

4th Edition

FINE FOOD & BEVERAGE TRADE SHOW

MIAMI 2017 • JUNE 29-30

MACC Miami Airport Convention Center



www.savbor.org

Contact booth information: registration@ffbshow.org

**Entrada incluye premium cigar*



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¿QUÉ ES SAVBOR FINE FOOD & WINE?

SAVBOR Fine Food & Wine Exhibition, muestra anual de referencia en la ciudad de Miami, en la que se exponen productos de alimentación y bebidas de calidad de origen español, celebra su cuarta edición el próximo 29 y 30 de Junio, 2017.

Caracterizada por la máxima especialización en el producto de calidad, y enfocado en las necesidades de la industria alimentaria y enológica, **SAVBOR** es el mejor escaparate y plataforma para reunir a los mejores productores de la industria y profesionales del sector que desean internacionalizar su negocio y ampliar sus relaciones comerciales en Estados Unidos y alrededores.

¿A QUIEN ESTÁ DIRIGIDO SAVBOR?

La participación en **SAVBOR** está destinada, principalmente, a aquellas empresas fabricantes de productos de calidad y delicatessen que deseen exportar sus productos a Estados Unidos, Sur América y Caribe, aprovechando la localización estratégica de Miami como plataforma para la consecución de dicho objetivo.

¿QUE LO HACE DIFERENTE? Nos hacemos destacar por:

- Evento único que ofrece una exposición significativa a la industria de los servicios alimentarios para la industria de cerveza, vino y bebidas espirituosas
- No estarás abrumado con la competencia ya que somos más pequeños y más exclusivos que otros eventos con este propósito.
- Ubicación: Miami es la puerta de acceso al hemisferio sur.



SAVBOR 2017 INFORMACION DE LA EXPOSICIÓN

¿QUIÉN EXHIBE?

Todos los productos de alimentos y bebidas:

- Productos horneados
- Bebidas no alcohólicas
- Condimentos
- Confitería
- Lechería
- Granos, Cereales y Pastas
- Carne, pescado y aves de corral, etc.
- No comestibles
- Aceites, Vinagre, Salsas, Condimentos
- Bocados
- Mucho más

¿QUIÉN ASISTE?

- Restaurantes
- Supermercado
- Servicio de comidas
- On & Off Premise compradores de cerveza de artesanía, vino fino y licores de artesanía
- Hotel / Motel
- Distribuidores
- Tiendas de clubes
- Minoristas de masas

¿QUE HAY DE NUEVO EN 2017?

- **Muestra de Nuevos Productos** - El 84% de los compradores que asisten, afirman que la principal razón por la que acuden a las ferias comerciales es para descubrir nuevos productos. Teniendo esto en cuenta, ofrecemos un área especial de exhibición que abarca sólo nuevos productos.
- **Vinos del Mundo** - Una nueva área de la exposición cubrirá estrictamente sólo vino. Esta zona se presta a una experiencia en la ruta del vino, donde el profesional de la industria del vino y el consumidor puedan degustar vinos de todo el mundo
- **Bebidas Espirituosas Artesanales** - En ningún otro lugar en el sureste de Estados Unidos se puede exponer una marca de bebidas espirituosas artesanales a cientos de compradores que buscan construir su cartera.
- **Comida para el Pensar**- ¿Vende alimentos orgánicos, sin gluten u otros alimentos saludables? La respuesta es SI esta es el área para su marca.
- **Gran Selección de Productos Gourmet** - ¿Es usted un fabricante de utensilios de cocina, cubertería fina, electrodomésticos de primera línea, licores de mesa, caviar o trufas? (Para nombrar algunos) El área de nuestra Gran selección de productos Gourmet para usted.

CONFERENCIAS Y SEMINARIOS

Otra razón importante por la que los compradores asisten a SAVBOR y a las ferias en general es aprender. De hecho, el aprendizaje de nuevas técnicas, tendencias de la industria, las regulaciones federales y estatales, etc. es la segunda razón más importante por qué los compradores asisten a las ferias.

