



Trade Prospectus Spring Meeting Cambridge 24-26th March 2010



Alix Gordon

Email: admin2@sbns.org.uk

Tel: +44 (0)20 7869 6887

35-43 Lincoln's Inn Fields
London, WC2A 3PE

Fax: +44 (0)20 7869 6890

Website: www.sbns.org.uk

SBNS Spring Meeting 2010
Queens College, Cambridge
Silver Street
Cambridge
CB3 9ET

The Town:

Cambridge and its University are a popular conference destination, particularly for scientific meetings due to its reputation for learning.

It has Good motorway networks from London and the south on M11, from the north via A1, from west and the M1/M6 via the A14 and from the east via A14. 35 minutes from London Stansted Airport and 45 minutes by train from London King's Cross.



The Venue:



Located in the heart of Cambridge, Queens' College was founded in 1448 and for over 550 years, the history has been rich, complex and varied much like the thriving academic community it supports. The College is committed to academic excellence and diversity. Queens' has the very best of conference and catering, with a full range of modern facilities in the picturesque context of one of Cambridge's most perfect historic Colleges. It sits astride the River Cam with its two halves joined across the river by the famous Mathematical Bridge.

The main exhibition will be held in the Cripps Dining Hall, which is adjacent to the main session hall. Breakfast, lunch and tea/coffee will all be located in this area. Tea and Coffee will also be served in the conservatory where the table top stands are located.

Dear Industry Colleagues,

Queens College has modern conferencing facilities in a traditional surrounding however it is not a typical exhibition venue and therefore we have adapted to a smaller amount of space by offering different size stand packages that include a lot more for your money as well as discounts on further sponsorship items. We have also introduced a new table top rate for charities and research projects.

Accommodation will be available to book at the college in single study bedrooms. As this will be the preferred place to stay we hope to have delegates and sponsors all in the same place giving you maximum exposure to your clients.

From 2010 we will be organising our meetings in-house and therefore hope to bring a more inclusive approach to our events. Below is a report on the venue and location from a member of our Trade Interface Group. I look forward to seeing you there.

Meetings Secretary and Host – Mr Peter Kirkpatrick, Addenbrookes, Cambridge

Site Visit Report – 28th May 2009 – SBNS March 2010, Cambridge

Representatives of the SBNS Trade Interface Group had the opportunity to preview facilities and arrangements for the Cambridge SBNS in spring 2010. The scientific meeting will take place at Queens College in the heart of Cambridge. The lecture hall is situated a very short walk (30 seconds) from the main exhibition room, 'Cripps Hall'. The layout of stands for this space is still being finalised but it is anticipated that exhibitors might choose to take a smaller stand in order to facilitate being in the main exhibition area. A secondary exhibition space is located similarly closely to the lecture theatre and has the added attraction of a bar and snack bar and a large open-air quadrangle which will attract delegates if the weather is good. Careful positioning of lunches and mid morning/afternoon coffee will help the flow of delegates to both rooms. A less accessible / attractive room higher up in the complex will be used for posters and the poster session. Access to both exhibition rooms is suitable for the large equipment companies. Although a split exhibition is never ideal, the proximity of the two rooms and advantages for each should negate many of the less ideal aspects of this and it is clear that the organizers are aware of the importance of allowing a good 'flow' of customers in and around the exhibition stands. This venue is also offering accommodation for the delegates and trade exhibitors with the idea of keeping the conference very much together in one place. A late bar has been arranged on both evenings with ample staff to support the traditional post-event drinks. All delegates and exhibitors will be encouraged to take up the accommodation within Queen's College.

The social programme will be a little different for this conference in that two evenings of all inclusive (trade representatives plus conference delegates) dinner and entertainment are planned as opposed to the traditional Wednesday night reception followed by individual company meals and Thursday's gala dinner. The Wednesday evening event will be a welcome reception event at the Imperial War Museum, Duxford around 20 minutes coach ride from the conference venue. This will rely on all trade exhibitors 'getting behind' the event and sending their personnel to support the inclusive spirit of this evening. The location for this event is exceptional and drinks and food beneath the wings of Concorde and the Avro Vulcan is a unique experience which should lend a real 'wow' factor to proceedings. The tone for the event will be informal.

