
SATURDAY 3rd & SUNDAY 4TH DECEMBER 2011

Here at Contour Exhibitions we are committed to offering our exhibitors the very best marketing opportunities available.

By working together we can help you to create an increased presence at the event.

ON SITE BANNERS £100 (banners to be supplied, max size 4m x 1m)

Increase your company's brand awareness through this simple but effective medium.

WEBSITE LINKS Cost per logo is £100 (all logos to be sent through in either j-peg or pdf format)

Include your company logo and website link on our popular event website and all e-newsletter communications. Our website receives in excess of **5,000** hits per month and we send out in excess of **5,000** e – newsletter communications to our database. On average visitors to our website spend in excess of 4 minutes per visit.

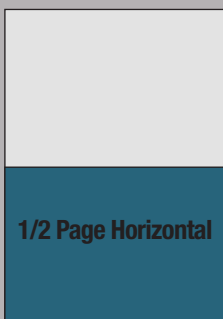
PROGRAMME ADVERTISING

2011 RATES, DIMENSIONS AND PRODUCTION DETAILS

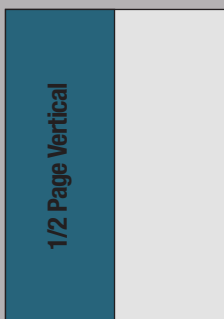
OFFICIAL PROGRAMME SPONSOR INCLUDES FULL PAGE ADVERT AND FRONT COVER PRESENCE	Price: £2000 + vat	Trim: 148mm (wide) x 210mm (deep)	Bleed: 154mm (wide) x 216mm (deep)
OBC (OUTSIDE BACK COVER)	Price: £500 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
IFC (INSIDE FRONT COVER)	Price: £400 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
IBC (INSIDE BACK COVER)	Price: £400 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
A5 FULL PAGE PORTRAIT	Price: £300 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
1/2 PAGE HORIZONTAL	Price: £175 + vat	Trim: 148mm x 105mm	Bleed: 154mm x 111mm
1/2 PAGE VERTICAL	Price: £175 + vat	Trim: 68mm x 210mm	Bleed: 74mm x 216mm
1/4 PAGE VERTICAL	Price: £100 + vat	Trim: 60mm x 87mm	Bleed: 66mm x 93mm



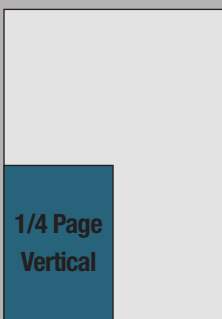
Full Page (A5)



1/2 Page Horizontal



1/2 Page Vertical



1/4 Page Vertical

Material Specifications:

- Print optimised high-resolution (300dpi) PDF or JPEG.
- The colour space must be CMYK or Grayscale. No RGB, LAB or embedded colour profiles.
- All fonts are to be embedded in the PDF
 - Include 3mm bleed on all sides
- Sizes reflected above are width x height



Venue

WESTPOINT CENTRE, CLYST ST MARY, EXETER



PLEASE DO NOT PARK ON THE HASHED LINES [YOU WILL BE CLAMPED]



