

# Exhibitor Information



ESTABLISHED 1933

National Fruit Show

4<sup>th</sup> November 2026



**HUTCHINSONS**  
Crop Production Specialists



# Message from our Chairman

As Chairman of the National Fruit Show, it is a great pleasure to introduce this 2026 edition of the Exhibitor Information pack, and to reflect on what was an exceptional year for the Show. I would like to begin by offering my sincere thanks to all the exhibitors who supported us last year. Your commitment, enthusiasm and professionalism are central to the success of the event, and the National Fruit



Show simply would not be what it is without your involvement.

The 2025 National Fruit Show was, by every measure, a resounding success. It was encouraging to see such strong attendance across the day, with lively discussion, meaningful connections and a real buzz throughout the hall. The trade stands were once again a focal point of the event, showcasing the very best in products, services, research and innovation available to our industry. Your willingness to engage with visitors, share knowledge and offer practical solutions was greatly appreciated by all who attended.

I was delighted to receive fantastic feedback from growers, exhibitors, speakers and visitors alike. Many commented on the positive atmosphere, the high standard of exhibits and the value of being able to meet face-to-face with so many key people from across the fruit sector. This feedback is incredibly important

to us and reinforces the role of the National Fruit Show as a vital meeting point for the industry.

One of the highlights of 2025 was the strength of the fruit exhibits themselves. We were proud to host the largest number of fruit exhibit entries seen in the last five years, a clear reflection of the renewed confidence, pride and passion within the industry. The quality and diversity of the entries were outstanding and provided a powerful showcase of British fruit production at its very best.

Looking ahead, we are keen to build on the momentum created in 2025. With the continued support of our exhibitors, we are confident that the National Fruit Show will remain a vibrant, relevant and successful event for years to come. Thank you once again for your contribution, and I very much look forward to welcoming you back to the Show on 4th November 2026.

**Warmest regards**  
**Nigel Bardsley,**  
**MFSS Chairman**

## Show Timetable

<b>Monday 2nd November</b>	<b>Stand setup</b> 8am to 8pm
<b>Tuesday 3rd November</b>	<b>Stand setup</b> 8am to 8pm All stands <b>MUST</b> be set up by 8pm, set up is <b>NOT</b> permitted on the show morning
<b>Wednesday 4th November</b>	<b>Show</b> 9am to 5pm <b>Stand breakdown</b> 5pm to 10pm

A limited service of refreshments will be available on setting up days.

## Venue

Kent Showground Detling, Maidstone, Kent ME14 3JF

## All Enquiries

Eileen Haffenden | [info@nationalfruitshow.org.uk](mailto:info@nationalfruitshow.org.uk) | 07983 534442



# Stand options

Limited space available, first come, first serve – book early!



## Shell Scheme Stands

£89/sq m +VAT

3m x 2m = £534 +VAT

4m x 2m = £712 +VAT

3m x 3m = £801 +VAT

## Premium stands surrounding the fruit display

£97/sq m +VAT

4m x 5m = £1,940 +VAT

## Shell Scheme Stands includes:

- Carpet
- Panelling and fascia (your company name and stand number)
- **EXTRA:** Please complete the form on page 6 for spotlights and electricity sockets

**++ Velcro hook and eye is the only permitted item for fixing graphics please. Picture hanging straps for heavy items or conventional hooks for picture rails should fit into the channel in the top of the panel.**

## Open Space

£59/sq m +VAT

4m x 8m = £1,888 +VAT

6m x 8m = £2,832 +VAT

## Open Space includes:

- Carpet
- **EXTRA:** Electricity can be booked separately using the open space stand form, see page 7.

## Measurements

Please ensure your equipment will move comfortably through the cargo doors.

