

FACE

FACIAL AESTHETIC CONFERENCE AND EXHIBITION

EXHIBITOR MANUAL

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LOCATION AND CONTACT DETAILS

INTERCONTINENTAL LONDON – THE O2

1 Waterway Drive
Greenwich Peninsula
SE10 0TW

Telephone: +44 (0) 0208 463 6868
Email: info@iclondon-theo2.com
Web: www.iclondon-theO2.com

FACE HEAD OFFICE DETAILS

FACE CONFERENCE & EXHIBITION

240 Blackfriars RD
London
SE1 8BF

Telephone: +44 (0)7454 098 393
Email: kate.yurevich@informa.com
Web: www.faceconference.com

LOGISTICS CO-ORDINATOR

CONTACT: KATE YUREVICH

Tel: +44 (0)7454 098 393
Email: kate.yurevich@informa.com

OFFICIAL BOOTH CONSTRUCTOR

XAV-EIGHT LTD

Contact: Simon Ridout
Tel: +44 (0) 1446 509110
Email: info@xaveight.com
Website: www.xaveight.com

OFFICIAL CATERER AND MEETINGS & EVENTS PLANNER

InterContinental London – The O2
Contact: Edita Alisauske
Tel: +44 (0) 208 463 6901
Email: Edita.Alisauske@iclondon-theo2.com

OFFICIAL FREIGHT SHIPPING

EUROPA SHOWFREIGHT

Contact: Paul Brady
Tel: +44 (0) 121 352 2104 - Mobile: +44 (0) 7971 716
Email: pbrady@europa-worldwide.com

FLOORPLAN

Floorplan available on the following link: <https://www.faceconference.com/en/exhibitors/floorplan.html>

DEADLINE CHECK LIST

It is IMPORTANT that these deadlines are kept to. This will enable the smooth running and ability to return proofs where need be and for FACE to stick to their print deadlines. Should you have any issues with any of the deadlines, please contact your FACE representative immediately to discuss.

- COMPANY DESCRIPTION

Please log in to your Exhibitor/Sponsor Account online at <https://exhibitor-portal.euromedicom.com/> and upload the company logo, description and contact details by **Monday 17 May**. This information will be included into the conference show guide that will be distributed among all the conference attendees.

For login details, please contact **FACE Event Manager Kate Yurevich**

Tel: **+44 (0) 7454098393** Email: kate.yurevich@informa.com

- BADGE MANAGEMENT

Please log in to your Exhibitor/Sponsor Account online at <https://exhibitor-portal.euromedicom.com/> Here you must click on 'Staff Badges Management' where you will be able to see how many badges you have been allocated and complete by **Friday 28 May**.

Please click on **"Guest Badges Management"** to upload the names of your guests. The deadline - **Friday 28 May**. Your badge allocation has already been agreed in your FACE package. Should you wish to order more, this can also be done so from this portal. Please contact your FACE representative if you do not have your login details.

- FINAL PRE-PROGRAMME

Should your company have an advert included in your package to appear in the final Pre-Programme, please log in to your Exhibitor/Sponsor Account online at <https://exhibitor-portal.euromedicom.com/> and click on **"Manage my options"** and upload a file(s) in "ADS-FINAL PROGRAM - E-PROGRAM" by **23 April**.

- ADVERTS AND ADVERTORIALS (SHOW GUIDE)

Should your company have an advert included in your package to appear in the final Pre-Programme, please log in to your Exhibitor/Sponsor Account online at <https://exhibitor-portal.euromedicom.com/> and click on **"Manage my options"** and upload a file(s) in "SHOW GUIDE" by **Monday 17 May**.

- WORKSHOP/SYMPOSIUM INFORMATION

Should your company have a workshop, please log in to your Exhibitor/Sponsor Account online at <https://exhibitor-portal.euromedicom.com/> and click on **"Manage my options"** and upload a file(s), workshop description and speaker information in "WORKSHOPS" by **Monday 17 May**.

Please note, the earlier you submit this, the earlier we can promote your Workshop online and through our marketing channels.

- ABSTRACTS

Should your company be running an Exhibitor Workshop during FACE 2021, your speaker/s will need to complete their profile on Euromedicom.com or via the links emailed to them and upload a 750-word abstract by **Monday 17 May**.

- ADVERTISING DEADLINES

If your company has booked any other advertising and sponsorship options, they will appear in the **"Manage my options"** section of the exhibitor portal. Each will have a deadline clearly indicated. Please complete all the elements before the deadlines expire to enable smooth running of the show.

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COMPANY NAME
STAND NO.
Tel.
Email.
Web.

STAND BUILD DEADLINES

- NAMEBOARD ORDER FORM

Should you be using a shell scheme for your booth space, please submit the details to Xav-Eight Lt via <https://xaveight.com/exhibition-login-details/> by **28 May**. Password - FACE2021.

- ELECTRICAL ORDER FORM

Should you require electricity to your stand, please use link to the online ordering pages <https://xaveight.com/exhibition-login-details/>, enter your details, find FACE 2021 on the drop down menu, fill in the stand number. Password - FACE2021. **Deadline – 28 May**.

- STAND BUILD DESIGNS

Should your company be exhibiting with space only and having your stand built, please log in to your Exhibitor/Sponsor Account online at <https://exhibitor-portal.euromedicom.com/> and select “Exhibitor’s Kit” in the menu. Once you are in the Exhibitor’s Kit menu please select Stand Build supporting documents and upload your stand build designs, health and safety and risk assessment documents by **Thursday 27 May**.

PAYMENT TERMS

- a. All invoices are to be paid in full by **May 5, 2021**.
- b. For those invoices sent after May 5, full payment of your stand must be made immediately after receiving the invoice for you to be allowed to exhibit at FACE 2021. Alternatively, it may be cancelled and/or reassigned without notification or refund of payments by Informa Markets Limited.

Notification of an exhibitor’s decision to cancel or reduce space must be sent in writing to your FACE representative. The date of cancellation shall be the date FACE receives the written cancellation. If an exhibiting company does not occupy their booth space, the company will be liable for 100% of the stand fee. If written request of cancellation or booth reduction is received:

- **More than one hundred and twenty (120) days prior to the Opening Date of the Exhibition, Client shall pay Organizer a cancellation fee equal to fifty per cent (50%) of the Fees.**
- **One hundred and twenty (120) or less days prior to the Opening Date of the Exhibition, Client shall pay Organizer a cancellation fee equal to one hundred per cent (100%) of the Fees.**

Cancellation fees are non-transferable. An exhibitor’s cancellation of technical exhibit space will result in the release by Informa Markets of convention centre public meeting space previously assigned to the exhibitor.

EXHIBITION DAYS AND HOURS

Friday 25 June – 08:30 – 18:00
Saturday 26 June – 08:30 – 17:00

COFFEE AND LUNCH BREAKS

Friday 25 June: Coffee break at 11:00 – 11:30 & 16:00 – 16:30, lunch at 13:00 – 14:30
Saturday 26 June: Coffee break at 11:00 – 11:30 & 16:00 – 16:30, lunch at 13:00 – 14:30

SET UP TIMES

a. Set-up time – From 07:00 until 23:45 on **Thursday 24 June**.

All exhibitors and contractors must enter the hotel via its loading bay which is located at the back of the hotel by the **Meridian Gate**.

To enter the back of the hotel you must drive through The **O2 arena's** security gate. Access will only be granted with a valid vehicle ticket with barcode. Tickets are issued by the Meetings & Events Planner prior to the event and can be presented on either a printed hard copy or on a smart phone or tablet.

To get the ticket please fill in the delivery log and send it to the venue's Events Planner. The following information must be provided:

- Vehicle type
- Date and arrival time (please contact your FACE representative for the allocated arrival time slot)
- Supplier/Company name providing delivery
- Description of items being delivered

b. Please note the event name on the tickets is related to Arena events and not the actual event at the hotel, therefore please ensure your driver/ courier is aware of the event they are delivering/ picking up for.

c. There is no parking for any vehicles in the loading area, however ample time will be given for vehicles to load and unload equipment and deliveries for conferences.

d. Access times & duration for deliveries must be confirmed with the Meeting & Events Planner in order to ensure unloading space is allocated for the duration of time required. As mentioned earlier unloading must take place as quickly as possible to ensure access for other hotel deliveries.

BREAKDOWN TIMES

You are able to breakdown your stand from 17:00 – 23:45 on **Saturday 26 June**.

BOOTH CONSTRUCTION

a. All confirmed Exhibitors will know their stand numbers and their booth dimensions. For any further queries regarding height dimensions or other construction related issues, please contact your FACE representative.

b. Unless agreed prior to the event, all booths must adhere to their contracted size agreement.

c. Please inform your FACE representative of the size of your booth.

d. Back and side wall Height of shell scheme stands – Please see attached Click Panel Spec at the end of this Manual.

e. If you are planning to use electricity at your stand, you will need to order electricals from **Xav-Eight Ltd**. To do so please click on the <https://xaveight.com/exhibition-login-details/> (password – FACE2021). **Deadline – 28 May**. Please ensure that all cables and leads are taped down securely.

f. All the rigging must be done by the venue. Please contact your FACE representative for more information.

g. Should you require any Audio/Visual Hire, this can be done through **Xav-Eight Ltd**. To do so please click on the link <https://xaveight.com/exhibition-login-details/> (password – FACE2021). **Deadline – 28 May**.

h. Should you require any Furniture for your stand, this can be done through **Xav-Eight Ltd**. To do so please click on the <https://xaveight.com/exhibition-login-details/> (password – FACE2021). **Deadline – 28 May**.

3x2 Shell Scheme

Panel Specification

Visible panel size: 950mm x 2340mm
Actual panel size: 970mm x 2352mm
please note that the edges set will be hidden inside the framework, please set up graphic artwork to Actual size and allow for loss (Bleed) 10mm each side and 5mm top and bottom

Material Specification

White power coated aluminium Octanorm system.
White foamex infill panels.

Typical Plan

Internal 3x2 stand dimensions:
2930mm x 1940mm



BOOTH CONSTRUCTION

- i. Should your stand be using the Shell Scheme, please ensure you complete the Nameboard Order Form on <https://xaveight.com/exhibition-login-details/> (password – FACE2021). **Deadline – 28 May.**
- j. Should your stand be using the Deluxe Shell Scheme Booth, please liaise with **Xav-Eight Ltd** for measurements, specifications and to confirm the final design. Any additional elements that are not part of the Deluxe booth package must be ordered separately at extra cost directly from **Xav-Eight Ltd**. **Deadline – 28 May.**
- k. Please note, any exposed, unfinished sides or exhibit backgrounds **must be draped to present an attractive appearance**. The exhibits will be inspected during the set-up time.
- l. During the course of the installation and the exhibit days, all booths are subject to onsite review. FACE reserves the right to request modifications where necessary at the exhibitor's expense to ensure compliance with construction rules and regulations.
- m. Complete booth construction plans and layout arrangements are requested for review by FACE by **27 May**. Neither FACE, the IC London -The O2, nor the general service contractor bears responsibility for the exhibitor's compliance with the FACE booth construction policy. It is the sole responsibility of the exhibiting company and/or their agents to ensure compliance with FACE and facility booth construction policy.

GENERAL PROMOTIONAL GUIDELINES

As the exhibitor, the company agrees to adhere to all conditions and regulations outlined in this Exhibitor Manual. The following rules and regulations have been designed for the benefit of all exhibitors. FACE requests the full cooperation of the exhibitor in their observance of the rules. Please ensure that all parties involved in the arrangements for your exhibit have a copy of these rules and regulations. It is the responsibility of the exhibitor to ensure all booth staff are informed of and adhere to these rules and conduct themselves in a professional manner throughout the convention.

- a. **ADVERTISING** - Every Exhibitor has been allocated a certain space. It is strictly forbidden to erect any other banners or marketing materials around the Intercontinental London- The O2 unless agreed prior to the event between the Exhibitor and FACE. Any materials seen to be in breach of this rule will be taken down and returned to the Exhibitor. Any activities that interfere with normal traffic flow, infringe on other exhibitors, or interfere with any meeting activities as determined by FACE, are prohibited.
- b. **PHOTOGRAPHY/VIDEO TAPING** - Videotaping and photographing within the exhibit hall is prohibited except by the official FACE photographer and cameramen unless agreed prior to the event with your FACE representative. Should this be seen during the event, the person/s will be asked to politely stop. Continuous violation of this rule will result in the person/s being asked to leave the venue.
- c. Photographs and video taping are only permitted on your own exhibit booth, activities, and personnel. No exhibitor may photograph or video tape another company's exhibit booth or demonstrations.
- d. The FACE Conference and Exhibition is wholly owned Informa Markets Limited and is not a public event. Programs presented at the FACE Conference and Exhibition are for the education of attendees and purchasers of recorded presentations are authorised by FACE. Any unauthorised use of program content, the name of a faculty speaker and/or program title is prohibited and will be grounds for termination of exhibitor privileges and prosecution for infringement of the copyright laws.
- e. For purposes of the preceding sentence, 'program content' includes, but is not limited to, oral presentations, audio-visual materials used by speakers and program papers, outlines, other hand-outs, poster presentations and exhibition hall activities. This rule applies to unauthorised uses of FACE program content before, after and/or during the meeting.

- f. BOOTH ACTIVITIES – (i) Product and service demonstrations may be conducted by professional presenters; however, demonstrations are to be straightforward, professional and non-combative in nature and must avoid excessive crowds, noise, heat or light.
- (ii) The use of live animals and live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. Cosmetics and non-prescription skin care products may be demonstrated.
- (iii) If there is any question/concern whether a booth activity fits within the FACE guidelines, it is recommended that the company submit the activity for approval by 28 May 2021.
- g. AV EQUIPMENT - The use of sound systems is permitted provided they do not interfere with the ability of neighbouring exhibitors to conduct business activities. Any exhibit may be closed if deemed by FACE, in its sole discretion, to have an excessive noise level. Exhibitors are responsible for obtaining appropriate licenses for any copyrighted music used in connection with their exhibit.
- h. SELLING AND ORDER TAKING - Sales of non-prescription medicines are permitted, provided that transactions are conducted in an appropriate professional and business-like manner. It is strictly forbidden to sell, display, advertise prescription-only medicines (POMs) to the public.
- i. EXHIBITOR MEETINGS & EVENTS – FACE approval, which may be granted or denied at the sole discretion of FACE, is required for all exhibitor sponsored meetings and events during the FACE Conference. Exhibitor-sponsored CPD activities or subsequently produced CPD activities are not permitted. Exhibitors planning to hold a meeting or event must submit a written request to FACE.
- j. SUBLETTING OF SPACE - Exhibitors may not let, sublet, transfer or share the exhibit privilege or space in whole or in part with any other party.

