

2021 ERA GLOBAL Conference, Amsterdam

The Multi-Channel Home Shopping Conference

ERA EUROPE* General Conditions, Rules and Regulations for the 2021 ERA GLOBAL Conference, The Multi-Channel Home Shopping Conference

Organizer

Organizer of the 2021 ERA GLOBAL Conference, The Multi-Channel Home Shopping Conference, is ERA Europe, Electronic Retailing Association Europe Chaussée d'Alsemberg 999 B - 1180 Brussels, Asbl, BE 0867.005.301, RPM Brussels.

*According to its statutes, the registered association name is the Electronic Retailing Association Europe / ERA Europe. It is the understanding of the association to represent the global multi-channel home shopping industry. By a board decision, ERA Europe will brand its communication and activities, as far as legally permissible, as ERA Global and has initiated the necessary steps to change the registered name accordingly.

For these general conditions called

- ERA Europe -

General Conditions

These are the general conditions for attendees participating at the ERA GLOBAL Conference, The Multi-Channel Home Shopping Conference 2021 from June 15th to 17th in Amsterdam. These general conditions apply for all legal relations of the organizer and all companies or individuals that intend to or participate at the conference, covering all venues and events. Conference venues are in particular all locations rented by ERA Europe and in some cases subleased to attending individuals and companies as e.g. the show floor, meeting rooms, suites, educational venues and outside venues for events. These conditions are valid for all contracts, legal obligations, all contractual obligations or any other legal relationship resulting out of the intent of or the participation attending of the conference or any of its venues. These General Terms and Conditions shall apply exclusively; deviating terms and conditions of attendees/attending companies which are not explicitly acknowledged in writing shall not be applicable.

ERA Europe hereby expressly objects to any reference to or counter confirmation by the customer with reference to these terms and conditions.

Registration/ Conclusion of contract

To participate at the conference, an attending individual or company has to fill out the online registration form. By filling out the form, the individual or company define the specific package which they are booking for the conference (e.g. number of attendees, special conference tickets, meeting rooms, etc.).

At the end of the online registration process, the individual/company is requested to confirm the package by clicking the "finish" button. By doing so, the specific package for the conference is defined and a binding contract between the participating individual / company and ERA Europa is concluded.

Companies may, in writing, define individually customized packages (e.g. for suites, meeting rooms, sponsorship, etc.) In this case a conference package is concluded once the parties have agreed on the package and confirm this in writing (minimum requirement email on the email addresses: conference@era-global.org or icroitorescu@era-europe.eu).

Companies must buy conference registrations for all attending employees. Each attendee must have their own individual conference badge.

Cancellation/Refund Policy

A full refund will be made for written cancellations received before April 4th 2021, subject to an administration fee of €50. Cancellations received on or before April 20th 2021 are eligible for a 50% refund. No refunds will be made after this date and FULL payment by the registrant will be due. Full payment is due by May 25th 2020. ERA Europe reserves the right to refuse admission to anyone who has not paid in full by the due date. ERA Europe reserves the right to cancel social events but will provide reimbursement or make alternative arrangements. If the conference is cancelled, ERA Europe is not

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responsible for any airfare, hotel or other costs incurred by registrants. All registrants are responsible for any visa arrangements necessary.

Force Majeure

ERA Global has agreed with the Hotel on a specific force majeure regulation. If our event will be fully canceled on base of this agreement we will reimburse all of our registered attendees.

Attendees may choose to forward the payments made as a deposit payment to one of the next (e.g. Fall 2021 LV, summer 2022) ERA Global events.

ERA Global is not and cannot be held liable by any party if the event is cancelled due to force majeure or any public authority decision.

COVID 19

ERA Global has defined mandatory COVID 19 rules which will have to be adhered by all guests to ensure the safety and health of all or our attendees. Non-adherence may lead to exclusion and liability claims.

Admittance to the show

ERA Europe reserves the right to not admit applicants as exhibitors or attendees to its show. The ERA GLOBAL Conference, The Multi-Channel Home Shopping Conference admits only companies and commercial entrepreneurs as defined in § 14 of the German Civil Code.

