

7. Booking Form for Sponsorship Opportunities

Please complete and submit this form to:

Informa Markets BN Co Ltd

Contact: Mr. Charlie Cha Tel: +82 2 6715 5428 E-mail: global@seconexpo.com

Deadline: 13 February 2025

Company Name		Booth No.	
Contact Person		Dept/Position	
Tel		Fax	
Mobile		Signature	
E-mail			

By signing this booking form, we hereby agree to comply with the terms in this Booking Form and agree to INFORMA MARKETS ADVERTISING AND DIGITAL TERMS AND CONDITIONS attached hereon to this Booking Form.

※ Bank Information

- Bank Name: KEB Hana Bank (Mangu-dong branch)
- Beneficiary: Informa Markets BN Co Ltd
- Bank Address: 430 Mangu-ro, Jungnang-gu, Seoul, Republic of Korea 02164
- Account Number: 209-890031-20538
- SWIFT CODE: KOEXKRSE

Item		Rate (USD)	Amount		Price (USD)
Digital Sponsorship					
1	SECON Web Banner Set	4,000			
2	eGISEC Web Banner Set	4,000			
3	Digital Showroom Top Banner	2,000			
4	Fixed Exposure on Top of List	2,000			
5	eNewsletter for Exhibitors	3,000			
Item		Rate (USD)	Location	Amount	Price (USD)
Onsite Sponsorship					
1	Top Banner on Exterior Wall	20,000			
2	Banner on Exterior Wall	10,000			
3	Gate Wrapping	4,000			

4	Video on LED Screen in Lobby	2,000		
5-A	Banner on Handrail in Lobby (Type A)	3,000		
5-B	Banner on Handrail in Lobby (Type B)	5,000		
6-V	Ceiling Banner in Lobby (Type V)	5,000		
6-I	Ceiling Banner in Lobby (Type I)	5,000		
7	Light Boxes in Lobby	5,000		
8	Visitor Registration Counter	5,000		
9	Event Board	5,000		
10	Ceiling Banner in Hall	10,000		
11	Floor Sticker	1,000		
Item		Rate (USD)	Amount	Price (USD)
Product Sponsorship				
1	Lanyard	20,000		
2	Carrier Bag	20,000		
Total (USD) / VAT Excluded				

※10% VAT is imposed on all countries under Korean Tax Act except the countries with tax exemption agreements.

※ Remarks

- The acceptance of this Booking Form by Informa Markets BN Co Ltd (hereinafter, "Informa") is on first-come-first-served basis, subject to availability.
- Only EXHIBITOR is allowed to use this sponsorship package.
- All advertising orders are non-cancellable and non-refundable, and 100% of the Fees shall be payable at the time of booking for the Package as provided in this Order Form.
- The Client is required to make full payment in advance on or before the date as specified in the invoice for the Package. All payments are non-refundable.
- The items listed on this Booking Form includes sponsorship space and installation only. The price does not include advertisement materials production, unless stated otherwise in this Booking Form.
- For production of advertising materials, please contact Informa for a quotation.
- All advertising materials must be passed to Informa before the stipulated deadline.
- Informa reserves the right to refuse or withdraw any advertisement which they deem inappropriate.
- Informa reserves the right, if considered necessary or desirable, to amend copy, or to require the advertiser to carry out such amendment to meet approval.

HOW Informa USES YOUR DATA

Informa will send you relevant information from SECON & eGISEC and other related events, products and services. You can unsubscribe at any time. Informa will not share your data with third parties for marketing purposes without Your consent. Information that you submit to Informa will be held in accordance with Informa's privacy policy see https://www.seconexpo.com/privacy_eng.asp (Contact the Organiser if you are having trouble accessing the link). We may revise our Privacy Policy at any time without notice by posting a revised version on the link set out above. To stay up to date on any changes, check back periodically. If you have any questions about how we use your information please contact the Data Protection Co-ordinator, databi-hk@informa.com

INFORMA MARKETS ADVERTISING AND DIGITAL TERMS AND CONDITIONS**1. Definitions**

In these Conditions, the following terms have the following meanings:

- 1.1. **Advertising:** any promotional and/or advertising element of the Package set out in the Booking Form (which may include, without limitation, both online/digital and offline/printed advertising and/or Client's sponsorship of, provision of content for and/or delivery of viewable and/or downloadable digital content such as whitepapers and digital events (for example, webinars and/or other content sessions));
- 1.2. **Booking Form:** the booking form to which these Conditions are attached and/or incorporated into by reference setting out the details of the Package or such other document setting out the details of the Package as Informa may choose in its sole discretion to accept;
- 1.3. **Client:** the person, company, organisation, association or other entity set out in the Booking Form that is purchasing the Package;
- 1.4. **Conditions:** these terms and conditions;
- 1.5. **Contract:** together, these Conditions and the Booking Form;
- 1.6. **Data Protection Law:** all laws related to data protection and privacy that are applicable to any territory where Informa or Client processes personal data, where any element of the Package is provided and/or where Informa or Client is established;
- 1.7. **Deliverables:** any item, feature and/or output in the supply of the Package being provided pursuant to this Contract (including, without limitation, any documents, products, content and materials);
- 1.8. **Directory:** any online product and/or services directory or other listing, which may include, without limitation, matchmaking functionality;
- 1.9. **Directory Content:** all content, materials and other information that is provided by Client and/or its Personnel (whether by uploading directly to a Directory or via any other means) for inclusion in a Directory;
- 1.10. **Fees:** the fees payable by Client for the Package set out in the Booking Form;
- 1.11. **Force Majeure Event:** any event or circumstance arising that is not within Informa's reasonable control (including, without limitation, governmental regulations or action, imposition of sanctions, embargo, military action, acts of terrorism or war, civil commotion or riot, epidemic, pandemic, fire, acts of God, flood, drought, earthquake, natural disaster, royal demise, third party

- contractor/supplier failure, industrial dispute, interruption/failure of utility service or nuclear, chemical or biological contamination);
- 1.12. **Informa:** the Informa Group legal entity set out in the Booking Form that is providing the Package;
 - 1.13. **Informa Group:** includes any entity whose ultimate parent company is Informa PLC;
 - 1.14. **Intellectual Property Rights:** trade marks, trading names, domain names, logos, rights in design, copyrights, database rights, moral rights, goodwill, rights of confidence, know-how and trade secrets and all other intellectual property rights or analogous rights, whether registered or unregistered, that subsist now or in the future anywhere in the world;
 - 1.15. **Marketing Services:** any marketing services element of the Package set out in the Booking Form (which may include, without limitation, the distribution of e-mails to third parties by way of a promotional campaign);
 - 1.16. **Materials:** all content, materials and other information that is provided by Client and/or its Personnel (including, without limitation, Client's name, profile, descriptions of products and/or services, logos, copy, text, photographs, audios, videos, artwork and/or content session data);
 - 1.17. **Package:** the package of products and/or services purchased by Client set out in the Booking Form (which may include, without limitation, Advertising and/or Directories and/or Marketing Services), as may be updated by the parties from time to time;
 - 1.18. **Personnel:** any employee, consultant, agent, other representative or contractor (or any employee, consultant, agent, or other representative thereof) engaged or employed by a party in connection with the Package;
 - 1.19. **Publication:** the publication, website, platform, media and/or other property (in digital and/or printed format) set out in the Booking Form on and/or in which the Advertising shall be placed; and
 - 1.20. **Reportable Breach:** any breach of security leading to the accidental, unauthorised or unlawful processing of, destruction of, loss of, corruption of, alteration to or access to personal data.

2. Package

- 2.1. Once submitted to Informa, a Booking Form constitutes an offer to purchase a Package in accordance with these Conditions and is irrevocable by Client. Informa reserves the right to reject any Booking Form. A binding contract shall only come into effect when written confirmation (whether by e-mail or otherwise) of acceptance is sent by Informa to Client (whether or not it is received). Except as set out in these Conditions, no variation of this Contract, including, without limitation, any updates to the Package, shall be effective unless such variation is agreed in writing by both parties. These Conditions apply to this Contract to the exclusion of any other terms that Client seeks to impose or incorporate, or which are implied by trade, custom, practice or course of dealing.

3. Fees

- 3.1. Client shall pay the Fees in cleared funds in accordance with the payment terms stated in the Booking Form (or, if no such payment terms are stated, all invoices are payable within thirty (30) days of Client's receipt of the same). Informa shall have no liability whatsoever if Client pays the Fees (or any portion thereof) into any bank account other than the bank account specifically designated by Informa to Client for payment. In particular, Informa shall not be liable for any loss, damage, cost, claim or expense suffered or incurred by Client and/or any of its Personnel arising out of or in connection with third party fraud, including, without limitation, false change of bank account communications, identity theft and other scams. Payment of the Fees into Informa's

designated bank account only shall satisfy Client's payment obligations under this Contract. To the extent that Client receives any communication notifying Client of a change in Informa's designated bank account, Client is required to verify the authenticity of the same directly with Informa. Without prejudice to any other right or remedy it may have, if Informa does not receive the Fees into Informa's designated bank account in cleared funds by the due date for payment, Informa shall be entitled to: (i) refuse and/or withdraw the provision of any element of the Package, and/or (ii) charge interest on such overdue sum from the due date of payment at the annual rate of 4% above the base lending rate from time to time of HSBC Limited Seoul, accruing on a daily basis and being compounded quarterly until payment of the overdue sum is made, whether before or after judgement. Where Informa takes any such action, Client shall not be entitled to a refund of any portion of the Fees it has already paid in respect of the Package and the Fees shall remain due and payable in full.