EXHIBITOR BADGES

- a. All Exhibitors have a set allocation of badges for their representatives over the FACE weekend. Exhibitor Passes give access to the whole Exhibition Area and ALL Exhibitor Workshops.
- b. All exhibitor badges should be filled out online. Go to <https://exhibitor-portal.euromedicom.com/>. Enter your login and password which we have sent you via email.
- c. Extra exhibitor badges can be purchased online at <https://exhibitor-portal.euromedicom.com/>
- d. Badges must be worn at all time for admission to the exhibit hall and Workshop areas and to receive your refreshments.
- e. Company badges will not be accepted in lieu of the official badge.
- f. Individuals who do not have badges will not be admitted into the exhibition area.
- g. Companies who do not register their representatives before the event will be able to do so on the day. Payment MUST be taken on the day at the Registration Desk otherwise the representative will not be allowed access into the Conference. Invoicing post event is not permitted under any circumstance.
- h. Badges may not be altered or covered in any manner.
- i. Individuals found in violation may be asked to relinquish their badge and escorted from the venue.

HOTELS

Preferential hotel rates are arranged with IC London – The O2 for all the conference attendees. To book your accommodation, please follow this link: <https://book.passkey.com/event/50147298/owner/49527047/home>

LEAD RETRIEVAL – BADGE SCANNING

Hiring of Scanners is an option for all Exhibitors at FACE.

A barcode is printed on the badges of all registered participants. The barcode contains a unique number which relates to the participant record in the registration database. This record holds all contacts and information, as provided by the participant on the registration form.

Simply scan the barcode on the participant's badge and all the data will be stored in the scanner. Lead retrieval is a perfect marketing means for capturing and follow-up of sales leads generated at FACE Conference and Exhibition. For further information, please contact your FACE representative.

WORKSHOPS/SYMPOSIUMS

Workshop/Symposium sessions of 1 hour - 1.5 hours allow practitioners or company representatives, chosen by your company, to develop the results of studies and/or to perform live demonstrations in front of an audience. The Workshops/ Symposiums take place in a fully equipped room. Please get in touch with your FACE representative for further information regarding availability.

We remind you that FACE holds the copyright to all educational materials presented or derived from its meetings, such as: video recordings of live demonstrations, video recordings of symposia, handouts, posters, abstracts and presentation synopsis.

WORKSHOP/SYMPOSIUM LIVE DEMONSTRATIONS

- a. Please note, we cannot allow any invasive procedures to take place in ANY of the Workshops/Symposiums throughout the FACE Conference weekend.
- b. Please note, it is the responsibility of the company hosting the Workshop/Symposium to bring their own model/s and provide your FACE representative with their details.
- c. Please note, it is the responsibility of the company hosting the Workshop/Symposium to provide their own consent form for any demonstrations taking place within their event.
- d. Please note it is the company's responsibility to be aware of the JCCP's recommendations for performing live demonstrations and it is the company's responsibility to adhere to those recommendations:
https://www.jccp.org.uk/ckfinder/userfiles/files/JCCP_Premises_Standards_Terms_of_Reference.pdf

FACE and the venue hold no responsibility for any models attending the exhibitor workshops at FACE Conference.

DELEGATE INVITES

- a. Admission for delegates to attend FACE is by badge only. A precise Badge Policy has been implemented, specifying the rules related to the admittance to the different areas of the FACE Conference.

FACE Badge Policy is mandatory for all the participants. Its violation will authorise FACE staff to take measures in order to restore the order and may lead to the withdrawal of the badge and the prohibition of access to the Conference. According to each participant's status, a corresponding badge is issued.

- b. As an exhibitor, you are entitled to purchase Delegate tickets for your staff and/or customers. For prices please contact your FACE representative. You are entitled to purchase a Delegate Pass on the day of the event however payment MUST be taken on the day at the Registration Desk otherwise the delegate will not be allowed access into the Conference. Invoicing post event is not permitted under any circumstance.
- c. Discounted rates apply for Exhibitors who wish to invite delegates as Full Delegates. Exhibitors can register their customers at the early bird rate. For more information please contact your FACE representative.

SECURITY OF BOOTHS & MATERIALS

Exhibitors are responsible for safeguarding their goods, materials, equipment and exhibits at all times. General guard service will be provided by FACE for the exhibition period to monitor exhibit hall access points, but neither the guard service, the IC London -The O2 or FACE will be responsible for the loss of or damage to any property. FACE strongly encourages exhibitors to provide their own booth security.

TRAVEL

- a. For transport information to the ICLondon – The O2, please visit <https://iclondon-theo2.com/location>.
- b. Should you require any further information, please contact your FACE Representative.
- c. During the build and break-down days exhibitors and constructors are allowed complimentary car park as per Terry Loading Bay map attached, subject to availability. Please let us know in advance if you require the parking space, for how many vehicles and for how long.
- d. If the car park behind the hotel is fully booked and/or you require more parking space, below is the hotel's car parking pricing list:

Parking Rates										
Time	0-2	2-4	4-6	6-9	9-12	12-14	14-16	16-18	18-24	Hotel Guests
Non- Guest	£6.00	£8.00	11.00	13.00	15.00	18.00	24.00	32.00	50.00	
Rate for people using outlets/ Conference	3.00	4.00	5.50	6.50	7.50	9.00	12.00	16.00	24.00	
Rate for guests staying overnight (24 hrs)										24.00 inc VAT

SHOW GUIDE DEADLINES

If you have agreed to take space within the FACE Show Guide, please be advised that the deadline for advertorial text, images and advert copy is **Monday 17 May 2021**.

WI-FI

Complimentary Wi-Fi Internet access is available to all exhibitors over the FACE Conference. **Complimentary access is suitable for basic browsing and email access only.** Should you require faster premium internet service on your booth, it must be booked directly with the venue. Internet Request Form is attached to the back of the manual.

Following option is available to all exhibitors:

WIRELESS OPTION 1 – (Captive Portal based)

£15 per device for 24 hours connection. Additional dedicated bandwidth can be provided @ £25 per MB per day (For dedicated bandwidth minimum order of 10MB will be required).

Includes unlimited download/upload.

Can be used throughout the hotel building Inc. bedrooms, public areas and conference space

Price excludes VAT

DELIVERIES

Hotel deliveries are accepted Monday to Friday between 10 and 16. This applies to parcels delivered by couriers. For the Arora Ballroom Loading please contact your FACE Representative to confirm your allocated time slot.

- a. Please see attached Shipment Label which can be used on all boxes and materials being sent to the venue prior to the FACE Conference. The IC London -The O2 will allow delivery the day before the event (Thursday 24 June 2021). Or alternatively items can also be brought in with you on the day.
- b. There is no storage available at the hotel, all the items must be collected as you leave the venue. No items can be left on the event floor. Should this occur then these items will be disposed of.
- c. DELIVERIES (EXHIBITOR GOODS) – Package deliveries to the hotel must be made carriage paid. All deliveries must enter the hotel via its loading bay which is located at the back of the hotel by the Meridian Gate. To enter the back of the hotel you must drive through The O2 arena's security gate. See the map at the back of the manual.
- d. Access will only be granted with a valid vehicle ticket with barcode. Tickets are issued by the hotel's Meetings & Events Planner prior to the event and can be presented on either a printed hard copy or on a smart phone or tablet. Contact details can be found on page 3.
- e. Please note the event name on the tickets is related to Arena events and not the actual event at the hotel, therefore please ensure your driver/ courier is aware of the event they are delivering/ picking up for.
- f. There is no parking for any vehicles in the loading area, however ample time will be given for vehicles to load and unload equipment and deliveries for conferences.
- g. Access times & duration for deliveries must be confirmed with the hotel's Meeting & Events Planner in order to ensure unloading space is allocated for the duration of time required. As mentioned earlier unloading must take place as quickly as possible to ensure access for other hotel deliveries.
- h. MOVEMENT OF DELIVERIES – There is no facility to move palletized products from the Lift to Exhibition Stands. Everything needs to be in boxes and moved by exhibitors or their constructors themselves.
- i. Dimensions of the Loading Bay can be found at the back of the manual. During exhibition set-up and breakdown the following conditions must be:
 - The Loading Bay is left clear at all times unless loading/unloading is in progress;
 - The vehicle is not left unattended when transferring items to and from Exhibition areas.
 - During large build-ups we suggest that there are enough personnel to unload and then supervise the transfer of materials to the areas, whilst the vehicle is removed from the Loading Bay.
 - All corridors and Fire Exits are left clear to ensure access is maintained at all times.

FREIGHT & SHIPPING

FACE are using Europa Showfreight as the official Freight and Shipping company. Should your company be interested in using a Freight and Shipping company, please contact Europa Showfreight for the Shipping and Lifting Charges. Contact details for Europa Showfreight can be found on page 3 of this manual.

PORTERAGE COST

If you wish, you can hire a porter to move your materials for you. Please contact the hotel's Meeting & Events Planner to arrange.

LIFT DIMENSION

Please see attachment. You will have access to the Terrys Loading Bay. Please see map attached how to get there. All deliveries will be allocated a specific time slot, please contact your face representative to confirm yours.

To enter the back of the hotel you must drive through The O2 arena's security gate. Access will only be granted with a valid vehicle ticket with barcode. Tickets are issued by the Meetings & Events Planner prior to the event and can be presented on either a printed hard copy or on a smart phone or tablet.

To get the ticket please fill in the delivery log and send it to the venue's Events Planner. The following information must be provided:

- Vehicle type
- Date and arrival time (please contact your FACE representative for the allocated arrival time slot)
- Supplier/Company name providing delivery
- Description of items being delivered

WASTE MATERIALS

Please note that **exhibitors are responsible** for the clearance of their own rubbish and other waste materials from the Centre at the end of their event.

EMERGENCY PROCEDURES



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren, Followed by a PA announcement instructing of the next steps

EMERGENCY ESCAPE ROUTES

IF YOU DISCOVER A FIRE

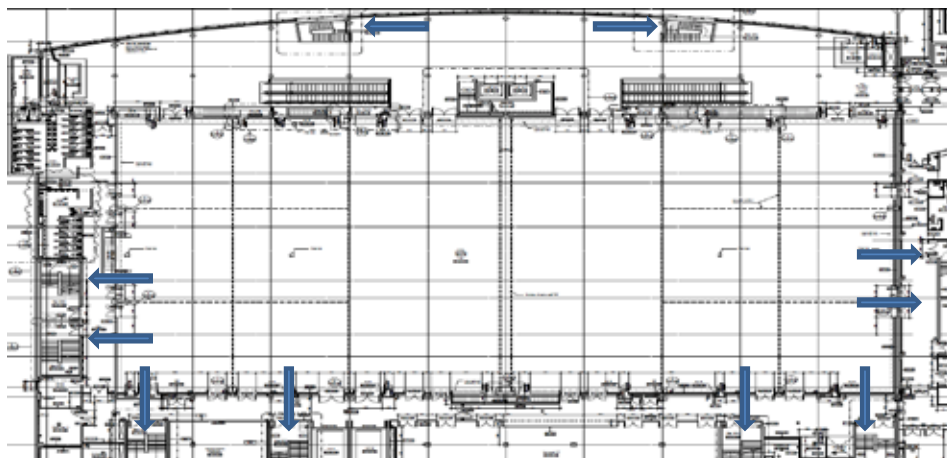
Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

FIRST FLOOR

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point in the car park located at the front of the hotel.
- Do not panic and follow the instructions of the hotel management or the fire brigade.

 **Your Room**



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

EMERGENCY ESCAPE ROUTES

GROUND FLOOR

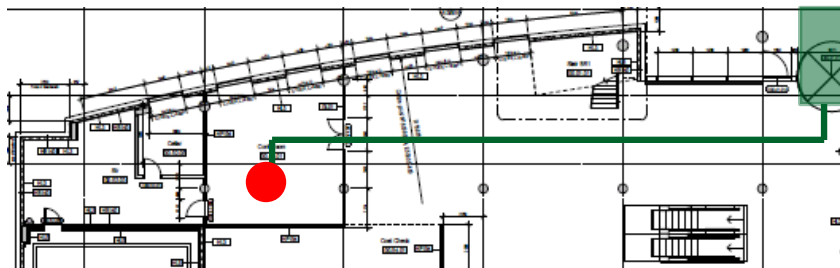
● Docklands

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

EMERGENCY ESCAPE ROUTES

FIRST FLOOR

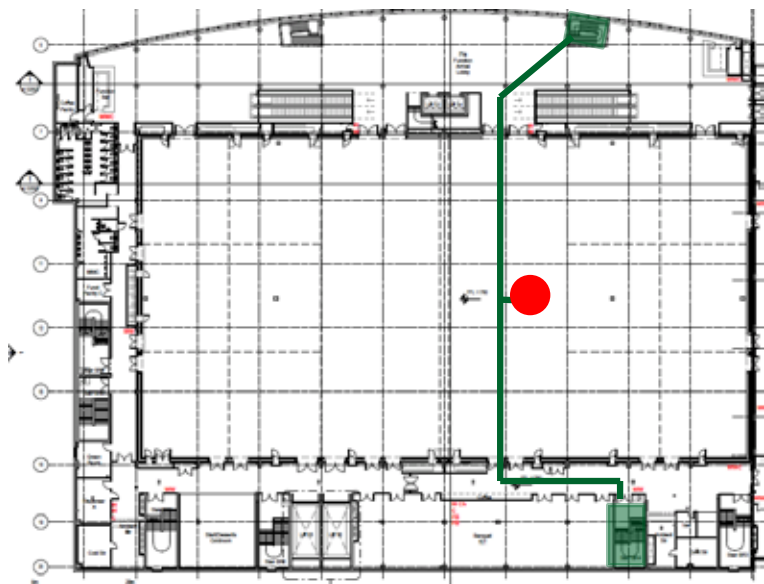
● Arora Ballroom 1

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 2

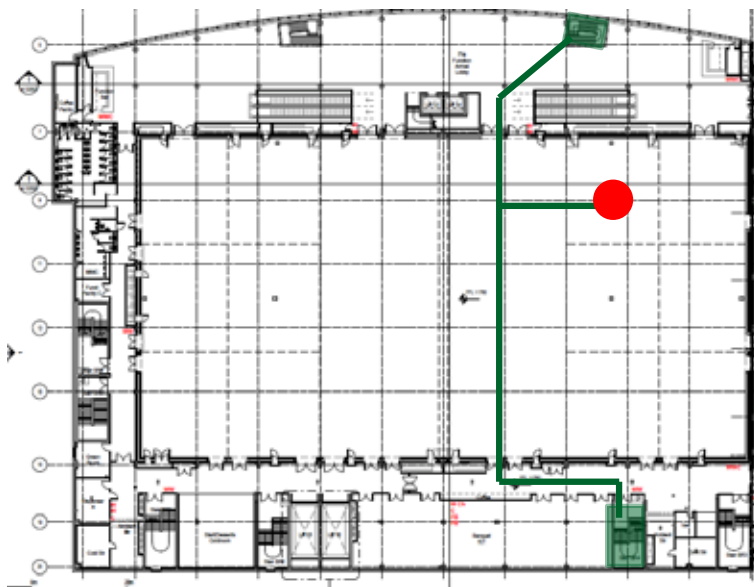
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 3

