



23-24 SEPTEMBER 2026
NEC BIRMINGHAM

Terms & Conditions

1. Interpretation In this Agreement:

'Applicant' means a firm, company or individual which is a manufacturer, sole distributor, sole concessionaire or wholesaler for the products displayed, the proprietor, publisher and/or bookseller of the titles displayed. 'Cancellation Charge' means the charge payable under clause 6.2 by the Exhibitor in respect of (a) Space cancelled, (b) reduction in Space (i.e. cancellation of part of Space) or (c) annulment in the circumstances set out in clause 6.1.

'Corporate group of companies' means a company, any other company which is its holding company or subsidiary and any other company which is a subsidiary of that holding company.

'DPA' means the Data Protection Act 2018 and all associated regulations, including GDPR and statutory instruments, all as amended or modified from time to time or as replaced in its entirety by any legislation which replaces any of them. 'Exhibitor' means an Applicant to whom a Stand Allocation has been confirmed.

'Exhibitor Manual' means the manual of rules and regulations issued by All Things Media Ltd to the Exhibitor. 'Licence' means the Agreement between All Things Media Ltd and the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT for hire of halls at the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT. 'The Organiser' means All Things Media Ltd, registered in England and Wales.

'NEC' means the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT.

'NEC PL Insurance' means the public liability insurance effected and maintained by the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT in the joint names of National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT and of All Things Media Ltd, Exhibitors and each of their sub-contractors of no less than £100,000,000 (one hundred million pounds) in respect of any one occurrence or all occurrences of a series consequent on one original cause.

'NEC Rules and Regulations' means all rules and regulations issued by the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT which are available on the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT website at www.thenec.co.uk

'Premises' means Exhibition Hall and surrounding areas at the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT.

'Personal Data' means personal data as defined in the DPA, including name, address, date of birth, gender, email address, mobile and landline telephone numbers which are supplied to All Things Media Ltd by an Applicant in respect of any of its employees, contractors or agents.

'Show' means Ei Live! 2026 to be held from 23 - 24 September inclusive.

'Show open period' means 23 - 24 September 2026.

'Show Website' means the website for the Show at www.eiliveshow.com

'Space Application Form' means the booking form to be completed, signed and returned to All Things Media Ltd in order to book space.

'Space' means exhibition floor space only or exhibition shell scheme and related floor space at the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT, allocated to Exhibitors as requested on their Space Application form for the purpose of exhibiting their products at the Show.

'Space Allocation' means Space allocated to the Applicant as confirmed in the Space Confirmation email, together with a floor plan setting out the precise location of the Space.

'Space Charge' means the total charge for Space payable by the Exhibitor.

'Space Invoice' means the invoice issued for the Space by All Things Media Ltd to the Exhibitor. 'Terms and Conditions' means these Terms and Conditions, the Space Application Form, the Exhibitor Manual, the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT Rules and Regulations and any other rules and regulations issued by All Things Media Ltd from time to time, which together shall constitute the entire agreement between the Applicant and All Things Media Ltd in relation to the Show.

2. Application for Space

2.1 Application must be made upon the Space Application Form (obtainable from All Things Media Ltd or from the Show Website) returned to All Things Media Ltd with the appropriate signature, accompanied, where relevant, by the **non-refundable deposit** as set out in Clause 4.2 & 4.3. All applications are governed by the Terms and Conditions.

2.2 A binding Contract for Space governed by the Terms and Conditions, between All Things Media Ltd and the Applicant, shall be formed when the non-refundable deposit or full amount payable (where Clauses 4.6 to 4.7 apply), has been received or invoiced by All Things Media Ltd and All Things Media Ltd has sent the Applicant a written acceptance, by email or other durable form, of the Applicant's completed Space Application Form.

2.3 All Things Media Ltd reserves the right to accept or reject any application or proposed exhibit without providing any reason.

