



TRADE AGREEMENT

PLMA's U.S. Trade Show - Chicago, 17-19 November 2024

EKOAGROS, PI

Laisves al. 67,

LT-44304

Kaunas Lithuania

LitFood will set forth to organize a Lithuanian Pavilion (hereinafter known as the “Organizer”) in the Private Label Trade Show, 17-19 November 2024 at the Donald E. Stephens Convention Center in Chicago. In order to confirm the Organizer’s participation in said Trade Show, this agreement must be signed and returned to PLMA.

PLMA will provide the Organizer with *14 Units* of exhibit space and the pavilion stand package including construction, at a total cost of *US \$51,725*. The total space will occupy 12 exhibiting units and 2 complimentary units in the Food Hall Section. In addition, at a cost of \$1,700, PLMA will provide overhead graphics to identify the pavilion. The space allotment and configuration of the Pavilion is subject to the floor layout and space availability.

Each unit of exhibit space measures 10’ x 10’ (or approximately 3m x 3m) and each special pavilion stand package will include laminated separation walls, 3 shelves, information counter, round conference table with 3 chairs, carpet, wastebasket, company name fascia and daily vacuuming. The individual companies and/or the Organizer will be responsible for any additional services such as electricity, custom graphics, etc, which may be arranged through PLMA’s official stand contractor, Rosemont Exposition Services.

Each individual company, as well as the Organizer, is responsible for complying with the Rules and Regulations of the show. Exhibit stands may not be shared by multiple companies, even if they operate under a single consortium.

The Organizer agrees that each individual exhibiting company will pay the International Council membership dues which is the equivalent of PLMA’s regular membership dues of between Eur 1,500 and Eur 4,500 directly to PLMA, in accordance with a membership application to be completed by an officer of each individual company. Each company must also complete the standard Application to Exhibit, sign and return the original to PLMA before receiving a stand assignment.

The membership fee is non-refundable. If any company terminates their participation in the show, the membership cannot be transferred to another company. PLMA will however consider transferring the stand payment to another company if PLMA deems that the company can be placed in the pavilion without conflict of competing products with neighboring companies outside of the Lithuanian Pavilion. Membership payment for the new company would be required. Refund for stand payment will be based on the refund schedule provided in the Rules and Regulations of the Application to Exhibit.

Any request to cancel all or partial stand space, whether sold or unsold, must be made in writing by the Organizer to PLMA. No refunds will be issued for cancellations received after **6 September 2024**.

Upon request, the Organizer must provide a preliminary list of participating exhibitors, including the total number of stands sold or held. PLMA may request this pavilion list at any time during the calendar year. PLMA, at its own discretion, may request or require the Organizer to reduce the total reserved exhibit space from the Organizer's Pavilion and issue an appropriate refund, if necessary.

PLMA's 2024 show at the Donald E. Stephens Convention Center is segmented into food and non-food sections. Exhibitors will be assigned stand space based on their exhibiting products and respective to the food and non-food sections of the show and/or as agreed upon by PLMA and LitFood. **The Organizer will provide tentative stand assignments to PLMA for review and approval. Final stand assignments within the Organizer Pavilion will be determined by PLMA.**

Each exhibiting company will receive two (2) admission badges for use by full time personnel of the company. Additional badges for full time personnel are US \$175 each. Badges for non-member sales representatives/brokers are US \$495 each. The Organizer is entitled to receive admission badges for use by full-time personnel, with such job titles as International Trade Directors, Commercial Managers, Export Promotion Officers, and visiting government or embassy officials. The Organizer's personnel list must be submitted to PLMA for approval as soon as it is available.

The Organizer will make every effort to give PLMA all necessary information about the individual exhibiting companies, including the membership application by **6 September 2024**, and recognizes that information given later than this date may not be included in the Official Program Guide. Furthermore, any company that has not returned their original signed Application to Exhibit will not be printed in the Official Program Guide.

PLMA is not liable for any loss, damages, or expense incurred by the Organizer as a result of the cancellation, abandonment, modification, entailment or postponement of the trade show for reasons beyond PLMA's control, including without limitation, an act of war, insurrection, strike, natural disaster, the curtailment of transportation to the exhibition site, Government order or regulation, or public health crisis, which circumstance(s) makes it impossible, inadvisable, or commercially impracticable to hold the Show as originally planned.

If circumstances beyond PLMA's control, do not allow for the Show to be held in the year 2024, the Organizer's exhibit space payment will be applied to the 2025 PLMA Private Label Trade Show, after deduction of a fee for costs already incurred by PLMA for the 2024 Show, which will not exceed 35% of the Organizer's space payment.

The above is agreed to on behalf of the Organizer and its individual companies exhibiting in the Private Label Trade Show.

VIRGINIJA LUKŠIENĖ

Name (Print)


Signed by LitFood



ANTHONY ALOIA

Name (Print)


Signed by PLMA

9 October 2024