

Blockchain Life 2024 Forum: Exhibition Rules and Regulations

General provisions

The following rules and regulations are the official annex to the agreements concluded by JETS CAPITAL EVENTS ORGANIZING AND MANAGING EST. (hereinafter referred to as the Organizer) with the participants of the exhibition (hereinafter referred to as the Exhibitor) within the framework of the Blockchain Life 2024 forum, which is held on April 15-16, 2024 at Festival Arena, InterContinental Dubai Festival City, the UAE (hereinafter the Forum).

1. The Organizer's obligations

1.1. Provide consulting and informational support to the Exhibitor before and during the Forum by e-mail or in a working chat in the Telegram/WhatsApp messenger.

2. The Organizer's rights

2.1. Change the Forum agenda (schedule, topics), determine the number and composition of speakers.

2.2. Prevent access to the venue of the Forum or to remove from the venue if the Exhibitor does not comply with the rules referred to in paragraphs 4-6. In such a case, the Contract is considered terminated, and the cost of paid services is not refundable to the Exhibitor.

2.3. Conduct an inspection of Exhibitor's representatives, in order to ensure security and to eliminate the facts of carrying things specified in paragraph 4.1.

3. The Exhibitor's obligations

3.1. Follow generally accepted norms of behavior and do not cause inconvenience to other participants during the Forum.

3.2. Scan the Platinumlist e-ticket each time while entry and exit. If the ticket is not scanned at exit, the Exhibitor's participant can not re-enter the venue.

3.3. Obtain a Participant's badge at the registration desk. The badge is issued for both days of the Forum.

VIP badge is used for VIP area access and cannot be recovered.

Standard and Business badges can be recovered only if the badges are available.

3.4. During the Forum, wear the Participant's badge on the neck. The badge is individual, transferring it to others is forbidden.

3.5. Ensure the permanent presence of at least one member of the Exhibitor's representatives on the booth during all exhibit hours.

3.6. The VIP ticket holder must scan the e-ticket for Forum's Afterparty access.

3.7. Follow:

- general safety rules;
- general fire safety rules;
- sanitary and epidemiological rules (including safety measures to prevent the spread of COVID-19).

3.8. Get written agreement from the Organizer to connect any mining equipment (no later than March 20, 2024). In case if the sound is negotiated by the Organizer, the sound power of such equipment cannot exceed 40 dB.

3.9. Fill in a [form](#) indicating a full list of participants (representatives) of the Exhibitor's company, no later than March 26, 2024. For non-compliance with the deadline the following penalties are provided:

- Changes to the list of participants in the period from March 27 to March 30, 2024 are subject to a fine of **\$40** for each changed participant.
- Changes to the list of participants in the period from March 31 to April 8, 2024 are subject to a fine of **\$80** for each changed participant.
- Changes to the list of participants on the days of the Forum, as well as the replacement of badges or the release of new badges from April 9 to April 14, 2024 and during the days of the Forum are subject to a fine of **\$150** for each added / changed participant or for each new badge.

3.10. In case of using (bringing to the Forum's venue) company's own multimedia equipment (LED screens, seamless screens, plasma panels, etc.) the Exhibitor need to provide a list of technical documentation, including the specification of the equipment and the passport/certificate to e-mail (sponsors@blockchain-life.com) no later than March 18, 2024.

3.11. To negotiate with the Organizer by April 1, 2024 all the promotional materials that will be delivered to the booth. It is prohibited to distribute or giveaway branded ribbons, any food or beverages.

The Organizer has the right to limit the type and/or number of promotional materials to be placed on the booths.

3.12. In case of ordering additional equipment and/or services from the Organizer, send an application to the sponsor attendant no later than March 21, 2024. All applications submitted from March 22 till March 30, 2024 are subject to an extra charge of 50% of the price indicated in the catalog. All applications submitted from April 1 till April 12, 2024 are subject to a 100% extra charge (all items are subject to availability).

3.13. Food and/or beverages must be ordered from the venue's official catering contractor. In case the Exhibitor needs this service for a booth, he must contact the Organizer at least 3 weeks prior to the event for details. The catalog of official catering published in the catalog of additional services.

4. The Exhibitor is prohibited

4.1. Bring to the territory of the Forum:

- food and drinks (including alcohol);
- thrust and cutting objects;
- narcotics and psychotropic substances;
- firearms, traumatic, gas and other types of weapons.

The Organizer reserves the right to withdraw products and items prohibited on the Forum territory.

4.2. Undertake any trading activities at the Forum territory.

4.3. Smoking on the Forum territory of tobacco products, vapes and electronic cigarettes. Smoking is allowed only in designated areas.

4.4. To be in a state of alcohol, narcotic and other intoxication on the territory of the Forum.

4.5. Distribute any advertising materials and/or any materials containing defamatory information and harmful to the reputation of third parties and/or companies.

4.6. Make any video in a conference hall.

4.7. Bring animals to the Forum territory.

4.8. Arbitrarily move or change the place of the exhibit space (booth), or dismantle the booth before the end of the exhibition (before 19:00 April 16, 2024).

4.9. Distribute any food and/or beverages at the Forum's territory.

5. Advertising

5.1. The Exhibitor is allowed to advertise only within the limits of the leased booth (the area and height specified in the Contract).

5.2. The use of superlative degree of comparison in the texts for the booth layouts and other promotional materials is allowed only with the Organizer's written negotiation. This negotiation can be obtained by the Exhibitor providing proof of superiority and citing an independent source. The decision to use superlatives is at the discretion of the Organizer

5.3. Placement of any advertising structures, materials and advertising activities outside the leased booth is allowed on a commercial basis and upon prior agreement with the Organizer.