2.4 Subject to Clause 2.4(d) below, an application will NOT be accepted from a company, firm or individual who, at the date determined for the receipt of applications, or subsequently, can be seen by All Things Media Ltd as:

- (a) being an individual or firm, having had any distress or execution levied upon the property or assets of him or them, or having made or offered to make any arrangement or composition with creditors, or commits any act of bankruptcy or if any petition or receiving order in bankruptcy is presented or being made against him or them, or if a receiver, administrative receiver or receiver and manager is appointed over the individual or firm or the property or assets or any part thereof belonging to the same, or if an administration order is applied for or granted over the assets of the individual or firm;
- (b) being a company, suffers distress or execution, or commits an act of bankruptcy or goes into liquidation

(other than voluntary liquidation for the purposes of a bona fide reconstruction or amalgamation) or enters into an arrangement or composition with creditors, or if a receiver, administrative receiver, or receiver and manager is appointed over any part of its business or assets, or a petition for an administration order is presented, or the company ceases or threatens to cease to carry on business

- (c) being a foreign individual, firm or company, in a position that may be or is equivalent to bankruptcy, liquidation, winding up, receivership, administrative receivership or an administration order;
- (d) being a company whose property, assets, business or affairs or any part thereof has had a receiver, administrative receiver, or receiver and manager appointed over the same will require the specific approval of All Things Media Ltd to participate in the Show in any way or to continue to be considered as a participant, if any of the appointments described herein is subsequent to receipt of an individual acceptance of a Space Application Form by All Things Media Ltd. Until the relevant company's receiver, administrative receiver or receiver and manager is in actual possession of the All Things Media Ltd's written positive approval to participate, any prior assumed rights to exhibit or take part in the Show in any way are null and void;
- (e) being a company with outstanding debts owed to All Things Media Ltd in respect of any previous shows save where all outstanding debts and the non-refundable deposit for the current Show are rendered at the time of application; and
- (f) being a company related (whether as a subsidiary, parent or otherwise) to a company with outstanding debts owed to All Things Media Ltd in respect of any previous shows and where some or all of the directors or managers of the related company are directors or managers of the Applicant company owing such debts, save where all outstanding debts of the related company and the non-refundable deposit for the current Show are submitted at the time of application.

3. Space Allocation

3.1 Subject to the receipt of a completed Space Application Form and to the acceptance of such by All Things Media Ltd, a Space Allocation will be made, and the Applicant will be sent a Space Allocation Information.

3.2 All Space-Only stands (i.e. NOT Shell scheme construction), including stands on the perimeter of the halls, must at the Exhibitor's expense, have a minimum stand-fitting requirement of floor covering to occupy the whole of the stand area and suitable dividing walls between stands, including back walls, both to be a minimum of 2.4m high.

3.3 If the amount of Space applied for exceeds the amount available for allocation, All Things Media Ltd will make any restrictions necessary and the Exhibitor agrees that All Things Media Ltd's decision is final.



www.eiliveshow.com

3.4 Any Space becoming vacant for any reason, will be offered to the Applicant with the highest priority requirements in accordance with the objective criteria laid down from time to time by All Things Media Ltd.

3.5 A Space Allocation to an Applicant:

- (a) shall not be deemed to confer on such Applicant any further or greater interest in such space than that of a licensee; and
- (b) shall not give the Applicant the right to display on or in association with such allocation any other names or devices other than those permitted.

3.6 An Exhibitor may not sub-licence, assign or transfer or in any other manner make over to any other Exhibitor or third party the whole or any part of the Space Allocation.

3.7 All Things Media Ltd reserves the right to alter the position of stands at any time if it considers it in the best interests of the Show to do so.

4. Charges and Payment

4.1 Subject to the qualifications required of an Applicant in the respective categories, the Space Charge is:

Space only m ²	Shell Scheme m ²
£182.00+ VAT	£250.00 + VAT

4.2 Applicants, shall be asked to pay a **non-refundable** deposit of 35% of the total stand cost as security for payment of the Space Charge. All Things Media Ltd may accept, in its sole discretion, submission of a Space Application Form without the said deposit if the Applicant supplies with the Space Application Form a purchase order for the said deposit and/or (as All Things Media Ltd deems appropriate) a purchase order for the balance of the Space Charge. - Deposit invoices will be issued by return upon receipt of the application form.

