

# Umbrella Participation and Advertising Contract

This contract includes:

- Registration.
  - Company & delegate(s) listing in the MIPDoc Guide main section and online Community listings - **DEADLINE: 1st March, 2010.**
  - Programme(s) listing in the MIPDoc Catalogue main section - **DEADLINE: 2 March, 2010 - 6pm CET.**
  - Programme(s) listing on MIPDoc Online Screenings for 6 months (more information on www.mipdoc.com)
  - Badge preparation. **Your badge will be issued at the Martinez only upon presentation of official I.D from 9 April, 2010, 2.00pm onwards.**
- Important :** this "umbrella" contract can solely be used by companies being registered at MIPTV 2010 and, with the prior authorisation from the pavilion company, (i) registering for the first time at MIPDoc or (ii) having registered at previous MIPDocs and MIPJUNIORS exclusively under an umbrella participation contract.
- This contract should be completed in CAPITAL LETTERS and returned to one of our offices as soon as possible. (See address on page 5).

## 1 Your Company - For MIPDoc Guide and online community listings

Company Name \_\_\_\_\_  
 \_\_\_\_\_  
 Address \_\_\_\_\_  
 (inc. Street, House/Box Number) \_\_\_\_\_  
 City \_\_\_\_\_ Zip Code/Postcode \_\_\_\_\_  
 State \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_  
country code city code telephone number  
 Fax \_\_\_\_\_  
country code city code fax number  
 Website http:// \_\_\_\_\_  
 VAT Number\* "applicable to European Union members only" \_\_\_\_\_  
\* For invoicing only. Not listed in the Guide.

## 2 Billing Address (Complete only if different from above)

Legal Company Name \_\_\_\_\_  
 \_\_\_\_\_  
 For the attention of \_\_\_\_\_  
 Email address \_\_\_\_\_  
 Address \_\_\_\_\_  
 (inc. Street, House/Box Number) \_\_\_\_\_  
 City \_\_\_\_\_ Zip Code/Postcode \_\_\_\_\_  
 State \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_  
country code city code telephone number  
 Fax \_\_\_\_\_  
country code city code fax number  
 VAT Number "applicable to European Union members only" \_\_\_\_\_

## 3 COMPANY PROFILE FOR THE MIPDOC GUIDE & ONLINE COMMUNITY LISTINGS\*

**1. Your Company's Activity.** From the list of activities below, please indicate in the red box on the right, which number corresponds to your **MAIN** activity.

### Television-Video-Cinema

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> 2 TV Channel | <input type="checkbox"/> 4 TV Distributor        |
| <input type="checkbox"/> 3 Producer   | <input type="checkbox"/> 5 DVD/Video Distributor |

### Digital Media

- |   |  |
|---|--|
| <input type="checkbox"/> 9 IPTV Operator / VOD      | <input type="checkbox"/> 13 Interactive TV solution provider |
| <input type="checkbox"/> 10 Mobile Network Operator | <input type="checkbox"/> 14 Game Developer / Publisher       |
| <input type="checkbox"/> 11 Internet Portal         | <input type="checkbox"/> 15 Technology / Service Provider    |
| <input type="checkbox"/> 12 Interactive Producer    |  |

### Other Activities

- 25 Official Organization / Association
- 26 Licensing & Merchandising Agency

**2. Your Content Genre**  
Tick appropriate box(es).

- |   |   |
|---|---|
| <input type="checkbox"/> 1 Adventure & Travel           | <input type="checkbox"/> 8 History & Civilization         |
| <input type="checkbox"/> 2 Art, Music & Culture         | <input type="checkbox"/> 9 Lifestyle & Entertainment      |
| <input type="checkbox"/> 3 Current affairs              | <input type="checkbox"/> 10 Nature & Wild life            |
| <input type="checkbox"/> 4 Docu-drama                   | <input type="checkbox"/> 11 Science & Knowledge           |
| <input type="checkbox"/> 5 Educational / Youth oriented | <input type="checkbox"/> 12 Social responsibility / Green |
| <input type="checkbox"/> 6 Ethnology / Sociology        | <input type="checkbox"/> 13 Webdoc                        |
| <input type="checkbox"/> 7 Feature film                 |   |

\*Obligatory field for the online community. If you do not complete this section the organiser reserves the right to do so.