Thursday night's black tie gala dinner is to be held at the prestigious Kings College, a short walk from Queens College. Once again, the SBNS conference organizers are opening the event up to the whole of the trade delegation and hoping that each company will send representatives to be a part of the conference delegation in respect of the partnership that SBNS enjoys with its trade sponsors.

The early organisation of this meeting bodes well for it to be well planned and executed under the new in-house structure at SBNS and whilst the conference facilities at Queens College are not ideal in every respect, care and attention has been paid towards offering exhibitors a fair, open and good value inclusion in the conference. I endorse the choice of venue for this conference and also the plans for an all-inclusive social programme. I hope that all trade sponsors and exhibitors will take a similarly positive view towards participation in the peri-conference events.

James Avison, Forth Medical, 29th May 2009

Accessibility

The exhibition area has direct access through the rear delivery entrance which is located on the ground floor. Delivery slots will be allocated to avoid congestion.

Location

Queens College is ideally located right in the centre of Cambridge



Travel

Walking and Public Transport

Queens College is a 5 minute walk from the centre of town (see map above). Buses run regularly from Cambridge Station which is located 1 mile outside of the city. The fastest trains (the Cambridge Cruiser from King's Cross) take only 48 minutes. Cross country rail services link Cambridge with the Midlands and the North, via Birmingham

Please visit the following website for further details: www.visitcambridge.org

By Car – Parking

Parking is available at the Wilberforce Road Athletics Ground on Wilberforce Road, located off Grange Road. It is free of charge and is a 20 minute walk from the venue or 5 minute taxi ride.

Parking is also available in the centre of town in the Lion Yard Multi-storey Car Park on Corn Exchange Street, a 10 minute walk from the venue. It costs £32.00 per 24hrs.

There are five park and rides that service Cambridge and bus you straight into town more details can be found at: www.cambridgeshire.gov.uk/transport/around/parkandride

Taxi Co:

Panther: 01223 715 715

A1 Cabco: 01223 525 555

By Air

Stansted Airport is the nearest airport just a 35 minute train journey or 45 minute drive. Taxis cost approx £40.00.

Sponsorship and Exhibition Opportunities

Sponsorship Levels

Sponsors will be recognised at the meeting and on all meeting materials according to the total support provided.

In order to find out how you will be acknowledged (if “Gold”, “Silver”, “Bronze” or simply “Sponsor”), please follow the steps below:

STEP 1: Select your stand package

STEP 2: Select your sponsorship opportunities

STEP 3: Work out the total amount due

STEP 4: Check in the chart below which sponsorship level your company falls within

Total Support Provided	Sponsorship Level	Additional Benefits
Over £11,000	Gold Sponsor	<ol style="list-style-type: none">1. Sponsors logo on the meeting website with hyperlink to a website of their choice2. An advance delegate list printed on labels (one month before the meeting)3. A final delegate list printed on labels (one month after the meeting)4. 5 full complimentary registrations (to be used to sponsor Doctors/Customers' registrations at the SBNS)
Over £7,500	Silver Sponsor	<ol style="list-style-type: none">1. Sponsors logo on the meeting website2. 3 full complimentary registrations (to be used to sponsor Doctors/Customers' registrations at the SBNS)
Over £5,500	Bronze Sponsor	<ol style="list-style-type: none">1. Sponsors logo on the meeting website
Less than £5,500	Sponsor	

In addition all sponsors will receive the following benefits:

- The right to use the meeting logo, subject to the Committee approval
- Acknowledgement on sponsor boards on-site
- A printed acknowledgement in the final program

Scientific Opportunities

2 x Breakfast Seminars (1 hr) – £2,175 + VAT

2 x Evening Seminars (1 hr) – £4,350 + VAT

Proposals are invited from companies wishing to hold a seminar at the SBNS Spring Meeting 2010. Sponsors can choose the topic and speakers, subject to approval by the Meeting Secretary.

Breakfast Seminars - Thursday 25th & Friday 26th March

The breakfast seminars will be held on Thursday and Friday from 07:45 to 08:45 at Queens College in the Old Hall. The sponsors will provide breakfast.

