

Producers' Alliance for Cinema and Television Limited  
[REDACTED]  
Fitzrovia House Third Floor  
153-157 Cleveland Street  
London W1T 6QW  
(Pact)

Department for Business and Trade  
Old Admiralty Building  
Admiralty Place  
London  
SW1Y 2DY  
(DBT)

\_\_\_\_\_ 2024

Dear Sirs

Realscreen 2025

Further to our recent correspondence, this letter agreement sets out the principal terms and conditions on and subject to which DBT and Pact agree to work together for the event titled 'Realscreen 2025' taking place from 3 to 5 February 2025 (the **Event**).

1. Event

In consideration of Pact delivering the following prior to the Event, DBT shall pay Pact the sum of forty-five thousand pounds sterling (GBP 45,000) plus value-added tax on DBT's receipt of an invoice from Pact.

- i. Provision of a large UK pavilion area of the market within the Atrium including an outdoor balcony.
- ii. Create branding and sign posting in and around the market floors.
- iii. Provision of meeting area – accommodating tables/chairs for 12 simultaneous meetings.
- iv. Host a UK drinks reception for up to 150 guests.
- v. Provide pre-market resource material.
- vi. Recruit 50 UK companies to attend Realscreen 2025 with a reduced delegate pass offer. (Pact has also secured a discounted 'combo' pass offer for delegates to attend both Realscreen and Natpe Global).
- vii. Provide post market report.
- viii. Create table booking system.
- ix. Provide reception duties and 'at market' support.
- x. Marketing campaign for UK Indies pre-market.

2. Intellectual property rights

DBT acknowledges that all rights in Pact trademarks, copyright and other intellectual property rights (**Pact IPR**), including any goodwill associated with Pact IPR, is the sole and exclusive property of Pact and DBT shall not acquire any rights in Pact IPR.

3. Warranties and indemnity

- a. DBT warrants and undertakes to Pact that it has the power and authority to enter into this letter agreement and is not bound by any agreement with any third party that adversely affects this letter agreement;
- b. DBT warrants and represents that it owns or is entitled to use any material supplied to Pact in relation to the Event and this letter agreement;
- c. DBT agrees to indemnify Pact in the event it is found to be in breach of any of its warranties, representations and undertakings in this letter agreement.

4. Confidentiality

The content of this letter agreement is confidential to the parties and shall not be disclosed.

5. General

- a. No partnership or agency. Nothing in this letter agreement is intended to or shall be deemed to establish any partnership or joint venture between any of the parties, constitute any party the agent of another party or authorise any party to make or enter into any commitments for or on behalf of any other party. Each party confirms that it is acting on its own behalf and not for the benefit of any other person.
- b. Entire agreement. This letter agreement constitutes the entire agreement between the parties and supersedes and extinguishes all previous agreements, promises and understandings between them, whether written or oral, relating to its subject matter.
- c. Variation. No variation of this letter agreement shall be effective unless it is in writing and signed by the parties.
- d. Third-party rights. No one other than a party to this letter agreement shall have any right to enforce any of its terms.
- e. Governing law and jurisdiction. This letter agreement and any dispute or claim arising out of or in connection with it or its subject matter or formation shall be governed by and construed in accordance with the Laws of England and Wales and each party irrevocably agrees that the Courts of England and Wales shall have exclusive jurisdiction.

Signed by	[REDACTED]	)	
for and on behalf of		)	[REDACTED]
<b>Producers' Alliance for Cinema and Television Limited</b>		)	18/11/2024

Signed by	[REDACTED] _____	)	[REDACTED]
for and on behalf of		)	
<b>Department for Business and Trade</b>		)	18/11/2024