

1 Terms of Reference

The term 'Exhibitor' includes all employees and agents of any company, partnership, firm or individual to whom a stand has been allocated for the purpose of exhibiting at the above event.

The term 'Exhibition' means Sports Merchandise Exhibition. An 'Exhibitor' must be a manufacturer, distributor, agent or wholesaler in any element of the sports merchandise industry.

The term 'organiser' or 'the company' means Chelsea Football Club, Stamford Bridge, Fulham Road, London, SW6 1HS (Tel. +44 (0)207 957 8267)

The term 'Booking Form' means the contract for space at the exhibition, entered into between the organisers and the exhibitor, which incorporates these Rules & Regulations.

2 Regulations

The exhibitor must comply with the requirements of all authorities and with any regulations issued by Chelsea Football Club.

3 Non-Compliance with regulations or Breach of Contract

In the event of any failure on the part of the exhibitor to observe and perform any of the provisions of the contract the company shall have the right to terminate the contract by written notice in which event all rental then paid by the exhibitors shall be forfeited and retained by the company and the exhibitor shall indemnify the company in respect of all costs, losses, damages or expenses (including any consequential loss or damage) incurred as a result.

4 Conditions of Payment

Stand bookings are confirmed by returning the signed Contract form, at which point a deposit invoice for 50% of the total site rental will be issued. Payment of that invoice is required within 30 days from the date of issue in order to secure the site. The remaining balance will be due one month prior to the exhibition date

5 Withdrawal by Exhibitor

The organiser may at their discretion allow the exhibitor to withdraw from the exhibition subject to the following conditions.

1. The exhibitor must give written notice to the organiser that they desire to withdraw and if the organiser allows such withdrawal they will notify the exhibitor of their decision in writing.

2. Any such notification by the organisers to the exhibitors will constitute a cancellation of the contract subject to payment by the exhibitor as follows. Date of Receipt by Organisers of Notice of Withdrawal. On or before 1st June 2008 – No charge. On or before 1st November 2008 – 50% of total value of contract payable. On or before 1st December 2008 – 70% of total value of contract payable. After 1st December 2008 – 100% of total value of contract payable.

6 Eligibility of Exhibitors

The organisers reserve the right to refuse participation to any exhibitor who, in the opinion of the organisers, is unsuited for the type of exhibition being held.

7 Eligibility of Exhibits

Exhibits fall within the defined scope of the exhibition and may represent all forms of machinery, plant equipments, products, materials, services and ancillary supplies for the sports merchandise industry. The exhibitor shall not display any product which falls into classes other than these, unless prior consent has been given in writing by the organisers. The organisers reserve the right to refuse participation of any exhibit the character of which, in the opinion of the organisers and/or landlords of the exhibition halls, is unsuited for the site allocated to the exhibitor. The organisers may, at the expense of the exhibitor remove or alter anything in, on or forming part of any stand if, in their opinion, is desirable to do so in the interest of the exhibition. It is expressly forbidden to display any Chelsea FC logos or products unless the exhibiting company is an official licensee.

8 Occupation and Completion of Site

The Exhibitor undertakes that his stand will be ready and all exhibits installed before the exhibition opens. Every exhibitor shall ensure that his stand is open to view and staffed by competent representatives during the exhibition hours and should not commence to pull down any part of the stand or exhibits until the exhibition is closed and notification of commencement of 'pull down' is announced.

9 Alteration of Stand Allocated

The contract constitutes a license to exhibit and not a tenancy. The organisers reserve the right at any time to make such alterations in the floor plan of the exhibition as may in their opinion be necessary in the best interests of the exhibition and to alter the shape or position of the space allocated to the exhibitor.

10 Alteration of Dates

The organisers reserve the right to alter the dates of the exhibition, within 14 days either side of the date stated in the contract, if necessary due to circumstances outside the organiser's control.

11 Damage to Buildings or Fittings

The exhibitor shall not cause or permit any damage to the exhibition buildings or any part of the fixtures and fittings and shall not alter or interfere with the structure of the exhibition buildings without written consent of the company, any sum of such damage for which the company shall be liable to any third party shall be charged to the exhibitor.