**4 MIPDoc Registration Fees**

<b>UMBRELLA OFFER / COMPANY PRESENTING PROGRAMMES</b>			
1 seller delegate and 2 programmes for MIPDoc (No access to screen in the Digital Library)			
	Price (Tax included)	Number	TOTAL (Tax included)
Umbrella offer (€670 + 19.6% VAT)	€801.32	0,1	€801.32
<b>ADDITIONAL FEES</b>			
<b>Early Bird offer until 4 February, 2010</b>			
	Price (Tax included)	Number	TOTAL (Tax included)
Additional delegate - Seller (€515 + 19.6% VAT) (No access to screen in the Digital Library)	€615.94		€
Additional delegate - Buyer (€390 + 19.6% VAT) (from the same company based in the same country)	€466.44		€
Additional programme (€185 + 19.6% VAT)	€221.26		€
Additional programme (€105 + 19.6% VAT) previously screened at MIPDoc 2009	€125.58		€
<b>Regular offer after 4 February, 2010</b>			
	Price (Tax included)	Number	TOTAL (Tax included)
Additional delegate - Seller (€700+ 19.6% VAT) (No access to screen in the Digital Library)	€837.20		€
Additional delegate - Buyer (€780 + 19.6% VAT) (from the same company based in the same country)	€932.88		€
Additional programme (€245 + 19.6% VAT)	€293.02		€
Additional programme (€105+ 19.6% VAT) previously screened at MIPDoc 2009	€125.58		€

**REGISTRATION FEE - TOTAL (Tax included) €** \_\_\_\_\_

**5 Registration Clause**

- Badges can only be given at the Martinez on presentation of an official form of identification (from 9 April, 2010, 2.00 pm onwards).
- The Participant can only register here full time salaried employees of the same company based in the same country. Justificatory documents may be required with the signature of the Participant or his legal representative.
- Only names of the persons accredited by the participant, for whom a request for accreditation has been received by the organizer by the date of 1<sup>st</sup> March, 2010 can be listed in the Catalogue / Guide main section. Beyond this date, the participants will be listed in the supplement for which the deadline is 26 March, 2010.
- Only programmes registered by the company for the date of 2 March, 2010 - 6 pm CET at the latest, can be listed in the Catalogue / Guide main section. Beyond this date, the programmes will be listed in the supplement for which the deadline is 29 March, 2010 - 6pm CET. After 29 March 2010 - 6 pm CET no more programmes can be registered for the market.
- Only DVDS matching our technical specifications and sent before the deadline of 2 March, 2010 to the Paris office, will have the guarantee to be encoded in the on-site digital video library.

**UMBRELLA STAND AT MIPTV**

Name of the stand you will be sharing at MIPTV 2010: \_\_\_\_\_  
\_\_\_\_\_

**PERMISSION TO USE PHOTOGRAPHS**

Please indicate if you give permission for Reed MIDEM to use your programme photographs for promotional purposes (emailings, newsletters, multimedia presentations, website)

Yes  No



**6 List of Participants for MIPDoc Guide, online hotel reservation & online community listings**

The participant included in the package fee "1 seller delegate and 2 programmes" cannot be a buyer.

**Participant:**  Mr  Mrs  Ms

SURNAME \_\_\_\_\_

First Name \_\_\_\_\_

Job Title \_\_\_\_\_

\_\_\_\_\_

**Your main Activity at the market (tick one box only)\*\*:**

- Sales  Strategy / Business Development  
 Production  New Media  
 Financing  Other

Email @ \_\_\_\_\_

\_\_\_\_\_

INDIVIDUAL EMAIL IS REQUIRED\*\*.