Substitution Policy

Substitution of registrations from the same company is permitted prior to the conference and on site. Only one substitution is permitted per original registration. The individual submitting the substitution request is responsible for all financial obligations (any balance due) associated with that substitution as well as updating any contact information. Substitutions cannot be made after a badge has been issued.

Group Badge Distribution/Pick-Up

Group badge pick-up is permitted although not encouraged. In the event that one person from a company collects badges for multiple employees, that person accepts full responsibility for those badges. ERA Europe will not re-issue badges directly to those individuals.

Badge Wearing

Attendee badges must be worn at all times. The attendee badge includes both the lanyard and the badge holder. Failure to wear the complete attendee badge, including the lanyard, may result in the confiscation of the badge.

Badge Sharing

Each badge is intended for the exclusive use of the person named on the badge. Business cards cannot be used in place of or inserted on top of badges. In the event that two or more individuals are found to be sharing a badge, the badge will be immediately voided and no refund issued. Voided badges will not be available for re-issue. Attendees may be asked to show valid identification. Failure to present a photo ID matching the name on the badge in question upon request will result in the forfeiture of the badge.

ERA Europe Member Pricing Policy

In order to receive ERA Europe member pricing for all ERA Europe events, the member must be in good standing at the time of registration AND at the time of the event. If ERA Europe membership has lapsed, the individual will be required to pay the difference between ERA Europe member and non-member rates before an attendee badge is provided.

Company Name Policy

In order to receive member pricing, the company name on the attendee badge must match the company name on the ERA Europe membership.

Consent to Use of Photographic Images/ Photography

As owner and organizer of the event ERA Europe has the right to photograph/film/recorded during the event "ERA GLOBAL Conference 2021" (15th-17th June 2021) Art. 6 (1) f GDPR. I am aware that ERA Europe has the right use any panoramic picture or film sequence notwithstanding the fact that I may be displayed there.

ERA Europe would like to use individual photos/recordings (or photos/recordings where I am displayed but are not panoramic) of me to disseminate information about ERA GLOBAL Conference 2021 in Amsterdam. The material will be used in both printed and digital form on various channels where ERA Europe disseminates information about its activities: Facebook, LinkedIn, Instagram, YouTube and websites. The images will be used for 5 years.

ERA Europe will collect individual consent for the usage of the data upon registration, which can be withdrawn at any time.

The photographic rights for the exposition are reserved by ERA Europe. Photography of booths/pavilions other than your own is strictly prohibited. ERA Europe reserves the right to remove anyone who is photographing the conference or any booths therein without express written pre-show approval from ERA Europe.

Suites

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ERA Europe has reserved all Hotel Suites for the conference period. Hotel Suites can only be booked for the entire period of the conference, i.e. from Monday June 14th to Friday June 18th. Individual, daily bookings are not possible. Suites may only be booked with a full (3 day) registration.

Individuals or companies that have booked suites will only conduct business meetings in their suites with individuals / companies and their representatives that are registered for the ERA GLOBAL Conference, The Multi-Channel Home Shopping Conference. ERA Europe will provide a list of all registered individuals to all suite holders to enable them to cross check, if their business meetings are properly registered. Suite holders are requested to inform ERA Europe of non-registered companies or individuals soliciting business meetings at their suites.

Laws of Netherlands/ Regulations of the Hotels

Attendees adhere to the laws of Netherlands, especially but without limitation regarding regulations concerning the security at expositions. Attendees accept all rules set up by the hotel regarding the exhibition floor and security in general. ERA Europe reserves the right to immediately exclude an exhibitor from the exhibit when any of the above stated regulations are infringed. In this case, no refund will be made to the exhibitor.

