

Dates: December 6 (Wed) - 8 (Fri), 2023 Venue: Tokyo Big Sight, Japan
Organised by: RX Japan Ltd.

- Please tick in the appropriate box
- 14th LICENSING JAPAN
 - 12th Production/Studio Expo
 - 10th Advanced Digital Technology Expo
 - 10th Ad Creative & Marketing Expo

Dates: July 3 (Wed) - 5 (Fri), 2024 Venue: Tokyo Big Sight, Japan
Organised by: RX Japan Ltd.

- Please tick in the appropriate box
- 15th LICENSING JAPAN
 - 13th Production/Studio Expo
 - 11th Advanced Digital Technology Expo
 - 11th Ad Creative & Marketing Expo

CONTRACT FOR EXHIBITION SPACE (Please print or type)

In connection with an exhibition space at the above named exhibitions, RX Japan Ltd. (the "Organiser") and the company named below (the "Exhibitor") hereby agree to enter into this contract, which will constitute their binding agreement when signed by both the Organiser and the Exhibitor.

Company Name _____

By Mr./Ms. _____ Job Title _____

Address _____ Country _____

Tel. + _____ Fax + _____ E-mail _____

14th CONTENT TOKYO	
1. Price [1 booth = 16.2sqm (6.0m x 2.7m)] * Half size booth(8.1sqm) is available only for LICENSING JAPAN at half price.	
<input checked="" type="checkbox"/> Exhibit Space (Raw space only. Basic booth construction is not included.)	
_____ × JPY 1,010,000 / Booth = JPY _____	
<input checked="" type="checkbox"/> Corner Charge ^{*1}	
_____ × JPY 50,000 / Corner = JPY _____	
<input checked="" type="checkbox"/> Exhibitor Directory Listing ^{*2} (Tick one of the following boxes.)	
<input type="checkbox"/> High-grade [top listing & large size display] ^{*3} (One exhibitor only - JPY 630,000 or With co-exhibitor/s - JPY 660,000) = JPY _____	
<input type="checkbox"/> Standard [large size display] ^{*3} (One exhibitor only - JPY 130,000 or With co-exhibitor/s - JPY 160,000) = JPY _____	
<input type="checkbox"/> Basic (One exhibitor only - JPY 30,000 or With co-exhibitor/s - JPY 60,000) = JPY _____	
<input checked="" type="checkbox"/> Rental Display System	
Type A	× JPY 580,000 / Booth = JPY _____
Type B	× JPY 440,000 / Booth = JPY _____
<input checked="" type="checkbox"/> Total Amount excluding 10% Consumption Tax	
_____ ① JPY _____	
<input checked="" type="checkbox"/> Total Amount including 10% Consumption Tax (①×1.10)	
_____ JPY _____	
2. Payment Schedule	
40% upon signing the contract as Down Payment	
	JPY _____
60% due on or before August 6, 2023	
	JPY _____

15th CONTENT TOKYO	
1. Price [1 booth = 16.2sqm (6.0m x 2.7m)] * Half size booth(8.1sqm) is available only for LICENSING JAPAN at half price.	
<input checked="" type="checkbox"/> Exhibit Space (Raw space only. Basic booth construction is not included.)	
_____ 1,000,000 ^{*4} × JPY 1,100,000 / Booth = JPY _____	
<input checked="" type="checkbox"/> Corner Charge ^{*1}	
_____ × JPY 50,000 / Corner = JPY _____	
<input checked="" type="checkbox"/> ExpoMaster (RX Digital Platform) Service Fee ^{*5,*6} (Tick one of the following boxes.)	
<input type="checkbox"/> High-grade ^{*7} (One exhibitor only - JPY 650,000 or With co-exhibitor/s - JPY 700,000) = JPY _____	
<input type="checkbox"/> Standard (One exhibitor only - JPY 150,000 or With co-exhibitor/s - JPY 200,000) = JPY _____	
<input type="checkbox"/> Basic (One exhibitor only - JPY 50,000 or With co-exhibitor/s - JPY 100,000) = JPY _____	
<input checked="" type="checkbox"/> Rental Display System	
Type A	× JPY 580,000 / Booth = JPY _____
Type B	× JPY 440,000 / Booth = JPY _____
<input checked="" type="checkbox"/> Total Amount excluding 10% Consumption Tax	
_____ ② JPY _____	
<input checked="" type="checkbox"/> Total Amount including 10% Consumption Tax (②×1.10)	
_____ JPY _____	
2. Payment Schedule	
40% upon signing the contract as Down Payment	
	JPY _____
60% due on or before March 3, 2024	
	JPY _____

