



BUYER TERMS AND CONDITIONS

In these terms & conditions: We Are Africa means the company We Are Africa LLP; Exhibition means the We Are Africa show taking place from 1-4 May 2017 in Cape Town and organised by We Are Africa LLP; Buyer means the person whose details are set out overleaf and who was accepted by We Are Africa LLP to attend the Exhibition as a buyer where in some cases complimentary accommodation and flights, will be provided by We Are Africa; Appointment System means the online appointment system operated by We Are Africa; Invitation & Contract means the Invitation & Contract signed by the Buyer; Contract consisting of the terms and the Invitation & Contract means the contract between the Buyer and We Are Africa whereby We Are Africa has agreed to allocate a place to the Buyer for the purpose of attending the Exhibition, as set out on this application form; The Cancellation Fee means the charges payable by the Buyer under the Contract as specified in clause 5.2; GBP and £ means British Pounds; Official evening functions, means ONLY functions organised by We Are Africa; Force Majeure means, in relation to either party, any circumstances beyond the reasonable control of that party including but not limited to any acts of god, epidemics, pandemics, swine flu, fires, explosions, earthquakes, floods, volcanic eruptions, ash clouds, storms, tempest, lightning, strikes or lockouts, riots, civil commotions, war, rebellion, or harmful acts for political, terrorist, biochemical attacks, cyber attacks, national mourning or other similar purposes, material emergency, terrorist or military activity, labour disputes, airlines disturbances, civil disturbances, explosions, inevitable accident, interventions or regulations; Terms means these terms and conditions and the terms, if any, set out overleaf; Venue means the site at which the Exhibition is to be held. Flight Cost means the cost of the flight provided by We Are Africa to the Buyer on a complimentary basis (if applicable). Hotel Cost means the cost of the Hotel provided by We Are Africa to the Buyer on a complimentary basis.

1. TERMS OF THE CONTRACT

1.1 These terms and the Application & Contract form overleaf constitute the entire agreement between the parties, superseding any previous agreement or understanding. All other terms, expressed or implied by statute or otherwise, are excluded to the fullest extent permitted by law.

1.2 Any changes or additions to the Contract or the Terms must be agreed in writing by We Are Africa. We Are Africa may, from time to time, vary or amend these Terms, provided that such variations or amendments do not operate to diminish the rights reserved to the Buyer under the Contract, and shall not operate to increase the liabilities of We Are Africa or its agents.

1.3 The fully hosted buyer invitation is offered here subject to availability at time of signing by the Buyer having fully read and understood the terms and conditions of the contract.

2. OFFER PROPOSED BY We Are Africa TO THE BUYER

Buyers Hosted by We Are Africa for We Are Africa will receive the following:

2.1 Access to the We Are Africa Show from Monday 1 May to Thursday 4 May 2017

2.2 Pre-scheduled appointments on Tuesday 2 May, Wednesday 3 May and Thursday 4 May 2017

2.3 Access to the We Are Africa Conference on Monday 1 May 2017

2.4 Access to the We Are Africa parties as according to the official schedule

2.5 Up to 3 hosted pre-booked lunches on site

2.6 We Are Africa will offer buyers credit up to the value of £400 to purchase a return economy ticket from their residential destination to Cape Town through We Are Africa's official travel partner. In order to take advantage of this credit all flights booked through We Are Africa's official partner must arrive before 12pm on Monday 1 May, and depart no earlier than Friday 5 May 2017. Credit will not be

reimbursed to the Buyer for flights booked independently.

2.7 4 nights' accommodation on a bed and breakfast basis in one of We Are Africa selected partners hotels only from Monday 1 May (check in) to Friday 5 May 2017 (check out)

3. BUYER OBLIGATIONS

As a condition to receiving the services provided by We Are Africa, Buyers hosted by We Are Africa will be required to adhere to the following:

3.1 The Buyer has a duty and is obliged to actively take part in submitting, accepting and approving prescheduled meetings and therefore also has a duty, and is obliged to attend all pre-scheduled meetings arranged. The Buyer is also obligated to attend the exhibition and all social events according to the official programme of the Exhibition. To clarify, alongside attendance at the exhibition buyers are also expected to be present at the opening conference and all of the evening parties. Failure to do so may result in action taken in accordance with clause 5.2

3.2 The Buyer is prohibited to sell or to be heard selling products, supplies or services to Exhibitors or fellow Buyers throughout their entire stay at the exhibition. Failure to comply with this requirement may result in action taken in accordance to the clause 5.6 and/or exclusion from the exhibition and future events organised by We Are Africa LLP or Beyond Luxury Media Ltd without refund of any sums that may have already been paid by that person.