GETTING THERE



Trains

Nearest station Exeter Central

Hotel Accommodation

Please call Exeter Information Centre on 01392 265 700

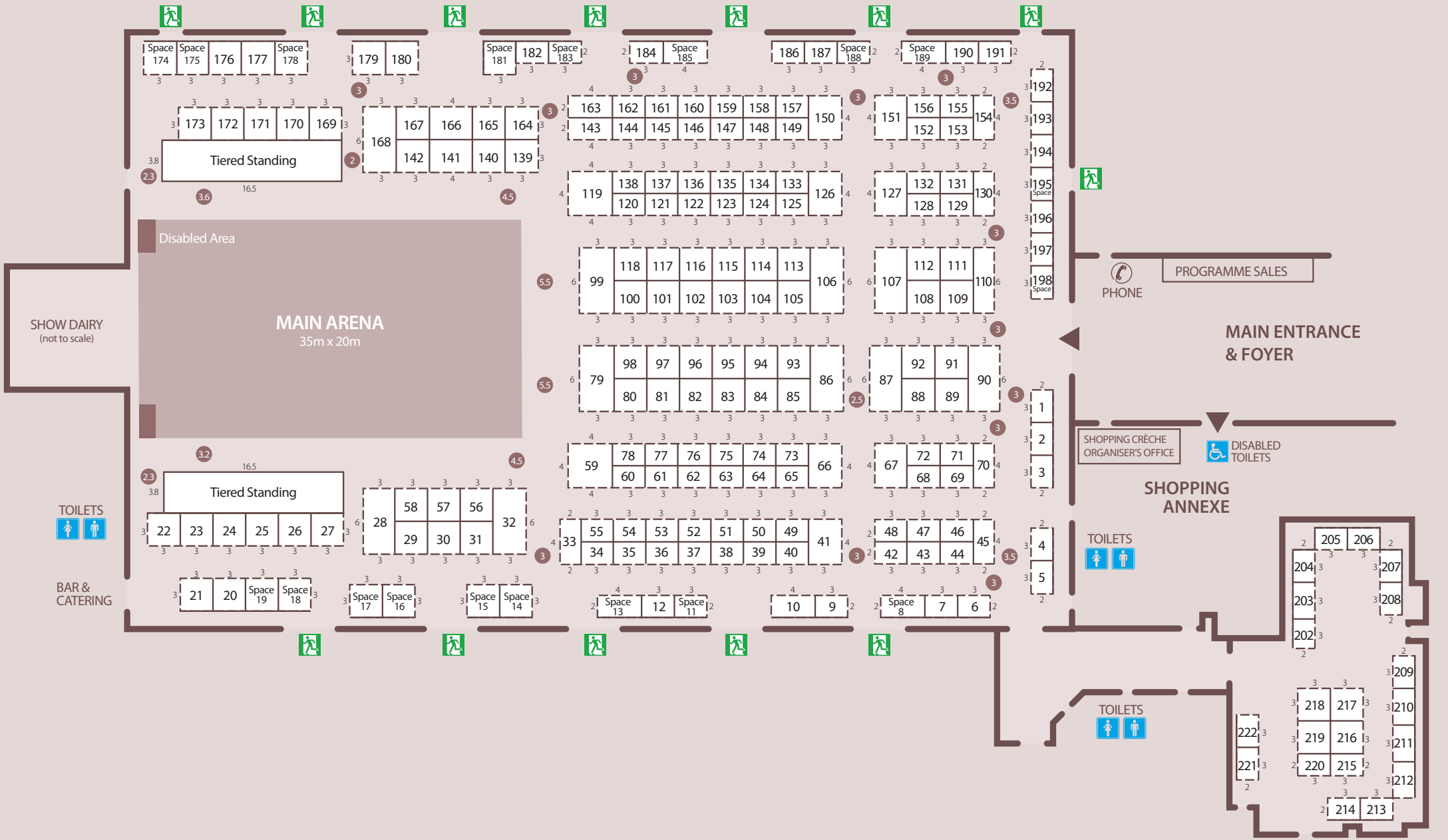
Free Exhibitor Parking

Banking Facilities

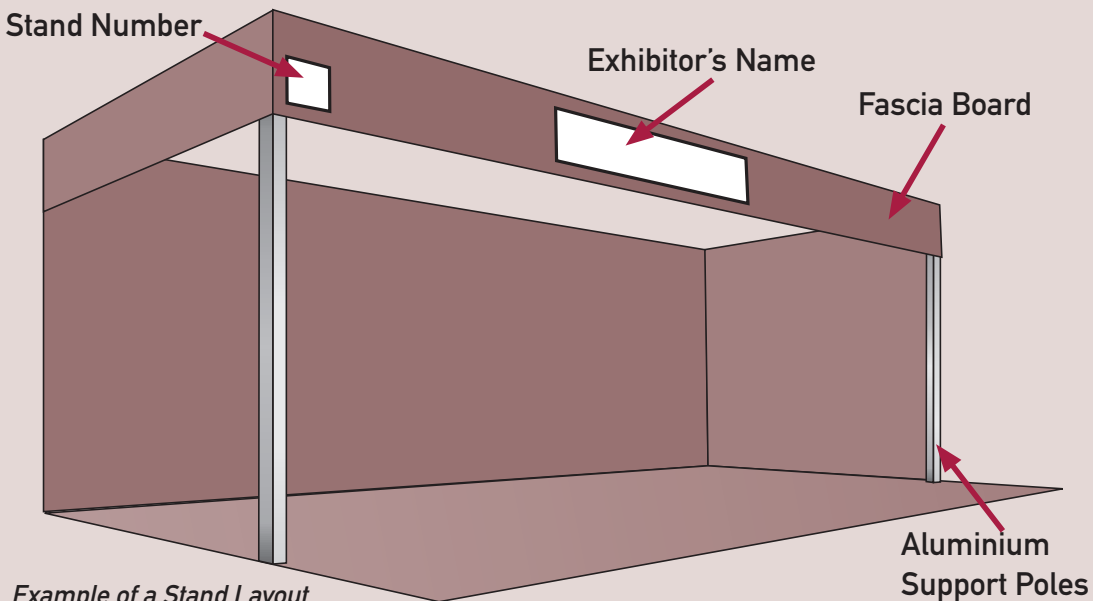
Thomas Cook bank will be on site, based in the Westpoint Foyer.

Floor Plans

WESTPOINT CENTRE, CLYST ST MARY, EXETER



Shell scheme



Price inclusive of:

- ⊙ Surrounding walls 2.4m high covered in velcro compatible grey loop nylon
- ⊙ Company name and stand number on fascia board above
- ⊙ Free exhibitor parking
- ⊙ Four exhibitor passes for each show day
- ⊙ Hall security
- ⊙ Hall cleaning
- ⊙ Free lineage entry in the programme (14/10/11)

Shell Scheme - Main Hall

Arena site/end site £84.00 per m² + vat

Mid row site £79.00 per m² + vat

Shell Scheme - Annexe

£68.00 per m² + vat.

Information

Space only

As it sounds, this is a space marked out on the floor with no carpet or surrounding walls. You may have exhibitors either side of you and/or behind you also with space only sites. Space only cost is inclusive of:

- Four exhibitor passes for each show day
- Free exhibitor parking
- Hall security
- Hall cleaning
- Free lineage entry in the programme (14/10/11)

End sites/arena sites space only

£64.00 per m² + vat

Mid row sites space only

£60.00 per m² + vat

Annexe space only site

£46.00 per m² + vat.

