



12-15 September 2023, ExCel, London, UK



INTRODUCTION

Held at the easy to access ExCel exhibition centre every two years SMI has secured space in DSEI's Naval Zone to support member companies. The Naval Zone at DSEI is an interactive showcase of the latest vessels and technology. Buyers, procurement managers visit the show looking for new technology and solutions for their projects. The Naval Zone is the focussed maritime defence area within the exhibition.

DSEI connects governments, national armed forces, industry thought leaders and the entire defence & security supply chain on a global scale.

THE SMI GROUP AT DSEI 2023

SMI is organising and managing a shared space in the focussed Naval Zone of DSEI.

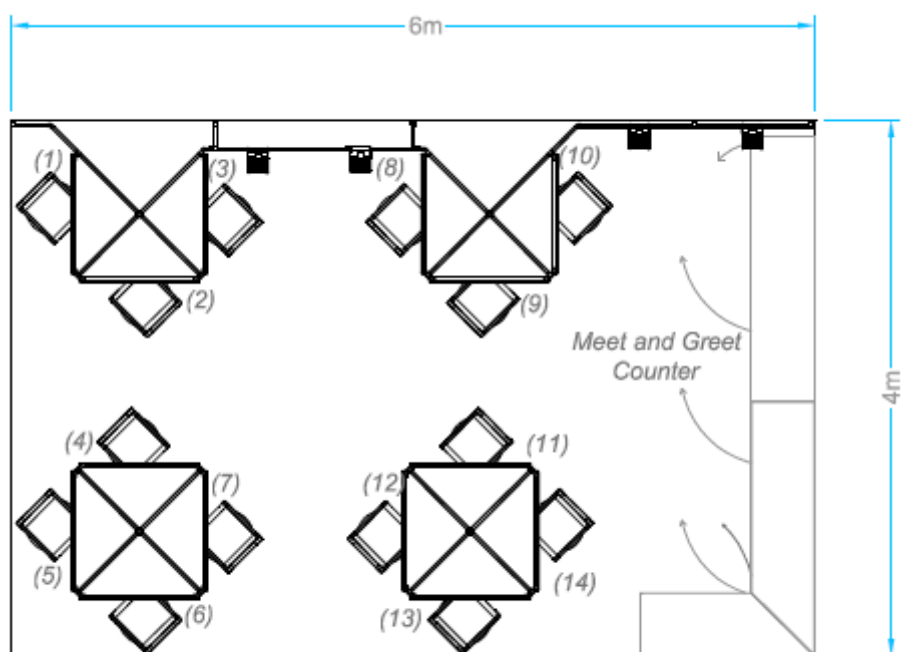
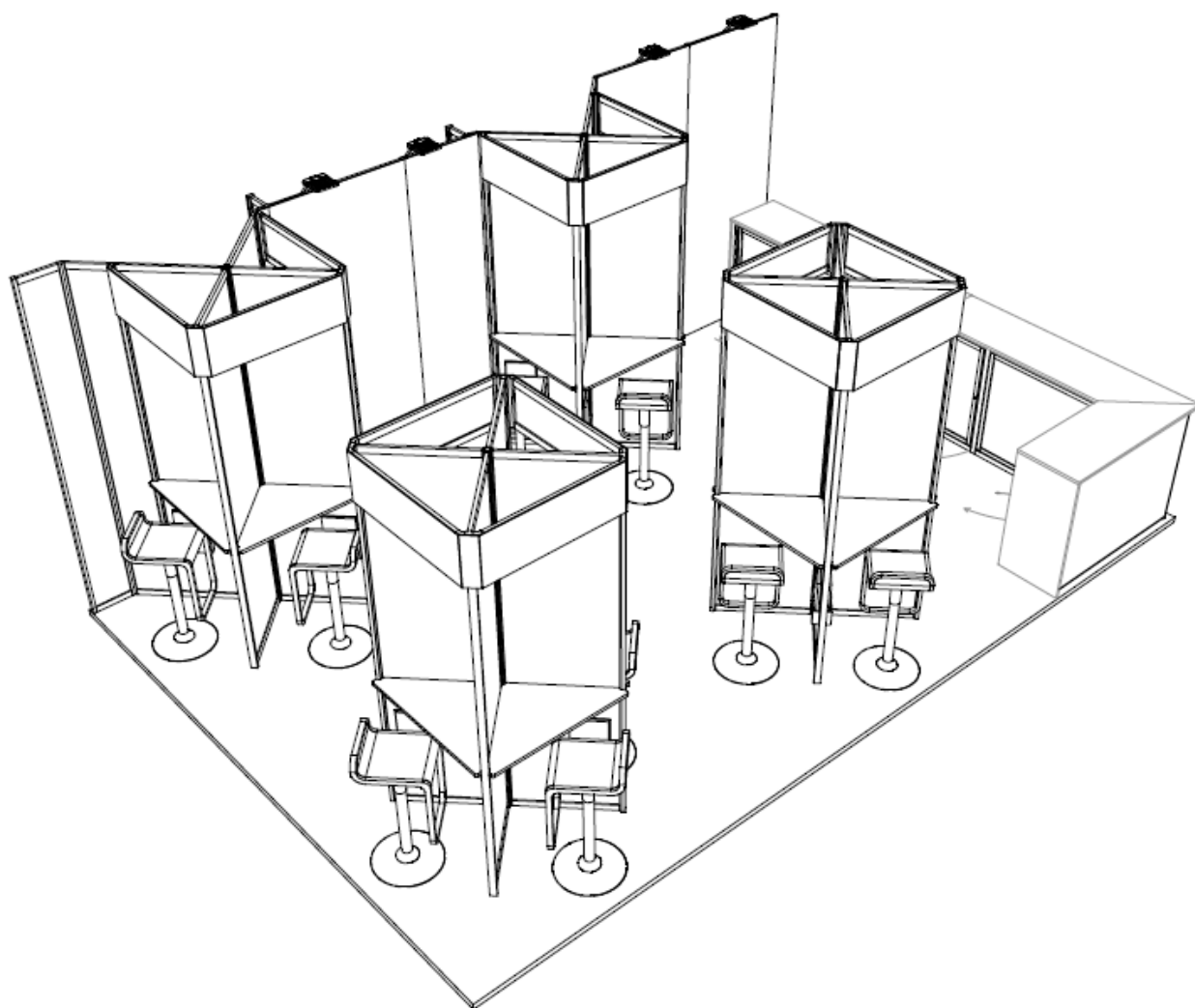
The advantages of joining the UK Group are:

- SMI as the group organiser, deals directly with the exhibition organisers, co-ordinates payments, appoints agents and stand contractors, briefs the exhibitors, etc.
- Participants exhibit in a shared stand environment which will attract visitors and international delegations. The benefits of joining a shared stand:
 - You will meet visitors from the other stand exhibitors
 - Increased traffic from combined social media activity
 - Learning and insight from stand networking
 - Ability to minimally resource the show reducing hotel and T&S costs i.e. no build up day, walk the show knowing the SMI can call you back if you have a visitor.
- Invitation to the DSEI & London International Shipping Week event on the Monday night. In 2021 we were able to host this on HMS Albion moored off Greenwich.
- We will be a focal point of interest for international naval delegations
- Exhibitors networking reception – planned at the end of each day.

STAND

The stand design is shown below. This gives good visibility from many directions and encourages a flow of visitors between pods. The space is 6m wide by 4m deep and open on all sides.





THE STAND PACKAGE

Each Pod comes with:

- Graphic including production and mounting. Format and sizing for artwork will be supplied.
- 1 x bar stool
- Use of brochure rack
- Spotlights
- Carpet
- Stand cleaning

STAND COSTS

Each pod position

- Member £3,950 ex vat
- Non-member £4,750 ex vat

Each exhibitor will be charged a £195 +VAT exhibitor protection fee by the organiser which is credited back once that Company provides proof of insurance.