Do not show my email address on the MIPDoc online community

Are you a Buyer?  Yes  No

\*\* Information not listed in the Guide.

**Participant\*:**  Mr  Mrs  Ms

SURNAME \_\_\_\_\_

First Name \_\_\_\_\_

Job Title \_\_\_\_\_

\_\_\_\_\_

**Your main Activity at the market (tick one box only)\*\*:**

- Acquisition  Strategy / Business Development  
 Sales  New Media  
 Production  Other  
 Financing

Email @ \_\_\_\_\_

\_\_\_\_\_

INDIVIDUAL EMAIL IS REQUIRED\*\*.

Do not show my email address on the MIPDoc online community

Are you a Buyer?  Yes  No

\* Please list by order of importance in the company.

\*\* Information not listed in the Guide.

Please photocopy this document for additional registrations\*

**Hotel Booking & Online Community Access**

Once your registration has been confirmed you will receive instructions to book your accommodation on line if required. Booking instructions will be sent by email. Please make sure you supply an email address for each individual - without correct email addresses, we will not be able to send key login details to access our online hotel booking system and to access our online community.

**7 Publications advertising with MIPDoc**

To advertise in a MIPDoc publication, please select the title and space required, then enter the quantity required in the box(es) provided before calculating your running total. Please contact us for prices and details of special and prime positions. **N.B. Prices quoted here are per space.**

**MIPDoc Preview Magazine**

Double page Spread (460 x 300 mm)	<input type="checkbox"/>	x €5,250	SUB-TOTAL € _____
1/2 Double Page Spread (430 x 120 mm)	<input type="checkbox"/>	x €3,750	
Full page (230 x 300 mm)	<input type="checkbox"/>	x €2,990	
1/2 page horizontal (200 x 120 mm)	<input type="checkbox"/>	x €2,250	
1/2 page vertical (92 x 250 mm)	<input type="checkbox"/>	x €2,250	
Other spaces, consult us: _____	€ _____		

Advertising sales deadline, please consult us

**NB: Please add 10% for guaranteed positions.**

All dimensions: please provide 5 mm of bleed all around the visual.

**MIPDoc Catalogue / Guide**

Double Page Spread (320 x 240 mm)	<input type="checkbox"/>	x €2,490	SUB-TOTAL € _____
Full page (160 x 240 mm)	<input type="checkbox"/>	x €1,990	
Other spaces, consult us: _____	€ _____		

All dimensions: please provide 5 mm of bleed all around the visual.

**PUBLICATIONS ADVERTISING - TOTAL (Tax excluded) € \_\_\_\_\_**

**Technical specifications**

**Catalogue Guide:**

Bleed insertions: tab cuts

The Catalogue Guide has tabs cut out from every page, the 15 mm width cut starts from the bottom to half of the height. Please make sure all important visuals and text are within the "Safety Zone" which starts at 15 mm from each side.

**Technical material**

Please keep in mind that your artwork will be printed on recycled paper which might slightly alter the colours.

Preferred Format: PDF high resolution, with all image links, and all fonts traced or provided.

Colour: All artwork must be 4-colour process, standard (cyan, magenta, yellow, black). RGB, index and LAB colours are not acceptable.

Images: Resolution for all artwork should be 300 dpi at 100%. A key constraint with recycle paper: in your background colors the cumulative values of the four primary colours must not exceed 320% (e.g.C 100 M 100 - Y 100 K 20)



**Ad material delivery:**

1 FTP: Prior to submission, collect all art elements together (ad document, all linked files and fonts) and create a compressed Stuff-It or WinZip file. Please note that a proof is required for all ads. The file name must include advertiser name.