Outside space only site

£21.00 per m² + vat.

Provisional bookings

A stand will be held, with our agreement for five working days and unless a signed booking form and payment is received during this time, the shell scheme and/or space will be released.

Please note

Power sockets and/or lighting is not included in your stand fee but are available at additional cost. A form will be sent to you on booking. All electrics can be booked by Havill's Exhibitions Limited on 01803 314 000

Discounts

Discounts available on shell scheme and space only:

Charity Discount – 20% discount for registered charities. Charity number must be supplied.

TRADE STANDS MUST BE SET UP BY 8.30AM ON SHOW DAYS

Timings

Thursday 1st December 2011

NO EXHIBITOR SET UP

Contractors' only

NO ENTRY INTO THE BUILDINGS

ON SITE PARKING WILL

BE AVAILABLE

Friday 2nd December 2011

EXHIBITOR SET UP - 8.00am – 8.00pm

Saturday 3rd December 2011

EXHIBITOR SET UP - 6.00am – 8.30am

Saturday 3rd December 2011

SHOW OPEN - 9.00am – 6.00pm

Sunday 4th December 2011

RE-STOCK - 7.00am – 8.30am

Sunday 4th December 2011

SHOW OPEN - 9.00am – 5.00pm

Sunday 4th December 2011

EXHIBITOR BREAKDOWN

5.00pm – 10.00pm

Penalty for early breakdown £250 + VAT



Insurance

You are required by our terms & conditions to have Public Liability cover of £2,000,000 and Employees liability of £10,000,000 (where applicable).

