

Mercator Media Limited

Icelandic Fisheries and Aquaculture Exhibition 2026 Exhibitor Contract Terms & Conditions

1. Definitions

“Organisers” shall mean Mercator Media Limited (MML). “Exhibitor” shall mean any person or persons, firm or company, their servants or agents, or contractors. “Contract” shall mean the Contract Agreement signed by the Organisers and the Exhibitor and the “Space” shall mean the area in the Exhibition applied for by or allocated to the Exhibitor, whether space only or shell scheme.

2. Space Application

- a) Application for Space must be made on the Contract, all sections of which must be completed by the Exhibitor. The Exhibitor shall occupy only the space as specified in the Contract.
- b) The Exhibitor may not assign, sublet or grant licenses in respect of any part of the space allocated nor may firms be advertised who are not a party to the contract.
- c) The Exhibitor will not be permitted to display any exhibits differing in nature or size from those specified by it on the Contract without the Organiser’s prior written permission.

3. Space Allocation

The Space to be occupied by each Exhibitor will be determined by the Organiser.

The Organiser may make any alteration to the allocation of Space which it deems expedient and necessary at its absolute discretion.

4. Payment Terms

- a) The Exhibitor shall pay to the Organiser:
 - 1. To be invoiced on return of contract - payable by return: 100% registration fee and 25% payment
 - 2. To be invoiced on 16/02/26 – Payable by 31/03/2026 – 35% payment
 - 3. To be invoiced on 11/05/26 - Payable by 22/06/2026 – Final 40% payment

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Please note the deposit will vary depending on the return date of the signed contact. i.e.
Contracts received after 16/02/2026 will be 60% of the cost of stand plus VAT.
Contracts received after 11/05/2026 will be 100% of the cost of stand plus VAT.

- b) Only the Deposit will be returned in full if the space becomes unavailable.
- c) If the Exhibitor fails to make any of the payments within the deadlines the space will be forfeited at the Organiser's discretion.
- d) Subject to Clauses 4b all payments are non-refundable and non-transferable.
- e) VAT - if applicable, if the VAT rate changes during the year, subsequent invoices will reflect the new rate and the Exhibitor will be required to pay this amount.
- f) Sponsorship – The same 3 stage payment plan applies to all sponsorship bookings if booked with an exhibition stand.
- g) If standalone sponsorship is booked 50% of the cost is payable on booking and 50% paid by 31st March 2026, whichever the earlier. Full payment due if cancelled after 31st March 2026.
- h) Digital Promotion – Bookings for additional promotions such as Premium Listings made with stand booking can be spread across the 3 stage payments (as per clause a) 1, 2, 3 above). Any such bookings made separately will be invoiced at 100% and payable by return.

5. Bankruptcy or Liquidation

In the event of the Exhibitor being declared bankrupt or going into voluntary or compulsory liquidation or failing to observe and perform the obligations or make payment under the terms of the Contract, the Exhibitor may be determined to be in breach of the Contract and all monies paid by the Exhibitor shall be forfeited without prejudice to the right of the Organiser to claim for breach of contract.

6. Cancellations

- a) Exhibitors wishing to cancel a stand reservation must do so in writing to the Organiser. Cancellation will only be deemed to be effective when receipt of the cancellation by the organiser is confirmed in writing to the exhibitor.
- b) The Organiser incurs considerable costs prior to the exhibition including marketing, promotion and administration expenses. The following charges will apply to cancellation before the following dates:

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Before 2nd February 2026 – registration fee + 25%

After 2nd February 2026 and Before 27th April 2026 – registration fee + 60%

After 27th April 2026 – registration fee + 100%

7. Additional Services and Charges

The Organisers reserve the right to make additional charges to the Exhibitor equal to any amount charged to them for any services supplied whether specifically ordered or not.

Exhibitors can purchase additional services from the contractors to the Exhibition via the Manual. Any contracts made with contractors and the payment for the services are the sole responsibility and liability of the contractor and exhibitor

The Organisers accept no responsibility for quality or standard or breakdown or failure of any of the services provided for or in connection with the Event.

8. Postponement, Limitation and Abandonment

In the event of abandonment, postponement or cancellation of the Event for any reason or limitation of the use of the Event premises or of any of the services provided therein resulting from circumstances beyond the control of the Organisers or intervention by an outside authority or by a decision found necessary by the Organisers, the Exhibitor shall have no claim against the Organisers in respect of loss, delay, costs, expenses, monies or damage and the Exhibitor's liability under this Contract shall not be reduced.

In the event of any incident which precipitates the closure either in whole or part of any section or sections of the Exhibition, the Organiser will not be held responsible for any curtailment of promotional facilities resulting in a possible reduction of sales or opportunity.

