



EUROGUSS

MEXICO

Please return to
B&N Exposiciones
Barrera y Nogueira S. de R.L. de C.V.
Herschel No. 152, Piso 6
Col. Anzures, Miguel Hidalgo
Mexico City 11590
info@bynexpo.com

International
NürnbergMesse GmbH
Exhibition Team
Messezentrum
90471 Nürnberg, Germany
info@euroguss-mexico.com

Please send us the application documents **once only!** (Per e-mail)

4. - 6. May 2021 // Guadalajara, Mexico

Return date for early booking discount
31.01.2020

Company name of direct exhibitor

Person to contact

Proprietor/Manager

Tel.

Fax

Street

E-mail (Note: Log-in data will be sent to above e-mail)

Postcode, Town, Country

Correspondence address*

Tel. (Company)

Fax (Company)

E-mail (Company)

Invoice address/Authorized recipient* incl. e-mail (see item 9 of the Special Conditions for Participation)

Internet

* only if different

RFC (if the company is based in Mexico):

Entry in the list of exhibitors under name

Application as direct exhibitor (please complete in detail or mark as applicable)
and acceptance of the conditions for participation

1. We order stand space in exhibition halls.

For rentals and specifications see item 6 of the Special Conditions for Participation. We desire the following type of stand and stand space (dimensions in meters only, minimum stand space **9 m²**):

Area _____ m²

☐ **Raw space** USD 260 + 16% VAT per m² (From 18 m²)

☐ **Standard booth package** USD 295 + 16% VAT per m²

Minimum size 9 m²

Early booking discount of USD 15/m² for complete applications received by the organizer by January 31, 2020.

2. We agree to purchase the print marketing services at a price of USD 165.00 plus 16% of VAT (see item 14 of the Special Conditions for Participation).

3. We agree to purchase the online marketing services at a price of USD 475.00 plus 16% of VAT (see item 15 of the Special Conditions for Participation).

4. We would like the following stand position (without legal claim):

5. Main product group: (Please enter **one** of the product groups 1–18 from form C!)

☐

6. We agree to fully complete form C in addition to this form A to provide the information used for the exhibition guide and the exhibitor and product database at www.euroguss-mexico.com

Standard Booth Package:

Back board and side wall 2.40 m high, front sign with company name, carpet, one table and two chairs, Illumination, one 110V power outlet, in-line stand (1 side open)



Find more stands in the form
C3

Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Mexico.

We have taken note of the attached Special and General Conditions of Participation incl. the information on data protection and the admission criteria and we accept them on

all points. **The stated company data and exhibits can already be recorded and published.**

We indicate the name of the company for which we are requesting co-exhibitor status on the attached form.

We can object to the promotional use of our data by B&N Exposiciones at any time by letter (B&N Exposiciones, Herschel 152, Col. Anzures, 11590, Mexico-City) or e-mail (info@bynexpo.com).

Place and date

Company stamp and authorized signature of direct exhibitor



EUROGUSS
MEXICO

4. - 6. May 2021 // Guadalajara, Mexico

We as the direct exhibitor wish to register the company stated below as co-exhibitor (see item 15 of the Special Conditions for Participation):

Company name of direct exhibitor

Proprietor/Manager

Street

Postcode, Town, Country

Tel. (Company)

Fax (Company)

E-mail (Company)

Internet

RFC (if the company is based in Mexico):

Please return to
B&N Exposiciones
Barrera y Nogueira S. de R.L. de C.V.
Herschel No. 152, Piso 6
Col. Anzures, Miguel Hidalgo
Mexico City 11590
info@bynexpo.com

International
NürnbergMesse GmbH
Exhibition Team
Messezentrum
90471 Nürnberg, Germany
info@euroguss-mexico.com

Please send us the application documents **once only!** (Per e-mail)

Date for returning immediately

Person to contact of co-exhibitor

Tel.

Fax

E-mail (Note: Log-in data will be sent to above e-mail)

Correspondence address (only if different)

Invoices will always be sent to direct exhibitor

Entry in the list of exhibitors under name

Application as co-exhibitor (please copy this form for additional co-exhibitors)
and acceptance of the conditions for participation

1. We as the direct exhibitor confirm that the co-exhibitor will be present with his own personnel and products or services.
Company name of direct exhibitor: _____
2. We agree to pay a fee of USD 165 for each co-exhibitor. This fee includes the co-exhibitor participation fee and print marketing services (see item 18 of the Special Conditions for Participation).
3. We agree to pay a fee of USD 475 for each co-exhibitor for the online marketing services (see item 19 of the Special Conditions for Participation).
4. We agree to fully complete form C in addition to this form B to provide the information used for our co-exhibitor for the exhibition guide and the exhibitor and product database at www.euroguss-mexico.com
5. Main product group: (Please enter **one** of the product groups 1–18 from form C!) ☐

Unless otherwise indicated, all prices stated are subject to statutory VAT if the service is taxable in Mexico.
We have taken note of the attached Special and General Conditions of Participation incl. the information on data protection and the admission criteria and we accept them on all points. **The stated company data and exhibits can already be recorded and published.**
We indicate the name of the company for which we are requesting co-exhibitor status on the attached form.
We can object to the promotional use of our data by B&N Exposiciones at any time by letter (B&N Exposiciones, Herschel 152, Col. Anzures, 11590, Mexico-City) or e-mail (info@bynexpo.com).

Place and date

Company stamp and authorized signature of direct exhibitor



EUROGUSS
MEXICO

Exhibitor _____

Contact for queries _____

Return date: immediately

4. - 6. May 2021 // Guadalajara, Mexico

Attention

Forms C are part of the application.
For the entry it is mandatory to return this form!

Please make copies for co-exhibitors before completing!

☐ **Direct exhibitor**

☐ **Co-exhibitor with**

(Direct exhibitor)

1. Compulsory alphabetical entry in Exhibition Guide and on the exhibitor and product database on www.Euroguss-Mexico.com

Company name: _____

(State in the form to be published in the Exhibition Guide and on the exhibitor and product database!). Texts for the exhibitor and product database at www.Euroguss-Mexico.com are requested separately.

