Sponsorship and Exhibition Prospectus

International Society of Ultrasound in Obstetrics and Gynecology

isuog.org/worldcongress/2017

Application to sponsor and exhibit
Welcome to Vienna

Letter of invitation to sponsor and exhibit

Dear industry colleagues,

We are extremely pleased to welcome you to the beautiful city of Vienna for the 27th ISUOG World Congress. We invite industry supporters to make the most of this valuable opportunity to collaborate with the Society and its members by exhibiting at and sponsoring the Congress.

The ISUOG World Congress is an internationally recognised forum for education, new research, best clinical practise and networking for ultrasound professionals. It provides both local and international companies with the perfect occasion to reach this global specialist community. We look forward to welcoming back our returning supporters and providing opportunities for new partners.

With its imperial palaces, renowned musical heritage and masterpiece-filled museums, Vienna is a wonderful historic destination. However, it’s also at the cutting edge of design, architecture and contemporary art, and with Austria’s well established connection to ultrasound it makes Vienna the perfect location for our 27th World Congress. We are confident that it provides an excellent setting from which you can promote your research, technology and services to a diverse community of practitioners as well as the key opinion leaders in the field.

We look forward to working with you and thank you in advance for your important support of the Congress.

Christoph Brezinka
Congress Chair

Daniela Prayer
Congress Chair

Sarah Johnson
ISUOG CEO
Meet international leaders in women’s health, in one place, at one time, with our shared values.
General information

Critical dates 2017

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Registration opens: [isuog.org/WorldCongress/2017/Registration]</td>
</tr>
<tr>
<td>April</td>
<td>Technical manual published on website</td>
</tr>
<tr>
<td>25 April</td>
<td>Deadline for feedback from sponsors regarding live scans and educational workshop preferences</td>
</tr>
<tr>
<td>2 May</td>
<td>Exhibition / sponsorship discount deadline</td>
</tr>
<tr>
<td>June</td>
<td>Provisional program published on website</td>
</tr>
<tr>
<td>July</td>
<td>Teleconference technical meeting</td>
</tr>
<tr>
<td>21 July</td>
<td>Early bird deadline</td>
</tr>
<tr>
<td>15 September</td>
<td>Pre-Congress and Basic Training courses</td>
</tr>
<tr>
<td>16 September</td>
<td>Congress opens</td>
</tr>
</tbody>
</table>

Congress venue
Austria Center Vienna
IAKW - AG
Internationales Amtssitz- und Konferenzzentrum Wien, AG
Bruno-Kreisky-Platz 1
A-1220 Vienna

Headquarters Hotels
Arcotel Kaisserwasser
Wagramer Str. 8
1220 Vienna, Austria

Meliá Vienna
Donau-City-Straße 7
Vienna, Austria

Insurance
Companies participating in the Congress are reminded that they will need to make arrangements to cover their own insurance risks for damage, liability, cancellation or curtailment from the point of booking onwards and for the duration of the exhibition. All exhibiting companies will be required to provide evidence of insurance to ISUOG in advance of the Congress.

Conditions of exhibiting
Please ensure you read the terms and conditions of exhibiting which are at the back of this prospectus. Signing the application form confirms your acceptance of these conditions.
Benefits
ISUOG is the only international professional membership society for ultrasound in obstetrics and gynecology. We are dedicated to ensuring the broadest dissemination of the highest quality of education and training.

Our annual World Congress, now celebrating its 27th year, is the leading event in women’s imaging.

“From an exhibitor’s perspective, ISUOG is the gold standard for European medical conferences. I was extremely impressed!”
- 2016 Exhibitor

By supporting our event your organisation will be demonstrating its commitment to continually improving women’s health as well as having the opportunity to promote its services and products to leading decision makers in the field.

Why you can’t miss ISUOG 2017
It is a fantastic opportunity to:
• Reach key opinion leaders and decision makers in the field of ultrasound
• Expand your network with valuable contacts and nurture existing relationships
• Demonstrate your company’s products and leadership
• Raise brand profile and loyalty
• Establish a strong market position by exhibiting
• Explore the beautiful city of Vienna

The overall reputation of the ISUOG World Congress was listed as the main reason that 76% of our industry survey respondents chose to support us in Rome.

We treat our industry relationships as partnerships and not just sales transactions. We look forward to working with you.

Congress at a glance

4 days
1211 submitted abstracts
2762 delegates from 89 countries
33 exhibiting companies
Who will attend?

European Congress’ historic attendance based on all attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Hamburg</td>
<td>1968</td>
</tr>
<tr>
<td>2010</td>
<td>Prague</td>
<td>2284</td>
</tr>
<tr>
<td>2012</td>
<td>Copenhagen</td>
<td>2395</td>
</tr>
<tr>
<td>2014</td>
<td>Barcelona</td>
<td>2918</td>
</tr>
<tr>
<td>2016</td>
<td>Rome</td>
<td>2762</td>
</tr>
</tbody>
</table>

Professional speciality of delegates

- Obstetrician/gynecologist: 76%
- Other*: 10%
- Sonographer: 6.5%
- Radiologist: 4%
- Midwife: 2%
- Sonologist: 1.5%

Region of attendees based on data from 2016

- Europe: 63%
- Asia: 12%
- North America: 9%
- Australasia: 6%
- South America: 5%
- Middle East: 3%
- Other: 2%

*Including OB/GYN specialisms and radiographers
Scientific program topics

Obstetrics

- Fetal neurosonography and CNS anomalies
- Fetal echocardiography, CHD and cardiac function
- First trimester screening of chromosomal anomalies (including Cell free DNA and genomics)
- Fetal structural abnormalities
- Fetal growth: normal and abnormal
- Abnormally invasive placenta
- Screening for pregnancy complications (stillbirth, preterm birth, pre-eclampsia)
- Ultrasound in the labour ward
- Multiple pregnancy
- Fetal interventions
- Innovations in imaging
- Role of ultrasound in patient safety
- Ultrasound education and simulation in obstetrics

Gynecology

- Early pregnancy complications
- Managing ovarian masses
- Pelvic pain and endometriosis
- Reproductive medicine
- Bleeding, endometrial and myometrial pathology
- Imaging in oncology
- Urogynecology
- Innovations in imaging