SAVBOR 2017 no es una excepción y por ello tenemos un importante programa de conferencias y seminarios en desarrollo:

- Los expositores podrán participar en las conferencias y seminarios
- No hay costo para que los expositores participen
- Dependiendo del tipo de conferencia o seminario puede que tenga que estar preparado para ofrecer muestras
- Las conferencias y seminarios sólo se llevan a cabo por la mañana cuando se cierran las exposiciones comerciales.
- Dos tipos de conferencias - Panel o Solo orador

VISIÓN DE LA PUBLICIDAD Y EL MERCADEO

- Relaciones Públicas - Más de 300 medios de comunicación recibirán comunicados de prensa.
- Los puntos de venta se definen como TV, impresos, bloggers de alimentos / bebidas, etc.
- Social Media - Facebook, Pinterest, & Instagram.
- Impresión - periódico de la comunidad, y Miami Herald.
- Invitaciones de correo electrónico del participante anterior con llamadas telefónicas de seguimiento
- Listas de Calendario - Más de 40 sitios web.
- Mercadeo Digital - Anuncios en los 100 mejores sitios we

“El 96% de los expositores encuestados consideran haber tenido una positiva experiencia y aconsejarían exponer en SAVBOR”

¿QUÉ OPINAN QUIENES YA HAN PARTICIPADO EN SAVBOR?

- *“SAVBOR fue para nosotros una verdadera revelación, y tenemos el firme deseo de participar en la próxima edición.” (Greg Bon-Mardion, SudAmeris)*
- *“SAVBOR se ha convertido en cita obligada para exhibidores de alimentación y bebidas en USA” (José Poyatos, Vinamericas)*
- *“Excelente organización y óptimos resultados.” (Unai Urtizberrea, Jamón 5J's)*
- *“El evento estuvo muy bien hecho, tuvimos un resultado extremadamente positivo. Los clientes quedaron contentos con la gran variedad de productos. Excelente!” (Pepe Vila, Paneamore)*
- *“Hemos conseguido varios distribuidores a través de SAVBOR. Todo quedo excelente!” (Gabriel Pol, NESPRESSO)*
- *“Para nosotros SAVBOR es la mejor plataforma para importar cervezas internacionales.” (Paula Mena, Le Bon Vivant)*



- *“Muestra de referencia para encontrar nuevos productos por desarrollar en el estado de la Florida y alrededores” (Patrick Bachelier, Bemka)*
- *“Excelente organización, óptima variedad y calidad de productos expuestos” (Carl Edvard, Consultor)*
- *“¡Volveremos el año que viene! ¡Organización perfecta y una entrada comercial importante para nuestra compañía en el sector de alimentos de la especialidad del sur de la Florida!” (Marc Navailles, Terrasur)*

EVENTO

Dias: 29 y 30 de Junio, 2017

Localizaci

MACC Convention Center
711 NW 72nd Ave
Miami, FL 33126



SAVBOR PROGRAMACION	
Jueves 29 Junio, 2017	Viernes 30 Junio , 2017
9:30 am - 12:45 pm – Preparación	9:30 am – Abierto para reuniones pre-programadas
10:30 am- 11: 30am Seminario: Regulación FDA	10:00 am- 11:00 am Seminario: Como vender más vinos en los restaurantes
12:00 pm – Abre el evento a profesionales	12:00 pm – Abre el evento a profesionales
6:00 pm – Termina el evento	6:00 pm – Termina el evento

MODELOS DE STAND Y TARIFAS

A. PAQUETE DE PLATA (cabina de 10x10 pies - 3x3 m) | \$ 1.750

Pregúntenos acerca de los descuentos anticipados.

El espacio anterior incluirá:

- Una lista gratuita en el directorio de espectáculos
- Una (1) mesa vestida de 8 pies
- Dos (1) sillas
- Puede asistir en un seminario o conferencia solamente

B. PAQUETE DE ORO: (cabina de 20x10 pies - 6X3 m) | \$ 1,950

Pregúntenos acerca de los descuentos anticipados.

El espacio anterior incluirá:

- Una (1) mesa vestida de 8 pies
- Dos (2) Sillas
- Su logotipo en nuestro sitio web y directorio
- Puede asistir a un seminario o conferencia

C. PAQUETE DE PLATINO: (30x10 pies - 9X3 m) | \$ 2.250

Pregúntenos acerca de los descuentos anticipados.

El espacio anterior incluirá:

- Una (1) mesa vestida de 8 pies
- Dos (2) Sillas
- Su logotipo en nuestro sitio web
- Participación en seminarios
- Anuncio gratuito de media página en el directorio show
- Folleto del producto Entregue en la entrada

AGENTE DE LA FDA: El Gobierno de los Estados Unidos alienta a propietarios de empresas nacionales e internacionales, operadores y otros agentes que fabrican, procesan, envuelven, distribuyen o reciben cualquier tipo de vitamina, medicamento o cualquier otro producto consumible a registrarse con la FDA (Food and Drug Administration)

Servicios del Agente Residente de la FDA ofrecidos a los participantes. Si necesita los servicios del Agente Residente de la FDA, póngase en contacto con nosotros.