Health & Safety

All exhibiting companies **must** complete a risk assessment form. This will be sent to you on booking.

Vehicle Access

Exhibitor unloading will be available from 8.00am on Friday 2nd December 2011. **Do not park on the hashed lines. Please note the clamping signs around the building.** A fire/emergency space of 5m must be kept clear around the buildings. Vehicles must be parked in the designated parking areas. **Any vehicle left in an unauthorised area will be clamped.**

Exhibitor Parking

There will be no exhibitor parking adjacent to the hall for cars. Please note the attached plan highlighting the **strict exhibitor parking areas.**

NO vehicles can stay on site after 10.00pm Sunday 4th Dec

Refreshments

Refreshments will be available during set up and show days

Health & Hygiene

Exhibitors selling food & drink **must** have in their possession a current copy of their Health & Hygiene certificate and must

adhere to health & food safety regulations.

Please contact your local Environmental Health Office for further information.

Liquor Licence

Exhibitors selling alcoholic drinks to take away only (not to be consumed on the premises) and offering tasters/samples to members of the public will be covered by the Westpoint Centre alcohol license.

Electricity

An electricity form will be supplied on receipt of completed booking form.

Power sockets and/or lighting is not included in your stand fee but are available at an additional cost.

All electrics are carried out by Havill's Exhibitions Limited who can be contacted on 01803 314 000. Any queries regarding payment etc must be directed to Havill's Exhibitions. No responsibility is held by Contour Exhibitions & Events Ltd.

Tables & Chairs

6ft trestle tables - £10.00 each; chairs - £5.00 each + a single £20 refundable deposit. **These must be hired from and returned to the organiser's office. Any tables/chairs not returned before 7pm will be invoiced at £40 + VAT per item**

Caravans

Westpoint will be charging £10.00 per night for caravans staying on site. This will be payable to Westpoint on arrival. This is a Westpoint charge and is policed by Westpoint staff and not Contour Exhibitions & Events Ltd. Please make sure all caravans are parked in the designated area and are 6m apart.

Best Stand

Please note: As this is a **Christmas** Equine Fair, please dress your stand accordingly. The British Equestrian Trade Association will be judging the best stand and awarding certificates.

Tickets

Four exhibitor passes are allocated per show day. If you require additional tickets these can be purchased at £5.00 each. **Please hand in the passes as you enter the showground. After 8.30am all exhibitor parking will be in the visitor car park and access onto site through the visitor gate.** Day visitor tickets for customers can be purchased at a special exhibitor rate of £6.00 each (in advance).

Please display your car pass

Security

Security will be present on set up day and show days. Regular patrols will be made around the halls.

Venue

Deliveries to the venue should arrive no earlier than Thursday 1st December 2011. Please note we do not have access to a fork lift for pallets. Deliveries should be clearly addressed with:

**Your company name c/o
Organiser's Office,
Westpoint Centre,
Clyst St Mary,
Exeter,
EX5 1DJ**

Stand Booking Form

HOW TO BOOK

Simply telephone **01392 421 500** to discuss your stand requirements first, then complete and sign this booking form and send with your cheque/credit card details to the address opposite.

Contact Name: _____ Position: _____

Company Name: _____

Address: _____

_____ Postcode: _____

Telephone No: _____ Fax No: _____

Mobile No: _____

E-Mail: _____

Website: _____

A full list of products/services available on your stand at this event is required.
(A maximum of 50 words will be needed for the programme).

	Stand No.	Shell Scheme Size.	Space Only Site Size.	Cost
SOUTH WEST CHRISTMAS EQUINE FAIR 2011				

VAT @ The Current Rate

We agree to pay the total cost shown right and enclose a cheque made payable to Contour Exhibitions & Events Ltd



Please debit my **MASTERCARD/VISA/AMEX/SWITCH** (delete as applicable) **NO ELECTRON**

Expiry Date: _____ Valid From Date: _____ Issue Number: _____

Address where card is registered: _____

Postcode: _____

Card Number: _____

Enter last three digits from back of your card: _____

Amount to be taken: _____

We acknowledge and accept that this booking is made subject to the Exhibition Terms and Conditions.