ISUOG 2017 Organising Committees

Congress Co-Chairs
C. Brezinka, Austria
D. Prayer, Austria

Local Organising Committee
E. Hafner, Baden
T. Helbich, Vienna
S. Helmy, Vienna
G. Hudelist, Vienna
E. Krampl-Bettelheim, Vienna
H. Steiner, Salzburg

Advisory Board
D. Bettelheim, Vienna
C. Mitter, Vienna
A. Berger, Innsbruck
B. Pertl, Graz
P. Klaritsch, Graz

ISUOG President
J. Copel, USA

Honorary Secretary
A. Papageorghiou, UK

ISUOG Scientific Committee
D. Timmerman (Chair), Belgium
A. Papageorghiou, UK
T. Bourne, UK
C. Brezinka, Austria
G. Condous, Australia
E. Hernandez-Andrade, USA
J. Hyett, Australia
C. Lees, UK
D. Prayer, Austria
L. Salomon, France

ISUOG Secretariat, UK
S. Johnson, Chief Executive Officer
G. Saunders, Event Manager
I. Hanley, Event Assistant
W. Holloway, Operations Manager
I. Salto, Customer Relations Coordinator

Further information about ISUOG's Board and Committees can be found at the Society's website www.isuog.org

Organised by the International Society of Ultrasound in Obstetrics and Gynecology.
## Provisional program at a glance

<table>
<thead>
<tr>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>07:00 onwards</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
<td>REGISTRATION</td>
</tr>
<tr>
<td>07:30-08:10</td>
<td>MASTERCLASS</td>
<td>MASTERCLASS</td>
<td>MASTERCLASS</td>
<td>MASTERCLASS</td>
</tr>
<tr>
<td>08:15-09:15</td>
<td>Pre Congress Courses</td>
<td>Keynote lectures</td>
<td>Fetal growth I</td>
<td>Fetal heart I</td>
</tr>
<tr>
<td>09:15-10:00</td>
<td>Keynote lectures</td>
<td>Reproductive medicine</td>
<td>Interactive Hubs</td>
<td>Fetal growth II</td>
</tr>
<tr>
<td>10:00-11:00</td>
<td>Keynote lectures</td>
<td>Ultrasound in the labour ward</td>
<td>CNS II</td>
<td>Precise pain and endometriosis</td>
</tr>
<tr>
<td>11:00-12:00</td>
<td>Keynote lectures</td>
<td>Ultrasound education and simulation</td>
<td>CNS III</td>
<td>Total abnormalities I</td>
</tr>
<tr>
<td>12:00-13:30</td>
<td>LUNCH, ELECTRONIC POSTER VIEWING</td>
<td>HUBS - SHORT ORAL PRESENTATIONS AND POSTER DISCUSSION</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
</tr>
<tr>
<td>13:30-14:30</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
</tr>
<tr>
<td>14:15-15:15</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
</tr>
<tr>
<td>15:45-17:00</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
</tr>
<tr>
<td>15:45-17:00</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
<td>WORKSHOPS</td>
</tr>
<tr>
<td>Evening</td>
<td>Congress party at the Rathaus</td>
<td>Congress party at the Rathaus</td>
<td>Congress party at the Rathaus</td>
<td>Congress party at the Rathaus</td>
</tr>
</tbody>
</table>

**Key:**

- Obstetrics sessions
- Gynecology sessions
- Plenary sessions
- Short oral presentations
- Masterclasses
- Social
- Workshops
- Electronic poster viewing
- Hubs
- Pre-Congress courses

## 2017 Social Program

**Friday 15 September**
- **Board and LOC Dinner**
  - Moto am Fluss

**Saturday 16 September**
- **Opening Ceremony**
  - Exhibition Hall

**Sunday 17 September**
- **Conference party**
  - Vienna City Hall, Wiener Rathaus

**Monday 18 September**
- **Sponsor night**
  - Free for sponsor events

**Tuesday 19 September**
- **Leaving drinks**
  - Austria Center Vienna
Exhibition

The exhibition will be held in the main entrance hall and mezzanine balcony of the ACV. This will form the hub of the Congress with access to the session halls, registration and catering. It will provide an excellent opportunity for delegates to familiarise themselves with your company, products and the latest advances in research and technology.

Exhibition booths are allocated on a priority system according to sponsorship level and loyalty until the early booking deadline 2 May 2017, and then on a first paid, first served basis.

Stands and rates

Shell scheme package €3750

- 3m x 2m shell scheme booth
- 1 x fascia header
- 2 x chairs
- 2 x spotlights
- 1 x table
- 1 x power outlet
- 1 x waste paper bin

Space only €500 p/m²
events

- A minimum of 18m² of free build space must be purchased
- Specific stand sizes can be applied for but cannot be guaranteed
- Diamond, Platinum and Gold sponsors receive price reductions for exhibition space

Provisional Exhibition Opening Hours*

Thursday 14 September
Exhibition hard build: 08:00-20:00

Friday 15 September
Exhibition soft build: 07:00-12:00 (midday)

Saturday 16 September
Open: 09:00-19:00 (Welcome drinks in exhibition)

Sunday 17 September
Open: 09:00-16:00

Monday 18 September
Open: 09:00-16:00

Tuesday 19 September
Open: 09:00-15:40
Exhibition breakdown: 15:40-00:00

*All times are subject to change; exhibitors will be notified accordingly.

Table top charity and discounted publisher stands are available.
Contact congress@isuog.org for further information.
Exhibition entitlements

The purchase of an exhibition booth or space includes the following:

- One scientific exhibitor registration per company, giving full access to the Congress scientific sessions.*
- One additional exhibitor badge per shell scheme stand; two exhibitor badges per 6m² of free build space
- 4 days exhibition exposure
- One delegate bag including final program and abstract book per shell scheme stand or per 6m² of free build space
- Complimentary attendance at the Welcome drinks on Saturday 16 September and Leaving drinks on Tuesday 19 September for all registered exhibitor personnel
- Acknowledgment and free 75 word editorial entry in Congress final program and on Congress app
- Daily cleaning of aisles and common areas
- Tea/coffee and lunch for all registered exhibitor personal during the official breaks during main conference opening hours
- Free access to basic Wi-Fi within the venue

Exhibitor badges

Exhibitors must wear their exhibitor badges at all times to gain access to the venue. Please note that exhibitor badges do not allow access to scientific sessions; see our sponsorship packages and exhibition services for scientific registration inclusions. Please contact congress@isuog.org for more information.