## Maidstone Exhibition Hall:

Ceiling height at the sides – 4.5m

Ceiling height at the highest point – 6.5m

Ceiling height graduates from 4.5m to 6.5m

Cargo Doors Roller Shutter 5m wide x 4.8m high



## Important things to note

- \* Bookings after 14 August 2026 incur an additional 20% fee and require full payment with booking.
- \* Furniture and other exhibition stand items can be ordered directly from Swift Hire. Please [click here](#) to visit the dedicated furniture ordering page.
- \* Please note stand holders will be responsible for any damage to the carpet.
- \* WiFi is available throughout the building.
- \* If you would like assistance with designing and building a stand, or graphics for a shell scheme stand please contact the team at Event Specialists on 02476 992462 or email [shows@event-specialists.co.uk](mailto:shows@event-specialists.co.uk)

# Best Trade Stand Competition

Kindly sponsored by 

All stands are automatically enrolled into the Best Trade Stand Competition, with a chance to win a case of awarding winning English and Welsh wines. There are two categories:

**Best Open Space Stand**

**Best Shell Scheme Stand**

## The judges will be looking at:

**Presentation** – the overall appearance and appeal.

**Staff engagement** – how do staff engage with visitors to the show.

**Marketing of company services or products** – how does the stand design reflect the company's service/product? What is the availability of literature/publicity material if appropriate?



2025 winners



# EXHIBITOR DETAILS FORM

Complete and email this order form to the Marden Fruit Show Society: [info@nationalfruitshow.org.uk](mailto:info@nationalfruitshow.org.uk)

## REGISTRATION DETAILS

Company Name:

Address:

Telephone Number:

Email:

Contact Name:

Mobile:

## INVOICING DETAILS

Contact Name:

Tel:

Email to invoice:

Purchase Order No:

## STAND DETAILS

Shell Scheme: 3m x 2m: £534 +VAT

Open Space: 4m x 8m: £1,888 +VAT

4m x 2m: £712 +VAT

6m x 8m: £2,832 +VAT

3m x 3m: £801 +VAT

Other

Other

4m x 5m Premium position  
opposite fruit display: £1,940 +VAT

Stand amount:

VAT @20%:

Invoices generated upon booking.  
Payment terms strictly 14 days.

## TOTAL AMOUNT

Bookings must be received by Friday 4 September 2026 to be included in the Show Handbook Exhibitor Directory



**DETAILS  
TO BE  
PUBLISHED  
IN THE  
HANDBOOK**

Company:

Address:

Phone:

Email:

Website:

By signing this contract, you have read and agree to the Terms and Conditions listed on pages 11/12.

Accepted by:

On behalf of:

Date:

# ELECTRICAL ORDER FORM SHELL SCHEME STAND ONLY

Complete and email this order form to the Marden Fruit Show Society: [info@nationalfruitshow.org.uk](mailto:info@nationalfruitshow.org.uk)

**Exhibition: The National Fruit Show 2026 – Kent Showground**

**Company Name and Address:**

**Telephone Number:**

**Contact Name:**

**Email:**

**Date:**

**Signature:**

REF	DESCRIPTION	QTY	RATE (excluding VAT)	TOTAL
SS1	2no Spotlights & 1no 500w Socket (Package)		£65.00	
SS2	General Purpose Spotlight		£35.00	
SS3	6ft Fluorescent Fitting		£48.00	
SS4	8ft lighting track inc 8 spotlights		£180.00	
SS5	4 ft lighting track inc 4 spotlights		£85.00	
SS6	Low Voltage spotlight @ 50w		£42.00	
SS7	Long Arm Spotlight		£42.00	
SS8	300w Floodlight		£55.00	
SS9	150w Metal halide		£55.00	
SS10	Connection to client's own fitting		£55.00	
SS11	Twin 13A socket - 20A Max		£72.00	
SS12	13A Socket Outlet @500w		£72.00	
SS13	13A Socket Outlet @1000w		£72.00	
SS14	13A Socket Outlet @ 3000w		£72.00	
SS15	Trailer / outdoor connection		£32.00	
			<b>SUBTOTAL</b>	
			<b>VAT</b>	
			<b>TOTAL</b>	

# ELECTRICAL ORDER OPEN SPACE STAND ONLY

Complete and email this order form to the Marden Fruit Show Society: [info@nationalfruitshow.org.uk](mailto:info@nationalfruitshow.org.uk)

Exhibition: The National Fruit Show 2026 - The Kent Showground

Company Name and Address:

Telephone Number:

Contact Name:

Email:

Date:

Signature:

REF	DESCRIPTION	QTY	RATE (excluding VAT)	TOTAL
S01	Direct Cee Form Connection 16A - 1 Phase		£67.00	
S02	Direct Cee Form Connection 32A - 1 Phase		£83.00	
S03	Direct Cee Form Connection 63A - 1 Phase		£114.00	
S04	Direct Cee Form Connection 32A - 3 Phase		£143.00	
S05	Direct Cee Form Connection 63A - 3 Phase		£265.00	
S06	Low Voltage spotlight @ 50w		£45.00	
S07	Long Arm Spotlight		£45.00	
S08	300w Floodlight		£62.00	
S09	150w Metal halide		£62.00	
S010	Connection to client's own fitting		£55.00	
S011	Twin 13A socket - 20A Max		£75.00	
S012	13A Socket Outlet @500w		£73.00	
S013	13A Socket Outlet @1000w		£75.00	
S014	13A Socket Outlet @ 3000w		£82.00	
S015	Trailer / outdoor connection		£35.00	
			<b>SUBTOTAL</b>	
			<b>VAT</b>	
			<b>TOTAL</b>	



# FREQUENTLY ASKED QUESTIONS

## 1. Who organises the show?

The National Fruit Show is organised by the Marden Fruit Show Society (MFSS).

## 2. Can I provide refreshments on my stand?

You may provide your own catering, or place orders with our official show caterer.

## 3. Where do I park?

Car parking is free of charge, parking stewards will guide you to the exhibitor parking on arrival.

## 4. Is there security at the Show?

Security guards will be on site during set up and breakdown plus during show time. However, MFSS will not be responsible for the safety of any exhibit or property of any exhibitor, its staff, contractors or agents or any other persons for the loss, damage, destruction of the same by theft, fire or whatsoever sustained by any exhibitor by reason of any defect in buildings or tents, fire, storm, tempest, national emergency, labour disputes, strikes, lockouts, civil disturbances, explosion, inevitable accident, force majeure or any other cause not within the control of MFSS, or for any loss or damage whatsoever, or if by reason of the happening of such events, the opening of the show is prevented, postponed, abandoned or any buildings/tents become wholly unavailable for the holding of the show or if the exhibitor suffers any other damage whatsoever.

As MFSS will accept no responsibility for any loss or damage suffered by the exhibitor, exhibitors should cover themselves with adequate insurance.

## 5. What is the Show's Health and Safety Policy?

All exhibitors and their staff will be expected to have read and agreed to comply with the MFSS's Health and Safety Policy Statement which is available to download from the Exhibitor section at: [www.nationalfruitshow.org.uk](http://www.nationalfruitshow.org.uk)

All materials used for building, decorating or covering stands must be non-flammable and exhibitors must comply with any reasonable instructions given on health and safety grounds by the Society or by the Local or other Authority.

Exhibitors must ensure that any machinery or vehicle being operated for demonstration purposes complies with UK health and safety standards.

## Fire Exits

Full access to all fire exits within the Maidstone Exhibition Hall must be maintained at all times. No equipment may be placed in front of any of the marked fire doors.

## Banners

No banner should be erected where it can be seen on the A249 as this contravenes Highways regulations.

## 6. How can I promote my business?

The National Fruit Show Handbook provides a growers' guide to the myriad of products, services and companies exhibiting at the Show. Produced in full-colour, the Show Handbook also includes feature articles on topical subjects, an exhibition floorplan and a comprehensive exhibitor contact directory. In addition to being shared with every visitor to the show, the handbook is posted to the industry in advance of the show.

**A limited number of full page and half page advertising opportunities are available** in the Show Handbook, with prices starting from £360 +VAT.

Please note as our Show Handbook is available pre-show, late stand bookings may not appear in the Exhibitor Directory.