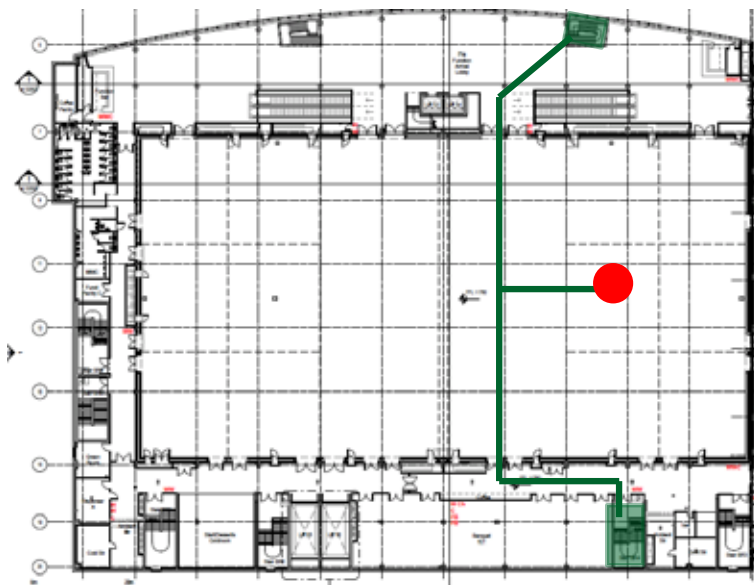
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 3

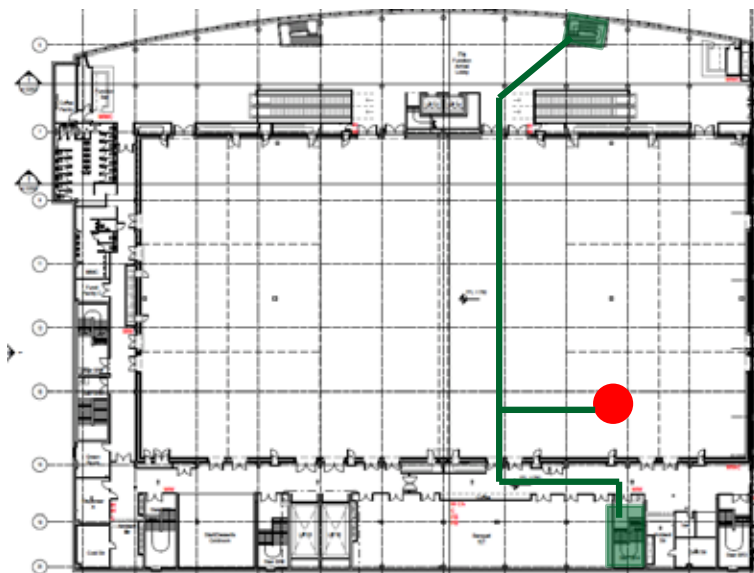
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 4

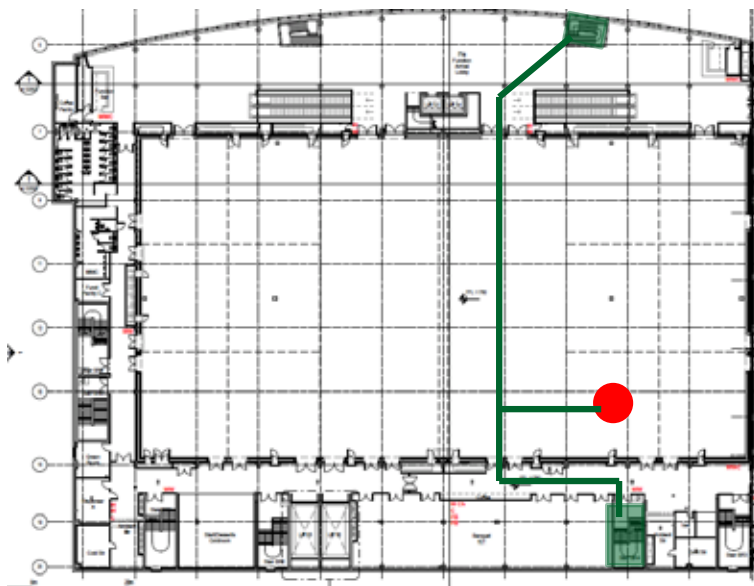
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



**EMERGENCY
ESCAPE ROUTES**

FIRST FLOOR

● Arora Ballroom 5

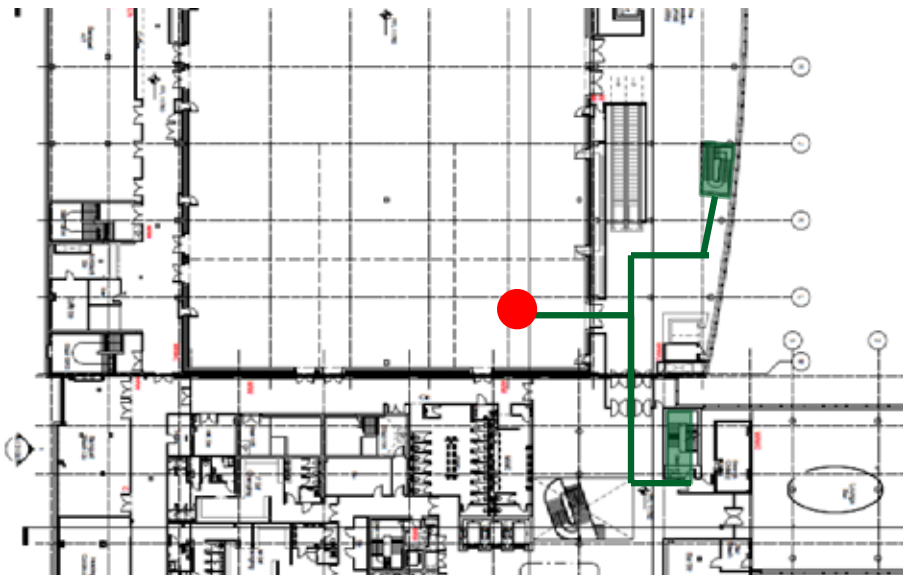
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



**EMERGENCY
ESCAPE ROUTES**

FIRST FLOOR

● Arora Ballroom 6

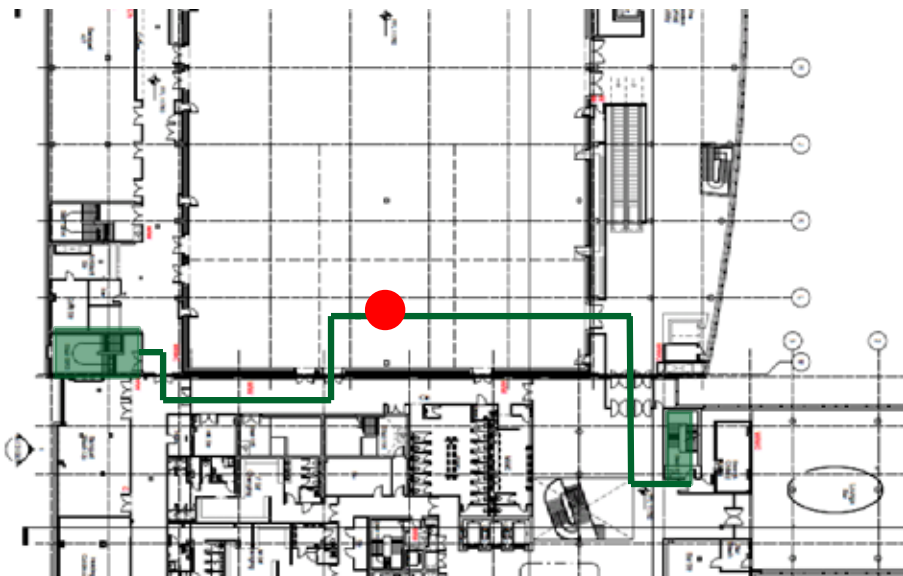
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

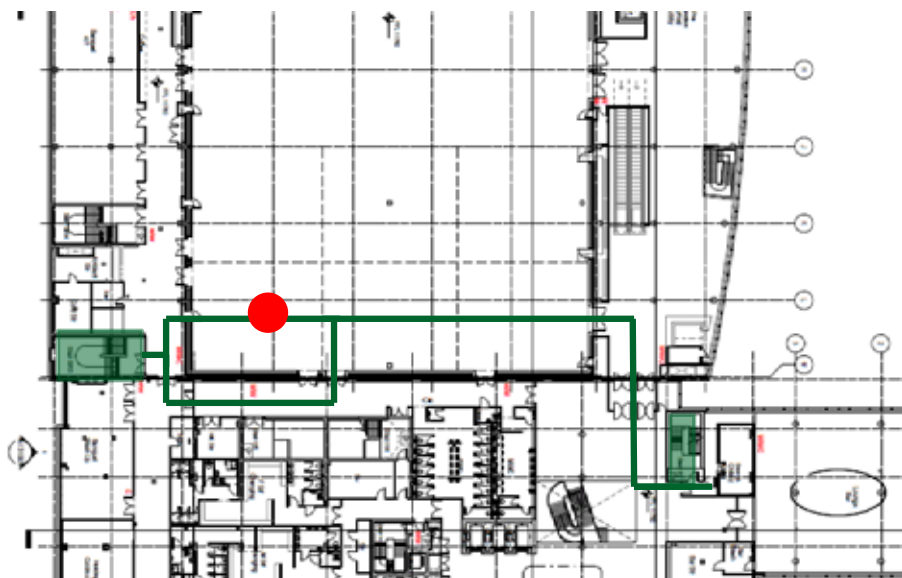
- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



**EMERGENCY
 ESCAPE ROUTES**

FIRST FLOOR

 **Arora Ballroom 7**



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

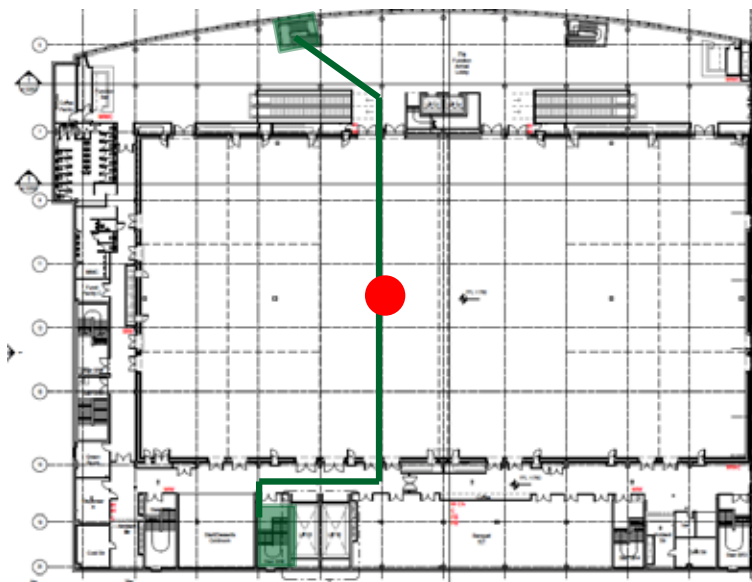
IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.

**EMERGENCY
 ESCAPE ROUTES**

FIRST FLOOR

 **Arora Ballroom 11**



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.