3.3 The Buyer shall not leave the Exhibition prior to the official close of the Exhibition.

3.4 The Buyer is prohibited to display or distribute any political, illegal, immoral or offensive material at the Exhibition. No lotteries, games of chance or raffles or use of audio, lighting or audio-visual will be conducted without the prior written consent of We Are Africa.

3.5 The Buyer shall comply with all reasonable instructions of We Are Africa, the venue operator and statutory regulations and the rules & regulations.

3.6 If the Buyer fails to attend any pre-scheduled appointments with an exhibitor on site at the exhibition the Buyer will be liable to an immediate penalty charge of GBP100 per appointment missed. Penalty payments must be settled with We Are Africa within 14 days of the exhibition.

4. TRAVEL AND ACCOMMODATION

4.1 We Are Africa will provide the Buyer with the opportunity to be granted a £400 credit towards an economy class airfare to Cape Town; this credit is only redeemable when booked through the official We Are Africa flight partner. Credit will not be reimbursed to the Buyer for flights booked independently. The choice of airline or airlines is at the sole discretion of We Are Africa LLP and no cash alternative will be provided if the buyer decides not to take the flight. Travel Schedules (flights and hotels) are organised by We Are Africa to maximise Buyers' time at the Exhibition. Any additional cost incurred by the Buyer to reach the agreed airports of departure (including taxi and connecting flights) is the responsibility of the Buyer. The flight credit provided is non-transferable. Any additional cost for changes such as upgrades, re-routing, stop-overs etc. shall be payable by the Buyer at the time of the flight booking and it shall be the responsibility of the Buyer to arrange these changes, including cancellation of the flight if they have found an alternative route to Cape Town.

4.2 If a Buyer 'No Shows' for a flight booked by We Are Africa a penalty invoice will be immediately generated for £440 to cover the redeemed credit and administration fees.

4.3 Buyers who decide not to take the flight options offered by We Are Africa should inform We Are Africa of their travel arrangements no later than 3 February 2017. Failure to do so will trigger the cancellation of their participation to the hosted Buyer programme and may incur the cancellation fees in clause 5.

4.4 We Are Africa will provide up to 4 nights' accommodation in Cape Town between 1 May 2017 (check in) and 5 May 2017 (check out). All hosted Buyers' accommodation will be on a single occupancy basis and will include breakfast and taxes. We Are Africa will not be responsible for extra room costs incurred during the stay (i.e. room service, spa, mini bar, dry cleaning, etc.). Any room upgrade will be solely at the discretion of the hotel management. Any extension to the stay prior to 1 May 2017 or after 5 May 2017 or any change from single occupancy to double occupancy shall be at the Buyer's own cost and

will be charged directly by the hotel to the Buyer on check-out. The choice of hotel is at the sole discretion of We Are Africa, although We Are Africa will endeavour to take into account the Buyer's preferences when allocating rooms.

4.5 Should the Buyer choose to change their accommodation during the week of the show, this should be arranged at the sole discretion of the Buyer and the Buyer should seek to arrange alternative accommodation at their own cost. Should the Buyer succeed in securing availability in another of We Are Africa's Partner hotels, the Buyer shall remain liable for the cost of their new accommodation and should inform We Are Africa immediately of these changes.

4.6 Buyers who decide not to take the hosted accommodation option must inform We Are Africa of their hotel arrangements no later than 3 February 2017.

4.7 Neither We Are Africa nor its agents shall be required to assist the Buyers to obtain any documents necessary (including passport or Visa) for entry into the country where the exhibition is to be held. Any failure of the Buyer to obtain any such documents from the relevant authorities shall not constitute frustration of the contract. The Buyer, however, may substitute another person to take the hosted place, subject to approval of such person by We Are Africa. In the event of such substitution, the Buyer shall remain primarily liable to We Are Africa under the contract. The cost of the additional flight ticket for the Buyer's replacement, or costs for changes to existing flight ticket, will be covered in full by the Buyer.