*1 Applied only when a corner booth is allotted.
 *2 Exhibitor Directory Listing is an integral part of the participation package. If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors.
 *3 [Top Listing] and [Large Size Display] only apply to a main exhibitor.
 *4 Special Discount is available until June 30, 2023.
 *5 ExpoMaster (RX Digital Platform) is an integral part of the participation package. If you have one or more co-exhibitor/s, the fee will be charged as "With co-exhibitor/s" regardless of the number of co-exhibitors.
 *6 For details, please see the ExpoMaster Service Fee Info supplied by the Organiser.
 *7 High-grade is limited to 3 companies per category.

Exhibiting Requirements All exhibitors must have at least one set of business table and chairs in their booths. This requirement is in response to strong requests from visitors to exhibitors to have tables and chairs in their booths in order to talk concrete business while being seated.

Payment Method: Payment must be made in Japanese yen only via bank transfer.

Cancellation of this contract will be accepted only at the sole discretion of the Organiser. The Exhibitor will be liable for the cancellation charges stated below for any cancellation, and any amount paid by the Exhibitor prior to the cancellation may be retained by the Organiser and offset against the cancellation charges. Cancellation charges shall be paid by the Exhibitor upon the Organiser's demand.

Cancellation Charges:
 The Organiser will collect as a cancellation charge (a) 40% of the total amount payable (inclusive of Consumption Tax) as set out in the exhibit space contract if the cancellation occurs before the day that is 4 months prior to the first day of the Exhibition (the "Fee Change Date"), or (b) the full amount payable under the exhibit space contract if the cancellation occurs on or after the Fee Change Date (See more details on Page 2).
 [Fee Change Date] 14th CONTENT TOKYO: August 6, 2023
 15th CONTENT TOKYO: March 3, 2024

We have read the Exhibition Rules and Regulations as printed on Page 2, and agree that they are a part of this contract and hereby further agree to abide by them and any additional rules deemed necessary by the Organiser.

Date _____ By _____ Job Title _____
 AUTHORIZED SIGNATURE

We hereby accept the above contract.		FOR ORGANISER USE ONLY
Contact (14th) _____	(15th) _____	
Date _____	By Show Director _____ Total Amount JPY _____	

EXHIBITION RULES AND REGULATIONS

Exhibitors

Exhibitors are limited to those companies or other entities that will exhibit products for the Exhibition as set out in the Participation Guide for Exhibitors or such other official materials supplied by the Organiser. The Organiser reserves the right to determine whether or not any product displayed by the Exhibitor is suitable as a product for the Exhibition.

Exhibits

The manner of exhibiting permitted at the Exhibition shall be based on common sense. The Exhibitor must comply with the Official Exhibitor Manual supplied by the Organiser. The Exhibitor shall not display in its exhibit any product not set out in the Participation Guide for Exhibitors or such other official materials supplied by the Organiser. The Exhibitor shall not exhibit any product or display outside the exhibit space assigned by the Organiser. The Exhibitor is prohibited from engaging in any promotional or soliciting activities at any place other than their own exhibit space, including but not limited to aisles and lounges.

Installation and Dismantlement

The Exhibitor shall install and dismantle its exhibit space according to the schedule stipulated in the Official Exhibitor Manual supplied by the Organiser.

Prohibition of the Abandonment of Exhibit Space

Exhibitors are prohibited from discontinuing their exhibit during the Exhibition without permission from the Organiser. In addition, Exhibitors must station at least one personnel to be present at the exhibit space during the Exhibition.

Personnel

The Organiser reserves the right to determine whether or not the attitude and attire of exhibition personnel are acceptable.

Distribution of Materials

Exhibitors may, at their discretion, distribute hand bills or other printed advertising materials within their exhibit space; however, the contents of these distributed materials must be limited to those related to the exhibits. Exhibitors will be fully liable for any and all things arising from such distribution and distributed materials, and the Organiser will not be liable for them.

