

TERMS AND CONDITIONS OF PARTICIPATION

PECKHAM INTERNATIONAL ART FAIR

1 DEFINITIONS

1.1 In these Terms and Conditions, the following words will have the following meanings: “Stand Rental Agreement ” refers to the Stand Selection and Registration form, together with the Terms and Conditions set forth herein; “Fee” means the aggregate amount to be paid by the Exhibitor to the Organiser for the Space as shown on the Stand Rental Agreement; “Exhibitor” means the company, person, organization or other entity identified on Stand Rental Agreement as the party making the registration for Space at the fair; “Exhibitor Manual” means the handbook produced by the Organiser containing such regulations as may deem reasonable to the Organiser relating to the fair, the Venue and the Exhibitor’s attendance and conduct at the fair; “Organiser” means Peckham International Art Fair Ltd. and its successors and assigns; “Space” means the area of the floor space at the fair licensed by the Organiser to the Exhibitor; “Stand” means any structure, platform or other erection located in the Space for the Exhibitor’s purposes at the Exhibition; “Terms” means these terms and conditions together with the contents of the Exhibitor Manual; and “Venue” means the events location where the fair takes place;

1.2 References to Clauses shall be to clauses of these Terms.

2 AGREEMENT

2.1 These Terms shall govern the provision of the Space by the Organiser to the Exhibitor to the exclusion of any other terms and conditions.

2.2 A binding contract is formed between the Exhibitor and the Organiser immediately upon the Organiser’s written acceptance of the Stand Rental Agreement. 2.3 Except as otherwise stated herein, these Terms shall not be modified unless in writing signed by the party to be bound.

3 FEE

3.1 The Exhibitor shall promptly pay the Fee as shown on the Exhibitor Registration Form.

3.2 The Exhibitor shall in addition to the Fee promptly pay any additional charges relating to the Exhibitor’s participation in the Exhibition in accordance with the Exhibitor Manual or in respect of all goods and services supplied at the request of the Exhibitor.

3.3 The Fee is payable without any deduction, withholding or set-off whatsoever.

3.4 If the Fee is not paid when due in accordance with the Exhibitor Registration Form, then without prejudice to the Organiser's other rights or remedies:

3.4.1 The Exhibitors contract may be deemed null and void

3.4.2 Exhibitor shall be liable to pay interest on the overdue amount at an annual rate of 5%, such interest to accrue daily from the date on which payment becomes overdue until the date the payment is made; and

3.4.3 Exhibitor shall be liable for the Organiser's reasonable costs of collection and recovery of amounts due, including but not limited to full reimbursement of reasonable attorney's fees and disbursements basis before and after commencement of legal proceedings.

4 CANCELLATION AND REDUCTION OF SPACE

4.1 Subject to this Clause, the Exhibitor may, by notice in writing delivered to the Organiser by recorded delivery to the Organiser ("the Cancellation Notice"), cancel its booking and reduce the Fee in accordance with the schedule set forth in Clause 4.4. below. The parties agree that Organiser is irreparably harmed by cancellations and may incur printer's fees, problems with catalogues, loss of revenue, mitigation costs and loss of prestige by cancellations. Exhibitor acknowledges that Organiser "curates" the entire exhibition to try to ensure a diversity of offerings to make each Exhibitor's experience valuable, so finding suitable replacements is difficult. Since such damages are difficult to calculate, the parties agree that the schedule set forth in Clause 4.4 is a reasonable measure of such damages and is fair.

4.2 Subject to this Clause, the Exhibitor may, by notice in writing delivered to the Organiser by email correspondences, apply to reduce the size of the Space. The Organiser shall, in its sole discretion and without assigning any reason, elect whether or not to accept the Reduction Notice.

4.3 In the event that the Organiser accepts the Reduction Notice, the booking of such Space the subject of the Reduction Notice shall be deemed to be cancelled and liquidated damages (and not penalty) by way of cancellation fees shall be payable by the Exhibitor in accordance with Clause 4.4.

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4.4 Upon cancellation in accordance with Clause 4.1 or reduction of the Space in accordance with Clause 4.2, the cancellation fee payable by the Exhibitor to the Organiser will be as follows:

Cancellation Date	Cancellation Fee
Up to and 1 month prior to the fair	50% of the fee
2 weeks prior to the fair	100% of the fee

4.5 Upon accepting the Cancellation Notice or Reduction Notice, the Organiser may resell or re-allocate the cancelled Space, without any obligation to refund any cancellation fees to the Exhibitor for the income from reselling or re-allocating the cancelled Space.