SERVICIOS INCLUIDOS

El siguiente material será proporcionado por el programa:

- Mantel
- Glas de degustación
- Jarras de agua, enfriadores de botellas y espitas de vino.
- Hielo

OTRA INFORMACIÓN

La organización del evento es responsable de los servicios de limpieza, servicios de seguridad y, en general, el mantenimiento adecuado del espectáculo.

PAQUETES DE PATROCINIO

Ofrecemos 4 diferentes paquetes de patrocinio a nuestros patrocinadores.

Patrocinadores Titulares: \$ 25,000.00 USD

- Patrocinadores del evento general incluyendo SAVBOR GASTRO
- Sólo 1 patrocinador titular
- Cóctel al final del primer día para hasta 250 personas
- Patrocinador y / o expositor exclusivo en su categoría de negocio
- Destacados en todos los eventos de publicidad y PR
- Comunicado de prensa dedicado
- Destacado en todas las señalizaciones de eventos
- Incluye stand 20x20 en ubicación privilegiada
- Logo es el más grande posible
- Señales incluidas en todos los seminarios
- Su material promocional entregado a las habitaciones de todos los asistentes

Patrocinadores de Anfitrión: \$ 15,000.00 USD

- Patrocinador de un área o pabellón de funciones
 - 1 Patrocinador anfitrión por sección
 - Exclusivo en su categoría
- Destacados en nuestro sitio web
- Incluye un stand de 10x30
- Destacados en toda la publicidad y PR
- Toda la señalización del espectáculo
- El logotipo es ½ del tamaño del más grande posible
- Desayuno al comienzo del día dos para 100 personas
- Salidas en la entrada

Patrocinadores de Presentación: \$ 7,500.00 USD

- Exclusivo en su categoría
- Incluido en todos los anuncios y PR
- Comunicados de prensa dedicados
- Incluye un stand de 10x20 en ubicación privilegiada
- Incluido en todas las señalizaciones de eventos
- El logotipo es ¼ del tamaño del más grande posible
- Documentos a la entrada

“Special Thanks Sponsors”: \$ 4,000.00 USD

- Incluidos en nuestra página web, algunos anuncios impresos de consumo, y comunicados de prensa
- Destacado en todas las señalizaciones de eventos
- Logo es 1/8 del tamaño del más grande posible
- Incluye un stand de 10x10



EXHIBITOR BOOTH AGREEMENT
Miami Convention Center

EXHIBITING COMPANY INFORMATION		
Company Name:		
Address:		
City:	State:	Phone Number:
Zip Code:	Web:	E-mail:

CONTACT PERSON FOR THE MANAGEMENT OF THE STAND		
Full Name:		
Address:		
Town:	Province:	Email:
Tel:	Mvl (opcional):	Fax:

(Note: ALL Product listed below must be approved – ANY product not listed and approved will not be permitted in your booth).

EXPOSED PRODUCT INFORMATION		
Product	Brand	Category

BOOTH SIZE	
Stand 10X10	
Stand 20X10	
Electricity: 110-volt out: \$55/h	
Electricity: 110-volt out: \$95/h	

DISCOUNT APPLY	
Chamber of Commerce Member	
Early Registration	

DATE: _____ **SALES REPRESENTATIVE:** _____
I would like to reserve booth # _____ booth size _____

PAYMENT INFORMATION:
TOTAL Booth Cost: \$ _____
 Deposit Due Date: _____ (IF APPLICABLE)
Deposit with signed contract is: (SUBTRACT) \$ _____
Balance Due Amount: \$ _____

PAYMENT BY CREDIT CARD AUTHORIZATION		
Full Name on card:		
Credit Card Number:		
Card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex <input type="checkbox"/> Other	Expiration date:	CVV:
Biling Address:	Signature:	
PAYMENT BY BANK TRANSFER		
Concept: Company Name + SAVBOR SAVBOR FFBS 2017		
Banking entity: Total Bank Address: 2720 Coral Way Miami, FL 33145		
Holder: Spain US Chamber of Commerce INC.	IBAN: 0019679006	ABA SWIFT: TLBKUS3M
Account Number: 19679006	+ \$30 wiretransfer fee*	
PAYMENT BY CHECK		
Please make checks to: Spain US Chamber 2153 Coral Way, 4 TH FLOOR Miami, FL 33145		

Proof of payment of the fee Reserve Area (50 % of the cost). This payment will be made by check, bank transfer or credit card authorization (in attachments).