- 3.2. It is the intent of the parties that Informa shall receive the Fees in full and that any: (i) banking and other transfer of payment charges, and (ii) applicable VAT, GST, sales and/or service taxes shall be paid solely by Client (in addition to the Fees). If and to the extent that any withholding taxes are payable in connection with the whole or any portion of the Fees, Client shall pay such withholding taxes directly to the relevant tax authority and furnish Informa with a valid certificate evidencing payment. To the extent that a valid certificate is not provided, or to the extent that Informa is unable to recover the withholding taxes, the amount of the Fees shall be increased by an amount necessary to compensate for the withholding taxes (including, without limitation, any amount necessary to "gross up" for withholding taxes levied on the increase itself).

4. Client's general obligations

- 4.1. Client shall comply with: (i) all laws (including, without limitation, all laws relating to anti-bribery, anti-corruption, trade sanctions, modern slavery and export controls), and (ii) all rules, regulations and instructions issued by Informa from time to time in connection with any element of the Package.
- 4.2. Client warrants, represents and undertakes that: (i) it has the right, title and authority to enter into this Contract and perform its obligations hereunder, and (ii) the person signing or otherwise legally accepting this Contract on behalf of Client has the requisite authority to do so.
- 4.3. Client shall cooperate, in good faith, with Informa in all matters relating to the Package. Without limitation, Client shall provide Informa with all information as Informa may reasonably request in respect of the Package and shall ensure that such information is accurate.
- 4.4. Client acknowledges and agrees that the terms of this Contract (including, without limitation, the amount of the Fees) shall constitute confidential information of Informa and Client undertakes that it shall not at any time disclose the same to any third party.
- 4.5. Informa recommends that Client be adequately insured in relation to its activities under this Contract.
- 4.6. Client acknowledges and agrees that use of any element of the Package that is hosted on a website shall be further subject to any website terms of use and/or fair or acceptable use policies indicated on such website. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of any website terms of use and/or fair or acceptable use policies indicated on such website, Informa reserves the right without liability to suspend and/or disable Client's and its Personnel's use of, access to, coverage within and benefits related to such website.

5. Client's commitments in respect of Materials

- 5.1. Client shall: (i) provide Informa with all Materials within any deadlines specified by Informa, and (ii) comply with Informa's specifications and technical requirements in relation to all zedMaterials. If Client does not, Informa reserves the right to refuse to print, publish or otherwise use any or all of the Materials (but all Fees in respect of the Package shall remain due and payable in full).
- 5.2. Client warrants, represents and undertakes that the Materials are: (i) accurate and complete, (ii) Client's own original work (of which Client is the copyright owner) or that Client has gained copyright and any other applicable clearance, consent, approval, licence or permission from any relevant third party (including, without limitation, the copyright owner and any regulatory authorities), in each case such that Client has the right to make the Materials available to Informa in connection with the Package without restriction and that they do not breach or infringe anyone else's rights (including, without limitation, the Intellectual Property Rights of any third party), (iii) not in any way defamatory, libellous, obscene, menacing, threatening, offensive, abusive or fraudulent, (iv) not in any way illegal and that they do not contravene any law or incite or encourage the contravention of any law, (v) not and will not be the subject of any claims, demands, liens, encumbrances or rights of any kind that could or will impair or interfere with Informa's use of the Materials in connection with the provision of the Package, and (vi) if provided in digital form, free from any viruses and any other malware or corrupting elements of any kind and that they shall not cause any adverse effect on the operation of any Informa system, publication, website, platform, media or other property and/or on any users of any of the foregoing.
- 5.3. Without limitation to Condition 14.3, Client shall indemnify Informa against any loss, damage, cost, claim or expense suffered or incurred by Informa and/or any member of the Informa Group arising out of or in connection with the Materials, including, without limitation, any third party claim regarding: (i) the inaccuracy or incompleteness of Materials, and/or (ii) any infringement of third party Intellectual Property Rights relating to the Materials.
- 5.4. In relation to the Materials, Client: (i) and its licensors shall retain ownership of all Intellectual Property Rights in the Materials, and (ii) hereby grants to Informa a royalty-free, non-exclusive, worldwide licence to use the Materials in connection with the provision of the Package. In relation to the Deliverables, unless otherwise set out in the Booking Form, Informa: (i) and its licensors shall retain ownership of all Intellectual Property Rights in the Deliverables (excluding the Materials), and (ii) hereby grants to Client a royalty-free, non-exclusive, worldwide licence to use the Deliverables (excluding the Materials) for the purpose of receiving the Package.
- 5.5. Although Informa shall take reasonable care in the production of any deliverable incorporating the Materials, it shall not be liable for any errors, omissions or misquotations that may occur. Without limitation to the foregoing, Informa cannot guarantee any exact colour matches in its incorporation of Materials and any colours used in Materials are for graphic and textual guidance only. All Materials are subject to the approval of Informa (however, notwithstanding any such approval, Client shall have sole responsibility and liability in respect of such Materials). Informa reserves the right to reject any Materials at any time after receipt (regardless of whether or not similar Materials have previously been accepted and any such rejection shall not negate any payments due in connection with products/services previously supplied). Informa shall use its reasonable endeavours to provide the Package in the size, position and manner as specified in the Booking Form, but shall not be liable where reasonable modifications are made.
- 5.6. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 5, Informa reserves the right without liability to: (i) suspend and/or

