



EXHIBITOR AGREEMENT

GENERAL

1. Parties to the Agreement

This Exhibitor Participation Agreement is between [company name] hereinafter “Exhibitor” and Globalization and Localization Association, hereinafter referred to as “GALA.”

2. Contract

The following provisions, plus any additions and amendments thereto comprise a legally binding contract between Exhibitor and GALA relating to Exhibitor’s participation in GALA’s WorldReady Conference Berlin (“Event”) to be held 12-14 April 2026 in Berlin, Germany.

EXHIBITING TERMS

1. Exhibitor Package and Price

Exhibitor hereby agrees to purchase the Exhibitor Package for GALA’s WorldReady Conference Berlin in Berlin, Germany from 12-14 April 2026. The price for GALA members is **USD 5000**; for non-members, it is **USD 6000**.

2. Exhibit Space

GALA agrees to provide to Exhibitor for its exclusive use during the conference an exhibit space of approximately 3x2 meters with reasonable access to electric power and one (1) typical rectangular conference table, and two (2) chairs. Location of Exhibitor’s space shall ultimately be determined at the sole discretion of GALA; GALA will work to accommodate exhibitor’s preferences. Exhibitor may not exceed the allocated space by placing signage, furnishings, or other items outside its assigned space.

3. Use of Space

Exhibitor is allowed to distribute literature, run demonstrations, and sell products within the boundaries of the Exhibitor’s space. No promotional activities may take place outside the designated space without prior approval. Demonstrations using audio must show consideration for Exhibitors in adjacent spaces and not exceed courteous decibel ranges. All booth furnishings, equipment, and displays are the responsibility of the Exhibitor, must be constructed safely, and must be installed, occupied, and dismantled in accordance with GALA’s schedule. Materials must not block aisles, fire exits, or extinguishers. All exhibition materials and electrical wiring must comply with fire code. Any portion of the booth display that shares a common border with another exhibitor must not contain marketing collateral of any kind that would detract from the adjoining exhibitor. Subletting of exhibit space is not permitted.

4. Conference Registration

All exhibitor booth personnel must be registered participants of GALA’s WorldReady Conference Berlin. **One complimentary, full-conference event registration is included in the exhibitor package.** Exhibitor is entitled to a maximum of two (2) additional full-conference registrations, which includes all programming, lunch, refreshment

breaks, and social events, and may be purchased for **USD 1200**. Additional company personnel must register at the appropriate full-conference rate.

5. Hospitality Events and Catering

Any exhibitor-sponsored event, function, or catering (e.g., serving espresso, beer, snacks, etc. at exhibit stand) must be scheduled in advance and must not conflict with the conference schedule. Please work with GALA and the hotel for the provision of food or beverages. Outside food and beverages are not allowed by the hotel, in most cases.

6. Company Logo and Information

GALA is hereby authorized by Exhibitor to use Exhibitor's company logo, branding, and photographs taken by GALA's photographer during GALA's WorldReady Conference Berlin for the purposes of GALA conference publicity, related marketing material, and GALA's publications and website.

7. Indemnification, Hold Harmless

Exhibitor hereby agrees to defend, indemnify, hold harmless, and release GALA, any co-exhibitor, venue provider, and/or any of their directors, officers, and employees from and against all claims, actions, causes of action, or liabilities, including reasonable attorneys' fees, arising out of, or resulting from any act undertaken or committed by Exhibitor pursuant to the performance of its obligations under this Agreement.

PAYMENT AND CANCELLATION POLICIES

1. Payment

Exhibitors may pay at the time of booth selection, or they may request an invoice. GALA reserves the right to cancel any exhibit registration for which an invoice remains unpaid for more than 30 days after the invoice date. No Exhibitor will be listed as an Exhibitor on the conference website until **both** a duly executed Exhibitor Agreement AND exhibitor payment have been received by GALA.

2. Cancellation by Exhibitor

Cancellations must be received in writing by GALA and may be emailed to events@gala-global.org. The date upon which the notice of cancellation is postmarked shall apply as the official date of cancellation. GALA shall promptly acknowledge all notices of cancellation by email. In consideration of expenses incurred by GALA and GALA's lost or deferred opportunity to provide exhibit space to others, GALA will adhere to the following refund schedule:

A.) If the Exhibitor cancels its exhibit space between the time of application and 13 March 2026, the Exhibitor will forfeit 50% of the total price of the cancelled exhibit package.

B.) If the Exhibitor cancels its exhibit space between the time of 14 March and 27 March 2026, the Exhibitor will forfeit 75% of the total price of the cancelled exhibit package.

C.) If the Exhibitor cancels its exhibit space after 27 March 2026, the Exhibitor will forfeit 100% of the total price of the cancelled exhibit package.

D.) If the Exhibitor cancels with an outstanding balance due, the Exhibitor remains responsible for the balance due, according to the cancellation schedule outlined above.

3. Cancellation or Termination by GALA

If for any reason beyond its reasonable control, including but not limited to fire, windstorm, earthquake, volcano, labor disturbance or strike, civil disruption, acts of terrorism, pandemic, or any force majeure, GALA shall determine that the conference or any part may not be held, GALA may cancel the conference or any part thereof. In such event, GALA shall



refund to the Exhibitor its proportional share of the Exhibitor fees received which remain after deducting unavoidable expenses incurred by GALA.

AGREEMENTS TO TERMS, CONDITIONS, RULES

Exhibitor agrees to observe and abide by the foregoing terms and conditions. This agreement represents the complete agreement between Exhibitor and GALA. Any amendment to this agreement must be in writing and signed by Exhibitor and GALA. **When a company representative completes the exhibitor registration form online, they are affirming that they agree to this participation agreement. Confirmed exhibitors will be asked to sign and return this form.**

Exhibitor Representative Signature

GALA Signature

Print Name

Print Name

Date

Date