AAE Exhibitor and Sponsor Terms and Conditions

1/11/2026

TERMS & CONDITIONS

1. Definitions

In these conditions, the following terms have the following meanings, namely: -

- “Client” means the exhibitor, sponsor or advertiser wishing to participate with the AAE
- “Organiser” means AAE Services Limited, the management company of the Association of Association Executives.
- “Agreement” means the legally binding arrangements entered into between the Client(s) and the Organiser and comprised in the Agreement and the Organiser’s acceptance thereof, which agreement is subject to the conditions set out below (“the Conditions”)
- “Conditions” means these standard terms and conditions,
- “Exhibitor' and 'Client' both mean any one or more organisation(s), firm(s) or person(s) who has/have together applied for, and been allotted a participation or space in the Event and / or applied for, and been allotted Sponsorship;
- “Event” means the event as named and dated on the contract;
- “Event Date” means the proposed date of the first day of the Event;
- “Intellectual Property” means trade marks, service marks, logos, get-up, trade names, rights in design, patents, copyrights and moral rights, database rights, rights in know-how, trade secrets, confidential information and all other intellectual property rights or analogous rights whether registered or unregistered anywhere in the world;
- “Organiser” means the Association of Association Executives and its management company
- “Owners” means the owners and/or management of the Event venue and/or any media used for the Sponsorship;
- “Sponsorship” means any form of sponsorship package in connection with an Event including without limitation hospitality suites and advertising services.

2. General

The Conditions apply to all arrangements entered into by the Exhibitor and the Organiser to the exclusion of any other terms and conditions, otherwise contained in any document prepared by the Exhibitor or otherwise, and no prior representations given by either party, whether written or oral, shall be deemed to be incorporated as terms of the Agreement. No amendment to or exclusion from the Conditions shall be binding upon the Organiser unless in writing and signed by a director on behalf of the Organiser. This Agreement shall be governed and construed in accordance with the laws of England.

3. Regulations

3.1 The Client shall not contravene;

3.1.1 Any law or regulation or guideline of any competent authority relating to the Client's stand or exhibits or other property or Sponsorship or otherwise in the performance of its obligations in connection with this Agreement.

3.1.2 Any of the terms and conditions issued by the Owners of the appointed Event venue, or the Owners of any media used for the Sponsorship or their successors, in force at the time of the Event or Sponsorship.

3.1.3 Any of the terms and conditions issued by the Owners of the appointed Event venue, or the Owners of any media used for the Sponsorship or their successors, in force at the time of the Event or Sponsorship.

3.1.4 The conditions of any Licences for the sale of tobacco, wine, beer or spirits or for music, dancing, video or film projection or other licences held by the Owners or the Organisers in relation to the Event premises or sponsorship media.

3.1.5 Any copyright or other rights held by a third party including without limitation all Intellectual Property rights.

3.2 The Organiser:

3.2.1 Warrants that the promotion as set out under this Agreement is carried out in compliance with all relevant and applicable laws, regulations, orders and guidelines.

4. Validity

No legally binding agreement shall exist between the Client and the Organiser until the Agreement shall have been accepted in writing on the form signed by a director on behalf of the Organiser. On such acceptance, the relationship of the Organiser and the Exhibitor shall with regard to any Participation, Exhibiting space or sponsorship space allotted to the Exhibitor by the Organiser be that of licensor and licensee.

5. Payments

5.1 The Organiser has or will invoice the Client for the total fees payable to the Organiser and such payment shall be made to the Organiser by the date stated on the agreement, and never more than 30 days from the date of the invoice or, if earlier, five working days prior to the Event Date. Time shall be of the essence in respect of obligations of the Client to make payments hereunder. In circumstances where the Organiser agrees to staged payments, the Organiser may at its discretion amalgamate payments where due dates have passed.

5.2 In the event that the Client shall fail to make any payment in full by the due date then (without prejudice to any other rights the Organiser may have hereunder) interest shall accrue thereon for the period from the due date to the date of actual payment (as well after as before judgement) at 1.5% .

5.3 Prices quoted by the Organiser are, unless otherwise expressly agreed, exclusive of value added tax (“VAT”) or any other sales tax and the Client shall, in addition, pay to the Organiser any applicable VAT (or any other sales tax) chargeable thereon at the then applicable rate.