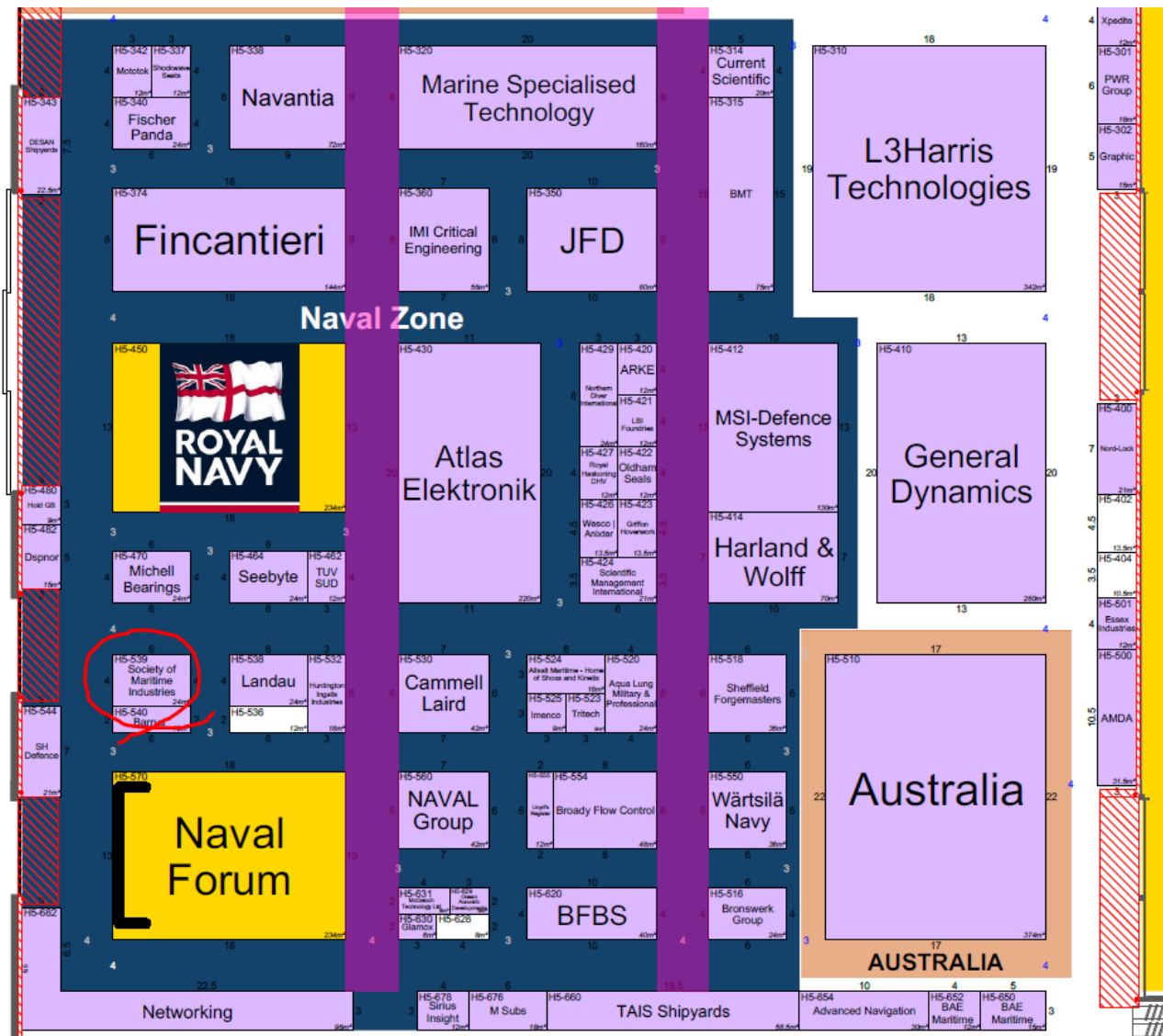
Each member will be treated as a 'sharer' to SMI's stand and therefore, the following applies:

- Each company will be charged the exhibitor protection fee of £195 +VAT which is credited once they submit company insurance
- Each company will have their own EZONE login and will be able to create their own company profile to be used online (exhibitor guide) and in the official DSEI event guide
- Each company will be listed in the official DSEI exhibitor list with the associated main stand holders stand number
- Each company will have access to 4 exhibitor registration badges
- Each company will have support to promote your presence at and around DSEI from the DSEI Marketing Team

Each company will have access to preferential hotel accommodation rates

Please see APPENDIX B to see how you get registered with the show organiser

The SMI space is circled below. To see where this sits within the overall show layout please see Appendix A



ACTION

To reserve a place in the SMI Group, please complete and return the booking form by March 13th 2023. For further information on the exhibition, please contact Tim Currass on: T: 020 7628 2555, E: tim.currass@maritimeindustries.org

ADDITIONAL INFORMATION

All relevant costs have been calculated using current exchange rates at time of issue; we reserve the right to adjust the charges in the event of any significant change. The SMI Management Fee covers the costs of pre-event preparations, recruitment and administration prior to, during and after the event. In all cases, the SMI Management Fee is non-refundable.