ftp://rmp.reedmidem.com/advert/television

User ID: advertiser.tv

Password: television

2 By Email: mip.publishing@reedmidem.com Files must be less than 5 MB.

More info; Please contact the publishing department: Tel.: 33 (0) 1 41 90 45 92 - Fax: 33 (0) 1 41 90 46 37 email: mip.publishing@reedmidem.com

**8 Display panels** Please consult us for more information and availability.  
 \_\_\_\_\_ TOTAL € \_\_\_\_\_

**9 Online advertising** (Please consult us).  
 \_\_\_\_\_ TOTAL € \_\_\_\_\_

**10 Other advertising opportunities** Please consult us for more information and availability.  
 \_\_\_\_\_ TOTAL € \_\_\_\_\_

**11 Terms of payment**  
 This participation contract is final and binding. It must be accompanied by the total payment. As stated in Article 2 of the Rules related to MIPDoc, in the absence of the corresponding payment, the signatory company shall still owe the sum indicated. Listing in the Guide will only be processed once full payment is received.

**12 TOTAL**

To calculate the balance due, add together your SUB-TOTALS (found under each section).

**4** Registration Fee – TOTAL € \_\_\_\_\_  
 **A** Total due for Registration fee € \_\_\_\_\_  
 **7** Publications Advertising – TOTAL € \_\_\_\_\_  
 **8** Display panels – TOTAL € \_\_\_\_\_  
 **9** Online Advertising – TOTAL € \_\_\_\_\_  
 **10** Other Advertising Opportunities – TOTAL € \_\_\_\_\_  
 (+19.6%VAT)\*if applicable € \_\_\_\_\_  
 **\*B** Total due for Advertising fee € \_\_\_\_\_  
**BALANCE DUE €** \_\_\_\_\_

\*The VAT on Participation (item 4) is obligatory for all customer. Instruction for sales tax recuperation will be sent with your invoice. The VAT on Advertising (item 7, 8, 9 and 10) is obligatory when the customer is French and when the customer is European but not registered to the VAT in its country (without VAT number on this contract).

**13 DECLARATION OF AGREEMENT**

The undersigned acknowledges that he/she has read the Rules related to MIPDoc, which are printed thereafter, and undertakes to comply with these Rules. He/she confirms that he/she has duly informed the appropriate employees of his/her company that their personal data is processed by computer and that he/she has informed them of the terms of Article 8 of the Rules and of their rights in connection therein. Therefore, he/she hereby guarantees Reed MIDEM against any action based on Reed MIDEM's use of said data as permitted by Article 8 of the Rules. Furthermore, in view of the professional nature of MIPDoc, he/she undertakes on his/her honour not to engage in any act of counterfeiting or piracy. Finally, the undersigned represents and warrants that he/she is duly authorised by his/her company to bind it by the Rules hereof and agrees that he/she is personally bound and liable pursuant to the Rules hereof in the event such authority to bind his/her company does not actually exist.

Signature (Compulsory)  \_\_\_\_\_ Date \_\_\_\_\_

Stamp (Compulsory)  \_\_\_\_\_

**THIS CONTRACT IS FINAL AND BINDING FOR THE SIGNED AMOUNT**



## 16 Rules MIPDoc

### I - INTRODUCTION AND SPECIFIC PROVISIONS

MIPDoc (hereafter the "Event") purpose is to bring together the professionals from the programming industry dedicated to documentaries, including television, cable, satellite and video, particularly producers, distributors, broadcasters, service-providers and any natural or legal person whose activities are directly related to the audio-visual or the merchandising industry. Reed MIDEM, a French simplified joint stock company (société par actions simplifiée) with capital of EUR 310,000, having its registered office at 9-13 rue du Colonel Pierre Avia, 75015 Paris, France, registered with the Paris Trade and Companies Registry under the number B 662 003 557, is the organiser (the "Organiser") of this Event.

In view of the need to protect all the participants in MIPDoc against piracy, each participant will expressly refrain from offering or proposing, in any form whatsoever, in particular by means of just catalogues and/or brochures, exploitation of products or rights in breach of the provisions of the French INTELLECTUAL PROPERTY CODE [CODE DE LA PROPRIÉTÉ INTELLECTUELLE] governing copyright and similar rights.