The payment of the second installment will be made no later than 15 days before conducting the activity. Otherwise, you lose both the space reserved and the 50 % deposit.

EXHIBITING TERMS & CONDITIONS:

I have read all the terms and condition set herein and agree to abide by all. I must pay all booth fees as per the schedule listed in this agreement and understand that failure to do so will result in the cancelation of my booth and loss of all money paid. No agreement is final until approved by SAVBOR FFBS and a signed by a company officer.

Title:

Date:

Print Name:_____
Signature here X:**Contact Information: Nilka del Rosario****+ 1 305 358 5988 | registration@ffbshow.org**

Terms and conditions

APPLIES TO: SAVBOR 2017

From now on called SAVBOR FFBS

1. **Damage to Property.** Exhibitor is liable for any damage caused by Exhibitor and its agents to the building, including, without limitation, doors, floors, walls, columns or ceilings, to standard Booth equipment, or to other Exhibitors' property. Exhibitor may not apply paint, lacquer, adhesives, tapes or other coating to building doors, floors, walls, columns or to standard Booth equipment.
2. **Subleasing.** Exhibitor shall not assign, sublet, share or transfer all or part of its Booth, without the prior written consent from SAVBOR FFBS. Exhibitor may not exhibit or advertise articles not approved by SAVBOR FFBS, except where such articles are required for the proper demonstration or operation of its display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification of such items. The decision by SAVBOR FFBS in all instances shall be final. Exhibitors will not display any items not specified in this Agreement and Exhibitor will permit only authorized representatives of Exhibitor to work in Exhibitor's Booth.
3. **Signs.** No display or advertising will be allowed to extend beyond the Booth space allotted to Exhibitor. Exhibitor's display shall be admitted and shall remain from day to day solely on strict compliance with the rules set forth herein. SAVBOR FFBS reserves the right to reject, eject or prohibit any Exhibitor or display, in whole or in part if exhibitor violates any of the show rules either written or oral.
4. **Limitation of Liability.** Exhibitor agrees to indemnify and hold harmless SAVBOR FFBS, the organizer, its affiliates, the exhibition hall facility and the City in which the event is held. Owners, directors, officers, employees, representatives and other agents (collectively, the "Indemnified Parties") against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind arising from or related to this Agreement, the Exhibitor's participation in the Show, including, without limitation, by reason of personal injuries, death, property damages or any other cause sustained by any person. The Indemnified Parties shall not be responsible for any loss or damage to displays or goods belonging to Exhibitor, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. Such items are brought to the Show and displayed at Exhibitor's own risk and should be safeguarded at all times and covered by Exhibitor's own insurance as necessary and as specified below. Notwithstanding any other provision of this Agreement, under no circumstances shall SAVBOR FFBS be held liability to Exhibitor arising under this Agreement or related hereto exceed amounts paid as Booth Rental Fees by Exhibitor hereunder. Exhibitor agrees that SAVBOR FFBS, its affiliates nor any third parties nor any of their owners, directors, officers, employees, representatives or other agents shall have any liability in the event of any errors in any promotional material or electronic system where Exhibitors name or information may appear. Exhibitor agrees to indemnify SAVBOR FFBS and its affiliates and their respective owners, directors, officers, employees, representatives or other agents against and hold each of them harmless from any claims and from all damages, costs and expenses, including without limitation, attorneys' fees, and amounts paid in settlement incurred in connection with claims arising out of the acts or negligence of Exhibitor and Exhibitor's owners, directors, officers, employees, representatives or other agents.
5. **Show Floor Plan.** SAVBOR FFBS reserves the right, in its sole discretion and for any reason, to change the location of the Booth requested by Exhibitor.
6. **Default in Occupancy.** Exhibit booths must be manned at all times by exhibitor personal during show hours. Booths that are not manned may be closed down by SAVBOR FFBS.
7. **Lotteries/Contests.** The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and only if prior written approval has been obtained from SAVBOR FFBS.
8. **Exhibitor Conduct.** Retail sales are permitted during the course of the Show it is the exhibitor's responsibility to collect all sales and other taxes and be licensed with the proper license for the product or service being provided. The sale or distribution of any goods or items that interfere with the activities or obstructs access to neighboring Exhibitor's Booths, or that impedes in anyway is prohibited. No goods or items containing any product other than the products or materials made, imported, distributed, or used by Exhibitor in Exhibitors' product or service may be distributed without the prior written consent of SAVBOR FFBS. Exhibitor shall conduct and operate its display so as not to annoy, endanger or interfere with the rights of other Exhibitors and Visitors. Any practice resulting in complaints from any other Exhibitor or Visitor, which, in the sole opinion of SAVBOR FFBS interferes with the right of others or exposes them to annoyance or danger, may be prohibited by SAVBOR FFBS.

