

General Terms and Conditions of Sale 2024-2025

Advertising space, stands and private areas

Series Mania Forum - professional event

PREAMBLE

The Séries Mania Forum is organised by the Association loi 1901 Festival International des Séries Lille / Hauts-de-France, hereinafter referred to as 'the Organiser', from 25 to 27 March 2025, hereinafter referred to as 'the Event'. The Séries Mania Forum is an event of conferences and presentations of series projects in development intended for audiovisual professionals.

Registered office: 17, place Pierre-Mendès-France 59800 Lille

Legal representative: Mrs Anne Bouverot

APE Code: 9499Z

SIRET: 83339304400015

VAT: FR 70 833 393 044

Professional indemnity insurance: La Mutuelle Assurance des Instituteurs de France (MAIF) - 200 Boulevard Salvador Allende - 79038 NIORT.

As part of the Event (physical and digital format via the Platform), the Organiser makes stands, private spaces or advertising spaces available to its partners involved in the exercise of their profession or pursuing a professional purpose (hereinafter referred to as 'the Clients').

ARTICLE 1 - PURPOSE AND ACCEPTANCE OF THESE GENERAL TERMS AND CONDITIONS

The Customer, who declares that he/she is acting in a professional capacity, acknowledges that he/she has read and understood these general terms and conditions of sale, which supersede any previous agreement, arrangement or contract, written or unwritten, concluded between the Parties and relating to the same subject. These general terms and conditions of sale take precedence over any other document issued by the Customer, and in particular over the Customer's general terms and conditions of purchase, which the Customer expressly waives.

Having read these general terms and conditions, the Customer has accepted the quotation.

The Parties have agreed to an electronic signature, within the meaning of the provisions of articles 1367 et seq. of the French Civil Code, by means of the Docusign platform, and consequently declare that the electronic version of these general terms and conditions of sale constitutes the original of the document and is perfectly valid between them and constitutes literal proof within the meaning of article 1367 of the French Civil Code.

ARTICLE 2 - FINANCIAL CONDITIONS

2.1 - Price and payment terms

The price of physical and digital advertising space, stands and private areas is determined in advance by a quote based on the rates in force in the catalogue. Prices vary according to the package chosen.

Prices are expressed in euros excluding VAT and including VAT (with VAT applied in accordance with regulations). They are firm and non-revisable during the period of validity from acceptance of the quotation.

Any additional service not included in the package initially chosen by the Client will be invoiced additionally by the Organiser.

Payments must be made in euros and no later than 30 days after the invoice date. In the event that the reservation and validation are made less than 30 days before the start of the Séries Mania Forum, payment must be made by the Customer no later than 15 March 2025 for orders for products visible on the digital platform and no later than 7 March 2025 for orders for products visible at the physical Event.

Invoices will be paid by bank transfer to the bank account details of which will be specified on the invoice.

2.2 - Late payment or non-payment

In the event of late payment, the Customer will automatically be liable for late payment penalties corresponding to the key rate of the ECB (European Central Bank) plus 10 points, applicable to the amount inclusive of tax of the price appearing on the invoice.

The Organiser will be required to pay a fixed recovery indemnity of 40 euros in addition to the late payment penalties

(article D.441-5 of the French Commercial Code).

In the event of late payment, Séries Mania Forum may send the Client formal notice to pay. In the event that this formal notice remains partially or completely ineffective within a period of 15 days from the date of first presentation by the post office of the said letter, Séries Mania will be free to terminate the contract by sending a letter of termination to the Client.

ARTICLE 3 - REBOOKING POLICY

Customers who participated in the previous edition of Séries Mania Forum by ordering products or renting a space have a priority right to these same services, at the same locations, which they may exercise if they so wish by informing Séries Mania Forum and accepting the quote before 24 November 2024.

ARTICLE 4 - CANCELLATION REQUESTS BY THE CUSTOMER

Any cancellation request must be sent to the Organiser by e-mail to advertising@seriesmania.com.

In the event of cancellation by the Customer, the financial conditions of this cancellation are as follows:

- In the event of cancellation before 24 January 2025: a sum corresponding to 30% of the total price of the booking will be retained by the Organiser.
- In the event of cancellation between 24 January 2025 and 17 February 2025: a sum corresponding to 50% of the total price of the booking will be retained by the Organiser.

After 17 February 2025, the Customer remains liable for the full price of the reservation.

Refunds will be made after the Event.

ARTICLE 5 - CUSTOMER CANCELLATION REQUESTS DUE TO FORCE MAJEURE

In the event of cancellation due to reasons of force majeure (pandemic in his country, administrative police measures, flight bans, etc.), the Organiser undertakes to reimburse the Customer in full, provided that the production has not incurred costs for the Organiser. The Client's written agreement will be requested before production begins. In the event of cancellation after the start of production, the Client will be liable for the full amount of the direct production cost. The Organiser reserves the right to request official documents justifying the cancellation request.

After 17 February 2025, the Customer will remain liable for the full price of his reservation and any sums already paid will be retained by the Organiser as compensation.