discontinue the use of any Materials, and/or (ii) refuse and/or withdraw the provision of any element of the Package.

6. Data protection

- 6.1. Each party acknowledges and agrees that it is responsible for its own processing of personal data in connection with this Contract, including, without limitation, any processing of personal data pursuant to a Data List (as defined in Condition 6.2) (and, where applicable, the parties agree that each party acts as a data controller for the purposes of the General Data Protection Regulation (Regulation (EU) 2016/679)). Each party shall: (i) only process personal data in compliance with, and shall not cause itself and/or the other party to be in breach of, Data Protection Law, and (ii) act reasonably in providing such information and assistance as the other party may reasonably request to enable the other party to comply with its obligations under Data Protection Law. If either party becomes aware of a Reportable Breach relating to the processing of personal data in connection with this Contract, it shall: (i) provide the other party with reasonable details of such Reportable Breach without undue delay, and (ii) act reasonably in co-operating with the other party in respect of any communications and/or notifications to be issued to any data subjects and/or supervisory authorities in respect of the Reportable Breach. If either party receives any communication from any supervisory authority relating to the processing of personal data in connection with this Contract, it shall: (i) provide the other party with reasonable details of such communication, and (ii) act reasonably in co-operating with the other party in respect of any response to the same. Informa collects, uses and protects personal data in accordance with its privacy policy, which can be found here: https://www.seconexpo.com/privacy_eng.asp.
- 6.2. Without prejudice to the generality of Condition 6.1, Client acknowledges and agrees that if it receives any list containing personal data from Informa as part of the Package (a **Data List**), it shall: (i) keep the Data List confidential and not disclose it to any third party, (ii) only use the Data List for the purpose of making an initial approach to contacts on the Data List in response to their engagement with Client's products and/or services as facilitated by the Package, (iii) securely delete or put beyond use all or any part of the Data List upon Informa's reasonable request or by such time as is required by Data Protection Law, whichever is earlier, and (iv) provide Informa with reasonable details of any enquiry, complaint, notice and/or other communication it receives from any supervisory authority relating to Client's use of the Data List, and act reasonably in co-operating with Informa in respect of Client's response to the same. Client acknowledges and agrees that Informa shall only be obliged to provide Client with all or any part of a Data List to the extent that it is legally permitted to do so and Informa shall not be liable if the volume of personal data provided to Client is less than anticipated as a result of Informa's compliance with Data Protection Law.

7. Specific terms relating to Advertising

- 7.1. If Client purchases any Advertising as part of the Package, the terms of this Condition 7 shall apply.
- 7.2. Informa shall use commercially reasonable efforts to adhere to any delivery schedule set out in the Booking Form.
- 7.3. Unless otherwise set out in the Booking Form, proofs of Advertising shall not be provided to Client. Where proofs are provided to Client, Client shall provide any amendments as soon as reasonably practicable (and, in any event, within any deadlines specified by Informa).
- 7.4. Informa reserves the right, at its sole discretion, to place the word "advertisement" and/or a similar word or phrase alongside the Advertising to distinguish it from any editorial product.