2. List of products of EUROGUSS MEXICO 2021

Please list our products under the following groups:

(Please tick as appropriate)

1 Die casting foundries

- ☐ 1.1 Production of aluminium parts
- ☐ 1.2 Production of magnesium parts
- ☐ 1.3 Production of zinc parts
- ☐ 1.4 Heat-treatable and weldable vacuum casting for safety devices
- ☐ 1.5 Squeeze casting
- ☐ 1.6 Components ready for installation
- ☐ 1.7 Production of chassis parts and structural parts
- ☐ 1.8 Miscellaneous

2 Die casting machines and plants

- ☐ 2.1 Cold chamber die casting machines
- ☐ 2.2 Hot-chamber die casting machines
- ☐ 2.3 Thixo-casting die casting machines
- ☐ 2.4 Horizontal die casting machines
- ☐ 2.5 Vertical die casting machines
- ☐ 2.6 Repair, maintenance and refitting of machines and equipment

3 Moulds and accessories

- ☐ 3.1 Die casting moulds
- ☐ 3.2 Trimming tools
- ☐ 3.3 Spray and dosing heads

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- ☐ 3.4 Potting presses
- ☐ 3.5 Vacuum devices and aspirators for die cast moulds
- ☐ 3.6 Casting chambers/plungers/goosenecks
- ☐ 3.7 Accessories, operating and auxiliary material

4 Sand casting, machine moulding

- ☐ 4.1 Flask moulding
- ☐ 4.2 Flaskless moulding
- ☐ 4.3 Lost foam process
- ☐ 4.4 Vacuum sand casting
- ☐ 4.5 Shell moulding
- ☐ 4.6 Core package process
- ☐ 4.7 Special processes

5 Sand casting machines and casting equipment

- ☐ 5.1 Casting equipment, mechanical
- ☐ 5.2 Casting equipment, dosing
- ☐ 5.3 Casting equipment, heated
- ☐ 5.4 Pouring ladles
- ☐ 5.5 Launderers
- ☐ 5.6 Pig casting machines
- ☐ 5.7 Precision fine casting units
- ☐ 5.8 Special processes
- ☐ 5.9 Accessories, operating and auxiliary material

List of products

(continued)

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6 Mould and core production for sand and gravity die casting.

Moulds and patterns

- ☐ 6.1 Foam patterns
- ☐ 6.2 Plastic patterns and core boxes
- ☐ 6.3 Wooden patterns and core boxes
- ☐ 6.4 Metal patterns and core boxes
- ☐ 6.5 Pattern plates
- ☐ 6.6 Miscellaneous

7 Core making machines and plants

- ☐ 7.1 Core blowing machines and plants
- ☐ 7.2 Core shooting machines
- ☐ 7.3 Core handling equipment
- ☐ 7.4 Core treatment equipment
- ☐ 7.5 Moulding and coremaking machines, other accessories

8 Gravity die casting

- ☐ 8.1 Tilt pouring process
- ☐ 8.2 Low-pressure die casting
- ☐ 8.3 Gravity die casting
- ☐ 8.4 Differential die casting method
- ☐ 8.5 Special process

9 Gravity die casting machines and accessories

- ☐ 9.1 Gravity die casting machines
- ☐ 9.2 Low pressure die casting machines
- ☐ 9.3 Differential die casting machines
- ☐ 9.4 Accessories, operating and auxiliary material

10 Deburring, separating, cleaning for sand and gravity die castings

- ☐ 10.1 Deburring machines
- ☐ 10.2 Casting separating machines and equipment
- ☐ 10.3 Sawing equipment
- ☐ 10.4 Grinding machines and plants
- ☐ 10.5 Cleaning rooms
- ☐ 10.6 Cleaning tools
- ☐ 10.7 Equipment for testing raw castings

11 Additive Manufacturing

- ☐ 11.1 Machines, equipment and process
- ☐ 11.2 Software
- ☐ 11.3 Prototype manufacturing

12 Peripheral devices and systems

- ☐ 12.1 Deburring machines and punches
- ☐ 12.2 Handling robots
- ☐ 12.3 Spraying and dosing systems

- ☐ 12.4 Melting and dosing furnaces
- ☐ 12.5 Transportation and handling technology
- ☐ 12.6 Special machines

13 Machining and assembly of castings

- ☐ 13.1 CNC machining centre
- ☐ 13.2 High-speed machining centres
- ☐ 13.3 Grinding machines
- ☐ 13.4 Grinding equipment
- ☐ 13.5 Blast cleaning equipment
- ☐ 13.6 Assembly lines
- ☐ 13.7 Painting and powder coating plants

14 Testing and measuring equipment for castings

- ☐ 14.1 X-ray and CT testing equipment
- ☐ 14.2 Spectrographic analysis equipment
- ☐ 14.3 Hardness testers
- ☐ 14.4 Ultrasonic testing equipment
- ☐ 14.5 Crack detection equipment, test media
- ☐ 14.6 Tightness testers
- ☐ 14.7 Other test facilities

15 Alloys and metals

- ☐ 15.1 Aluminium alloys
- ☐ 15.2 Magnesium alloys
- ☐ 15.3 Zinc alloys
- ☐ 15.4 Copper alloys
- ☐ 15.5 Further non-ferrous metals alloys

16 Software and Simulation

- ☐ 16.1 Simulation of casting processes,
- ☐ 16.2 Virtual product development and simulation (CAD, CAD systems)
- ☐ 16.3 Software for data logging for operation, machines and tools

17 Environmental protection / waste management / occupational safety

- ☐ 17.1 Extraction and filter systems
- ☐ 17.2 Waste water cleaning and water treatment plants
- ☐ 17.3 Environmental protection, disposal and occupational safety
- ☐ 17.4 Occupational health and safety

18 Research, consulting, services, associations and publications

- ☐ 18.1 Research and development
- ☐ 18.2 Training, further education
- ☐ 18.3 Consulting
- ☐ 18.4 Associations and publications

We accept all items of the enclosed Special and General Conditions for Participation. **The stated company data and exhibits can already be recorded and published.**

Place and date _____

Company stamp and authorized signature of direct exhibitor _____

We help you make your presence very visible and attractive.

C.3



EUROGUSS2021
MEXICO

Stand Number

Exhibitor

Contact in case of doubts



☐ **Atenea**

\$147.50 USD / m²

Area:

☐ 9 ☐ 18 ☐ 36

Authorized provider: GRUPO OMEGA

Responsable: José Juan Pérez

Including: Power supply (2 110 V power plugs)

Includes:

Supply and installation of fair quality carpet in gray or similar.
Custom walls made from mdf panels finished in plastic laminate at 2.40 m high.
Installation of 1 cellar with door with sheet, 1 gorilla rack inside.
Manufacture and installation of 1 custom counter based on mdf finished in plastic laminate with guard area with sheet and graphic on the front printed on matte self-adhesive vinyl.
Printing and installation of a 1.50x1.50 m graphic printed on matte vinyl placed on a 6 mm trolley and velcro on the back for mounting on walls.*
Installation of 1 round table with white cover, 4 white chairs and 1 white high lem bench.*
Installation of 2 white shelves of 1.00x0.20 m.*
Installation 3 led arm lamps.*

*The quantity depends on the size of the stand



☐ **Apolo**

\$148.00 USD / m²

Area:

☐ 9 ☐ 18 ☐ 36

Authorized provider: GRUPO OMEGA

Responsable: José Juan Pérez

Including: Power supply (2 110 V power plugs)

Includes:

Installation of fair quality carpet.
Installation of a 3.47 m high rear wall formed with an octagonal aluminum system and a 3 mm trovicel system. Light box type logo area with white acrylic and self-adhesive vinyl logo.
Central graphic printed on self-adhesive vinyl.*
Left side wall and warehouse at 2.40 m high formed with an octagonal aluminum system and 6 mm trovicel panels. Door with sheet and 1 rack gorilla.