ARTICLE 6 - ALLOCATION AND DISTRIBUTION OF SITES

The allocation of Pitches (including Delegates' Halls, Private Meeting Tables and Meeting Rooms) is made by the Organiser alone on receipt of the quotation signed by the Client. The Organiser is free to refuse the Client an allocation that has been specifically requested if the Location has already been allocated.

The allocation of Pitches is carried out by the Organiser using its best efforts to

take into account the wishes expressed by the Customer, while respecting the order of receipt of signed quotations and any priority rights that may have been exercised.

Participation in previous Events does not create a right to a specific Site for the Customer but does confer a right of priority if exercised under the conditions of article 3.

ARTICLE 7 - OCCUPATION AND USE OF PITCHES

In the event that the Pitch thus made available to the Customer is not occupied by the latter, the price agreed for the provision of the Pitch shall remain due and shall be paid immediately.

The Customer may only use the Pitch allocated to him/her. Irregular occupation of other spaces, pitches or annexes will be billed as an additional rental at the current rate for the price of the Pitch, in proportion to the surface area improperly occupied.

The Customer is prohibited from transferring, subletting or exchanging, whether free of charge or for consideration, all or part of the Site allocated by the Organiser.

The Customer is responsible for the Site made available to him by the Organiser, for his equipment and for the services provided there. The Customer will be responsible for any damage caused to the Site made available to him, either to the building, or to the ground occupied or to the equipment and will have to bear all the costs of repairing it, except in the case of a duly proven fault on the part of a third party or the Organiser. The Customer undertakes to inform without

delay the Organiser of any damage caused to the space made available.

The Customer undertakes not to undertake or allow to be undertaken any activity or to operate or allow to be operated any equipment that would be likely to disturb the peaceful occupation of the sites adjacent to the one made available to him.

The Customer undertakes to allow members of the site's security or safety service, the site's technical and operating staff, and the judicial or administrative authorities access to the Site made available to him.

ARTICLE 8 - ADVERTISING

The Customer must respect the deadline for sending the visuals communicated by e-mail. If they are received late, the Organiser cannot guarantee that they will be printed. The price of the service will be due if printing cannot take place due to the Client's failure to meet the aforementioned deadline.

The Organiser reserves the right to refuse any advertising creation (on physical and/or digital media):

- Which it deems to be contrary to good manners, good presentation or its editorial line.
- Whose origin would seem dubious or which would be contrary to the rules of the profession.
- Would be likely to undermine public order or morality or offend the moral, religious, cultural or political convictions of participants.

The Customer is hereby informed that the media and visuals will be destroyed at the end of the Forum. The Customer nevertheless has the option of recovering

the visuals by taking out a service with effect before the start of the event, no later than 24 March 2025. The Customer is informed that this implies that the supports must be detached from their holders, which implies a loss of 5 to 10 cm around the edges, depending on the visuals.

ARTICLE 9 - GENERAL OBLIGATIONS OF THE CUSTOMER

The Customer undertakes not to hinder the organisation of the Event in any way whatsoever. The Customer undertakes to behave ethically and to avoid any form of activity that could harm the Organiser, the smooth running of the Event or the Series Mania Festival or their respective images.

The distribution of promotional materials and products such as flyers, brochures, prospectuses, catalogues or objects of any kind is permitted only on the Site reserved by the Customer.

The Customer undertakes not to distribute these documents elsewhere within the Event or its surroundings. The Customer is reminded that it may subscribe to paying services for this purpose from Séries Mania Forum.

ARTICLE 10 - CANCELLATION OR POSTPONEMENT OF THE SERIES MANIA FORUM

In the event of force majeure, the parties agree to the following principles:

1. The parties agree to give priority to the possibility of postponing this contract with regard to the dates proposed by LILLE GRAND PALAIS ;
2. If a postponement is agreed, the sums paid by the Customer will be retained by the Organiser and will

naturally be deducted from the price still to be paid;

3. In the absence of the possibility of or agreement on a postponement, the commitments will be definitively cancelled without compensation on either side.

It is agreed that the following are considered to be events of force majeure within the meaning of the present terms and conditions:

- Events qualifying as force majeure within the meaning of paragraph 1 of article 1218 of the French Civil Code;
- The following events, even if they do not meet the conditions set out in article 1218 of the French Civil Code: war, invasion, act of terrorism, civil war, riot, strike, flood, fire, bad weather, epidemic, pandemic or administrative police measures (decree, order, etc.) taken in particular in the event of exceptional circumstances linked to an epidemic or a declaration of a state of emergency on the territory of the Event.

The sums received by the Organiser will be returned to the Customer, less the costs incurred by the Organiser on the date on which the Event is cancelled.

ARTICLE 11 - LANGUAGE

The language of the contract is French. In the event of a translation of the contract, only the French version shall be deemed authentic.

The Customer declares that he/she has fully understood the scope and content of the contractual relationship and undertakes to be bound by it with full knowledge of the facts.

ARTICLE 12 - APPLICABLE LAW - DISPUTES

These general terms and conditions are governed by French law. In the event of a dispute, the French courts will have exclusive jurisdiction.