4.8 The Buyer is responsible for arranging their own transfers to and from the airport for all arrivals and departures. Transfers to the event and official We Are Africa evening parties will be provided at prescheduled times should a transfer be required; in the unfortunate event a buyer misses these transfers they will be expected to arrange their own transport to the venues as attendance is mandatory.

5. CANCELLATION

5.1 By signing and agreeing to the contract overleaf, the Buyer agrees to the policy below regarding any cancellation that should occur within the specified dates.

5.2 The Buyer may cancel their place in the Buyer Programme in entirety, without incurring any cancellation fees, by giving prior notice in writing to We Are Africa before the 3 February 2017. After this date, any cancellation received will incur a cancellation fee and cost of the flight (if this flight was booked for the Buyer on behalf of We Are Africa). Between the 3 February and 28 February 2017 the Buyer will be liable for a Cancellation Fee equal to the full cost of the flight provided and booked on behalf of We Are Africa. Between the 1st of March and 31st March 2017 the Buyer will be liable for a Cancellation Fee equal to the full cost of the flight provided and booked on behalf of We Are Africa + GBP 300. Between the 1 April and 21 April 2017, the Buyer will be liable for a Cancellation Fee equal to the full cost of the flight provided and booked on behalf of We Are Africa + GBP 450. From the 22 April 2017 the buyer will be liable for a cancellation fee equal to the full cost of the flight provided and booked on behalf of We Are Africa + GBP 750.

5.3 We Are Africa shall be entitled to charge a Cancellation Fee equal to the value of the flight provided on behalf of We Are Africa + 750 GBP and cancel the Buyer's place at We Are Africa 2017 as well as their company's participation in any future events, should the Buyer fail to attend one or more pre-scheduled meetings, attend functions held by 3rd parties on nights when official exhibition functions are taking place, is a no-show to the exhibition or is seen to be selling to Exhibitors or fellow Buyers.

5.4 The Buyer may avoid the Cancellation Fee if they are able to be replaced by a person with an equivalent role and seniority within their organisation. However any cost incurred in the replacement of an airline ticket or in processing a name change for that ticket will be charged directly to the Buyer.

5.5 The Cancellation Fee should be payable to We Are Africa within 14 days of receipt of an invoice. If the Buyer fails to do so, We Are Africa will suspend any further invitation to the Buyer and to their company for any further Exhibition organised by We Are Africa LLP or Beyond Luxury Media Ltd.

5.6 We Are Africa may (without limiting any other remedy) at any time terminate the contract by giving written notice to the Buyer if the other commits any breach of these terms and (if capable of remedy) fails to remedy the breach within 10 days after being required by written notice to do so, or if the other goes into liquidation, becomes bankrupt, makes a voluntary arrangement with its creditors or has a receiver or administrator appointed.

5.7 We Are Africa reserves the right to cancel the invitation and contract in full if confirmation of

participation by the Buyer is not received subject to available spaces remaining on the programme. No reimbursement will be offered for any flights, accommodation booked or arrangements made to attend the show while the contract remains unsigned.

5.8 Cancellation of any flight booked through We Are Africa's official partner prior to 1 May 2017 will incur full fees & charges liable to the Buyer.

6.9 The Buyer may cancel an additional delegate badge order by giving prior notice in writing to PURE Life Shows Limited at least 30 days prior to the start of the Exhibition without penalty. Where such notice is received by PURE Life Shows Limited less than 30 days prior to the start of the Exhibition, the Buyer will be liable for 50% of the cost of the badge.

6. INDEMNITY

6.1 The Buyer shall indemnify and hold harmless We Are Africa against any loss, damages, costs, expenses or other claims arising from: a) breach of these terms by the Buyer or any person. b) acts or omissions of the Buyer or its employees, whether negligent or otherwise.

7. LIMITATION OF LIABILITY

7.1 We Are Africa accepts no responsibilities from the following; Buyers missing their flights; flight cancellations or delays; Buyers not having the proper documentation (including Visa, ESTA, etc.) to enter the territory of the South Africa; Insolvency and failure of any airline or hotels; loss or delay of baggage or excess luggage charge.