Liability

The attendee/contract partner declares and guarantees that he shall provide all exploitation rights required from third parties to exhibit or display products or services at the ERA GLOBAL Conference, The Multi-Channel Home Shopping Conference. He declares and guarantees that the displayed products and any other activities shall not infringe on any rights or rights according to the copyrights act, the competition act, trademark law or any other contractual or legal regulations. The exhibitor/contract partner will hold harmless and indemnify ERA Europe in that context against all claims of third parties which are made with regards to obligations and guarantees, products displayed or any other unlawful or contractual breach of the exhibitor/contract partner in relation to the Multi-Channel Home Shopping conference. This also refers to the cost of any necessary legal representation.

Liability of ERA Europe

ERA Europe shall only be liable to an unlimited extent for damages caused by ERA Europe's willful or gross negligence.

In cases of simple negligence the parties shall only be liable, no matter for what legal reasons, for the breach of essential contractual duties. In case of simple negligence the claim for damages is limited to the typical damages which are foreseeable for the contract. In all cases the

claim for damages is limited to the amount spend by the attendee/ attending company at the conference, capped at a maximum amount of € 5.000.00 (EURO five thousand). The compensation of indirect damages, follow-up damages and profit miss of the attendee/ attending company is excluded.

The liability restrictions shall not apply to damages from the injury to life, the body or the health of a person as well as liability according to the Product Liability Act. Insofar as the liability of the parties is excluded or limited according to this article, this shall also apply to the personal liability of the legal representatives, employees and vicarious agents of the party.

All liability claims against ERA Europe with the exception of the liability owing to willful intent shall become statute-barred within twelve months. The statute-of-limitations shall begin with the knowledge of the circumstances which substantiate the claim and the person of the debtor, however not before the establishment of the claim.

Penalties

In order to prevent damage to the association and its members ERA Europe is obliged to implement contractual penalties for dishonest and fraudulent behavior of attending companies and individuals.

- Individuals which are on conference venues and events without a valid registration agree to pay the full price of a valid registration. Additionally they agree in to a contractual penalty of 1.000.-€
- Companies or individuals that intentionally share their badges with non-registered individuals agree into a contractual penalty of 1.000.-€ per sharing.
- Suite owners that conduct business meetings with non-registered individuals agree to pay a contractual penalty of 500.-€ per non registered individual present at each meeting.

The plea of continuation of the violation is precluded. ERA reserves the right to take further legal actions (which might imply not only indemnification of further damages as well as penal consequences.

Applicable right/ Place of jurisdiction

This contract is subject to German under exclusion of the CISG. The place of jurisdiction for potential disputes of cases up to 5.000€, if legally permitted, is Starnberg, for disputes above this amount, it is Munich.

Entire contract/ amendments

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Implied, oral or written agreements do not exist. Changes of amendments of this contract must be done in writing. The same applies to the suspension of a particular clause

Amendments or Modifications

ERA Europe reserves the right to adjust or modify these general conditions. This applies only if a modification is required due to changes in legislation, jurisdiction or due to economic circumstances. ERA Europe will immediately notify all affected parties in writing of the necessary changes. ERA Europe will allow a suitable period of time for the parties to accept these changes or cancel the contract.

Additional regulations for Rules and Regulations for Exhibitors, Extra Meeting Space & Business Club Seat Holders

Cancellation of Space (registration form)

Cancellations received on or before April 20th 2021 are eligible for a 50% refund. No refunds will be made after this date and FULL payment by the registrant will be due. **Full payment is due by May 25th 2020.** ERA Europe reserves the right to refuse admission to anyone who has not paid in full by the due date. ERA Europe reserves the right to cancel social events but will provide reimbursement or make alternative arrangements. If the conference is cancelled, ERA Europe is not responsible for any airfare, hotel or other costs incurred by registrants. All registrants are responsible for any visa arrangements necessary.

Changes in the Exhibition Set up Plan

ERA Europe reserves the right to make minor alterations to the exhibition site plan as necessary and to accommodate the requirements of the venue, the delegates and the exhibitors. Any change will be confirmed in writing.

Free Flow of Delegates

Nothing may impede the free flow of delegates in the aisle, i. e. nothing may be built in the aisle, nor may furniture or equipment stand in the aisle space.

