

## REGISTRATION FORM FOR PR & MEDIA SERVICES BASELWORLD 2020

### CONTACT INFORMATION

Contact person

Company name

Department

Address

Zip Code / City

Phone

E-mail

### INVOICE INFORMATION (IF DIFFERENT)

Contact person

Company

Department

Address

Zip Code / City

### DATE AND SIGNATURE

Date

Signature

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### ORDER DEADLINE

#### EARLY BIRD

Friday January 31<sup>st</sup>, 2020

#### NORMAL PRICE

Friday April 10<sup>th</sup>, 2020

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**Kindly return  
the registration form to :**

#### DARWEL SA

CP 429, CH-1001 Lausanne  
Tél. + 41 21 310 70 70

**MANAGEMENT** Yves Vulcan  
yvulcan@darwel.ch

I agree with the terms of registration

## YOUR LATEST CREATIONS SHARED WITH MEDIA WORLDWIDE

### TWO-PRODUCT PACK: 1 NEW MODEL PREVIEW + 1 NEW MODEL BASELWORLD

**1<sup>st</sup> new model** preview broadcast from early February to mid-April 2020  
**2<sup>nd</sup> new model** presentation broadcast just before or during Baselworld 2020  
 from April 20<sup>th</sup> to May 1<sup>st</sup>, 2020

**EARLY BIRD** CHF 2,000, registration up to January 31<sup>st</sup>, 2020  
**NORMAL PRICE** CHF 3,000, registration up to April 10<sup>th</sup>, 2020

PACK	NOVELTY	PRODUCT NAME (if known at registration)	EMBARGO	PRICE (CHF)
<b>1</b>	1 <sup>st</sup> – Preview	.....	Date	CHF 2,000 up to 31.01
	2 <sup>nd</sup> – Baselworld	.....	May 1 <sup>st</sup> Other	CHF 3,000 up to 10.04
<b>2</b>	1 <sup>st</sup> – Preview	.....	Date	CHF 2,000 up to 31.01
	2 <sup>nd</sup> – Baselworld	.....	May 1 <sup>st</sup> Other	CHF 3,000 up to 10.04
<b>3</b>	1 <sup>st</sup> – Preview	.....	Date	CHF 2,000 up to 31.01
	2 <sup>nd</sup> – Baselworld	.....	May 1 <sup>st</sup> Other	CHF 3,000 up to 10.04
<b>4</b>	1 <sup>st</sup> – Preview	.....	Date	CHF 2,000 up to 31.01
	2 <sup>nd</sup> – Baselworld	.....	May 1 <sup>st</sup> Other	CHF 3,000 up to 10.04
<b>5</b>	1 <sup>st</sup> – Preview	.....	Date	CHF 2,000 up to 31.01
	2 <sup>nd</sup> – Baselworld	.....	May 1 <sup>st</sup> Other	CHF 3,000 up to 10.04
<b>6</b>	1 <sup>st</sup> – Preview	.....	Date	CHF 2,000 up to 31.01
	2 <sup>nd</sup> – Baselworld	.....	May 1 <sup>st</sup> Other	CHF 3,000 up to 10.04

DISCOUNT 5 % for 2 packs, 10 % for 4 packs, 15 % for 6 packs

**TOTAL** CHF  
without VAT

#### MATERIAL NEEDED

- Product description and technical specifications (English/French)
- 2 to 5 HD photos (min. A5, 300 dpi)
- **If available:**
  - Press release about this product in English + and all other available languages.
  - Video, clip or animation of this product

#### THESE SERVICES DO NOT GENERALLY INVOLVE AN EMBARGO.

Nonetheless, if you wish to set another deadline, kindly specify such a date. Note that an embargo may be set for any time up until the 2<sup>nd</sup> day of the show on Friday May 1<sup>st</sup>, 2020 at the latest.

#### TERMS OF PAYMENT

Payment for all selected Baselworld 2020 PR & Media services shall be made within two weeks of receipt of the bill. No discounts will be given. Should the client fail to make payment by the due date, the agent no longer guarantees fulfilment of the selected services.

