

Name: _____

Address / Adresse: _____

City / Wohnort: _____

T: _____ Email: _____

www: _____

VAT NO / Mwstnr; _____ Chamber of Commerce registration number

4m² € 1195,- (2 spots) 6 m² € 1655,25 (3 spots)

PIN/Creditcard possibility € 49,00 Bankaccount / IBANnr.....

REGISTRATION POSSIBLE TILL MARCH 1. 2011, you will receive two invoices if you send your form before February 15. 2011

Prices are applicable to one participant per stand

N.b.: the entry fee covers: stand rental, registration fee, costs of pr/publicity, website, and businessrelated materials, excl.Mwstr/VAT

Payment / Zahlung: the cost of hiring the stand will be paid within 30 days after receiving the invoice. *die Messestandmiete ist innerhalb von 30 Tagen nach Bestätigung der Teilnahme .*

Bank account / Bankkonto: all payments should be made to Rabobank account no 32.85.05.420 in the name of EMB&B, stating the number of the invoice. For international payments: IBAN NL 31 RABO 0328 5054 20 BIC CODE RABONL2U

Insurance / Versicherung: each participant is responsible for taking out insurance against any type of damage to his or her works of art or other property during transport and the period of the exhibition.

Jeder Teilnehmer ist verpflichtet seine Ausstellungsstücke während Transport und Verbleib auf der Messe zu versichern

Visual material: to be made available exclusively to SIERAAD, free of any and all rights. Moreover, the material is to be of a high quality in view of the high demands for printed matter and materials for publicity. Minimal resolution 360dpi. The material should be forwarded to the organisation.

Terms and conditions of participation / Teilnahmebedingungen: the participant agrees with the general terms and conditions of participation as mentioned on the back of the present form. General terms and conditions of the Westergasfabriek Amsterdam, are available on request.

Company register / Handelsregister: the participant declares that his/her company's name has been entered in the Chamber of Commerce's registry of company names. / Falls bei der IHK eingetragen, bitte die Eintragsnummer angeben.

Right of participation / Recht auf Teilnahme: within 21 days of submitting this application form the participant will have received a confirmation of participation by means of an invoice.

Signed in the city and country of: _____ on (date): _____

Signature _____ Name _____

Please send this application to: SIERAAD is organized by: EMB&B Art Events |Leersumseberg 28 | 3825 EC Amersfoort | The Netherlands
| Phone: 0031 (0) 33 4337009 | Mob.nr: 0031 6 53 39 36 26 | info@sieraadartfair.com | www.sieraadartfair.com Rabobank 32 85 05 420 |
IBAN: NL31RABO 03285054 20 - BIC CODE RABO NL2U BTW-no. NL.8094.02.774.B01 | KvK 29048226.

GENERAL TERMS AND CONDITIONS FOR PARTICIPANTS SIERAAD

International platform for jewellery and silver design fair

In the present terms and conditions for participants the terms mentioned below are used, which have the following meaning:

Organizer: EMB&B Art & Communications

Managing board: Mr. E.M. Bodt / Mrs. A. Berens

Hall / Location: WesterGasfabriek Amsterdam

Exhibition / Event: SIERAAD (Jewellery and silver design)

Contract: agreement of participation

Committee: a committee of inspection / recommendation set up by the organisation

Art.1 For weighty reasons, which shall be at his discretion, the organizer can cancel the exhibition, by giving the exhibitor notice in writing. In no way whatsoever can the organizer be made liable for the consequences of the contract with the exhibitor being terminated ipso facto as a result of this .However, the organizer will repay the amounts of money deposited on the understanding that, if the cancellation is the result of force majeure, including war, national revolt, strike or nonavailability of the hall, he can retain as many pro rata amounts as are necessary to cover the expenses incurred and attached to the amount of "the expenses incurred in the organization of" the exhibition up to the moment of cancellation.

Art.2 The organizer has the financial responsibility for the exhibition and is obliged to supply the goods and render the services described in the contract, including standard stand construction, advertising, security, the availability of a secretariat and all activities necessary for a sensible presentation. Goods and services other than those mentioned before are for account of the exhibitor.