Failure to comply with the undertakings so made by the participant may lead to legal proceedings by the owner of the products or holder of the rights concerned, without involving the legal liability of the Organiser.

### II - GENERAL PROVISIONS

The participant in the Event, whether as exhibitor, exhibitor's staff, participant, speaker, guest, etc. (the "Participant") formally undertakes to comply with these RULES and to comply in all respects with the applicable regulations in the scope of its participation to the Event. It undertakes furthermore to take note of and to accept without reservation the instructions laid down by the Management of the premises, particularly as regards health and safety regulations. Access to the premises is prohibited for children under the age of 16 years old. Access could be refused or withdrawn to any person, who is not correctly and appropriately dressed, and, more generally, whose dress or behaviour could interfere (inside the premises, as well as inside any exhibition area as determined by the Organiser) with the image of the Event, its serenity or decorum.

More generally, each Participant hereby guarantees that its offer of products and / or services does not contravene public order and the applicable regulations. Notably, each Participant acknowledges that it is strictly forbidden to exhibit products and/or services that are illicit or result from illicit activities and that it is also strictly forbidden to non authorised parties to propose products and/or services which result from regulated activities. In this respect, in case of infringement of the applicable regulations, Participants may face legal proceedings, without prejudice to any measures that the Organiser reserve to take in order to put an end to the trouble.

#### 1 - Organiser's obligations and rights

The Organiser undertakes to ensure that the Event is properly conducted in CANNES (FRANCE) on the dates indicated in this contract, and every day from 8.30 am to 7.00 pm.

The dates may however be changed by the Organiser, in addition to an unforeseen circumstance or force majeure, without the Participant being able to object to this or to claim any compensation, if it was in the interest itself of the Event, in view of its purpose and its international character, that such a change should take place, with the Organiser being responsible for notifying the Participant of such in writing as soon as possible in the light of the circumstances.

In the case of non-availability of the premises planned for running the Event in CANNES, FRANCE, for reasons outside the Organiser's control (such as administrative measures, unilateral decisions of the CANNES Town Hall ["Mairie"], etc.) or in the case of force majeure, the Organiser, after notifying the Participant of such and without the other conditions of its undertaking of participation being changed, in particular as regards the amount of such, may organise the said Event in another town or city or another country, if needed, that is able to accommodate such an Event of an international character, provided premises could be made available to it of the same standing and conditions of accommodation.

Failing this, the Organiser may cancel the Event outright after notifying the Participant of such; in this case, the participation contract with or without letting of stands will be terminated as of right. The sums still available from the amount of the participations, after paying all the expenses incurred by the Organiser, will be divided among the Participants pro rata to the sums paid by them, without them being able to bring any proceedings on any count and for any reason whatsoever against the Organiser, which each Participant expressly agrees to, this being an essential and determinant condition of its adhesion to this participation contract.

THE ORGANISER IS EXEMPT FROM ANY LIABILITY FOR ANY OR LOSS, DAMAGE, INJURY, COSTS AND EXPENSES GENERALLY (INCLUDING INTERFERENCE WITH POSSESSION OR QUIET ENJOYMENT AND ANY COMMERCIAL HARM OR LOSS) THAT MIGHT BE SUFFERED BY THE PARTICIPANTS FOR ANY REASON WHATSOEVER, AND IN PARTICULAR FOR DELAY IN OPENING, PREMATURE SHUTDOWN OF THE EVENT,

CLOSURE OR DESTRUCTION OF STANDS, FIRE AND ANY ACCIDENT, ETC. The Organiser reserves the right to ban or to limit sales involving immediate delivery on the spot to the purchaser.