5 OCCUPATION OF SPACE

Exhibitor shall occupy the whole of its allocated Space at the commencement of the fair and for the entire duration of the opening hours of the fair (including press and private viewings). No Exhibitor may share or sublet a stand either partially or entirely without written permission of the Organize. Decisions regarding the approval of shared Stand rest solely with the Organiser. Exhibitors sharing booths will be joint and severally liable to Peckham International Art Fair Ltd. The Exhibitor shall occupy the Space as Organiser's licensee, shall obtain no right of exclusive possession or occupation, and shall obtain proprietary interest in the Space. The Exhibitor's Stand shall be constructed in accordance with regulations set out in the Exhibitor Manual. The Exhibitor shall comply with all instructions of the Organiser and/or its agents in respect of Stand construction. The location of the Space shall be provisional and subject to change prior to the Exhibition. The Organiser shall be entitled to relocate the Exhibitor's Space at any time prior to the fair and, if necessary, reduce the Space allocated provided that a pro-rata reduction of the Fee is granted to the Exhibitor pro rata to the reduction of the Space. The Exhibitor shall vacate the Space at the end of the period of the fair or otherwise in accordance with the Organiser's request. In the event that the Exhibitor fails to vacate the Space, it shall indemnify and keep indemnified the Organiser against any losses costs incurred as a result of the Exhibitor's failure to vacate.

6 EXHIBITOR'S OBLIGATIONS

The Exhibitor shall not supply from the Stand or elsewhere at the fair any food, drink or tobacco. At the fair the Exhibitor shall only conduct its business from the Stand and may not display or distribute its promotional publication or article of any kind other than from the Stand. The Exhibitor shall observe and comply with the Exhibitor Manual at all times. The Exhibitor shall indemnify the Organiser and hold the Organiser harmless against all loss, damages, claims and costs, including reasonable attorney's fees resulting from the Exhibitor's use of the Space and the acts and omissions committed by the Exhibitor and its agents, servants and invitees.

7 LIABILITY AND INSURANCE

7.1 Subject to Clause 7.3, the Organiser shall not be responsible for:

7.1.1 The theft, damage and safety of all goods, decorations and other items brought into the Venue by the Exhibitor, its agents, employees or sub-contractors; or

7.1.2 The supply to the Exhibitor of any goods or services any third parties at the fair, including the operator and owner of the Venue, designated contractors and the Organiser's contractors.

7.2 Although all reasonable precautions shall be taken, subject to Clause 7.3. The Organiser's liability shall be limited as follows:

7.2.1 The Organiser's maximum aggregate liability under or in connection with these Terms shall not exceed the total amount of the Fee actually paid by the Exhibitor; and

7.2.2 The Organiser shall not be liable for any loss of income or profits, loss of contracts or for any indirect or consequential loss or damage of any kind howsoever arising.

7.3 Nothing in these Terms shall exclude or in any way limit the liability of the Organiser in a manner contrary to law.

7.4 The Organiser shall not be liable for any delay or damage or loss caused by any act of God, terrorist activity, political unrest, riot or other event, fact or circumstance beyond the Organiser's reasonable control.

7.5 The Exhibitor shall take out and maintain adequate insurance which shall not entitle the insurers to exercise any subrogation rights against the Organiser and the Exhibitor shall on demand provide sufficient evidence of such insurance to the Organiser. Without prejudice to the foregoing provisions in this Clause 7, in the event of the Organiser having any liability, the claimant shall first of all recover or procure to be recovered the money payable by the insurers under the insurance policies between the insurers and/or all relevant parties relating to the subject matter or event from which the Organiser's liability arises and the claimant's claim against the Organiser is limited to the extent that the money paid and/or payable by the insurer under such insurance policies is not sufficient to reasonably compensate the claimant.

