

Adelaide Fringe Advertising Sales Terms and Conditions

Adelaide Fringe Incorporated ABN 71 660 859 461 (**Adelaide Fringe**) and the party referred to as the "Client" in the Booking Form (**Client**) agree that Adelaide Fringe will provide certain corporate advertising services (**Advertising Services**) for the Client, in accordance with these terms and conditions (T&Cs).

By clicking **Accept**, the Client agrees to be bound by these T&Cs:

1. Provision of Advertising Services

1.1 The Client may submit one or more Booking Forms. Once these T&Cs are accepted by the Client, the Booking Form will constitute a separate agreement by Adelaide Fringe to provide the Advertising Services specified in that Booking Form on the terms and conditions set out in these T&Cs (Booking). To the extent of any inconsistency between these T&Cs and the contents of any Booking Form, these T&Cs will prevail.

2. Subject to these T&Cs, Adelaide Fringe will display each Advertisement using the media and on the date(s) specified in the Booking Form (if any). Adelaide Fringe will use its reasonable endeavours to publish the Advertising in the format and in the position agreed with the Client. **Right to Vary Format, Placement or Distribution**

2.1 Adelaide Fringe will use reasonable efforts to publish Advertising in the format and in the position requested by the Client. However, Adelaide Fringe reserves the right to vary the placement of Advertising or to change the format of Advertising. The Client must pay the full price for Advertising even if Adelaide Fringe varies the format or placement of the Advertising.

2.2 Adelaide Fringe will endeavour to publish any Advertising in the primary genre of the nominated event, unless otherwise requested by the Client. Any requests for placement outside of the primary genre are not guaranteed, as per clause 2.1. Adelaide Fringe reserves the right to shrink or enlarge the Advertisement by up to 10% without notice to Customer or any change to rates.

2.3 Copy may be amended to fit with Adelaide Fringe brand standards without notice to customer or any change to rates.

3. Payment

3.1 The Client must pay to Adelaide Fringe the fee described as the 'Total Cost' in the relevant Booking Form in accordance with this clause 3 (Advertising Fee), either upfront in full or by way of a 50% deposit upon booking and the balance in full no less - 2 - 93836 | 227454 | NJB Legal01/15045564_2 than 3 business days before the date that the Advertisement is scheduled to be published or broadcast.

3.2 Adelaide Fringe will invoice the Client for the payment option selected in the Booking Form and such invoice will be payable within 14 days by electronic funds transfer to the bank account nominated by Adelaide Fringe.

3.3 Adelaide Fringe may require the Client to pay any production costs and other out of pocket expenses that are part of the Advertising Fee prior to incurring those costs and expenses.

4. Sponsorship and Partnership Clients

If the Client is party to a current Sponsorship Agreement with Adelaide Fringe under which it receives a specified amount of Advertising Services, the Advertising Fee will be deducted from the allocation of Advertising Services granted to it under the Sponsorship Agreement (if any).

5. Advertising Material

5.1 Adelaide Fringe will not be required to display any advertising material and content supplied by the Client (**Advertisement**) unless the content of the Advertisement (or changes to any Advertisement) is approved by both Adelaide Fringe and the Client.

5.2 The Client is responsible for the content of all Advertisements and must ensure that:

(a) all necessary consents and approvals required to prepare, produce, publish and display the Advertisement, including in relation to all intellectual property rights in any Advertisement, have been obtained; and

(b) any Advertisement does not contain any material that is deemed by Adelaide Fringe to be defamatory, false, misleading or deceptive, offensive, obscene, indecent, inflammatory, pornographic, infringes the rights of any person (including without limitation any intellectual property rights) or breaches any law.

5.3 The Client grants to Adelaide Fringe a non-exclusive, non-transferable licence to use the Advertisement for the purposes of publishing or broadcasting the Advertisement as described in the Booking Form and these T&Cs.

5.4 By submitting an Advertisement to Adelaide Fringe, the Client represents and warrants to Adelaide Fringe that the Advertisement complies with clause 5.2 and that the Client has the right and authority to grant the right in clause 5.3.

5.5 Adelaide Fringe will use reasonable endeavours to reproduce Advertisements as provided by the Client, however the Client acknowledges and agrees that Adelaide Fringe is not responsible or liable for the quality of any Advertisement published or broadcasted or any failure to publish or broadcast any Advertisement because of any other cause beyond Adelaide Fringe's reasonable control.

5.6 Adelaide Fringe will use reasonable endeavours to place Advertisements relevant to respective genres in the Fringe Guide but cannot guarantee requests for placement on a specific page. Where the client has requested right hand placement, which incurs a 10% surcharge, reasonable efforts will be made to make meet the request. If this is not possible, the Client will be entitled to a refund of the right hand side surcharge only.

5.7 Notwithstanding any other provision of these T&Cs, Adelaide Fringe may without any liability to the Client, reject, cancel or require amendment of, or remove or refuse to display or publish any Advertisement, which it considers (in its sole discretion) does not comply with clause 5.2, or is otherwise inappropriate, undesirable or unsuitable. However, Adelaide Fringe has no obligation to monitor, edit, or delete any Advertisement (although it may do so).

5.8 The Client agrees to comply promptly with the reasonable requests or directions of Adelaide Fringe in relation to the production or publication of any Advertisement, including any directions relating to the content of an Advertisement or supply of material required to be provided by the Client to enable Adelaide Fringe to display the Advertisement, including without limitation any visual and audio material.