6. Breach by Client

If the Client shall not pay any sum due or becoming due from it to the Organiser by the due date, shall become bankrupt or insolvent, shall suffer the appointment of a receiver to any part of its assets or undertakings or (if a company) shall suffer the appointment of an administrative receiver an administrator or a resolution shall be passed or petition presented for the winding up of the Client, the Organiser may at any time thereafter by notice in writing terminate the allotment of participation or exhibiting or sponsorship space to the Client, and terminate the agreement and re-enter upon the allotted space, remove and exclude the Client, or remove, delete, or cover over any sponsorship media and all persons there from re-licence the same as it shall think fit and all such rights shall be without prejudice to any other rights which the Organiser may have against the Client hereunder.

7. Cancellation, Postponement & Moving a Physical Event to Online

If, after allocation to him of Participation or Exhibiting space or Sponsorship, a Client cancels his booking or this Agreement shall be terminated under Condition 6, the following scale of cancellation charges shall apply:

7.1 Notice of Cancellation Charge Received by the Organiser or of termination under Condition 6:
- 7.1.1 More than eight months prior to Event Date 50% of total fees
- 7.1.2 More than four months and less than eight months prior to Event Date 80% of total fees
- 7.1.3 Four months or less prior to Event Date 100% of total fees
- 7.1.4 Written notification of intent to cancel must be sent to the Organiser by email and acknowledged by a director of the Organiser, or be sent recorded delivery to the Organiser
- 7.1.5 On cancellation, the licence referred to in Condition 4 shall be terminated and the Organiser shall be free to re-licence the space as it shall think fit.

7.2 If the Organiser cancels the event, then the following shall apply:
- 7.2.1 The Organiser will refund the Client 100% of the fee that has already been paid by the Client at the time of cancellation.
- 7.2.2 If the Organiser postpones the event or changes any or all of the physical elements of the event to be online, then no fee will be refunded to the Client.

8. Occupation of Exhibiting Space

The Client undertakes to occupy the Exhibiting space allotted to him by commencement of the Event.

9. Reduction of Event Space

In the event a Client may wish to reduce the size of his booking after allocation of Exhibiting space, notification must be sent to the Organiser by recorded delivery. The Organiser reserves the right to require the Client to move to an alternative location in the Event if, at their discretion, the reduction in size of the stand is detrimental to the Event or other participants.

10. No Assignment

10.1 Except for assignment to a party's affiliate (any entity which directly or indirectly controls, is controlled by, or is under common control with such party), or in the case of a merger, acquisition or sale of all or substantially all assets not involving a direct competitor of the other party, the Agreement and the licence granted to the Exhibitor by Condition 4 is personal to the Client; the Client may not assign, transfer, part with, share or grant any sub-licence in respect of the whole or part of the Event participation, space or Sponsorship allocated to him or any other rights under this Agreement save with the prior written consent of the Organiser.

10.2 The Client shall not permit any materials relating to firms or companies not being duly noted on this agreement to be exhibited at or distributed from any stand or used or advertised as part of the Sponsorship, nor shall the Client display or use or advertise as part of the Sponsorship anything other than material within the general subject matter of the Event. The Organiser reserves the right to require any Client to remove any such material it, at its discretion, deemed by the Organiser to fall outside the general subject matter of the Event.

11. Holding of Event or Sponsorship

11.1 The Client acknowledges that it shall have no claim against the Organiser in respect to any loss or damage of any nature which it may suffer or incur in consequence of the Event (and Sponsorship) failing for any reason (other than a reason within the control of the Organiser) to be held.In the event that in the mutual agreement of the Client and the Organiser, the commercial purpose of the Event (and Sponsorship) can be fulfilled by rearrangement or postponement of the Event, substitution of another venue for the purpose of location, or substitution of another sponsorship package, or in any other reasonable manner, the Agreement shall remain binding upon the Client and the Organiser and all such modifications shall be made in relation to the size and position of the stand allotted to the Client or the sponsorship package as mutually agreed by the Client and the Organiser.

12. Fire and Safety Precautions

12.1 The Client shall ensure that any materials used for the building, decorating or covering of the stand or used in any Sponsorship shall be non-flammable and will conform to the requirements of the fire regulations of the venue or Sponsorship. Exhibitors shall not take or bring into the Event any explosive, inflammable, dangerous, harmful or illegal substance.