*This badge is for our industry partners only, not for hosted physicians. Special rates are available for additional physician registrations. Contact congress@isuog.org for further details.
Exhibition floor plan

Mezzanine balcony (Level 1)

Ground floor (Level 0)

Key
- Shell scheme (3x2)
- Free build
- Catering
Sponsorship opportunities

The option to sponsor activities at the Congress is available to all exhibitors. In order to ensure that your company achieves its objectives at ISUOG 2017 a wide range of sponsorship levels and activities are available.

Sponsors are free to choose activities from our shopping list the total of which may entitle you to acknowledgment as a diamond, platinum, gold, silver or bronze sponsor.

**Sponsorship level**

Key sponsorship status will be offered to companies according to their total sponsorship investment.

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>£60 000</td>
<td>£40 000</td>
<td>£25 000</td>
<td>£15 000</td>
<td>£8000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Minimum exhibit</th>
</tr>
</thead>
<tbody>
<tr>
<td>54m²</td>
</tr>
</tbody>
</table>

**Educational activities conditions**

**CME regulations**

Commercial support of educational activities must occur within the relevant CME standards governing such activities. ISUOG has to its best ability accounted for any known restrictions within the activities listed here. However, sponsoring companies are informed that entitlements are subject to adjustments as required in line with these regulations. ISUOG will inform third parties promptly of any such changes.

**ISUOG approval**

Please note any educational activities undertaken by sponsors at the Congress venue for the benefit of the Congress delegates are subject to approval by ISUOG.

**Live scans**

Participating companies should email subject and speaker requests at the time of booking to maximise effective matching of our program options. We always work to ensure optimal matches for live scan sessions. Live obstetric or gynecological scanning is NOT permitted on the exhibition stands.

**Acknowledgement**

Sponsors achieving the same minimum sponsor level over 3 years will be acknowledged as partners of ISUOG on our website throughout the year.

**Multiple requests**

In the event that multiple requests for sponsorship items are received, ISUOG will prioritise requests by sponsorship level, the date when payment is received and loyalty (previous Congress participation).

**Sponsor faculty**

Sponsors are responsible for registering their own faculty for the Congress unless independently invited by the Scientific Committee.
Diamond sponsorship

£60 000 +

Minimum exhibition space - 54m²
(Stand cost is not included in the sponsorship package)

Key Diamond sponsor entitlements

Priority choice on all sponsorship activities from pages 17-23 (providing booking is confirmed by early booking deadline 2 May 2017). In addition Diamond sponsors benefit from the below:

Priority exhibition space allocation

15% exhibition stand discount

8 scientific registrations in addition to the allocation from exhibition stand space

6 complimentary Congress party tickets

Full-page colour advertisement in final program

Up to A4 delegate bag insert

Copy of the advanced delegate list for one advance mailing subject to ISUOG approval

Logo and acknowledgement on Congress website under key sponsors section with link to own website

Logo acknowledgement in final program

Enhanced exhibitor listing on Congress app

Complimentary meeting room hire for internal company business use (Sat 16 - Tues 19)

Additional Diamond sponsor options available
(see pages 17-23 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Satellite symposium in the main session halls
- Option to have satellite symposium recorded and included on ISUOG On Demand at cost
- Workshop sponsorship
- Ability to advertise an evening event at the Congress subject to ISUOG’s approval and not conflicting with ISUOG advertised activities
- Option to provide branded Congress materials where permitted under CME regulations and where approved by ISUOG
Platinum sponsorship

Minimum exhibition space - 48m²
(Stand cost is not included in the sponsorship package)

Key Platinum sponsor entitlements

Priority choice on all sponsorship activities from pages 17-23 (providing booking is confirmed by early booking deadline 2 May 2017). In addition Platinum sponsors benefit from the below:

Priority exhibition space allocation

10% exhibition space discount on space only stands.

6 scientific registrations in addition to the allocation from exhibition stand space

4 complimentary Congress party tickets

Full-page advertisement in final program

Up to A4 delegate bag insert

Copy of the advanced delegate list for one advance mailing subject to ISUOG approval

Logo and acknowledgement on Congress website under key sponsors section with link to own website

Logo acknowledgement in final program

Enhanced exhibitor listing on Congress app

Additional Platinum sponsor options available
(see pages 17-23 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Satellite symposium in the main session halls
- Option to have satellite symposium recorded and included on ISUOG On Demand at cost
- Workshop sponsorship
- Ability to advertise an evening event at the Congress subject to ISUOG’s approval and not conflicting with ISUOG advertised activities
- Option to provide branded Congress materials where permitted under CME regulations and where approved by ISUOG
Gold sponsorship £25 000 +

Minimum exhibition space - 36m²
(Stand cost is not included in the sponsorship package)

Key Gold sponsor entitlements

Priority choice on all sponsorship activities from pages 17-23 (providing booking is confirmed by early booking deadline 2 May 2017). In addition Gold sponsors benefit from the below:

Exhibition space allocation (priority order)

5% Exhibition space discount (applies to space only rate)

4 scientific registrations in addition to the allocation from exhibition stand space

3 complimentary Congress party tickets

Half-page advertisement in final program

A5 delegate bag insert

Copy of the advanced delegate list for one advance mailing subject to ISUOG approval

Logo and acknowledgement on Congress website under key sponsors section with link to own website

Logo acknowledgement in final program

Enhanced exhibitor listing on Congress app

Additional Gold sponsor options available

(see pages 17-23 for prices)

• Hospitality suite and live scan room hire

• Live scan session support depending on availability and advance priority requests

• Satellite symposium in the main session halls

• Workshop sponsorship

• Ability to advertise an evening event at the Congress subject to ISUOG’s approval and not conflicting with ISUOG advertised activities
Silver sponsorship £15 000 +

Minimum exhibition space - 18m²
(Stand cost is not included in the sponsorship package)

Key Silver sponsor entitlements

Priority choice on all sponsorship activities from pages 17-23 (providing booking is confirmed by early booking deadline 2 May 2017). In addition Silver sponsors benefit from the below:

- Exhibition space allocation (priority order)
- 2 scientific registrations (in addition to the allocation from exhibition stand space)
- 2 complimentary Congress party tickets
- Half-page advertisement in final program
- A5 delegate bag insert
- Copy of the advanced delegate list for one advance mailing subject to ISUOG approval
- Logo and acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- Enhanced exhibitor listing on Congress app

Additional Silver sponsor options available
(see pages 17-23 for prices)

- Hospitality suite and live scan room hire
- Live scan session support depending on availability and advance priority requests
- Workshop sponsorship
Bronze sponsorship £8000 +

Must be an exhibitor

Key Bronze sponsor entitlements

Priority choice on all sponsorship activities from pages 17-23 (providing booking is confirmed by early booking deadline 2 May 2017). In addition Bronze sponsors benefit from the below:

- Exhibition space allocation (priority order)
- 1 scientific registration (in addition to the allocation from exhibition stand space)
- A5 delegate bag insert
- Logo and acknowledgement on Congress website under key sponsors section with link to own website
- Logo acknowledgement in final program
- Enhanced exhibitor listing on Congress app

Additional Bronze sponsor options available
(see pages 17-23 for prices)

- Small meeting room hire
This prospectus is a guide to the services we offer but as always to maximise the attendance benefits to your company we look forward to hearing your suggestions on how we can best support your meeting goals in 2017.

**Educational activities**

**Satellite symposia  £10 000**

Our hugely popular lunchtime symposiums give partners the opportunity to host a 1 hour session in one of the main conference halls with their own speakers and program approved by ISUOG. The satellite symposia benefit from additional promotion on-line and in the final printed program.

**Entitlements include:**
- Hire of session hall
- Hire of integrated audio visual equipment
- A5 delegate bag insert invitation
- Branding opportunities within your session room
- Acknowledgement in final program
- Recording of satellite symposia and availability on ISUOG’s Online Learning portal from £2500
- Ability to display one advertising banner on the day of the symposium.

Priority allocation of satellites will be given based on level of sponsorship and thereafter on a first-paid, first-served basis. Symposia are organised at times which do not conflict with ISUOG’s main scientific program however we cannot guarantee that other activities, such as those run in hospitality suites, will not be running concurrently. Satellite symposia do not form part of the CME scientific program.

**Live scan demonstrations  £4500**

Live scan demonstrations are one of the most highly attended sessions among delegates and attract large audiences. The live scans take place in the main scientific sessions. Live scan demonstrations will typically examine a particular technique or technology.

As these sessions are in high demand priority allocation of demonstration sessions will be given to key sponsors and then on a first-paid first-served basis. Sponsors are responsible for ensuring their equipment is available at least 2 hours prior to the session. ISUOG will provide the live scan models for these sessions. We always work to ensure optimal matches for live scan sessions.

Participating companies should email subject and speaker requests at the time of booking however to maximise effective matching of our program options.

**Entitlements include:**
- Acknowledgement in final program
- Use of manufacturer’s equipment for live demonstration
- All audio visual equipment already in situ (any additional a/v required will be charged at cost)
- Acknowledgement by session chairperson
- Exhibitor/staff entrance to the scientific sessions sponsored.
Pre congress courses £6000
The Pre Congress Courses (PCC) are a highly valued part of the event for our delegates and take place on Friday 15 September the day before the main scientific program starts. With the exhibition yet to be opened, sponsors enjoy exclusive exposure and unique promotional opportunities.

Entitlements include:
• Sole sponsorship allocated on a first come, first served basis
• Branding opportunities within the session room
• Table top exhibit space within the course location
• Holding slide in session hall with company name prior to and after the education course
• Acknowledgement by the course chairperson
• Acknowledgement in the final program
• Sponsor’s equipment to be used where applicable
• Logo on course page of the website

Educational workshops £4500
Specialised educational workshops are a key feature of our program and will run from Saturday to Tuesday as parallel sessions. The workshops consist of 3-5 didactic lectures on key special interest areas and receive a lot of positive feedback from our delegates.

Workshops will be available on a first-come first-served basis, with priority given to Diamond and Platinum sponsors. Workshop titles and content will be determined by ISUOG’s scientific committee and set at the final program meeting in May 2017, however your suggestions are welcomed. Suggestions for workshop topics and/or speakers must be received by April 2017 to be considered.

Entitlements include:
• Acknowledgement in final program
• Acknowledgement on Congress website
• Use of manufacturer’s equipment for any live scan demonstrations
• All audio visual equipment already in the room
• Acknowledgement by session chairperson
• Exhibitor/staff entrance to the workshop

Essentials in Fetal MRI chaired by Prof Daniela Prayer and Modern obstetric management: the latest updates in partnership with SMFM and ISPD have been confirmed. Visit the ISUOG website for more details.
Basic training £7000
ISUOG will be running its popular Basic Training program on Friday 15 September. With the exhibition yet to be opened, sponsors enjoy exclusive exposure and unique promotional opportunities.

Additionally Basic Training will be live streamed to international satellite groups. Increasingly popular amongst our membership of over 13,000, these distance education opportunities provide an excellent opportunity to extend your company’s global presence.

**Entitlements include:**
- Sole sponsorship allocated on a first come, first served basis
- Branding opportunities within the session room
- Table top exhibition space within the course location
- Holding slide in session hall with company name prior to and after the education course
- Acknowledgement by the course chairperson
- Acknowledgement in the final program
- Logo on course page of the website
- Custom advertising space on the live streaming website
- Custom advertising space on the login-details email to all distance attendees
- 20 access codes to the live stream site for the session sponsored for distribution to clients or staff

Hands-on workshops
We have previously held very successful hands-on workshops and are working on similar partnerships this year.

If this is something that you would be interested in, please contact congress@isuog.org.

Grants
Grants are an excellent way that companies can recognise the importance of supporting the next generation of clinicians.

If this is something that you would be interested in, please contact congress@isuog.org.
Hospitality and Education suites

Hospitality and education suites are the perfect way for companies to demonstrate their equipment and technical developments to delegate groups and/or host clients in privately hired rooms. Advertised activities may only take place during the official scheduled break times, although sponsors may host individual and small groups of clients throughout the day by personal invitation. ISUOG must be fully informed of planned activities for these areas in advance. If pre-approved, ISUOG will advertise these activities in its Congress program.

