The exhibiting organization, hereinafter referred to as 'Exhibitor' and Bieneck International, Inc. d/b/a Brand USA Pavilion™ and B-FOR International, hereinafter referred to as 'B-FOR', by signing the Brand USA Pavilion™ Application, do hereby agree to and are bound by these Terms and Conditions:

I B-FOR agrees:

A. To carry out the Project as described, on the condition that the requisite number of Exhibitors apply.
B. To provide to Exhibitor exhibit space in the Brand USA Pavilion™, including overall décor framework, business, hospitality and other services as specified, and design, fabrication, installation, and dismantling of Exhibitor booth as contracted.

II Exhibitor agrees:

A. To submit a completed Application for participation, duly signed, together with a 50% deposit to B-FOR, who will decide on approval of Application for participation upon receipt of Application and deposit.
B. To make payments to B-FOR for participation fees and services as ordered and/or contracted. The balance of all fees is due sixty (60) days prior to Event, and failure to comply may result in loss of exhibit space or non-delivery of ordered services. In case where Exhibitor wants invoice to be issued to a Third Party, B-FOR must be notified no later than sixty (60) days prior to Event. Bank wire fees are to be borne by remitter. Credit card payments are not accepted for participation fees. In all cases where Exhibitor has Co-Exhibitors, Main Exhibitor is responsible for all payments.
C. To pay for all reasonable collection costs if B-FOR is required to retain collection agency or attorney services to collect any overdue payment, including, but not limited to, collection and attorneys’ fees, interest, or other expenses, to be added to the original debt at time of delinquency.
D. To carry its own property and liability insurance.
E. To take responsibility for all costs for shipping and handling of all own material and exhibits, and the removal of said material from the exhibition site after the close of Event at Exhibitor's expense.
F. To make all payments to B-FOR for, and allocate space, and c
G. Has the sole authority to assign, reassign, and allocate space, and confirmation of participation is made solely by B-FOR.
H. Brand USA Pavilion™ participation is open to companies and organizations promoting travel and tourism to and in the 50 U.S. states, the District of Columbia, and 5 U.S. territories.
I. Exhibitor may not display or distribute any promotion or information of travel and tourism outside the 50 U.S. states, the District of Columbia, and 5 U.S. territories.
J. Exhibitor may make contracted booth space available for registered Co-Exhibitors, but may not sublease contracted booth space without written consent from B-FOR.
K. Although B-FOR will make every effort to facilitate a successful exhibition, it does not guarantee the participation of any participant in the Brand USA Pavilion™. The only contractual obligations B-FOR assumes are those expressly made herein or mutually agreed to in writing.
L. Exhibitor releases B-FOR, Event Organizer, Brand USA and their subcontractors from liability for any illness, injury, loss of life, damage to persons or property by reason of participation in the Brand USA Pavilion™, or by reasons of acts by Exhibitor, its agents, partners, employees, contracted labor, or clients, or by any force majeure events, including, but not limited to, act of God, war or threat of war, terrorist act, civil unrest, fire, strike, blockade, embargo, or government action, over which B-FOR has no or limited control.
M. If, for any reason, Exhibitor cancels participation, and a written notice is received by B-FOR prior to September 1, 2017, a cancellation fee equal to 25% of the total amount due Exhibitor, after which date no refunds will be made and Exhibitor is bound to pay 100% of all fees paid and due. Any reduction in booth space or category after an Application has been submitted will be treated as a cancellation.
N. All payments submitted are fully refundable if B-FOR cancels participation. No more exhibit space is available, or there is no Brand USA Pavilion™.
O. These Terms and Conditions amend or supersede all other conditions, rules and regulations laid down by Event Organizer and other Event authorities.
P. By signing the Application, Exhibitor authorizes B-FOR to mail, fax, and/or email to Exhibitor materials related to Event and other issues deemed of interest to Exhibitor.

IV Additional Equipment and Services:

A. When placing orders for additional equipment and services with B-FOR, Exhibitor is required to have a valid credit card on file with B-FOR. Credit card payments are not accepted for Pavilion participation fees.
B. Exhibit Standards and Rules:
C. Brand USA’s ability to reinvest in trade shows is determined by the Pavilion Exhibitors, who are strongly encouraged to prominently include the Brand USA logo in exhibits, collateral, premium items, press kits, websites, social media, etc. in accordance with Brand USA’s Guidelines.
D. The Brand USA Pavilion™ has a “Good Neighbor Policy” necessitating that Exhibitor’s activities, including sound, performance, distribution of literature, samples or other material, must be kept within the confines of the Exhibitor’s booth space. Any activity outside the confines of Exhibitor’s booth space, and any noise or disturbance must be discontinued in the event a valid complaint is filed with B-FOR.
E. No signs, exhibits, or decorative material may protrude into aisles or extend into neighboring booths. All aisles, passageways, or exits must be left unobstructed.
F. Displays, graphics, or decorative material may appear only on the inside of Exhibitor’s booth and the outside must be finished and devoid of construction items, cables, décor, graphics, etc. of any kind. If neglected, B-FOR may have the outside of the booth finished at Exhibitor’s expense.
G. Exhibitor with display material, exhibits, or décor exceeding a height of 250 cm/8 feet and Exhibitor with its own contractor (EAC) for booth construction within the Brand USA Pavilion must submit specifications, including floor plan and renderings, to B-FOR for approval at least 45 days before Event. If Exhibitor fails to comply, B-FOR may require or make necessary on-site modifications to Exhibitor’s booth at Exhibitor’s expense.
H. No signs, displays, or decorative items may be placed on the Brand USA Pavilion™ turnkey booth dividers, header fascia, counters, or overhead signs, except for graphics, items, or material provided by B-FOR.
I. Any display deemed unprofessional in appearance or offensive, at the sole discretion of B-FOR, will not be permitted.
J. Exhibitor is responsible for obtaining necessary licenses and permits to use music, photography, video, or other copyrighted material.
K. Exhibitor is responsible for any damage to rented booths or material caused by Exhibitor, its agents, partners, employees, contracted labor, or clients.
L. All booth construction and preparations must be completed by 6:00 PM the night before opening day of Event, or B-FOR may make provisions to complete construction and/or preparation at Exhibitor’s expense.
M. Exhibitor may not dismantle, remove or pack exhibits or displays prior to official closing of Event, and must keep a fully furnished and staffed booth during all opening hours throughout the Event. If Exhibitor fails to comply, B-FOR may make provisions to furnish and staff Exhibitor’s booth at Exhibitor’s expense.

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