OpenStack Days UK
An Openstack Conference

Sponsorship opportunities

26 September 2017

155 Bishopsgate, London, UK

https://openstackdays.uk/
We are planning on welcoming 500+ developers & IT exec’s from the international software development community to London for OpenStack Days UK 2017.

OpenStack Days bring together hundreds of IT executives, cloud operators and technology providers to discuss cloud computing and learn about OpenStack. The regional events are organized and hosted annually by local OpenStack user groups and companies in the ecosystem, and are often one or two-day events with keynotes, breakout sessions and even workshops. It’s a great opportunity to hear directly from prominent OpenStack leaders, learn from user stories, network and get plugged into your local community.

London is an international software developer hub that hosts many IT companies and organisations. There is a vibrant meetup and user group culture to learn from others and share knowledge. London is well known as a financial centre and the venue in particular is in the heart of the City of London. It is almost right next door to Liverpool Street station and will especially appeal to those in the financial sector being on their doorstep.

OpenStack Days UK will be welcoming sessions covering a variety of themes for software developers – such as; core OpenStack technologies as well as their deployment in Cloud Infrastructure and Platforms (e.g. IaaS & PaaS), Big Data and Analytics, Continuous Delivery and Deployment, Microservices and Containers, Internet of Things, DevOps, Performance & Optimisation, Architecture & Security, Development Methodologies.

"In 2016, the OpenStack Foundation supported the delivery of over 25 OpenStack Day events around the world, reaching more than 13,500 System Administrators, Cloud Developers, Cloud Architects, IT Managers and C-Level managers. Total attendance exceeded the total attendance of two combined summits, and provided the opportunity for local users, developers and operators to congregate, learn more about OpenStack, and see leading-edge use cases from major organizations in action."

Denise Ridolfo, Openstack Foundation

"Another development in 2016 was the growth of the global OpenStack Day events. For the first time, the combined OpenStack Day attendance surpassed our record combined Summit attendance. I was able to go to many of the events and interact with community members and prospective users all over the planet. These events ranged in size from about 100 to 3,000 registrants and highlighted the amazing geographic diversity and range we have in our community. It was fascinating to see the use cases at these events from companies including JFE Steel in Tokyo, China Union Pay in Beijing, tech companies in Tel Aviv, a livestock management company in Amsterdam, and more."

Jonathan Bryce, Openstack Foundation

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Confirmed Speakers

Thierry Carrez, VP of Engineering, Openstack Foundation
Thierry Carrez is the Release Manager for the OpenStack project, coordinating and facilitating collaboration between contributors. He is the elected chair of the OpenStack Technical Committee, in charge of the technical direction of the project. He spoke about open innovation and open source project management at various conferences around the world. A Python Software Foundation fellow, he was previously the Technical lead for Ubuntu Server at Canonical, and an IT manager in various companies.

Matt Smith, Sky
Matt Smith's career spans over 20 years in several disciplines, including many years programming, databases, operating systems, data centre engineering and architecture. In 2014 Smith persuaded the management team at Sky that the future of the IaaS in the data centre was OpenStack and was given the massive opportunity to start a new team focussed on introducing OpenStack into the enterprise. This has been a tremendous success, which is mainly due the outstanding team at Sky and great software. We have significantly reduced the delivery time of servers, networks and storage and can now spin up whole application and database stack in minutes using standard and portable OpenStack APIs.

James Page, Canonical
James has been involved in Open Source software since 2000, evangelising and delivering the use of Free and Open Source technologies in a major UK bank. In 2010, James discovered Ubuntu and became involved in the development of Ubuntu and shortly afterwards OpenStack. James is part of the team responsible for delivering and supporting OpenStack as part of every Ubuntu release and for the Juju Charms for OpenStack, the best way for deploying and managing OpenStack deployments on Ubuntu at any scale.