Room reservation is only available to companies participating in the exhibition, and priority room allocation will be given to key sponsors and then on a first-paid basis. Sponsors will be responsible for any technical and audio-visual set-up, electrical and furnishing and catering costs as well as the sponsorship fee.

**Entitlements include:**
- Use of room
- Acknowledgement and session listing in final program (If pre approved by ISUOG Scientific Committee)
- Opportunity for signage and branding (one pull up sign allowed outside of room)
- Branding within room

Rooms are available for hire Saturday 16—Tuesday 19 September. Rooms hired for 2 days must be done consecutively using the following combinations: Saturday & Sunday, Sunday & Monday, or Monday & Tuesday. 4 day bookings receive a 15% discount

**NB: Room set up times not included**

### Rooms available for 4-day hire only

**Crystal Lounge + L5 + L4**  
Size 470m²  
Cost £12 000 per day  
*Building regulations may apply.*

**Room L2**  
Size 237m²  
Capacity 150 theatre style  
Cost £8000 per day

### Rooms available for minimum 2 day hire

**Room L7**  
Size 166m²  
Capacity 115 theatre style  
Cost £6000 per day

**Room 0.14**  
Size 123m²  
Capacity 120 theatre style  
Cost £6000 per day

**Rooms 0.12-0.11**  
Size 130m²  
Capacity 120 theatre style  
Cost £6000 per day

### Rooms available for single day hire

**Room L8**  
Size 144m²  
Capacity 100 theatre style  
Cost £5000 per day

**Rooms 0.97-0.96 + 0.98**  
(size meeting room)  
Size 97m²  
Capacity 105 theatre style  
Cost £5000 per day

**Rooms 0.95-0.94**  
Size 101m²  
Capacity 110 theatre style  
Cost £5000 per day

For a full plan of the ACV and the rooms for hire please visit [www.acv.at/planen/raeume/spaces.html](http://www.acv.at/planen/raeume/spaces.html)

**NB: Diamond and Platinum sponsors are entitled to 1 small free of charge meeting room for the duration of the Congress: Saturday 16 – Tuesday 19 September. The small meeting rooms (not detailed above) will be allocated by ISUOG to Diamond and Platinum sponsors. are strictly for internal company business use only.**
Advertising and branding opportunities

Congress Party £10 000
This year the Congress Party will take place on Sunday 17 September in the beautiful Rathaus Festival Hall. ISUOG social events have historically sold out and are highly rated by our delegates. This event will allow for multiple branding opportunities, the chance to introduce your company using a short presentation to hundreds of delegates and follow up by networking in a convivial and engaging atmosphere.

Entitlements include:
• Sole sponsorship
• Acknowledgment and logo in the final program
• Branded event tickets
• Acknowledgement by the Local Organising Chairs
• Opportunity to distribute branded gift bags to guests*
• Complimentary spaces for 2 additional company staff
• 2 minute introductory speech/presentation
• Logo on screen
• Opportunity to decorate (eg: table centres)*

Board & LOC dinner £10 000
Each year, the ISUOG Board and the Local Organising Committee thank 80-100 of its key invited faculty members for their participation in the conference through a formal dinner reception. By sponsoring this event 4 members of your staff will have exclusive access to the leaders and key decision makers in the field of ultrasound, making it the perfect way to promote your company profile. In 2017, the event will be held on the evening of Friday 15 September at the stunning Motto Am Fluss restaurant on the bank of the Danube canal.

Entitlements include:
• Sole sponsorship
• Acknowledgement on the event invitations
• Acknowledgement by the Local Organising Chairs
• Branding opportunities available*
• Complimentary spaces for 4 company staff

Opening ceremony from £6000 & Welcome drinks
Approximately 1,500 – 2,000 delegates are expected to attend the Welcome reception on Saturday 16 September 2017. The catered Welcome drinks will be held in the main exhibition area giving you and our delegates the perfect opportunity to engage face to face in a relaxed environment.

Entitlements include:
• Sole sponsorship
• Acknowledgment and logo in the final program
• Opportunity to distribute branded educational items or gifts to guests*
• Opportunity to brand or decorate certain aspects of the event such as napkins*
• Additional opportunities available on request and after approval.

Young Investigators lunch £2500
The Young Investigator Prize recognises the best abstracts presented by trainees at the ISUOG World Congress. Separate awards are given to presenters in the field of obstetrics and gynecology. The aim of this prize is to support the up and coming stars of both specialties.

All participants are invited to a Young Investigators Lunch during the Congress to meet, network and learn from eminent ISUOG faculty members including our Board. Sponsorship of this event gives your company the opportunity to support emerging research leaders as well as connect with established experts.

Entitlements include:
• Sole sponsorship
• Acknowledgement and logo in the Final Program
• Acknowledgement on the event invitations
• Acknowledgement by the Board at the event
• Opportunity to provide branded napkins or other catering materials*
• Opportunity to distribute branded educational items or gifts to guests*
• Opportunity to display branded signage and pamphlets in the event venue*

* Subject to ISUOG approval (at your cost)
ISUOG's electronic poster viewing stations continue to be a popular resource at the Congress. The On Demand web portal is an interactive onsite tool which is also available pre-event and post-event. It allows delegates to search for abstracts, posters and oral presentations as well as giving access to recorded Congress sessions. In 2016 over 900 presentations and posters were uploaded to the site. The viewing patterns for 2016 are summarised below.

<table>
<thead>
<tr>
<th>Onsite</th>
<th>Total views</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 September - 29 October 2016</td>
<td>4680</td>
</tr>
<tr>
<td>30 October - 31 January 2017</td>
<td>19601</td>
</tr>
</tbody>
</table>

ISUOG will be designing a variety of physical and digital directional signage for the Congress to guide delegates around the conference venue. Sponsorship of this activity will entitle your company to the inclusion of its logo on all directional signs in both mediums for the duration of Congress, raising your brand profile.

### Congress app (exclusive)

ISUOG's Congress app will incorporate the full scientific and social program, as well as speaker bios, exhibition floorplan and company listings, as well as general Congress, venue and local information. This year it is also anticipated that the app will be used for in-session voting and conference evaluation ensuring increased exposure for the sponsor company. The app will be free of charge for delegates and once downloaded, delegates will receive timely updates about any onsite program changes or important announcements via notification alerts both before the event and onsite.