8 TERMINATION

8.1 The Organiser may terminate this agreement forthwith by notice in writing to the Exhibitor or exclude the Exhibitor from the fair, if the Exhibitor:

8.1.1 Commits a material or persistent breach(es) of any these Terms and, having received from the Organiser a notice giving full particulars of the breach(es) and requesting that the same be remedied, has failed to remedy such breach(es);

8.1.2 Becomes insolvent, enters into liquidation or bankruptcy, passes a resolution for its winding up, has a receiver or administrator appointed over the whole or any part of its assets, makes any composition or arrangement with its creditors or takes or suffers any similar action in consequence of its debt; or

8.1.3 Ceases, or threatens to cease, to carry on business; and

8.1.4 In the course of preparation for the fair or during the fair, acts in violation of law, including but not limited to performing any act or committing any omission which is or is likely to be in violation of the intellectual property rights of third parties.

8.2 In the event that the Organiser exercises its right to terminate this agreement, the license by the Exhibitor over the Space will cease and the Exhibitor shall pay to the Organiser liquidated damages (and not as penalty) as follows:

Cancellation Date	Cancellation Fee
Up to and 1 month prior to the fair	50% of the fee
2 weeks prior to the fair	100% of the fee

8.3 The Organiser shall be entitled to remove any person or thing or exclude the Exhibitor from the Venue in the event that the Organiser considers such removal or exclusion to be in the interests of the fair, the Venue or the other exhibitors or visitors at the fair. In such event, the Fee shall be forfeited to the Organiser as liquidated damages (and not as penalty).

9 COMPLIANCE WITH LAWS AND REGULATIONS

9.1 The Exhibitor shall comply with all applicable laws, regulations and codes of practice relating to the Stand and the Exhibitor's attendance at the fair, including without limitation, all local laws and fire and safety regulations, the rules and regulations set out in the Exhibitor Manual and any additional rules imposed by the operator or owner of the Venue or the government.

9.2 All materials used for building, decorating and covering the Stand or forming part of the Stand must be inflammable.

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9.3 No explosives, detonating or fulminating compounds or other dangerous materials shall be brought into the fair by or on behalf of the Exhibitor.

10 LAW AND JURISDICTION

10.1 These Terms shall be governed in all respects by the laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction to settle any disputes between the parties.

11 NOTICES

11.1 Save in relation to Clause 4, all notices and other communications served pursuant to or in connection with these Terms shall be sent by registered mail, airmail, courier, email or fax to the address as specified in the Stand Rental Agreement for each party or to such other address as either party may notify for such purpose.

11.2 Subject to Clause 4, notices shall be deemed served in accordance with the following;

11.2.1 If sent by registered mail to an address within the UK, three working days after posting and if sent elsewhere, seven working days after posting;

11.2.2 If sent by courier or overnight mail, on confirmed delivery; or

11.2.3 If sent by fax, on confirmation of transmission.

11.2.4 Service of process. In the event of a legal dispute, the parties consent to accept service of process by overnight mail service such as FEDEX and stipulate that proof by a tracking number to the relevant address is such service shall constitute proof of good and valid service on the date delivered.

12 GENERAL

12.1 The failure of either party to enforce any terms of or right arising pursuant to these Terms does not constitute a waiver of such term or right and shall in no way affect that party's right later to enforce or exercise the term or right.

12.2 The invalidity or unenforceability of any term of or right arising pursuant to these Terms shall not adversely affect the validity or enforceability of the remaining terms and rights.

12.3 These Terms constitute the entire agreement between the parties with respect to its subject matter and supersedes any prior agreement, or arrangement between the parties, whether oral or in writing, with respect to

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the same. No representation, undertaking or promise whether, without limitation, relating to location of the Space, visitor or exhibitor attendance figures or otherwise, shall be taken to have been given or be implied from anything said or written in communications between the parties prior to these Terms, except as set out herein. Neither party shall have any remedy in respect of any untrue statement made to it upon which it has relied in entering into these Terms (unless such untrue statement was made fraudulently) and that party's only remedies shall be for breach of contract as provided in the these Terms.

12.4 Subject to the definition of "Organiser" pursuant to which it is intended to confer a benefit on the named third parties, nothing in these Terms shall confer on any third party any benefit to enforce any of the Terms whether pursuant to any statute or otherwise.

13 USE OF PR IMAGES

13.1 Any artwork images submitted by the Exhibitor to the Organiser may be used as part of the publicity for future Organiser events. Both the artist and the Exhibitor will be credited where possible.

13.2 The Exhibitor is responsible to certify that the artist has authorised the use of his/her artwork images before submitting to the Organiser.