Stig Telfer, StackHPC
After periods working in high-performance networking startups and for supercomputer company Cray, Stig Telfer is now CTO of StackHPC, a Bristol-based consultancy specialising in developing OpenStack for research computing and HPC. Stig currently works with Cambridge University on the use of OpenStack in several flagship scientific research programmes. Stig is also co-founder of the OpenStack Foundation’s Scientific Working Group and co-chair for the Research/HPC track sessions at the OpenStack summits.

Kendall Nelson, OpenStack Foundation
Kendall is an Upstream Developer Advocate at the OpenStack Foundation based in the Twin Cities in Minnesota. She started working on Cinder and os-brick in the Liberty release and since then gotten involved in the Women of OpenStack (WoO), WoO Mentoring, Upstream University, and the migration to StoryBoard. When she is not

https://openstackdays.uk/
evangelizing about the awesomeness of OpenStack, bringing people into the community, or working to make upstream development a friendlier place, she can be found reading Harry Potter, watching Doctor Who, or out on a photo taking adventure.

Kevin Jackson, Rackspace

I'm an OpenStack support specialist working in the service delivery team at Rackspace in the UK where it's my job to help make sure our EMEA based OpenStack customers are getting the very best out of their private clouds. I've written a few books on OpenStack so it means I've very proficient in Word too. I've been using OpenStack since the A release - I know, and I'm still here! I don't take things too seriously, but I love helping people with OpenStack.

Chris Brown, OCF

Christopher is an OpenStack Deployment Engineer at OCF creating private and hybrid High Performance Clouds for customers across the UK. He has been involved in some of the largest OpenStack deployments in the UK. Very occasionally he lands a patch in OpenStack and previously was a member of the Fedora Project. He fell in love with computing around the time of the 51/4 inch floppy and with Linux when trying to get a degree.

To maintain balance, he also keeps bees and has a master plan to save Apis Mellifera from Homo Sapiens. He occasionally writes on his blog, chruz.wordpress.com and blog.ocf.co.uk. He also tweets @onthefiddle.

John Garbutt, Rackspace

John joined the TC in April 2016. Before that he was Nova PTL for the Liberty and Mitaka releases. He has been involved with OpenStack as a Software Developer since late 2010. He started with Citrix's Project Olympus private cloud packaging of OpenStack, and soon after working upstream to help maintain OpenStack's support for XenServer. In early 2013 I started working on the Rackspace Public Cloud and is now a Principle Engineer and chair of the Rackspace OpenStack Technical Leadership group. He has spoken at many events including the OpenStack Summit, Xen Summit, FOSDEM IaaS Dev Room, CloudEast, London OpenStack Meetup Group, and many other internal and external events. John works from his home near Cambridge, UK.

Alexandra Settle, Rackspace

Alexandra Settle is currently working as an information developer at Rackspace within the OpenStack Innovation Centre (OSIC) and is the PTL of the OpenStack manuals project for the Pike cycle. Alex began her career 5 years ago at Red Hat as a writer for the cloud documentation team after completing a degree in Creative Industries (BCI) majoring in Creative Writing at the Queensland University of Technology (QUT).

After ditching the creative for the technical, she has been working with the Swift team and as a core reviewer with the OpenStack-Ansible team, she prefers Fedora over other Linux distributions, and loves potatoes. Alex was also a part of the team that authored the OpenStack Architecture Design Guide and hopes to further promote documentation in the Open Source community.

https://openstackdays.uk/
Venue

A new breed of conference, exhibition and event venue in the heart of the City of London at Liverpool Street Station. 155 Bishopsgate will offer a single floor of contemporary, large-scale space for up to 550 delegates, 50 exhibition stands and an adjacent networking “galleria”. 20,000 square feet of finely honed business event space with stunning contemporary design in a great location.

Innovative lighting system with a range of colours and moods. Conference suite (5,500 sq.ft) holds 550 theatre or 350 cabaret as one room but will then be divided into 2 smaller rooms each holding 200-350 delegates.