**EMERGENCY
 ESCAPE ROUTES**

FIRST FLOOR

● **Arora Ballroom 12**

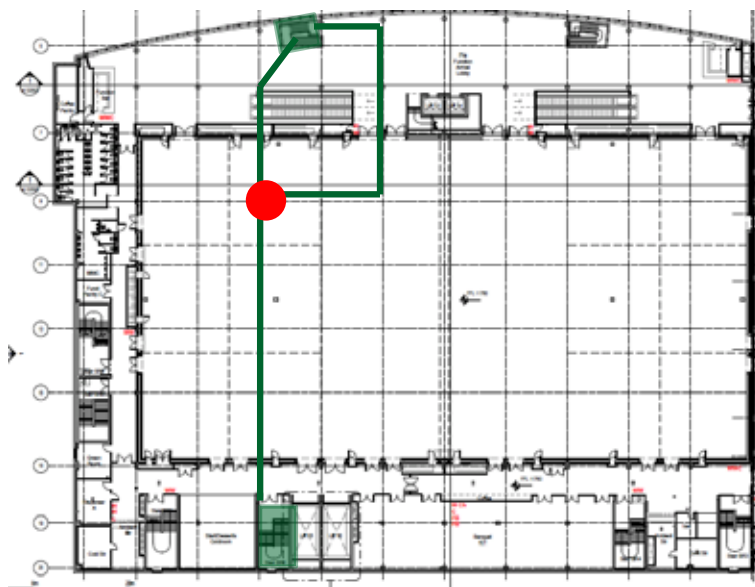
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



**EMERGENCY
 ESCAPE ROUTES**

FIRST FLOOR

● **Arora Ballroom 13**

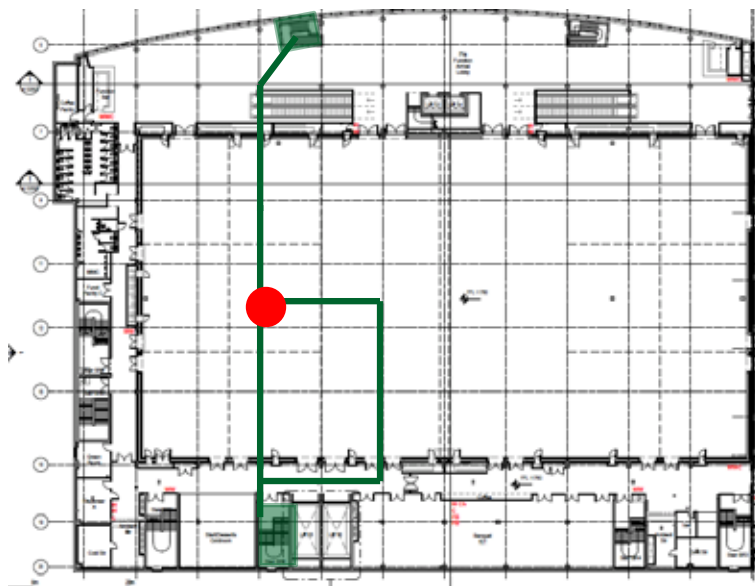
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

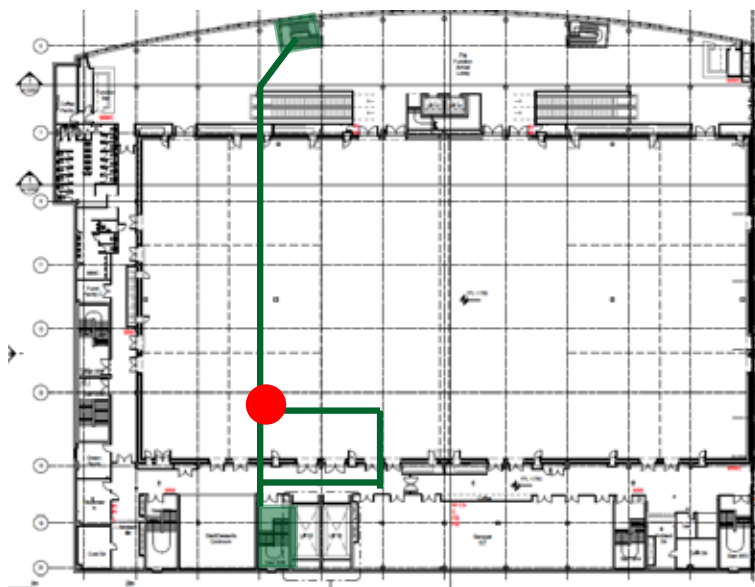
- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 14



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

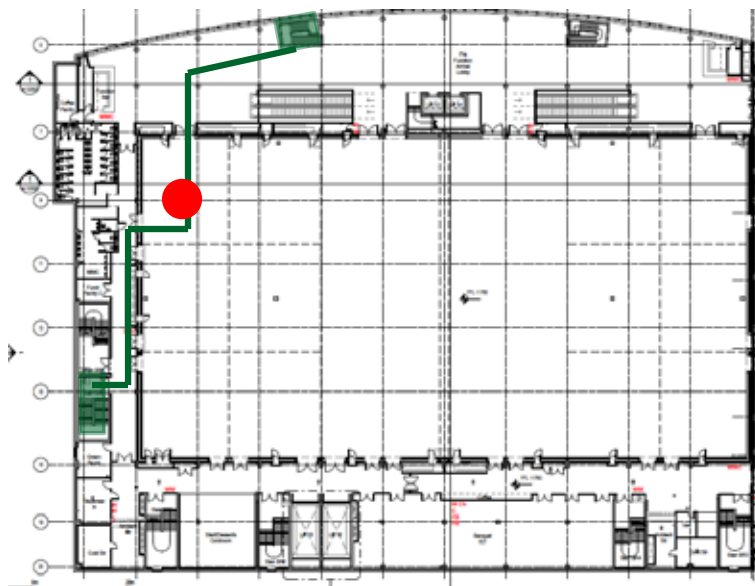
IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.

EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 15



In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.

EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 16

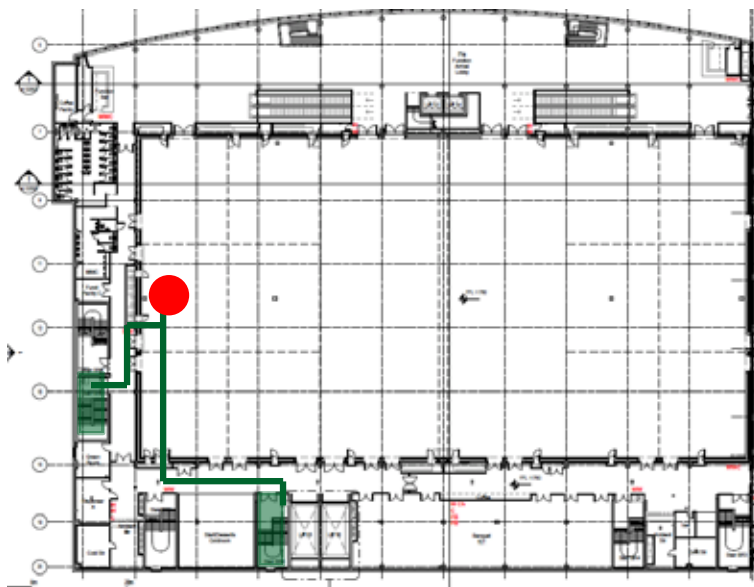
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



EMERGENCY ESCAPE ROUTES

FIRST FLOOR

● Arora Ballroom 17

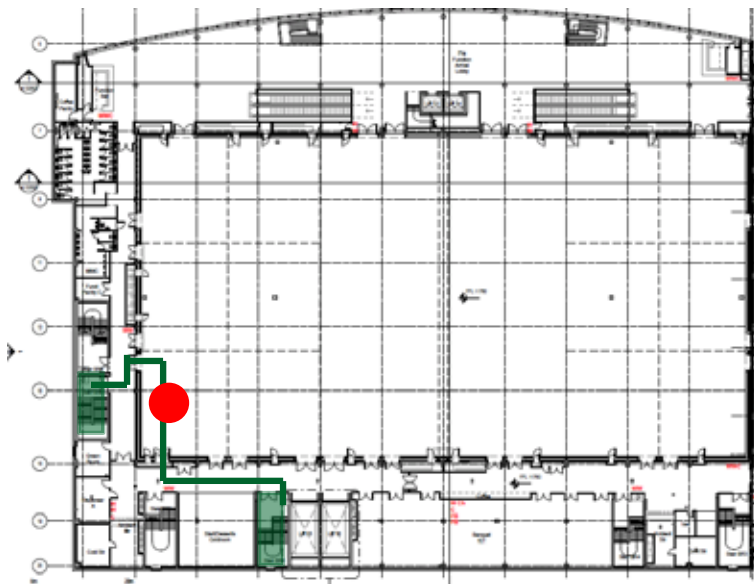
In the event of fire in these premises the fire alarm warning will be given by a continuous sounding of a siren.

IF YOU DISCOVER A FIRE

Raise the alarm at the nearest fire alarm point, once the alarm sounds follow these instructions.

IF YOU HEAR THE FIRE ALARM

- Leave by the nearest emergency exit to your room (see plan) and follow the green running man signage
- Do not stop to collect belongings.
- Do not use the elevator.
- Go to the assembly point.



INFORMA MARKETS SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

1. Definitions

In these Conditions, the following terms have the following meanings:

- 1.1. **Booking Form:** the booking form to which these Conditions are attached and/or incorporated into by reference setting out the details of the Package or such other document setting out the details of the Package as Organizer may choose in its sole discretion to accept;
- 1.2. **Calendar Year:** a full twelve (12) month period beginning on January 1 and ending on December 31;
- 1.3. **Client:** the person, company, organisation, association or other entity set out in the Booking Form that is purchasing the Package;
- 1.4. **Conditions:** these terms and conditions;
- 1.5. **Contract:** together, these Conditions and the Booking Form;
- 1.6. **Data Protection Law:** all laws related to data protection and privacy that are applicable to any territory where Organizer or Client processes personal data, where the Event takes place, where any element of the Package is provided and/or where Organizer or Client is established;
- 1.7. **Devices:** any visitor lead capture application or barcode scanner device;
- 1.8. **Directory:** any online product and/or services directory or other listing (whether exclusively featuring exhibitors, sponsors and attendees of the Event or otherwise), which may include, without limitation, matchmaking functionality;
- 1.9. **Directory Content:** all content, materials and other information that is provided by Client and/or its Personnel (whether by uploading directly to a Directory or via any other means) for inclusion in a Directory;
- 1.10. **Event:** the exhibition, conference, show or other event organised by Organizer set out in the Booking Form;
- 1.11. **Fees:** the fees payable by Client for the Package set out in the Booking Form;
- 1.12. **Force Majeure Event:** any event or circumstance arising that is not within Organizer's reasonable control (including, without limitation, governmental regulations or action, imposition of sanctions, embargo, military action, acts of terrorism or war, civil commotion or riot, epidemic, pandemic, fire, acts of God, flood, drought, earthquake, natural disaster, royal demise, third party contractor/supplier failure, Venue damage or cancellation, industrial dispute, interruption/failure of utility service or nuclear, chemical or biological contamination);
- 1.13. **Informa Group:** includes any entity whose ultimate parent company is Informa PLC;
- 1.14. **Intellectual Property Rights:** trade marks, trading names, domain names, logos, rights in design, copyrights, database rights, moral rights, goodwill, rights of confidence, know-how and trade secrets and all other intellectual property rights or analogous rights, whether registered or unregistered, that subsist now or in the future anywhere in the world;
- 1.15. **Manual:** any manual, service kit or guide provided to Client by Organizer in respect of the Event, as updated by Organizer from time to time;
- 1.16. **Marketing Services:** any marketing services element of the Sponsorship set out in the Booking Form (which may include, without limitation, the distribution of e-mails to third parties by way of a promotional campaign);
- 1.17. **Materials:** all content, materials and other information that is provided by Client and/or its Personnel (including, without limitation, Client's name, profile, descriptions of products and/or services, logos, copy, text, photographs, audios, videos, artwork and/or content session data);
- 1.18. **Opening Date:** the first date on which the Event is scheduled to be open to members of the public;
- 1.19. **Organizer:** the Informa Group legal entity set out in the Booking Form that is providing the Package;
- 1.20. **Owners:** the owners, management and/or operators of the Venue;
- 1.21. **Package:** the Space and/or Sponsorship and/or Directory and/or Devices package purchased by Client in relation to the Event set out in the Booking Form, as may be updated by the parties from time to time;
- 1.22. **Personnel:** any employee, consultant, agent, other representative or contractor (or any employee, consultant, agent, or other representative thereof) engaged or employed by a party in connection with the Event;
- 1.23. **Reportable Breach:** any breach of security leading to the accidental, unauthorised or unlawful processing of, destruction of, loss of, corruption of, alteration to or access to personal data;
- 1.24. **Space:** any exhibition space allocated to Client set out in the Booking Form;
- 1.25. **Sponsorship:** any sponsorship and/or promotional element of the Package set out in the Booking Form (which may include, without limitation, advertisements, Marketing Services and/or opportunities to sponsor, contribute to and/or deliver content sessions); and
- 1.26. **Venue:** the venue at which the Event is to be staged.

2. Package

- 2.1. Once submitted to Organizer, a Booking Form constitutes an offer to purchase a Package in accordance with these Conditions and is irrevocable by Client. The submission of a Booking Form does not guarantee that Client will be: (i) permitted to exhibit at or otherwise participate in the Event, (ii) assigned to a particular exhibit hall, section or location within the Venue, and/or (iii) provided with the actual Package (including, without limitation, the amount of Space and/or Sponsorship) requested. Organizer reserves the right to reject any Booking Form. A binding contract shall only come into effect when written confirmation (whether by e-mail or otherwise) of acceptance is sent by Organizer to Client (whether or not it is received). Except as set out in these Conditions, no variation of this Contract, including, without limitation, any updates to the Package, shall be effective unless such variation is agreed in writing by both parties. These Conditions apply to this Contract to the exclusion of any other terms that Client seeks to impose or incorporate, or which are implied by trade, custom, practice or course of dealing.