**Entitlements include:**

- Sole sponsorship
- Acknowledgement in final program
- Custom advertising space on the app landing page
- Dedicated custom ‘tab’ on app, with space for advertisement of your onsite activities
- Enhanced exhibitor listing including your company logo
- Company logo on all relevant signage
- Two push notifications to be preapproved by ISUOG

### Delegate bags + production costs

A delegate bag is presented to each World Congress attendee at registration. Attendees organise their materials during the conference in these attractive, convenient and professional tote bags that will endure long after the meeting, providing your company maximum promotional impact.

**Entitlements include:**

- Your company name and logo prominently displayed on all delegate bags
- Opportunity to brand delegate bag table/container if applicable

*Subject to ISUOG approval (at your cost)*
Joining instructions £2500
Inclusion of your company logo and 50 words of text on the Congress joining instructions emailed to all registered delegates and invited faculty prior to the event. This document will be the go-to guide for delegates attending the Congress, leaving a lasting impression of your company. The expected circulation is 2,500.

Abstract book £5000
The ISUOG abstract book is highly regarded takeaway resource material which contains the Congress program and all accepted abstracts, both oral and posters.

Entitlements include:
• Full colour outside back cover advertisement
• Additional single page (A4) colour advertisement on inside back cover OR a black and white advertisement within content pages
• Guarantee of no additional commercial advertising

Congress website adverts £1500 each
Advertising on the Congress website will ensure that all our online visitors will know of your company's involvement. With all abstracts and the majority of delegate registration online, sponsors will receive excellent exposure.

Entitlements include:
• Sponsor button to appear on home page of Congress website
• Link to company website

Water bottles £7500
ISUOG are offering the exclusive opportunity to have your company logo on 10,000 bottles of water. These will be distributed throughout the venue for the duration of the Congress and will provide an excellent opportunity to increase your company profile. For more details, please contact congress@isuog.org.

Hotel keycards £2500 + production costs
Put your company in front of attendees upon first arrival in Vienna by sponsoring the hotel room keycards. Cards will be given to hotel guests at our HQ hotels, the Arcotel and Melia, at check-in and used to access their rooms throughout their stay. Your custom artwork will be printed on each card. Artwork must incorporate ISUOG's logo and is subject to final approval by the Society.

Entitlements include:
• Opportunity to brand each individual power tower
• Acknowledgement in the World Congress 2017 programme

Other opportunities
ISUOG is open to industry suggestions for new sponsorship activities. Please contact congress@isuog.org if you have a request.

Charging stations £3000
Keep delegates fully powered throughout the World Congress by sponsoring a charging station. These towers will be individually branded in the sponsoring company's logo and will provide attendees with an area to top up their mobile phones, laptops and iPads. Each tower will be allocated on a first come first served basis so if you would like to make it exclusive we highly recommend that you contact us immediately. Your branding will be prominently displayed and viewed by both users and people passing by.

Entitlements include:
• Opportunity to brand each individual power tower
• Acknowledgement in the World Congress 2017 programme

Branding opportunities from £500
The ACV has an excellent variety of branding opportunities across the whole of its building. Seen throughout the whole Congress by our 2800 attendees these will provide excellent promotional opportunities for your company. For options and prices please contact congress@isuog.org.

Other opportunities
ISUOG is open to industry suggestions for new sponsorship activities. Please contact congress@isuog.org if you have a request.

Other opportunities
ISUOG is open to industry suggestions for new sponsorship activities. Please contact congress@isuog.org if you have a request.
Exhibition and sponsorship summary

Exhibition space

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shell scheme package (6m²)</td>
<td>€3750</td>
</tr>
<tr>
<td>Space only per m² (minimum 18m²)</td>
<td>€500</td>
</tr>
<tr>
<td>Charity and discounted publisher stands</td>
<td>By arrangement</td>
</tr>
</tbody>
</table>

Sponsorship levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>£60 000</td>
</tr>
<tr>
<td>Platinum</td>
<td>£40 000</td>
</tr>
<tr>
<td>Gold</td>
<td>£25 000</td>
</tr>
<tr>
<td>Silver</td>
<td>£15 000</td>
</tr>
<tr>
<td>Bronze</td>
<td>£8 000</td>
</tr>
</tbody>
</table>

Educational activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite symposia</td>
<td>£10 000</td>
</tr>
<tr>
<td>Live scan demonstrations</td>
<td>£4500</td>
</tr>
<tr>
<td>Pre congress courses</td>
<td>£6000</td>
</tr>
<tr>
<td>Educational workshops</td>
<td>£4500</td>
</tr>
<tr>
<td>Basic training</td>
<td>£7000</td>
</tr>
<tr>
<td>Hands-on workshops</td>
<td>By arrangement</td>
</tr>
<tr>
<td>Grants</td>
<td>By arrangement</td>
</tr>
</tbody>
</table>

Hospitality and education suites

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Party</td>
<td>£10 000</td>
</tr>
<tr>
<td>Board and LOC dinner</td>
<td>£10 000</td>
</tr>
<tr>
<td>Opening ceremony and Welcome drinks</td>
<td>from £6000</td>
</tr>
<tr>
<td>Young Investigators lunch</td>
<td>£2500</td>
</tr>
<tr>
<td>E-posters/ISUOG On Demand portal viewing stations</td>
<td>£15 000</td>
</tr>
<tr>
<td>Congress app</td>
<td>£10 000</td>
</tr>
<tr>
<td>Directional signage</td>
<td>£5000</td>
</tr>
<tr>
<td>Speaker preparation room</td>
<td>£2500</td>
</tr>
<tr>
<td>Delegate bags</td>
<td>£4500</td>
</tr>
<tr>
<td>Joining instructions</td>
<td>£2500</td>
</tr>
<tr>
<td>Abstract boom</td>
<td>£5000</td>
</tr>
<tr>
<td>Water bottles</td>
<td>£7500</td>
</tr>
<tr>
<td>Hotel keycards</td>
<td>£2500</td>
</tr>
<tr>
<td>Congress website adverts</td>
<td>£1500 each</td>
</tr>
<tr>
<td>Congress app enhanced exhibitor listing</td>
<td>£1000</td>
</tr>
<tr>
<td>Charging stations</td>
<td>£3000</td>
</tr>
<tr>
<td>Branding opportunities</td>
<td>from £500</td>
</tr>
</tbody>
</table>
Contact

ISUOG 2017 would like to assist each exhibitor in meeting their event objectives. If you have any thoughts or suggestions, or would like to discuss new promotional approaches or sponsorship ideas, please contact:

Isabelle Hanley: Ihanley@isuog.org | +44 (0)20 7471 9955
Gabrielle Saunders: Gsaunders@isuog.org | +44 (0)20 7471 9954
Application and payment

Confirmation and deposit

Confirmation of your sponsorship package and stand space will be emailed to you, together with an accompanying invoice for the deposit received/due.