12.2 No goods shall be displayed in such a manner as, in the opinion of the Organiser, to obstruct the open spaces or gangways of the Event venue or to occasion inconvenience or hazard to the public or any other Exhibitor or otherwise to affect the display of any other exhibitor.

12.3 The Client undertakes to comply forthwith with any direction given by the Organiser relating to fire or other safety reasons or Condition above.

13. Erection of Stands and Exhibits

13.1 Purpose built stands
- 13.1.a Purpose built stands are not permitted unless expressly stated in the Agreement
- 13.1.b Full dimensional drawings showing all constructional details and positions of machinery and exhibits must be submitted to the Organisers and/or any competent authority in good time before the date of the Event in accordance with the Organiser's technical manual, or other direction or any relevant law, regulation or guideline.
- 13.1.c The Client shall appoint a contractor acceptable to the Organiser (which may be the official stand contractor appointed by the Organiser for the Event) to carry out interior work to the stand allotted to the Exhibitor.
- 13.1.d The Client shall be liable for all reasonable and actual costs associated with gaining authorisation, permits, safety approvals or engineering examinations for any purpose built stand

13.2 All stands and exhibits will be subject to the approval of the Organiser both of drawing plans etc and when constructed.

13.3 The Organiser may prevent work from being carried out by, or on behalf of any Client who has not submitted stand design drawings in accordance with the terms stated above.

14. Dilapidation

14.1 All of the Client's fixtures and fittings must be removed upon termination of this Agreement, however determined.
14.2 Clients are responsible for the cost of making good, restoring or renewing all damage, whether caused by themselves, their agents or contractors or by any other person or persons employed or engaged on their behalf by any such agent or contractor.

15. Liability

15.1 The Organiser shall indemnify the Client and keep the Client fully and effectively indemnified against any loss of or damage to any property or injury to or death of any person caused by any negligent act or omission or wilful misconduct of the Organiser, its employees, agents or sub-contractors, except to the extent any portion of any claim, loss, cost, or expense arises out of the negligence or misconduct of Client.
15.2 The Client shall indemnify the Organiser and keep the Organiser fully and effectively indemnified against any loss of or damage to any property or injury to or death of any person caused by any negligent act or omission or wilful misconduct of the Client, its employees, agents, sub-contractors or invitees, except to the extent any portion of any claim, loss, cost, or expense arises out of the negligence or misconduct of Organiser
15.3 Except in respect of injury to or death of any person (for which no limit applies) the respective liability, of the Organiser and the Exhibitor under Conditions 15.1 and 15.2 and in respect of each event shall not exceed to the total amount of the Fees .
15.4 Notwithstanding anything else contained in this Agreement neither party shall be liable to the other party for loss of profits or contracts whether arising from negligence, breach of contract or howsoever caused.
15.5 All exhibitors that are not a central or local government body, shall take out and maintain at all times public liability and employee liability insurance against personal injury, death and damage to or loss of property for a limit of indemnity not less than £2,000,000 sterling (or its equivalent). The Organiser shall be entitled to inspect the Client's public liability policy, which the Exhibitor shall make available on request.

16. Rights of the Organisers and Landlords

16.1 Right of Entry The Organisers, the Owners of the appointed Event venue or their successors in title and those authorised by them have the right to enter the Event at any time to execute works, repairs and alterations and for other purposes. No compensation will be payable to an Exhibitor for damage, loss or inconvenience so caused.
16.2 Failure of Services The Organisers will use their reasonable endeavours to ensure that the services provided for the Event or Sponsorship are supplied but as the supply of such services is not within the Organisers' control they shall not incur any liability to the Client for any loss or damage if any of such services shall wholly or partially fail or cease to be available. Nor shall the Client be entitled to any allowance in respect of sums paid or due under this Agreement.
16.3 Alterations to Stand Allotted. The Organisers reserve the right at any time to make such alterations in the floor plan of the Event or in the specification for the Client's stand as in their absolute opinion they consider to be in the best interest of the Event including (without prejudice to the foregoing) altering the size, shape or position of the space allotted to the Exhibitor. If the space allotted to the Exhibitor is thereby reduced, there shall be an appropriate reduction of the price for the stand stated in the Contract based upon both parties acceptance of such price reduction.
16.4 The Organisers reserve the right to refuse any person admission to the Event premises and the further right to cause to be removed any person from the Event premises at any time during the Organisers' occupation of the Event premises. The Organisers will issue official admission tickets for visitors and none other shall be valid. The Client will be supplied with passes for his personnel which must be produced on request. Passes and tickets are only valid in the name of the person to whom they are issued or sold.
16.5 The Organisers reserve the right to affix the Exhibitor's name and stand number, directional and/or other signage within or to the Exhibition stand.
16.6 The Organisers may at any time in the interest of the good management of the Event give such reasonable directions to the Client as to the exercise of the Client's rights under this Agreement as the Organisers in their reasonable discretion see fit.
16.7 If the Client is in material breach of any of the provisions of the Agreement or is otherwise engaged in any activity which may jeopardise the safety of the Event, other exhibitors or those attending the Event the Organiser may require the Client to close their exhibit and/or withdraw all authorities for representatives of the Exhibitor to attend the Event.