3 further rooms with capacities up to 150 theatre.

https://openstackdays.uk/
High powered AV spec including:

- 5 x 3.5m projection screens in main suite.
- 2 video walls in the expo area
- Conference lighting system.
- Flexible ceiling mounting points for rigging.
- Computer controlled lighting.
- 500Mb Primary Internet.
- 100Mb Secondary Internet.

https://openstackdays.uk/
Floorplans of 155 Bishopsgate showing the rooms:
Bishopsgate Suite, Broadgate Suite and London Wall as well as the Galleria exhibition space.

https://openstackdays.uk/
Imagine taking the stage in a wonderful high ceilinged conference suite with numerous screens, state of the art projectors and amazing sound & lighting systems. That’s what awaits your speakers and presenters.

See a video of the conference venue here:
https://vimeo.com/105864081
## Schedule

A draft programme schedule is shown below, this is subject to change without notice.

<table>
<thead>
<tr>
<th>Time</th>
<th>Broadgate 1</th>
<th>Broadgate 2</th>
<th>London Wall</th>
<th>Bishopsgate 1</th>
<th>Bishopsgate 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:30-09:00</td>
<td></td>
<td></td>
<td>Breakfast and Coffee</td>
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<tr>
<td>09:00-09:20</td>
<td>Thierry Carrez, Openstack Foundation</td>
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<tr>
<td>09:20-09:40</td>
<td>Platinum Sponsor 1</td>
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<tr>
<td>09:40-10:00</td>
<td>Platinum Sponsor 2</td>
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<tr>
<td>10:00-10:20</td>
<td>Platinum Sponsor 3</td>
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</tr>
<tr>
<td>10:20-10:40</td>
<td>Platinum Sponsor 4</td>
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<tr>
<td>10:40-11:00</td>
<td>Morning Coffee and Cake</td>
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<tr>
<td>11:00-11:30</td>
<td>Matt Smith, Sky</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Community Talk</td>
<td>Training</td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>Sponsor Talk</td>
<td>Kevin Jackson, Rackspace</td>
<td>Community Talk</td>
<td>Community Talk</td>
<td>Training</td>
</tr>
<tr>
<td>12:00-12:30</td>
<td>Sponsor Talk</td>
<td>Sponsor Talk</td>
<td>Kendal Nelson, Openstack</td>
<td>Community Talk</td>
<td>Training</td>
</tr>
<tr>
<td>12:30-13:00</td>
<td>James Page, Canonical</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Community Talk</td>
<td>Training</td>
</tr>
<tr>
<td>13:00-14:00</td>
<td>Lunch</td>
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<tr>
<td>14:00-14:30</td>
<td>Stig Telfer, StackHPC</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>14:30-15:00</td>
<td>Chris Brown, OCF</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>15:00-15:30</td>
<td>Sponsor Talk</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>15:30-15:45</td>
<td>Afternoon Tea and Cake</td>
<td></td>
<td></td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>15:45-16:15</td>
<td>John Garbutt, Rackspace</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>16:15-16:45</td>
<td>Sponsor Talk</td>
<td>Alexandra Settle, Rackspace</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
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<tr>
<td>16:45-17:15</td>
<td>Sponsor Talk</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>17:15-17:45</td>
<td>Sponsor Talk</td>
<td>Sponsor Talk</td>
<td>Community Talk</td>
<td>Rule the Stack</td>
<td>Training</td>
</tr>
<tr>
<td>17:45-18:00</td>
<td>Closing and Announcements</td>
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<tr>
<td>18:00-19:00</td>
<td>Evening Reception</td>
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Sponsorship Packages

Platinum
- Logo on website, delegate pass and all communications
- 45 seconds on video wall
- Insert in welcome bag
- 3x2m Expo Space
- **Keynote Speaker Session to all 500+ attendees**
- 10 Guest Tickets

Limited to 4 sponsors £10,000 excl VAT

Gold
- Logo on website and all communications
- 20 seconds on video wall
- Insert in welcome bag
- 2x1m Expo Space
- Speaker Session to up to 300 attendees
- 4 Guest Tickets