TERMS AND CONDITIONS OF CONTRACT

The provision of space, agreements for individual stands, arrangements for design and construction of the UK pavilion stands and the administration of the UK Group, including additional charges, are covered in the attached Society of Maritime Industries (SMI) Terms and Conditions. These Terms and Conditions together with this "Offer" and the Rules and Regulations issued by the exhibition organiser are deemed to be incorporated in and form part of this contract. Details given are subject to any changes with particular regard to the exhibition organiser's charges, government legislation, etc.

LIABILITY

No liability shall be attached to the Society of Maritime Industries or any of its constituent trade associations or groups or any member of its staff in respect of any accident, injury, loss or damage arising out of, or in any way connected with, the display of goods in pursuance of this event or in any other way whatsoever.



BOOKING FORM FOR EXHIBITORS JOINING THE SMI GROUP

Please complete and return this registration form ASAP since space is being reserved. Your stand will be secured subject to receipt of payment to the Society of Maritime Industries*. For all enquiries please contact Tim Currass

Telephone: + 44 (0)20 7628 2555

E-mail: info@maritimeindustries.org

Company:			
Address:			
Town:	Post Code:	Country:	
Organiser Name:	Contact	Position:	
Phone No:			
Organiser Email:	Contact		
Accounts Email:	Contact		

Our company/organisation wishes to join the SMI Group at DSEI 2023 and requests an invoice for the following:

Pod:	For 1 x pod in the SMI shared stand at DSEI 2023 (Member £3,950 + vat, Non-member £4,750 + vat)	£
TOTAL		£

*An invoice will be issued immediately upon receipt. Payment must be made immediately upon receipt of invoice.

We will be exhibiting (brief description of equipment/services being displayed)

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We accept the SMI Terms & Conditions (overleaf) and will settle any minor follow-on charges including additional furniture or fittings for exhibitors on the SMI stand, etc. when advised.

We acknowledge that once completed and signed this form represents a contractual commitment by the company/organisation and if we subsequently withdraw from the UK Group we will be liable for the full costs (in accordance with the SMI Terms & Conditions of participation at exhibitions) unless a replacement can be recruited.

Signed:	Name:	Date:

SOCIETY OF MARITIME INDUSTRIES (SMI)