4.3 All Things Media Ltd will issue an invoice for 30% on the 1st April 2026 and 35% on the 1st June 2026. This must be paid in full no later than 30 days from date of invoice. Should the stand space be booked later than 30 days prior to the exhibition, the stand space must be paid in full by return upon receipt of the invoice.

4.4 All Things Media Ltd reserves the right to deny access to the premises to any Exhibitor or Exhibitor's contractor(s) or agents where any invoices payable including without limitation the Space Invoice are outstanding and further in the event that All Things Media Ltd exercises discretion in permitting access to any such Exhibitor in these circumstances, the Exhibitor agrees that Clause 10 shall apply.

4.5 All charges payable and due to All Things Media Ltd for anything other than Space must be settled prior to the Open Show Period.

4.6 All Things Media Ltd may, without prejudice to its other rights under the Terms and Conditions, charge interest at an annual rate of 4% above the base rate from time to time of Barclays Bank plc, to be calculated on a day to day basis on all unpaid amounts due under the Terms and Conditions which are outstanding for more than 30 days from the due date for payment until payment is received in full by All Things Media Ltd.

4.7 Clause 4.4 shall not apply to non-European Economic Area (non-EEA) Applicants to whom All Things Media Ltd shall issue a Space Invoice for the full Space Charge which the non-EEA Applicant must pay within 14 days from the date of the Space Invoice. For applications received from non-EEA Applicants after 1st July 2026, the Space Invoice for the full Space Charge must be settled immediately on demand. All payments MUST be made in £ Sterling only.

5 How to Pay

Payments can be made either by cheque or BACS as follows:

- (a) Cheques and Bankers Draft should be made payable to **ALL THINGS MEDIA LTD** and sent to:
All Things Media Ltd, Suite 14, 6-8 Revenge Road, Lordswood, Kent ME5 8UD
- (b) BACS transfer (with a remittance advice sent to the above address) can be made as follows:
Account Name: All Things Media Ltd
Account No: 30649333
Sort Code: 20 18 93
Bank: Barclays Bank plc
Swift Code: BUKBGB22
IBAN No: GB62BARC20189330649333
VAT No: 181954187
- (c) Overseas Exhibitors are required to pay UK VAT on any of the costs relevant to their Space and in accordance with current UK VAT legislation.

6. Annulment, Cancellation or Reduction of Allocation

Cancellation terms for EI Level 2026 are as follows:

- i) If termination is less than four calendar months before the first day of the Event - 100% of the Contract Price will be payable.
- ii) If termination is more than eight calendar months before the first day of the Event - 50% of the Contract Price will be payable.
- iii) If termination is at any other time - 25% of the Contract Price will be payable.

6.1 A contract for Space shall be annulled and a Cancellation Charge as set out in Clause 6.2 will apply: -

- (a) in the event of failure by an Exhibitor to pay punctually the Space Charge upon the due date; or
- (b) in the event of any of the circumstances set out in Clause 2.4 occurring after the date of application; or
- (c) in the event of an Exhibitor ceasing to hold the qualifications upon the basis of which the application was accepted; or
- (d) if the Exhibitor does not furnish all reasonable proof, when required, and not less than 28 days before the opening, that it will be able to exhibit goods approved by All Things Media Ltd.

6.2 An Exhibitor who wishes to cancel Space or reduce Space (i.e. reducing Space which was originally allocated as per the Space Allocation), must do so in writing and the Exhibitor may be subject to a Cancellation Charge for the cancellation or reduction as follows:

6.3 An Exhibitor is liable to a Cancellation Charge as set out in Clause 6.2 calculated on the full amount of Space as allocated as per the Space Allocation in the event that the Exhibitor cancels Space which has already been reduced.