Official Catalogue and Exhibitor Directory

(i) The Exhibitor hereby authorises the Organiser to publish its directory entry on the exhibition website, in the official catalogue for the Exhibition and/or in any other directory relating to the Exhibition or relevant industry, in each case whether published electronically, in print or in any other media.
(ii) The Exhibitor is required to complete its own directory entry on the exhibition website. The Exhibitor warrants that the names, logos, art works and other contents displayed by the Exhibitor on the exhibition website, or in the official catalogue or other directory, will not infringe the intellectual property rights of any third party and shall not contain anything which is libellous, obscene, indecent, blasphemous or in any way unlawful. The Exhibitor agrees to indemnify the Organiser and keep it fully indemnified against all damages, loss of profits, loss of reputation, claims, costs and expenses suffered or incurred by it by reason of any breach of the above warranty. If the Exhibitor fails to complete its directory entry on the exhibition website, the Organiser will be entitled to enter the Exhibitor's details on its behalf, subject to the above indemnity from the Exhibitor.
(iii) The Organiser does not accept any responsibility for any omissions, misquotations or other errors which occur in the compilation of the Exhibition Directory, on the exhibition website, in the official catalogue of the Exhibition or other directory published electronically, in print or in any other media.

Prohibition of Exhibits for the Purpose of Employment

Any exhibits for the purpose of soliciting prospective employees, and employee-recruiting activities of any kind, are prohibited.

Compliance with Safety and Fire Laws

All fire and safety laws applicable to the site for the Exhibition ("Exhibition Site") must be strictly observed by exhibitors. Aisles and emergency exits may not be blocked by persons or properties. Exhibitors are prohibited from creating any site for storage of their properties outside their exhibit space.

Compliance with Sound Level Standards

Any exhibitor making sounds must comply with the sound level standards established by the Organiser so as not to bother other exhibitors. The Organiser reserves the right to refuse or exclude any exhibit, the Exhibitor or its agent if the Exhibitor fails to comply with the sound level standards.

Photography; Video Shooting; Voice

The Organiser reserves the right to take photographs, make videos and record sounds of the Exhibition. With the exception of inside of the Exhibitor's own booth, Exhibitors wishing to take photographs, make videos, or record sounds of the Exhibition must obtain the Organiser's prior approval to do so.

Exhibit Space Assignment

The Organiser will determine the assignment of exhibit space according to factors such as the order in which the Exhibit Space Contracts were received or the number of booths. The Organiser also reserves the right, in the interests of optimum traffic control and effective exhibit exposure, to change the exhibit space plan and reassign exhibit space in relation thereto.

Prohibition of Exhibiting any Product that Infringes a Third Party's Intellectual Properties or Copies a Model, Design or Other Representations of a Third Party's Products

The Exhibitor shall not display at the Exhibition (i) any product that infringes, or is likely to infringe, a third party's intellectual properties or its applications relating to its intellectual properties in Japan or foreign countries, and (ii) any product that copies or imitates, or is likely to copy or imitate, the model, design, or other representations of a third party's products that have already been exhibited or commercially sold in any country before the commencement of the Exhibition. The Organiser has the authority, without being liable to the Exhibitor, to (a) remove from the Exhibition Site all or part of the products that the Organiser reasonably determines as falling within the scope of (i) or (ii) above, and store them in a place determined by the Organiser at the Exhibitor's expense until the Exhibition is finished, and (b) refuse admission to the Exhibition Site of the Exhibitor and its employees or agents that the Organiser reasonably determines are exhibiting the above products or exclude such persons from the Exhibition Site.

Conditions to Participate in the Appointment System (applicable only to exhibitions implementing this system)

When participating in the Appointment System, exhibitors shall set up tables and chairs in their booths for business discussions.

*For confirmation purposes, exhibitors shall submit booth layout drawings (two-dimensional) to the Organiser before the Exhibition.

*Failure to comply with the above conditions for participation will result in the suspension of the use of the system. In such cases, the participation fee for the system shall not be refunded.

The purpose of the system is to "make appointments with users at the Exhibition site." Therefore, - Visiting users before or after the Exhibition by making appointments - Soliciting users to seminars or events other than the Exhibition - Asking users for direct contact information for any reason, and any other actions outside the scope of the use of the system will be considered a violation, and the Organiser may reject the participation of the exhibitors to the Exhibit. The Organiser strictly prohibits using the system for any purposes other than the above because such activities may also violate the Personal Information Protection Law.

Use of (Paid) Advertising Plan

Exhibitors can use the Advertising Plan if they apply for the Advertising Plan and obtain the consent of the Organiser.

