Formex

SUBSCRIPTION MAXI

§1 BACKGROUND AND PARTIES

1.1 The Formex Fair is a trade fair for, among other things, interior design and gifts ("**Formex Fair**").

1.2 The Formex Fair is held twice (2) a year, once in the spring and once in the autumn, at SM's exhibition premises.

1.3 By subscribing in accordance with the terms below, Stockholmsmässan Aktiebolag, org. no. 556272-4491, 125 80 Stockholm, ("**SM**"), and the exhibiting company/organization specified in the Registration (see definition below), ("**Subscriber**"), enter into the following Formex Loyalty Subscription Agreement ("**Agreement**") regarding the Formex Fair, according to the terms specified below.

§2 REGISTRATION AND SUBSCRIBER'S COMMITMENTS

2.1 The Subscriber subscribes by filling in all details and signing the attached Registration - Contact Information, attached in appendix 1, ("**Registration**") and sending the Registration and the Agreement to SM. By signing the Agreement and the Registration, the Subscriber is deemed to have taken note of and accepted SM's general terms and conditions applicable from time to time ("**General Terms**"). The current version of the General Terms for SM is shown in appendix 2.

2.2 By submitting a Registration, the Subscriber undertakes to pay a registration fee in accordance with § 4.1 below.

2.3 Based on the Registration, SM offers the Subscriber a subscription for booth space, specifying the allocated booth area, exhibition hall, and area within the hall. By accepting the offer, the Subscriber undertakes to participate in at least two (2) consecutive Formex Fairs within one year, immediately following the signing of this Agreement, and to rent the booth area specified in the Registration.

2.4 If the Subscriber wishes to decrease or increase the booth area specified in the Registration, the Subscriber must notify SM no later than thirty (30) days after the last Formex Fair held by the Subscriber.

2.5 The Subscriber must notify SM of their acceptance or request for a change in booth placement within 10 working days from the date the order confirmation with the proposed booth placement for the next fair is sent. After these 10 working days, the space is booked for the Subscriber according to the applicable General Terms.

§3 SM'S COMMITMENTS

3.1 SM guarantees that the Subscriber will have access to the booth area specified in the Registration at each Formex Fair. However, SM cannot guarantee the placement of the booth area in terms of the exhibition hall or area within the hall. Both the exhibition hall and the area within the hall can be unilaterally changed by SM between fairs.

3.2 When ordering a more powerful electrical outlet, the free electrical outlet can be cancelled and thus converted into a corresponding discount on the ordered powerful electrical outlet.

3.3 SM undertakes to allocate free tickets (to the current Formex Fair) to the Subscriber according to the distribution list based on the rented booth area:

- 0-29 sqm - 10 tickets (+10 tickets included in the Starter Package)
- 30-70 sqm - 30 tickets (+10 tickets included in the Starter Package)
- 71 sqm or more - 50 tickets (+10 tickets included in the Starter Package)

§4 PRICES AND PAYMENT

4.1 The Subscriber shall pay a start-up fee to SM according to the current price list for the relevant Formex Fair, minus 1,000 SEK per fair. Current price information is available at https://formex.se/for-utstallare/bli-utstallare/. The start-up fee shall be paid by invoice in connection with the first registration. Thereafter, it will be invoiced continuously before the next participation. The fee is non-refundable if the Subscriber does not accept the exhibition hall or area within the hall allocated by SM.

4.2 The Subscriber shall pay a square meter price according to the current price list, minus 350 SEK per paid square meter. Payment must be received by SM no later than sixty (60) days before each Formex Fair begins.

§5 CONTRACT PERIOD AND TERMINATION

5.1 This Agreement is valid from the Subscriber's signing of the Registration and for an initial period covering the two consecutive Formex Fairs that the Subscriber has committed to participate in ("Initial Contract Period"). If the Agreement is not terminated after the Initial Contract Period according to § 5.2, it will continue indefinitely.

5.2 If the Subscriber wishes to terminate this Agreement after the end of the Initial Contract Period, the Subscriber must notify SM in writing no later than thirty (30) days after the last Formex Fair in which the Subscriber participated. If the termination notice is received by SM after the specified thirty (30) days, the Subscriber is automatically bound to participate in the next Formex Fair, after which the Agreement will terminate. If the Subscriber cancels the subscription after only one (1) fair and thus does not fulfill the conditions in § 2.3, SM has the right to charge the Subscriber the difference between the rental cost for a single registration and a subscription.

5.3 SM has the right to terminate this Agreement at any time with a notice period of four months. If the subsequent Formex Fair occurs within the notice period, the prices stated in § 4.1 and 4.2 shall apply. SM also has the right to terminate this Agreement with immediate effect if the Subscriber breaches this Agreement (including its appendices).

5.4 Changes in the Subscriber's company form, organization number, and/or company name must be notified in writing to SM for revision of the existing Agreement or the establishment of a new agreement.

§6 CONTRACT DOCUMENTS

6.1 The Agreement consists of this document and:

- Registration - Contact Information (appendix 1) with complete details of the company/organization and contact information for the Subscriber.
- General Terms - Stockholmsmässan AB, the current version of which is available at www.stockholmsmassan.se
- Price lists and information, etc., available at www.formex.se

6.2 In the event of conflicting information between the Agreement and its appendices or other documents, the Agreement shall take precedence over the appendices, and the appendices shall take precedence in the order specified above.

§7 NOTICES

7.1 Notices under this Agreement shall be in writing. A notice shall be sent to the Subscriber by email to the addresses provided by the Subscriber in the Registration. A notice shall be sent to SM by email to the following address: Email: sales.formex@stockholmsmassan.se

7.2 The notice is considered to have been received by the recipient: If sent by email, on the first regular working day following the day the email was sent.

§8 INTELLECTUAL PROPERTY RIGHTS

8.1 Ownership of the Formex trademark belongs to SM. The Subscriber does not obtain any right to use SM's intellectual property rights for marketing purposes or any other purpose without SM's written approval.

Formex

Registration Formex MAXI – Contact details

☐ Formex Spring and Formex Autumn

☐ Formex Autumn and Formex Spring

Company name

Organization-/Personal number

Marketing name

Address

Postal address and Country

Contact person

Direct phone | Mobile

Email contact person | Website address

Desired number of sqm | Desired booth size (e.g., 9x9m)

City and Date

Authorized signatory