#### 2 - Participant's obligations and rights

##### 2-1 - Registration of Participant's employees

The Participant may accredit only its full-time salaried staff in a same country, it being specified that a supporting document may be required by the Organiser on the date of signature of the participation contract. In the case where the Participant has accredited a person who does not meet the aforesaid conditions, it will be obliged to pay a company registration fee as prescribed in the participation contract.

##### 2-2 - Participant's obligations

This participation contract is final and irrevocable. In the case of withdrawal at any time whatsoever and for any reason whatsoever, except in the case of force majeure, the signatory to this participation contract will remain liable for the full amount of its participation and for any invoice relating thereto; in the case of force majeure, however, all payments it will have made and received by the Organiser will be returned to the Participant.

The amount of the participation must be paid in accordance with the terms specified in the paragraph "PAYMENT TERMS" of the participation contract; it being provided that the amount of such participation will be the subject of a billing for various expenses that are chargeable to the participant (telephone, technical services, etc.), which must be paid subject to the same above-mentioned conditions. Such expenses will be invoiced at the end of the Event.

As stated in article L. 441-6 of the French Commercial Code, in case of delay in payment, the Participant is liable of the penalties of delay, equivalent to 3 times the legal interest rate, as of the first day following the fixed date of payment, stated in the Participation contract and in the invoice. Such provision shall not be considered as a grant of delays in payment.

#### 3 - Security- order and policing

The Participant is obliged to take note of and to comply with the health and safety regulations measures laid down by the Public Authorities or by the management of the premises, or that may be adopted by the Organiser.

The Participant is likewise obliged scrupulously to comply with the internal order measures inside the Event or any policing measures prescribed not only by the Organiser, but also by any competent authority.

#### 4 - Hotel

As the Organiser has entered into agreements with the Hoteliers of Cannes and its surrounding area, in order to be able to provide, as far as possible and on the best terms, accommodation for MIPDoc Participants, without it however being liable in particular in respect of the reservation of the hotel chosen, each Participant formally undertakes throughout the event not to install in the rooms or the suites of the hotels any electro-acoustic or video reproduction equipment that is not in accordance with the intended purpose of the premises, on pain of being required by the Hotel Management to remove such equipment forthwith.

#### 5 - Exclusivity of the participant's activities within the confines of the Event

The Participant will expressly refrain from engaging outside the premises as well as any other exhibition area, as determined by the Organiser from time to time in activities identical or similar to those exercised within the confines of the Event during such and in particular on premises such as a hotel or any other premises outside the said Event.

It undertakes therefore and in particular not to attract directly or indirectly any other Participant outside the premises and/or any other exhibition area as determined by the Organiser in order to present there any of his/her/its products or services that fall within the scope of the subject-matter or purpose itself of the Event.

#### 6 - Advertising - distribution of documents or items or objects of any kind

##### 6-1 - Advertising

Any form of advertising other than that using the media made available to the Participant by the Organiser, and for which the fees for insertion or display have been paid beforehand in accordance with the rates in force, is strictly forbidden. Any authorised advertorial-type advertising within the Event venue must carry the banner "PUBLICITÉ" [ADVERTISEMENT]. For example, the use of self-adhesive advertisements or advertising materials not specifically authorised by the Organiser is strictly forbidden. Furthermore, the distribution of prospectuses, brochures, leaflets or documents of any kind as a promotional item is strictly limited within the Event venue and is subject to the Organiser's prior permission.

The Organiser, in its capacity as publisher of the various catalogues and daily newspapers specific to the Event and the person responsible for their publication, will have a right of control over all advertising wordings or announcements for the purposes of ensuring the proper conduct and unity of

the Event and more generally the interests of all of the Participants. In this respect, it may inter alia remove any references that may attract directly or indirectly any Participant outside the confines of the Event, such as a reference to a hotel or to any premises outside the said Event.