3. Fees

- 3.1. Client shall pay the Fees in cleared funds in accordance with the payment terms stated in the Booking Form. Organizer shall have no liability whatsoever if Client pays the Fees (or any portion thereof) into any bank account other than the bank account specifically designated by Organizer to Client for payment. In particular, Organizer shall not be liable for any loss, damage, cost, claim or expense suffered or incurred by Client and/or any of its Personnel arising out of or in connection with third party fraud, including, without limitation, false change of bank account communications, identity theft and other scams. Payment of the Fees into Organizer's designated bank account only shall satisfy Client's payment obligations under this Contract. To the extent that Client receives any communication notifying Client of a change in Organizer's designated bank account, Client is required to verify the authenticity of the same directly with Organizer. Without prejudice to any other right or remedy it may have, if Organizer does not receive the Fees into Organizer's designated bank account in cleared funds by the due date for payment, Organizer shall be entitled to: (i) refuse Client and its Personnel entry to the Event, and/or (ii) refuse and/or withdraw the provision of any element of the Package, and/or (iii) charge interest on such overdue sum from the due date of payment at the annual rate of 4% above the Bank of England base rate from time to time, accruing on a daily basis and being compounded quarterly until payment of the overdue sum is made, whether before or after judgment. Where Organizer takes any such action, Client shall not be entitled to a refund of any portion of the Fees it has already paid in respect of the Package and the Fees shall remain due and payable in full.
- 3.2. It is the intent of the parties that Organizer shall receive the Fees in full and that any: (i) banking and other transfer of payment charges, and (ii) applicable VAT, GST, sales and/or service taxes shall be paid solely by Client (in addition to the Fees). If and to the extent that any withholding taxes are payable in connection with the whole or any portion of the Fees, Client shall pay such withholding taxes directly to the relevant tax authority and furnish Organizer with a valid certificate evidencing payment. To the extent that a valid certificate is not provided, or to the extent that Organizer is unable to recover the withholding taxes, the amount of the Fees shall be increased by an amount necessary to compensate for the withholding taxes (including, without limitation, any amount necessary to "gross up" for withholding taxes levied on the increase itself).
- 3.3. Client acknowledges and agrees that certain services may be required by the Owners and/or Organizer for the safe and efficient operation of the Event, including, without limitation, connection to and consumption of utilities (for example, electricity) and inspection/health and safety auditing of exhibition stand/shell scheme plans. Such services shall be provided by contractors appointed by the Owners and/or Organizer and it is a condition of this Contract that Client uses such contractors for these services. Rates and charges for such services (**Contractor Fees**) shall be set out in the Manual or otherwise provided in writing by Organizer prior to the Opening Date. Client is solely responsible for payment of the Contractor Fees directly to each relevant contractor, in accordance with each relevant contractor's payment terms. If Client fails to pay the Contractor Fees in accordance with such payment terms, Organizer may at its sole discretion: (i) pay such Contractor Fees itself and recharge Client directly for these, or (ii) deem that Client has committed an irremediable material breach of this Contract and exercise Organizer's rights pursuant to Condition 15.1.
4. **Client's general obligations**
- 4.1. Client shall comply with: (i) all laws (including, without limitation, all laws relating to anti-bribery, anti-corruption, trade sanctions, modern slavery and export controls), (ii) all rules, regulations and instructions issued by Organizer and/or the Owners from time to time in connection with any element of the Package (including, without limitation, in relation to health, safety and security requirements), and (iii) the provisions of the Manual, including, without limitation, all operational requirements stated therein.
- 4.2. Client warrants, represents and undertakes that: (i) it has the right, title and authority to enter into this Contract and perform its obligations hereunder, and (ii) the person signing or otherwise legally accepting this Contract on behalf of Client has the requisite authority to do so.
- 4.3. Client and its Personnel must not: (i) act in any manner which causes offence, annoyance, nuisance or inconvenience to Organizer, the Owners and/or any other attendee of the Event, (ii) do anything which might adversely affect the reputation of Organizer, the Owners and/or the Event, and/or (iii) cause or permit any damage to the Venue or any part thereof or to any fixtures or fittings which are not the property of Client.
- 4.4. Client shall cooperate, in good faith, with Organizer in all matters relating to the Package and/or the Event. Without limitation, Client shall provide Organizer with all information as Organizer may reasonably request in respect of the Package and shall ensure that such information is accurate.
- 4.5. Client is solely responsible for obtaining passports, visas and other necessary documentation for entry into the country or territory where the Event is held. If Client and/or its Personnel cannot attend the Event due to a failure to obtain such documentation, the Fees shall remain due and payable in full.
- 4.6. Client is solely responsible for obtaining any licences, regulatory approvals, customs clearances or other necessary consents required for Client to participate in the Event and display its exhibits, including, without limitation, any licences or other necessary consents required for the playing of music or any other audio or visual material by Client and/or its Personnel.
- 4.7. Client consents to its details (including, without limitation, its name, logo and profile) being: (i) published in any show guide, directory and/or other promotional materials prepared in connection with the Event, and/or (ii) displayed on the Event website. Although Organizer shall take reasonable care

INFORMA MARKETS SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

in any such publication/display, it shall not be liable for any errors, omissions or misquotations that may occur.

- 4.8. All unauthorised filming, sound recording and photography of the Event, and all unauthorised transmission of audio or visual material at the Event, by Client and/or its Personnel is expressly prohibited. Client and/or its Personnel agree: (i) to surrender to Organizer or destroy on demand any material in whatever media recorded in violation of this Condition 4.8, and (ii) that the copyright and other Intellectual Property Rights in any such material shall vest in Organizer unconditionally and immediately on the creation of such material.
- 4.9. Client acknowledges and agrees that Organizer and its Personnel shall be permitted to film, sound record and photograph the Event, which may include, without limitation, filming, sound recording and photography featuring Client's Personnel (the **Content**). Client agrees to make its Personnel aware of such filming, sound recording and photography of the Event. Client acknowledges and agrees that Organizer is the sole and exclusive owner of all rights in the Content and hereby waives any and all: (i) rights in and to such Content, and (ii) claims that Client may have relating to or arising from the Content or its use. Without limitation, Organizer shall be permitted to use the Content anywhere in the world for promotional and other purposes, without any payment or compensation. If any of Client's Personnel has any objection to the use of their image in any filming, sound recording and/or photography of the Event, Client shall notify Organizer in writing.
- 4.10. Client acknowledges and agrees that the terms of this Contract (including, without limitation, the amount of the Fees) and the provisions of the Manual shall constitute confidential information of Organizer and Client undertakes that it shall not at any time disclose the same to any third party.

5. Data protection

- 5.1. Each party acknowledges and agrees that it is responsible for its own processing of personal data in connection with this Contract, including, without limitation, any processing of personal data pursuant to a Data List (as defined in Condition 5.2) (and, where applicable, the parties agree that each party acts as a data controller for the purposes of the General Data Protection Regulation (Regulation (EU) 2016/679)). Each party shall: (i) only process personal data in compliance with, and shall not cause itself and/or the other party to be in breach of, Data Protection Law, and (ii) act reasonably in providing such information and assistance as the other party may reasonably request to enable the other party to comply with its obligations under Data Protection Law. If either party becomes aware of a Reportable Breach relating to the processing of personal data in connection with this Contract, it shall: (i) provide the other party with reasonable details of such Reportable Breach without undue delay, and (ii) act reasonably in co-operating with the other party in respect of any communications and/or notifications to be issued to any data subjects and/or supervisory authorities in respect of the Reportable Breach. If either party receives any communication from any supervisory authority relating to the processing of personal data in connection with this Contract, it shall: (i) provide the other party with reasonable details of such communication, and (ii) act reasonably in co-operating with the other party in respect of any response to the same. Organizer collects, uses and protects personal data in accordance with its privacy policy, which can be found here: <https://www.informamarkets.com/en/privacy-policy.html>.
- 5.2. Without prejudice to the generality of Condition 5.1, Client acknowledges and agrees that if it receives any list containing personal data from Organizer as part of the Package (a **Data List**), it shall: (i) keep the Data List confidential and not disclose it to any third party, (ii) only use the Data List for the purpose of making an initial approach to contacts on the Data List in response to their engagement with Client's products and/or services as facilitated by the Package, (iii) securely delete or put beyond use all or any part of the Data List upon Organizer's reasonable request or by such time as is required by Data Protection Law, whichever is earlier, and (iv) provide Organizer with reasonable details of any enquiry, complaint, notice and/or other communication it receives from any supervisory authority relating to Client's use of the Data List, and act reasonably in co-operating with Organizer in respect of Client's response to the same. Client acknowledges and agrees that Organizer shall only be obliged to provide Client with all or any part of a Data List to the extent that it is legally permitted to do so and Organizer shall not be liable if the volume of personal data provided to Client is less than anticipated as a result of Organizer's compliance with Data Protection Law.
6. **Specific terms relating to Space**
- 6.1. Organizer reserves the right at any time to make such alterations in the floor plan of the Event or in the specification of the Space as Organizer in its absolute opinion considers to be in the best interests of the Event, including, without limitation, altering the size, shape or position of the Space and/or the exhibition stand therein and/or changing or closing entrances, exits and access to the Venue. If the size of the Space is reduced, Client shall receive a pro-rata refund of the Fees payable in respect of the Space.
- 6.2. Organizer permits Client to use the Space for the purpose of displaying exhibits at the Event. Such use shall not constitute a tenancy and Client shall have no other rights to, or interest in, the Space. Client is only permitted to conduct business from the Space and shall not (nor shall it permit any other person to) conduct any display or exhibit, distribute publications or other materials or otherwise canvass or solicit for business in any other area of the Venue.
- 6.3. Client undertakes: (i) to occupy the Space in time for the opening of the Event, (ii) at all times during the Event to ensure that its Space (and exhibition stand therein) is (a) staffed by competent personnel, and (b) clean, tidy, well presented and free from unsafe materials/items and other hazards (failing which, Organizer reserves the right without liability to arrange for this to be

done at Client's risk and expense), and (iii) not to close its exhibition stand prior to the closing of the Event.

- 6.4. Client shall not permit the display of any exhibits that do not exclusively relate to Client's own commercial activities. Organizer reserves the right, without liability and at Client's risk and expense, to remove any exhibit and/or stop any display or demonstration which Organizer considers in its reasonable opinion: (i) contravenes any law and/or any applicable industry regulations/standards, (ii) constitutes counterfeit goods and/or infringes the Intellectual Property Rights of any third party, (iii) is likely to cause offence, and/or (iv) does not otherwise comply with these Conditions.
- 6.5. Unless the provisions of Condition 6.6 apply, Client is solely responsible for all aspects of the set-up of the Space, including, without limitation, modular stand or similar construction, pipes and drapes, shell scheme, branding and dressing.
- 6.6. Organizer shall be responsible for setting-up a pre-built booth for Client in the Space (to include modular stand or similar construction, pipes and drapes and shell scheme) only where it has expressly agreed to do so in the Booking Form. Client is solely responsible for all aspects of dressing and branding of the Space.
- 6.7. Client may not share the Space with any third party without the prior written consent of Organizer (and any such consent shall be conditional on the Space sharer agreeing to comply with any terms, conditions and restrictions as may be prescribed by Organizer). If and to the extent that Client is permitted to share the Space, Client shall procure that any Space sharer and any Space sharer's Personnel comply with this Contract, provided that Client shall be solely responsible for the Space in its entirety and shall be liable for any act or omission of any Space sharer and any Space sharer's Personnel (including, without limitation, any breach of the terms of this Contract by the same). Unless otherwise agreed in writing by Organizer, Client shall ensure that at all times during the Event its exhibition stand is staffed by at least one of its own Personnel. Notwithstanding any approved Space sharing arrangement, Client shall itself remain wholly liable for the full amount of the Fees.
- 6.8. Food and/or beverages may only be supplied by Client and/or its Personnel with the prior written consent of Organizer. Without limitation to the foregoing, Client is forbidden to bring alcoholic beverages into the Venue without the prior written consent of Organizer (and, if consent is granted, corkage fees may be required).
- 6.9. Except in connection with any Event that is open to consumers and/or with the prior written consent of Organizer, retail sales (and the delivery of any associated products and/or services) are not permitted on the Event floor.
- 6.10. At such time after the close of the Event as Organizer may specify, or on any earlier termination of this Contract, all exhibits shall be removed from the Venue and the Space shall be delivered to Organizer in good and clean order and in such condition as initially provided to Client. Any Client property remaining after such time shall be considered abandoned and may be sold or otherwise disposed of by Organizer at Client's risk and expense.
- 6.11. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 6 and/or is otherwise engaged in any activity that might jeopardise the health, safety and/or security of the Event and/or any other attendee of the Event, Organizer reserves the right without liability to close Client's exhibition stand.
7. **Specific terms relating to Sponsorship (including, without limitation, Marketing Services)**
- 7.1. Client shall: (i) provide Organizer with all Materials within any deadlines specified by Organizer, and (ii) comply with Organizer's specifications and technical requirements in relation to all Materials. If Client does not, Organizer reserves the right to refuse to print, publish or otherwise use any or all of the Materials (but all Fees in respect of the Sponsorship shall remain due and payable in full).
- 7.2. Client warrants, represents and undertakes that the Materials are: (i) accurate and complete, (ii) Client's own original work (of which Client is the copyright owner) or that Client has gained copyright and any other applicable clearance, consent, approval, licence or permission from any relevant third party (including, without limitation, the copyright owner and any regulatory authorities), in each case such that Client has the right to make the Materials available to Organizer in connection with the Package without restriction and that they do not breach or infringe anyone else's rights (including, without limitation, the Intellectual Property Rights of any third party), (iii) not in any way defamatory, libellous, obscene, menacing, threatening, offensive, abusive or fraudulent, (iv) not in any way illegal and that they do not contravene any law or incite or encourage the contravention of any law, (v) not and will not be the subject of any claims, demands, liens, encumbrances or rights of any kind that could or will impair or interfere with Organizer's use of the Materials in connection with the provision of the Package, and (vi) if provided in digital form, free from any viruses and any other malware or corrupting elements of any kind and that they shall not cause any adverse effect on the operation of any Organizer system, publication, website, platform, media or other property and/or on any users of any of the foregoing.
- 7.3. Although Organizer shall take reasonable care in the production of any deliverable incorporating the Materials, it shall not be liable for any errors, omissions or misquotations that may occur. Without limitation to the foregoing, Organizer cannot guarantee any exact colour matches in its incorporation of Materials and any colours used in Materials are for graphic and textual guidance only. All Materials are subject to the approval of Organizer (however, notwithstanding any such approval, Client shall have sole responsibility and liability in respect of such Materials). Organizer reserves the right to reject any Materials at any time after receipt. Organizer shall use its reasonable endeavours to provide the Sponsorship in the size, position and manner as specified in the Booking Form, but shall not be liable where reasonable modifications are made.