Art.3 The management allocates to the exhibitor the stand area in the hall which will be hired, to the exclusion of any other area; the wishes of the exhibitor will be taken into consideration as much as possible. The stand should be equipped in time by the exhibitor with works of art offered exclusively in his own name. Every exhibitor is entitled to a space conforms participation form.

Art.4 Participants who cancel their participation 30 days or less before the (trade)fair, shall incur 100% of the costs of participation; those cancelling 60 to 31 days before the start of the fair shall be charged 80% of the costs of participation; those cancelling 90 to 59 days before the fair shall be charged 50% of these costs. Upon cancellation after a registration has been accepted, an amount of € 750 (excluding VAT) will remain due at all times.

Art.5 The management, staff members and members of the security service always have free access to all stand areas in order to carry out inspections or activities in the interest of the exhibition.

Art.6 The exhibitor is personally liable for the behaviour of all persons who have been appointed by him or who are working under his supervision. The management is entitled to remove anyone from the hall who disrupts the order and peace or who threatens to do so and who violates the generally accepted standards of decent behaviour and good manners, all this at the exclusive discretion of the management.

Art.7 The exhibitor shall: a. observe the instructions and regulations of the management, its staff and the security guards; b. observe the prevailing instructions of the fire brigade and the regulations of the local government; c. show and distribute only private advertising matter to the public in the space hired; d. exhibit no goods under the name of a dealer other than himself; e. use the stand area allocated to him exclusively for private exhibition purposes; f. supervise his stand or have someone supervise it during the opening hours; g. in no way whatsoever exhibit, organize promotional activities and / or conduct trade in the broadest sense of the word outside the areas allocated to him; h. in no way whatsoever show or distribute any advertising matter of himself or of third parties outside the areas hired by him.

Art.8 The exhibitor may exclusively exhibit jewellery, which the committee considers to be:

- of such standard and quality that putting them on show meets the interest of the exhibition as a whole;
- pure and actually from the period which they indicate to represent;
- not too radically restored; d. original and genuine; e. complete, and provided with a correct, unambiguous description.

Art.9 The exhibitor shall observe the recommendations of the advisory committee.

Art.10 Neither the organizer, nor any persons appointed by the management and working for the exhibition, nor the advisory committee can ever, under whatever circumstances, be held liable in any way whatsoever by the exhibitor for:

- physical or mental injury that he or one of his employees has sustained or has been inflicted on within the framework of the exhibition; the exhibitor is considered to have taken out an insurance for himself, his employees, his works of art and exhibition materials against calamities of any kind and must present evidence of this to the management;
- loss of or damage to his works which are either in the stand or in the hall, each participant is responsible for taking out insurance against any type of damage to his or her works of art or other property during transport and the period of the exhibition

Art.11 The exhibitor is obliged:

- to pay the organizer for any and all damage which will be caused by the exhibitor or his employees to the hall or to matters which are the property of the organizer or of third parties or which have been hired by the exhibitor or obtained on loan, for the entire term of the exhibition, starting with the time the stand is built, up to and including the time it is taken down; the above includes in particular the damage to and / or the injury inflicted on persons who are present in the hall during the period referred to , on behalf or at the request of the organizer;
- to in no way hold the organizer, the management and its staff liable for any claims of third parties with respect to any loss or damage inflicted on persons or goods which are related to the exhibition.

Art.12 The instalments stated in the contract shall have been paid at maturity . The exhibitor who has not (fully) met his financial obligations towards the organizer can be denied entry to the hall. The exhibitor who fails to meet his financial obligations is obliged to pay the organizer 3% interest per month on the outstanding amount and besides all expenses, in and out of court, incurred by the organizer as a result of the collection of any and all outstanding claims.

Art.13 Failing one or more of the foregoing obligations, the organizer is entitled to consider the agreement dissolved forthwith. As a result of this he can deny the exhibitor entry to the hall and he can rent out the space of the stand again, without previous notice

or judicial interposition being necessary and without the exhibitor being entitled to exercise any right to refund of the rent

Art.14 In those cases where there are no provisions within the framework of the present general terms and conditions for participants, the management shall decide.

Art.15 All photos or digital material forwarded for publicity by the organization or the press should be free of any rights. Neither the organization nor the press can be charged for any use they make of this material.

Art.16 Algemene Beursvoorwaarden/General terms and conditions of WesterGasfabriek

Version 2011

* 4m2 = only first year participants