

INTERNATIONAL TRADE FAIR DELIVERY CONTRACT

Agreement with the Department for International Trade



August 14-17, 2022

NEW YORK, USA

1) BACKGROUND

NY NOW is a wholesale market for retailers and specialty buyers seeking diversity and discovery. Gathering twice a year in, New York City, it's where buyers and designers unearth a refreshed and dedicated collection of eclectic lifestyle products.

The Department for International trade is expecting the British Allied Trades Federation (BATF) to deliver a small UK pavilion at the event & associated marketing

2) DESCRIPTION OF GOODS AND SERVICES

Marketing

- A Great Branded UK pavilion, including Great branded overhead signage.
- Enhanced exhibitor brochure, featuring all UK exhibitors present at the show, to be distributed at the reception and from UK pavilion stand.

- Pre-show there would be significant engagement with exhibitors to make them aware of the initiative and ensure full compliance with requirements for exhibitor brochure.

Networking Reception

BATF will project manage a networking reception offering an opportunity for all UK businesses present at the event to engage with selected international buyers to encourage new business into new markets. The networking reception will be hosted on the BATF/DIT stand within the UK pavilion, presenting a selection of samples from a range of export ready and new to market businesses.

1) PAYMENT

DIT agrees to pay the BATF the sum of [REDACTED]

No payment schedule has been agreed but the payment will be made post event when delivery is complete

2) 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.

0) AMENDMENT

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

6) SIGNED:

On behalf of The Department for International Trade	Name [REDACTED]
	Position <u>DEPARTMENT FOR INTERNATIONAL TRADE</u>
	Date [REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
	Date [REDACTED]