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- 7.4. Client hereby grants to Organizer a royalty-free, non-exclusive, worldwide licence to use the Materials and Client's details in connection with the creation of any materials relating to the Event. Client acknowledges and agrees that, in view of the time and cost required in preparing such materials, in circumstances where this Contract is terminated Organizer may at its discretion continue to use the Materials and Client's details after termination of this Contract where the time and cost required to remove the same from any materials relating to the Event cannot reasonably be justified by Organizer.
- 7.5. If all or part of the Sponsorship comprises Marketing Services, Organizer shall use commercially reasonable efforts to adhere to any delivery schedule set out in the Booking Form. Where such Marketing Services include the distribution of e-mails to third parties by way of a promotional campaign, at Organizer's request Client shall: (i) maintain and deliver to Organizer, by no later than five (5) days prior to the start of a campaign, a true, correct and complete suppression list containing e-mail addresses of those individuals who have opted out or unsubscribed from receiving communications from and/or relating to Client and/or any of its affiliates (a **Suppression List**), and (ii) for the duration of the campaign, provide Organizer with an updated Suppression List, in a format specified by Organizer, immediately following each instance that an individual has requested to be opted out or unsubscribed. To the extent that, pursuant to such Marketing Services, any e-mails will be sent to any e-mail addresses provided by Client and/or its Personnel, Client warrants, represents and undertakes that Client has obtained all consents and permissions required for such e-mails to be sent to such e-mail addresses and that no such e-mail address appears on any Suppression List. Client shall indemnify Organizer against any loss, damage, cost, claim or expense (including, without limitation, in connection with any regulatory action or fine) suffered or incurred by Organizer and/or any member of the Informa Group arising out of or in connection with any breach by Client and/or its Personnel of this Condition 7.5.
- 7.6. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 7, Organizer reserves the right without liability to: (i) suspend and/or discontinue the use of any Materials, and/or (ii) refuse and/or withdraw the provision of any element of the Sponsorship.
- 8. Specific terms relating to Directories**
- 8.1. If Client purchases a Directory entry as part of the Package, the terms of this Condition 8 shall apply. The Booking Form may specify that it is mandatory for Client to purchase a Directory entry in connection with the Event.
- 8.2. The length of time that Client is entitled to have a Directory entry live for, and the extent of its coverage within and benefits related to such Directory, shall be specified in the Booking Form.
- 8.3. Client acknowledges and agrees that all usernames and passwords used to access any Directory are confidential and personal to Client and its Personnel (as applicable). Client shall not, and shall procure that its Personnel shall not, permit others to use such usernames and/or passwords and Client shall be liable for the acts and omissions of any person using such usernames and/or passwords (whether or not such use was authorised by Client and/or its Personnel). Client shall notify Organizer immediately of any unauthorised use of any usernames and/or passwords or any other breach of security regarding any Directory that comes to its attention.
- 8.4. All Directory Content must comply with these Conditions. Organizer reserves the right to remove any Directory Content that it deems offensive, inappropriate, libellous or non-compliant with these Conditions. Client shall ensure that the Directory Content shall not infringe the Intellectual Property Rights of any third party and Client shall be solely responsible for checking the accuracy and compliance with law of any Directory Content.
- 8.5. All Directory Content shall be considered non-confidential and non-proprietary. Client waives any moral rights in the Directory Content to the fullest extent permitted by law.
- 8.6. Client warrants, represents and undertakes that the Directory Content is: (i) accurate and complete, (ii) Client's own original work (of which Client is the copyright owner) or that Client has gained copyright and any other applicable clearance, consent, approval, licence or permission from any relevant third party (including, without limitation, the copyright owner and any regulatory authorities), in each case such that Client has the right to make the Directory Content available to Organizer in connection with the Package without restriction and that it does not breach or infringe anyone else's rights (including, without limitation, the Intellectual Property Rights of any third party), (iii) not in any way defamatory, libellous, obscene, menacing, threatening, offensive, abusive or fraudulent, (iv) not in any way illegal and that it does not contravene any law or incite or encourage the contravention of any law, (v) not and will not be the subject of any claims, demands, liens, encumbrances or rights of any kind that could or will impair or interfere with Organizer's use of the Directory Content in connection with the provision of the Package, and (vi) if provided in digital form, free from any viruses and any other malware or corrupting elements of any kind and that it shall not cause any adverse effect on the operation of any Organizer system, publication, website, platform, media or other property and/or on any users of any of the foregoing.
- 8.7. If and to the extent that the Directory Content contains information relating to Client's products and/or services (images and details of which may be uploaded to a Directory), Client further represents, warrants and undertakes that such information is limited to generic information only and is not advisory. Client shall ensure that the Directory Content relates exclusively to Client's own commercial activities.
- 8.8. Without limitation to Condition 16.4, Client shall indemnify Organizer against any loss, damage, cost, claim or expense suffered or incurred by Organizer and/or any member of the Informa Group arising out of or in connection with the Directory Content, including, without limitation, any third party claim regarding: (i) the inaccuracy or incompleteness of the Directory Content, and/or (ii) any infringement of third party Intellectual Property Rights relating to the Directory Content.
- 8.9. Organizer cannot guarantee that a Directory shall operate continuously, securely or without interruption and Organizer does not accept any liability for its temporary unavailability or for any viruses or other harmful components. Organizer reserves the right at any time and for any reason to: (i) make alterations and/or corrections to, suspend and/or discontinue any aspect of any Directory, (ii) vary the technical specification of any Directory, and/or (iii) temporarily suspend and/or disable Client's and its Personnel's access to any Directory for the purposes of maintenance, upgrade or addressing any security concerns.
- 8.10. Organizer does not endorse or accept any responsibility for the use of, or content on, any other website linked or referenced within any Directory and Organizer shall not be liable for any loss, damage, cost, claim or expense suffered or incurred by Client and/or any of its Personnel arising out of or in connection with the use of, or reliance on, any content, products and/or services available on or through any other website.
- 8.11. Client acknowledges and agrees that use of a Directory shall be further subject to any website terms of use and/or fair or acceptable use policies indicated on the website on which such Directory is hosted.
- 8.12. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 8 (and/or any website terms of use and/or fair or acceptable use policies indicated on the website on which any Directory is hosted), Organizer reserves the right without liability to suspend and/or disable Client's and its Personnel's use of, access to, coverage within and benefits related to any Directory.
- 8.13. Organizer's total liability in connection with a Directory, howsoever arising, shall be limited to the total amount of the Fees paid by Client in respect of such Directory only.
- 9. Specific terms relating to Devices**
- 9.1. If Client orders any Devices as part of the Package, the terms of this Condition 9 shall apply. The Booking Form may specify that it is mandatory for Client to order Devices for use at the Event.
- 9.2. Client acknowledges and agrees that all Devices are provided by Organizer's nominated third party supplier (**Device Supplier**). Devices enable Client to engage with the lead capture services provided by Device Supplier and activation and use of the lead capture services shall require Client to agree and adhere to Device Supplier's terms of use. By agreeing to Device Supplier's terms of use, this creates a separate contract between Client and Device Supplier for the activation and use of such lead capture services. In the event that Device Supplier exercises any right to terminate Client's use of the lead capture services pursuant to its terms of use, all Fees paid by Client in respect of the Devices shall be non-refundable.
- 9.3. Client acknowledges and agrees that it shall obtain any required consents from an attendee of the Event before using any Devices to scan such attendee's badge.
- 9.4. Client acknowledges and agrees that Device Supplier shall host all data collected by Client and/or its Personnel in connection with the lead capture services in accordance with Device Supplier's terms of use. In particular, Client acknowledges and agrees that Device Supplier may be disclosing certain data that Client collects using the lead capture services to Organizer for the purposes set out in Device Supplier's terms of use.
- 9.5. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 9, Organizer reserves the right without liability to insist that any Devices are no longer used by Client and/or its Personnel and are immediately returned to Device Supplier.
- 9.6. Client acknowledges and agrees that all Devices are provided to Client on Organizer's behalf by Device Supplier. Client shall collect and return any Devices in accordance with Device Supplier's instructions. Client shall indemnify Organizer against any loss, damage, cost, claim or expense suffered or incurred by Organizer and/or any member of the Informa Group arising out of or in connection with any Devices that are not returned or that are damaged by Client and/or its Personnel. In the event of any fault, malfunction, failure or inaccuracy of any Devices or any other loss or damage arising in connection with any Devices and/or any captured data, Client should contact Device Supplier to resolve any issues. Client hereby waives any and all claims against Organizer that Client may have relating to or arising from any such issues. Organizer's total liability in connection with any Devices, howsoever arising, shall be limited to the total amount of the Fees paid by Client in respect of the Devices only.
- 10. Visitor, delegate and Client's Personnel passes**
- 10.1. Where visitor passes and/or delegate passes are issued as part of the Package, they are issued subject to Organizer's terms and conditions applicable to visitors and/or delegates (as applicable) in force from time to time. Client shall be supplied (either by Organizer or the Owners) with passes for its Personnel (as applicable) who are working at the Event and such passes must be produced by such Personnel on request at the Event. Organizer may refuse entry to any person without a valid pass. Passes are only valid in the name of the person to whom they are issued.
- 11. Limitation of rights granted**
- 11.1. Client's rights in relation to the Event and the Package are strictly limited to those set out in this Contract. Client shall be permitted to advertise on its own website and/or social media the fact of its attendance and participation in the Event, including, without limitation, by providing a web link to the Event website, provided that Organizer may request at any time and for any reason that Client removes any such advertising and Client shall be required to comply

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with any such request promptly. Client is not permitted to: (i) establish a website specifically relating to the Event, and/or (ii) otherwise promote or advertise its association with the Event and/or Organizer, except as expressly stated herein or with the prior written consent of Organizer. Nothing in this Contract shall be construed as granting to Client any right, permission or licence to use or exploit the Intellectual Property Rights of Organizer and/or any member of the Informa Group.

12. Changes to the Event

12.1. Notwithstanding any other provision of this Contract, Organizer reserves the right without liability at any time and for any reason to make reasonable changes to the format, content, location, Venue, opening hours, duration, dates and/or other timings of the Event. If any such changes are made, this Contract shall continue to be binding on both parties, provided that the Package shall be amended as Organizer considers necessary to take account of such changes.

13. Cancellation and changing the date(s) of the Event by Organizer

13.1. Organizer reserves the right to cancel or change the date(s) of the Event at any time and for any reason (including, without limitation, if a Force Majeure Event occurs that Organizer considers makes it illegal, impossible, inadvisable or impracticable for the Event to be held).

13.2. In the event that the date(s) of the Event are changed to new date(s) that are within twelve (12) months of the originally scheduled Opening Date of the Event and/or the Event is cancelled but is reasonably expected by Organizer to be held at any time in the next Calendar Year (or, in the case of an Event that is held on a biennial basis, in the next two (2) Calendar Years), this Contract shall continue in full force and effect and the obligations of the parties shall be deemed to apply to the Event on the new date(s) or when it is next staged (as applicable) in the same way that they would have applied to the originally scheduled Event. For the avoidance of doubt, nothing in this Condition 13.2 shall excuse Client from the payment of the Fees in accordance with the payment terms stated in the Booking Form.

13.3. In the event that the Event is cancelled and is not reasonably expected by Organizer to be held at any time in the next Calendar Year (or, in the case of an Event that is held on a biennial basis, in the next two (2) Calendar Years), this Contract shall terminate without liability provided that, at Client's election, any portion of the Fees already paid shall be refunded or a credit note for the amount of the Fees already paid shall be issued and Client shall be released from paying any further portion of the Fees.

13.4. Client acknowledges and agrees that the provisions of this Condition 13 set out Client's sole remedy in the event of cancellation or the changing of the date(s) of the Event and all other liability of Organizer is hereby expressly excluded.

14. Cancellation by Client

14.1. Except where Organizer has the right to terminate this Contract under Condition 15.1, Client may cancel the Package on written notice to Organizer, provided that: (i) if Organizer receives the cancellation notice more than one hundred and twenty (120) days prior to the Opening Date of the Exhibition, Client shall pay Organizer a cancellation fee equal to fifty per cent (50%) of the Fees, or (ii) if Organizer receives the cancellation notice one hundred and twenty (120) or less days prior to the Opening Date of the Exhibition, Client shall pay Organizer a cancellation fee equal to one hundred per cent (100%) of the Fees. For the purposes of this Condition 14, the relevant dates shall be fixed by reference to the originally scheduled Opening Date of the Exhibition and not any newly scheduled Opening Date of the Exhibition that has been changed pursuant to Condition 13.2.

15. Termination

15.1. Organizer may terminate this Contract without liability immediately at any time by written notice to Client if Client: (i) is in material breach of any of its obligations under this Contract and/or any other agreement between Client and any member of the Informa Group and either the breach is irremediable or Client has not remedied the breach (if the same is capable of remedy) within fourteen (14) days of receiving written notice of the breach (or such lesser period as would be required for the breach to be remedied in sufficient time prior to the Opening Date of the Event or any element of the Package being provided on a scheduled date), (ii) goes into liquidation, is declared insolvent, has an administrator appointed (or an application is made for the same), ceases to carry on business or suffers any analogous event in any jurisdiction, or (iii) is convicted of any criminal offence or otherwise so conducts itself as to bring itself, the Event and/or Organizer into disrepute. Without prejudice to any other right or remedy it may have, in the event that Organizer terminates this Contract pursuant to this Condition 15.1, Organizer shall not be required to refund any Fees received from Client and Organizer shall be entitled to submit an invoice in respect of the balance (or the whole as the case may be) of the Fees which shall become immediately due and payable.

15.2. Organizer may terminate this Contract without liability immediately at any time by written notice to Client if Organizer: (i) determines in its absolute discretion that the provision of the Package to Client is not in the best interests of the Event and/or not in Organizer's legitimate commercial interests, (ii) is required by any law or instructed by any financial institution to cease trading with certain individuals/entities and/or in certain geographical locations, and/or (iii) decides to cancel the Event and does not wish for this Contract to continue in full force and effect pursuant to Condition 13.2. In the event that Organizer terminates this Contract pursuant to this Condition 15.2, any portion of the Fees already paid shall be refunded (where legally permissible) and Client shall be released from paying any further portion of the Fees. Client acknowledges and agrees that the refund of Fees paid is Client's sole remedy in the event of termination

by Organizer under this Condition 15.2 and all other liability of Organizer is hereby expressly excluded.

15.3. Upon any termination of this Contract, without prejudice to any other right or remedy it may have, Organizer reserves the right without liability to close Client's exhibition stand, remove Client's Personnel from the Event, cover over any Materials and remove and sell/otherwise dispose of any exhibits or other property of Client (at Client's risk and expense). Organizer shall be free to re-sell any aspects of the Package as it shall deem fit.

15.4. Termination of this Contract shall not affect any rights, remedies, obligations or liabilities of either party that have accrued up to the date of termination.

15.5. Conditions 1, 3, 5.2, 7.4, 7.5, 8.8, 8.13, 9.6, 11, 13, 14, 15, 16, 19 and 20 shall survive termination of this Contract.

16. Liability and indemnity

16.1. Organizer does not make any warranty as to the Event and/or Package in general, including, without limitation, in relation to: (i) the presence, absence or location of any exhibitor, sponsor or attendee of the Event, (ii) the number of exhibitors, sponsors or attendees participating in the Event, and/or (iii) the benefit or outcome (commercial or otherwise) that Client may achieve as a result of participating in the Event and/or purchasing any element of the Package. Organizer further does not make any warranty as to (a) the condition of the Venue or any utilities that may be provided for use at the Venue, and/or (b) any products and/or services marketed, displayed or sold by any other exhibitor, sponsor or attendee at the Event and/or the benefit or outcome (commercial or otherwise) that Client may achieve as a result of any match-making initiatives, transactions or other deals/arrangements with such other exhibitors, sponsors or attendees. Except as set out in these Conditions, to the fullest extent permitted by law, Organizer excludes all terms, conditions, warranties, representations and undertakings relating to the Event and the Package that are not expressly stated herein.

