

# SILVER ECONOMY EXPO 2023

The professional event for services and  
innovations for seniors

Information for participants (exhibitors and sponsors)



Packages for exhibitors  
Promotion and marketing options  
General Conditions of Sale

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### Ideal option for young start-up!

Offer only available to new start-ups

- Promotion in 5 business sectors (visitor guide, promotional website)
- Width: 1 m - modular partitions - 1 spotlight
- 1 tablet - 1 stool
- 1 power strip \*
- 1 sign with business name (company name /trading name and booth number)
- 1 advertising space (Kakemono is not permitted)
- Daily floor cleaning
- Ecological contribution: 25€ ex VAT
- Registration fees including third party insurance: 500€ ex VAT

➤ The organizer chooses the location of the booth



Illustration non contractuelle

#### PRICES - excluding taxes

START UP BOOTH

525 €

\* **Puissance électrique** pour un ordinateur et/ou téléphone portable et non pour d'autres équipements, comme une machine à café.

### THE MINI-BUDGET BOOTH!

- Promotion in 1 business sector (visitor guide, promotional website)
- 4 or 8m<sup>2</sup> of carpet
- Modular partitions
- 1 counter – 2 high stools
- 1 table + 3 chairs
- 1 power strip \*
- 1 spotlight
- 1 sign with business name (company name /trading name and booth number)
- Daily floor cleaning
- Ecological contribution: 25€ ex VAT
- Registration fees including third party insurance: 550€ ex VAT

➤ The organizer chooses the location of the booth



4m<sup>2</sup>



8m<sup>2</sup>

Illustration not contractual

#### PRICES (excluding taxes)

	Until 15th April 2023	Until 15th July 2023	From 16th July 2023
BOOTH - 4m <sup>2</sup>	1690 €	1990 €	2290 €
Prices for new exhibitors in 2023**	1190 €	1390 €	1590 €
BOOTH - 8m <sup>2</sup>	3380 €	3980 €	4580 €
Prices for new exhibitors in 2023**	2380 €	2780 €	3180 €

## THE MODULAR BOOTH WITH A BUDGET DETERMINED BY YOU!

Illustration not contractual



- Promotion in 5 business sectors (visitor guide, promotional website)
- Carpet
- Modular partitions
- Spotlight
- Electricity and 2 power strips\*
- 1 sign with business name (company name /trading name and booth number)
- Daily floor cleaning

	PRICES (excluding taxes)		
	Until 15th April 2023	Until 15th July 2023	From 16th July 2023
Pre-equipped booth – price / m²	560 €	620 €	680 €
+ Registration fees including third party insurance	550 €		
+ Ecological contribution	100 €		

\* Sufficient power only for a computer and / or mobile phone connection. Not suitable for other equipment, such as a coffee machine.

\*\* Reserved for exhibitors that have never exhibited or have not exhibited for 5 years, at Salon des services à la personne or Silver Economy Expo.

## STORAGES (MODULAR BOOTH )

	PRICES excluding taxes
Storage area (1mx1m) with 1 shelf, 1 power strip and 1 key door	550 €
Storage area (1mx2m) with 2 shelves, 1 power strip and 1 key door	740 €
Storage area (2mx2m) with 3 shelves, 1 power strip and 1 key door	920 €

### ALL-INCLUSIVE AND PERSONALIZED!



- Promotion in 5 business sectors (visitor guide, promotional website)
- Carpet: 4 colors to choose from\*\*
- Brushed cotton fabric wall: 2 colors to choose from\*\*
- Decorative ceiling lamp with column
- Furniture: plexiglass A4 display + 1 counter with cladding + 1 high stool + 1 table + 3 chairs (choice offered)\*\*
- 1 m 2 Storage / cloakroom area with 2 shelves, 1 power strip\* and 1 hook\*\*
- Electricity and 2 power strips\*
- 2 spotlights + 5 recessed spotlights
- Signs\*\* on the wall and on the counter
- Daily floor cleaning
- Ecological contribution: 100€ ex VAT
- Registration fees including third party insurance: 550€ ex VAT

Illustration not contractual

	PRICES (excluding taxes)		
	Until 15th April 2023	Until 15th July 2023	From 16th July 2023
STUDIO BOOTH from 12M <sup>2</sup>	800 €/M <sup>2</sup>	875 €/M <sup>2</sup>	960 €/M <sup>2</sup>

\* **Electrical power:** 1 box of 3kw, comprising 2 electric sockets.