Exhibitor's authorized representatives will conduct business, including but not limited to the taking of orders, the preparation and/or sampling of products and the distribution of product literature, only from within Exhibitor's Booth.

9. Guarantees – SAVBOR FFBS cannot and does not guarantee results of any kind. Results are defined as sales of exhibitor product or service at or post show, attendance quantity and quality or anything else that might be seen as a guarantee of success to an exhibiting company.

10. Employment Displays. Displays for the purpose of soliciting prospective employees and employee-recruiting activity of any kind, are specifically prohibited unless with prior written permission from SAVBOR FFBS.

11. Cancellation by Exhibitor. In the event the Exhibitor cancels all or part of the contracted exhibited space there are no refunds or returns of any money paid unless previously agreed to by SAVBOR FFBS.

12. Downsizing or Reducing Booth Space. Exhibitor may reduce the size of their exhibit space with prior written approval of SAVBOR FFBS only. All money previously paid will be applied towards the reduced space and there will be no refunds.

13. Termination of Displays. In the event that the exhibition hall facility in which the Show is to be conducted shall become, in the sole discretion of SAVBOR FFBS, unfit for occupancy, or in the event that the holding of the Show, or the performance of SAVBOR FFBS under this Agreement are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of SAVBOR FFBS, this Agreement and/or the Show (or any part thereof) may be terminated by SAVBOR FFBS. SAVBOR FFBS shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of cause or causes not reasonably within the control of SAVBOR FFBS. If SAVBOR FFBS terminates this Agreement and/or the Show (or any part thereof), then SAVBOR FFBS may retain such part of Exhibitor's Booth Rental Fee as shall be required to compensate SAVBOR FFBS for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.

(13. Continued) For purposes hereof, the phrase "cause or causes not reasonably within the control of SAVBOR FFBS shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, governmental restraints, restraints or orders of civil defense or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbance, inability to secure sufficient labor, technical or other personnel failure, impairment or lack of adequate transportation facilities, inability to requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial and whether constitutional or unconstitutional; or act of God.

14. Admission. Show will be open to the public at admission prices as set by SAVBOR FFBS. Each Exhibitor shall be provided with complimentary badges, a limited amount of free invitations and as many discount coupons as an exhibitor may require. Exhibitor shall be able to purchase additional tickets at the lowest discount admission price. Exhibitor shall not permit any person less than 16 years of age to work in Exhibitor's Booth.

16. Resolution of Disputes at the Show. In the event of a dispute or disagreement at the Show between: Exhibitor and Contractor; Exhibitor and any laborer; Exhibitor and another Exhibitor or other Exhibitors; Exhibitor and Attendee(s); Exhibitor and any Show Representative (including but not limited to Show Management); or Exhibitor and any other third party; then Exhibitor agrees to be bound by SAVBOR FFBS decision concerning the dispute.

17. Delivery of Goods and Displays. SAVBOR FFBS is not responsible for the delivery of any displays, goods or other items. Exhibitor shall provide a list of anticipated deliveries to the Official Show Contractor. Exhibitor shall provide for the shipping, transportation and receiving of all shipping containers and for verifying and acknowledging their contents. All shipping containers must be clearly marked. If Exhibitor is not present to receive its shipment SAVBOR FFBS or its Contractors may store, unpack or return such shipments in SAVBOR FFBS sole discretion and at Exhibitor's expense, risk and peril. Exhibitor must receive delivery of all necessary materials no later than the time specified in the Exhibitor's Manuel Guidelines. The Official Show Contractor will provide drayage service as specified in the Exhibitor's Manuel Guidelines.

18. Customs. Exhibitor is solely responsible for clearing all foreign-made displays, goods and other items through customs.