6.4 An Exhibitor is liable for a Cancellation Charge as set out in this Clause 6 irrespective of whether the Space for which the Cancellation Charge is payable has been resold to another Applicant.

7 Stand fitting Regulations

7.1 The Exhibitor must complete any necessary stand fitting works in accordance with the Stand fitting Regulations Section and Technical Services Section of the Exhibitor Manual.

7.2 The Exhibitor shall be liable to All Things Media Ltd for all costs, charges and expenses incurred relating to the removal of exhibits and/or stand fittings where an Exhibitor has failed to remove all such items at the end of the Show.

8 Exhibits and Advertising

8.1 All exhibits shall comply with the Show Rules and Regulations set out within the Exhibitor Manual.

8.2 All Things Media Ltd reserves the right, in its absolute discretion, to refuse the display of any exhibit, at any time, without any reason.

8.3 All Things Media Ltd reserves the right of access to any part of an Exhibitor's stand during the period of the Licence.

8.4 All Things Media Ltd reserves the right to remove from the Show the goods of an Exhibitor who may contravene the Terms and Conditions without refunding any sum paid for Space and no claim shall be made against All Things Media Ltd or its representatives for damages in respect of any refusal or removal under the provisions of the foregoing.

8.5 In the event of an Exhibitor breaching any of the Terms of this agreement, All Things Media Ltd reserves the right to close the Exhibitor's stand and/or seize the Exhibitor's goods either until the breach, if capable of remedy, is remedied to the satisfaction of All Things Media Ltd or indefinitely, at the complete discretion of All Things Media Ltd at the Exhibitor's own expense, without prejudice to any other statutory rights.

8.6 Exhibitors may only exhibit those products carrying their own proprietary brand mark, or other usual means of identification.

8.7 The use of testing appliances will only be permitted if they demonstrate the performance solely of an Exhibitor's own products. Comparative tests of products, other than those eligible by it, may not be undertaken, and no exhibits, literature, or notices purporting to represent the results of such comparative tests may be displayed or distributed.

8.8 The Exhibitor shall exercise its best endeavours to ensure that its billboard advertising in or around the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 1NT does not, nor is likely to undermine, conflict with nor cause confusion with, the Show and the Exhibitor shall have regard to All Things Media Ltd's view as to whether this is likely to be the case in complying with this clause 8.8.

9. Disputes

Any dispute or difference arising between All Things Media Ltd and an Exhibitor relating to rights, duties, or obligation of either party (other than in relation to payment of any money), shall be referred to the arbitration of a single arbitrator, who shall, in default of agreement, be nominated by the President of the Law Society and the decision of the said arbitrator shall be final and binding on all parties. Acceptance of these Terms and Conditions shall be deemed to be a submission to arbitration, within the Arbitration Act 1980, or statutory provisions for the time being in force.

10. Exhibits Subject to Lien

In the event of All Things Media Ltd having an account outstanding or claim pending against an Exhibitor, All Things Media Ltd shall have the right of lien over property of the company, firm or individual concerned until such account or claim is satisfied.

11. Failure of Services

All Things Media Ltd will use its best endeavours to ensure the supply of the services of the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 1NT and of those set out in the Exhibitor Manual. As the supplies of each of the services are not within the control of All Things Media Ltd, neither it nor the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 1NT shall incur any liability to an Exhibitor for any loss or damage if any such services shall wholly or partially fail to cease to be available nor shall the Exhibitor be entitled to any allowances in respect of the charges for Space due or paid.

12 Health and Safety

Exhibitors undertake to safeguard insofar as is reasonably practicable the health, safety and welfare of all their employees, agents, contractors, sub-contractors and servants and shall comply with their responsibilities under the Health & Safety at Work Act 1974 and any amendments thereto whilst on the Premises.