\*\* **Signs and furniture:** The exact quantities and dimensions (for signs) are detailed in the technical document for the studio booth.

### THE CHOICE OF FREEDOM!

#### USE A DECORATOR TO PERSONALIZE YOUR BOOTH

- Promotion in 5 business sectors (visitor guide, promotional website)
- Location
- Floor markings which mark out your space
- Daily floor cleaning

The booth only provides a space: it does not include signs or electricity (these are to be ordered from Viparis).

	PRICES (excluding taxes)		
	Until 15th April 2023	Until 15th July 2023	From 16th July 2023
BARE BOOTH – Prices* / M <sup>2</sup>	450 €	530 €	610 €
+ Registration fees including third party insurance	550 €		
+ Ecological contribution	100 €		

## STORAGES (MODULAR BOOTH )

	PRICES excluding taxes
Storage area (1mx1m) with 1 shelf, 1 power strip and 1 key door	550 €
Storage area (1mx2m) with 2 shelves, 1 power strip and 1 key door	740 €
Storage area (2mx2m) with 3 shelves, 1 power strip and 1 key door	920 €

## FOR ALL BOOTHS

	PRICES excluding taxes
<b>Promotion options</b>	
Angle	550 €
Signs on one the wall and on one counter	520 €
<b>Equipment option</b>	
Accommodation for additional exhibitor at the booth	500 €
Reinforced partition for screen installation	150 €
<b>NEW VISITOR INFORMATION COLLECTION APPLICATION FOR YOUR BOOTH</b> A new application is being introduced to collect, record, annotate, and qualify visitors to your booth. It is designed for a single booth but supports multiple users (without limitations). It can be accessed from your own smartphone as well as those of your colleagues.	<b>NEW</b> 350 €

## EXTRAS INCLUDED IN YOUR PARTICIPATION

For all contracts signed provided that any fees owing are settled by 6<sup>th</sup> November 2023

- Your press release is displayed in the press room
- Your job offers and franchise creation offers appear in the dedicated sections of the website
- Your company appears on:
  - the plan and the list of exhibitors in the visitors' guide
  - the directory of exhibitors on the show's website

## PHYSICAL SHOW PRICES (EXCLUDING TAXES)

		PRICES excluding taxes		
		Until 15th April 2023	Until 15th July 2023	From 16th July 2023
Fees are 30 % more for non-exhibitors.				
GIVING TALKS				
1 hour talk at a conference – Closed conference room – 140 seats		2 100 €	2 300 €	2 500 €
30 minutes workshop – Open area on the exhibition – 25 seats		900 €	1 100 €	1 300 €
SPONSORING				
Sponsoring a «themed» village		9 500 €	11 500 €	13 500 €
Mini conferences on a theme		9 500 €	11 500 €	13 500 €
VIP area		8 500 €	10 500 €	12 500 €
Sponsoring Inaugural conference	Contact us for a quote			
PRINTED MEDIA				
VISITORS' GUIDE				
- Backcover		3 000 €	3 500 €	4 000 €
- Inside of the backcover		2 000 €	2 500 €	3 000 €
- Inside of the frontcover		2 000 €	2 500 €	3 000 €
- Colour page		2 000 €	2 250 €	2 500 €
Logo on the visitors' plan - At the site of your booth		750 €	1 000 €	1 500 €
DISTRIBUTION				
Distribution of documents at the entrance for professional visitors and at the exit of the show - A maximum of 2 exhibitors for each distribution – exclusivity in the sector		3 000 €	3 500 €	4 000 €
REGISTRATION MODULE				
- Registration form: Non-clickable banner– 474 x 200 px - Registration confirmation email: Non-clickable banner – 468 x 60 px - Database 15,000 pre-registered GDPR compliant - Digital badge: Logo + "Find us at our booth XX« Exclusivity		5 500 €	5 500 €	6 500 €
OFFICIAL PARTNERSHIP				
Logo on the front page of all communication media for the show for one year.	Please ask us for a quote			
MAILS (7 days before the show, on the day before, on the 2 showdays themselves & on two days after)				
Emails sponsoring - 1 shot - 1 advertising space (250 x 250) – 1 advertiser per mail shot		1 500 €	2000 €	2500 €