Cancellations of Contracts

(i) Cancellation of Exhibit Space Contract
The Exhibitor must cancel its Exhibit Space Contract in writing. In the case of a cancellation of the entire contracted exhibit space, the Organiser will collect as a cancellation charge (a) 40% of the total amount payable (inclusive of consumption tax) as set out in the Exhibit Space Contract if the cancellation occurs before the day that is 4 months prior to the first day of the Exhibition (the "Fee Change Date"), or (b) the full amount thereof if the cancellation occurs thereafter. The same shall apply to the case of a cancellation of a part of the contracted exhibit space. Only in the case of a cancellation of the entire contracted exhibit space, the application for the Rental Display System, for the exhibitor presentation of its

products and/or technology ("Exhibitor Presentation"), for the Appointment System, for the Advertising Plan, and for the Exhibitor Directory Listing or the ExpoMaster will be automatically cancelled. The Organiser reserves the right to reassign at its discretion the cancelled exhibit space irrespective of the collection of the cancellation charge. The Exhibitor will not be released from its obligation to pay the cancellation charge even if (a) the cancelled exhibit space is reassigned to another exhibitor, or (b) the contract is made on/after the Fee Change Date. If the Exhibitor cancels all or part of the contracted exhibit space within 2 months prior to the first day of the Exhibition, the Exhibitor must provide the basic displays as set out in the Official Exhibitor Manual and arrange for at least one personnel to be present at the exhibit space, unless the Organiser deems it unnecessary.

(ii) Cancellation of Rental Display System

If the Exhibitor cancels the Rental Display System, the total amount of the Rental Display System fee (inclusive of consumption tax) shall be fully refunded, provided that the cancellation is notified in writing to the Organiser at least 1 month prior to the first day of the Exhibition. If the cancellation occurs within 1 month prior to the first day of the Exhibition, the Organiser shall collect the full amount of the Rental Display System fee (inclusive of consumption tax) as a cancellation charge. The same shall apply to the case of a cancellation of part of the Rental Display System.

(iii) Cancellation of Exhibitor Presentation

If the Exhibitor cancels the Exhibitor Presentation, the total amount of the fee for the Exhibitor Presentation (inclusive of consumption tax) shall be fully refunded, provided that the cancellation is notified in writing to the Organiser at least 4 months prior to the first day of the Exhibition. If the cancellation occurs within 4 months prior to the first day of the Exhibition, the Organiser shall collect the full amount of the fee for the Exhibitor Presentation (inclusive of consumption tax) as a cancellation charge. The same shall apply to the case of a cancellation of part of the Exhibitor Presentation.

(iv) Cancellation of Appointment System

If the Exhibitor cancels the Appointment System, the total amount of the fee for the Appointment System (inclusive of consumption tax) shall be fully refunded, provided that the cancellation is notified in writing to the Organiser at least 4 months prior to the first day of the Exhibition. If the cancellation occurs within 4 months prior to the first day of the Exhibition, the Organiser shall collect the full amount of the fee for the Appointment System (inclusive of consumption tax) as a cancellation charge. The same shall apply to the case of a cancellation of part of the Appointment System.

(v) Cancellation of (Paid) Advertising Plan

The Exhibitor must notify the cancellation of the Advertising Plan to the Organiser in writing. If the Exhibitor cancels the Advertising Plan, the Organiser will collect as a cancellation charge (a) 40% of the total amount payable (inclusive of consumption tax) if the cancellation occurs before the day that is 4 months prior to the first day of the Exhibition (the "Fee Change Date"), or (b) the full amount thereof if the cancellation occurs thereafter. The same shall apply to the case of a cancellation of a part of the Advertising Plan.

(vi) Cancellation of Exhibitor Directory Listing and ExpoMaster

If the Exhibitor cancels the Exhibitor Directory Listing or the ExpoMaster, the Organiser will collect as a cancellation charge (a) 40% of the total amount payable (inclusive of consumption tax) if the cancellation occurs before the day that is 4 months prior to the first day of the Exhibition (the "Fee Change Date"), or (b) the full amount thereof if the cancellation occurs thereafter.

Sub-leasing

Exhibitors may not permit other companies, entities or individuals to use their exhibit space, or any part thereof, without permission from the Organiser.

Rejected Participation

The Exhibitor must conduct its exhibition at all times in compliance with the Exhibition Rules and Regulations laid down by the Organiser. The Organiser reserves the right to reject or eject an exhibit or any exhibitor or its agents, with or without giving cause. Even if cause is not given, the Organiser shall not be liable to the Exhibitor other than for a prorated refund of the amount of the exhibit space fee determined on the basis of the number of exhibit days remaining. If an exhibit or any exhibitor is ejected for violation of the Exhibition Rules and Regulations or for any other stated reason, no return of the exhibit space fee shall be made.