- 7.5. Unless Client has paid a placement premium, the positioning of any Advertising is at Informa's sole discretion.
- 7.6. Client warrants, represents and undertakes that any Materials provided in connection with the Advertising: (i) shall comply with any and all codes of practice related to advertising, (ii) to the extent that they contain any investment or financial promotion, are duly approved/authorised as required under relevant legislation, (iii) to the extent that they contain information relating to Client's products and/or services, such information is limited to generic information only and is not advisory, and (iv) unless otherwise agreed with Informa in writing, shall not promote the products and/or services of any of Client's affiliates and/or any third party.
- 7.7. If the Booking Form refers to any requirements concerning separation or adjacency of any Advertising from or to any information and/or materials relating to Client's competitors (**Adjacency Requirements**), such language shall be deemed only to require Informa to make commercially reasonable efforts to achieve the applicable Adjacency Requirements. Notwithstanding the foregoing, Informa shall not be liable for any failure to comply with any Adjacency Requirement with respect to: (i) any Advertising placed on and/or in any publication, website, platform, media and/or other property other than a Publication that is under Informa's sole control, (ii) any Advertising placed on and/or in any Publication that Client and/or any of its Personnel is aware, or should reasonably be aware, may contain content in potential violation of such Adjacency Requirement, and/or (iii) any user-generated content. For the avoidance of doubt, nothing in this Contract shall generally prevent Informa from providing Advertising and/or similar products and/or services to any other person at any time (including, without limitation, Client's competitors).
- 7.8. Where all or any part of the Advertising comprises online/digital Advertising: (i) Informa offers no guarantee against any Publication on the internet being interrupted and/or temporarily unavailable, (ii) Informa cannot control the generation of clicks on any Advertising and, although Informa uses certain methods to reasonably detect and filter certain click activity, it shall not be liable for click fraud, technological issues and/or other potentially invalid and/or non-human click activity that may affect click-based deliverables, and (iii) for impression-based deliverables (a) any timeframes set out in the Booking Form are estimated timeframes, dependent on the level of traffic to any relevant Publication, and (b) any determination and/or calculation of impressions shall be based on Informa ad server reports, regardless of whether or not Client also utilises an alternative third-party ad server. Client may not use any third-party ad server on any Informa websites, platforms, media or other property.
- 7.9. Where all or any part of the Advertising comprises Client's sponsorship of, provision of content for and/or delivery of a digital event (for example, a webinar), Client acknowledges and agrees that, unless otherwise set out in the Booking Form: (i) Informa shall have sole discretion over all aspects of the format of the digital event and what the final content of the digital event shall be (including, without limitation, the inclusion or otherwise of any speakers and/or additional sponsors and/or additional content providers), and (ii) without limitation to Client's underlying rights in the Materials, all rights, title and interests in and to the digital event shall belong to Informa.
- 7.10. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 7, Informa reserves the right without liability to refuse and/or withdraw the provision of any element of the Advertising.
- 7.11. Informa's total liability in connection with the Advertising, howsoever arising, shall be limited to the total amount of the Fees paid by Client in respect of the Advertising only.

8. Specific terms relating to Directories

- 8.1. If Client purchases a Directory entry as part of the Package, the terms of this Condition 8 shall apply.
- 8.2. The length of time that Client is entitled to have a Directory entry live for, and the extent of its coverage within and benefits related to such Directory, shall be specified in the Booking Form.
- 8.3. Client acknowledges and agrees that all usernames and passwords used to access any Directory are confidential and personal to Client and its Personnel (as applicable). Client shall not, and shall procure that its Personnel shall not, permit others to use such usernames and/or passwords and Client shall be liable for the acts and omissions of any person using such usernames and/or passwords (whether or not such use was authorised by Client and/or its Personnel). Client shall notify Informa immediately of any unauthorised use of any usernames and/or passwords or any other breach of security regarding any Directory that comes to its attention.
- 8.4. All Directory Content must comply with these Conditions. Informa reserves the right to remove any Directory Content that it deems offensive, inappropriate, libellous or non-compliant with these Conditions. Client shall ensure that the Directory Content shall not infringe the Intellectual Property Rights of any third party and Client shall be solely responsible for checking the accuracy and compliance with law of any Directory Content.
- 8.5. All Directory Content shall be considered non-confidential and non-proprietary. Client waives any moral rights in the Directory Content to the fullest extent permitted by law.
- 8.6. Client warrants, represents and undertakes that the Directory Content is: (i) accurate and complete, (ii) Client's own original work (of which Client is the copyright owner) or that Client has gained copyright and any other applicable clearance, consent, approval, licence or permission from any relevant third party (including, without limitation, the copyright owner and any regulatory authorities), in each case such that Client has the right to make the Directory Content available to Informa in connection with the Package without restriction and that it does not breach or infringe anyone else's rights (including, without limitation, the Intellectual Property Rights of any third party), (iii) not in any way defamatory, libellous, obscene, menacing, threatening, offensive, abusive or fraudulent, (iv) not in any way illegal and that it does not contravene any law or incite or encourage the contravention of any law, (v) not and will not be the subject of any claims, demands, liens, encumbrances or rights of any kind that could or will impair or interfere with Informa's use of the Directory Content in connection with the provision of the Package, and (vi) if provided in digital form, free from any viruses and any other malware or corrupting elements of any kind and that it shall not cause any adverse effect on the operation of any Informa system, publication, website, platform, media or other property and/or on any users of any of the foregoing.
- 8.7. If and to the extent that the Directory Content contains information relating to Client's products and/or services (images and details of which may be uploaded to a Directory), Client further represents, warrants and undertakes that such information is limited to generic information only and is not advisory. Client shall ensure that the Directory Content relates exclusively to Client's own commercial activities.
- 8.8. Without limitation to Condition 14.3, Client shall indemnify Informa against any loss, damage, cost, claim or expense suffered or incurred by Informa or any member of the Informa Group arising out of or in connection with the Directory Content, including, without limitation, any third party claim regarding: (i) the inaccuracy or incompleteness of the Directory Content, and/or (ii) any infringement of third party Intellectual Property Rights relating to the Directory Content.