Signature: _____

Date: _____

The Equine Fairs are organised and promoted by **Contour Exhibitions & Events Ltd**
Third Floor, 21 Southernhay West, Exeter, Devon EX1 1PR

Please list your main competitors:

Company name to appear on fascia board:
(Shell scheme applicants only)

Telephone number to appear
in show programme:

Exhibition Terms & Conditions

1. DEFINITIONS

In these terms and conditions unless the context shall require otherwise:

"The Booking Form" means the official stand booking form containing the specific details of your booking, which accompanies these terms and conditions. "The Brochure" means the brochure which accompanies these terms and conditions. "The Contract" means these terms and conditions together with the Booking Form. "The Exhibitor" means the company, body or person that has been allocated a shell scheme stand (as described in the Brochure) and/or space in the Exhibition and any employee, or agent of such company, body or person. "The Exhibition" means the exhibitions specified on the Booking Form. "The Organiser" means Contour Exhibitions & Events Limited whose company number is 3287697 and whose registered office is, Apsleys, 21 Bampton Street, Tiverton, Devon EX16 6AA. "The Owner" shall mean the owner for the time being of the Premises including their assignees and successors in title. "The Premises" means the venue site upon which the Exhibition is held.

2. BASIS OF CONTRACT

2.1 Any agreement between the Organiser and the Exhibitor in relation to the Exhibition shall be governed by the Contract. No variation will be effective unless agreed in writing by a director of the Organiser.

2.2 The Organiser's employees, and agents are not authorised to make any representations concerning the Exhibition unless confirmed by the Organiser (through one of its directors) in writing. Any advice or recommendation given by the Organiser or its employees, or agents to the Exhibitor, which is not confirmed by the Organiser (through one of its directors) in writing are followed or acted upon entirely at the Exhibitor's own risk.

3. ORDER AND ACCEPTANCE

The Exhibitor is required to submit to the Organiser a completed Booking Form and appropriate fee. No order for the Exhibition is deemed to have been accepted by the Organiser unless and until confirmed in writing by a representative of the Organiser.

4. PRICE OF SERVICES

4.1 The price for organising the Exhibition shall be stated in the Booking Form (having regard to clause 4.2) and unless stated otherwise the price shall be exclusive of Value Added Tax and the insurance arrangement fee in accordance with clause 18.1.

4.2 If the Exhibitor pays by credit or debit card, it shall be liable to pay a surcharge of 3%.

4.3 The Organiser reserves the right to increase the price contained on the Booking Form by any amount attributable to changes in the Exhibitor's instructions or as a result of any variation in price to the Organiser of any material, labour or other item required for the performance of the Contract.

5. CANCELLATIONS AND WITHDRAWALS

If the Exhibitor cancels or withdraws from the Exhibition before 2 months prior to the Exhibition being held the Organiser at its sole discretion may refund the Exhibitor 50% of the price provided that the shell scheme stand and/or space shall have been re-let by the Organiser prior to the Exhibition.

6. DURATION OF THE EXHIBITION

The Exhibition will be open at the times and on the dates indicated on the trade stand details, which are sent with these terms and conditions. During the hours of the Exhibition being open the shell scheme stand and/or space must be staffed and open to visitors. A charge of £250 plus VAT must be paid to the Organiser in the event that the shell scheme stand and/or space are not open at all times during the Exhibition.

7. APPLICATION FOR SHELL SCHEME AND SPACE

7.1 This must be made on the Booking Form provided. The Organiser reserves the right to refuse any application without stating a reason.

7.2 All applications for shell scheme stands and/or space shall be dealt with by the Organiser in the order in which they are received.

8. SHELL SCHEME STAND CONSTRUCTION

The Organiser will appoint an Official Shell Scheme Stand Contractor who will be the sole contractor for the construction of the shell scheme stands. Modifications to shell scheme stands must first be approved by the Official Shell Scheme Stand Contractor. If the Exhibitor causes damage to either the fabric or the structure of the shell scheme stand the Exhibitor shall be responsible for the cost of making good such damage or, at the Organiser's discretion, acting reasonably, replacing the shell scheme stand.