Graphic on winery panel printed on self-adhesive vinyl.*
Manufacture of 1 base for product display of 60x60x60 cm finished in industrial lacquer.*
Manufacture and installation of 1 counter with guard area with sheet and logo on the front printed on self-adhesive vinyl.*
Supply of 1 high table with glass cover and 3 white high benches.
*The quantity depends on the size of the stand

Send us
the contract to:
info@bynexpo.com
and let us know
if you require
more information
and we will gladly
send it to you.

We help you make your presence very visible and attractive.

C.3



Stand Number

Exhibitor

Contact in case of doubts



☐ **Maya** from \$150.00 USD / m²

Area:

☐ 9 ☐ 18 ☐ 36

Authorized provider: GRUPO XITO

Responsable: Miguel Martínez

Including: Power supply (2 110 V power plugs)

Includes:

Tables and Desk*
Front desk counter.
TV plasma screen 42"
Warehouse
Logo print in main wall.
Lamps*
Artificial plants.
Carpeted floor.
Power outlet.
Graphic dimension: 120X240 cms.*

*The quantity depends on the size of the stand



☐ **Azteca** from \$165.00 USD / m²

Area:

☐ 9 ☐ 18 ☐ 36

Authorized provider: GRUPO XITO

Responsable: Miguel Martínez

Including: Power supply (2 110 V power plugs)

Includes:

Tables and Desk*
Front desk counter.
TV plasma screen 42"
Warehouse
Logo print in main wall.
Lamps*
Artificial plants.
Carpeted floor.
Power outlet.
Graphic dimension: 90x200 cms.*

*The quantity depends on the size of the stand

Send us
the contract to:
info@bynexpo.com
and let us know
if you require
more information
and we will gladly
send it to you.

Special Conditions for Participation in the trade fair EUROGUSS MEXICO 2021



NÜRNBERG MESSE

1. Venue, duration, opening hours

Venue: Expo Guadalajara, Jalisco, Mexico
Duration: 4. - 6. May, 2021
Opening hours: 10:00 to 18:00

2. Organizer

B&N Exposiciones
Barrera y Nogueira S. de R.L. de C.V.
Herschel No. 152 Piso 6
Col. Anzures, Miguel Hidalgo
Mexico City 11590
info@bynexpo.com
Tel: +52 55-5254-1654

3. Contractual terms

The terms for participation in the trade fair EUROGUSS Mexico are the Special and General Conditions for Participation in Fairs and Exhibitions (including Supplementary Agreement) the site's regulations, the organizational (e.g. Exhibitor Information), technical (e.g. Online ExhibitorShop for exhibitors) and other conditions notified to the Exhibitor before the exhibition begins. If B&N Exposiciones provides additional exhibition services through a Service Partner in response to a separate order, the general terms and conditions of business of the respective Service Partner shall prevail over these Special Conditions for Participation in case of discrepancies.

4. Admission/Stand space confirmation

Item 2 of the General Conditions for Participation in Fairs and Exhibitions is supplemented as follows: The Exhibitor agrees to pay a processing fee of USD 260.00 plus 16% of VAT if the order for stand space is cancelled prior to receipt of the stand confirmation. Cancellation after receipt of the stand space confirmation is governed by item 7 of the General Conditions for Participation in Fairs and Exhibitions.

5. Exhibitors and approved exhibition goods

Admissible as Exhibitors are: manufacturers, importers, wholesalers, representatives and publishers, domestic and foreign, offering only those products and services that can be assigned to the product groups provided. All exhibition goods must be described in detail in the application. Products (copies, counterfeits, etc.) that violate the regulations for the protection of industrial property rights (Industrial Property Law) in Mexico are not admitted

6. Rental in exhibition halls

Raw space: USD 260.00 plus 16% of VAT per square meter.
Standard booth package: USD 295.00 plus 16% of VAT per square meter including booth construction (Back board and side wall 2.40 m high, front sign with company name, carpet, one table and two chairs, Illumination, one 110V power outlet), in-line stand (1 side open).
Early booking discount of USD 15.00/m² plus 16% of VAT for complete applications received by the Organizer by January 31, 2020.

Minimum available stand spaces start from 9 m² on and raw spaces are available from 18 m² on. The type of stand allocated depends on planning; an entitlement to a certain type of stand does not exist.

Rental includes:

- Hire of the stand space during assembly, exhibition and dismantling.
- General guarding of the exhibition halls.
- General lighting of the exhibition halls.
- General cleaning of the passageways.

The waste disposal service during the event will be provided by Expo Guadalajara according to the rates published in the web page www.expoguadalajara.mx. The waste disposal service during assembly/dismantling must be ordered extra if the Exhibitor does not arrange his own waste disposal. Waste is disposed of in accordance with the Technical Regulations.

7. Standard booth package

The Organizer is responsible for assembling and dismantling the complete rental stand. The complete rental stand and its fittings must not be pasted over, nailed, painted or damaged in any way. The Exhibitor is liable for damage done during the rental period and will be charged with the costs.

8. Payment conditions

Exhibitors may be charged an advance payment of 25% of the expected stand space rental on confirmation of the application. The full stand space rental less the advance payment will be charged to Exhibitors on confirmation of the stand space. The advance payment will be reimbursed in case of non-confirmation of the stand. El anticipo se reembolsará en caso de que no se confirme la renta del stand.

Any payments are due by the date shown on the respective invoice. Invoices are payable in full. All payments are to be made in United States Dollars or Mexican Pesos. To make the payment in the equivalent amount in pesos of the obligations in U.S. dollars that are to be paid in Mexico, the Exhibitor would have to use the exchange rate published by Banco de México on the Federal Official Gazette the banking day immediate before.

If the Exhibitor enters a different invoice address on the application form, he authorizes the stated person/company to receive the invoice and other payment requests. This does not exempt the Exhibitor from his obligation to pay. For subsequent changes to the invoice for which the Exhibitor is responsible, B&N Exposiciones may charge a processing fee of USD 50.00 plus 16% VAT.