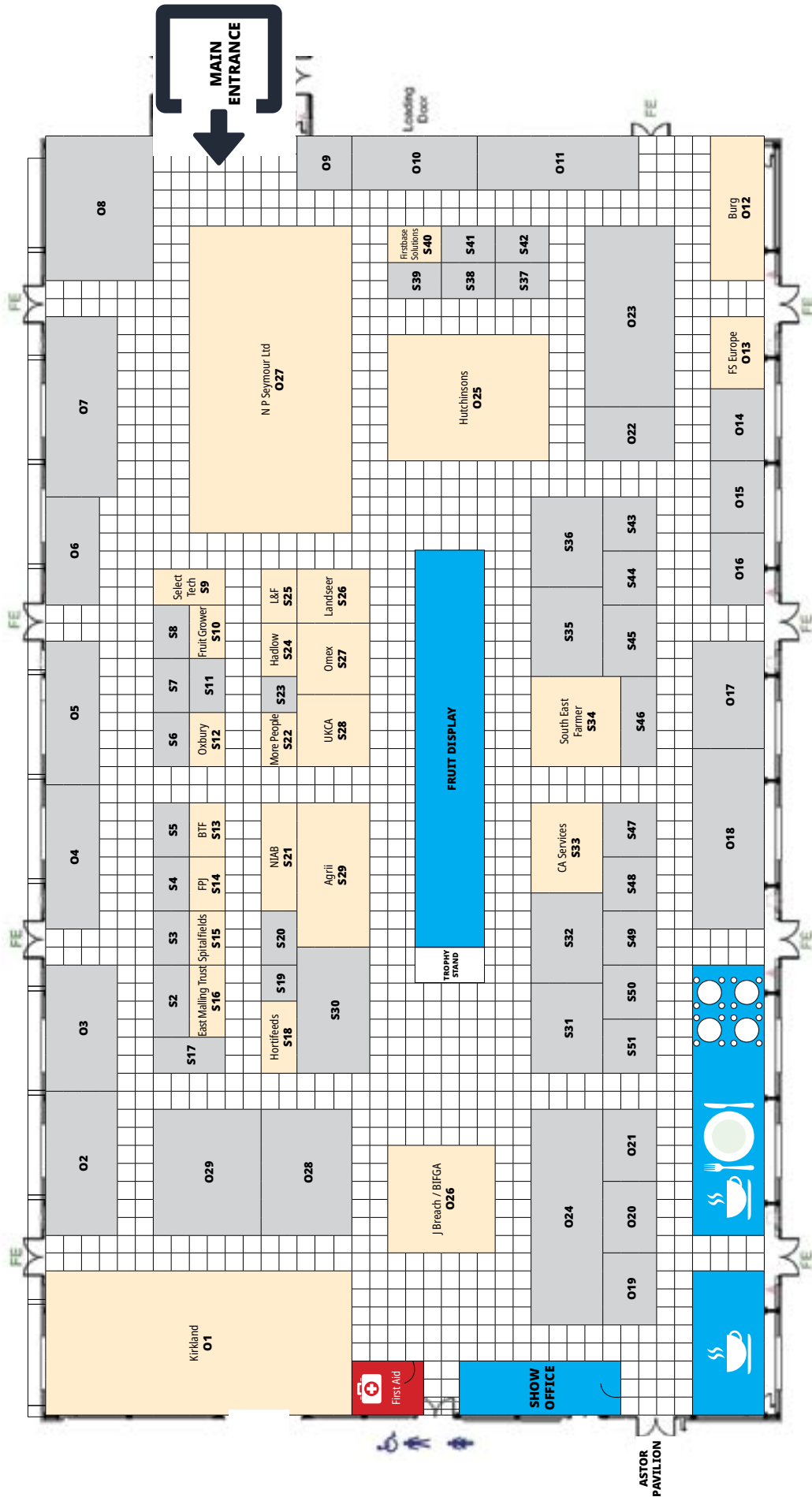
## 7. Can I send you my news stories?

We know that our exhibitors often use the show to launch new products or introduce exciting new machinery and technology. If you are showcasing something new then please let us know before the show as we may include it across our social media. Please send any information to [info@nationalfruitshow.org.uk](mailto:info@nationalfruitshow.org.uk)

## 7. Where can I stay?

The nearest hotel is the Orida, Bearsted Road, Maidstone, ME14 5AA. We have negotiated a discounted rate of £97.00 room only. Rate includes free parking, use of leisure club and WiFi. To book call 01622 734322 option 1 or email [reservations.maidstone@oridahotels.com](mailto:reservations.maidstone@oridahotels.com)