Evening Seminars - Wednesday 24th March

The two evening seminars will run concurrently, one focusing on the brain, the other on the spine. They will be held from 16:30 to 17:30 directly after the afternoon scientific session and prior to the Welcome Reception (Timings are subject to change). The seminars will be held at Duxford Air Museum Conference Centre where the welcome reception is also being held. Coaches will be provided to transport the delegates. Sponsors will be expected to provide refreshments on arrival.

There is the possibility of an air display, weather permitting, before the evening seminars take place. Sponsorship ideas are welcomed.

1 x Lifelong Learning Session (2 ½ hrs) - £2,500 + VAT

Lifelong Learning Session – Wednesday 24th March

The lifelong learning session will run from 10:30 to 13:00 and is the first session of the day. In Cambridge it will be on Vascular Neurosurgery, covering all aspects of the speciality as well as a question and answer session. More details can be obtained from the meetings secretary.

Companies sponsoring the breakfast and evening seminars or Lifelong learning session will receive the following benefits:

- Seminar Programme in the final programme
- Seminar Programme on the meeting website
- Seminar invitation in the meeting bag (1 sheet only, max A4 format)
- Invitations emailed to registered delegates 2 weeks before the start of the meeting
- Room Hire
- Technical Assistance
- Branding opportunities in the Session Hall
- Standard AV package (to be confirmed in guidelines)
- Web casting of seminar (at additional cost) on the meeting and company website
- Sponsoring companies will cover costs (Registration, Accommodation and Travel) for their speakers.

Sponsors of the Breakfast Seminars will provide breakfast for the delegates.

Sponsors of the Evening Seminars will provide light refreshments for the delegates.

Presentation: £870 + VAT

A two minute presentation slot in the main auditorium (9 slots available). This is an opportunity for Trade to present their products to the SBNS plenary session.

Poster Session Category including Poster Prizes: £1,130 + VAT

Companies may sponsor one or more of the 6 poster session categories. Each section will be judged and the best poster in each category will be awarded a prize sponsored by the category sponsor. Sessions and viewing will take place during the lunch and coffee breaks. The Sponsor will be acknowledged with a logo on the relevant poster boards as well as on a sponsors sign at the entrance to the area.

Disclaimer – Please note that if there are no relevant posters in a sponsored category there will be no prize awarded however the sponsor will remain a general poster session sponsor.

Print Opportunities

Colour Advertising Opportunities are available in the following print items:

Advertisement in Final Programme:

Advertisements in the Final Programme are available as follows:

Outside Back Cover	£1,200 + VAT
Inside Front Cover	£1,000 + VAT
Inside Back Cover	£1,000 + VAT
Full Page	£ 565 + VAT
Half Page	£ 350 + VAT

Delegate Bag Inserts: £305 + VAT

To be placed inside the delegate bags (1 sheet only, max A4 format, subject to approval by Scientific Committee).

Registration Item Opportunities

Lanyards: Cost of production or provided in kind

Name badge cords are a perfect opportunity for a company wishing to gain high profile exposure at the meeting. All delegates will be given a sponsor company/product logo branded Lanyard when they register at the Meeting.

Meeting Bags: Cost of production or provided in kind

An opportunity which offers exposure far beyond the meeting, the bags will include all meeting print material and will be handed to delegates when they register. The Sponsor company logo will be printed on the bag.

Meeting bags can be provided in kind or the organisers can produce the bag in accordance with the sponsor's budget and design requirements.

Notepads: Cost of production or provided in kind

An opportunity to brand the writing pads that will be included in the delegate bags for use during the meeting. Sponsor will provide A4 notepad blocks or folders, which may be branded with company or product logos.

Pens: Cost of production or provided in kind

An opportunity to brand the pens that will be included in the delegate bags for use during the meeting as well as on the registration desks. Sponsor will provide good quality pens, which may be branded with company or product logos.