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 Limited company with capital of 40.000 € - SIRET number : 422 155 259 00027 - APE 7022 Z

## I. INTRODUCTION

### Article 1.

The Company Planète micro-entreprises (hereinafter "the Organizer") is holding the Silver Economy Expo Trade Show (hereinafter "the Show") and a virtual version of the Show (hereinafter "the Virtual Show") on the 28th and 29th November 2023 (Hereinafter "the Shows" refers collectively to "the Show" and "the Virtual Show"). All questions relating to the Shows (conditions of participation, organization etc.) must be addressed to the Organizer (at the address given at the top of this document).

### Article 2.

These general conditions apply to the provision of a booth and the sale of Communication and Marketing Services by the Organizer at the Shows. They govern the whole contract and exclude any other document save for the relevant Order Forms. The Organizer expressly reserves the right to unilaterally change these conditions at any time if the circumstances so require and / or if it is in the interest of the Shows. In such circumstances the changes will be set out in writing in a document given to the exhibitors and will apply with immediate effect. In the event that any of the conditions contained in these General Conditions is unenforceable or invalid, the remainder of the conditions will apply.

## II. CONDITIONS OF PARTICIPATION

### Article 3. Order Forms

All orders for booths and Communication and Marketing Services must be effected by using respective Order Forms. Communication and Marketing Services cannot be ordered without also ordering a booth. An Order Form constitutes a binding and irrevocable agreement on the part of the exhibitor. The Organizer reserves the right to accept or to refuse any order without having to provide reasons. He agrees to give written notification to the person concerned of the acceptance or refusal of orders and in the event of a refusal to refund to the person as soon as possible any monies paid in advance.

### Article 4. Cancellation

The Organizer must be notified in writing of any cancellation. Where an exhibitor cancels an order for both Show services and Virtual Show services, only article 4.1 shall apply and Article 4.2 shall not apply.

#### Article 4.1 Cancellation of Show services

If the exhibitor cancels for any reason whatsoever (and notwithstanding any reallocation of the booth to another exhibitor) he shall be liable to the Organizer for 50% of the amount payable for all of the services ordered if notice of cancellation is received by the Organizer at least 100 days before the opening of the Show to the public and 100 % of the amount in any other case. Failure of the exhibitor to occupy the booth made available to him 24 hours before the opening of the Show to the public constitutes a cancellation.

#### Article 4.2 Cancellation of Virtual Show services

The Organizer must be notified in writing of any cancellation at the latest 8 days after the date on which the order form is signed or the date of confirmation of an order made online by online order form. If the Organizer receives notice of the cancellation after the said period of 8 days for whatever reason, the exhibitor will remain liable to the Organizer for 100 % of the amount payable for the services ordered.

Moreover the exhibitor will not be able to claim any compensation. Failure of the exhibitor to provide all the things requested by the Organizer (text, logo, display material etc) for the creation of a virtual booth by the stipulated required date constitutes a cancellation. In such circumstances the exhibitor will not be able to claim any refund or compensation.

## III. FINANCIAL TERMS

### Article 5. Price

The services ordered are charged at the rate in force at the time the order is made, and the exhibitor is informed of the rate on request. Nevertheless, in the event of a change in economic, fiscal or social conditions causing a significant increase in the costs born by the Organizer in relation to the Shows, the Organizer expressly reserves the right to add the extra costs to the price of the services provided. Should this happen, the Organizer will send an additional bill to the exhibitor who must pay it on receipt.