Furthermore, it is specified that the Organiser is the sole holder of the rights to publish and to distribute catalogues and daily newspapers. It may grant all or part of such rights. The information necessary for the drafting of the catalogues and daily newspapers is provided by the Participant on its own responsibility. The Organiser will not be liable for omissions, errors of reproduction, composition, etc., that may occur. In the case that a Participant who/which has placed an order for advertising has not forwarded to the Organiser the documents and information necessary for its publication by three weeks before the opening of the Event (for catalogues), and twenty-four hours before their publication (for daily newspapers), the Organiser reserves the right to print on the site adopted the words: "Site reserved for...", followed by just the Participant's name, and the latter will be unable to demand reimbursement of its order or any compensation whatsoever. The documents used for the publication of such advertising will be returned to the Participant or its agent only at their request. As the Organiser is obliged to keep them for only one year, it may destroy them once this time-limit has passed. Because of technical requirements, preferential spaces cannot be guaranteed. One copy of each advertisement for the record will be sent after publication to the Participant or to its agent. Insofar as the Organiser, because of non-conformity of the material delivered, has to design and produce the advertisements, the Participant will be obliged to pay it for the relevant works of design, composition and execution.

## 6-2 - Sponsoring

Any Participant in the main Event will be able to sponsor one or more of the side-events or publications organised in connection with the main Event, subject to complying with all of the provisions of the RULES. The Organiser will allocate the right to sponsor each of the side-events to the first Participant who has applied to do so and has forwarded to the Organiser payment of the sums owned for such sponsoring on the date of signature of said participation contract. The right to sponsor includes visibility at the side-events referred to in the Advertising /Sponsoring contract. The terms for sponsoring will be specified in an annex to the contract. The Organiser, in particular in its capacity as publisher of the various catalogues and daily newspapers specific to the main Event and the person responsible for their publication, will determine the spaces available in connection with the sponsoring and will have a right to check, on each of the media, the contents reflecting the sponsoring of the Event in question. The intellectual property rights relating to the contents issued at the Events will remain the property of Reed MIDEM and /or of their authors. A Participant's application to sponsor a side-event will be final and irrevocable. In the event of withdrawal at any time whatsoever and on any grounds whatsoever, except in the case of force majeure, the Participant concerned will remain liable for the full amount owing under this provision and for any invoice relating to such, except in the case of force majeure, notwithstanding the Organiser's right to substitute for the Participant in default any other sponsor of its choice. The Organiser will not under any circumstances be held liable for the statements or other information provided by the sponsor, who warrants that the said information is not contrary to public policy; that it is the owner, as the case may be, of all the intellectual property rights or other rights relating to the said content or information; that such content or information may be freely used and reproduced and that no third party has any ownership or other property rights over such content or information. The sponsor undertakes to indemnify and compensate the Organiser in respect of any third-party claim relating to the contents or information provided by him/her/it, the subject of the sponsoring.

## 7 - Photographers and cameramen

Photographers and cameramen may be allowed, with the Organiser's written permission, to operate within the confines of the Event. A print of all the photographs taken or a copy of the audio or video recordings so made must be delivered to the Organiser within fifteen days after the close of the Event. Such permission may be withdrawn at any time. The taking of photographs by Participants may be banned by the Organiser.

The Organiser reserves the right to photograph, and/or to record the voice and image of the Participant(s), stands or certain items or objects on the stands, and to communicate the same to the public worldwide, by representing (in particular for live or deferred broadcast), reproducing without limitation of number of reproductions, publishing of the photograph(s) and/or of the recording(s), in all formats (notably in downloadable formats including MP3, podcast or webcast), by all known or unknown processes, whether entirely or by extracts, on all existing or future material and immaterial carriers, without limitation, such as paper, optic, analogical, digital (CD, DVD) or on electronic networks, (including on the Internet, on the Organiser's websites and/or the Organiser's partners' websites), and on any other promotional/marketing tools that the Organiser may use for informational or promotional purposes, except where the Participant has objected in writing beforehand.