12 Insurance

(a) Third Party Claims. The exhibitor is responsible for all personal injury or damage to property arising in connection with the erection and dismantling of

the exhibitor's display and anything permitted, omitted or done on or from the stand during the exhibition or the 'build-up' or 'pull-down' periods, caused directly or indirectly by the exhibitor or any contractor or sub-contractor, servant, agent, licensee or invitee of his/her or by any exhibit, machinery, or other article belonging to the exhibitor or in possession or use of the exhibitor or any servant or agent of his/her. The exhibitor will indemnify the company in respect of any such claim and any resulting actions, proceedings, costs, claims and demands. The exhibitor must take out adequate insurance in respect of all claims.

(b) Exhibitor's Staff and Exhibits at the Exhibition. Neither the company nor the organisers shall be responsible in any way for personal injury to the exhibitor or his servants, invitees or licensees caused other than by the negligence of the company nor for the loss or damage to exhibits or to other property of the exhibitor, his/her servants, agents invitees or licensees however caused. The exhibitor must take out adequate insurance in respect of all claims.

(c) Loss of Expenditure. Exhibitors are advised to insure against costs and losses which they may incur in the event of the exhibition being abandoned, cancelled or suspended in a whole or in part for causes not within the company's control, since the company accepts no such liability in such an eventuality.

13 Fire Prevention

(a) Fireproofing. All cloth display materials must be rendered non-flammable to the satisfaction of the authorities and must be fixed taut and/or in tight pleats to a solid backing and secured at floor level. No display must be sited so as to obstruct any gangway, thoroughfare or fire exit.

(b) Naked Lights. No naked lights or lamps may be used during the period of the exhibition or the periods of fitting up and dismantling.

(c) Fire Prevention. Fire Extinguishers are distributed are distributed throughout the halls to meet statutory requirements.

An exhibitor committing a breach of any of the above provisions will be liable for all claims, loss and damage caused and will indemnify the company in respect of these.

14 Demonstration/Promotions, etc

All efforts to advertise, promote sales and operate exhibits must be conducted so as not to cause any annoyance or inconvenience to other exhibitors and visitors and must be no louder than an ordinary speaking voice.

15 Failure of Services

The organisers will use their best endeavours to ensure the supply of the services of the landlord and of these mentioned in the exhibitors' manual to be sent to exhibitors before the exhibition, but as the suppliers of such services are not within the control of the organiser they shall not incur any liability to an exhibitor for any loss or damage, if any such services shall wholly or partially fail to cease to be available, nor shall the exhibitor be entitled to any allowance in respect of rental due or paid under the contract.

16 Electrical Equipment

All electrical equipment used at the exhibition must comply with Health & Safety Regulations. We will supply 1 x 5ft fluorescent & 1 x 500w socket per stand.

17 Compressed Gases

(a) Compressed Gas Cylinders. Compressed gas cylinders shall be constructed and stamped in accordance with the "Recommendations of the Department Committee of the Home Office for the Manufacture of Compressed Gas Cylinders" and the cylinders shall be painted with identifying colours in accordance with BS349, 1973, "Identification of Contents of Industrial Gas Cylinders"

(b) Other Vessels. Vessels containing liquids or gases under pressure (other than compressed gas cylinders complying with the Home Office Regulations) shall be fitted with safety valves of an approved type and a certificate in respect of a recent pressure test of each vessel shall be available for inspection on each stand a vessel is used.

(c) Storage. Compressed gas cylinders or vessels containing liquids or gas under pressure shall be stored in the Building's gas cylinder store under the control of the Building's Fire Office and only those cylinders required for immediate use shall remain on a stand.

(d) Connection & Disconnection. Cylinders may only be connected or disconnected during times when the public is not present in the Great Hall.

18 Force Majeure

The company shall not be liable for any default due to any act of God, war, threat of war, terrorist activity (threatened or actual), strike, lock out, civil, political or industrial action, fire, flood, drought, storm, failure of power or machinery, misconduct or negligence of an attendee, guest or external third party or other circumstances beyond the reasonable control of the company.