13 Insurance

13.1 The Exhibitor shall effect and maintain (at its own cost) the following insurances with an insurance company or underwriter of repute:

- (a) employers liability insurance of not less than £5,000,000 (five million pounds);
- (b) public liability insurance of not less than £5,000,000 (five million pounds);

13.2 Whilst all reasonable steps for the protection of property are taken, including the employment of security officers, All Things Media Ltd shall not be liable for any loss of, or damage to, Exhibitors' or contractors' property at the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT.

Exhibitors are required to obtain comprehensive insurance cover for their own and all hired property including the stand and private property and all possible claims by third parties. The period of the policy should cover all of the time that any of the property is on the Premises.

13.3 The Exhibitor shall complete the relevant section of the Exhibitor Manual and provide all necessary information requested in the Exhibitor Manual prior to the Show.

13.4 The Exhibitor shall, at the request of All Things Media Ltd produce before the Show a certificate of insurance for inspection by All Things Media Ltd in respect of all insurances required by these Terms and Conditions.

14. Bye-Laws

The Exhibitor is generally further subject to the Bye-Laws and Rules and Regulations for the time being applying to the Premises. The Exhibitor is also subject to the terms and conditions of the Licence where relevant.

15. Liability for Loss or Damage and Indemnity

15.1 All Things Media Ltd shall not be responsible for death or personal injury to the Exhibitor or any of its agents, contractors, sub-contractors, servants or employees save in the case of All Things Media Ltd's negligence.

15.2 All exhibits, fittings and all other items brought into the Premises by the Exhibitor or by its agents, contractors, sub-contractors, servants or employees shall be at the sole risk of the Exhibitor. All Things Media Ltd will not be responsible for any loss or damage occurring to any exhibit or any property of the Exhibitor from any cause whatsoever. Exhibitors are advised to insure their exhibits against loss or damage, including risk of fire.

15.3 The Exhibitor is responsible for and will indemnify and keep indemnified All Things Media Ltd against death, all injury, reasonable loss or damage arising in connection with the erection, use and dismantling of the stand and anything done on or from the stand or from an outside demonstration area (including in respect of moving exhibits and vehicle demonstrations) caused directly or indirectly by the Exhibitor or any of the agents, contractors, sub-contractors, servants or employees of the Exhibitor or by any visitor to the stand or by any exhibit or machinery or other item belonging to or introduced by any such person.

15.4 The Exhibitor shall indemnify and keep indemnified All Things Media Ltd against all reasonable loss, damages, costs, charges and expenses (including contingent or consequential loss of profit) whatsoever arising from or in consequence of:

- (a) any breach by the Exhibitor of any of these Terms and Conditions; or
- (b) any loss suffered by All Things Media Ltd as a result of default or negligence of the Exhibitor or any of its agents, contractors, sub-contractors, servants or employees; or
- (c) any liability to or claim by any 3rd party (including the agents, contractors, sub-contractors, servants or employees of the Exhibitor) for any breach by the Exhibitor of these Terms and Conditions or for any default or negligence of the Exhibitor or any of its agents, contractors, sub-contractors, servants or employees;

(d) any liability to or claim by the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT in respect of all amounts paid or payable by National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 INT in respect of any applicable deductible under the NEC PL Insurance, where the Exhibitor causes or contributes to the occurrence giving rise to any claim relating to the NEC PL Insurance, such amount to be limited to £100,000.00 (one hundred thousand pounds) for any such claim;

15.5 The Exhibitor must make good at its own expense damage done by it or any of its agents, contractors, sub-contractors, servants or employees whether to the Premises, or properties of All Things Media Ltd or their contractors or properties of other Exhibitors.

