**INT’L FRANCHISE SHOW IN SEOUL 2020 -Autumn**

**Participation Application and Contract**

**1. Applicant Information**

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| --- | --- | --- | --- |
| Company Name |  | | |
| Brand Name |  | | |
| President/CEO |  | | |
| Postal Address | Zip code ( - ) | | |
| Contact Person |  | Department/Position |  |
| Telephone | ( ) | Fax |  |
| E-mail |  | Website |  |
| Key Exhibition Items |  | | |

\* If any of the above details change after the submission of this application form, please immediately inform the International Franchise Seoul Secretariat.

\* Please note that ALL contact details (telephone, fax, email) should be a direct contact line to the person in charge of the application.

**2. Booth Type / Scale**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Application Category | Booth Type (a) | | | Booth Cost (b) | Total Fee (a x b) |
| Early Bird Application  (Due June 30st, 2020) | Space Only | | ( ) Booths | USD $ 2,340/Booth |  |
| Shell Scheme | A type | ( ) Booth(s) | USD $ 2,700/Booth |  |
| B type | ( ) Booth(s) | USD $ 2,520/Booth |  |
| General Application  (Due August 31th, 2020) | Space Only | | ( ) Booths | USD $ 2,600/Booth |  |
| Shell Scheme | A type | ( ) Booth(s) | USD $ 3,000/Booth |  |
| B type | ( ) Booth(s) | USD $ 2,800/Booth |  |

|  |  |  |
| --- | --- | --- |
| Space Only | Shell Scheme – A type | Shell Scheme – B type |
|  |  |  |

\* 1 Booth: 3m×3m=9㎡/ Minimum units for an a space only booth: 2 or more booths. Maximum booth height: 4m.

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| --- |
| **PAYMENT POLICY**  • 50% payment of the total booth fee should be submitted as a deposit within seven days of initial application.  • The contract will not be confirmed and the exhibit space not be reserved until the deposit is paid.  • Please send a copy of the bank transfer receipt by email at [**ifs@reed-coex.co.kr**](mailto:ifs@reed-coex.co.kr)  • It is the sender’s responsibility to pay any additional charges that may occur during the wire transfer process.  • Please transfer all payments to  **Beneficiary Reed Exhibitions Korea**  **Account No. 5-040851-129**  **Bank CITIBANK KOREA INC., Jungang COE Branch, Seoul, Korea**  **Swift code CITIKRSX**  **Korean VAT LAW**  • According to the Korean Value Added Tax Act Law, all foreign companies except Zero Tax Rate applied countries are required to pay 10% VAT.  • Zero Tax Rate applied Country List:  Australia, Belgium, Venezuela, Canada, Chile, Denmark, Finland, France, Germany, Greece, Hong Kong, India, Indonesia, Iran, Italy, Japan, Lebanon, Liberia, Malaysia, Netherland, New Zealand, Norway, Pakistan, Panama, South Africa, Saudi Arabia, Singapore, Sweden, Switzerland, Taiwan, Thailand, USA, UK |

\* The Show organizer, Reed Exhibitions and Coex, reserve the right to refuse exhibits inappropriate to the theme of the show.

I accept and agree to the Participation Regulations and Contract Condition on the back page, and hereby submit an application to exhibit at IFS - INTERNATIONAL FRANCHISE SEOUL 2020 Autumn.

**(MM/DD/YYYY)**

**Name of Applicant** (Please print)

**Authorized Signature (Signature)**

\* The signee is granted to the liability and rights to fulfill the contract conditions as representative of the exhibitor.