- 8.9. Informa cannot guarantee that any Directory shall operate continuously, securely or without interruption and Informa does not accept any liability for its temporary unavailability or for any viruses or other harmful components. Informa reserves the right at any time and for any reason to: (i) make alterations and/or corrections to, suspend and/or discontinue any aspect of any Directory, (ii) vary the technical specification of any Directory, and/or (iii) temporarily suspend and/or disable Client's and its Personnel's access to any Directory for the purposes of maintenance, upgrade or addressing any security concerns.
- 8.10. Informa does not endorse or accept any responsibility for the use of, or content on, any other website linked or referenced within any Directory and Informa shall not be liable for any loss, damage, cost, claim or expense suffered or incurred by Client and/or any of its Personnel arising out of or in connection with the use of, or reliance on, any content, products and/or services available on or through any other website.
- 8.11. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 8, Informa reserves the right without liability to suspend and/or disable Client's and its Personnel's use of, access to, coverage within and benefits related to any Directory.
- 8.12. Informa's total liability in connection with a Directory, howsoever arising, shall be limited to the total amount of the Fees paid by Client in respect of such Directory only.

9. Specific terms relating to Marketing Services

- 9.1. If Client purchases Marketing Services as part of the Package, the terms of this Condition 9 shall apply.
- 9.2. Informa shall use commercially reasonable efforts to adhere to any delivery schedule set out in the Booking Form.
- 9.3. Where the Marketing Services include the distribution of e-mails to third parties by way of a promotional campaign, at Informa's request Client shall: (i) maintain and deliver to Informa, by no later than five (5) days prior to the start of a campaign, a true, correct and complete suppression list containing e-mail addresses of those individuals who have opted out or unsubscribed from receiving communications from and/or relating to Client and/or any of its affiliates (a **Suppression List**), and (ii) for the duration of the campaign, provide Informa with an updated Suppression List, in a format specified by Informa, immediately following each instance that an individual has requested to be opted out or unsubscribed. To the extent that, pursuant to the Marketing Services, any e-mails will be sent to any e-mail addresses provided by Client and/or its Personnel, Client warrants, represents and undertakes that Client has obtained all consents and permissions required for such e-mails to be sent to such e-mail addresses and that no such e-mail address appears on any Suppression List. Client shall indemnify Informa against any loss, damage, cost, claim or expense (including, without limitation, in connection with any regulatory action or fine) suffered or incurred by Informa and/or any member of the Informa Group arising out of or in connection with any breach by Client and/or its Personnel of this Condition 9.3.
- 9.4. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 9, Informa reserves the right without liability to refuse and/or withdraw the provision of any element of the Marketing Services.
- 9.5. Informa's total liability in connection with the Marketing Services, howsoever arising, shall be limited to the total amount of the Fees paid by Client in respect of the Marketing Services only.

10. Limitation of rights granted

10.1. Client's rights in relation to the Package are strictly limited to those set out in this Contract. Client is not permitted to promote or advertise its association with Informa, except as expressly stated herein or with the prior written consent of Informa. Nothing in this Contract shall be construed as granting to Client any right, permission or licence to use or exploit the Intellectual Property Rights of Informa and/or any member of the Informa Group.

11. Changes to the Package

11.1. Notwithstanding any other provision of this Contract, Informa reserves the right without liability at any time and for any reason to: (i) make reasonable changes to the format, content, position, rotation, size, style and/or timings (including, without limitation, the delivery schedule) of any element of the Package (which may include, without limitation, cancelling any element of the Package), and/or (ii) vary the content, layout and/or format of any of its publications, websites, platforms, media or other properties (including, without limitation, changing the URL of any of its websites). If any such changes and/or variations are made, this Contract shall continue to be binding on both parties, provided that the Package shall be amended as Informa considers necessary to take account of such changes.