An entitlement to occupy the allocated stand space exists only after payment of invoices in full. The Exhibitor is to provide proof of payment. The Exhibitor agrees to transmission of invoices by the Organizer via e-mail (electronic billing). If the Exhibitor does not wish to use electronic billing, he or she can object in writing or in text form

9. Insurance

Exhibitors are obliged to make their own adequate insurance arrangements. Insurance for Exhibitors (transport and duration of event) is advisable and can be arranged through a collective insurance contract taken out by the Organizer. The Organizer bears liability only in cases of intent or gross negligence and for damages due to loss of life, bodily injury or damage to health and such liability shall be covered by the corresponding insurances. In all other cases the Organizer shall be liable only for the total amount of the rent paid by the Exhibitor..

10. Modification

The Organizer reserves the right to cancel, postpone or relocate the exhibition, to shorten or lengthen the exhibition, or for technical, official or other in the opinion of the Organizer compelling reasons to assign to the Exhibitor another space or to modify and reduce the size of the space. A withdrawal from the contract resulting from these actions will not be accepted.

11. Assembly and dismantling

Assembly:

Sun May 2, 2021	14:00 – 22:00
Mon May 3, 2021	08:00 – 22:00

Dismantling:

Thu May 6, 2021	22:00 – 24:00
Fri May 7, 2021	00:00 – 22:00

12. Stand design

The Exhibitor is responsible for stand design and equipment. Relevant for stand design and equipment are the Technical Regulations (Info 4) and the important information for EUROGUSS MEXICO 2021 (Info 1) which are published at www.euroguss-mexico.com. The Exhibitor agrees to comply with these conditions. Non-compliance may result in claims for damages by the Organizer or the neighboring Exhibitors affected.

The overriding principle for the design of all exhibition stands is transparency. At least 50% of the sum of the gangway sides must not be obstructed by structures or fittings.

If the rental exhibition stand is not used, a fascia (0.30 m high) must be fitted on all open sides of the exhibition stand. The fascia is not required; if the necessary stand appearance is provided in some other way.

The exhibition Organizer reserves the right to give further instructions concerning the design of stands.

Only water-soluble adhesive may be used on the fiber board stand partition walls and these may not be painted unless they have first been covered with wallpaper. After the exhibition, wallpaper or other finishing material must be removed by the Exhibitors, otherwise Exhibitors will be charged with the costs. All other stand partition walls, floors, hall walls, pillars, installations, fire-fighting equipment and other permanent hall fixtures must not be pasted over, nailed, painted or damaged in any way.

The Exhibitor is liable for damage done and will be charged with the costs. Pillars, installations and fire-fighting equipment within the stand are part of the allotted stand space and must be accessible at all times. Floor coverings in the stands are only to be fixed with double-sided adhesive tape (following tapes are to be used: tesafix no. 4964).

The Exhibitor agrees to comply with these conditions. Non-compliance may result in claims for damages by the Organizer or the neighboring Exhibitors affected.

Special Conditions for Participation in the trade fair EUROGUSS MEXICO 2021 (Continued)



13. Exhibitor passes

Each Exhibitor will be given free passes according to stand size for his exhibition stand and operating personnel. 3 passes will be issued for up to 9m² stand space, plus 1 pass for each further full 9 m², up to a maximum of 10 free passes. Any additional Exhibitor passes needed can be purchased for entitled persons at a price of USD 25.00 plus 16% of VAT each at the statutory rate.

14. Print marketing services for exhibitors (= direct exhibitors)

The organizer provides each exhibitor with print marketing services containing the following services:

- Display of the exhibitor's **press releases** in the press center
- Entry of exhibitor's company name and stand number in the **exhibition guide** (issued free to all visitors)
- Provision of **sample letter** for visitor acquisition activities
- **100 admission vouchers** (printed with exhibitor's company name and stand number)
- **100 exhibition flyers**

The Exhibitor agrees to purchase the communication package at a price of USD 165.00 plus 16% of VAT. This will be charged together with the stand rental. No reduction in price can be granted if only parts of the package are used.

In the event of subsequent changes to the stand position for which the Exhibitor is responsible, B&N Exposiciones may charge the Exhibitor for the print marketing services again.

15. Online marketing services for exhibitors (= direct exhibitors)

The organizer provides each exhibitor with an Internet entry on the exhibition website until stand confirmation is sent for the next event. This contains the following services:

- Entry of **company name, address, hidden e-mail address** and **logo**
- Presentation of **5 products** or **services** with one photo and one text of maximum 4,000 characters for each product or service.
- Possibility of marking 5 products or services as **new products**
- **Company profile** (maximum 4,000 characters)
- Unlimited assignment to **product groups** (list of products)
- **Link** from the exhibition website to the exhibitor's website – the exhibitor connects a **return link**
- Entry of company name and stand number in the **online floor plans**

- Possibility of continuously **updating** the Internet entry
- All-year-round **support** by the Internet editing team

The exhibitor also receives the following online advertising aids:

- **Online banner** with exhibitor's stand number
- **E-code** (electronic admission voucher)

The Exhibitor agrees to purchase the online marketing services at a price of USD 475.00 plus 16% of VAT. This will be charged together with the stand rental. No reduction in price can be granted if only parts of the package are used.

16. Co-exhibitors

Co-Exhibitors are companies who appear on the Exhibitor's (= direct Exhibitor's) stand and present their own products with their own personnel. Their independence must also be recognizable without physical separation. Co-Exhibitors are only admissible if they fulfill the conditions for participation in the event and the information requested on the application form for co-Exhibitors has been entered in full. If the application of a co-Exhibitor is cancelled the direct Exhibitor agrees to pay a processing fee of USD 150.00 plus 16% of VAT. Co-Exhibitors are subject to the same conditions as the Exhibitor.

17. Print marketing services for co-exhibitors

The organizer provides each co-Exhibitor with print marketing services.

- See item 14 for services provided

The Exhibitor agrees to pay a participation fee and to purchase the print marketing services at a total price of USD 165.00 plus 16% of VAT for each co-Exhibitor registered by him.

This will be charged together with the stand rental or at a later date. No reduction in price can be granted if only parts of the package are used.

18. Online marketing services for co-exhibitors

The organizer provides each co-exhibitor with an **Internet entry** on the exhibition website until stand confirmation is sent for the next event.

- See item 15 for services provided

The co-exhibitor also receives the following online advertising aids:

- See item 15 for services provided

The Exhibitor agrees to purchase the online marketing services for co-Exhibitors.

The fee of USD 475.00 plus 16% of VAT per co-Exhibitor is charged to the Exhibitor.

No reduction in price can be granted if only parts of the package are used.

19. Entries in the Exhibition Guide and exhibitor and product database at www.euroguss-mexico.com

The entry in the alphabetical list of Exhibitors in the exhibition guide is made by sending in the completed forms A–C. The data stated in the forms A–C are published only in the exhibition guide and Exhibitor and product database at www.euroguss-mexico.com.

Forms A–C is part of the order for a stand space on form A "Application". Entries in these lists are only possible for Exhibitors.

The Exhibitor can subsequently change the entry in the exhibition guide until February 26, 2021. This deadline also applies if the Exhibitor sends in the completed forms A–C. No claim exists to an entry in the Exhibition Guide after this date, but the obligation to purchase the print marketing services remains unaffected by this. A late entry may be included in the Exhibition Guide in exceptional cases after consultation with the publisher, but the Exhibitor has no entitlement to such action. The Exhibitor is responsible for the content of entries in the Exhibition Guide and Exhibitor and product database at www.euroguss-mexico.com and for any damages arising out of such content. He is also responsible for the legal admissibility of the text documents provided for insertion. The Exhibitor and product database at www.euroguss-mexico.com are subject to the legal notices published by the Exhibitor and product database regarding copyrights, trademark rights, liability/guarantee, links, deep links and frames. The Exhibition Guide and Exhibitor and product database at www.euroguss-mexico.com are published only by B&N Exposiciones. B&N Exposiciones and its subcontractors receive and check the entries in the Exhibition Guide and Exhibitor and product database at www.euroguss-mexico.com with the customary amount of care, but shall not be liable if misled or deceived by the customer. B&N Exposiciones and its subcontractors are only liable for accidental omissions, printing errors, faulty workmanship of any kind, etc. if such defects can be proved to have been caused by intent or gross negligence. The Exhibitor must assert claims against the publisher for any defects apparent by not later than two weeks after the start of the exhibition. Exhibitor claims for defects and/or damages expire by statutory limitation after a period of one year. The periods of statutory limitation are based on legal regulations.

20. Data Protection

The treatment and communication of the parties' personal data, either as transmission or remission, shall comply with the provisions set forth in the Federal Law of Protection of Personal Data in Possession of Private Entities, its Regulation and other applicable regulation (hereinafter referred jointly as the "Data Law"). In this sense, each of the parties shall guard strict confidentiality of the collected personal data of the other party; protect them by means of technical, physical and administrative safety measures; ensure that the personal data's transmission or remission is done in accordance with the privacy notice of the Divulgatory party and the Data Law, having previously informed of the transfer to the holder and being granted with the corresponding permission that, if given the case, should grant the latter.

21. Exhibitor claims, written form, place of fulfillment, jurisdiction

All Exhibitor claims against the Organizer must be made in writing. The statutory period of limitation begins on the last day of the exhibition. Agreements that deviate from these or supplementary terms must be in writing.

Mexican law and any type of communication and/ or documentation in Spanish shall prevail.

Place of fulfillment and jurisdiction is Mexico City, Mexico. However, the Organizer reserves the right to bring his claims before the court of the place at which the Exhibitor has his place of business

22. Protection of industrial property rights

The proper protection of the copyright, intellectual property or other rights on patents that cover the exhibited products is the responsibility of the Exhibitor. The Organizer hereby acknowledge that by means of this Agreement and during the development of the corresponding activities will have access to information, material and documents of the sole ownership of the Exhibitor, their affiliates, subsidiaries and/or

Special Conditions for Participation in the trade fair EUROGUSS MEXICO 2021 (Continued)



NÜRNBERG MESSE

managing companies or its employees, agents, officers or other third parties, which are constituted as confidential or reserved, as well as a trade secret as provided in terms of articles 82 and 85 bis of the Industrial Property Law.

The parties hereby acknowledge as Confidential Information, for the purpose of this Agreement, including without limitation to the parties' addresses, contacts and names potential customers, accounting policies, invoices, as well as strategies and marketing information, all technical information related thereof, as well as the products and services offered, including without limitation, products designs and methodologies, product diagrams, physical designs or layouts of products designs, methodology on product testing as well as its results, computer equipment and packaging software, scripts or code developed or used by the parties or any of its customers', as well as documents or technical specifications related to the products, the Intellectual Property rights defined in this Agreement, all information related to the parties that is (i) in tangible form and labelled as confidential or protected at the time of disclosure, or (ii) in tangible or intangible form information that any reasonable person would conclude is confidential in nature, as well as all the trade secrets, patents, utility models, industrial designs, know-how, research essays, operational manuals and/or technical process, specifications, drawings, sketches, models, plans, photographs, samples, creations and improvements, development plans for new businesses and/or products, as well as all technical or scientific data and formulas in connection with the products manufactured or services rendered, trademarks, commercial names, copyrights, software, data bases, lists of clients (including addresses, purchasing habits and preferences), lists of providers (including name, addresses and prices), financial and accounting information, including but not limited to financial statements, profits and tax returns, legal documents, correspondence, internal policies, employee personal data, passwords to access computer devices and/or equipment, marketing strategies and/or distribution of its products or services, advertising campaigns, market studies, pamphlets, publications, and, in general, all documents and information property of the parties, affiliates, subsidiaries and/or holding companies or its employees, agents or other third parties (but counting with the authorization to use or treat), regardless if such information is printed or contained within an electronic, magnetic or

optical device or media, microfilm, films and/or other similar devices, regardless if such information is classified or not as confidential, but not available to the general public and, if disclosed, would be granting a benefit to a competitor of the parties or its clients, affiliates, subsidiaries and/or its employees, agents, officers or other third parties, or else, affect negatively the persistence of the parties' operations.

By virtue of the foregoing, the parties expressly oblige themselves to: (i) treat all Confidential Information as strictly confidential; (ii) not to disclose or grant to any person the Confidential Information without the prior written authorization of the other party; (iii) use the Confidential Information exclusively to perform the tasks and specific compliance of the activities entrusted; (iv) not use such Confidential Information for their own benefit; (v) not copy, record or reproduce any Confidential Information.

The parties oblige themselves to return the Confidential Information upon the other party's request, as well as upon termination of their commercial relationship, without retaining any copies thereof whatsoever.

The parties must report to the other party immediately if any of the Confidential Information is lost, in order to take adequate security measures. Any breach or non-compliance by the parties of any of its obligations contained in this Clause shall be considered as grounds for dismissal without liability for the other party, regardless of the civil and criminal liabilities in which the breaching party may incur and the corresponding penalties, according to the provisions set forth in the Intellectual Property Law, the Federal Criminal Code, or any other applicable law.

The Confidential Information shall be guarded as such and for an undetermined period of time, even after this Agreement has been terminated.

23. Assignment of rights

The Exhibitor may not assign or transfer in any way the rights and obligations without the prior written consent of the Organizer. B & N may assign the rights and obligations arising from this to its own subsidiaries, branches, beneficiaries, accessories or divisions and/ or to any third party who designate at any time and without the prior written consent of the Exhibitor. Only the Exhibitor will be notified in writing in the aforementioned case.