### Article 6. Forms and conditions of payment.

To make a reservation a deposit of 50 % (including all taxes) of the total amount of the order (including all taxes) is payable when the order form is signed / confirmed. The payment of this deposit will be a prerequisite for the opening of the extranet, which will allow the exhibitor to prepare for their participation in the trade show. The remaining 50% is payable at the latest by 27<sup>th</sup> October 2023.

If the balance has not been paid by that date (or by the date stated on the bill if the bill stipulates a different date), the Organizer reserves the right to cancel the exhibitor's participation and he will not be entitled to any refund or compensation and the deposit will remain due and will not be refunded unless the exhibitor has exercised his right to cancel pursuant to article 4.

Payment for orders for services under 1000 Euros (excluding taxes) must be made in full at the time of ordering.

Any failure to pay sums by the due dates will make the exhibitor liable to pay 'late payment penalties' whose amounts are stated on the order form, the online order form and the bill.

Any failure to pay a sum due more than 30 days after the due date will make the exhibitor liable to pay 'late payment penalties' at a rate which is three times the legal interest rate applicable under article L.441-6 of the Code de commerce (the Code of commerce)

## IV. MATERIAL CONDITIONS

### Article 7. Location of the booths

#### Article 7.1 Location of the booths in the physical exhibiting area of the Show

The Organizer will draw up a plan of the Show. He will allocate the booths and as far as possible have regard to the wishes expressed by the exhibitors, the nature of the goods and services they are exhibiting, the proposed setup of the booths and if necessary, the date of acceptance of the orders. The exhibitor is informed of the location of his / her booth as an indication only by means of a plan. It is the exhibitor's duty to make sure that the plan is correct before the booth is set up and the Organizer does not accept any responsibility in relation to this. Any claims relating to the position of the booth must be made in writing to the Organizer within eight days. After that no claim will be considered. The Organizer expressly reserves the right to change unilaterally the area of a booth which has been ordered or allocated by increasing or decreasing it by up to 15 % more or less and the disposition of the relevant areas without any alteration of the price.

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**Article 7.2 Location, appearance and design of booths in the virtual exhibiting area of the Virtual Show.**

The Organizer will draw up the plan, the basic design and the visual appearance of the Virtual Show booths except for the display material created by the exhibitor for the purpose of decorating the booth in accordance with the technical specifications stipulated by the Organizer. The choice of the general design of the booth is defined in the specific conditions of the exhibiting option chosen by the exhibitor as shown on the order form, the online order form and the bill. The Organizer will allocate the booths taking in to account where possible the wishes of the exhibitors, the kind of products and services exhibited, the arrangement planned for the booths as well as, if necessary, the date on which the orders were accepted. The Organizer expressly reserves the right to unilaterally change the appearance, design and the position of an ordered or allocated booth without changing the price. The position of the exhibitor's name in the different lists which are visible to the visitors browsing the virtual space of the virtual Show is determined by the specific conditions of the exhibiting option chosen by the exhibitor stated on the order form, the online order form and the bill.

**Article 8. The arrangement and decoration of the booths**

The arrangement of the booths is done in accordance with the Organizer's general plan. Any separate arrangement must be authorised beforehand and in writing by the Organizer and must comply with the applicable technical specifications. Notwithstanding the foregoing, the Organizer expressly reserves the right to change or prevent arrangements which would not suit the look of the Show or impede people from moving around easily, which would be detrimental to neighbouring exhibitors or which would not comply with the plan and the model submitted to him beforehand and this will be done solely at the expense of the exhibitor concerned. Individual decoration of booths can be done by exhibitors at their own risk. It must comply with the health and safety rules passed by public authorities and the general plan for decoration and signs decided upon by the Organizer. The use of any material which emits noises or light and the use of audiovisual material is forbidden unless advance written authorisation has been given by the Organizer.

**Article 9. Setting up and dismantling**

The Organizer decides when the booths are to be set up and dismantled. Before the setting up time begins, no material can be brought into the Show area and no delivery can be taken of parcels. During the setting up time material can be brought into the Show area for which the exhibitors are solely responsible. Any setting up which requires the temporary borrowing of the booth of another exhibitor must be authorised in writing by the Organizer beforehand on terms which will be stipulated. The Organizer can, at the sole expense and risk of the exhibitor have dismantling, removal and 'putting in order' operations performed if the exhibitor has not had these done in the timeframes stipulated. In this case as a penalty the exhibitor shall be liable to pay to the Organizer an indemnity amounting to 20 % of the price of the booth booked.