17. Conduct of the Client

17.1 Equipment for the display of film or video, photographic slides, amplifiers, flashing lights and neon signs may only be used with the Organiser’s prior written consent, except for Computers with Monitors which may be used.
17.2 No competitions, lotteries, draws or the like may be held whether at the Event or through the Sponsorship without the Organiser’s and any competent authority’s prior written consent.
17.3 All efforts to advertise, promote sales and operate exhibits or Sponsorship must be conducted in such a way as will not cause any annoyance or inconvenience to other Exhibitors or visitors and must only take place on the Exhibitors allotted space or as granted as part of the Sponsorship. Further, the Client is responsible to the Organisers for seeing that his stand is maintained in a clean and tidy state throughout the period of the Event.
17.4 The Client is not allowed to paste or otherwise to affix or exhibit advertisements anywhere in the building except on his own stand and as granted as part of the Sponsorship. The Client may not distribute advertising matter from the gangways but only from his stand and only in relation to his own goods, save as granted as part of the Sponsorship.
17.5 The Client shall ensure that the Exhibitor's stand and exhibits are open to view and staffed by competent representatives during the Event hours, failing which the Organisers may at the Exhibitor's expense and in the Exhibitor's name arrange for this to be done or for the stand and exhibits to be removed or closed. The Organisers shall not be liable for any resulting losses or damages of any kind.
17.6 The Client may network with delegates at any location, but not may not solicit sales within the event sessions.
17.7 The Client may not promote any competitive event to those of the Organiser whilst present at the event without written permission of a director of the Organiser

18. Organiser’s Publications or other media

18.1 The Organiser shall be free to include in any form of promotional media prepared or issued by it, the Client's name, logo or any other material or information supplied to the Organiser by the Client.

18.2 All materials provided ("Provided Materials") by the Client(s) and all intellectual property rights thereof shall remain the property of the Client(s) and shall be used by the Organiser for the purposes under this Agreement only. All such Provided Materials (including copies, duplicates and extracts thereof) shall be returned promptly after use or when requested by the Client(s) or upon expiry or termination of this Agreement in good order and condition.

18.3 The Organiser shall not in any event be responsible to the Client for any omissions, misquotations or other errors which may occur in the compilation of any form of publications or other media.

19. Additional Provisions for Clients with Sponsorship

19.1 The Sponsor shall be granted the rights applicable to its sponsorship package as set out under this Agreement upon the execution of the Agreement.

19.2 The Client shall provide the Organiser with all material and information including without limitation logos, artwork and advertising material which the Organiser requires for the Sponsorship in good time as and when required by the Organiser. The Client shall comply with the Organiser's directions relating to the preparation for and the Sponsorship. Any material and information to be included on any media shall be subject to the approval of the Organiser.

20. Parties

Where an Exhibitor or Sponsor comprises more than one company, firm or person, the liability of each of such persons to the Organiser shall be joint and several, any notice shall be properly served on all if served on any one of such persons, firms or companies and Condition 6 shall apply if any of the events listed shall occur in relation to any one of such persons, firms or companies.

21. Promotion of your participation

Clients shall promote their participation in the event, including at least four of the following: Listings on their website, Sending an email to contacts, Distributing the PDF event flyer or brochure to contacts, tweeting involvement, Adding your participation to LinkedIn or Facebook, including an article in a digital or physical newsletter, adding a promotional text or banner in email footer(s) of staff, calling contacts to invite them as guests (subject to agreement of the organiser).