7.2 The Buyer is required to obtain before entering into this contract adequate medical and travel insurance (cancellation).

7.3 Except in respect of death or personal injury caused by negligence or as expressly provided in these Terms, neither We Are Africa or its servants or agents shall be liable to the Buyer by reason of any representation (unless fraudulent), or any implied warranty, condition or other term, or any duty at common law, or under the express terms of the Contract, for any loss of profit or any indirect, special or consequential loss, damage, costs, expenses or other claims (whether caused by the negligence of We Are Africa, its servants or agents or otherwise) which arise out of or in connection with the Exhibition (including any delay or cancellation of the Exhibition).

7.4 Neither We Are Africa nor the Venue operator nor their agents, nor contractors nor employees shall have any liability, direct or indirect, consequential or special, for any loss or damage or delay incurred by the Buyer arising: a) as a result of an act of Force Majeure; b) in relation to the movement of freight to and from the Venue.

7.5 If the Exhibition is cancelled, postponed, abandoned or curtailed, or the Venue becomes wholly or partially unavailable for the holding of the Exhibition as a result of: a) an act of Force Majeure; or b) conflicts or misinterpretations arising with the national or local authorities of the host county, its sponsors, agents or other bodies regarding any and all aspects of the Exhibition, then: c) Neither We Are Africa nor any of its agents shall have any liability for any loss, damage or delay to the Buyer arising as a result of such circumstances; d) We Are Africa shall be entitled, but not obliged, to reschedule the Exhibition to another date and/or at an alternative site.

7.6 References in We Are Africa's marketing materials to "Guaranteed business Meetings with Exhibitors" or "Target Selected Suppliers" shall imply an obligation on We Are Africa to use all reasonable endeavour to provide such services to Buyers. However, if We Are Africa is unable to honour such guarantees, such failure shall not constitute a breach by We Are Africa of the contract.

8. GENERAL

8.1 No failure or delay by either party in exercising any of its rights under the Contract shall be deemed to be a waiver of that right, and no waiver by either party of any breach of the Contract by the other shall be considered as a waiver of any subsequent breach of the same or any other provision.

8.2 If any provision of these Terms is held by any court or other competent authority to be invalid or unenforceable in whole or in part, the validity of the other provisions of these Terms and the remainder of the provision in question shall not be affected.

8.3 The Buyer agrees to give We Are Africa their consent under privacy laws to give their personal information to exhibitors through all networking mediums.

8.4 The Buyer agrees to give We Are Africa their consent under privacy laws to be photographed or videoed by a camera during their participation at our event and that the resulting material could be used for promotional purposes on print, on the internet and on electronic format.

8.5 We Are Africa is happy for private events to take place during the Exhibition, so long as the number of Buyers invited does not exceed 20 and provided they do not clash with the official programme. Any company hosting a private event that clashes with an official element of the event or that has invited more than 20 Buyers will have their registration(s) revoked and will be refused entry to all business and social events throughout the event.

8.6 From time to time private events might be organised by delegates participating in the show. The organisation of such events is not the responsibility of We Are Africa and We Are Africa cannot facilitate entry or access to any of those events.

8.7 We Are Africa does not allow any family members or life partners, junior staff, students, children, advertising sales staff or non-delegates to attend any of the official functions or the We Are Africa exhibition.

8.8 We Are Africa is for senior management only. We Are Africa reserves the right to refuse entry to any junior staff.

8.9 The Contracts (Rights of Third Parties) act 1999 shall not apply to the contract.

8.10 This agreement shall be governed by and construed according to English Law. Any dispute between the parties under this Agreement is hereby submitted to the jurisdiction of the English Courts. Terms & Conditions stated above. I acknowledge and agree that when I receive email confirmation of inclusion onto the Buyer Programme for We Are Africa this form will constitute a contract to attend with the same Terms and Conditions applying. I hereby confirm that by completing this We Are Africa registration form I certify that I have read and agree to all the Terms & Conditions stated in the above link. I acknowledge and agree that when I receive email confirmation of inclusion onto the Hosted Press Programme for We Are Africa that this form will constitute a contract to attend with the same Terms and Conditions applying.

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L U X U R Y

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