Exhibition Opportunities

Exhibition Stand Packages

The cost of stand space has been divided into packages as follows (there is no shell scheme available at this venue):

Stand Package A (4 available)

9 sqm Stand Space

Company name badges for 3 persons

Tea/coffee and lunch each day

Free editorial entry (75 words) in the Final Programme

5 x tickets for the welcome reception on Wednesday 24th March 2010 at Duxford Air Museum

5 x tickets for the Gala Dinner on Thursday 25th March 2010 at Kings College

Joint Trade Interface sponsorship of Welcome Reception on Wednesday 24th March 2010 at Duxford Air Museum

1 power point slide to be shown in the main Auditorium on a loop system during the breaks

½ page advert in the final programme

15% off all other sponsorship items listed below

Total

£4,580.00 + VAT

Stand Package B (10 available)

6 sqm Stand Space

Company name badges for 2 persons

Tea/coffee and lunch each day

Free editorial entry (75 words) in the Final Programme

4 x tickets for the welcome reception on Wednesday 24th March 2010 at Duxford Air Museum

4 x tickets for the Gala Dinner on Thursday 25th March 2010 at Kings College

Joint Trade Interface sponsorship of Welcome Reception on Wednesday 24th March 2010 at Duxford Air Museum

1 power point slide to be shown in the main Auditorium on a loop system during the breaks

1 Delegate bag insert

5% off all other sponsorship items listed below

Total

£3,120.00 + VAT

Stand Package C (7 available)

4 sqm Stand Space

Company name badges for 2 persons

Tea/coffee and lunch each day

Free editorial entry (75 words) in the Final Programme

3 x tickets for the welcome reception on Wednesday 24th March 2010 at Duxford Air Museum

3 x tickets for the Gala Dinner on Thursday 25th March 2010 at Kings College

Joint Trade Interface sponsorship of Welcome Reception on Wednesday 24th March 2010 at Duxford Air Museum

1 power point slide to be shown in the main Auditorium on a loop system during the breaks

Total

£1,880.00 + VAT

Table top (7 available in the conservatory)

1 x 6ft x 3ft table

Company name badge for 1 person

Tea/coffee and lunch each day

Free editorial entry (50 words) in the Final Programme

1 x ticket for the welcome reception on Wednesday 24th March 2010 at Duxford Air Museum

Joint Trade Interface sponsorship of Welcome Reception on Wednesday 24th March 2010 at Duxford Air Museum

1 power point slide to be shown in the main Auditorium on a loop system during the breaks

Total **£ 500.00 + VAT**

The build-up height for all stands is a maximum of 2.5 metres.

POWER IS LIMITED AT THIS VENUE THEREFORE IF YOU ARE GOING TO BRING ANYTHING THAT WILL REQUIRE A LARGE AMOUNT THEN YOU MUST CONTACT ALIX GORDON BEFORE BOOKING

Additional Social Event tickets are available to purchase:

Welcome Reception tickets at **£100.00 per ticket (inc VAT)**

Gala Dinner tickets at **£85.00 per ticket (inc VAT)**

Additional Exhibitor badges are available to purchase at a cost of **£50.00 (inc VAT)** per person.

Proposed Dates (subject to change)

Set Up Timings:

Tuesday 23rd March 13:30 – 17:30

Wednesday 24th March 08:00 – 10:30

Delivery slots will need to be booked beforehand due to limited loading and unloading space.

Proposed Exhibition Opening Hours:

Wednesday 24th March 11:00 – 17:00

Thursday 25th March 09:00 – 17:30

Friday 26th March 09:00 – 14:00

Dismantling/Breakdown Timings:

Friday 26th March 14:00 – 18:00

Networking Opportunities within the Exhibition Hall

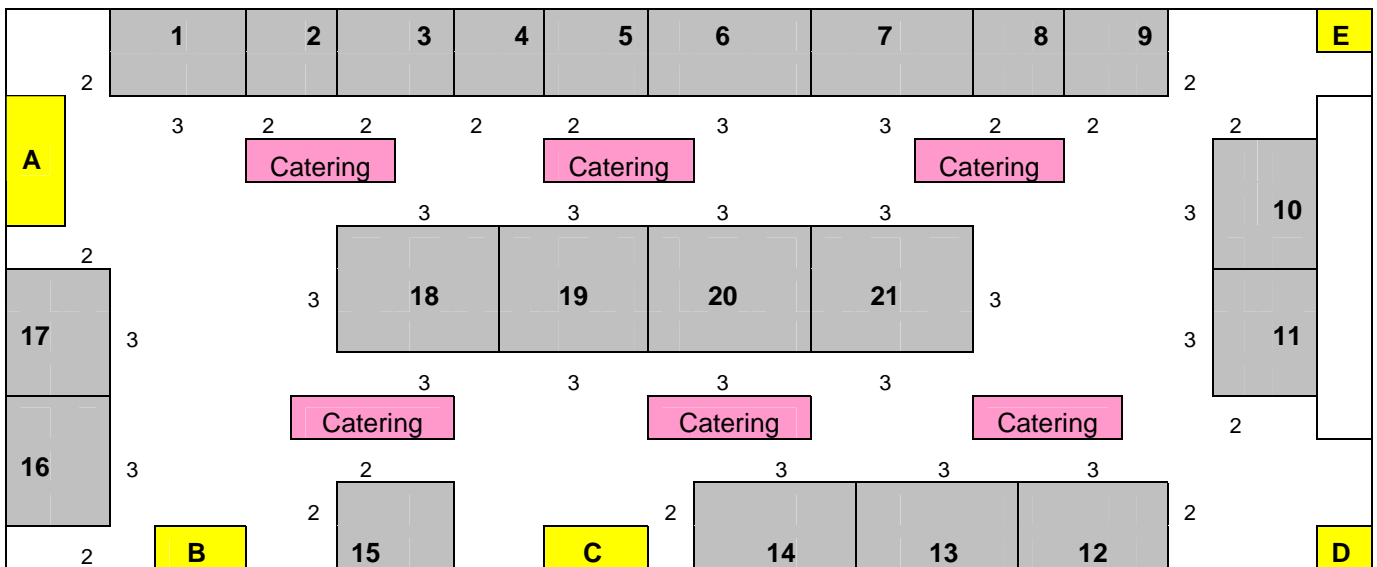
- Tea and coffee
- Exhibition
- Internet facilities

Further Information

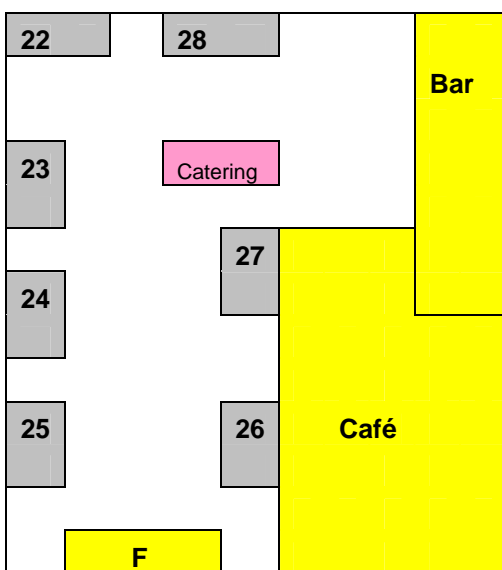
A manual giving further general and technical information, advice and full details about the exhibition and venue will be circulated in **January 2009**.

Exhibition Floor Plan

Cripps Dining Hall



Conservatory



A – Main Entrance/ Registration
 B/C – Catering Entrance
 D/E – Unused Exits
 F – Main Entrance

Application for Stand Packages and Sponsorship Items should be made on the enclosed booking form and should be signed and either faxed or emailed back to Alix Gordon.

Terms of Payment

The contract should be signed and returned to Alix Gordon together with full payment. Stand package and location will be confirmed when full payment is received.

Payment may be made by the following methods:-

- Cheque or banker's draft in pounds sterling only, drawn on a UK bank, made payable to: The Society of British Neurological Surgeons
- Visa/Master Card (please note that a credit card fee of 3.5% will apply). We do not accept American Express.
- Bank Transfer to The Society of British Neurological Surgeons (details will be on your invoice)

Cancellation Policy

All cancellations must be made in writing.
The SBNS shall retain:

- 10% of the contract price if the cancellation is made before 15th November 2009
- 50% of the contract price if the cancellation is made between 15th November 2009- 1st January 2010
- 100% of the contract price if the cancellation is made between 1st January 2010- 24th March 2010

If the stand package or sponsorship item is resold a full refund will be made less a 10% administration charge.

