

Event Planning Contract
Chicago Collective, 6-8 August 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 Chicago Collective, between 6th and 8th August 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 Chicago Collective August 2023

To include:

Coordination of all UK exhibitors at the fair (expected numbers around 40 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 US/ Canada FTA and trade related issues (how to get the collection/ samples into and out of the market, UK passport holder travel issues etc)

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

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

Liaison with DBT

Information stand at the show to include GREAT branding (agreed with DBT), walls, furniture and a video screen. Floor mounted decals to be offered to all UK participating companies and brands. (NB these have already been signed off by DBT and printed last season)

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 in English for the website.

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. Menswear images and stories will match UKFT's separate Pitti Uomo activity.

Promotion of the group in advance via LinkedIn and Instagram ads.

Both a digital and physical ad to be taken out in MR magazine.

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

UKFT staff on site:

UK Staff travel x 1

UK staff accommodation x 1

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.

2. APPLICABLE LAW

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

3. 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: 15/8/2023

Text Redacted International Business Director UKFT

Party receiving the service:

Department for Business and Trade DBT

By: _____ **Text Redacted** _____ Date: 15/8/2023

Text Redacted

Head of Commercial