# FLOORPLAN MAIDSTONE EXHIBITION HALL (2026 PROVISIONAL)



# TERMS AND CONDITIONS

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1. **DEFINITIONS.** In the regulations the term 'EXHIBITOR' means any company, firm or person who has made application or who has been allotted space in the exhibition or any Agent, Representative or Employee of the Exhibitor. The Term 'EXHIBITION' refers to the event detailed overleaf and where the term 'ORGANISERS' appears it refers solely to MARDEN FRUIT SHOW SOCIETY, 'CONTRACT' the contract between the Exhibitor and the Organisation for exhibiting at the Exhibition in accordance with these Terms and Conditions.
2. **DURATION OF EXHIBITION.** Details of the Exhibition opening hours are given in the Exhibition Information Pack. During these times stands must be manned by Exhibitor's staff.
3. **ACCEPTANCE OF SPACE.** Spaces will be confirmed on a "first come – first served" basis. The Organisers reserve the right to refuse any application for space without giving reasons.
4. **CANCELLATION.** In the event of an Exhibitor cancelling his space booking, a percentage of the full charge shall still apply, as follows: for cancellation before 4 August, 15%. For cancellation 4 August - 1 September, 50%. For cancellation after 1 September, 100%.
5. **SPACE NOT OCCUPIED.** Every Exhibitor must occupy the space allotted to him by 8pm the evening prior to the Exhibition opening. In the event of an Exhibitor failing to exhibit, the Organisers reserve the right to deal suitably with any space not occupied.
6. **BANKRUPTCY.** In the event of an Exhibitor becoming bankrupt, or going into liquidation, or being under the appointment of a Receiver, the contract with him shall be terminated, the allotment of space cancelled, and all sums paid by the Exhibitor under such contract shall be retained.
7. **PROHIBITION OF TRANSFER.** Exhibitors may not assign, sublet, or grant licences in respect of the whole, or any part of the space allocated to them, nor may cards, advertisements, or printed matter of firms who are not bona fide Exhibitors be exhibited or distributed from any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the Exhibitor, which are duly listed by the Exhibitor in this contract.
8. **LICENSOR AND LICENSEE.** On the acceptance of this application for space by the Organisers there is a contract between the Organisers and the Exhibitor in the terms of these terms and conditions, subject to amendment as mentioned below, and as regards any space so allotted, the relationship of licensor and licensee shall exist between the Organisers and the Exhibitor, from the date of the Exhibitor occupying the space. In case of non-payment of any sum due from the Exhibitor, whether legally demanded or not, or of the breach, or non-observance, by the Exhibitor of any of the terms and conditions herein contained, or any regulations to be observed by him, the Organisers shall have rights to revoke his licence and re-enter upon the allotted space, remove and exclude the Exhibitor, and all persons therefrom without prejudice to the right to recover all sums payable by the Exhibitor hereunder and all other claims against him, and damages sustained by the Organisers.
9. **EXHIBITORS' INSURANCE.** Although all reasonable precautions will be taken, the Organisers are not responsible for the safety of any exhibit or other property of the Exhibitor or other person, or for the loss, damage or destruction by theft, or fire or any cause; or for loss, damage or injury sustained by an Exhibitor or other person. This is whether by reason of any default in the Exhibition building caused by fire, storm, tempest, lightning, explosion, national emergency, war, labour disputes, strikes, lock-outs, civil disturbances, inevitable accident, force majeure or for any other cause not within the control of the Organisers whether of the same kind or not. No responsibility can be accepted for any consequence of prevention, postponement or abandonment of the Exhibition. Exhibitors should secure their own insurance to cover all liabilities and risks.
10. **DANGEROUS MATERIALS.** The following are excluded from the Exhibition: explosives, detonating or fulminating compounds, and all dangerous or harmful substances, including primings, fireworks etc. Primings, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the Organisers must be removed from the building.
11. **FIRE PRECAUTIONS.** All materials used for building, decorating or covering stands must be of non-inflammable material. Exhibitors must comply with any reasonable instructions given by the authorities to avoid risk of fire.
12. **ERECTION OF STANDS.** Exhibitors may be asked to arrive at the Exhibition in accordance with an agreed timetable, and the Organisers reserve the right to refuse access to any Exhibitor arriving to erect his stand at any other time. Exhibitors may appoint recognised contractors for interior work. No Exhibitor may erect his display goods in such a manner as, in the opinion of the Organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise affect the display of other Exhibitors.
13. **ELECTRICAL INSTALLATIONS.** The Organisers have, in conjunction with Kent County Agricultural Society, appointed an Official Electrical Contractor to The National Fruit Show to ensure that approved standards are adhered to in the interest of economy and safety. All Exhibitors are required to use the services of the Official Contractor who will forward details of the equipment and services on offer together with the approved price list.
14. **HEALTH AND SAFETY.** All Exhibitors will be expected to conform to the Health and Safety Policy of the Organisers.
15. **EXHIBITOR'S OBLIGATIONS.** The Exhibitor shall:
  - (a) co-operate with the Organisation in all matters relating to the Exhibition;
  - (b) provide the Organisation with such information and materials as the Organisation may reasonably require in relation to the Exhibition and ensure that such information is accurate in all material respects;
  - (c) obtain and maintain all necessary licences, permissions and consents which may be required before the date on which the Exhibition is to start
  - (d) keep and maintain all materials, equipment, documents and other property of the Organisation (Organisation Materials) at the Exhibition at its own risk.If the Organisation's performance of any of its obligations under the Contract is prevented or delayed by any act or omission by the Exhibitor or failure by the Exhibitor to perform any relevant obligation (Exhibitor Default):
  - (a) the Organisation shall without limiting its other rights or remedies have the right to suspend performance of the Services until the Exhibitor remedies the Exhibitor Default, and to rely on the Exhibitor Default to relieve it from the performance of any of its obligations to the extent the Exhibitor Default prevents or delays the Organisation's performance of any of its obligations;
  - (b) the Organisation shall not be liable for any costs or losses sustained or incurred by the Exhibitor arising directly or indirectly from the Organisation's failure or delay to perform any of its obligations as set out in this clause; and
  - (c) the Exhibitor shall reimburse the Organisation on written demand for any costs or losses sustained or incurred by the Organisation arising directly or indirectly from the Exhibitor Default.
16. **CHARGES AND PAYMENT.** The Charges for the Exhibition shall be on a time and materials basis:
  - (a) the Charges shall be calculated in accordance with the Organisation's standard fee rates, as set out in this Exhibition Information Pack; The Organisation shall invoice the Exhibitor immediately upon booking. The Exhibitor shall pay each invoice submitted by the Organisation:
    - (a) within 14 days of the date of the invoice; and
    - (b) in full and in cleared funds to a bank account nominated in writing by the Organisation, and time for payment shall be of the essence of the Contract.