9. Insurance

a) The Exhibitor shall take out adequate insurance cover in respect of loss or damage to its exhibits and any other property of the Exhibitor, its servants, agents, visitors or sub-contractors which may be in or about the Exhibition and its legal liabilities to employees and other third parties arising out of or in connection with its participation in the Exhibition.

b) Such insurance shall be with an insurer or underwriter of good repute. The public liability cover shall be in a sum not less than £2m for exhibitors in respect of each and every claim and

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the employer's liability cover shall be in a sum not less than £5m in respect of claims relating to any one or more of his employees arising out of any occurrence (being the minimum amount laid down by statute).

c) Whenever required the Exhibitor shall produce to the Organiser the policy or policies of such insurance and receipts for the premiums due in respect thereof.

10. Liability of the Exhibitor and the Organiser

a) The Organiser shall not be liable whether in contract, tort, or otherwise for any loss or damage whatsoever caused to the property of the Exhibitor, his subcontractors or their visitors, servants, or agents, except to the extent that such loss or damage is caused by the negligence of the Organiser or its servants or agents.

b) The Organiser shall not be liable whether in contract, tort or otherwise for death or personal injury caused to the Exhibitor, its subcontractors or its visitors, servants or agents, except to the extent that such death or personal injury is caused by negligence of the Organiser or its servants or agents.

c) The Exhibitor shall hold the Organiser, its licensors and agents, servants or representatives at all times harmless and indemnified against all loss, expense, claims, demands or proceedings whatsoever in respect of any death or personal injury to itself, its agents, servants, visitors or sub-contractors whether arising in contract, tort, or otherwise except to the extent that such death or personal injury is caused by the negligence of the Organiser or its servants or agents.

d) The Exhibitor shall hold the Organiser its licensors, and agents, servants or representatives at all times harmless and indemnified against all loss, expense, claims, demands or proceedings whatsoever in respect of injury, loss or damage to the property of the Exhibitor, its servants, agents, visitors or sub-contractors or any property used in conjunction there with whether arising in contract, tort or otherwise except to the extent that such injury, loss or damage is caused by the negligence of the Organiser or its servants or agents.

e) The Exhibitor shall indemnify the Organiser against any loss, expense, damage, claims or proceedings whatsoever caused to, incurred by, or instituted against the Organiser or either of them or any other person whatsoever arising out of the exhibits or goods of any goods

exhibitor or any property used in connection therewith or any act or omission of the Exhibitor, its servants, agents, visitors or sub-contractors.

f) If the Exhibitor or its servants, agents or subcontractors should fail to vacate the premises by designated close of breakdown due to any cause whatsoever, the Organiser will hold the Exhibitor fully responsible for all losses and expenses incurred by the Organiser as a result of such failure.

g) The Exhibitor will also be held responsible by the Organiser for damage caused by the Exhibitor to any structures, fixtures or fittings permanent or temporary on the Exhibition site. The Exhibitor may not interfere with the structures of the Exhibition site including but not exclusively, walls, frames, perimeter fences, barriers and other structures erected by the Organiser.

11. Exhibiting at IceFish Information Sheet and Event Services Manual

The Exhibiting at IceFish Information Sheet and Event Services manual, issued to all exhibitors, contain detailed instructions and regulations for the safe and effective organisation of the Event, such provisions are in all respects part of these contract provisions and shall be binding on all Exhibitors.

12. Exhibition Contractors

The Event Services manual provides exhibitors with the opportunity to order additional services for the exhibition from the official contractors. Lists of exhibitors will be made available to the official contractors by the organisers to facilitate such ordering unless exhibitors specify otherwise in writing to the organisers.

13. Trading Name

The Trading Name originally declared on the Application to Exhibit shall at all times remain the name by which the Exhibitor will exhibit its products and appear in the catalogue, name signs, exhibitor's lists, etc. The Exhibitor may only change its Trading Name with the Organiser's prior written consent; such consent to be at the Organiser's absolute discretion.

14. Security and Safety

In the interests of security and safety the Organiser may close the Exhibition to visitors at any time during opening hours. Access to the Exhibition will be controlled as the Organiser deems necessary.

15. Non-compliance with Agreement

The failure of any Exhibitor to comply with this Agreement may (at the Organiser's discretion) result in the forfeiture of its Space at the Exhibition.

16. Exclusion of Personnel

The Organisers reserve the right to exclude or remove from the exhibition any person or persons whose presence is or is likely to be undesirable and the organisers may exercise the rights notwithstanding that any person is the servant or agent of the Exhibitor or is otherwise in any way connected with the Exhibitor.

17. Exhibits

The Exhibitor may not run motors or engines or use dangerous substances within the Exhibition Hall. Firearms, deactivated weapons, guns or weapons are prohibited.

18. Notice

Any Notice or other document to be given herein shall be in writing and shall be duly given and deemed to have been received by the addressee two working days following dispatch, if received at or sent by hand or by registered post or by electronic media to the relevant party at the address or the Contract overleaf or such other address as one party may from time to time give by written notice to the other.

19. Validity, construction and performance

The validity, construction and performance of these Rules and Regulations shall be governed by English law and shall be subject to the non-exclusive jurisdiction of the Courts of England and Wales.