16. Abandonment or Closure

In the event of circumstances arising which in the opinion of All Things Media Ltd make it necessary to abandon or close the Show, the following provisions shall apply:

16.1 All Things Media Ltd shall forthwith give notice of such abandonment or closure to each Exhibitor.

16.2 Where the Show is abandoned, All Things Media Ltd shall be entitled to be paid a percentage by the Exhibitor to be determined by All Things Media Ltd of the space charge payable under Clause 4 sufficient to reimburse All Things Media Ltd for all expenses paid or payable by All Things Media Ltd in connection with the Show PROVIDED ALWAYS that in determining the percentage payable hereunder All Things Media Ltd shall not be entitled to payment in respect of:

- (a) any expenses that cease to be payable in consequence of such abandonment or closure; or
- (b) any sums received by All Things Media Ltd in respect of the expenses paid or payable by All Things Media Ltd in connection with the Show under any policy of insurance for the time being in force under which All Things Media Ltd is entitled to payment in respect of any such expenses in the event of such abandonment or closure or the circumstances giving rise to it.

16.3 Where the Show opens to visitors on some but not all of the dates and does not open to visitors on any one or more of such dates, All Things Media Ltd shall be entitled to be paid the space charge payable under Clause 4, BUT any profit accruing to All Things Media Ltd from the Show shall be applied in refunding to each Exhibitor a percentage to be determined by All Things Media Ltd of the said space charge PROVIDED ALWAYS that the percentage of the space charge returnable hereunder shall in no case exceed the proportion of the total space charge (apportioned over the Show open period) payable in respect of the dates on which the Show failed to open.

16.4 The Exhibitor, whether or not it shall have given notice of its desire that the allotment made to it shall be annulled, shall indemnify All Things Media Ltd in respect of all reasonable expenses which All Things Media Ltd shall have incurred on behalf of the Exhibitor or for which All Things Media Ltd shall have become liable on the Exhibitor's behalf under any of these Terms and Conditions and in particular under Clause 4 and the Exhibitor shall refund to All Things Media Ltd the amount of such expenses so soon as the same shall have been ascertained.

16.5 In satisfaction or part satisfaction of any monies payable to All Things Media Ltd under Clauses 16.2, 16.3 and

16.4 or any of them, All Things Media Ltd shall be entitled to appropriate up to the amount of such monies any sum or sums which may have been paid by the Exhibitor on account of the said space charge and shall refund to it the balance of any of the said sum or sums.

16.6 All Things Media Ltd shall be under no liability whatsoever to any Exhibitor in respect of any loss, damages or expenses sustained or incurred by the Exhibitor in consequence of the abandonment or closure of the Show as aforesaid or otherwise.

17. Qualification of Applicants

17.1 All Things Media Ltd reserves the right to define the qualifications of a manufacturer, sole distributor, sole concessionaire wherever those terms are used in these Terms and Conditions.

17.2 All Things Media Ltd reserves the right to waive all or any of the foregoing, so that applications from those not fully qualified, may display goods of novelty merit or special interest or concern to the objects of the Show.

18. Collection, Use and Sharing of Personal Data

18.1 All Things Media Ltd, as data controller (as defined in the DPA) may collect Personal Data on the Space Application Form and other Show related documentation relating to the Applicant's request to exhibit at the Show.

18.2 The Applicant agrees that Personal Data may be used by All Things Media Ltd and/or its contractors or agents to process an Applicant's registration or request and in order to deliver the services specified by the Applicant.

18.3 The Applicant shall ensure that it obtains all necessary consents in compliance with the DPA (including any consents from its contractors or agents), in providing Personal Data to All Things Media Ltd

18.4 Personal Data will only be held by All Things Media Ltd for as long as it is necessary to complete these activities and will not be passed to anyone outside of All Things Media Ltd, and/or subcontractors without first obtaining the Applicant's consent.

Marketing and Consent

18.5 During the registration process or at any point where Personal Data is collected by All Things Media Ltd, an Applicant may be asked to indicate their preference regarding All Things Media Ltd sending them information about other All Things Media Ltd and/or its contractors' or agents' products or services.

18.6 An Applicant will only be sent information if they have given their consent to receive it and if having given their consent they later change their mind an Applicant may amend their preferences by contacting All Things Media Ltd.