*Continued on page 11*

# TERMS AND CONDITIONS

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*Continued from page 11.*

All amounts payable by the Exhibitor under the Contract are exclusive of amounts in respect of value added tax chargeable for the time being (VAT). Where any taxable supply for VAT purposes is made under the Contract by the Organisation to the Exhibitor, the Exhibitor shall, on receipt of a valid VAT invoice from the Organisation, pay to the Organisation such additional amounts in respect of VAT as are chargeable on the supply of the Services at the same time as payment is due for the supply of the Services.

If the Exhibitor fails to make any payment due to the Organisation under the Contract by the due date for payment, then the Exhibitor shall pay interest on the overdue amount at the rate of 4% per cent per annum above the Bank of England base rate from time to time. Such interest shall accrue on a daily basis from the due date until actual payment of the overdue amount, whether before or after judgment. The Exhibitor shall pay the interest together with the overdue amount.

The Exhibitor shall pay all amounts due under the Contract in full without any set-off, counterclaim, deduction or withholding (except for any deduction or withholding required by law). The Organisation may at any time, without limiting its other rights or remedies, set off any amount owing to it by the Exhibitor against any amount payable by the Organisation to the Exhibitor.

- 17. INTELLECTUAL PROPERTY RIGHTS.** All Intellectual Property Rights in or arising out of or in connection with the Services shall be owned by the Organisation.

The Exhibitor acknowledges that, in respect of any third party Intellectual Property Rights, the Exhibitor's use of any such Intellectual Property Rights is conditional on the Organisation obtaining a written licence from the relevant licensor on such terms as will entitle the Organisation to license such rights to the Exhibitor.