Insurance

In accordance with the terms and conditions contained within this prospectus it is recommended that insurance be effected with minimum delay.

Terms and Conditions

Attention is drawn to the Exhibition Terms and Conditions contained in this prospectus. Signature of the Exhibition and Sponsorship Contract implies acceptance of these conditions.

Exhibition Package and Sponsorship Form Contract

SBNS Spring Meeting 2010 • Queens College, Cambridge • 24th–26th March 2010

Please note that all acknowledgements of your Company and listing of Company name and address will be generated from the following information. Please complete and return to:

Alix Gordon, SBNS, 35-43 Lincoln's Inn Fields, London, WC2A 3PE

T: +44 (0)20 7869 6887, F: +44 (0)20 7869 6890, E: admin2@sbns.org.uk

COMPANY NAME.....
(for invoicing)

COMPANY NAME.....
(for exhibition listing and sponsor acknowledgement)

CONTACT PERSON.....

MAILING

ADDRESS.....

POST CODE..... COUNTRY.....

TEL FAX.....

Including country and area codes

Including country and area codes

EMAIL WWW.....

Exhibition - I wish to apply for the following Stand Package at SBNS 2010:

Stand Package	Number	Total Cost
A - £4,580 + VAT		
B - £3,120 + VAT		
C - £1,880 + VAT		
Table top - £500 + VAT		

Preferred Stand Numbers 1st Choice..... 2nd Choice 3rd Choice.....

Sponsorship – I wish to sponsor the following items:

Sponsorship Item	Number	Total Cost
Breakfast Seminar 25 th March - £2,175 + VAT		
Breakfast Seminar 26 th March - £2,175 + VAT		
Evening Seminar, Brain 24 th March - £4,350 + VAT		
Evening Seminar, Spine 24 th March - £4,350 + VAT		
Lifelong Learning 24 th March - £2,500 + VAT		
Presentation - £870 + VAT		
Poster Session – Poster Prizes - £1,130 + VAT		
Outside Back Cover - £1,200 + VAT		
Inside Front Cover - £1,000 + VAT		
Inside Back Cover - £1,000 + VAT		
Full Page - £565 + VAT		
Half Page - £350 + VAT		
Delegate Bag Inserts - £305 + VAT		
Lanyards – Cost of production or provided in kind		
Meeting Bags – Cost of production or provided in kind		
Notepads – Cost of production or provided in kind		
Pens – Cost of production or provided in kind		

Total cost of stand package and sponsorship items	
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I also wish to purchase additional Items as follows:

Additional Item	Number	Total Cost
Exhibitor Badge - £44.00 + VAT per person		
Welcome Reception Ticket - £87.00 + VAT per person		
Gala Dinner Ticket - £74.00 + VAT per person		
Total Cost of Additional Items		

Total overall cost excluding VAT	
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- Enclosed is our cheque made payable to 'The Society of British Neurological Surgeons'
- A Bank Transfer will be made to 'The Society of British Neurological Surgeons' (details will be available in the invoice)
- We would like to pay by credit card (you will be sent a credit card authorisation form, please note that credit card fees will apply as detailed in Terms of Payment)

SignatureDate

An invoice will be issued on receipt of this Application Form and Contract. Signature of this Application Form and Contract for exhibition space confirms acceptance of the Terms and Conditions of Exhibiting

Accommodation

Accommodation for SBNS Spring 2010 exhibitors and sponsors has been reserved at Queens College, the exhibition venue. All delegates will also be staying at the College.

The College offers single ensuite study style bedrooms:



The cost of a single room is £75.00 per night, breakfast and VAT included.

Exhibitor, group and individual accommodation for the meeting has to be booked directly with Alix Gordon.

Please complete and return the accommodation booking form or alternatively please contact:

Alix Gordon

Email: admin2@sbns.org.uk

Tel: +44 (0)20 7869 6887

35-43 Lincoln's Inn Fields

London, WC2A 3PE

Fax: +44 (0)20 7869 6890

Website: www.sbns.org.uk

Accommodation Booking Form

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Please complete and return to:

Alix Gordon, SBNS, 35-43 Lincoln's Inn Fields, London, WC2A 3PE

T: +44 (0)20 7869 6887, F: +44 (0)20 7869 6890, E: admin2@sbns.org.uk

COMPANY NAME
(for invoicing)

COMPANY NAME
(for exhibition listing and sponsor acknowledgement)

CONTACT PERSON

ADDRESS.....