25% of the total cost is payable on application. The full balance is payable by 2 May 2017 to take advantage of the 10% early booking discount.

All invoices must be paid 28 days prior to arrival at the exhibition. This reflects the conditions from the venue and we are grateful for your cooperation. Build up will NOT be allowed if a balance is outstanding. The Congress Secretariat will pass on costs incurred for payment of fees in any currency other than Pound Sterling (£) or EUR (€).

Cancellation

All cancellations must be made in writing to the Congress Secretariat. Cancellation charges are as follows:

- **Within three months** of the 2017 World Congress (after 15 June 2017) – 100% of the contract price
- A minimum 80% refund will be made if the exhibition space and all sponsorship packages are fully resold.

Payment options

**Bank transfer - all charges are payable by the remitter**

If you wish to pay by bank transfer, full payment details will be provided when the invoice is issued.

Accepted credit cards: American Express / MasterCard / VISA

All prices for 2017 activities are listed and charged in either Pound Sterling (£) or EUR (€) and exclude VAT where applicable. A 2.5% surcharge is applicable to credit card payments to cover bank costs.
Terms and conditions

1. Definitions
In these Regulations the term “Exhibition” in all cases refers to the aforesaid Trade Exhibition, being held in conjunction with the aforesaid Congress. The term “Exhibitor” includes any person, firm, company or corporation and all their agents and employees, to whom space(s) has been allocated for the purpose of exhibiting at the Exhibition. The term “Organisers” means ISUOG on behalf of the Organising Committee. The term “Premises” refers to those portions of the stated venue licenced to the Organisers.

2. Installation and removal of exhibits
Exhibitors or their representatives may commence installation of exhibits. Exhibitors are prohibited from commencing such installation until the time nominated to them. The Organisers will use their best endeavours to adhere to the nominated date for the commencement of Exhibitor’s work but will accept no responsibility for any costs, claims or expenses arising from any variation to such date. Exhibits which do not reasonably satisfy the Organisers or the Premises shall be modified forthwith by the Exhibitor in such manner and within such time as the Organisers may require and in default the Organisers may remove such exhibits at the expense of the Exhibitor who shall forfeit all sums paid by way of deposit, rental or otherwise. No Exhibitor shall erect any sign, stand, wall or obstruction, which, in the opinion of the Organisers, interferes with an adjoining Exhibitor, at the sole discretion of the Organisers. The Exhibitor is responsible for the safety of its products, display and stand. During breakdown period no material should be left unattended at anytime. It is the responsibility of the Exhibitor to leave the stand space clean and tidy during the Exhibition and after dismantling. All exhibits, the Organisers have approved for installation or removal of exhibits must be with the approval of the Organisers. It is the responsibility of Free Build Exhibitors to remove all exhibits building and breakdown materials from the exhibition area. Failure to comply will result in additional cleaning fees being forwarded to the Exhibitor.

3. Stand construction and services
For insurance, security reasons and to adhere to regulations stipulated by the Organisers, the Organisers will appoint official contractors for all stand construction, all electrical services (mains and fittings) and all ancillary services. Due to the necessity of co-ordinating all activities during installation and dismantling periods and for security purposes, no other contractors will be permitted to undertake any of this work without prior consent of the Organisers.

4. Application
The Organisers reserve the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition. An Exhibitor may not, except by express written permission of the Organisers, erect, modify directly or indirectly or give credits to any products other than his own or those of his named principal. The display of acknowledged or credit indicating membership of organisations or Trade Associations is not allowed except by express written permission of the Organisers. The Organisers reserve the right to have masked or removed from the Premises any product or sign violating this regulation and all costs will be charged to the Exhibitor. The Organisers reserve the right to postpone the Exhibition from the set dates and to hold the Exhibition on other dates as near to the original dates as possible, utilising the light only when circumstances necessitate such action and without any liability to the Organisers. The Organisers will not be responsible for costs of such changes. The Organisers reserve the right to change the exhibition floor layout if necessary. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

5. Cancellation
In exceptional circumstances the Organisers will be prepared to consider cancellation of their contract with Exhibitors, but only if the following conditions are complied with:

- That the request for cancellation is submitted in writing
- That the request is received at least three months prior to the opening of the Exhibition
- That the Organisers are able to re-let the cancelled space in its entirety
- That the reason given for the request of the cancellation is, in the opinion of the Organisers, well founded.
- That the Exhibitor agrees that the Organisers shall retain 25% of the contract price if the cancellation is accepted within 3 to 9 months prior to the Exhibition opening.
- That the Exhibitor agrees that the Organisers shall retain 50% of the contract price if the cancellation is accepted within 6 months prior to the Exhibition opening.

6. Bankruptcy or liquidation
In the event of an Exhibitor becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having the Receiver appointed, the contract with such an Exhibitor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor under contract shall be forfeited.

7. Occupation and payment of stand space
The Exhibitor, its servants, agents, employees and contractors may enter the building only at a time which will be nominated to them for the purpose of stand dressing and fitting. In the event of an Exhibitor failing to take possession of its stand the Organisers have the right to re-allocate the stand and all monies paid shall be forfeited. Exhibitors have seven (7) days in which to make their final payment when it falls due. After this time, and only when monies have not been paid, the stand will be available for sale to another Company. All deposits paid will automatically be forfeited and no refund will be made. No Exhibitor shall occupy its stand space in the Exhibition until the monies paid by the Exhibitor shall have been paid in full. If the Exhibitor fails to comply in any respect with the terms of this agreement, the Organisers have the right to sell the space. The Exhibitor, however, will be liable for any loss suffered by the Organisers as a result and all monies paid by the Exhibitor shall be forfeited to the Organisers. If in the event of the Exhibitor failing to occupy the said space by the advertised opening of the Exhibition, the Organisers are authorised to occupy or cause the said space to be occupied in such manner as they may deem best for the interest of the Exhibition without refund to the said Exhibitor and without releasing the Exhibitor from any liability within these Exhibition terms and conditions.