All Organisation Materials are the exclusive property of the Organisation.

- 18. LIMITATION OF LIABILITY.** Nothing in these Conditions shall limit or exclude the Organisation's liability for:

- (a) death or personal injury caused by its negligence, or the negligence of its employees, agents or subcontractors;
- (b) fraud or fraudulent misrepresentation.

Subject to clause this clause:

- (a) the Organisation shall under no circumstances whatever be liable to the Exhibitor, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, for any loss of profit, or any indirect or consequential loss arising under or in connection with the Contract; and
- (b) the Organisation's total liability to the Exhibitor in respect of all other losses arising under or in connection with the Contract, whether in contract, tort (including negligence), breach of statutory duty, or otherwise.

The terms implied by sections 3 to 5 of the Supply of Goods and Services Act 1982 are, to the fullest extent permitted by law, excluded from the Contract.

- 19. FORCE MAJEURE.** For the purposes of this Contract, Force Majeure Event means an event beyond the reasonable control of the Organisation including but not limited to strikes, lock-outs or other industrial disputes (whether involving the workforce of the Organisation or any other party), failure of a utility service or transport network, act of God, war, riot, civil commotion, malicious damage, compliance with any law or governmental order, rule, regulation or direction, accident, breakdown of plant or machinery, fire, flood, storm or default of suppliers or subcontractors.

The Organisation shall not be liable to the Exhibitor as a result of any delay or failure to perform its obligations under this Contract as a result of a Force Majeure Event.

If the Force Majeure Event prevents the Organisation from providing any of the Services for more than 4 weeks, the Organisation shall, without limiting its other rights or remedies, have the right to terminate this Contract immediately by giving written notice to the Exhibitor.

- 20. NOTICES.**

(a) Any notice or other communication given to a party under or in connection with the Contract shall be in writing, addressed to that party at its registered office (if it is a company) or its principal place of business (in any other case) or such other address as that party may have specified to the other party in writing in accordance with this clause, and shall be delivered personally, sent by pre-paid first class post or other next working day delivery service, commercial courier, fax [or email].

(b) A notice or other communication shall be deemed to have been received: if delivered personally, when left at the address referred to in clause (a); if sent by pre-paid first class post or other next working day delivery service, at [9.00 am] on the [second] Business Day after posting; if delivered by commercial courier, on the date and at the time that the courier's delivery receipt is signed; or, if sent by fax [or e-mail], one Business Day after transmission.

(c) The provisions of this clause shall not apply to the service of any proceedings or other documents in any legal action.

- 21. SEVERANCE.**

(a) If any provision or part-provision of the Contract is or becomes invalid, illegal or unenforceable, it shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision or part-provision shall be deemed deleted. Any modification to or deletion of a provision or part-provision under this clause shall not affect the validity and enforceability of the rest of the Contract.

(b) If one party gives notice to the other of the possibility that any provision or part-provision of this Contract is invalid, illegal or unenforceable, the parties shall negotiate in good faith to amend such provision so that, as amended, it is legal, valid and enforceable, and, to the greatest extent possible, achieves the intended commercial result of the original provision.

- 22. WAIVER.** A waiver of any right under the Contract or law is only effective if it is in writing and shall not be deemed to be a waiver of any subsequent breach or default. No failure or delay by a party in exercising any right or remedy provided under the Contract or by law shall constitute a waiver of that or any other right or remedy, nor shall it prevent or restrict its further exercise of that or any other right or remedy. No single or partial exercise of such right or remedy shall prevent or restrict the further exercise of that or any other right or remedy.

- 23. THIRD PARTIES.** A person who is not a party to the Contract shall not have any rights to enforce its terms.

- 24. VARIATION.** Except as set out in these Conditions, no variation of the Contract, including the introduction of any additional terms and conditions, shall be effective unless it is agreed in writing and signed by the Organisation.

- 25. GOVERNING LAW.** This Contract, and any dispute or claim arising out of or in connection with it or its subject matter or formation (including noncontractual disputes or claims), shall be governed by, and construed in accordance with the law of England and Wales.

- 26. JURISDICTION.** Each party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Contract or its subject matter or formation (including non-contractual disputes or claims).