
Triple Event Country Partnership – Department for International Trade

Event Details

Event Titles:

World Agri-Tech Innovation Summit, London
Asia-Pacific Agri-Food Innovation Week, Singapore
World Agri-Tech Innovation Summit, San Francisco

Dates:

October 15-16, 2019
November 20-22, 2019
March 17-18, 2020

Rethink Team Contact Details

Primary Contact:

[Redacted]

Email:

[Redacted]

Telephone:

[Redacted]

Programme Director:

[Redacted]

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Marketing Manager:

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Telephone:

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Operations Manager:

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Telephone:

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Client Logistics Contact

Contact Name:

[Redacted]

Position: Head, Agri-Tech Organisation

Company Name: Department for
International Trade

Address: Room 301, 55 Whitehall
London SW1A 2EY

Telephone:

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Email:

[Redacted]

Client Marketing Contact

Client Invoicing Contact

Contact Name:

[Redacted]

Position: Head, Agri-Tech Organisation

Company Name: Department for
International Trade

Address: Room 301, 55 Whitehall
London SW1A 2EY

Telephone:

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Partnership Details: Afternoon Tea Host (London and Singapore)

Branding as the Host of Day 1 Afternoon Tea

- **Signage:** DIT branded on signage as the host of Day 1 afternoon tea, including holding slides within the conference room, A1 directional signage and table-top tent cards around the networking area
- **Event Guide:** DIT branded within the summit programme as the host of the afternoon tea break
- **London Only:** Opportunity to say a few words to introduce the networking break, explain why DIT is supporting the event and direct delegates to your exhibition stand to learn more about opportunities in the UK

Exhibiting: *Strong visibility in the heart of the summit networking area*

- DIT to utilise an exhibition space in the heart of the summit networking area. This space will include a coffee table, 4 chairs, Wi-Fi and electricity access

Pre-Event Promotion: *Months of extensive coverage*

- **Brand Exposure During the Conference Marketing Campaign** – DIT logo to feature in the conference brochure as Afternoon Tea Host. Your logo will also feature on all primary event marketing material, including the summit website partners page and html email campaigns
 - The summit will be marketed to over 20,000 industry professionals
 - The DIT logo will be seen over 250,000 times throughout the marketing campaign.
- **Social Media Coverage:** Announcement of your partnership to our social media network

Networking: *An unrivalled opportunity to connect with 500+ international attendees*

- **Summit Passes:** Two delegate passes for representatives of DIT to attend the summit and take advantage of the networking opportunities

Additional Benefit: *Two delegate passes to the Animal AgTech Innovation Summit in Amsterdam 2019*

Partnership Details: Country Partner and Breakfast Briefing Host (San Francisco)

UK Breakfast Briefing: *Target the hottest business prospects with the UK agri-tech offer*

- **Host a breakfast briefing for delegates, highlighting the current UK offer in agri-tech**
 - DIT to host a breakfast briefing open to all delegates to showcase UK expertise in agri-tech, featuring speakers from government, R&D and start-ups
 - Bespoke personalised invitations to be sent out by Rethink Events to a shortlist prepared by DIT 4 weeks in advance of the summit
 - AV equipment, room and catering to be provided for the breakfast briefing
 - Signage and slides for the breakfast briefing to brand DIT as the host
 - Contact details for all participants to be collated and shared with DIT after the summit

Onsite Promotion: *Two days of brand positioning and thought leadership*

- **Conference Signage:** DIT branded on primary signage and holding slides as Country Partner
- **Event Guide:** DIT branded inside the programme with a logo and 75-word corporate profile

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Exhibiting: *Strong visibility in the heart of the summit networking area*

- DIT to utilise an exhibition space in the heart of the summit networking area, together with a coffee table and chairs for on-site meetings. This space will include Wi-Fi and electricity access

Pre-Event Promotion: *6 months of extensive coverage*

- **Brand Exposure During the Entire Conference and Marketing Campaign** – DIT logo to feature on the conference brochure as Country Partner. Your logo will also feature prominently on all primary event marketing material, including the summit website partners page and html email campaigns
 - The summit will be marketed to over 27,000 industry professionals
 - The DIT logo will be seen over 320,000 times throughout the marketing campaign.
- **Social Media Coverage:** Announcement of your partnership to our social media network

Networking: *An unrivalled opportunity to connect with 1000+ US and international attendees*