**Article 10. Connections to communication networks and utilities**

The connecting of the booths to electricity and water supplies and telephone networks will be at the cost of the exhibitor who requests this by the relevant dates and within the scope of the technical services available in the exhibiting area. The requests must be addressed to the providers designated in the special forms provided to the exhibitors.

**Article 11. Cleaning, maintenance**

The maintenance of the aisles and the stairs is undertaken every day by the Organizer. The maintenance of the booths other than of the cleaning of the carpet is done at the expense of the exhibitors who can instruct contractors approved for this purpose to do it and no other contractors. The requests must be addressed to the service providers designated in the special forms provided to the exhibitors.

**Article 12. Cession – sub letting**

An exhibitor cannot allow a third party, whether for or without consideration, to use some or all of the of the booth space provided to him without the prior written authorisation of the Organizer. If the Organizer does give such an authorisation in writing beforehand, an exhibitor who allows an additional exhibitor to use the booth provided to him will be charged 500 Euros (exclusive of taxes) for every logo of the additional exhibitor who will enjoy same conditions of advertising as the other exhibitors (except for those which relate to signs).

**V. MANAGEMENT OF THE BOOTHS DURING THE SHOW**

**Article 13. Attendance of the exhibitor**

Every exhibitor is required to be represented at all times at his booth by at least one physical and qualified person throughout the Show.

**Article 14. General presentation**

Every exhibitor must display at his booth only products and / or services which are directly related to the themes of the Show.

**14.1 Management of the Show booths**

The necessary precautions must be taken by each exhibitor to ensure that the general public and neighbouring exhibitors cannot be harmed or disturbed by the devices displayed at the booth provided to him. The booths must be kept impeccably. Loose packaging, objects which are not used for displaying the booth and the staff cloakroom area must not be visible to visitors. The exhibitors must not take away any part of the booth or its display before the dismantling period.

**14.2 Management of the Virtual Show booths and Chat**

The exhibitor is solely responsible for the content of the messages posted on the Chat. It is expressly forbidden for any exhibitor to:

- post, put a link to or publish messages which are insulting or threatening, or which could constitute a personal or denigrating attack of another user or exhibitor
- post, put a link to or publish messages containing material which is obscene, racist, homophobic, sexist or any other kind of hate messages
- post, put a link to, or publish messages which constitute a breach of copyright or a breach of human rights
- post, put a link to, or publish messages which are illegal, defamatory or which could be an infringement of live legal or administrative proceedings
- post or publish in any kind of way messages or files or applications containing a computer virus or any kind of material which is potentially dangerous for the IT equipment (hardware, software, applications), of the users or their confidential professional and personal data



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-assume the identity of any real or legal person or falsely claim to be linked with any real or legal person

-post, or forward any message, file or application which contains a virus, software, folders or codes intended to disrupt, destroy, interfere with or restrict the operation of the site, software and material.

-collect or store the personal data of other users other than those which a user consents to give, having been informed of the purpose for which it will be used

The Organizer cannot be held liable where there are breaches of any nature of these prohibitions. The exhibitor therefore agrees to indemnify the Organizer in respect of any damages resulting from any claims or complaints in respect of these. The exhibitor agrees to indemnify the Organizer and release him from any liability arising out of any complaint, costs and expense (including legal costs) which could result from any content (message, text, code etc) posted or published by the exhibitor on any support of any kind (forum, platform etc) in breach of the provisions of this article. Where any such breach occurs, the Organizer reserves the right to cancel without any prior notice the services ordered by the exhibitor as provided by article 28 of these conditions.

#### **Article 15. Various actions / démonstrations**

It is strictly forbidden, without prior written agreement from the Organizer for an exhibitor to:

- . organize any kind of demonstration during the times when the Show is open and this includes but is not limited to a show, entertainment, any kind of promotional operation, survey or opinion poll, drinks parties, group meetings, press conferences etc.