19. Care and Removal of Displays. SAVBOR FFBS will maintain the cleanliness of all aisles. Exhibitor must, at Exhibitor's expense, keep displays clean and in good order at all times. Exhibitor must keep packing material, items not used in the displays and any personal belonging out of sight. All displays must remain fully intact until the Show has officially ended. Disturbing or dismantling a display prior to the official closing hour of the Show will not be permitted. Displays must be removed within one day following the conclusion of the Show. In the event any Exhibitor fails to remove its Display in the allotted time, SAVBOR FFBS reserves the right, at Exhibitor's expense, to ship the Display through a carrier of SAVBOR FFBS choosing or to place the same in a storage warehouse subject to Exhibitor's disposition or make such other disposition of the property as it may deem desirable without any liability to SAVBOR FFBS.

20. Insurance. While SAVBOR FFBS will carry overall event insurance as per the requirements of the exhibit hall it is recommended that exhibitors carry their own separate policy specifically naming the event as also insured. Contact SAVBOR FFBS if you would like details of our insurance coverage.

21. Agreement Non-Assignable. The Agreement is non-assignable by Exhibitor, without the Agreement by SAVBOR FFBS Exhibitor Agreement shall be null and void and shall constitute a breach of the Agreement and shall grant SAVBOR FFBS the right to cancel the Agreement.

22. Cancellation of Show. If SAVBOR FFBS cancels the Show because of an Event of Force Majeure as defined below and the Show is rescheduled within six months of the original Show dates, Exhibitor's rental fee for exhibition space shall be applied to pay for Exhibitor's rental space in the rescheduled show. If Exhibitor elects not to participate in the rescheduled Show, its rental fee shall not be refunded and shall be deemed earned by SAVBOR FFBS. If the Show is cancelled and not rescheduled as set forth above, SAVBOR FFBS will refund that portion of Exhibitor's rental fee, if any, that SAVBOR FFBS does not apply to pay its direct expenses of the cancelled Show. Any refunds of rental fees will be prorated among all Exhibitors. If SAVBOR FFBS's direct expenses equal or exceed all Exhibitor rental fees, no rental fees will be refunded. For the purpose of this paragraph, direct expenses shall mean all expenses of the Show incurred by SAVBOR FFBS other than its indirect administrative overhead expenses. SAVBOR FFBS's determination of its direct expenses shall be deemed final and shall not be subject to challenge by any Exhibitor. SAVBOR FFBS shall not be liable for any losses or damages of any type or description, including consequential and/or incidental damages, suffered by Exhibitor as a result of any rescheduling or cancellation of the Show.

23. Force Majeure. The rights of SAVBOR FFBS under this contract shall not be deemed waived except when specifically stated in writing and signed in writing by an authorized officer of the SAVBOR FFBS. There is no other agreement of warranty between Exhibitor and SAVBOR FFBS, except as set forth in this document. SAVBOR FFBS shall not be deemed to have breached this agreement by reason of its failure to perform any of its obligations if caused by strikes, natural disasters, hurricanes or tropical storms, acts of a public enemy, riots, terrorism, interference by civil or military authorities, compliance with proclamations, delays in transit or delivery on the part of transportation companies, or other causes beyond the reasonable control and without the fault of SAVBOR FFBS, or if caused by any act or failure to act of another party (an "Event of Force Majeure"). Upon the occurrence of any Event of Force Majeure specified above that results or will result in a delay in or cancellation of the Show or otherwise affects SAVBOR FFBS's performance under this agreement, SAVBOR FFBS shall promptly give notice to the other party of the occurrence and the effect or anticipated effect of the occurrence on the performance of SAVBOR FFBS's obligations under this agreement. SAVBOR FFBS will use reasonable efforts under the circumstances to eliminate or minimize the adverse impact of the occurrence on its performance under this agreement.

24. Arbitration and Choice of Law. Any controversy or claim arising out of or related to the breach there of, shall be settled exclusively by arbitration held in Miami, Fl. and administered by the American Arbitration Association under its Commercial Arbitration Rules. SAVBOR FFBS and Exhibitor agree that such arbitration shall be final, binding and non-appealable. Judgment upon the award may be entered in any court having proper jurisdiction. SAVBOR FFBS and Exhibitor expressly waive their rights to a jury trial and to appeal from the arbitration. If any arbitration or the proceeding is commenced pursuant to this Section, the prevailing party shall be entitled to recover from the other party all reasonable attorney's fees, costs and other disbursements actually incurred by it in connection with such arbitration or other proceeding and in enforcing any award, order or judgment thereby obtained. The validity, construction and performance of this Agreement shall be governed by and interpreted in accordance with the laws of the State of Florida, exclusive of its conflicts of law provisions. Each party hereby consents to the exclusive jurisdiction and venue in the state and federal courts in Miami, Fl.