Advertising activity includes the movement of Exhibitor's representatives, which can be attributed to advertising actions, provided that these representatives have on their clothes (or otherwise), significant (in the opinion of the Organizer) distinctive characteristics that make it possible to unambiguously refer them to people working for the Exhibitor or invited by the Exhibitor.

5.4. Additional advertising package "Participation of promoters" can be purchased only by the Exhibitor having a booth within the Forum.

5.5. Playback of audio materials, audio accompaniment of video materials, and / or sound amplification is prohibited.

5.6. The Exhibitor guarantees that any protected results of intellectual activity and means of individualization (logos, trademarks, etc.) that are used, copyrights, and related rights (hereinafter referred to as – intellectual property) used in accordance with the current legislation of the UAE, all the necessary agreements with rights holders are enclosed appropriately, apply at the time of use of that intellectual property, all fees necessary for the unrestricted use by the Exhibitor of the specified intellectual property paid in full.

In case of disputes and claims from third parties related to intellectual property infringement, the Exhibitor is liable in accordance with the legislation of the UAE.

6. Booths Limitations

6.1. Booth's height is limited as follows:

- a) The maximum height of Startup, Gold, and Platinum booth is 2.5 m
- b) The maximum height of Sapphire and Sapphire Max booth is 3 m including a platform up to 8 cm

- c) The maximum height of turnkey Diamond or Premium booth is 5 m
- d) The maximum height of Diamond or Premium booth built by the Exhibitor individually (via the third-party vendor) is 5 m.

If the Exhibitor requests Diamond or Premium booth higher than 5 m, it is allowed only with prior Organizer's written negotiation received before March 15, 2024. Such booth must be constructed as double deck booths with the maximum height of the top point - 8 m.

If the heights indicated in the Contract and these Rules are mutually inconsistent the Contract will prevail.

6.2. The use of lighting equipment that engages with the area outside the booth without distracting other Exhibitors can be negotiated with the Organizer for the following packages exclusively: Diamond and Premium in case a booth is built by the Exhibitor individually, via the third-party vendor.

6.3. The placement of LED screens is allowed only for the booths/areas of 8 sq. m and larger. LED screens delivered by the Exhibitors can be installed under the following conditions:

- LED screen is to be installed on a floor stand,
- the Exhibitor is obliged to order and pay for additional electric power for a booth before March 14, 2024.

6.4. The placement of TV panels (both on a floor stand and on the booth's panel) is prohibited at Startup booth.

6.5. The placement of TV panels on a floor stand is prohibited at Gold booth. At the booths of this type, placement of TV panels is allowed only on the wall (panel) of the booth.

6.5. The placement of advertising and/or technical rigging are allowed only for General, Diamond, and Premium booths only with prior written Organizer's and venue's negotiation received before March 14, 2024. All riggings must be installed by the appointed venue partner.

6.6. It is not possible to order and place any additional equipment and/or furniture at the Startup booth.

If the Exhibitor is willing to deliver his own equipment, it must be negotiated with the Organizer by March 29, 2024. The Organizer has the right to limit or decline the delivery for the Startup booth.

7. The Exhibitor's liability

7.1. The Exhibitor is financially responsible for the booth construction and equipment provided for rent, as well as technical devices and inventory. In case of loss or damage to the above-mentioned items, the Exhibitor pays for the damage caused in double the amount of the cost.

7.2. The Exhibitor is responsible for any actions of its representatives at the Forum venue. Representatives of the exhibitor, the list of which is included in the accreditation form (point 3.7) and on which the badges are issued, are obliged to comply with the terms of the Participation Agreement, for violation of which liability is provided.

8. The Organizer's liability and exclusion of liability

8.1. The Organizer is responsible for the timely holding of the Forum and the proper provision of services agreed by the parties in accordance with the Contract.

8.2. The Organizer is not responsible in case of improper provision of the service, if the improper performance was the result of unreliability, insufficiency or untimeness of the information provided by the Exhibitor.

8.3. The Organizer is not responsible for the safety of exhibition materials and other property of the Exhibitor. The Exhibitor independently ensures the safety of the property.

8.4. The Organizer is not responsible for non-compliance of the provided service with the Exhibitor's expectations and/or for its subjective evaluation. Such non-compliance with expectations and/or negative subjective evaluation are not grounds to consider the services rendered poorly or not in the agreed amount.

8.5. The Organizer is not responsible for violation of the terms of these Rules, if such violation is caused by force majeure circumstances, including: actions of state authorities, fire, flood, earthquake, other natural acts, lack of electricity, strikes, civil unrest, disturbances, any other circumstances, not limited to the above, which may affect the performance by the Organizer.

8.6. The Organizer is not responsible for the content of the Exhibitor's advertising materials, as well as the availability of permits, certificates, licenses, patents, and properly executed copyrights in relation to the exhibited materials.

9. Other terms

9.1. The Exhibitor agrees and acknowledges that changes to these Rules entail the introduction of these changes into the contract concluded between the Customer and the Contractor, and these changes to the contract come into force simultaneously with the entry into force of such changes to these Rules.

9.2. In all other cases, which are not provided for by these Rules and the Contract, the parties will be guided by the current legislation of the UAE.

Approved by the Organizer

JETS CAPITAL EVENTS ORGANIZING AND MANAGING EST.

Est. Owner Sergei Khitrov

License No. 1046196

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