Limited to 15 sponsors £4,000 excl VAT

Silver
- Logo on website
- 2x1m Expo Space
- 2 Guest Tickets

Limited to 15 sponsors £2,000 excl VAT

Attendee Lanyard Sponsor - 1 available - £5,000:
- Sponsor Logos on all attendees lanyards

Evening Drinks Reception Sponsor - 1 available - £5,000:
- Mentioned in the opening and closing of the sessions
- Logos and up to 4 pop up banners around bar area
- 1 hour drinks and networking event

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Delegate Bag Sponsor - 1 available - £2,000:
• Logos on the delegate bag given out to all attendees

Coffee Station Sponsor - 2 available - £2,000:
• Logos on the coffee station during the event

Rule The Stack Sponsor - 1 available - £2,000:
• Logos in and around the demo room
• Sponsor Provides 2 clusters of 6+ servers for the challenge

25% Off - for payments received by the 1st July 2017*.

Expo additional hire

46” TV Screen on stand - £260 per day
52” TV Screen on stand - £310 per day
Other size screen and tablets are available for hire.
Wired Internet Access - £400 per day
Stand builds are also available on arrangement.

* 25% discount is offered for contracts signed and cleared payments made before the 1st July 2017. Otherwise the deadline for signed contracts and cleared payments will be the 1st August 2017. Places are offered on a first come, first served basis.
Contracts are accepted once a cleared payment has been received into the Stack Evolution Ltd bank account.

https://openstackdays.uk/
OpenStack, Days, and event delivery

OpenStack

Hundreds of the world’s largest brands rely on OpenStack to run their businesses every day, reducing costs and helping them move faster. OpenStack has a strong ecosystem and is built by a thriving community of developers, in collaboration with users, and is designed in the open. When choosing an open source cloud operating system, a vibrant commercial ecosystem is key to the long term viability of your platform choice. With OpenStack, there are over 180 participating companies.

OpenStack Days

OpenStack Days bring together hundreds of IT executives, cloud operators and technology providers to discuss cloud computing and learn about OpenStack. The regional events are organized and hosted annually by local OpenStack user groups and companies in the ecosystem, and are often one or two-day events with keynotes, breakout sessions and even workshops. It’s a great opportunity to hear directly from prominent OpenStack leaders, learn from user stories, network and get plugged into your local community.

Example Attendee Breakdown from Openstack Days Nordic from 2016

https://openstackdays.uk/
The event is being delivered by a committee of 4 organisers from several independent organisations involved in Openstack and open source. The conference delivery is managed by Stack Evolution Ltd.

Darryl Weaver, Cloud Architect at Stack Evolution also runs the London Openstack Meetup. The London Openstack Meetup meets every 2 months in central London since 2012 and is regularly attended by a core group of Openstackers from many local organisations. The London Meetup usually has around 50-100 attendees on the night.

Danny Abukalam is the founder and organiser of the Manchester OpenStack Meetup, which has a regular attendance of 30-50 stackers and is an official OpenStack UG. Danny works for Codethink, an open source consultancy firm that specialises in systems software development from critical embedded devices to cloud-scale infrastructure.

Nick Jones is the Head of Cloud Computing at DataCentred, a UK owned and operated OpenStack public and private cloud provider based in Manchester. He’s a co-organiser of the Manchester OpenStack Meetup as well as an Active Technical and User Contributor to the OpenStack project itself.

John Bradford, HBB Conferencing Ltd delivered a very successful first Openstack Days UK in Bristol 2016. We were able to attract over 230 developers to this inaugural event. Our feedback on the day was generally Very Good or Excellent.

Through our partnership approach with media we were able to give sponsors and speakers excellent media coverage locally and internationally through web & social media outlets.

For more information:
http://www.openstackdays.uk/2016/

https://openstackdays.uk/
Sponsorship Agreement Form

Applications for sponsorship will be open from 3rd April at 09:00 BST.  
Please complete the sponsor agreement form online here:

https://goo.gl/forms/5JohvoGOSsVngRB53

Once we receive your application we will send you an invoice for the payment within 2 working days.  
Once we have received payment the place will be secured.

