

Criteria, Terms and Conditions

Please ensure you have fully read the criteria and terms and conditions and are able to evidence these in your application response.

Criteria

- Meet the Wales brand values, have suitable and relevant market product and website content and an existing database of clients.
- Need to offer trade commissionable / net rates or other suitable bookable market product offer with capability to work with Business-to-Business (B2B) clients.
- An experienced team with skills in selling to this market with sufficient capabilities of handling clients, enquiries and actively following up, with a good product knowledge of the region and other out of conference facilities, travel trade friendly or Hero products/ transport and access that may be of interest to the market.
- An up to date and comprehensive Travel Trade / Business Event listing on the Visit Wales product database as well as on own web platforms.
- Have KPIs and or objectives in the relevant market, which are measurable and available.
- An approved budget for T&S with confirmed sufficient resource for staff to meet all event requirements: deadlines for artwork, portal administration, appointment recruitment and active social media accounts leading up to the event and for staff to be at the event for the full duration.
- Essential that relevant follow-ups are completed within two weeks following the event and co-exhibitors continue to nurture potential clients. Ongoing reporting will be required.
- Provide Visit Wales with the number of meetings held and the business generated / update of enquiry /converted following the event and updated on a quarterly basis following each event attended. Regular update will be required from all events attended.
- Must have knowledge or proven experience of dealing with international travel trade/business events buyers and markets.

Terms and conditions

1. The following words and phrases shall have the following meanings in these terms and conditions:
 - (a) **“we”**, **“us”** and **“our”** means the Welsh Ministers, whose principal office is at Crown Building, Cathays Park, Cardiff CF10 3NQ, trading as Visit Wales.
 - (b) **“you”** and **“your”** means any company or other person who applies to share exhibition space with us as a co-exhibitor.

2. You shall:
 - (a) confirm in writing that you are a Wales-based company or a sub office of a global company that will only be promoting Wales as a destination on the Wales stand;
 - (b) ensure that your space is staffed for the full duration of the event with the agreed number of representatives (a penalty of up to £250 per day will be charged for early departure or non-attendance on the stand on any of the event days);
 - (c) comply with all guidance notes and deadlines issued by us and our nominated stand contractors for the event in relation to the relevant event, ensuring that all pre and post effort is done effectively, efficiently and to desired instruction of event and stand lead (i.e. pre marketing, content generation, PR efforts, stand graphics and designs, follow ups etc.);
 - (d) commit to a joined up integrated effort in all the pre, during and post event communication and marketing including PR and social media efforts as well as sharing of information and tracking;
 - (e) if your application for shared exhibition space is successful, enter into a legally binding contract with us by completing and returning each event booking form within 10 working days of receipt of our offer (failure to respond within that period will result in your right to use the space being withdrawn and offered to another co-exhibitor);
 - (f) you shall pay us a cancellation fee of up to £5,500 (excluding VAT), to cover the full cost of the space in question and branding if you fail to attend the event without our prior agreement;
 - (g) provide confirmation from the budget holder, that all other costs to exhibit for the full duration of the event including travel and subsistence are available;

- (h) where applicable, disclose any previous De Minimis aid as part of the application process (if you are successful in booking a place, the 100% subsidy of £5,500 excluding VAT will count as De Minimis aid under EC Regulation.1407/2013, which limits the amount of aid businesses can receive from the state. If you have received De Minimis aid in the past, you should have been notified in writing when you received that aid); and
 - (i) not assign your booking or sub-let the space allocated to you without our prior written consent.
- 3. A contract shall only exist between you and us when you have completed an application form, agreed to the full terms and conditions, and your attendance at an Event or Exhibition Area has been confirmed in writing by us.
- 4. We reserve the right at our sole discretion to reject an application (if the Event or Exhibition Area is oversubscribed) or we consider that any co-exhibitor's products are not compatible with the theme of the Event or Exhibition Area or which may bring us in to disrepute. We shall not incur any liability to you for rejecting an application.
- 5. We reserve the right at our sole discretion to cancel an Event or Exhibition Area or to change the date(s) and/or the venue of an Event or Exhibition Area. We shall have no liability under any circumstances for any associated costs including, but not limited to, any travel and subsistence costs you may incur.
- 6. We reserve the right to determine the overall layout of an Event or Exhibition Area generally and the allocation of space to co-exhibitors.
- 7. If we accept your booking, we shall provide you with deadline dates for the receipt of information and any material we require in order to organise attendance at the Event or Exhibition Area. We shall use reasonable efforts to accommodate any requests we receive from you prior to the deadlines but shall be under no obligation to accept or act on any information or requests received thereafter.
- 8. We shall have no liability to you whatsoever for any personal injury, death, damage, loss (including economic loss) loss of profit, accident or delay to any person or property:
 - (a) if we provide you with information about hotels, transportation, restaurants and any other services arising from any act, omission, representation, contractual failure or default of any corporate or individual service provider used by you in connection with the Event or Exhibition Area;

- (b) caused by circumstances beyond our reasonable control including, but not limited to, industrial action, fire, flood, riot, governmental or other regulation, civil commotion, malicious damage, terrorist acts, weather or Act of God; and
- (c) any loss, injury, theft or damage of any kind to any of your property;

for the avoidance of doubt, this condition shall not exclude or limit our liability for death or personal injury resulting from our negligence.

- 9. You shall indemnify us against all liabilities, costs, claims, demands, actions, damages or proceedings arising from damage to property or persons caused or alleged to have been caused by you, your servants, agents, contractors or invitees.
- 10. We make no representation or warranty of any kind with regard to the operations of an Exhibition venue or Exhibition Area, or the benefits that attendance at an Exhibition or Exhibition Area may or may not bring to you.

I agree to supply Visit Wales with any information relating to outcomes to our business following the exhibition, and acknowledge that this will be treated confidentially and for internal use only.

I confirm that we have an appropriate travel trade/business events friendly product, can sell to UK & International markets and offer travel trade/ business event rates (commission/net rates).

I confirm that I am authorised to represent the applicant identified below and accept these terms and conditions on behalf of the applicant accepts and agrees to these terms and conditions.

Signed:

Name:

Position:

Date:

On behalf of: (Applicant)