Admission Refusal

The Organiser reserves the right to refuse admission of exhibitors and visitors, whenever it deems such a refusal to be necessary in the interest of ensuring the safety at the Exhibition or for any other reason.

Elimination of Antisocial Forces

If the Exhibitor fails under a group or an individual person (so-called antisocial forces) who pursues economic benefits using violent, intimidating or fraudulent means, etc., or conducts any of the following acts, either by itself or through a third party, the Organiser may terminate this Agreement without prior notice: (i) making demands using violent means; (ii) making unlawful or false demands; (iii) using threatening words, behavior or violence with regard to trading; (iv) damaging the credit or obstructing business of the Organiser or other exhibitors, by spreading a rumor or using a fraudulent means or force; or (v) any other act equivalent to one of the preceding acts.

Termination of Exhibition

In the event that the Organiser determines (in its sole discretion) that the premises in which the Exhibition is held has become unfit for entry, or the holding of the Exhibition or the performance of obligations by the Organiser under the Agreement has been interfered with by any "Force Majeure", an individual agreement based on this Agreement and/or the Exhibition (or any part thereof) may be terminated, postponed or re-located by the Organiser. The Organiser will not be liable for fire, damages, loss, increased cost, or other unfavourable condition arising by virtue of "Force Majeure". For purposes of this clause, the phrase "Force Majeure" shall include, without limitation: fire, casualty, flood, storm, epidemic, pandemic, World Health Organization travel advisory or travel alert, earthquake, explosion, other accident and incident; blockade, embargo, inclement weather, restraints or orders of government or public agency, act of public enemy, riot or civil disturbance, terrorism; strike, lockout, venue cancellation, boycott or other labour disturbance; inability to secure sufficient labour; technical or other personnel failure; impairment or defect of adequate transportation facilities; or inability to obtain or condemnation or requisition of necessary supplies or equipment due to national or local laws, ministerial ordinances, municipal bylaws, rules, orders, circular notice or decree, whether legislative, executive or judicial, and whether constitutional or unconstitutional; or acts of God or any other cause or causes not reasonably within the control of the Organiser. In the event that the Organiser cancels the Exhibition (or any part thereof) due to "Force Majeure", the Organiser will not be liable to the Exhibitor other than for 60% refund of the amount of the exhibit space fee including consumption tax. If the Organiser postpones the Exhibition due to "Force Majeure", the Exhibitor shall have the option choosing from either receiving 60% refund of the exhibit space fee including consumption tax or exhibiting at the postponed Exhibition. For the Rental Display System, in the event of cancellation of the Exhibition due to "Force Majeure", the Organiser shall refund 60% of the total amount of the Rental Display System fee including consumption tax and shall not refund the remaining amount.

Liability

The Organiser and all companies, entities and individuals who are employed by or associated with it in connection with the Exhibition shall not be liable for any and all damage including accident or injury that may occur to the Exhibitor or its employees or companies, entities, individuals who are employed by or associated with the Exhibitor, the general public or other third party as a consequence of fire, theft, or any other cause. The Organiser is not responsible for any breakage, loss or damage to the Exhibitor's property. The Exhibitor shall pay promptly for any and all damage including any damage to the exhibition building or its equipment incurred through carelessness, or otherwise, of the Exhibitor's employees, entities or individuals who are employed by or associated with the Exhibitor. The Organiser shall not be responsible for any unintended errors or omissions in the invitation ticket, the exhibition website, the floor plan or in any other promotional material of the Exhibition.

Handling of Personal Information

The Organiser may use the personal information of individuals from exhibition related parties for any communications necessary for the holding of the Exhibition. In addition, the Organiser may send electronic mails or other advertising materials to exhibition related parties for promoting the Exhibition or other exhibitions to be organised by the Organiser. Exhibition related parties give their consent to the Organiser to provide their personal information to its designated partner company or a trade publication that gathers or features information related to the Exhibition whenever the Organiser deems such a provision necessary.

Governing Law and Jurisdiction

The Exhibition Rules and Regulations shall be governed by and construed in accordance with the laws of Japan. The Tokyo District Court shall have the exclusive jurisdiction over any dispute arising in connection with the Exhibition Rules and Regulations as the court of the first instance.

Built by



In the business of building businesses

RX Japan Ltd.

11F Tokyo Midtown Yaesu, 2-2-1 Yaesu, Chuo-ku, Tokyo 104-0028, Japan

A division of Reed Business Registered in England, Number 678540

AUTHORISED SIGNATURE