

# SPONSORSHIP BOOKING FORM

## INDIVIDUAL ITEMS

We would like to book the following sponsorship items

All prices exclude VAT

No.	TYPE	ITEMS	PRICE	✓
A-3	DIGITAL	E-NEWSLETTER BANNER	USD 200	<input type="checkbox"/>
A-4		EDITORIAL E-NEWSLETTER RELEASE	USD 400	<input type="checkbox"/>
B-1	PRINT	OFFICIAL BOOKLET FULL PAGE AD	USD 2000	<input type="checkbox"/>
B-3		CONFERENCE PROGRAM BOOK FULL PAGE ADVERTISEMENT		
		BACK COVER	USD 1800	<input type="checkbox"/>
		INSIDE FRONT COVER	USD 1300	<input type="checkbox"/>
		INSIDE BACK COVER	USD 1000	<input type="checkbox"/>
	INSIDE PAGE	USD 800	<input type="checkbox"/>	
C-2	REGISTRATION	LANYARDS WITH SPONSOR LOGO	USD 4000	<input type="checkbox"/>
D-1	LOBBY	ENTRANCE ARCH WITH SPONSOR LOGO	USD 1600	<input type="checkbox"/>
D-2		LOBBY BANNER	USD 2800	<input type="checkbox"/>
D-3		BRIDGE BANNER	USD 4000	<input type="checkbox"/>
D-4		PHOTOZONE WITH SPONSOR LOGO	USD 800	<input type="checkbox"/>
E-1	EXHIBITION HALL	ON-SITE HANGING BANNER WITH SPONSOR LOGO	USD 800	<input type="checkbox"/>
G-2	CONFERENCE	TECHNICAL SEMINAR	FREE OF CHARGE	<input type="checkbox"/>
G-3		COMPANY PROMOTIONAL VIDEO	USD 400	<input type="checkbox"/>

**We hereby apply as a sponsor at CINE KOREA EXPO 2022**

**COMPANY / ORGANIZATION**

**COMPANY/  
ORGANIZATION**

**ADDRESS**

**POSTAL CODE**

**CITY**

**COUNTRY**

**VAT-ID**  
EU COUNTRIES ONLY

**CONTACT PERSON**

**LAST NAME**

**FIRST NAME**

**SALUTATION**     Prof.     Dr.     Mr.     Ms.     Mrs.

**DESIGNATION**

**PHONE**

**MOBILE**

**EMAIL**

**Yes, we have read and agree to the booking terms and conditions**

**NAME OF APPLICANT**

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**DATE**

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**COMPANY STAMP AND SIGNATURE**

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K-Exhibitions Corp.  
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Busan 48058 Republic of Korea  
T. +82 51 714 6068  
E. marketing@cinекoreaexpo.com  
W. www.cinekoreaexpo.com

BANK NAME	Woori Bank
BANK BRANCH	Seongseo Banking Center
BENEFICIARY NAME	K-Exhibitions Corp.
BANK ADDRESS	17, World Cup buk-ro 60-gil, Mapo-gu, Seoul, South Korea
BENEFICIARY TEL.	+82 51 714 6068
ACCOUNT NUMBER	1005504284208
SWIFT CODE	HVBKKRSEXXX

# GENERAL TERMS AND CONDITIONS

## FOR CINE KOREA EXPO 2022 SPONSORSHIPS

### Article 1 TERMS & APPLICATION

- 1.1 K-Exhibitions Corp. ("K-Exhibitions") is the organizer of the CINE KOREA EXPO 2022 in Busan (the "Exhibition").
- 1.2 Within the framework of the Exhibition, K-Exhibitions offers the contractual relations between K-Exhibitions and the Sponsor (the "Parties") governed by these General Terms and Conditions (the "Contract").
- 1.3 Sponsorships must be booked by using the official booking form and are subject to acceptance of these General Terms and Conditions. The booking form, completed and with a legally binding signature, must be sent by email to [marketing@cinекoreaexpo.com](mailto:marketing@cinекoreaexpo.com)
- 1.4 Deviating or supplementary conditions of the Sponsor are not taken into account. This also applies to the General Terms and Conditions of the Sponsor.

### Article 2 GENERAL

- 2.1 The Parties must show mutual respect and good conduct. The Sponsor is obliged to take the interests of K-Exhibitions into account.
- 2.2 The Parties must be immediately informed about any circumstances and changes relevant for the implementation of this Contract.
- 2.3 The Parties must maintain confidentiality towards third parties regarding the content of the Contract, including without limitation the individual items of performance. In order to safeguard one or both Party's/Parties' interests, or in the case of statutory disclosure requirements, a Party may disclose details to a third party only if and when it has obtained the written consent of the other Party. This obligation shall survive the termination of this Contract.

### Article 3 CONFIRMATION

- 3.1 Only companies and organizations with a direct connection to the Exhibition theme or the industries represented are admitted as Sponsors. Whether or not a Sponsor is admitted is decided by K-Exhibitions at their own discretion.
- 3.2 Sponsorship options will be granted in the order of receipt. If a sponsorship option has already been taken, alternatives may be offered.
- 3.3 An applicant has no right to demand to be admitted as a Sponsor. The admission as a Sponsor will only be confirmed in writing. Once the confirmation has been received, the Contract between the Sponsor and K- Exhibitions is deemed concluded.
- 3.4 K-Exhibitions may revoke an existing admission if this was granted on false requirements or information given or if requirements subsequently cease to apply.

### Article 4 INSURANCE

- 4.1 The Sponsor is responsible for the items they contribute in which K-Exhibitions does not bear any insurance risk. Sponsors are advised to take out suitable insurance cover.

### Article 5 TERMS OF PAYMENT

- 5.1 The Sponsor is obliged to pay K-Exhibitions the fee pursuant to the sponsorship option.
- 5.2 Payment is due 14 days following conclusion of the Contract and receipt of the invoice by the Sponsor. The amount is to be credited to the K-Exhibitions bank account.

### Article 6 CANCELLATION

- 6.1 The Sponsor may only cancel or amend its options in writing. However, only when K-Exhibitions deems it unavoidable will cancellations be accepted.
- 6.2 The following penalties will be incurred based on the date on which the written acknowledgement is received.
- Cancellation/Amendment of sponsorship options received by **July 7, 2022** - 50% of the total sponsorship fee
  - Cancellation/Amendment of sponsorship options received from **July 8 - August 4, 2022** - 80% of the total sponsorship fee
  - Cancellation/Amendment of sponsorship options received **from August 5, 2022** - 100% of the total sponsorship fee

## **Article 7 CANCELLATION / POSTPONEMENT OF EXHIBITION**

7.1 Should K-Exhibitions be unable to fulfil their contractual obligations towards the Sponsor, they will notify the Sponsor as soon as reasonably practicable. K-Exhibitions will offer the Sponsor an equivalent alternative, depending on the circumstances given.

7.2 Should K-Exhibitions be unable to hold the Exhibition due to force majeure, including, but not limited to natural disasters, war, civil unrest, strikes, epidemics, pandemics, governmental measures or other unexpected events beyond the control of K-Exhibitions, they will notify the Sponsor as soon as reasonably practicable. The ongoing effects of COVID-19 are regarded as a pandemic.

7.3 Should K-Exhibitions be in a position to postpone the Exhibition, they will inform the Sponsor as soon as reasonably practicable. In case of postponement, the Sponsor may choose not to participate on the changed date. The Sponsor must notify K-Exhibitions in writing no later than one week following the receipt of the postponement notice.

7.4 The Sponsor may claim reimbursement of payments already made. However, prior advertising costs incurred will not be refunded.

## **Article 8 LIABILITY**

8.1 K-Exhibitions' liability is limited to cases of intent and gross negligence or culpable injury to life, body or health.

8.2 In the case of a negligent breach of Contract, liability on the part of K-Exhibitions shall be limited to reasonably foreseeable damage that is intrinsic to the Contract.

## **Article 9 DATA PRIVACY**

9.1 Data collected by the Sponsor (company name, postal address, contact person, telephone/mobile number and email address) during the booking process will be stored and processed.

K-Exhibitions will use personal data for the following purposes

- Process orders and business transactions with the Sponsor
- Send Exhibition related information prior to and after the Exhibition
- For inquiries and queries
- Send promotional materials for direct marketing
- Forward selected data to specific contractors in fulfilment of the Contract
- Evaluations and statistical purposes

9.2 Further information about the Exhibition's Privacy Policy can be found on <https://cinekoreaexpo.com/eng/> website footer.

9.3 K-Exhibitions only stores and uses personal data for as long as this is necessary to fulfill the Contract. K-Exhibitions will only use these for the purposes for which data have been collected or to comply with legal requirements regarding reporting or document retention.

## **Article 10 DURATION OF CONTRACT**

10.1 This Contract enters into force upon receipt of the booking confirmation issued by K-Exhibitions.

10.2 This Contract ends upon cancellation or end of the Exhibition and fulfilment of each and any obligations owed by either Party.

## **Article 11 ARBITRATION OF DISPUTES**

11.1 Any disputes arising hereafter between both parties concerning the General Terms and Conditions of this Contract or the rights and liabilities of the parties thereto shall be settled in accordance with the Korean Commercial Arbitration Board. The verdict of the arbitration shall be final and binding upon both parties.