POST CODE COUNTRY

TEL FAX
Including country and area codes Including country and area codes

EMAIL WWW

Room Type	Rate per night	No of rooms 23rd March	No of rooms 24 th March	No of rooms 25 th March	Total Amount
Single	£75.00				

Accommodation – Queens College

*Price includes taxes and breakfast

For any rooms required outside the stipulated dates above, please contact: - Alix Gordon – admin2@sbns.org.uk

On receipt of this form you will receive a spreadsheet for you to complete the individual names and arrival and departure details.

Please note full pre-payment is required for industry hotel rooms. In the case of no-shows the hotel is authorised to charge the full amount corresponding to guest rooms and breakfast for all the days reserved. The hotel reserves the right to charge the full cost of any booking in the event of any nights cancelled after 15 days prior to arrival.

Payment Details

Tick box I authorise you to debit my VISA or MasterCard

Please be aware for payments made by credit card an additional credit card fee applies of 3.5% for VISA or MasterCard

Card No. Security Code Expiry Date.....
(3 digits located on the back of your card)

Name of Card holder.....

Address of Card Holder.....

Enclosed is our cheque made payable to 'Confab Consulting re SBNS'

A Bank Transfer will be made to 'The Society of British Neurosurgeons' (details will be available in the invoice)

Signature Date.....

An invoice will be issued on receipt of this Booking Form and Contract. Signature of this Booking Form for accommodation confirms acceptance of the Terms and Conditions

Terms and Conditions of Exhibiting at SBNS 2010

1. Definitions

In these Regulations the term Exhibition in all cases refers to the aforesaid Trade Exhibition, being held in conjunction with the aforesaid Meeting. The term Exhibitor/Sponsor includes any person, firm, company or corporation and its employees and agents to whom space(s) has been allocated for the purpose of exhibiting at the Exhibition or sponsorship items have been sold. The term Organisers means The Society of Neurological Surgeons. The term Premises refers to those portions of the stated venue licensed to the Organisers.

2. Installation and Removal of Exhibits

Exhibitor/Sponsors will be advised of when they may commence installation of exhibits. Exhibitor/Sponsors 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/Sponsors 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 shall be modified forthwith by the Exhibitor/Sponsor 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/Sponsor who shall forfeit all sums paid by way of deposit, rental or otherwise. No Exhibitor/Sponsor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with or over shadows an adjoining Exhibitor/Sponsor. The Exhibitor/Sponsor is responsible for the safety of his products, display and stand. During breakdown period NO material should be left unattended at anytime. It is the responsibility of the Exhibitor/Sponsor to leave his stand space clean and tidy during the Exhibition and after dismantling. All exhibits, displays, stand fittings and materials must be removed from the Premises by the time and date stated by the Organisers. Removal of exhibits and dismantling may not commence until after the official closing time. Any special arrangements for installation or removal of exhibits must be made in consultation with the Organisers.

3. Stand Construction and Services

For insurance and to adhere to regulations stipulated by the stated venue the Organisers will appoint an official contractor for marking out stand areas and all electrical services, 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/Sponsor may not, except by express written permission of the Organisers display directly or indirectly, advertise or give credits to any products other than his own or his named principals. The display of acknowledgement 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. 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 right only when circumstances necessitate such action and without any liability to the Organisers. 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/Sponsor undertakes to agree to any alteration to the site or the space reallocated by the Organisers.

5. Cancellation

Cancellations must be made in writing. In the event of the stand being re-let and the exhibition is fully sold or sponsorship being resold, 90% of the contract price will be refunded. The Organisers shall retain 10% of the contract price if the cancellation is received more than 12 months prior to the Exhibition. 50% of the contract price if the cancellation is accepted after that time. 100% of the contract price if the cancellation is accepted within 3 months prior to the Exhibition Opening.

6. Bankruptcy or Liquidation

In the event of an Exhibitor/Sponsor 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/Sponsor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor/Sponsor under contract shall be forfeited.