General Conditions for Participation in Fairs and Exhibitions



NÜRNBERG MESSE

As per July 2019

In case of disagreement, the Special Conditions for Participation shall have priority over the General Conditions for Participation.

1. Application

Applications to exhibit at a fair or exhibition (event) must be made on the official printed application form, which must be accurately completed and signed in a legally effective manner. In accordance with the articles 80, 89 to 95 of the Commercial Code of Mexico the application can be effected online by accurately completing and sending the online form and if need be additional confirmation of a link received by e-mail.

Such an application constitutes a contractual offer to the Organizer and cannot be endorsed with conditions and restrictions, particularly with respect to desired stand positions, which do not represent a condition for participation. By signing this form or sending the online form more specifically additional confirmation of a link received by e-mail, the General and Special Conditions for Participation are recognized as binding and included into the contractual offer by the applicant, who is also responsible and liable for adherence to the said conditions by persons employed by him at the event.

2. Admission/Stand space confirmation

Admission of Exhibitors and listed exhibits is a matter for the sole discretion of the Organizer, who will confirm same in a written or text form stand space confirmation (e.g. e-mail).

The contract comes into force on confirmation of admission. Reservations or conditions stipulated in the application are invalid without the written confirmation of the Organizer. If the content of the confirmation of admission differs significantly from the content of the application form, the contract is concluded in accordance with the confirmation of admission if the Exhibitor does not object in writing within 2 weeks of receipt. A legal entitlement to admission does not exist. If the number of suitable applications received by the Organizer before the application deadline exceeds the amount of space available, admission will be decided at the discretion of the Organizer. The Organizer is also entitled to limit the listed exhibits.

Admission applies only to the listed exhibits, the Exhibitors specified in the stand space confirmation and the space stated therein. Other items than those listed and admitted cannot be exhibited.

An Exhibitor who has previously failed to settle his financial obligations to the Organizer or settle them punctually may be excluded from admission.

3. Allotment of space

Allotment of space will be made by the Organizer in accordance with the product groups and arrangement of the event concerned and subject to the space available. Siting requests made in the application form will be considered as far as possible. Order of receipt of applications will not be the sole deciding factor for allotment of space.

The Organizer is entitled, if necessary, to alter the size, shape and position of the allotted space. He will notify Exhibitors of the necessity for such alteration immediately and, if possible, offer a comparable space elsewhere in the exhibition. If this entails an alteration in the stand rental, reimbursement or additional payment shall result. Exhibitors are entitled to withdraw their application within 2 weeks of receipt of such notification. Exhibitors must accept that the location of other stands at the beginning of the fair or exhibition may have altered since the time of admission; no claim may be made on account of such alterations. Exchanging the allotted space with that of another Exhibitor or transfer to a third party, even only in part, is not allowed without the permission of the Organizer.

4. Joint Exhibitors

Stand spaces are hired only as complete spaces and only to one contractual partner. Exceptions may be made to this rule, if necessary.

If several Exhibitors wish to share a stand space, they must name a representative in their application form who is authorized to act on their behalf in negotiations with the Organizer.

5. Co-Exhibitors

The use of the stand space by another company with its own products and personnel (co-Exhibitor) requires a separate application of the direct Exhibitor and a confirmation of the application by the co-Exhibitor itself as well as an admission by the Organizer. Admission of one or more co-Exhibitors is subject to a special fee.

Responsibility for ensuring that co-Exhibitors fulfill all their commitments shall rest with the principal Exhibitor, if applicable, in addition to the co-Exhibitor.

Apart from telephone number, fax number and e-mail address further personal data of the co-Exhibitor will be recorded for the application. Additionally structural data of the co-Exhibitor will be checked and recorded. By the application of the co-Exhibitor the direct Exhibitor grants to be ordinary enabled or enabled enough to lodge the data.

6. Stand rental, deposit of merchandise

Stand rentals and terms of payment are shown in the Special Conditions for Participation.

Payment of the stand rental must be made in accordance with the dates laid down before the allotted space may be occupied. Complaints about the invoice can only be considered if they are submitted within 14 days of invoicing. The Organizer is entitled to exercise his right of lien and sell any distrainted property on the open market after written notice of intention. No liability will be accepted for damage to seized items unless deliberate or caused by gross negligence.

7. Withdrawal of application, cancellation of part of stand space

If the Exhibitor withdraws his application, cancels part of the stand space or does not participate in the event, the Organizer is entitled to use the hired stand space or the cancelled part of the space for other purposes and relet to third parties. Any cancellation declarations made by the Exhibitor must always be made in writing or in text form.

If the Exhibitor possesses no mandatory withdrawal or termination right, he still remains obliged to pay the following cancellation fee on cancellation or partial cancellation after admission has been confirmed:

- up to 90 days before the start of the event 50%
- up to 30 days before the start of the event 80% and
- less than 30 days before the start of the event the full amount of the agreed rental for the cancelled stand space.

In each of the above cases, the Exhibitor retains the right to prove that the Organizer has saved costs not considered in the deduction and has benefited as a result of the cancellation, partial cancellation or non-participation. If other free spaces of the size let to the Exhibitor are still available for the event, the Exhibitor may not normally claim that the Organizer has benefited from leasing the stand space or part of it or using it for other purposes, especially in terms of the rental obtained.

8. Cancellation of admission

The Organizer is entitled to cancel confirmation of admission and leasing the space elsewhere in the following cases:

- The stand is obviously not occupied in good time, i.e. at least 24 hours before the official opening of the event.
- The Exhibitor fails to pay the stand rental at the agreed time and allows a period of grace granted by the Organizer to lapse without result.
- An application to commence insolvency proceedings against the Exhibitor's assets is lodged or rejected for lack of assets, or insolvency proceedings have already been commenced.
- The conditions for stand space confirmation are no longer fulfilled by the registered Exhibitor or the Organizer receives knowledge of grounds which would have justified exclusion if they had been disclosed earlier.
- The Exhibitor infracts the Organizer's site regulations.

The Organizer reserves the right to assert claims for damages in such cases. The Exhibitor has no entitlement to claim damages.

9. Cancellation of rental exhibition stands and other services

Once admission has been confirmed, the Exhibitor must pay charges even if he withdraws his application or does not exhibit. The Organizer also reserves the right to assert claims for damages. If the Exhibitor cancels the order for rental exhibition stands and/or other services, the following cancellation fee is payable based on the value of the order.

- 90 days to 15 days before start of assembly (see Special Conditions for Participation) of the event 25% of the order value
- 14 days to 1 day before start of assembly (see Special Conditions for Participation) of the event 80% of the order value
- the full amount is payable from the start of the assembly period.

The Exhibitor retains the right to prove that the requested compensation for costs incurred is too high.