9. PAYMENT

9.1 Unless otherwise agreed in writing by the Organiser the Exhibitor shall pay the total price on booking. Upon confirmation of cleared funds the Organiser will send to the Exhibitor a receipted invoice. The Exhibitor shall not be permitted to prepare or otherwise occupy any shell scheme stand and/or space unless the Organiser has been paid in full.

9.2 If the Organiser has agreed in writing with the Exhibitor terms of payment other

than those referred to in clause 9.1, the Organiser shall be entitled (without prejudice to any right or remedy available to it) to charge the Exhibitor interest on any late payment (both before and after judgment on the amount unpaid) at the rate of 4% per annum above the base rate of HSBC Bank plc from time to time, or the statutory rate applicable to late payments of the debts (whichever is greater) in either case such interest to accrue on a daily basis until the date of actual payment.

9.3 Time for payment shall be of essence.

9.4 The Organiser reserves the right to cancel the allocation and relocate the shell scheme stand and/or space of the Exhibitor who fails to make payment on the due date and without incurring any liability for any loss or damage caused to the Exhibitor by so doing.

9.5 The Exhibitor agrees to pay any additional fees for services required (including, without limitation, the hire of tables and chairs, parking etc) in accordance with the rates set out in the Brochure.

10. LAYOUT

The Organiser reserves the right to vary the layout of the Exhibition if in its opinion any such amendment is in the general interests of the Exhibition or if the Organiser is requested to do so by the Owner or the local authority or other competent authority.

11. RE-LETTING OR SUB-LETTING OF SHELL SCHEME STAND AND SPACE

The Exhibitor may not assign, sub-let or grant licences in respect of the whole, or any part of the shell scheme stand and/or space allocated to it.

12. OBSTRUCTION OF GANGWAYS

The Exhibitor shall not at any time obstruct or allow to be obstructed any gangways, passages, entrances, exits or open space within the Premises or bounding the same and should the Exhibitor do so it shall be requested by the Organiser to remove the obstruction and if the Exhibitor fails to do so the Organiser may take steps to remove it.

13. FIRE REGULATIONS

13.1 The Exhibitor must take all precautions possible to abide by all fire regulations whether statutory or otherwise and shall comply with the Regulations of the local authority including if the Exhibitor has been allocated space all rules and regulations applying to the design and construction of space stands (for the avoidance of doubt these are not shell scheme stands) and the use of suitably fireproofed materials.

13.2 The Exhibitor (without prejudice to the generality of the foregoing) shall not:

(a) permit on the Premises any explosive, flammable material or radioactive substance or article producing offensive dangerous or obnoxious odours or any other dangerous substance;

(b) install any gas or liquid appliance of any kind whatsoever except in a position and of design approved by the Organiser in writing at least 30 days before the Exhibition.

14. ERECTION AND REMOVAL OF EXHIBITS

Times and dates for access to the Premises for build up and dismantling are contained on the enclosed trade stand details.

15. MAINTENANCE AND CLEANING

The Exhibitor must arrange for the cleaning of the shell scheme stand and/or space and the shell scheme stands or space must be clear of rubbish before the Exhibition is opened each day, during opening hours of the Exhibition and at the end of the Exhibition.

16. ELECTRICAL EQUIPMENT

16.1 The Exhibitor shall not connect electrical equipment which is not approved by the Official Electrical Contractors appointed by the Organiser. The Exhibitor shall not connect any electrical equipment in an unsafe manner or contrary to the rules and regulations of the Owner, local authority or other competent authority.

16.2 The Exhibitor acknowledges that the provision of power sockets and/or lighting and/or any other form of electrical supply or appliance is not included in the fees paid under the Contract and that the Exhibitor must arrange for such goods/services to be supplied by such third party contractor as appointed by the Organiser.

