

**SALES AGENCY CONTRACT
AS OFFICIAL REPRESENTATIVE**

This contract is signed by the parties;
ANFAŞ – Antalya Fuarçılık İşletme ve Yatırım A.Ş.
Antalya Expo Center
Pınarlı Beldesi Aksu 07110
Antalya / Turkey
Will be mentioned as ANFAŞ

Stichting Kamer van Koophandel Nederland Turkije
Goudse Rijweg 400
3031 CK Rotterdam/ The Netherlands
Will be mentioned as HTTO

• **GENERAL CONDITIONS :**

HTTO will be authorized to deal with the sales/marketing activities in 2017 & 2018 (till the end of last fair – WellLife in May 2018) in The Netherlands for all ANFAŞ Fairs to be held in 2018, as follow:

1. ANFAŞ FoodProducts & HotelEquipment on 17 – 20 January 2018
2. ANFAŞ JewelryExpo on 10 – 13 May 2018
3. ANFAŞ Inter Fresh - 17-20 October 2018
(Vegetable and Fruit, Storage, Packaging and Logistics Fair)

HTTO, being a non – exclusive agent, will be allowed to promote all activities concerning this contract in the mentioned countries and regions labeling as official representative of ANFAŞ. If for any reason it is deemed desirable to appoint a sub-agent this will only be done by prior written agreement between ANFAŞ and HTTO.

HTTO can use the presentation materials which were created by ANFAŞ and also can prepare materials for presentation upon confirmation and acceptance from ANFAŞ for the above mentioned region.

HTTO can use different sales and marketing tools which are in line with ANFAŞ Participation Form, ANFAŞ Exhibitor Manual and also general rules and conditions which are in Turkish Laws and also in general trade conditions and conventions upon confirmation and acceptance from ANFAŞ, but cannot request any payment from ANFAŞ for the costs of said actions.

In return HTTO will be promoted and exposed inside the official sites and documents of ANFAŞ and Antalya Expo Center as its official **non-exclusive** agent for the Netherlands, Belgium and Luxemburg to be represented. To underline its activities HTTO will be gratuitously conceded a small banner at the ANFAŞ-Fair-website with HTTO -logotype linked 'mouse-ower' to its own homepage.

HTTO accepts to pay utmost attention to keep the rights and reputation of both ANFAŞ and Antalya Expo Center brands, abstain from any action that may cause a problem or misunderstanding while giving all strength for sales/marketing activities.

The conditions of participation and the rates/tariffs will be declared by ANFAŞ and all the contracts will be done as per the tariff.

HTTO will only be active for the Netherlands to be represented.

• **SERVICES :**

HTTO will inform ANFAŞ in real-time about positive results of the sales/marketing activities, that will be carried out amongst others with companies, government governmental bodies, local official offices, municipalities, associations, unions, chambers, NGO's etc.

HTTO will report to ANFAŞ at 30 days intervals about;

- 1- What has been done for the promotion & marketing activities (where, when, how long, results of the promotion, if the promotion activity is during an exhibition brief info about the event and etc.)
- 2- The information (names, company profile, person in charge & position, country and etc.) of the companies, sgm and the negative or positive results of the meetings)

HTTO can be active for additional services (i.e. customs clearance, accommodation, special booth construction, matchmakings, visitors delegations),

ANFAŞ cannot be held responsible for any service that is not directly agreed and charged. And ANFAŞ does not accept any responsibility for any claim that arises from the actions of HTTO.

• **RATE & PAYMENTS :**

All the rates and tariffs will be supplied by ANFAŞ and will be valid for all clients. Together with the official documents and catalogue in original, the conditions of participation will also be sent to HTTO (In addition to pdf documents, ANFAŞ will send HTTO via post a representative number of prospects for each fair.)

ANTALYA FUAR ve KONGRE MERKEZİ

Pınarlı Beldesi 07110 Aksu-ANTALYA Tel : 0 242 462 20 00 (Pbx) Fax: 0 242 462 19 90

www.anfas.com.tr

E-Mail: info@anfas.com.tr



HTTO will contact the clients to convince for participation and after the client accepts to participate at the above mentioned fairs of ANFAŞ in 2018 fairs at Antalya Expo Center. HTTO will give the full contact details of the client to ANFAŞ and participation form will be issued between ANFAŞ and the client.

➤ **Exhibitors & Visitors**

The exhibitors & visitors need to be new participants for the special fair of reference at Antalya Expo Center Exhibition for being added to commission calculations. Companies that previously participated/visited in the related fair will not be added to commission calculations; unless previous acceptance from ANFAŞ is received by HTTO or ANFAŞ.

HTTO can also book a common booth for its participating clients. In this case the fair participation form can be issued between ANFAŞ and HTTO. The area will be reserved for HTTO and HTTO's participants. If there is no sales or the 15% of the optioned area is not sold out by HTTO 4 months prior to each fair, ANFAŞ can release the area for further selling.

HTTO will get 15% discount from the net price - raw space of the total participation fee named as agent fee (commission). The shell scheme formation and additional requests will not be considered in commission calculations.

HTTO accepts to pay 50% of the total amount as pre-payment to ANFAŞ within 7 days (1 week) following the date of signing the contract by the exhibitor, the stand area allocated without the right to indemnity. The balance of the 50% should be received not more than 1 month to the beginning of the fair.

For the accommodation of the exhibitors, if ANFAŞ is informed beforehand, special rates will be offered pre – during – post accommodation of the fairs in 2018, but no free accommodation shall be provided by ANFAŞ to the exhibitors.

Regarding the visitors; ANFAŞ will make a payment of \$25 per person, considering that the visitor is an actual buyer/related to the sector of the fair that are invited. The visitor needs to be new visitor for the related fairs. If there are several visitors from one company; then the position in the company of the visitor will be taken into consideration. No relatives will be accepted as professional visitor & shall be exempted from the per person payment.

The 2 nights accommodation of the guests including shuttle transportation from/to airport from/to Hotel upon arrival & departure and from/to Hotel from/to Expo Center during fair dates will be arranged and covered by ANFAŞ.

If private transfer is preferred; then ANFAŞ needs to be informed in advance to make the necessary arrangement that will be charged separately & client/agent will be asked to make the payment to ANFAŞ.

If visitors / participants would like to extend their stay ANFAŞ needs to be informed in advance to make the necessary arrangements that special rates will be offered to the client / agent that will make the payment directly to ANFAŞ.

HTTO accounts;

- **Validity**

The agreement is valid for ANFAŞ Fairs in 2017 till the end of Well Life Fair 2018, as mentioned in item 1. The agreement is automatically extended 1 more year after the conditions are discussed, if it is not canceled by Anfaş a month before, at the anniversary of the signature date.

This agreement shall be exclusively subject to the Turkish Laws and exclusively subject to the jurisdiction of Antalya Courts.

ANFAŞ Antalya Fuarçılık İşletme ve Yatırım A.Ş.
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Mersis No:0-089-001-2797-00012

DATE :
ANFAŞ, Antalya - Turkey
Murat Ozer
General Manager

DATE : 20th November 2017
HTTO, Rotterdam- The Netherlands
Ethem Emre
President