- . to sell samples or articles made in the course of a demonstration

- . to approach visitors, do demonstrations and / or to distribute promotional material away from his booth including the vicinity of the place of exhibition

- . to have suppliers at his booth, except in a discreet manner at the least busy times of the Show and only if the goods and services in question are directly related to the themes of the Show.

- . to take photographs or make visual and/ or sound recordings

#### **VI. COMMUNICATION**

##### **Article 16.**

Each exhibitor gives to the Organizer the right to reproduce and show on the communication media of the Show any trademarks it has or distinctive signs in which it has copy rights (company or business name, trading name, brand, logo etc).

##### **Article 17.**

Any reproduction, publication and /or marketing of communication media of the Show, in particular the directory of exhibitors is strictly forbidden, save with the prior written agreement of the Organizer. The Organizer reserves the right not to produce the directory of exhibitors. In this event, the exhibitor shall be reimbursed for the advertising pages ordered by him beforehand.

##### **Article 18.**

Every exhibitor must provide to the Organizer the information requested within the timescales stipulated for inclusion in the communication media of the Show. All information communicated after the deadline(s) cannot be taken into account and no refund or right to damages shall arise as a result of this. The Organizer expressly reserves the right to accept or refuse any communication which is not in keeping with the themes and/or spirit of the Show

##### **Article 19.**

The Organizer is not liable for any errors of reproduction, creation or anything else affecting the Show's communication media. In the case of omission, the exhibitor will only be able to claim a refund of the sums paid for this purpose and has no right to claim any damages for this.

#### **VII. SECURITY**

##### **Article 20. Access**

"Exhibitor's passes" which provide entry to the Show and invitation cards for visitors are given to the exhibitors on the terms stipulated in the technical information. Only the passes, the invitation cards and the entrance badges given by the Organizer can provide entry to the Show.

##### **Article 21. Security**

The exhibitor must take note of the Safety Plan adopted for the Show's needs which is given to him before the beginning of the setting up time. He must also return to the Organizer within the timescales communicated to him the declaration included with the Safety Plan duly signed and completed. The exhibitor must strictly adhere to the provisions of the Safety Plan, the security measures imposed by the administrative authorities and those adopted at any time by the Organizer. The exhibitor must be present at his booth during the security inspection which takes place before the opening of the Show to the public.

##### **Article 22. Surveillance**

General surveillance of the Show is done under the oversight of the Organizer. Outside of the setting up and dismantling times, no material of any kind can be taken in or out. Staff responsible for surveillance are authorised to undertake checks at the entrance(s) and the exit(s) of the exhibition areas. Every exhibitor has sole responsibility for the surveillance of the booth provided to him, particularly for any material present there, including hired material. The Organizer does not accept any liability for any loss of or damage to the said material. However, any exhibitor can ask the Organizer (but no third party) to have someone watch over permanently his booth at the exhibitor's expense.

#### **VIII. INSURANCE**

##### **Article 23. The Organizer's Insurance**

The Organizer has insured against third party pecuniary loss in his capacity as Organizer. A copy of the insurance policy can be viewed on application to the Organizer.

##### **Article 24. Exhibitors' Insurance**

Every exhibitor is automatically insured through the Organizer against third party pecuniary liabilities in his capacity as exhibitor. A copy of the insurance policy can be viewed on application to the Organizer. Every exhibitor must at his own expense take out insurance to cover for other eventualities if he considers it to be appropriate.

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## IX. CANCELANON OF THE SHOW, LIABILITY, TERMINATION

### Article 25. Cancellation of the Show

If the Show in Paris Porte de Versailles is canceled for more than a third of its duration for a reason which is beyond the Organizer's control, whether this be a force majeure or not, and regardless of whether or not it was totally or partially unforeseeable ( fire, flood, storm, destruction or the non-availability of the premises where the Show is due to be held, local or national strike, riot, threat to health and safety, terrorist threat, health conditions, possible consequences of the Covid-19 epidemic , cancellation of the participation of a significant proportion of the exhibitors, restriction on the ability of the exhibitors or visitors to travel) or whether it be the consequence of a decision/ recommendation or the maintaining of / continuing of/the renewal of a decision/ recommendation of the government ( whether local or national) or court or the owner of the Show premises , the following shall apply: except for the sum of 500 Euros ( exclusive of tax) for spot booth or 100 Euros (exclusive of tax) for the others booth which shall be retained by the Organizer and used as payment for a virtual booth on the digital show , the Organizer will give the choice to the exhibitor of receiving either a total refund of the amount paid ( whatever the amount) or a credit.