TERMS AND CONDITIONS OF PARTICIPATION AT EXHIBITIONS

1. All Stands must be in the name of a UK registered company.
2. SMI may acknowledge receipt of an unsupported application to participate in the exhibition. Such acknowledgement does not commit SMI to consider allocation of stand space nor provide any further service. Such commitment by SMI to consider allocation of space will apply only to those applications from an exhibitor that have been supported by payment in full.
3. Stand fees include rental of space, provision of a fully constructed shell scheme stand and display aids as part of a group of stands and SMI's administrative charges.
4. Exhibitors must pay in full all invoices for stand fees as they fall due. Failure to do so may be regarded as a breach of this contract. In such cases articles 16, 17 and 18 of these terms and conditions apply.
5. Exhibitors applying for stands with an UK pavilion must take the shell scheme provided.
6. No additional construction to the scheme is permitted, except by prior and written agreement from SMI.
7. Companies having received such agreement from SMI are themselves responsible for seeking quotes, commissioning and payment of additional construction to the shell-scheme.
8. SMI will make every effort to provide the size of stand requested, but cannot guarantee in advance either the hall, position, configuration of stand, or total area that can be provided.
9. Where it is necessary to offer an area varying by greater than 20% of the area requested, SMI will first seek the agreement of the applicant.
10. If compromise cannot be reached, exhibitors party to this agreement remain responsible for payment of the whole stand available, but SMI will make all reasonable effort to find a replacement company.
11. Should it be necessary to allocate a stand area greater than originally requested, the exhibitor must pay in full on receipt of invoice for additional areas. Should it be necessary to allocate a stand area less than originally requested, SMI will refund the difference in stand fees should a reduced area only be available.
12. Every reasonable care will be taken in the allocation of space to companies to avoid inclusion of pillars and fire hydrant access points on stands. Where this is not possible, companies will not be charged for net stand area displaced by pillars, or hydrants.
13. SMI is unable to guarantee that it is able to offer sufficient space to satisfy the total UK group requirement. Space will therefore be allocated strictly in order of receipt of applications supported by payment in full for stands.
14. Where there is insufficient space to be able to confirm allocation of a stand, companies will be refunded their stand fees in full.
15. (a) If an exhibitor gives written notice of withdrawal from the group within 7 days of entering into the contract they will receive a full refund on costs (management fee and stand fee), unless condition 15 (b) applies. (b) When an exhibitor signs up to the event 4 weeks before the date of the event, the 7-day cooling off period will not be applicable and all costs applicable to the contract will be due immediately on receipt of the invoice from SMI.
16. An exhibitor who withdraws 180 days before the event will receive a full refund on the stand fee but will be liable for the management fee to cover administrative costs.
17. An exhibitor who withdraws less than 180 days and more than 90 days before the event will receive a 50% refund on the stand fee with the management fee forfeited to cover administrative costs.
18. An exhibitor who withdraws less than 90 days before the event will be liable for all the contracted stand costs and the management fee.
19. Notwithstanding condition 18, if a replacement company is found to occupy the whole of space contracted by the Exhibitor the stand fee will be refunded, whereas the management fee will be retained to cover administrative costs. SMI will make all reasonable effort to find a replacement company to occupy the contracted space, but cannot guarantee to secure the payment.
20. SMI promotes relevant trade show support funding that is available from the DIT. Further details of available support funding are available on request from SMI.
21. SMI is not able to guarantee that an exhibitor is eligible for DIT support.
22. SMI shall not be held liable for ensuring that the exhibitor, its personnel, and exhibits are adequately insured against all risks.
23. In submitting this application, exhibitors accept responsibility for ensuring that they are adequately insured against all accident, claims arising from negligence and that their exhibits are also insured against loss, or damage
24. No damage may be caused to the stand, or display aids supplied, particularly by use of nails, or tacks for attaching panels to the walls.
25. If damage is so caused, companies will be liable to meet the full cost of replacement of the damaged items.
26. Exhibitors are forbidden to further embellish the fascia panels of their stands by use of unauthorised additional graphics, or display aids.
27. Exhibitors are requested not to promote their presence and exhibits in a manner likely to cause offence, or nuisance to other exhibitors, or in contravention of the organisers' terms and conditions of participation.
28. From time to time, SMI may appoint service companies to offer group freight, travel, accommodation, promotion and other services as may be thought in the interests of the joint venture exhibiting companies.
29. Where SMI makes such appointments, joint venture exhibitors are free to make use of the services of such companies at their own risk.
30. Such appointments are made in the interests of reducing individual costs for joint venture participants. Exhibitors are not obliged to use such services.
31. SMI acts solely as an agent on behalf of the exhibitor and takes no liability for exhibitor's recovery of monies paid to a stand contractor who before the completion of the delivery and the build of the stands becomes bankrupt or otherwise ceases to trade.
32. SMI shall not be held liable for the performance, actions or negligence of appointed contractors by the event organisers.
33. Exhibitors shall be liable for payment of all additional site services (ie. stand cleaning).
34. SMI reserves the right to raise a surcharge on stand fees, in the event of significant devaluation of Sterling.
35. In submitting this application, the exhibitor agrees to be bound by these terms and conditions and those of the Event Organisers.

Overall Layout of ExCel. Naval Zone circled in Red



APPENDIX B

Registration with organiser

Once you complete your booking with SMI we will then send your details to Clarion the event organiser so you can organise your showguide entry, passes etc.

They will need.

- Company Name (and Trade name if different from Company name)
- Full Company address
- Company VAT Number (this is very important, they are not able to process the stand sharer without it)
- Main POC: name/surname, email address, phone
- Finance POC: name/surname, email address, phone (only if different from the main POC)

Once registered in their system, every stand sharer will receive an invoice for £195 for the Exhibitor Protection Scheme (EPS)

Please note that this fee is refundable should the company have its own insurance and this is accepted by our provider InEvexco.

The procedure to request a refund is the below:

“Shortly after the registration process through our systems is completed, you will receive a welcome email from InEvexco (our insurance provider). The email will contain a unique link. You will be asked to upload your policy following the link. InEvexco will then review it and if it's sufficient they notify DSEI accounting department to credit the £195 to you. If any issue with it, they will get in touch with you directly. Please note that you can also decide to accept the InEvexco policy, in that case no extra action is required from your side.”