## TERMS OF REGISTRATION FOR BASELWORLD 2020 PR & MEDIA SERVICES

### I. PARTIES TO THE CONTRACT

Agent: Darwel SA, Vuachère 3b, 1005 Lausanne.

Client: Company subscribing to “Baselworld 2020 PR & Media services”.

### II. PREAMBLE

The client manufactures and/or sells watches, jewellery or articles pertaining to related branches. It takes part in the World Watch and Jewellery Show (Salon Mondial de l’Horlogerie et de la Bijouterie), hereafter referred to as Baselworld. The agent is a public limited company active in public relations and media relations serving exhibitors from watchmaking, jewelery and related industries in a show like Baselworld since 1963.

### III. PURPOSE OF THE CONTRACT

The contract concerns at least one of the services defined in the Baselworld 2020 PR & Media services programme. The sum owed by the client to the agent is determined by the chosen services and the number of products for which promotion is required. Prices are clearly indicated in the Baselworld 2020 PR & Media services programme.

### IV. OBLIGATIONS OF THE AGENT

The agent undertakes to provide the services set out in the Baselworld 2020 PR & Media services programme in accordance with the client’s wishes and to do so to the best of its knowledge and ability. It may call upon one or more third parties in the fulfilment of these obligations.

The agent follows the instructions given by the client.

An exact description of services provided by the agent is given in the Baselworld 2020 PR & Media services programme.

The agent defends the client’s interests to the best of its knowledge and belief. It will keep any trade secrets to which it has had access in the course of its employment. It will keep the client regularly informed of progress made in the execution of the services the client has requested.

### V. OBLIGATIONS OF THE CLIENT

As remuneration for promotional activities, the client pays the agent a sum in accordance with selected services and the number of products, as per the price stipulated in the Baselworld 2020 PR & Media services programme.

The client authorises the agent to represent it to third parties, within the framework of this contract. The client undertakes to provide the agent or any third party appointed by the latter with all necessary materials for the execution of services the client has requested within the time limits stipulated in the Baselworld 2020 PR & Media services programme.

### VI. SUBSCRIPTION AND PAYMENT

Baselworld Exhibitors subscribe to Baselworld 2020 PR & Media services by submitting a signed registration form which must be validated by Darwel SA before January 31<sup>st</sup>, 2020 for Early Bird rates or February 28<sup>th</sup>, 2020 for standard rates. The products to which these services apply can be specified at a later date.

Payment for all selected Baselworld 2020 PR & Media services shall be made within two weeks of receipt of the bill. No discounts will be given. Should the client fail to make payment by the due date, the agent no longer guarantees fulfilment of the selected services.

Failure to make payment within the prescribed time will result in an additional fee of CHF 50 per service to compensate for administration costs. The agent reserves the right to transfer any debt resulting from this contract to Darwel SA.

### VII. SPECIAL PROVISIONS

The agent retains copyright on all works (slideshows, HTML pages, ideas, concepts, productions, texts, graphics, photos, films, etc.) which it has created. However, inasmuch as these works have material form, the agent guarantees to the client the use of all such works for the duration of the contract.

In the absence of any special agreement with the agent, the client will not retain usage rights or property rights for the intellectual creations produced under this contract following termination of the contractual relationship.

The agent accepts responsibility for the conservation of the material, in particular images and text.

Before the contract expires, the agent will ask the client if it requires such material to be returned. Should the client not require this, the agent is permitted, upon expiration of the contract, to destroy the material in question. Throughout the period of the contract the agent is permitted to destroy, without the prior permission of the client, both printed material and visual and audio supports which have not been used.

The agent does not assume any liability towards third parties with whom it enters into agreements in the name of and on behalf of the client in the case of non-payment by the latter (no del credere liability).

The client notes that the sum stated under “Purpose of the contract” will be billed by Darwel SA, Vuachère 3b, 1005 Lausanne.

### VIII. FINAL PROVISIONS

Termination of the contract prior to the dates indicated constitutes premature termination in accordance with Article 404 para. 2 CO.

The place of jurisdiction is Lausanne and the applicable law is Swiss law.