8. Obstruction of gangways and open spaces
Exhibitors will not be allowed to display exhibits in such a manner as to obstruct the light or impede or project over gangways or affect the displays of neighbouring exhibitors. Gangways must at all times be kept clear and free for passage. All emergency exits and access to service areas are to be kept clear at all times. They must not be restricted or rendered unrecognisable. Public gangways shall remain the means of escape even during installation and dismantling periods. Any Exhibitor who continues to cause obstruction or nuisance after notice has been given will be liable to have its stand closed by the Organisers at the Exhibitor’s expense and risk.

9. Conduct of Exhibitors and representatives
Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitor’s own stand and not in any other part of the Exhibition. It is the Exhibitor’s responsibility to ensure that no part of the Exhibition is occupied by any other exhibit or exhibits. The Organisers reserve the right to prohibit the use of any exhibits which in the Organisers’ opinion any annoyance is being caused.

10. Trade Union labour
All stand fitting, construction or display work should be carried out by members of the appropriate Union or unions and under the directions of the Exhibition industry at the rates of pay and overtime and conditions in accordance with the terms of the Working Rules Agreement currently in force.

11. Electrical requirements
Full lighting and power services will be available to the Exhibitor through the official electrical contractor. A schedule of these services and fees will be available once application has been made. Exhibitors may provide their own electrical fittings where such fittings are in the form of made up units, showcases and/or signs complete and ready for connection to the mains supply. Electrical devices which interfere with radio or television systems must be switched off immediately if requested by the Organisers. The use of electrical appliances such as coffee makers etc. shall only be permitted if they conform to the conditions concerning electrical appliances as laid down by the appropriate authority and other statutory bodies. Before such appliances are used, permission must be obtained from the Exhibition Organisers. The use of immersion heaters and electric heaters with unguarded elements are not permitted.

12. Dangerous materials and exhibits
The Exhibitor must conform to the conditions concerning explosives and dangerous combustible materials as laid down by the appropriate authority and other statutory bodies, including the Premises. Any material or exhibit not approved by the appropriate authority or by the Organisers must be removed from the building at the request of the Organisers.

13. Fire precautions
All material used in the construction work display materials etc. must be effectively fire proofed or made of non-flammable materials in accordance with the standards of every appropriate authority. Exhibitors must comply with fire prevention and other safety regulations, existing legal regulations and recommendations.
14. **Damage/alterations to the Premises**

It is not permitted to stick or otherwise fix items on any parts of the Premises. Alterations to rented items and fixtures, the bringing of heavy or bulky items or the putting up of decorations, signs and posters shall require the prior written permission of the Organisers. Non-observance of this rule shall entitle the Organisers to remove the items in question at the cost of the exhibitor.

15. **Cleaning**

The Organisers will arrange for the daily cleaning of the aisles outside the Exhibition open hours. Exhibits will not be cleaned.

16. **Security services**

The Organisers will monitor entrance to the exhibition hall during opening hours for the period of the Exhibition but will accept no liability for loss or damage. Additional security is the responsibility of the Exhibitor.

17. **Storage**

It is prohibited to store empty containers and packaging of any kind on or off the stand. Storage of empty material can be arranged through the forwarding company.

18. **Freight and transport**

The Organisers will appoint official forwarding agents for temporary importation of goods for the Exhibition. Overseas exhibitors wishing to bring in goods or materials for temporary importation must contact the Organisers for details of the official contractor and regulations.

19. **Liability**

While the Organisers will endeavour to protect exhibition property while on display at the Exhibition, the management of the Premises, the Organising Committee and the Organisers cannot accept liability for any loss or damage sustained or occasioned from any cause whatsoever. Exhibitors will be responsible for all damage to property and for any loss or injury caused by them or their agents or employees and will indemnify the Organisers against all claims and expenses arising therefrom. In the event of it being necessary for any reason whatsoever for the Exhibition to be abandoned, postponed or altered in any way in whole or in part, or if the Organisers find it necessary to change the dates of the Exhibition or vary the hours the Exhibition is open, the Organisers shall not be liable for any expenditure, damage or loss incurred in connection with the Exhibition. The Organisers shall further not be liable for any loss, which the Exhibitor or Exhibition contractors may incur owing to the intervention of any authority, which prevents or restricts the use of the Premises or any part thereof in any manner whatsoever.

20. **Insurance**

Exhibitors are reminded of the need to consult their insurance company or insurance brokers to cover themselves fully against all risks at the Exhibition. The Organisers can advise Exhibitors of suitable insurance brokers upon request. Particular attention is drawn to the need for the following:

- Abandonment insurance: As per paragraph 19, the Organisers are not obliged to return any monies paid for space in the event of cancellation or restriction of the Exhibition.
- Stand, fixtures and similar insurance: All risks on loss or damage to Exhibitor property, fixtures, fittings and all other property of a similar nature such as personal effects of directors, principals and employees while on the Premises and transit risks from the Exhibitor’s premises to the Exhibition and return.
- Public liability: Liability to the public may arise out of Exhibitor activities and should be covered by appropriate insurance to a minimum of two million Euros.

21. **General conditions**

The Organisers are responsible for the control of the Exhibition area. Exhibitors are responsible for the control and supervision of their own stands within the guidelines of the Organisers. The decision of the Organisers is final and decisive on any question not covered in the foregoing regulations. The Organisers may from time to time add to or vary these rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers. Exhibitors must comply in all respects with the requirement of every appropriate authority, with the Terms of Agreement by which the Organisers may occupy the Premises and with the policies of insurance effected by the Organisers. Copies of the Agreement and policies of insurance may be inspected at the Organisers’ office 30 days prior to the opening of the Exhibition.

22. **Venue terms and conditions**

Exhibitors are responsible for reviewing and complying to the standard terms and conditions of the Venue. The Organisers will make every endeavour to make Exhibitors aware of the Venue terms and conditions but takes no responsibility for any breach of those terms.

Signature of the Exhibition application form confirms acceptance of these terms and conditions of Exhibiting.