22. Force Majeure

22.1 Neither party will be liable for any delay in performing or failure to perform any of its obligations under this agreement caused by events beyond its reasonable control ('Force Majeure Event'). However any delay or failure by a sub-contractor or supplier of the party will not relieve the party from liability for delay or failures except where that delay or failure is also beyond the reasonable control of the sub-contractor or supplier concerned.

22.2 The party claiming the Force Majeure Event will promptly notify the other of the reasons for the delay or stoppage (and the likely duration) and will take all reasonable steps to overcome the delay or stoppage.

22.3 If the party claiming the Force Majeure Event has complied with clause 22.2 its performance under this Agreement will be suspended for the period that the Force Majeure Event continues and the party will have an extension of time for performance which is reasonable and in any event equal to the period of delay or stoppage. As regards such delay or stoppage:

- 22.3.1 Any costs arising from the delay or stoppage will be borne by the party incurring those costs;
- 22.3.2 Either party may, if the delay or stoppage continues for more than 20 continuous days, terminate this agreement with immediate effect on giving written notice to the other and neither party will be liable to the other for such termination; and
- 22.3.3 The party claiming the Force Majeure Event will take all necessary steps to bring that event to a close or to find a solution by which this agreement may be performed despite the Force Majeure Event. Client claiming Force Majeure event shall receive a full refund of the Fees.

22.4 'Force Majeure Event' means:

- 22.4.1 An act of God including but not limited to fire, flood, earthquake, windstorm, pandemic, or other natural disaster;
- 22.4.2 Act of any sovereign state, including but not limited to war, invasion, act of foreign enemies, hostilities (whether war be declared or not), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation;
- 22.4.3 Nationalisation, requisition, destruction or damage to property by or under the order of any government or public or local authority or imposition of government sanction embargo or similar action;
- 22.4.4 Law, judgment, order, decree, embargo, blockade, labour dispute including but not limited to strike, lockout or boycott; interruption or failure of utility service including but not limited to electric power, gas, water, internet or telephone service;
- 22.4.5 Failure of the transportation of any personnel, equipment, machinery, supply or material required by the Organiser or any suppliers for the proper performance of the contract without the fault or negligence of the party claiming force majeure;
- 22.4.6 Any other matter or cause beyond the control of the parties.

23. Registrant Data Usage

22.1 When attending physical and online events, the registrant's data is handled as follows:

23.2 For all events: Name, Job title and Organisation are provided to all registrants (delegates, speakers, sponsors, exhibitors, media) under the Delegate Terms & Conditions

23.3 For Showcases a condition of registering / attending (made clear on registration) is that the registrant's contact details (Phone number and Email) are also provided to the speaker / company of the session(s) the registrant attends

23.4 For Webinars, Seminars and some other events, registrants are provided the option (when registering) for their contact details (Phone number and Email) to be provided to the speaker(s), for follow up and other communications by them or their organisation

23.5 For Masterclasses, Name, Job title, email and phone number are provided to the tutor

23.6 How is this data used by registrants:

- 23.6.1 Any registrant who receives the Name, Job title and Organisation data may themselves research contact information or identify contact information they already hold, and contact another registrant directly, in any way they wish
- 23.6.2 Registrants to Showcases, Seminars and Webinars who are to receive the list of registrants are required to adhere to the Registrant Data use policy

23.7 Registrants who receive the list of registrants which includes Name, Job title and Organisation:

- 23.7.1 May not communicate with the registrant before the event takes place, unless they are a current client of the sender or have been in communication with the registrant less than 6 months before receiving the list
- 23.7.2 May not pass this data to a third-party except where that party is a "data processor" and the registrant is the "data controller"

23.7.3 All data is handled according to the GDPR regulations of the European Union and United Kingdom

23.8 Registrants who receive the list of registrants with emails and / or phone numbers :

23.8.1 All mass communication to registrants should include an Unsubscribe option, which immediately prevents communication after that time

23. Interpretation of this agreement

23.1 In case of any discrepancies in the provisions of this Agreement and the Terms and Conditions, the provisions of this Agreement shall prevail.

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