### Article 26. Limitation of liability

Every exhibitor has sole responsibility for ensuring compliance with the laws which apply to his business, the products and services which he promotes (in particular with regards to customs' requirements), his conditions of sale and the accuracy of the information provided to the Organizer, especially for the purposes of the communication media for the Show. He therefore indemnifies the Organizer against any liabilities resulting from any claims or legal action in respect of these matters. Where the Organizer has been proved to be liable, his liability is expressly limited to compensation for direct physical damage and not for immaterial and / or indirect damage such as, but not limited to, loss of turnover, operating loss, commercial loss or damage to image etc. subject to the application of any overriding legal provisions. Furthermore, and in all circumstances where the law permits such a limitation, the overall liability of the Organizer arising from the provision of a booth and / or the sale of meeting and promotion services is expressly limited to the sums actually paid by the exhibitor for these purposes.

The Organizer, his service providers, affiliates and suppliers of access or of information accept no liability or responsibility in the event of delays, non-execution or interruption of services provided as part of the Virtual Show resulting directly or indirectly from a cause or circumstances outside of their control such as , but not limited to, failures in mechanical or electrical equipment, malfunctioning of communication lines, problems with telecommunications or other forms of communication, computer viruses, hacking, phishing, theft or operational errors.

### Article 27. Force majeure

The Organizer accepts no liability if the supply of services for the Shows is impacted by the occurrence of an event of any nature outside of his control such as an act of a third party, a force majeure, an accident, strike or conflict, war or government restrictions, administrative decisions, disruption to transport, bad weather conditions, earthquakes and other natural disasters.

### Article 28. Cancellation

Any failure by an exhibitor to fulfil any of his obligations under these general conditions and / or the order confirmations will result in the immediate cancellation of the services ordered by him and the exclusion of the exhibitor from the Show without prior notice thereof. In such circumstances the exhibitor shall not be entitled to claim any refund and shall be liable to pay the Organizer an amount equal to 25 % of the price of the booth provided to him as a penalty notwithstanding the allocation of the booth to another exhibitor.

## X. PERSONAL DATA

### Article 29.

In connection with the holding of the Show, the Organizer will collect personal data of the exhibitor's employees or representatives for the purpose of monitoring and providing the services referred to in these General Conditions of Sale. Furthermore the exhibitor shall have access to a certain amount of personal data collected by the Organizer from visitors' registrations and their use of the virtual show's platform. All of the rights and obligations of the parties in relation to collecting and processing personal data is in the [Data Protection Policy](#) and the exhibitor expressly acknowledges that he has read it and unconditionally agrees to it. The [Data Protection Policy](#) forms part of these General Conditions of Sale. Furthermore, the exhibitor undertakes to comply with the applicable regulations relating to collecting and processing personal data and agrees not to use the visitors' personal data for purposes other than those referred to [in the policy on protection of personal data](#). He further undertakes to ensure that the data thus obtained is held securely in compliance with the law in order to avoid any misuse, loss, deletion ; He undertakes to ensure that those of his staff who have access to this personal data are bound to keep the data confidential and are trained to comply with regulations relating to processing of this kind of data. The exhibitor is solely and entirely liable for all acts undertaken by him in connection with the visitors (selling, introductions, collection of data directly from the visitors).

## XI. APPLICABLE LAW, CHOICE OF JURISDICTION

### Article 30.

French law shall apply to the provision of a booth and / or the sale of meeting and promotion services in connection with the Show. In the event of a legal dispute, the Paris courts have sole jurisdiction.