Remember it is first come first served and that includes the payment, so to secure your place, you need to secure the payment with us too.  Late payments will mean offering the sponsor slot to the next application in the queue.

Early bird 25% discount is offered on all sponsorships that we receive including payment by the 1st July 2017.

Contracts and payments received after the 1st July 2017 and before 1st August 2017 will pay the full sponsorship price with no discounts.
Contact info

Email enquiries: sponsors@openstackdays.uk

Stack Evolution contact information:

Darryl Weaver,
Openstack Cloud Architect, Stack Evolution Ltd
https://www.stackevolution.com
07770968825 / darryl@stackevolution.com

Stack Evolution Ltd,
2, Priory Hill,
Dartford,
DA1 2DB
Reg Company: 08459521
VAT Reg: 212591530

Bank details for electronic payments:
Barclays Bank
Sort Code: 20-25-43
Account Number: 33434826
SWIFTBIC: BARCGB22
IBAN: GB07 BARC 2025333434826
Or through https://www.paypal.com
Email address: contact@stackevolution.com

Organising Committee:

Dr John Bradford
Managing Director, HBB Conferencing Ltd
http://hbb.org.uk/
07739705578 / john.bradford@hbb.org.uk

Danny Abukalam,
Business Development, Codethink Ltd,
https://www.codethink.co.uk
danny.abukalam@codethink.co.uk

Nick Jones,
Head of Cloud, Datacentred Ltd
http://www.datacentred.co.uk
nick.jones@datacentred.co.uk

https://openstackdays.uk/
Terms and Conditions

1. Stack Evolution Ltd (“Stack Evolution”), whose registered office is at 2, Highview Terrace, Priory Hill, Dartford, DA1 2DB, is the organizer of the “OpenStack Days - UK” event (“Event”), which will be held on September 26, 2017.

2. Openstack Days UK Organising Committee (“Openstack Days UK”) consists of 4 members: Darryl Weaver, Stack Evolution, John Bradford, HBB Conferencing, Danny Abukalam, Codethink and Nick Jones, Datacentred.

3. The applicant wishes to become a Sponsor of Event (which will be held on the dates stated in the Sponsorship application form and at the venue stated therein) and wishes to purchase the sponsorship package noted in the Sponsorship Application Form.

4. Sponsorship applications will be handled and allocated as Sponsors by on a “first come - first served” basis.

5. Openstack Days UK retains the right to reject any applicant for Sponsorship that it deems inappropriate and will allocate Sponsorship places to applicants in its sole discretion. Openstack Days UK reserves the right to change or cancel the speakers, agenda, the Event or Sponsorship packages.

6. The stands will be provided in the Galleria area of the venue and they will include power supply, table and two chairs WITHOUT PC/Laptop and plasma screen. Additional equipment is available for hire.

7. Sponsorship applications cannot be processed without payment. Payment must be in GBP. All payments must be made to Stack Evolution and provided not later than (i) August 1st, 2017 or (ii) within 30 days of the date of the invoice, whenever is earlier.

8. All payments are shown without VAT. VAT will be added at 20%.

9. This agreement shall come into force on the date of signature by the Sponsor and shall continue until terminated either (i) by mutual written agreement of the Parties; or (ii) by 15 days' written notice by Stack Evolution; or (iii) on completion of Event. The agreement may not otherwise be cancelled or terminated by Sponsor. Should Stack Evolution terminate this agreement for any reason other than breach of this agreement by Sponsor or force majeure, Stack Evolution shall return in full the sponsorship payment made by Sponsor.

10. OpenStack Days UK will brief each sponsor on the main theme, target audience and the key messages of the event. All sponsors must tailor their presentations according to the brief. Presentations must be submitted to OpenStack Days UK at least one week prior to the event. OpenStack Days UK will not allow presentations that are not shared with OpenStack Foundation before the event to be displayed in sessions.

11. All inserts /documentations to be added to the conference bag will be subject to OpenStack Days UK approval before the event.