## 8 - Information technology and civil liberties

Information, including photographs, that is requested from the Participant is essential for entering into this contract and for access to the Event. It is forwarded to third parties, including those companies of the Reed Elsevier group, with whom the Organiser has contracted for the purposes of implementing this contract and may be used, in this regard, on any media for dissemination relating to the Event in question, including on the Internet, unless, in this latter case, there is an objection from the Participant concerning photographs. Through the Organiser, and except where there is an objection by the Participant, the latter may receive commercial offers or proposals from the Organiser and from other companies that are contractually linked to the Organiser. Pursuant to the Loi Informatique et Libertés du 6 janvier 1978 [French Law on Information Technology and Civil Liberties of 6 January 1978], the Participant may exercise, on application to the manager of the Event, a right of access, of rectification and of opposition or objection as regards the personal information concerning it that is present on the Organiser's database(s). Since all the Participants to the Event for which you have been registered may have access to such data, the Organiser can not be held liable for the use that could be made by the other Participants or their partners. All Participants undertake to use said data only for purposes of organising their participation in the Event. In particular, any prospecting for purposes other than the abovementioned is prohibited. The Organiser reserves the right to have any disturbances caused by any such prohibited use terminated by any means, including the disconnection of the Participant from the database. This is without prejudice to any legal action that the Organiser may take in order to exercise its rights and of any damages to which the Organiser may be entitled as a result of such breach of contractual provisions.

## 9 - Penalties

Any breach by the Participant of the provisions of these RULES prescribed by:

- clause 2 concerning payment of the amount of the participation,
- clause 4 concerning the ban on installing in hotel rooms and suites any equipment that is not in accordance with the intended purpose of the premises,
- clause 5 concerning the ban on engaging outside the premises in activities similar to those exercised within the confines of the Event during such, will lead automatically and without prior notice, this being a breach of the essential and determining conditions of adhesion to this contract, to the immediate exclusion of the Participant from the confines of the Event and without reimbursement of the amount of the participation or of any sum paid by it, which will remain vested in the Organiser.

Any other breach by the Participant of the provisions of these RULES may lead to the same penalties but after prior notice to remedy such that has continued to have no effect for a period of 24 hours from receipt of such. In addition, the Organiser reserves its right to unilaterally and ipso jure terminate the participation contract in case of any breach or non performance by the Participant of the above-mentioned provisions of the Rules, without prejudice of any damages that the Organiser could claim because of such breach and/or of the non performance.

## 10 - Miscellaneous provisions

The Participant by signing the participation contract agrees to the provisions of these RULES, as well as any further provisions that may be imposed by the circumstances and adopted in the interest of the Event by the Organiser, which reserves the right to draw their attention to such, even verbally. Any mention or note made by the Participant to the present Rules shall be considered as null and void. These Rules are subject to modifications and are deemed to have been accepted by the Participant(s) for itself and on behalf of its directors, employees, representatives, agents, suppliers and/or guests and prevail over any other terms and conditions. THESE RULES AS WELL AS THE PARTICIPATION CONTRACT, WHICH CONSTITUTES AN ADHESION CONTRACT, ARE GOVERNED BY FRENCH LAW, AND THE FRENCH VERSION OF SUCH, WHICH THE PARTICIPANT IN ANY CASE ACKNOWLEDGES HAVING TAKEN NOTE OF (on the www.mipdoc.com and/or first written request by it to the Organiser), WILL ALONE BIND THE PARTIES, WHICH THE LATTER EXPRESSLY RECOGNISE. WILL ALONE BIND THE PARTIES, WHICH THE LATTER EXPRESSLY RECOGNISE. IN THE CASE OF A DISPUTE RELATING TO THE INTERPRETATION OR THE IMPLEMENTATION OF THIS ADHESION CONTRACT, THE COURT OF THE PLACE OF THE ORGANISER'S REGISTERED OFFICE WILL HAVE SOLE JURISDICTION TO HEAR SUCH, WHICH THE PARTIES EXPRESSLY AGREE.