

RULES AND REGULATIONS

1. All cancellations and/or changes by the Applicant must be submitted in writing to La Cumbre management. On or before July 1st, 2010 the Applicant will be subject to 50% liability of the relinquished contract value. After July 1st, 2010 the Applicant will be responsible for 100% liability of the relinquished contract value. This Policy will be strictly enforced.
2. The Applicant shall release **La Cumbre/Reed Exhibitions Latin America**, the convention center, participating hotels, and its agents, consultants, and employees from all claims, expenses or liabilities arising from any injury or damage to the Applicant, his employee or agent, or to the properties of the Applicant, occurring on the host property or approaches thereto.
3. Management shall bear no responsibility for the loss or damage to the Applicant's property.
4. The Applicant shall be liable for any damage he causes to the building, floors, glass, walls, columns or furniture.
5. **La Cumbre/Reed Exhibitions Latin America** shall not be responsible for the loss of, or damage to, Applicant's property due to explosions, acts of God, thefts, fires or any other legitimate condition beyond its control.
6. The Applicant is liable for any damage caused to building floors, walls or columns or exhibitors' property.
7. The Applicant understands that no hospitality suites or functions shall be scheduled during official **La Cumbre** sessions or functions. Organizations must register hospitality suites and functions with **La Cumbre**.
8. The Applicant understands that the information contained in the event material constitutes part of the registration contract, and agrees to conform to all Guidelines.
9. **La Cumbre/Reed Exhibitions Latin America** shall have full power to interpret and amend these Guidelines which in its discretion shall be in the best interest of the show.
10. The Applicant understands that his presence is required at all official functions. If the buyer schedule an appointment and then doesn't show up at this meeting, it will be penalized up to not allowing them to attend to **La Cumbre** the following year. If the buyer doesn't show up to 2 or less appointments, the following year, in addition to the registration fee, they will have to pay a USD 200.00 penalty fee.
11. The Applicant shall not take part in non-**La Cumbre** functions which would preclude his attendance at all published and scheduled official **La Cumbre** activities. The Applicant shall not participate in familiarization tours sponsored and supported by companies and organizations not actively participating and registered in **La Cumbre**. The Applicant will have to pre-schedule a minimum of 25 meetings online.
12. By completing and submitting the Application for Registration and payment, the Applicant understands that participation must be confirmed, in writing by **La Cumbre/Reed Exhibitions Latin America**, before registration is granted. The Application for Registration is not an offer and participation in the conference may be restricted or canceled by **La Cumbre/Reed Exhibitions Latin America** for any reason.
13. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of Management. The Management shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations.
14. The Applicant agrees to pay interest at a rate of 1% per month (12% per annum), or the maximum allowable by law, on all past due balances to Management. Exhibitor further agrees to pay any collection costs, including but not limited to, court costs, collection fees, and attorney's fees.
15. Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 18 years of age will be admitted to any trade exhibition. Management shall have sole control over admission policies at all times.
16. Deposit of your check does not constitute acceptance of this License. This License shall not be binding until accepted by Management.
17. Any attempted assignment of this License shall be null and void and shall constitute a breach, resulting in cancellation.
18. The Applicant agrees to pay interest at a rate of 1% per month (12% per annum), or the maximum allowable by law, on all past due balances to Management. Exhibitor further agrees to pay any collection costs, including but not limited to, court costs, collection fees, and attorney's fees.
19. This License contains the entire agreement between Management and the Applicant. It may not be orally modified. Only an agreement in writing signed by a duly authorized representative of the party against whom enforcement of any waiver or modification is sought will be enforceable.