12. Cancellation by Client

12.1. The application for the Package is irrevocable by Client and, save as expressly stated in the Booking Form, Client has no rights to cancel this Contract. Save as expressly set out in these Conditions and/or in the Booking Form, no refunds shall be given and the Fees shall remain due and payable in full.

12.2. To the extent that the Booking Form expressly permits cancellation by Client, Client may cancel the Package on written notice to Informa, except where Informa has the right to terminate this Contract under Condition 13.1. Upon any such cancellation by Client, Client shall pay Informa such cancellation fees as are stated in the Booking Form.

13. Termination

13.1. Informa may terminate this Contract without liability immediately at any time by written notice to Client if Client: (i) is in material breach of any of its obligations under this Contract and/or any other agreement between Client and any member of the Informa Group and either the breach is irremediable or Client has not remedied the breach (if the same is capable of remedy) within fourteen (14) days of receiving written notice of the breach (or such lesser period as would be required for the breach to be remedied in sufficient time prior to any element of the Package being provided on a scheduled date), (ii) goes into liquidation, is declared insolvent, has an administrator appointed (or an application is made for the same), ceases to carry on business or suffers any analogous event in any jurisdiction, or (iii) is convicted of any criminal offence or otherwise so conducts itself as to bring itself and/or Informa into disrepute. Without prejudice to any other right or remedy it may have, in the event that Informa terminates this Contract pursuant to this Condition 13.1, Informa shall not be required to refund any Fees received from Client and Informa shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Fees which shall become immediately due and payable.

13.2. Informa may terminate this Contract without liability immediately at any time by written notice to Client if Informa: (i) determines in its absolute discretion that the provision of the Package to Client is not in Informa's legitimate commercial interests, and/or (ii) is required by any law or instructed by any financial institution to cease trading with certain individuals/entities and/or in certain

geographical locations. In the event that Informa terminates this Contract pursuant to this Condition 13.2, any portion of the Fees already paid shall be refunded (where legally permissible) and Client shall be released from paying any further portion of the Fees. Client acknowledges and agrees that the refund of Fees paid is Client's sole remedy in the event of termination by Informa under this Condition 13.2 and all other liability of Informa is hereby expressly excluded.

- 13.3. Upon any termination of this Contract, without prejudice to any other right or remedy it may have, Informa shall be free to re-sell any aspects of the Package as it shall deem fit.
- 13.4. Termination of this Contract shall not affect any rights, remedies, obligations or liabilities of either party that have accrued up to the date of termination.
- 13.5. Conditions 1, 3, 5.3, 6.2, 7.11, 8.8, 8.12, 9.3, 9.5, 10, 12, 13, 14, 15 and 16 shall survive termination of this Contract.

14. Liability and indemnity

- 14.1. Informa does not make any warranty as to the Package in general, including, without limitation, in relation to the benefit and/or outcome (commercial or otherwise) that Client may achieve, and/or the type/level of audience that Client may reach, as a result of purchasing any element of the Package and/or participating in any match-making initiatives, transactions or other deals/arrangements with third parties. Without limitation to the foregoing: (i) if the Booking Form refers to a "guarantee" (or similar promise) as to number of leads, number of attendees, number of participants, number of clicks, number of impressions, viewability and/or any other matter (any of the foregoing, a **Guarantee**), such language shall be deemed only to require Informa to make commercially reasonable efforts to achieve the applicable threshold for such metric, and (ii) where applicable, Informa shall not be liable to the extent that the volume of end contacts reached, contacted and/or provided to Client pursuant to the Package is less than anticipated as a result of Informa's compliance with Data Protection Law. Except as set out in these Conditions, to the fullest extent permitted by law, Informa excludes all terms, conditions, warranties, representations and undertakings relating to the Package that are not expressly stated herein.
- 14.2. Subject to Condition 14.5: (i) neither Informa nor any member of the Informa Group shall be liable for any (a) indirect, consequential, special, incidental or punitive loss or damage, loss of actual or anticipated profits or income, loss of business, loss of opportunity, loss of goodwill, loss or corruption of data or any other type of economic loss or damage, or (b) loss (or theft) of, injury to, illness of or damage to the person, property and effects of Client and/or any of its Personnel and/or any third party, whether (a) or (b) is caused by negligence, intentional act, accident, act of God or otherwise, and (ii) Informa's (and any member of the Informa Group's) maximum aggregate liability to Client and its Personnel under this Contract or otherwise in connection with the Package, howsoever arising, shall be limited to the total amount of the Fees paid by Client.
- 14.3. Client shall indemnify Informa against any loss, damage, cost, claim or expense suffered or incurred by Informa and/or any member of the Informa Group arising out of or in connection with: (i) any loss of or damage to any property or injury to, illness of or death of any person caused by any act or omission of Client and/or its Personnel, (ii) any third party claim that the receipt and/or use of the Materials and/or the Directory Content in connection with the Package constitutes an infringement of the Intellectual Property Rights of any third party, (iii) any breach by Client and/or its Personnel of any law and/or code of practice related to advertising, and (iv) where Client receives any Data List as part of the Package, any failure of Client and/or its Personnel to comply with Condition 6.2.