**INT’L FRANCHISE SHOW IN SEOUL 2020 - Autumn**

**Participation Regulations & Contract Conditions**

|  |  |  |
| --- | --- | --- |
| **Article 1 Definitions of Terms**  “Exhibitor (Participating Company)" refers to the company, association, and entity submitting the application for participation in the exhibition. "Exhibition" refers to INTERNATIOANL FRANCHISE SEOUL 2020 Autumn. "Organizer" refers to Reed Exhibitions, Coex and INTERNATIONAL FRANCHISE SEOUL 2020 Autumn Office.  **Article 2 Allotment of Exhibition Space** Based on the order of down payment, scale of participation, whether a returning participant, composition of the exhibition, and nature of exhibited products, the organizer allocates space to the participating companies within the exhibition hall. On special occasions, the organizer may change the space allocated to the exhibitors as long as it is before the preparation period. Such changes are under the discretion of the organizer, and exhibitors cannot request compensation thereof.  **Article 3 Contract, Application, Participation Fee Payment Procedure** Application (contract) must be submitted through INTERNATIONAL FRANCHISE SEOUL 2020 Autumn Office. Payment for the contract should be completed. (Refer to guideline on participation) The participation fee covers the costs for the venue, 24 hour security, hallway cleaning, provision of PR data, exhibition directory, and provision of other information until the opening of the exhibition.  **Article 4 Installation & Withdrawal** Installation and withdrawal must be completed within the period stipulated by the organizer. Exhibitors must compensate the organizer for any loss or damage done due to any delay.  **Article 5 Insurance, Security and Safety** Exhibitors must have insurance for all equipment and exhibits during the installation, withdrawal, and exhibition period. The organizer will take appropriate measures to protect the rights of exhibitors and visitors. However, the ultimate liabilities of all items of the exhibitors reside with the exhibitors. All materials such as stands and equipment must be incombustible according to fire safety acts. The organizer may limit construction work and performance if needed.  **Article 6 Provision of Information on Organizer** Exhibitors must provide data on exhibits and construction so that the organizer may determine whether the equipment and activities undertaken within the booth comply with the regulations. Exhibitors must also provide necessary information for public relations of INTERNATIONAL FRANCHISE SEOUL 2020 Autumn.  **Article 7 Exhibit Limits & Hall Management** Exhibitors must display stated exhibits, and locate permanent staff in the booths. Activities of exhibitors are limited within the allocated space. Also, the responsibility of loss, damage, robbery, and all other related matters regarding the exhibits resides with the exhibitors (participating companies). The organizer may limit harmful actions to other exhibitors, excessive noise, and divided use of the same booth with other companies, and exhibits disagreeing with the nature of the exhibition.  **Article 8 Prohibition of Exhibition Booth Assignment** Exhibitors may not assign all or part of the already allocated exhibition area to a third party without the approval of the organizer. |  | **Article 9 Prohibition of on-the-spot sale** The purpose of a trade show is to showcase products and services, and therefore on-the-spot sales activities are strictly prohibited. Sales activities are permitted only at the specially allocated spaces that organizer has set aside for that purpose. Taxes and other technicalities entailed by such activities are sole responsibility of exhibitors.  **Article 10 Cancellation of Application** In events that the exhibitors decline to use the space allocated, fail to pay the deposit or fail to comply with the regulations set by the organizer, the organizer can void application and the participation fee will not be refunded.  **Article 11 Changes and Breach of Contract** In events that an exhibitor decides to downgrade or cancel the floor space applied for, the following penalty needs to be paid to the organizer within 15 days from the change. If the exhibitor has already paid the registration fee in full, the penalty will be deducted from it.  - Cancellation 60 days or more before the opening date : 50% of total exhibition fee  - Cancellation between 60 and 30 days before the opening date : 80% of total exhibition fee  - Cancellation 30 days or less before the opening date: No refund  **Article 12 Cancellation** In events that exhibitor decides to cancel their participation the following penalty needs to be paid to the organizer within 15 days of cancellation. If the exhibitor has already paid the registration fee in full, the penalty will be deducted from it.  - Cancellation 60 days or more before the opening date : 50% of total exhibition fee  - Cancellation between 60 and 30 days before the opening date : 80% of total exhibition fee  - Cancellation 30 days or less before the opening date : No refund  **Article 13 Act of God** The organizer is not liable in the event that a change in the date and/or location of the show is inevitable due to a national emergency, a natural disaster or other act of God.  **Article 14 Application & Interpretation of Related Regulation** 1) When necessary, the organizer may enact a supplementary regulation not mentioned in this participation regulation. Exhibitors must comply with the supplementary regulation and that of Coex. 2) Matters not mentioned in this contract follow the related regulations and laws designated by the organizer. 3) In case of different interpretations between the organizer and exhibitors of the contract and other documents, those of the organizer must be followed.  **Article 15 Resolution of Disputes**  Disputes between exhibitors and the organizer will be arbitrated by the Korea Commercial Arbitration Board, and their resolution will be binding to both parties.  **Article 16 Clean Fulfillment of Contract** Regarding this contract, the organizer and exhibitors must not directly/indirectly request or provide any sort of inappropriate granting such as bribable services and money. Both parties must mutually strive to maintain a clean and transparent trading environment and fair trade orders. |

**Name of Applicant** (Please print)

**Authorized Signature (Signature)**