12. All video clips to be included on the video wall have to be submitted to Openstack Days UK for approval at least 4 weeks before the event.

13. Sales literature, product descriptions of any sales nature and any sales demonstrations may only be displayed/distributed/demonstrated within the Sponsor’s stand area in the Galleria.

14. Subject to the terms and conditions of this agreement and in consideration of Sponsor’s payment in full of the applicable payment, Stack Evolution shall allow Sponsor to participate as an Event sponsor as set out in this agreement. Sponsor acknowledges and agrees that Stack Evolution may appoint third-party service providers to act on its behalf in relation to the Event. Sponsor will use all reasonable endeavors to work with such service providers in relation to the Event.

15. Sponsors may not sublet, assign or apportion any part of the item(s) sponsored or space allocated to them at Event, nor represent, advertise or distribute literature, goods or materials at Event or to

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Event participants for products or services of any firm or organisation except as approved in writing by Stack Evolution.

16. No signage or banners may be hung or displayed in any public areas of the venue other than those associated with the pre-approved exhibit display.

17. Sponsor hereby grants to Stack Evolution the right and permission to use its name and/or logo for promotion of Event, and in granting this right, Sponsor warrants that it does not infringe any rights of any third party or any law or regulation.

18. In order to limit Event costs, Stack Evolution may limit the number of colours used to print sponsor logos and Sponsor hereby consents to this with respect to its logo and name.

19. Sponsor may issue a press release or other notification of its appointment as a Sponsor, subject to any such release or notification and the timing thereof being agreed upon in advance with Openstack Days UK.

20. Sponsor is responsible for any shipping and receiving costs that the venue may charge for Sponsor’s goods being shipped directly to the venue and for any travel and accommodation costs for its staff.

21. Stack Evolution shall not be liable for damage or loss to Sponsors’ property at the Event venue due to fire, theft, accident, or any other cause, whether the result of negligence or otherwise.

22. Sponsor shall hold required public liability and property insurance, and Stack Evolution shall have no liability for Sponsor, its staff or property whilst any such are at the Event venue.

23. Each Party shall comply with all applicable laws and regulations including without limitation data protection and privacy legislation and import and export laws and regulations.

24. Stack Evolution shall not be liable for any breach of this agreement, interruption of or cancellation of Event caused by any circumstances beyond its reasonable control.

25. Each Party’s aggregate liability to the other or any third party for all claims arising out of or in connection with this agreement, the sponsorship, or Event whether based upon contract, tort (including negligence) or otherwise, shall not exceed the actual amount of fees paid or payable by Sponsor under this agreement. In no event shall either Party be liable to the other or any third party for any indirect, special, incidental, punitive, or consequential loss or damage or for any loss of or damage to data, ex gratia payments, loss of profit, loss of contract or loss of other economic advantage (in each case whether direct or indirect) howsoever arising out of or in connection with this agreement, the sponsorship, or Event, even if that Party has previously been advised of the possibility of the same and whether foreseeable or not. These limitations shall apply notwithstanding any failure of essential purpose of any limited remedy.

26. This agreement is made up of these terms and the Sponsorship application form and these together set out the entire agreement between the Parties. No amendment to this will be valid or binding unless made in writing and signed by the duly authorised representatives of the Parties. Any failure or delay by a Party to exercise any right or remedy under this agreement shall not be a waiver of that right or remedy nor shall any single or partial exercise of any right or remedy preclude the further exercise of that right or remedy by that Party. Each of the provisions of this agreement shall be construed as independent of the other provisions, and if any provision of this agreement is found by any court of competent authority to be illegal, invalid or unenforceable, this shall not affect any other provision of this agreement, which shall remain in full force and effect.

27. Nothing in this agreement and no action taken by the Parties pursuant to this agreement shall be construed as creating a partnership or joint venture and neither Party may bind or be the agent of the other.

28. The validity, construction and performance of the Agreement, and all contractual and non contractual matters arising out of it, shall be governed by English law and shall be subject to the exclusive jurisdiction of the English courts to which the Parties submit.

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