7. Occupation and Payment of Stand Space

The Exhibitor/Sponsor, his servants, agents, employees and contractors may enter the building at a time which will be nominated to them for the purpose of stand dressing and fitting. In the event of an Exhibitor/Sponsor failing to take possession of his stand the Organisers have the right to reallocate the stand and all monies paid shall be forfeited. No Exhibitor/Sponsor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor/Sponsor are paid in full

8. Obstruction of Gangways and Open Spaces

Exhibitor/Sponsors will not be allowed to display exhibits in such a manner as to obstruct the light or impede or affect the displays of neighbouring Exhibitor/Sponsors. Exhibitor/Sponsors will not be allowed to project onto the gangways, ceilings or walls, which are not part of their stand. 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/Sponsor who continues to cause obstruction or nuisance after notice has been given will be liable to have his stand closed by the Organisers at the Exhibitor/Sponsors expense and risk.

9. Conduct of Exhibitor/Sponsors and

Representatives Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor/Sponsor that may cause annoyance to other Exhibitor/Sponsors or visitors. Business must be conducted only from the Exhibitor/Sponsors own stand and under no circumstances may this be carried out from a gangway or elsewhere within the Exhibition. Microphones/Audio Visual Equipment: The use of microphones/audio visual equipment is permitted, but the volume must not be such as to cause annoyance to other Exhibitor/Sponsors. The Organisers reserve the right to prohibit their use if in the Organisers opinion any annoyance is being caused. Publicity Material: Any publicity material shall be displayed and /or given away only from the Exhibitor/Sponsors own stand.

10. Trade Union Labour

All stand fitting, construction or display work should be carried out by members of the appropriate Trade Unions recognised by 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

Power services will be available to the Exhibitor/Sponsor through the official electrical contractor. A schedule of these services will be available once application has been made. Exhibitor/Sponsors may provide their own electric al 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 machines, 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 Organisers. The use of immersion heaters and electric heaters with unguarded elements are not permitted.

12. Dangerous Materials and Exhibits

The Exhibitor/Sponsor must conform to the conditions concerning explosives and dangerous combustible materials as laid down by the appropriate authority and other statutory bodies. 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

In accordance with the requirements of the appropriate authority, all material used in 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. Fire extinguishers will be provided by the Organisers in the display areas and placed as regulations require. The Exhibitor/Sponsors must comply with any reasonable instructions given by the appropriate authority or the Organisers to avoid the risk of fire.

14. Damage to the Premises

No nails, screws or other fixtures may be driven into any part of the Premises including floors; nor may any part of the premises be damaged or disfigured in any way. Should any such damage occur, the Exhibitor/Sponsor responsible would be invoiced for any reparation charges incurred.

15. Cleaning

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

16. Storage

There are no storage facilities available within the Exhibition area or premises (unless space has been purchased from the Organiser prior to the Exhibition and only if available). Exhibitor/Sponsors are advised to make their own arrangements for removal and storage of packing cases, etc. Under no circumstances may packing materials of any kind be left in the aisles or on the stands.

17. Liability

Whilst the Organisers will endeavour to protect exhibition property whilst on display at the Exhibition, it must be clearly understood that the management of the Premises and the Organisers cannot accept liability for any loss or damage sustained or occasioned from any cause whatsoever. Exhibitor/Sponsors 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/Sponsor 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.

18. Insurance

Exhibitor/Sponsors are required to take the appropriate insurance and ensure the Organisers are sent a copy of the documents. Particular attention is drawn to the need for the following: Abandonment Insurance: Exhibitor/Sponsors will have seen from paragraph 19 above that 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/Sponsors property, fixtures, fittings and all other property of a similar nature such as personal effects of directors, principals and employees whilst on the Premises and transit risks from the Exhibitor/Sponsors premises to the Exhibition and return. Public Liability: Liability to the public may arise out of the Exhibitor/Sponsors activities and should be covered by insurance.

19. General Conditions

The Organisers are responsible for the control of the Exhibition area. Exhibitor/Sponsors are responsible for the control and supervision of their own stands. 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/Sponsor under this agreement and shall not operate to increase the liabilities of the Organisers. Exhibitor/Sponsors 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. Signature of the Exhibition Contract implies acceptance of these Conditions