

Event Planning Contract

Pitti Uomo, 13-16 June 2023

This agreement is made as of 11th May 2023, by and between the UK's Department for Business and Trade (hereafter referred to as DBT) and the UK Fashion and Textile Association Ltd (hereafter referred to as UKFT). In this agreement, the party contracting to provide services shall be the UK Fashion and Textile Association (UKFT) and the client contracting and receiving the service will be the Department for Business and Trade (DBT).

DBT has agreed to support an industry-led promotion of UK companies exhibiting physically and online during Pitti Uomo, between 13th and 16th June 2023. UKFT has agreed to organise this event for DBT.

Therefore the parties agree as follows:

1. DESCRIPTION OF SERVICES

Group coordination of the British Menswear Group at Pitti Uomo June 2023

To include:

Coordination of all UK exhibitors at the fair (expected numbers between 40 and 50 UK brands)

1-2-1 briefing and support for all returning and new companies and companies considering showing in future

1-2-1 briefing and application/selection panel support for the show

1-2-1 support with all logistics and Brexit related questions and issues (how to get the collection/samples into an out of the market, UK passport holder travel issues etc). Briefing documents to be sent to all participants.

1-2-1 support to brands showing on issues around selling their collections at the show and post-event follow up

1-2-1 and group follow up calls with participants on issues pertaining to this and other relevant shows

Pre-event group exhibitors meeting to be held online and recorded for companies to watch back.

Liaison with the show organisers on new and stand applications, locations, fixtures and fittings, pull-in, pull-out, local staff

Liaison with DBT and DBT Italy (Milan)

Informal VIP lunch with the show organiser for DBT/DBT Italy and UKFT on the first day of the show

Organised tour of the show (approx. 20 brands) for a DBT VIP accompanied by HM Consul General and DBT VIP. UKFT will agree the stands to be visited with DBT and DBT Italy. UKFT to arrange for photography.

Information stands at the show (10 m2) to include GREAT branding (agreed with DBT), walls, furniture and a video screen

UKFT to produce a video loop of images from companies showing at the event for show on the stand but also online at www.ukft.org in the run up to and after the show. UKFT will liaise with companies and collect all images and produce the video. Video to include one GREAT branding screen.

Pre-event promotion of the group with advertising during the week itself on LinkedIn and Instagram.

Digital online support platform throughout the show to include companies' collections. UKFT to source all images and text, create stories and post.

Press release for the press office in English and Italian.

On site support all the UK brands with social media and press coverage and stories. The promotion will be shown online at www.ukft.org. UKFT will put together a cohesive presentation of images and trends from the UK menswear industry. Menswear images and stories will also feed into UKFT's separate Chicago Menswear collective activity.

Promotion of the group in advance via LinkedIn and Instagram ads

Photography and social media live from the event in real time. UKFT will make all images available to DBT/DBT Italy.

UKFT staff on site:

UK Staff travel x 2

UK staff accommodation x 2

Local Staff x 1

Brits in Florence networking event for up to 100 UK exhibitors, buyers and press on the first evening of the show. The event will be held on the rooftop of the Grand Hotel Baglioni (a 15-minute walk from the fairground) from 19h00 to 21h00. HM Consul, DBT VIP and UKFT to speak at the event (without microphone). Companies at the show will be asked to suggest VIP customers from Italy and other markets to invite.

Post-event dinner at a central Florence location (probably Toscanino in La Rinascente department store) for HMCg, DBT and UKFT to meet with a selection of exhibitors, and other key industry players.

UKFT will make all arrangements and liaise with DBT on all GREAT branding used.

2. COMPENSATION FOR SERVICES

DBT agrees to pay UKFT the sum of Text Redacted plus VAT for the service. DBT will provide a PO number and UKFT will invoice the total service in one invoice.

3. CANCELLATIONS

If the event is cancelled by DBT or the services of UKFT are terminated by DBT for whatever reason, all payments or commitments made to date are non-refundable, all outstanding payments or commitments due to date will be due immediately and any non-committed payments due in future will be cancelled. If there is a dispute as to the amount that should be due at that point based on the timing of the work compared to the timing of the payments for the work (for example only half the work has been done), the issue is subject to the resolution process set forth below.

4. REMEDIES

n/a

5. EVENT VENUE

n/a

6. ENTIRE AGREEMENT

This agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supercedes any prior written or oral agreements between the parties.

7. AMENDMENT

This Agreement may be modified or amended only if the amendment is made in writing and is signed by both parties.

8. SEVERABILITY

If any provision of this Agreement shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provision it would become valid and enforceable, then such provision shall be deemed to be written, construed and enforced as so limited.

9. WAIVER OF CONTRACTUAL RIGHT

The failure of either party to enforce any provision of this Agreement shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Agreement.

10. APPLICABLE LAW

This agreement shall be governed by the laws of England and Wales with the English courts having sole jurisdiction.

11. DISPUTE RESOLUTION

In the event of a dispute regarding this Agreement, the parties will first attempt to mediate the issue with a mutually agreed mediator. If that is not successful, the dispute shall be arbitrated with a mutually agreeable arbitrator.

Party providing the service:

UK Fashion & Textile Association (UKFT)

By: _____ **Text Redacted** _____ Date:

25/5/2023

Text Redacted, International Business Director UKFT

Party receiving the service:

Department for Business and Trade DBT

By: _____ **Text Redacted** _____ Date:

25/5/2023

Text Redacted, Head of Commercial