Show Advertising

18.7 Unless an Applicant indicates otherwise, Personal Data on any official form supplied by All Things Media Ltd, may be displayed in the List of Exhibitors pages on the Show Website and in other forms of media and advertising used to promote the Show and the Exhibitors who have agreed to participate.

Sharing Personal Data with Third Parties

18.8 In certain special cases, for example where All Things Media Ltd has reason to believe that disclosing Personal Data is necessary to identify, contact or bring legal action against someone who may be causing injury or interfering with the rights, property or operations of an Applicant, or otherwise injuring or interfering with All Things Media Ltd's rights, property or operations, or anyone else who could be harmed by such activities, Personal Data may be disclosed to the proper authorities.

18.9 All Things Media Ltd may also disclose Personal Data when it believes the law requires it, or in response to any demand by law enforcement authorities in connection with a criminal investigation, or civil or administrative authorities in connection with a pending civil case or administrative investigation.

18.10 Unless an Applicant indicates otherwise on the Space Application Form or by notifying All Things Media Ltd at any time, All Things Media Ltd may share Personal Data with any or all of the Partners who may wish to contact them with information about their products and services.

18.11 In all other cases All Things Media Ltd does not share Personal Data with third parties unless the Applicant has provided consent on the Space Application Form or upon separate request from All Things Media Ltd.

18.12 All Things Media Ltd reserves the right to aggregate personal data collected during the process described above together with other information which may be provided by an Applicant to All Things Media Ltd and/or its contractors or agents during the Show for statistical analysis purposes and to improve and understand how Exhibitors at and visitors to the Show use All Things Media Ltd services. No Personal Data will be disclosed in this process.

Transfer of Personal Data Abroad

18.13 All Things Media Ltd does not transfer data outside of the European Economic Area.

Obtaining a Copy of Your Personal Data

18.14 An Exhibitor may, at any time, submit a written request, to All Things Media Ltd for a copy of the personal data held about them. For further information please write to the Data Protection Officer, El Live 2026, All Things Media Ltd, Suite 14, 6-8 Revenge Road, Lordswood, Kent ME5 8UD.

19. Compliance with relevant legal, procedural and policy requirements

19.1 The Exhibitor shall:

- (a) comply with (i) all applicable laws, regulations, guidance and sanctions relating to data protection, anti-trust, anti-bribery and anti-corruption including but not limited to the DPA, Competition Act 1998, Enterprise Act 2002 and Bribery Act 2010, all as amended or modified from time to time or as replaced in their entirety by any legislation which replaces any of them and (ii) all policies and procedures issued by All Things Media Ltd in respect of the Applicant's involvement in any of All Things Media Ltd's activities and events, (together, "Relevant Requirements");
- (b) have and shall maintain in place throughout the term of this agreement its own policies and procedures, to ensure compliance with the Relevant Requirements.
- (c) ensure that all employees, contractors and agents who are performing services, providing goods or representing the Applicant in dealings with All Things Media Ltd comply with this clause 19.

19.2 The Applicant shall indemnify All Things Media Ltd for any loss that All Things Media Ltd suffers as a result of the Applicant's breach of this clause 19.

20. Termination for Breach of Contract

20.1 In the event of an Exhibitor infringing any of the Terms and Conditions, All Things Media Ltd reserves the right to cancel the Exhibitor's contract for Space without any liability attached to All Things Media Ltd or its representatives in any way whatsoever.

20.2 If a party commits a material breach of the Contract and, in the case of a breach which is capable of remedy, fails to remedy such breach within 28 days of being required by the other party in writing to do so, the injured party shall be entitled to terminate the Contract with immediate effect by notice in writing to the other party and without prejudice to any rights of the parties accrued to the date of the determination of the Contract.

