



## PRESS TERMS AND CONDITIONS

### 1. DEFINITIONS

In these terms & conditions: We Are Africa means We Are Africa LLP the company Beyond Luxury Media Ltd. and its offices, employees and/or agents; Exhibition means the We Are Africa show taking place from **14 - 17 May 2018** in Cape Town and organised by We Are Africa LLP; Press means the person whose details are set out overleaf and who was accepted by We Are Africa LLP to attend the Exhibition as a Press member 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 Press member; Contract consisting of the terms and the Invitation & Contract means the contract between the Press member and We Are Africa whereby We Are Africa has agreed to allocate a place to the Press member for the purpose of attending the Exhibition, as set out on this application form; The Cancellation Fee means the charges payable by the Press member under the Contract as specified in clause 6.2; 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 Press member on a complimentary basis (if applicable). Hotel Cost means the cost of the Hotel provided by We Are Africa to the member on a complimentary basis.

### 2. TERMS OF THE CONTRACT

2.1 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.

2.2 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 Press under the Contract, and shall not operate to increase the liabilities of We Are Africa or its agents.

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

### 3. OFFER PROPOSED BY We Are Africa TO THE PRESS

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

3.1 Access to the We Are Africa Show from Monday 14 May to Thursday 17 May 2018

3.2 Pre-scheduled appointments on Tuesday 15 May, Wednesday 16 May and Thursday 17 May 2018

3.3 Participation in We Are Africa's un-conference, FUSE on Monday 14 May 2018

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

3.5 Up to 3 hosted lunches on site

3.6 4 nights accommodation on a bed and breakfast basis in one of We Are Africa's selected partner hotels only from Monday 14 May (check in) to Friday 18 May (check out)

#### 4. PRESS OBLIGATIONS

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

4.1 The Press has a duty and is obliged to actively take part in submitting, accepting and approving pre-scheduled meetings and therefore also has a duty, and is obliged to attend all pre-scheduled meetings arranged. The Press 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 Press 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 6.3

4.2 The Press is prohibited to sell or to be heard selling products, supplies or services to Exhibitors or fellow Press throughout their entire stay at the exhibition. Failure to comply with this requirement may result in action taken in accordance to the clause 6.3 and/or exclusion from the exhibition and future events organised by We Are Africa LLP or We Are Africa without refund of any sums that may have already been paid by that person.

4.3 The Press shall not leave the Exhibition prior to the official close of the Exhibition

4.4 The Press 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.

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

4.6 If the Press fails to attend any pre-scheduled appointments with an exhibitor on site at the exhibition the Press 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.

#### 5. TRAVEL AND ACCOMMODATION

5.1 We Are Africa will provide up to 4 nights accommodation in Cape Town between 14 May (check in) and 18 May (check out). All hosted Press's 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 14 May 2018 or after 18 May 2018 or any change from single occupancy to double occupancy shall be at the Press's own cost and will be charged directly by the hotel to the Press 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 Press's preferences when allocating rooms.

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

5.3 Press who decide not to take the hosted accommodation option must inform We Are Africa of their hotel arrangements no later than 2 February 2018.

5.4 Neither We Are Africa nor its agents shall be required to assist Press 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 Press to obtain any such documents from the relevant authorities shall not constitute frustration of the contract. The Press, 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 Press shall remain primarily liable to We Are Africa under the contract. The cost of the additional flight ticket for the Press's replacement, or costs for changes to existing flight ticket, will be covered in full by the Press.

5.5 Press are 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 pre scheduled times should a transfer be required; in the unfortunate event a Press misses these transfers they will be expected to arrange their own transport to the venues as attendance is mandatory.

## 6. CANCELLATION

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

6.2 The Press may cancel their place in the Press Programme in entirety, without incurring any cancellation fees, by giving prior notice in writing to We Are Africa before 1 April 2018. After this date, any cancellation received will incur a cancellation fee of 750 GBP.

6.3 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 Press's place at We Are Africa 2018 as well as their company's participation in any future events, should the Press 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 Press.

6.4 The Press 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 Press.

6.5 The Cancellation Fee should be payable to We Are Africa within 14 days of receipt of an invoice. If the Press fails to do so, We Are Africa will suspend any further invitation to the Press and to their company for any further Exhibition organised by We Are Africa.

6.6 We Are Africa may (without limiting any other remedy) at any time terminate the contract by giving written notice to the Press 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.

6.7 We Are Africa reserves the right to cancel the invitation and contract in full if confirmation of participation by the Press 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.

6.8 Cancellation of any flight booked through We Are Africa's official partner prior to 14 May 2018 will incur full fees & charges liable to the Press.

## 7. INDEMNITY

7.1 The Press 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 Press or any person. b) acts or omissions of the Press or its employees, whether negligent or otherwise.

## 8. LIMITATION OF LIABILITY

8.1 We Are Africa accepts no responsibilities from the following; Press missing their flights; flight cancellations or delay; Press 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.

8.2 The Press is required to obtain before entering into this contract adequate medical and travel insurance (cancellation)

8.3 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 Press 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).

8.4 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 Press arising: a) as a result of an act of Force Majeure; b) in relation to the movement of freight to and from the Venue;

8.5 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 Press 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;

8.6 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 Press. 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.

## 9. GENERAL

9.1 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.

9.2 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.

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

9.4 The Press 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.

9.5 We Are Africa is happy for private events to take place during the Exhibition, so long as the number of Press 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 Press will have their registration(s) revoked and will be refused entry to all business and social events throughout the event.

9.6 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.

9.7 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.

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

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

9.10 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 Press 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.

## **CONTACT US ON**

Eliza Bailey  
Group Public Relations Manager  
+44 203 176 6734  
eliza@beyondluxury.com

Beyond Luxury Media Ltd., We Are Africa,  
1/1 Shepherds Building West  
Rockley Road  
Shepherds Bush  
London  
W14 ODA  
www.weareafricatravel.com

beyond™  
L U X U R Y

© BEYOND LUXURY MEDIA LTD  
1/1 Shepherds Building West, Rockley Road, Shepherds Bush, London, W14 ODA