General Conditions for Participation in Fairs and Exhibitions (Continued)



10. Exclusion of exhibits

The Organizer is entitled to demand the removal of items which have not been listed in the application form or prove to be dangerous, a cause of annoyance or otherwise unsuitable, or which can be proved to be a violation of industrial property rights. If this demand is not complied with, the said items will be removed by the Organizer at the expense of the Exhibitor. If a violation of industrial property rights by an Exhibitor is proved (e.g. on the grounds of a valid court ruling against the Exhibitor), the Organizer may exclude the Exhibitor from participating in a subsequent event.

11. Stand assembly, equipment and design

Stands must conform to the overall layout of the exhibition. The Organizer reserves the right to forbid the erection of stands which are unsuitable or inadequate or to alter them at the Exhibitor's expense.

Stands must be properly equipped and manned by qualified personnel at the specified times for the entire duration of the event. Stand fitting must be completed at the latest by the end of the period allowed for stand assembly and stands cleared of any packing materials. Removal of exhibits or dismantling of stands before the end of the event is not permitted.

Names and addresses of Exhibitors must be clearly displayed on the stands.

In case of discrepancies, the Special Conditions for Participation prevail over the General Conditions for Participation.

The approval of the Organizer is needed if stand constructions exceed the specified height limits for stands. Consent is also needed for particularly heavy exhibits. Fixing to the hall floor is not permitted.

After the official closing of the event, basic items, insofar as these have been provided by the Organizer, must be returned undamaged and in their original condition. Damage caused through negligence or not immediately notified at the time of occurrence must be indemnified by the Exhibitor.

12. Force majeure, cancellation of event

If the Organizer is prevented from holding the event for reasons of force majeure or other circumstances beyond his control, he is required to notify the Exhibitors accordingly without delay.

Basically, the claim to stand rental is voided, but the Organizer may charge the Exhibitor for work carried out to his order to the extent of the costs incurred, insofar as the result of such work may still be of interest to the Exhibitor. Should the Organizer be in a position to hold the event at a later date, he is likewise required to notify the Exhibitors to this effect without delay. Exhibitors are entitled to cancel their participation in the event at the new time within two weeks of receiving such notification, in which case they are entitled to refund or cancellation of the stand rental.

If the Organizer is compelled to curtail or cancel an event for reasons of force majeure or other circumstances beyond his control after it has commenced, the Exhibitor has no claim to any refund or cancellation of the stand rental.

13. Assembly and dismantling passes, Exhibitor passes

Passes for Exhibitors and workmen employed during the period of stand construction and dismantling will be issued to the Exhibitor, if applicable. The validity of these is limited solely to the assembly and dismantling periods and does not cover admission during the event.

A limited number of free Exhibitor passes will be issued to Exhibitors and their employees for the period of the event.

These passes will be made out in the name of the persons concerned and must be signed. They are not transferable and only valid in conjunction with an identity card. Misuse of the passes will lead to their being withdrawn.

The number of passes issued is not increased by the inclusion of co-Exhibitors. Additional passes are obtainable against payment.

14. Advertising

Advertising of all kinds is allowed only within the stand space rented by the Exhibitor for his own firm and only for products and/or services produced or distributed by him, insofar as these have been listed in the application form and admitted.

The use of apparatus and equipment to achieve an increased advertising effect by optical and/or acoustic means requires the written consent of the Organizer. Advertising outside the stand space rented by the Exhibitor is only possible as part of the advertising and sponsoring

measures offered by the Organizer.

Advertising of a political nature is forbidden.

15. Photographs, drawings, films

The Organizer is entitled to have photographs, drawings and films made of the exhibition, exhibits and exhibition constructions and stands and to use these for publicity or press purposes without Exhibitors being able to object for any reason. This also applies to photographs produced directly by the press or television with the consent of the Organizer.

For photographs, drawings and films of stands against payment, Exhibitors must only use service contractors authorized by the Organizer and in possession of a relevant permit. Only these service contractors may be commissioned before or after the official daily opening hours. Other service contractors are not admitted during these hours.

Exhibitors are not permitted to produce photographs, drawings and films of the stands and exhibits of other Exhibitors.

16. Direct selling

Direct selling is not allowed unless expressly permitted by the Special Conditions for Participation, in which case objects for sale must be marked clearly with their prices. Exhibitors are responsible for ensuring that they obtain the necessary permits from the relevant trade and health authorities and comply with regulations.

17. Cleaning and stand space clearing

The Organizer is responsible for general cleaning of the grounds and hall passages. Stand cleaning is the responsibility of Exhibitors and must be completed daily before the opening of the event. Exhibitors are to use the service contractor engaged by the Organizer for stand cleaning.

If the stand space is not cleared by the end of the official dismantling period, the Organizer shall be entitled to charge a fee of USD 335.00 per m². The Organizer is also entitled to dispose of exhibition stands and/or exhibits left behind at the Exhibitor's expense. The Organizer accepts no liability for damage to, or loss of exhibition stands and/or exhibits left behind.

18. Supervision

The Organizer will arrange general supervision in the exhibition center. This shall not affect the liability provisions of item 19.

Exhibitors are strongly recommended to make their own arrangements for the security of their stands and exhibition items and effect appropriate insurance cover. Valuable items which can be easily removed should be locked away at night.

Additional stand supervision is available at the Exhibitor's own expense by using the service contractor engaged by the Organizer.

19. Liability, insurance, accident prevention

The Organizer bears liability only in cases of intent or gross negligence and for damages due to loss of life, bodily injury or damage to health and such liability shall be covered by the corresponding insurances.

In all other cases the Organizer shall be liable only for the total amount of the rent paid by the Exhibitor.

The liability limitation applies only to businessmen, juristic persons under public law and special public assets. Moreover, liability due to slight or ordinary negligence is excluded. This liability limitation also applies to the conduct of the Organizer's performing and vicarious agents. The Exhibitor/Co-Exhibitor or joint Exhibitor is liable for any damage to persons or objects caused culpably by himself, his employees, his representatives or his exhibits and equipment.

The Exhibitor is obliged to fit the exhibited machinery and equipment with safety devices complying with the accident prevention rules of the appropriate professional associations. The Organizer is entitled to prohibit the exhibition or operation of machinery and/or equipment at his discretion.

20. Protection of industrial property rights

Protection of copyright or other patent rights of exhibits is the responsibility of the Exhibitor.

The Organizer hereby acknowledges that by means of this agreement with the Exhibitor and during the development of the corresponding activities will have access to information, material and documents of the sole ownership of the Exhibitor, their affiliates, subsidiaries and/or managing companies or its employees, agents, officers or other third parties, which are constituted as confidential or reserved, as well as a trade secret as provided in terms of articles 82 and 85 bis of the Industrial Property Law (hereinafter the "Confidential Information").