- 14.4. Informa shall not be in breach of this Contract nor liable for delay in performing, or failure to perform, any of its obligations under this Contract if such delay or failure results from a Force Majeure Event and/or from any delay, failure or error on the part of Client in providing cooperation, performance and/or approvals, consents, information and/or Materials as contemplated by this Contract. For the avoidance of doubt, nothing in this Condition 14.4 shall excuse Client from the payment of the Fees under this Contract.
- 14.5. Nothing in these Conditions shall exclude or limit any liability which cannot be excluded or limited by law.
- 14.6. Client acknowledges and agrees that, in light of the Fees, the provisions of this Condition 14 are no more than is reasonable to protect Informa as the provider of the Package.

15. General

- 15.1. Client acknowledges and agrees that Informa and each member of the Informa Group shall have a perpetual, irrevocable, royalty-free, non-exclusive, worldwide licence and right to collect and maintain, and to reproduce, publish, display, transmit, distribute, adapt, create derivative works from, syndicate and otherwise exploit or use, commercially or otherwise, in any medium, any and all: (i) analytics data captured in connection with any part of the Package (including, without limitation, user or online behaviours and usage data relating to any Directory, any Publications and/or any lead generation/match-making initiatives), and/or (ii) Materials, Directory Content and other information and/or materials displayed or made available by Client and/or its Personnel in connection with the Package (together, both (i) and (ii) being the **Data**). The foregoing shall include, without limitation, Informa and each member of the Informa Group being entitled to use, repurpose and reproduce the Data to create, develop, sell or otherwise make available products, services or works in any media or form (whether physical, digital or intangible) now known or later developed (which may include, without limitation, incorporating all or any part of any Materials, Directory Content and other information and/or materials displayed or made available by Client and/or its Personnel into such products, services or works).
- 15.2. Nothing in this Contract shall create a partnership, joint venture or agency relationship between the parties.
- 15.3. If and to the extent that there is any conflict between these Conditions and the Booking Form, the terms of the Booking Form shall prevail.
- 15.4. Each party acknowledges and agrees that this Contract constitutes the entire agreement between the parties in relation to the Package and that it supersedes any and all prior oral or written understandings, communications or agreements with respect to the subject matter hereof.
- 15.5. Client may not assign or sub-contract any of its rights or obligations under this Contract without the prior written consent of Informa. Informa shall be entitled to assign any and all of its rights under this Contract to any member of the Informa Group and the consent of Client shall not be required. Informa shall be entitled, without the consent of Client, to sub-contract any and all of its obligations under this Contract to any member of the Informa Group or any third party contractor assisting Informa with the facilitation of the Package.
- 15.6. No failure by either party in exercising any right or remedy shall operate as a waiver of the same. No waiver by either party of any breach by the other party shall be considered as a waiver of any subsequent breach of the same or any other provision of this Contract. The rights and remedies under this Contract are cumulative and are not exclusive of any rights or remedies provided by law.

- 15.7. If any provision of this Contract is or becomes invalid, illegal or unenforceable, that provision shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision shall be deemed deleted. Any modification to or deletion of a provision under this Condition 15.7 shall not affect the validity and enforceability of the rest of this Contract.
- 15.8. Unless it is expressly stated otherwise, this Contract does not give rise to any rights for a third party to enforce any term of this Contract. The rights of the parties to terminate, rescind or agree any variation, waiver or settlement under this Contract are not subject to the consent of any other person.
- 15.9. Informa reserves the right to set off any indebtedness of Client to Informa against any indebtedness of Informa to Client, regardless of whether any such indebtedness arises pursuant to this Contract or otherwise.
- 15.10. Any notice or other communication given to a party under or in connection with this Contract shall be in writing (which includes, without limitation, e-mail).

16. Governing law and jurisdiction

- 16.1. This Contract shall be governed by and construed in all respects in accordance with the laws of Republic of Korea and the Client submits to the non-exclusive jurisdiction of the Republic of Korea courts for all purposes relating to this Contract.