16.2. Organizer shall not be liable for any loss, damage, cost, claim or expense suffered or incurred by Client and/or any of its Personnel arising out of or in connection with the provision of any services supplied by third parties in relation to the Event and/or the Package, including, without limitation, the provision of utilities, AV, security rooms/cloakrooms, inspection/health and safety auditing of exhibition stand/shell scheme plans, stand-building, shell scheme, graphics, freight shipment, logistics, transportation and delivery services supplied by third party contractors and/or the Owners. Without limitation to the foregoing, Client acknowledges and agrees that services provided to Client by the Owners' and/or Organizer's mandated, official or recommended contractors are the subject of a separate agreement between Client and the relevant contractor(s). Subject to Condition 16.6: (i) Client expressly assumes all risks associated with, resulting from or arising in connection with Client's and its Personnel's participation in and/or presence at the Event, (ii) neither Organizer nor any member of the Informa Group shall be liable for any (a) indirect, consequential, special, incidental or punitive loss or damage, loss of actual or anticipated profits or income, loss of business, loss of opportunity, loss of goodwill, loss or corruption of data or any other type of economic loss or damage, or (b) loss (or theft) of, injury to, illness of or damage to the person, property and effects of Client and/or any of its Personnel and/or any third party, whether (a) or (b) is caused by negligence, intentional act, accident, act of God or otherwise, and (iii) Organizer's (and any member of the Informa Group's) maximum aggregate liability to Client and its Personnel under this Contract or otherwise in connection with the Event and/or the Package, howsoever arising, shall be limited to the total amount of the Fees paid by Client.

16.4. Client shall indemnify Organizer against any loss, damage, cost, claim or expense suffered or incurred by Organizer and/or any member of the Informa Group arising out of or in connection with: (i) any loss of or damage to any property or injury to, illness of or death of any person caused by any act or omission of Client and/or its Personnel, (ii) any third party claim that either the display of any exhibits (including, without limitation, counterfeit goods) by Client and/or its Personnel at the Event and/or on any Directory and/or the receipt and/or use of the Materials and/or the Directory Content in connection with the Package constitutes an infringement of the Intellectual Property Rights of any third party, (iii) any breach by Client and/or its Personnel of any law, (iv) where Client receives any Data List as part of the Package, any failure of Client and/or its Personnel to comply with Condition 5.2, and (v) where Client shares the Space with any third party pursuant to Condition 6.7, any act or omission of any such Space sharer and/or such Space sharer's Personnel.

16.5. Organizer shall not be in breach of this Contract nor liable for delay in performing, or failure to perform, any of its obligations under this Contract if such delay or failure results from a Force Majeure Event and/or from any delay, failure or error on the part of Client in providing cooperation, performance and/or approvals, consents, information and/or Materials as contemplated by this Contract. For the avoidance of doubt, nothing in this Condition 16.5 shall excuse Client from the payment of the Fees under this Contract.

16.6. Nothing in these Conditions shall exclude or limit any liability which cannot be excluded or limited by law.

16.7. Client acknowledges and agrees that, in light of the Fees, the provisions of this Condition 16 are no more than is reasonable to protect Organizer as the organizer of the Event and the provider of the Package.

17. Insurance

17.1. Client is required to be adequately insured in relation to its activities under this Contract, including, without limitation, Client's participation in the Exhibition (move-in through move-out). Without limitation to the foregoing, Client shall itself take out and maintain at all times both public liability insurance and employee liability insurance with a recognised insurer against personal injury, death and damage to and/or loss of property for not less than US\$2,000,000 per

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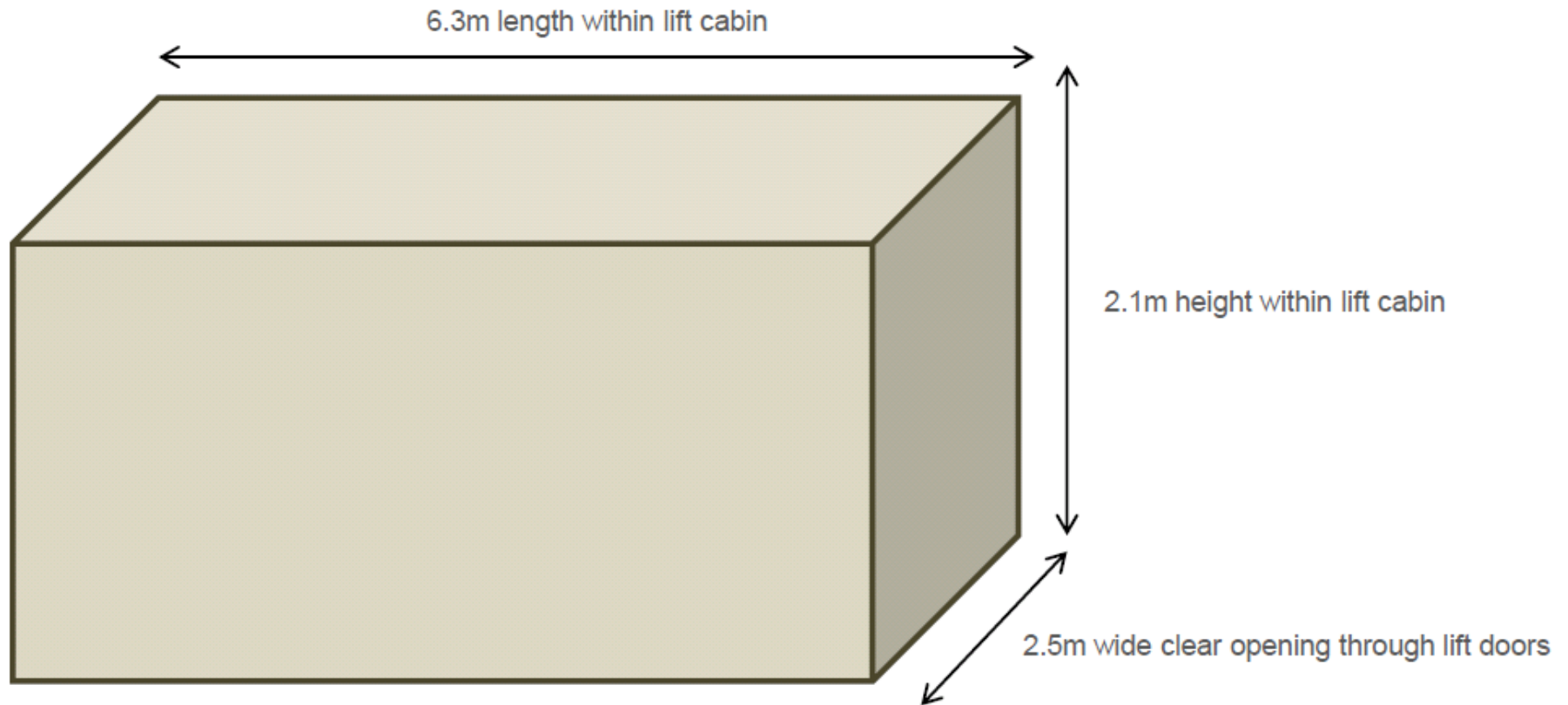
- occurrence or claim. Organizer shall be entitled to inspect Client's insurance policies and receipt(s) for payment of premium on request.
- 17.2. Client shall ensure that any contractors engaged by Client in connection with the Exhibition (move-in through move-out) are adequately insured. Without limitation to the foregoing, Client shall ensure that any such contractors take out and maintain at all times both public liability insurance and employee liability insurance with a recognised insurer against personal injury, death and damage to and/or loss of property for not less than US\$2,000,000 per occurrence or claim. Organizer shall be entitled to inspect any such contractors' insurance policies and receipt(s) for payment of premium on request.
- 17.3. To the extent that Client is permitted to share the Space pursuant to Condition 6.7, the provisions of Conditions 17.1 – 17.2 (inclusive) shall apply to any such Space sharer(s) in the same way as they apply to Client.
- 18. Sustainability**
- 18.1. Organizer strives to achieve efficiency and excellence at the Event by conducting its business operations in a sustainable manner. To help achieve this, Client shall comply with all sustainability requirements set out in the Manual or as otherwise notified to Client by Organizer in writing (acting reasonably).
- 19. General**
- 19.1. Organizer reserves the right to refuse any person entry to the Event or to remove any person from the Event at any time.
- 19.2. From time to time, Organizer, the Owners and their respective Personnel may enter the Venue to carry out works, repairs or alterations or for any other purposes which they deem necessary (**Works**). Organizer shall not be liable for any loss, damage, cost, claim, expense or inconvenience suffered or incurred by Client and/or any of its Personnel arising out of or in connection with any matter relating to the Works.
- 19.3. Client acknowledges and agrees that Organizer and each member of the Informa Group shall have a perpetual, irrevocable, royalty-free, non-exclusive, worldwide licence and right to collect and maintain, and to reproduce, publish, display, transmit, distribute, adapt, create derivative works from, syndicate and otherwise exploit or use, commercially or otherwise, in any medium, any and all: (i) analytics data captured at or in connection with the Event and/or any part of the Package (including, without limitation, Event footfall, attendee, user or online behaviours and usage data relating to any Directory, Devices and/or any lead generation/match-making initiatives), and/or (ii) Materials, Directory Content and other information and/or materials displayed or made available by Client and/or its Personnel at or in connection with the Package, the Event and/or any other events owned, organized, managed or operated by Organizer and/or any member of the Informa Group (in each case whether prior to, concurrently with, or following the entering into of this Contract) (together, both (i) and (ii) being the **Data**). The foregoing shall include, without limitation, Organizer and each member of the Informa Group being entitled to use, repurpose and reproduce the Data to create, develop, sell or otherwise make available products, services or works in any media or form (whether physical, digital or intangible) now known or later developed (which may include, without limitation, incorporating all or any part of any Materials, Directory Content and other information and/or materials displayed or made available by Client and/or its Personnel into such products, services or works).
- 19.4. Nothing in this Contract shall create a partnership, joint venture or agency relationship between the parties.
- 19.5. If and to the extent that there is any conflict between these Conditions and the Booking Form, the terms of the Booking Form shall prevail.
- 19.6. Each party acknowledges and agrees that this Contract constitutes the entire agreement between the parties in relation to the Event and the Package and that it supersedes any and all prior oral or written understandings, communications or agreements with respect to the subject matter hereof.
- 19.7. Client may not assign or sub-contract any of its rights or obligations under this Contract without the prior written consent of Organizer. Organizer shall be entitled to assign any and all of its rights under this Contract to any member of the Informa Group and the consent of Client shall not be required. Organizer shall be entitled, without the consent of Client, to sub-contract any and all of its obligations under this Contract to any member of the Informa Group or any third party contractor assisting Organizer with the staging of the Event and/or the facilitation of the Package.
- 19.8. No failure by either party in exercising any right or remedy shall operate as a waiver of the same. No waiver by either party of any breach by the other party shall be considered as a waiver of any subsequent breach of the same or any other provision of this Contract. The rights and remedies under this Contract are cumulative and are not exclusive of any rights or remedies provided by law.
- 19.9. If any provision of this Contract is or becomes invalid, illegal or unenforceable, that provision shall be deemed modified to the minimum extent necessary to make it valid, legal and enforceable. If such modification is not possible, the relevant provision shall be deemed deleted. Any modification to or deletion of a provision under this Condition 19.9 shall not affect the validity and enforceability of the rest of this Contract.
- 19.10. Unless it is expressly stated otherwise, this Contract does not give rise to any rights for a third party to enforce any term of this Contract. The rights of the parties to terminate, rescind or agree any variation, waiver or settlement under this Contract are not subject to the consent of any other person.
- 19.11. Organizer reserves the right to set off any indebtedness of Client to Organizer against any indebtedness of Organizer to Client, regardless of whether any such indebtedness arises pursuant to this Contract or otherwise.
- 19.12. Any notice or other communication given to a party under or in connection with this Contract shall be in writing (which includes, without limitation, e-mail).
- 20. Governing law and jurisdiction**
- 20.1. This Contract and any dispute or claim (including, without limitation, non-contractual disputes or claims) arising out of or in connection with it or its subject matter or formation shall be governed by English law. Each party irrevocably agrees that the English courts shall have exclusive jurisdiction to settle any dispute or claim (including, without limitation, non-contractual disputes or claims) arising out of or in connection with this Contract or its subject matter or formation.
- 21. Specific terms relating to aesthetic and anti-aging medicine events**
- 21.1. Live demonstrations of any type of injection and/or invasive treatment (for example, fillers, botulinum toxin, threads, mesoroller and/or mesotherapy) on Client's exhibition stand and/or elsewhere at the Exhibition are strictly forbidden. Client is permitted to demonstrate its equipment, provide informational presentations regarding its products and/or services and distribute products and/or services information and related marketing collateral from its Space. The use of sound systems (other than closed sound systems) in the Space is permitted only with the prior written consent of Organizer. Organizer reserves the right to close Client's exhibition stand if it deems, in its sole discretion, that Client is creating an excessive level of noise. Client must not engage in activities that are not related to the medical field (for example, a dance show) on its exhibition stand.
- 21.2. Neither Client nor its Personnel shall, without the prior written consent of Organizer, directly or indirectly, at any time during the Exhibition Window sponsor, endorse and/or promote any Competing Exhibition to exhibitors, sponsors and/or attendees of the Exhibition. Without prejudice to any other right or remedy it may have, if Client and/or any of its Personnel is in breach of this Condition 21.2, Organizer reserves the right without liability to remove and/or destroy any content, materials and other information created and/or disseminated in breach of this Condition 21.2. For the purposes of this Condition 21.2: (i) **Competing Exhibition** means any exhibition, conference, event, presentation, workshop, lecture and/or scientific and/or educational meeting, which is not supported, endorsed and/or organised by Organizer, that is relevant to a substantially similar type of audience as the audience that generally attends and/or otherwise participates in the Exhibition, and (ii) **Exhibition Window** means the period during which the Exhibition is open and the two (2) days immediately prior to and immediately following such period.
- 21.3. Retail sales at the Exhibition are permitted only if the products being sold are reasonable and appropriate (given the nature of the Exhibition) and transactions are conducted in a professional and business-like manner. Organizer reserves the right to restrict any sales activities that it deems inappropriate and/or unprofessional. It is the responsibility of Client to: (i) collect and remit all applicable sales taxes in respect of retail sales at the Exhibition, and (ii) ensure that any products sold are permitted and approved for sale at the Exhibition and/or use in accordance with all laws and any applicable industry regulations/standards. Organizer shall not be liable for any products and/or services (and/or approvals for any such products and/or services) used, demonstrated and/or sold by Client on its exhibition stand.
- 21.4. Organizer will consider applications for Space for products and/or services in the following categories: (i) medical products and/or services relating to the practice of dermatology, surgery, aesthetic and/or anti-aging medicine; (ii) pharmaceuticals (both prescription and non-prescription); (iii) equipment and devices designed for diagnosis and/or treatment of dermatologic conditions; (iv) cosmetics, dermatologic products and/or anti-aging medical treatments; (v) nutrition, dietetics, health food, medical spa and/or thalassotherapy; (vi) scientific/medical educational publications; (vii) activities of professional and educational organizations, and (viii) products and/or services relating to the support of non-medical aspects of the practice of dermatology, surgery and/or anti-aging medicine (for example, office equipment and record keeping equipment and/or services).
- 21.5. Client shall ensure that all Space is designed in such a manner that the presentation of products and/or services at the Exhibition will enhance the overall educational goals of the Exhibition.
- 21.6. Client shall ensure that all promotional activities directly or indirectly carried out at the Exhibition of any medical products, medical devices and/or cosmetic products comply with all laws and any applicable industry regulations/standards.
- 22. Specific terms relating to Covid-19**
- 22.1. Notwithstanding any other provision of this Contract, the parties agree that to the extent that Client is prevented from participating in the Event as a direct result of: (i) mandatory government-imposed travel restrictions, and/or (ii) quarantine conditions, each related to Covid-19 that apply so as to prohibit persons in general (a) leaving the territory in which Client is based, (b) leaving the territory in which the Event is due to take place, and/or (c) travelling from the territory in which Client is based to the territory in which the Event is due to take place, the provisions of Condition 22.3 shall apply.
- 22.2. Notwithstanding any other provision of this Contract, the parties agree that to the extent that Organizer is forced to cancel the Event as a direct result of complying with a mandatory government-imposed order related to Covid-19, the provisions of Condition 22.3 shall apply. For the avoidance of doubt, if the date(s) of the Event are changed to new date(s) that are within twelve (12) months of the originally scheduled Opening Date of the Event in accordance with Condition 13.2, this shall not constitute cancellation of the Event.
- 22.3. Subject to the remainder of this Condition 22.3, if the circumstances set out in Condition 22.1 and/or Condition 22.2 apply, Client shall be entitled to elect that any portion of the Fees already paid shall be either: (i) applied to a future edition of the Event and/or any other mutually agreed upon activity, product and/or service provided by Organizer and/or any member of the Informa Group, or (ii) refunded. This Condition 22.3 shall only apply to monies that Client has paid