General Conditions for Participation in Fairs and Exhibitions (Continued)



The parties hereby acknowledge as Confidential Information, for the purpose of this agreement, including without limitation to the parties' addresses, contacts and names of potential customers, accounting policies, invoices, as well as strategies and marketing information, all technical information related thereof, as well as the products and services offered, including without limitation, products designs and methodologies, product diagrams, physical designs or layouts of products designs, methodology on product testing as well as its results, computer equipment and packaging software, scripts or code developed or used by the Exhibitor or any of its customers', as well as documents or technical specifications related to the products, the Intellectual Property rights aforementioned, all information related to the Exhibitor and/or third parties that is (i) in tangible form and labelled as confidential or protected at the time of disclosure, or (ii) in tangible or intangible form information that any reasonable person would conclude is confidential in nature, as well as all the trade secrets, patents, utility models, industrial designs, know-how, research essays, operational manuals and/or technical process, specifications, drawings, sketches, models, plans, photographs, samples, creations and improvements, development plans for new businesses and/or products, as well as all technical or scientific data and formulas in connection with the products manufactured or services rendered, trademarks, commercial names, copyrights, software, data bases, lists of clients (including addresses, purchasing habits and preferences), lists of providers (including name, addresses and prices), financial and accounting information, including but not limited to financial statements, profits and tax returns, legal documents, correspondence, internal policies, employee personal data, passwords to access computer devices and/or equipment, marketing strategies and/or distribution of its products or services, advertising campaigns, market studies, pamphlets, publications, and, in general, all documents and information property of the Exhibitor or the third parties, affiliates, subsidiaries and/or holding companies or its employees, agents or other third parties (but counting with the authorization to use or treat), regardless if such information is printed or contained within an electronic, magnetic or optical device or media, microfilm, films and/or other similar devices, regardless if such information is classified or not as confidential, but not available to the general public and, if disclosed, would be granting a benefit to a competitor of the Exhibitor or its clients, affiliates, subsidiaries and/or its employees, agents, officers or other third parties, or else, affect negatively the persistence of the Exhibitors' operations.

By virtue of the foregoing, the Organizer expressly obliges himself to: (i) treat all Confidential Information as strictly confidential; (ii) not to disclose or grant to any person the Confidential Information without the prior written authorization of the Exhibitor; (iii) use the Confidential Information exclusively to perform the tasks and specific compliance of the activities entrusted; (iv) not use such Confidential Information for their own benefit; (v) not copy, record or reproduce any Confidential Information.

The Organizer obliges himself to return the Confidential Information upon the Exhibitors request, as well as upon termination of their commercial relationship, without retaining any copies thereof whatsoever. The Organizer must report to the Exhibitor immediately if any of the Confidential Information is lost, in order to take adequate security measures. Any breach or non-compliance by the Organizer of any of its obligations contained in this Clause shall be considered as grounds for dismissal without liability for the Exhibitor, regardless of the civil and criminal liabilities in which the breaching Organizer may incur and the corresponding penalties, according to the provisions set forth in the Intellectual Property Law, the Federal Criminal Code, or any other applicable law.

The Confidential Information shall be guarded as such and for an undetermined period of time, even after this agreement has been terminated.

21. Site regulations, contraventions

Exhibitors agree to accept the site regulations during the event in all parts of the exhibition center. The instructions of the Organizer's employees, who possess official identity cards, must be complied with.

Contraventions of the General and Special Conditions for Participation or instructions within the framework of the site regulations shall

entitle the Organizer, if such contraventions continue after warning, to immediate closure of the stand at the Exhibitor's own risk and expense and without claim to compensation.

22. Place of fulfillment and jurisdiction

The place of fulfillment is Mexico City, Mexico. The same applies to the place of jurisdiction and the applicable law.

23. Data protection notice

The treatment and communication of the personal data, either as transmission or remission, shall comply with the provisions set forth in the Federal Law of Protection of Personal Data in Possession of Private Entities, its Regulation and other applicable regulation (hereinafter referred jointly as the "Data Law"). In this sense, each of the parties shall guard strict confidentiality of the collected personal data of the other party; protect them by means of technical, physical and administrative safety measures; ensure that the personal data's transmission or remission is done in accordance with the privacy notice of the Divulgatory party and the Data Law, having previously informed of the transfer to the holder and being granted with the corresponding permission that, if given the case, should grant the latter.

In accordance with the principle of data minimization and data avoidance, only that data which is absolutely necessary for the aforementioned purposes will be processed. Personal data will of course be treated as confidential and protected as best as possible by means of appropriate security measures. Only authorized persons engaged in providing technical, commercial and customer administration support will have access to your data. Naturally, appropriate job processing agreements have been concluded to the extent legally required. Personal data will be retained until the contractual relationship with the Organizer is terminated and also until the data is no longer needed for other legal reasons (e.g. due to statutory retention periods).

Every Exhibitor has the right to complain about this data processing to the competent data protection supervisory authority and may demand, subject to fulfilment of the legal conditions, information, rectification, erasure or restricted processing, object to the processing or assert his right to data transferability. The objection should be addressed to B&N Exposiciones ("B&N") Herschel No. 152 Piso 6, Col. Anzures, Miguel Hidalgo, Ciudad de México 11590 or info@bynexpo.com.

24. Data use for promotional purposes

The Organizer has an interest in cultivating the customer relationship with its Exhibitors and providing them with information and offers about its own similar events and services. Therefore, the data transmitted with the submission of the application (company name, address, telephone/fax number and e-mail address) will be processed by the Organizer and where applicable by its service partners to transmit appropriate event-related information and offers by e-mail. Objection to the use of data for purposes of direct promotion can be notified to the Organizer at any time; this also applies to profiling if it is directly related to the direct advertising. Once the objection is notified, the data will no longer be processed for this purpose. The objection can be notified without observing formal requirements and without indication of reasons and without incurring separate costs aside from the customary transmission costs at basic rates. The objection should be addressed to B&N Exposiciones ("B&N") Herschel No. 152 Piso 6, Col. Anzures, Miguel Hidalgo, Ciudad de México 11590 or info@bynexpo.com.

25. Severability clause

If any provisions of these Conditions for Participation are partially void or incomplete, this shall not affect the validity of the remaining provisions and the contract. In such cases, the parties agree to replace the void or missing provision by a provision that most closely relates to the business purpose intended by the parties.

26. Assignment of rights

The Exhibitor may not assign or transfer in any way the rights and obligations without the prior written consent of the Organizer. B & N may assign the rights and obligations arising from this to its own subsidiaries, branches, beneficiaries, accessories or divisions and/ or to any third party who designates at any time and without the prior written consent of the Exhibitor. Only the Exhibitor will be notified in writing in the aforementioned case.