17. EXHIBITOR'S OBLIGATIONS

17.1 The Exhibitor shall be responsible for ensuring (including but without limitations) the following:

17.1.1 that the Exhibitor complies with all reasonable requests of the Organiser and ensures that its employees and agents comply with all reasonable requests of the Organiser relating to any aspects of the Exhibition;

17.1.2 that the Exhibitor shall not use the shell scheme stand and/or space allocated or permit any act or thing to be done or permitted on or about the shell scheme stand and/or space allocated and at the Premises generally which is not fully in keeping with the spirit or purposes of the Exhibition (for which purposes the Organiser shall be the sole judge);

Please read this document carefully as the services to be provided by Contour Exhibitions & Events Limited will be subject to these terms and conditions

17.1.3 that the Exhibitor shall at all times comply with directions as may be given by the Organiser or the Owner or local authority or other competent authority regarding Health & Safety procedures;

17.1.4 that the Exhibitor shall at all times act in such a way as shall not impede in any way the Owner or its employees or agents in the exercise of their rights of possession and control of the Premises;

17.1.5 that the Exhibitor and none of its employees and agents attach to the floors walls furniture fittings and other property at the Premises any nails screws hooks tape or other fittings of any kind without the prior written approval of the Organiser;

17.1.6 that all emergency procedures established by the Owner are circulated to its employees and agents under its direction;

17.1.7 that the Exhibitor will not use or allow the use of any device which radiates electric waves capable of causing induction or interference with radio or other electrical apparatus in the vicinity and the Exhibitor shall take effective steps to suppress at its source interference due to the operation of electrical apparatus and in the event of such steps proving unsatisfactory shall cause the operation of that apparatus to be suspended immediately if required by the Organiser to do so. Any intended use of any such equipment shall be disclosed to the Organiser in writing at least 30 days before the Exhibition for prior approval (which may be withheld at the Organiser's sole discretion);

17.1.8 that the Exhibitor shall use all best endeavours to ensure the appropriate screen and/or other credits are given to the Owner and the Organiser by film video television and radio companies reporting the Exhibition;

17.1.9 that the Exhibitor shall ensure that any packing cases and materials are not stored in the shell scheme stands and/or space or in the exhibition hall. The Exhibitor must make its own arrangements for storage of stock and packaging materials;

17.1.10 that the Exhibitor its employees and agents do not distribute literature or promotional material of any description outside the confines of their shell scheme stand and/or space;

17.1.11 that the Exhibitor complies with all applicable laws and regulations in enabling the Exhibitor, its employees and agents in being able to sell display dispose or otherwise deal with their exhibits at the Exhibition;

17.1.12 that the Exhibitor complies with any other obligation under these terms and conditions.

17.2 The Organiser reserves the right to expel from the Exhibition, the Exhibitor, its employees and agent if they are considered by the Organiser to be in serious breach of the terms of the Contract or if their behaviour is such as to annoy visitors or other Exhibitors or other persons or brings the Exhibition into disrepute.

18. INSURANCE

18.1. The Exhibitor shall be responsible for ensuring that it has appropriate insurance cover (in accordance with clause 18.2) with an insurer or underwriter of repute, and will produce on request from the Organiser and/or the Owner the insurance documents and premium receipt, either before or at anytime during the Exhibition and if the Exhibitor fails and/or refuses to do so, the Organiser reserves the right to refuse entry to or expel the Exhibitor (whichever is applicable) from the Exhibition without incurring any liability for any loss or damage caused to the Exhibitor by so doing.

18.2. The Exhibitor agrees that the amount of the insurance cover required under clause 18.1 shall be £2Million for public liability and £10Million for employees liability (or if higher, the minimum amount laid down by statute from time to time).

19. LIABILITY

19.1 The Organiser shall have no liability for any loss, cost or expenses suffered by the Exhibitor resulting from the Exhibitor's failure to comply with any of its obligations under the Contract.

19.2 Nothing in the Contract will:

19.2.1 limit or exclude the liability of a party for death or personal injury resulting from negligence;

19.2.2 limit or exclude the liability of a party for fraud or fraudulent misrepresentation by that party;

19.2.3. limit any liability of a party in any way that is not permitted under applicable law; or

19.2.4. exclude any liability of a party that may not be excluded under applicable law.