Cleaning

The aisles and gangways of the exhibition areas will be kept free and clean by the hotel staff. Maintaining the individual booths clean during the conference is the responsibility of the exhibiting company.

Activities Outside of the Exhibitor's Booth

All demonstrations or other promotional activities must be confined to the relevant company's booth. No exhibitor will be allowed to display signs in the common areas of the hotel without prior consent from the organizers. Stand personnel, including hostesses are not allowed to distribute items of any kind outside the confines of the contracted exhibit booth.

Disruption of other Exhibits

ERA Europe reserves the right to restrict exhibits which, because of noise, method of operation, materials or any other reason, become objectionable. No microphones or loud speakers are to be used on the exhibition floor.

Force Majeure

If performance by either party is prevented, restricted or delayed due to any cause arising from or attributable to acts, events, non-happenings, omissions, accidents or acts of God beyond the reasonable control of the party due to perform, the party so affected shall be excused from performance to the extent of such prevention, restriction or delay. No party shall have any liability to any other party for delay or non-delivery in the performance of its obligations under this Agreement, when attributable to acts of God, compliance in good faith with any applicable foreign or domestic governmental regulation or order whether or not it proves to be invalid, fires, war, riots, labor disputes such as strikes or lockouts, sabotage, unusually severe weather or any other cause beyond the reasonable control of such Party.

Security

Although security will be provided for the overall protection of the exhibition, exhibitors are entirely responsible for the security of any goods or personal belongings brought to the exhibition. Also please note that exhibit booths must be staffed by at least one person during the exhibition opening times.

Liability

ERA Europe cannot accept responsibility for damage caused by an exhibitor nor for loss sustained by an exhibitor. Exhibitors must carry full liability insurance for themselves, their employees and their subcontractors. The hotel-appointed subcontractors are fully covered.

The exhibitor/ contract partner declares and guarantees that he shall provide all rights required for exploitation from third parties to exhibit or display products or services at the Multi-Channel Home Shopping Conference. He declares and guarantees, that the displayed products and any other activities shall not infringe on any rights or rights according to the copyrights act, the competition act, trademark law or any other contractual or legal regulations. The exhibitor/ contract partner will hold harmless and indemnifies ERA

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Europe in that context against all claims of third parties which are made with regards to obligations and guarantees, products displayed or any other unlawful or contractual breach of the exhibitor/contract partner in relation to the Multi-Channel homes shopping conference. This refers also to the cost of any necessary legal representation.

Hotel Restrictions

Security

Security can be arranged through the convention sales department. We shall not be responsible for any values stored in the meeting rooms.

Security rules

In case of an emergency please use the designated exits. Please stay calm and follow the instructions of the hotel staff. In case of an evacuation please leave the building immediately.

Binding agreement with regards to safety rules for conventions and exhibitions

- All branding actions are permitted within the meeting spaces reserved as well as private areas as long as:
They are not hung or placed on the walls, implying tape; screws, etc.
They do not leave any permanent marks or damages.
They do not block any emergency exits, fire alarm studs, fire extinguishers etc.

- Nothing can be hung from the ceiling without prior approval and without the installation on the railing set in place; always with prior approval on the viability and feasibility of the installation. Flammable materials that could release toxic gases are prohibited at all times.
- It is imperative that all meeting rooms are closed and secured at all times unless the organizer or guests are present. The hotel reserves the right to ask the organizer to submit a release of liability in case no insurance was taken out – especially if precious goods are on display.
- Emergency exits, escape routes, fire alarm studs, fire extinguisher etc. have to be accessible at any time and shall not be covered or moved.
- The use of fire or smoke needs to get the prior approval of the hotel management and is only permitted if fire fighters are present. The organizer will be financially responsible for this.
- We do not allow any kind of cooking or outside food in the function rooms due to our fire codes (for exceptions please contact the hotel).
- Fireworks are strictly prohibited throughout the Hotel.