21. Termination Due to Insolvency

21.1 The Exhibitor shall notify All Things Media Ltd in writing immediately if the Exhibitor passes a resolution to wind-up or the court makes an administration order or a winding-up order, or the Exhibitor makes a composition or arrangement with its creditors, or an administrative receiver, receiver or manager is appointed by a creditor or by the court, or possession is taken of any of its property under the terms of a floating charge.

21.2 On receipt of the notice under paragraph (a) above or earlier discovery by All Things Media Ltd of the occurrence of any of the events described in that paragraph, All Things Media Ltd may, by notice in writing to the Exhibitor, summarily terminate the Contract without compensation to the Exhibitor and without any prejudice to any right of action or remedy which may accrue to All Things Media Ltd thereafter.

22. Force Majeure

If the performance of this Agreement or any obligation under it is prevented, restricted or interfered with by reason of force majeure, including (but not limited to) war, insurrection or riots, fire, tempest, floods, storm, Acts of God or other natural causes, explosion or any other circumstances beyond the reasonable control of the party obliged to perform it, the party so affected, upon giving prompt notice to the other party, shall be excused from performance to the extent of the prevention, restriction or interference but the party so affected shall use all reasonable endeavours to avoid or remove such causes of non-performance and shall continue performance under the Agreement with the utmost despatch whenever such causes are removed or diminished.

23. The Contracts (Rights of Third Parties) Act 1999

With the exception of the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 1NT, a Person who is not a party to this Contract has no rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of this Contract but this does not affect any rights or remedy of a third party which exists or is available apart from that Act.

24. Entire Agreement

24.1 The Space Application Form, these Terms and Conditions (and any amendment thereto announced on the Show Website relating to the Space Charge under clause 4.1), the Exhibitor Manual and the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 1NT Rules and Regulations shall constitute the whole of the terms agreed between the parties hereto in respect of the subject matter of this Contract and the Applicant hereto acknowledges that in entering into this Contract it has not relied on any representations or warranties other than as expressly set out in the Space Application Form, these Terms and Conditions (and any amendment thereto announced on the Show Website relating to charges for Space under clause 4.1), the Exhibitor Manual and the National Exhibition Centre, Pendigo Way, Marston Green, Birmingham B40 1NT Rules and Regulations and any other said warranties or representations (whether express or implied) are hereby excluded.

24.2 If any point should arise which is not specifically covered in the by the Agreement, All Things Media Ltd shall have the right to make an immediate ruling and all Exhibitors will be bound by such ruling.

25. Amendments and Variations

Save in respect of the Space Charge under clause 4.1, no amendment or variation in the terms of the Contract for Space will be valid unless previously agreed in writing between All Things Media Ltd and the Exhibitor.

26. Notices

26.1 Any notice given under or in connection with the Terms and Conditions shall be in writing and may be sent:

- (a) by email to the following email address:
 - (i) All Things Media Ltd: david@allthingsmedialtd.com -
 - (ii) the Applicant: the email address supplied on the Space Application Form; or such other email address as is notified to the other party from time to time provided that a confirmation copy of the notice with transmission record is sent to the recipient by recorded first class post or
- (b) by personal delivery or recorded first class post to the other party's registered office address.

26.2 Every such notice shall be deemed to have been received if served by hand, on signature of a delivery receipt, if delivered by recorded first class post, at 10am on the second business day after posting, or if sent by email, at 10am on the next business day following transmission.

27. Severability

In the event that any of the Terms and Conditions, in whole or in part, shall be determined invalid, unlawful or unenforceable to any extent, such Term, Condition or provision shall be severed from the remaining Terms and Conditions which shall continue to be valid to the fullest extent permitted by law .

28. Governing Law and Jurisdiction

The agreement shall be governed by and construed in accordance with the laws of England and the parties submit to the exclusive jurisdiction of the English Courts.

El Live! Is presented by All Things Media Ltd, Suite 14, 6-8 Revenge Road, Lordswood, ME5 8UD

Telephone: +44(0) 1634 673163

Email: david@allthingsmedialtd.com or ian@allthingsmedialtd.com



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