19.3 The limitations and exclusions of liability set out in this Clause 19 and elsewhere in the Contract:

19.3.1 are subject to Clause 19.2;

19.3.2 govern all liabilities arising under the Contract or any collateral contract or in relation to the subject matter of the Contract or any collateral contract, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty; and

19.3.3 the Exhibitor will be liable to the Organiser and/or the Owner, whichever is appropriate, in respect of any loss of profits, income, revenue, use, production, anticipated savings, loss of business, contracts or commercial opportunities arising either out of the Exhibitor's act or omission in connection with the Contract.

19.4 The Organiser will not be liable for any:

19.4.1 loss of or damage to goodwill or reputation;

19.4.2 special, indirect or consequential loss or damage;

19.4.3 loss, cost or expense caused by non-performance of any of its obligations due to an act of God war riot strike labour disturbance industrial dispute fire flood terrorism explosion or any other cause beyond the reasonable control of the Organiser. If for any such cause the Exhibition or part thereof is postponed or cancelled the Organiser shall be entitled to be paid and to retain all sums due from the Exhibitor at that date or at its sole discretion the Organiser may refund to the Exhibitor of all or part of the price paid under the Contract.

19.5 The Organiser's liability to the Exhibitor in relation to any event or series of events will not exceed the total amount paid by the Exhibitor to the Organiser in accordance with the Contract.

19.6 The Exhibitor indemnifies the Organiser against all liabilities, costs and expenses incurred by the Organiser resulting directly or indirectly from each claim or demand.

19.5 The Exhibitor has read these terms and conditions and considers these terms and conditions are reasonable.

20. SEVERANCE

20.1 If any court or competent authority finds that any provision of the Contract (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision shall, to the extent provided, be deemed to be deleted, and the validity and enforceability of the other provisions of the Contract shall not be affected.

20.2 If any invalid, unenforceable or illegal provision of the Contract would be valid, enforceable and legal if some part of it were deleted, the provision shall apply with the minimum modification necessary to make it legal, valid and enforceable.

21. WAIVER

No waiver of any of the Organiser's rights under the Contract shall be effective unless in writing signed by a director of the Organiser. A waiver shall apply only to the specific circumstances in which it is given and shall be without prejudice to the enforcement of the Organiser's rights in relation to different circumstances or the recurrence of similar circumstances.

22. NOTICES

Any notice under the Contract shall be properly given if in writing and sent by first class post or facsimile transmission or by electronic mail to the address of the intended recipient as stated in the Contract or to such address as the Organiser and the Exhibitor from time to time communicate to each other as their respective addresses for service and shall be deemed served, in the case of postal notice, on the expiry of 24 hours from time of posting or, if by facsimile transmission or electronic mail at the time of transmission provided that a facsimile or electronic confirmatory receipt is obtained by the sender.

23. LAW

The Contract shall be governed by and construed in accordance with English Law and be within the exclusive jurisdiction of the English Courts.

24. ENTIRE AGREEMENT

The Contract contains and constitutes the entire understanding and agreement between the parties in connection with and about the subject matter of the Contract and supersedes all earlier and other agreements and understandings between the parties and all earlier representations by either party about such subject matter. Any prior representations, warranties, statements and assurances which are not expressly set out in the Contract will not be of any effect. Each party warrants that there is no representation, warranty, promise, term, condition, obligation or statement upon which it has relied in entering into the Contract and which is not expressly set out in the Contract and no such representation, warranty, promise, obligation, statement or any other term or condition is to be implied in it whether by virtue of any usage or course of dealing or otherwise (including by statute or common law) except as expressly set out in the Contract. If either party has given any representation, warranty, promise or statement then (except to the extent that it has been set out in the Contract) the party to whom it is given waives any rights or remedies which it may have in respect of it. This clause shall not exclude the liability of either party for fraud or fraudulent misrepresentation or concealment or any resulting right to rescind the Contract or any liability that a party cannot exclude or restrict in law.