6. Cancellations

6.1 The Client may cancel the display of an Advertisement by notice in writing to Adelaide Fringe not less than [21] days prior to the applicable date on which the Advertisement will be displayed.

6.2 If the Client cancels the display of an Advertisement less than 21 days prior to the applicable publication date, the Client will remain liable to pay the Advertising Fee in full and Adelaide Fringe will not be required to provide the Client with any credit or refund in relation to that Advertisement. **Advertising artwork and copy must be supplied by the Client for approval at least fourteen (14) days prior to the Advertisement running unless otherwise specified. It is the responsibility of the advertiser to provide finished artwork, and any advertising for which artwork is not received will still be charged in full.** Adelaide Fringe may accept late Advertising for publication at their discretion, however Adelaide Fringe has sole discretion to treat this as a cancellation. In this event the Client remains liable to pay the Advertising Fee in Full and Adelaide Fringe will not be required to provide the client with any credit, refund, or make good in relation to that Advertisement.

7. Termination

7.1 Adelaide Fringe may terminate a Booking or these T&Cs without liability if the Client breaches these T&Cs and fails to remedy such breach within 7 days from a notice requesting them to do so (including any failure to pay the Advertising Fee) or if the Client enters into or is placed under any form of insolvency administration.

7.2 Upon termination of a Booking in accordance with clause 7.1, without prejudice to any other rights or remedies it may have, Adelaide Fringe may:

- (a) require the Client to immediately pay in full any monies unpaid by the Client to Adelaide Fringe;
- (b) require the Client to pay in advance all amounts in respect of subsequent Bookings;
- (c) recover from the Client all costs, fees, and disbursements relating to any action taken by or on behalf of Adelaide Fringe to recover monies from the Client; and/or
- (d) cease or refuse to provide any further Advertising Services to the Client including cancellation of the production or broadcast of any Advertisement which has not been broadcast on or before the date of the Event of Default.

7.3 Termination of these T&Cs will not affect any accrued rights or remedies either party may have.

8. Variation

These T&Cs as they apply to a Booking may be varied only by agreement in writing between each of Adelaide Fringe and the Client. Adelaide Fringe may otherwise amend the T&Cs relating to its supply of Advertising Services from time to time.

9. Goods and services tax

9.1 Unless specified otherwise, any amount payable under these T&Cs does not include any amount on account of GST.

9.2 Where any supply to be made by one party (**Supplier**) to another party (**Recipient**) under or in accordance with these T&Cs is subject to GST (other than a supply the consideration for which is specifically described in these T&Cs as 'GST inclusive');

(a) the consideration payable or to be provided for that supply but for the application of this clause (**GST Exclusive Consideration**) shall be increased by, and the Recipient shall pay to the Supplier, an amount equal to the GST payable by the Supplier in respect of that supply (GST Amount); and

(b) the Recipient must pay the GST Amount to the Supplier, without set-off, deduction or requirement for demand, at the earlier of the time that the GST Exclusive Consideration is payable or to be provided and the time that the Supplier has to pay the GST in respect of that supply.

9.3 Notwithstanding any other provision of these T&Cs, the Recipient need not make any payment for a taxable supply made by the Supplier under or in accordance with these T&Cs until the Supplier has given the Recipient a tax invoice in respect of that taxable supply.

9.4 A word or expression used in this clause which is defined in the A New Tax System (Goods and Services Tax) Act 1999 (Cth) has the same meaning in this clause.

10. Limitation of Liability

10.1 Subject to clause 10.2, Adelaide Fringe excludes all liability arising whether in tort (including, without limitation, negligence), contract or otherwise, whether direct, indirect, special or consequential, arising from or in connection with the Advertisement or the Advertising Services, except for any liability which cannot be excluded by law (in which case liability is limited to the minimum amount permitted by law).

10.2 To the extent permitted by law, all conditions, warranties, guarantees, rights, remedies, liabilities and other terms implied or conferred by statute, custom or the general law that impose any liability or obligation on Adelaide Fringe are excluded under these T&Cs. If a supply under these T&Cs is a supply of goods or services to a consumer within the meaning of the Australian Consumer Law, nothing contained in these T&Cs excludes, restricts or modifies the application of any provision, the exercise of any right or remedy, or the imposition of any liability under the Australian Consumer Law, provided that, to the extent that the Australian Consumer Law permits Adelaide Fringe to limit its liability, then Adelaide Fringe's liability shall be limited to:

(a) in the case of services, supplying the services again or payment of the cost of having the services supplied again; and

(b) in the case of goods, replacing the goods, supplying equivalent goods or repairing the goods, or payment of the cost of replacing the goods, supplying equivalent goods or having the goods repaired.

11. Indemnity and release

The Client indemnifies and holds harmless Adelaide Fringe and its personnel against all liabilities, losses, claims, proceedings, damages and costs (including legal fees on a solicitor and own basis) arising in connection with:

(a) any breach by the Client of these T&Cs;

(b) Adelaide Fringe's use of the Advertisement; (c) any negligent, wilful, reckless or unlawful act or omission of the Client or any of its officers, employees and agents in connection with these T&Cs; and (d) any injury or death caused by an act or omission of the Client or its officers, employees and agents. 12. Governing law These T&Cs are governed by the

laws of South Australia, and the Client submits to the non-exclusive jurisdiction of the courts of South Austral