INFORMA MARKETS SPONSORSHIP AND EXHIBITION TERMS AND CONDITIONS

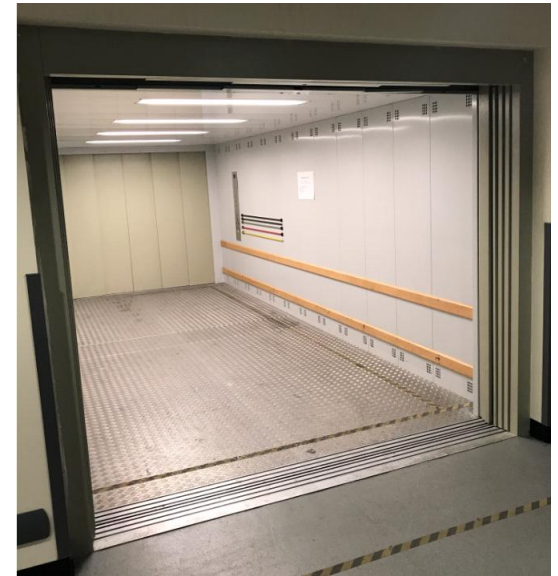
directly to Organizer in respect of the Package. For the avoidance of doubt, this Condition 22.3 shall not apply to any monies paid to third party vendors/suppliers in respect of Event-related products/services (for example, design and build contractors, freight forwarders, hotels/housing partners and airlines), even if these third party vendors/suppliers are recommended or endorsed by Organizer. Client acknowledges that products/services provided directly by third party vendors/suppliers to Client in respect of Event-related products/services are the subject of a separate agreement between Client and the relevant provider(s). Client acknowledges and agrees that the provisions of this Condition 22.3 set out Client's sole remedy in the event that the circumstances set out in Condition 22.1 and/or Condition 22.2 apply and all other liability of Organizer is hereby expressly excluded.

22.4. This Condition 22 shall survive termination of this Contract.

LOADING LIFT DIMENSION



LOADING LIFT



LOADING INFORMATION

- Safe working load for lift is 5000Kgs.
- Do not exceed the safe working load.
- Do not keep the lift doors open for more than 10 minutes when loading or unloading goods

CAR PARK PRICING LIST

Parking Rates										
Time	0-2	2-4	4-6	6-9	9-12	12-14	14-16	16-18	18-24	Hotel Guests
Non- Guest	£6.00	£8.00	11.00	13.00	15.00	18.00	24.00	32.00	50.00	
Rate for people using outlets/ Conference	3.00	4.00	5.50	6.50	7.50	9.00	12.00	16.00	24.00	
Rate for guests staying overnight (24 hrs)										24.00 inc VAT

DELIVERY INFORMATION

All deliveries must enter the hotel via its loading bay which is located at the back of the hotel by the

Meridian Gate. To enter the back of the hotel you must drive through **The O2 arena's** security gate. Access will only be granted with a valid vehicle ticket with barcode. Tickets are issued by the Meetings & Events Planner prior to the event and can be presented on either a printed hard copy or on a smart phone or tablet.

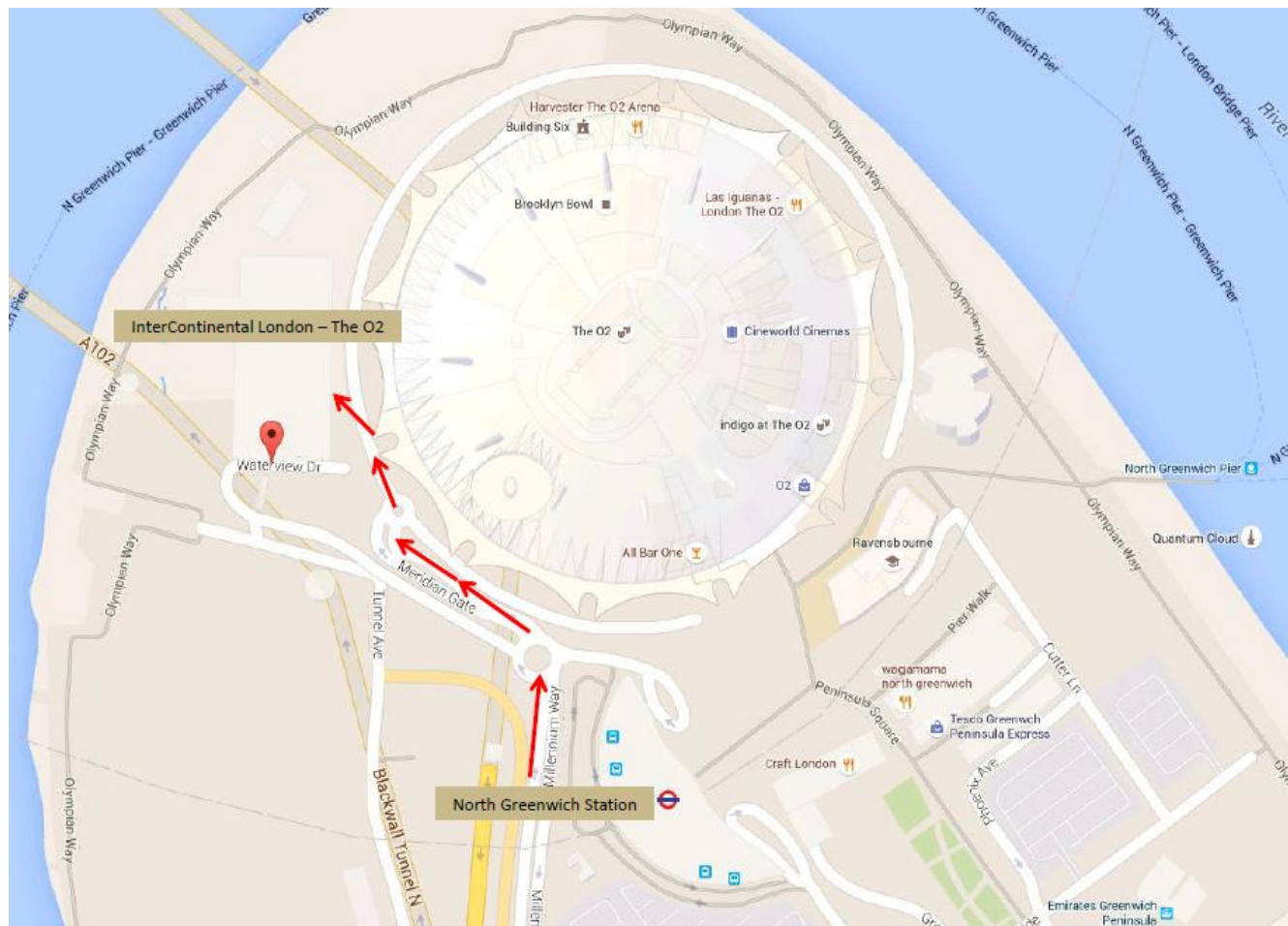
Please note the event name on the tickets is related to Arena events and not the actual event at the hotel, therefore please ensure your driver/ courier is aware of the event they are delivering/ picking up for.

There is no parking for any vehicles in the loading area, however ample time will be given for vehicles to load and unload equipment and deliveries for conferences.

Access times & duration for deliveries must be confirmed with the Meeting & Events Planner in order to ensure unloading space is allocated for the duration of time required. As mentioned earlier unloading must take place as quickly as possible to ensure access for other hotel deliveries.

DIRECTIONS TO THE O2 SECURITY

DIRECTIONS TO LOADING BAY



DRIVE EAST ON MILLENNIUM WAY TOWARDS THE O2



KEEP TO THE RIGHT HAND SIDE AS YOU APPROACH THE ROUNDABOUT
(North Greenwich Station is on the Right Hand Side)



GO LEFT AND TAKE THE 2nd EXIT ONTO MERIDIAN GATE



TAKE THE 2nd EXIT ONTO MERIDIAN GATE
(Meridian Gate road is right in front of The O2 Arena and located
on your right hand side)



THE O2 SECURITY GATES WILL BE DIRECTLY AHEAD. PLEASE GO THROUGH SECURITY AND FOLLOW THE ROAD TO THE INTERCONTINENTAL BACK OF HOUSE LOADING BAY (which will be on your left-hand side)





InterContinental
London – The O2

North Greenwich Station

THE O2

STAFF ENTRANCE

skip

VAN

VAN

VAN

VAN

VAN

VAN

VAN

VAN

ARCTIC

ARCTIC

ARCTIC

ARCTIC

ARCTIC

Lorry

NO PARKING

Car Lifts

HOTEL

E
V
E
N
T
S
S
T
A
I
R
C
A
S
E

Container

Wooden Gate

INTERNET REQUEST FORM

Event & Date: _____

Exhibitor Name: _____

Contact Name and Number: _____

Contact e-mail address: _____

Contact Address: _____

Stand No: _____

Complimentary Internet Access

Complimentary Wi-Fi Internet access is included within meeting space via a hotel branded captive portal. Complimentary access is suitable for basic browsing and email access only. Bandwidth is shared among Guestroom, Public areas and other Conference spaces so no guaranteed bandwidth is available with this option.

We recommended to use faster premium service for Corporate VPN access, Audio/Video Streaming, downloading of large files, concurrent connections etc. We can arrange a separate managed service contract which will be charged for depending on your specific requirements. Please see below available options:

WIRELESS OPTION 1 – (Captive Portal based)

£15 per device for 24 hours connection. Additional dedicated bandwidth can be provided @ £25 per MB per day (For dedicated bandwidth minimum order of 10MB will be required).

Includes unlimited download/upload.

Can be used throughout the hotel building Inc. bedrooms, public areas and conference space

Price excludes VAT

To connect users will have to follow below steps:

- 1) Connect to 'InterContinental' wireless network
- 2) Select Conference Option on the Landing Page
- 3) Select Conference name from the drop down list and enter password to connect.
(Conference name and password to be agreed with exhibitor prior to the event)

WIRELESS OPTION 2 – Private SSID (Non-Captive portal based)

With this option we can setup private SSID and WPA2 password within relevant meeting space. Similar to home Wi-Fi users will need to authenticate once at first time and they will remain connected during the period of the event as long as they are in coverage area. Mobile/Tablet Apps and corporate VPN works better with this solution.

Cost for this option:

- £35 per MB per day (Minimum order of 10MB will be required)
- One off setup cost of £500
- Price excludes VAT

HARD WIRED CONNECTIONS

OPTION 1: Wired connection with non-captive portal connection: £150 ex vat per day per point (Shared Bandwidth)

OPTION 2: Non-captive portal connection with dedicated Bandwidth at £25 ex vat per MB per day.
(Minimum order of 10MB will be required) *All wired connection location to be subject to survey*

All power requirement need to be agreed with Hotel AV or maintenance team. Please forward this request via e-mail to Kasia Urbanska at Intercontinental London - The O2 who can be contacted on kasia.urbanska@iclondon-theo2.com latest by 28th February 2021.

DELIVER TO:

Intercontinental London – The O2

1 Waterview Drive,
Greenwich Peninsula,
London SE10 0TW

ATTENTION OF: (CLIENT NAME/ CONTACT DETAILS)

SENT FROM:

NAME:

ADDRESS:

CONTENT:

HOTEL CONTACT: (Meetings & Events
Executive)

NAME OF EVENT:

DATE OF EVENT:

CONFERENCE / MEETING ROOM:

**BOX
NUMBER:**

**TOTAL NUMBER
OF BOXES:**

[illegible]