- **Summit Passes:** Eight delegate passes for representatives of DIT and UK companies to attend the summit and present at/participate in the Breakfast Briefing
- **UK start-ups** to be offered a start-up rate of [REDACTED] per delegate, and government representatives a special rate of [REDACTED]
- **Discount Code** for additional UK companies: DIT to be supplied with a discount code to offer a 20% discount on full price World Agri-Tech Innovation Summit attendance to its network [REDACTED]

Investment:

London Only: GBP [REDACTED]

Singapore Only: GBP [REDACTED]

San Francisco Only: GBP [REDACTED]

Triple Event Investment: GBP [REDACTED]

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1. Payment is due within 30 days of invoice issuance unless otherwise stated. Rethink Events shall be entitled to terminate this agreement immediately by notice in writing to the sponsor/exhibitor if the sponsor/exhibitor fails to pay the amount by the due date and remains in default 7 days after being notified in writing to make such payment.

2. Contract Cancellation – The sponsor/exhibitor has no right to cancel or postpone its participation at the event in any circumstances. If the sponsor/exhibitor cancels the agreement, it shall be required to pay the full fee to Rethink Events, as defined in the foregoing contract.

3. Event Cancellation – 1) Rethink Events shall be entitled to cancel the event should it no longer be deemed viable to proceed. In this instance, Rethink Events shall promptly refund the sponsor/exhibitor all fees paid. 2) Rethink Events shall be entitled to postpone the event at any time up to 30 days prior to the event. In this instance, Rethink Events will issue a postponement notice to the sponsor/exhibitor. The terms of this agreement shall continue to apply in full force and effect. 3) In case Rethink Events is unable to host the event due to a Force Majeure event (meaning an event arising from or attributable to acts, events, omissions or accidents which are beyond the reasonable control of a party) no refund will be issued to the sponsor/exhibitor.

4. Ownership – 1) Editorial focus of the summit is within the sole discretion of Rethink Events and no rights in respect of the same are granted to the sponsor/exhibitor under this agreement. 2) The summit name, brand, and all materials associated with the summit, including presentations, videos, photographs and attendee details remain the sole property of Rethink Events.

5. Allocation of Exhibition Space – Space is limited and allocated on a first-come, first-served basis. The exhibition floor plan is tentative and Rethink Events reserves the right to adjust the floor layout.

6. Liability – The sponsor/exhibitor, in making application for exhibition, accepts the liability for any damages or fines imposed for breaking of any law caused by the negligence of the sponsor/exhibitor, its agents or employees. The sponsor/exhibitor will be responsible for any losses, costs, damage liability or expenses (including legal fees)

arising from or by reason of any accident or bodily injury to any person or persons, including the sponsor/exhibitor, its agents, employees and business invitees which arises from or by reason of said sponsor/exhibitor's occupancy and use of the exhibition premises, the hotel or any part of.

7. Use of Exhibition Space – The sponsor/exhibitor will keep the space occupied by him/her in good order. Rethink Events reserves the right to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the event. Space is assigned to the exhibitor and may not be sublet or reassigned without prior approval of the organisers.

8. Stand Limitations – Exhibition stands will be installed so that they will not extend beyond the space allotted. Any portion of an exhibition stand that obstructs or interferes with the privileges of other exhibitors must be immediately modified or removed by the sponsor/exhibitor. Stand height will not exceed 2.5m unless otherwise agreed.

10. Protection of Venue – Exhibitors will not deface any part of the exhibition facility. Nothing may be posted, nailed, affixed or otherwise attached to any part of the facility. Any costs arising out of negligence on the part of the sponsor/exhibitor, its agents, or employees will be the sole responsibility of the sponsor/exhibitor.

11. Freight – All freight deliveries and shipping should be arranged through the sponsor/exhibitor's own shipping company. Rethink Events will not be held responsible for the delivery of materials.

12. Fire Regulations – Any materials used in the exhibition areas must be non-flammable and meet local fire regulations. The local fire officer has the right to perform an on-site flame test of these materials.

13. Amendments – No provision of this agreement may be amended, modified, discharged or terminated other than by the express written agreement of the parties.

13. Governing law - This agreement shall be governed by the laws of England and Wales and the parties submit to the exclusive jurisdiction of the English courts.

Confirmation

On behalf of Rethink Events

Name: [REDACTED]

Signed

[REDACTED]

Date: 20-08-19

Position: Managing Director

On behalf of the Department for International Trade

Name: [REDACTED]

Signed

[REDACTED]

Date:

Position: