

BMUS 

49th Annual Scientific Meeting of the
British Medical Ultrasound Society

Ultrasound 2017

6 - 8th December 2017, Cheltenham Racecourse

Exhibition & Sponsorship Opportunities



Promoting ultrasound for healthcare professionals

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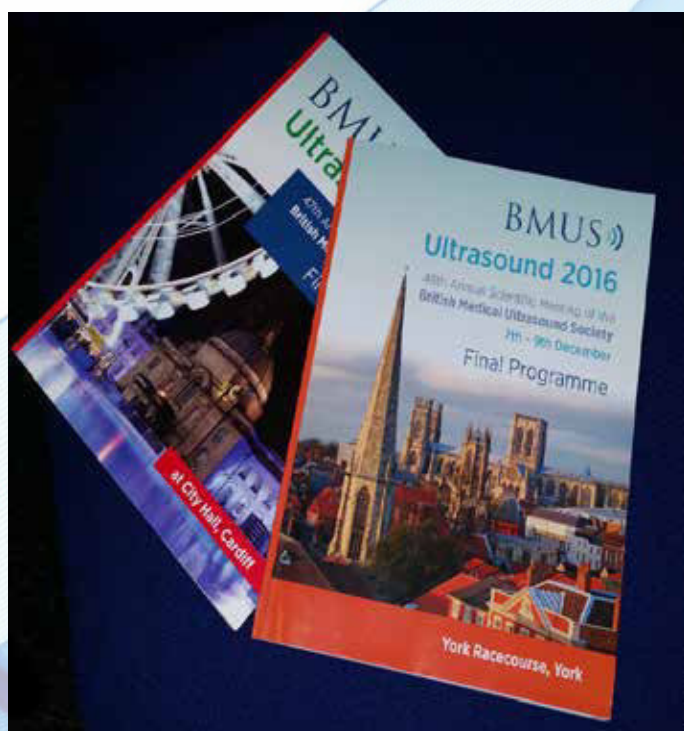
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www.bmus.org

ABOUT BMUS

Membership of the society is drawn from a wide range of disciplines including medical and paramedical professions, physicists, engineers, nurses, midwives, technicians, general practitioners, vets and others with an interest in medical ultrasound both in the United Kingdom and overseas. The success of the society stems to a great extent from its multi-disciplinary nature, regular special topic meetings, Annual Scientific meeting and quarterly scientific journal 'Ultrasound'.

The British Medical Ultrasound Society's Annual Scientific Meeting and Exhibition is established as one of the UK's longest running medical imaging conferences and marks the highlight of the Society's year. Cheltenham Racecourse is simply an amazing location to hold an event. The transport links are excellent and there is an abundance of hotels close by.

The 2017 Scientific Organising Committee is chaired by Mr Peter Cantin. Peter is a serving member of BMUS Council, Science & Education Committee and Professional Standards Group.



BMUS Objectives

BMUS is a multi-disciplinary body whose objectives are:

The advancement of the science and technology of ultrasonics as applied to medicine

The maintenance of the highest standards in these fields

The advancement of education and research in these areas, and dissemination of the results

The provision of advice and information regarding ultrasound to the wider public

More information can be found on the BMUS website: www.bmus.org



ABOUT ULTRASOUND 2017

6 - 8 December 2017
Cheltenham Racecourse

The 2017 meeting at Cheltenham Racecourse promises to be an innovative and exciting programme. The superb venue and location is attractive to a wide geographical range of delegates.

As usual, the Conference is complimented by the highly regarded Technical Exhibition, the pre-eminent showcase for new and established ultrasound manufacturers and suppliers to showcase their equipment and services across a wide range of specialties. This is central to the programme, allowing purchasers to evaluate potential new equipment.

This year, following the success of the 2016 York meeting, BMUS has again included a number of innovative features to increase the opportunity for exhibitors / sponsors to mingle with delegates.

Profile of our attendees:

Radiologists, Sonographers/Radiographers, Physicists, Midwives, General Practitioners, Vascular Technologists, Anesthetists, Emergency Physicians, Pre-hospital care, Urologists, Paediatricians, Obstetricians, Gynaecologists, Veterinarians and Physiotherapists

Speakers

An impressive range of specialist UK and international speakers will be leading sessions covering all areas of ultrasound practice.

Ultrasound 2017 at Cheltenham Racecourse will be a great opportunity to see and hear the latest in ultrasound technology, clinical applications and practice through our programme of expert reviews, research sessions throughout the plenary sessions and 'education on the stand' in the technical exhibition.

Delegates will be able to enhance their practical knowledge and skills through our extended programme of hands-on half-day practical and Integrated Training Sessions led by highly renowned specialists in the field of ultrasound.



ABOUT THE VENUE

Cheltenham Racecourse

Cheltenham is famous for its Regency architecture and is said to be “the most complete regency town in England”. The town is also famous for being the home of National Hunt Racing and hosts the ‘Gold Cup’ during it’s Festival week in March every year, it is also home to GCHQ the Government’s electronic surveillance operation.

Cheltenham was described in the New York Times in January 2016 as a town enjoying a cultural renaissance with many “happening spots”, and featured in the Independent in November as a “Design Destination” with stylish places to eat, drink and stay.

Recent modern redevelopments see a new generation of visitors to Cheltenham. The Brewery Quarter is a buzzing district where old meets new and is home to branded stores, bars offering live gigs and entertainment throughout the week. Cheltenham is also known for its excellent High Street shops and independent shopping quarters such as Montpellier and The Suffolks, and in 2017 John Lewis will open a flagship store in the former Beechwood Shopping Centre.



Venue Facilities

- To ensure exhibitor on-site experience is as stress free as possible, the venue offers a range of comprehensive services that are detailed in the Exhibitor’s guide.
- Telephones, faxes, ISDN and broadband connections available throughout the whole building with complimentary wifi available to all exhibitors and delegates.
- Security: the in-house security team are on site throughout the conference event from build up right through to break down.
- Housekeeping department provide a full clean at the end of the build up time and can provide last minute emergency cleaning on the opening morning of the event.
- Bespoke catering services

Why exhibit?

- Attendees: approx 500 delegates, 90 speakers and 30 plus exhibitors
- High calibre list of experts and world renowned speakers
- Post conference drinks in the exhibition area on Day One of the meeting
- Platinum, Gold, Silver and Bronze sponsors names & logos included on all pre-conference marketing
- Sponsor profiles included in both the conference app and the final programme for the conference (given to all delegates and speakers) and also listed on the conference website
- Opportunities to participate in specialised practical & training sessions
- The opportunity to provide delegates hands-on access to your products

TECHNICAL EXHIBITION

The Hub of Ultrasound

The programme maintains the same successful format of core streams and workshops for each day as well as full day therapeutics and translational satellite programmes running alongside the main streams on days 2 and 3.

There will be invited talks from renowned overseas speakers. The highlights will include the Donald, MacVicar, Brown (DMB) lecture, delivered this year by Professor Jeff Bamber and the Peter Twining lecture delivered by Dr Tim Overton.

The Technical Exhibition is an opportunity for the ultrasound industry to showcase the latest products and developments to an educated and informed audience. Opportunities range from pre-booked timetabled 'Education on the Stand' for the main sponsors, with further opportunities to contribute to 'Masterclass' sessions as well as showcasing products in our popular half-day practical and Integrated Training Sessions.

Previous exhibitors

Alliance Medical, Asterol, Barts Health, B K Medical, Bracco, Cae Healthcare, Casmed, Care UK, CDI Partnership, Chison, D&P Medical Imaging, Delta Surgical, DeSMIT Medical, Esaote Europe BV, Fujifilm Sonosite, GE Healthcare, Global Locums, HCL Healthcare, Hitachi Medical Systems, ID Medical, Imaging Equipment, Imaging First, InHealth, Kirkham Young, Limbs & Things, Medaphor Ltd, Medrad Eurobe BV, Mindray, MIS, Multi-Medix Ltd, Murray Equipment, Nottingham University Hospitals NHS Trust, Northern Physics, OKB Medical, Olympus KeyMed, Philips Medical Systems, Physiological Measurements Ltd, Sanctuary Personnel, SCOR, Sonoscape Ltd, Southern Scientific, Supersonic Imagine, Teeside University, Toshiba Medical Systems, Tristel Solutions, UK Medical, Ultrasonix, University of Hertfordshire, Wisepress Online Book Shop, Zonare Medical Systems, Mid Central Health Board, Nanosonics, Diagnostic Healthcare, Rothband, TICCS, Carestream.



PRELIMINARY TIMETABLE

Wednesday 6th December 2017

Registration from 8:00am

Exhibition from 8:30 - 6:00pm

Scientific streams from 9:30 - 17:00

Donald MacVicar Brown Lecture

Welcome Drinks Reception from 5 pm

Education on the Stand provided by one of our Gold Sponsors

Thursday 7th December 2017

Registration from 8:30am

Exhibition from 8:30am - 5:00pm

Scientific streams from 9:00am - 5:00pm

Peter Twining Memorial Lecture

Therapy in Ultrasound Group (THUGS) Satellite Symposium

Annual Gala Dinner & Awards Ceremony

Education on the Stand provided by our Platinum Sponsors

Friday 8th December 2017

Registration from 8:30am

Exhibition from 8:30am - 3:30pm

Scientific streams from 9:00am - 4:00pm

Translational Ultrasound Satellite Symposium

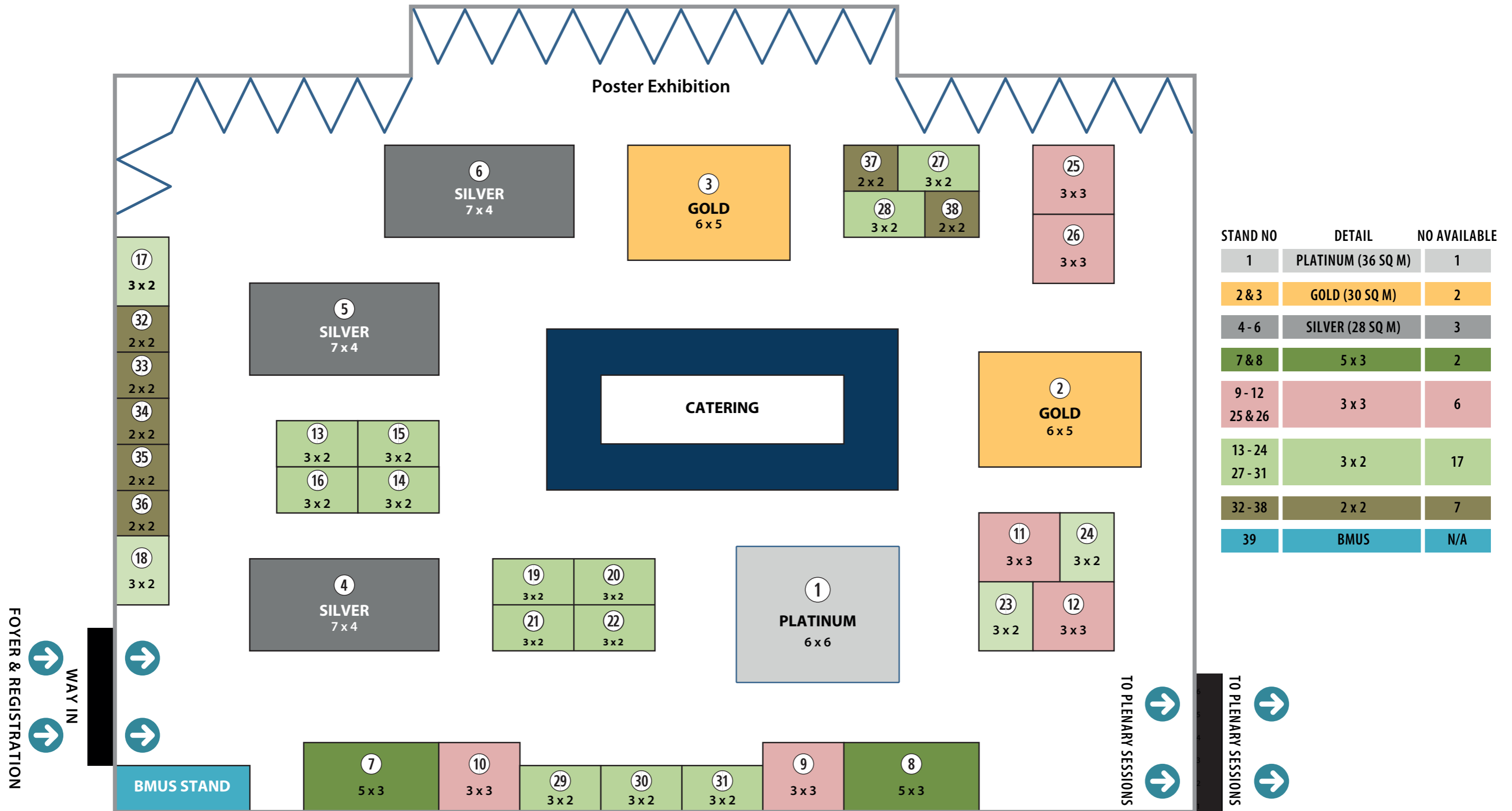
Education on the Stand provided by one of our Gold Sponsors



Ultrasound 2017

The 49th Annual Scientific Meeting of the British Medical Ultrasound Society

Stand and floor plan: Cheltenham Racecourse, Cheltenham



SPONSORSHIP OPPORTUNITIES 2017

Technical Exhibition - a pre-eminent showcase for new and established ultrasound manufacturers and suppliers

Platinum Sponsor

£15,750 (1 available)
Individual cost £19,406

- Premium 36m² island Exhibition Space (6x6)
- Includes allocated 30 minute 'Education on the Stand' session during the lunch break on Day 2 conference - this education will be listed within the main Scientific Program
- Prime full page of advertising on the back page of the Final Programme
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the 4 Integrated Training sessions (DVT, Head & Neck, MSK Fundamental & Advanced MSK) and 2 Masterclass sessions in Carotid and Elastography
- Sponsor of Annual Gala Dinner & Awards Ceremony and the Welcome Reception
- Sponsor of delegate lunch & refreshments on Day One
- Advertising spot (105mm x 105mm) on the A1 BMUS 2018 wallplanner. The planner will be an insert in the delegate bag and distributed to all BMUS members/Ultrasound journal subscribers (circa 2000) with November 2017 Ultrasound Journal and to the Ultrasound Heads of Departments in 175 hospitals in the UK.
- Company table at Annual Gala Dinner (8 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates; and all other media advertising. The logo will also be carried in a prominent position on Ultrasound 2017 website home page with hyperlink to sponsor's site.



SPONSORSHIP OPPORTUNITIES 2017

The Hub of Ultrasound - a superb showcase and platform to meet up with old and new customers

Gold Sponsor

£12,500 (2 available)
Individual cost £15,016

- Premium 30m² island exhibition space
- Allocated 20 minute 'Education on the Stand' session during the lunch break on Day 1¹ or Day 3² of the conference - this education will be listed within the main Scientific Program
- Prime full page of advertising (inside front cover² / Page 4¹) in the Final Programme
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the 4 Integrated Training sessions (DVT, Head & Neck, MSK Fundamental & Advanced MSK) and 2 Masterclass sessions in Carotid and Elastography
- Sponsor of delegate lunch and refreshments on Day Two² / Day Three¹
- Advertising spot (105mm x 105mm) on the A1 BMUS 2018 wallplanner. The planner will be an insert in the delegate bag and distributed to all BMUS members/Ultrasound journal subscribers (circa 2000) with November 2017 Ultrasound journal and to the Ultrasound Heads of Departments in 175 hospitals in the UK
- Company table at Annual Gala Dinner (8 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates; and all other media advertising.
- The logo will also be carried in a prominent position on Ultrasound 2017 website home page with hyperlink to sponsor's site



SPONSORSHIP OPPORTUNITIES 2017

Silver Sponsor

£9,750 (1 available)
Individual cost £11,886

- Prime 28m² of island Exhibition Space
- Full page advertising in the Final Programme
- Insert (provided by sponsor) included in delegate bag.
- One item of sponsor's equipment included in each of the 4 Integrated Training Sessions (DVT, Head & Neck, MSK Fundamental & Advanced MSK) and 2 Masterclass sessions in Carotid and Elastography
- Single advertisement (105mm x 105mm) on the A1 BMUS 2018 wallplanner. The planner will be an insert in the delegate bag and distributed to all BMUS members/ Ultrasound journal subscribers (circa 2000) with November 2017 Ultrasound journal and to the Ultrasound Heads of Departments in 175 hospitals in the UK
- Company table at Annual Gala Dinner (8 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates.
- The logo will also be carried in a prominent position on Ultrasound 2017 website homepage with hyperlink to sponsor's site

Bronze Sponsor

£7,650 (2 available)
Individual cost £9,406

- Premium 21m² of island Exhibition Space
- Half page of advertising in Final Programme
- Insert (provided by sponsor) included in delegate bag
- One item of sponsor's equipment included in each of the 4 Integrated Training Sessions (DVT, Head & Neck, MSK advanced and MSK fundamental) and 2 Masterclass sessions in Carotid and Elastography
- Advertising spot (105mm x 105mm) on the A1 BMUS 2018 wallplanner. The planner will be an insert in the delegate bag and distributed to all BMUS members/ Ultrasound journal subscribers (circa 2000) with November 2017 Ultrasound journal and to the Ultrasound Heads of Departments in 175 hospitals in the UK
- Company table at Annual Gala Dinner (8 guest places)
- Sponsor's logo included in all pre-event marketing i.e. quarterly BMUS Newsletter to all members; 'Ultrapost' (monthly news e-mail) to 5,000 potential delegates. The logo will also be carried in a prominent position on Ultrasound 2017 website homepage with hyperlink to sponsor's site



SPONSORSHIP OPPORTUNITIES 2017

Advertising space in final programme	Outside back cover - £1,750 Inside Front cover - £1,600 Inside Back cover - Page 4 - £1,500 Full page advertising - £1,150 Half page advertising - £700
Ultrasound 2017 conference website £250	To include sponsor's logo and hyperlink to sponsor's website on the homepage of the conference website
Conference dinner and awards ceremony £2500	Exclusive branding and thanks across the key social event on Thursday 7th Dec 2017. Sponsor's logo on event tickets. Sponsor will be thanked during awards ceremony.
BMUS 2017 wallplanner £600 per spot	8 spots of 105mm x 105mm available. An opportunity to have your company profile on the A1 BMUS 2018 wallplanner, which will be carried as an insert in the delegate bag and distributed to all BMUS members (circa 2000) with Nov 2017 Ultrasound journal and to the Ultrasound Heads of Departments in 175 hospitals in the UK
Delegate bags £3000/£1000*	Opportunity to provide the delegate bag, with sponsor's logo on front of bag and can include up to 3 pieces of marketing from sponsor.
Delegate Signage £1500	Daily/directional signage bearing company name/logo prominently displayed throughout the venue for the duration of the conference
Delegate bag inserts £500	Sponsors to provide 800 copies of their insert. Weight not to exceed 26gm. Maximum of six inserts are available.
Education on the Stand £350	Advertised within the Final Programme, a 20 minute Education session within one of the refreshment breaks
Practical Session Machine Space One session £350/Two sessions £600/Four sessions £1000	Opportunity to have your company's equipment used for training equipment in one of the Practical Training Sessions. Each training session will last for a minimum of 3 hours, and are marketed as stand alone education.
Keynote lecture sponsorship £1000 per lecture	Opportunity to sponsor one of the two Keynote lectures - Donald MacVicar Brown (DMB) on Wed 6th December 2017 or the Peter Twining Memorial Lecture on Thur 7th December 2017
Lanyards £3000/£1000*	Sponsor's logo/name carried on delegate lanyards. This cost can be reduced if lanyards are supplied by sponsor.

* cost of sponsorship if item is provided by the sponsor

SPONSORSHIP OPPORTUNITIES 2017

<p>Lunch & Refreshments £1750 per day</p>	<p>An opportunity to sponsor delegate lunch & refreshments. Sponsor will be mentioned in the final programme and tannoy announcements thanking sponsor and mentioning stand number during lunch/refreshment break. Sponsor to supply paper napkins with company logo.</p>
<p>Masterclass Session Sponsorship £450</p>	<p>Opportunity to sponsor a Masterclass Session. Sponsor's equipment used throughout the session with the sponsor's logo prominently displayed during training. Session chair will additionally thank sponsor at beginning of session. A powerpoint including the sponsor's company logo will also be displayed prior to session beginning and at break time. Sponsor's name & logo carried on all pre-conference advertising and in Conference programme.</p>
<p>Pads/Pens for Delegate Packs £550 per item</p>	<p>Opportunity to provide writing pads and pens which will be inserted in each delegate bag.</p>
<p>Poster Boards £750</p>	<p>Sponsor's name will be linked with all mention of the Scientific Poster Exhibition including website and final programme. Poster boards will be branded with company name and logo.</p>
<p>Sponsorship of lecture recording £250 per lecture</p>	<p>Opportunity to sponsor lecture recording for BMUS members, lectures will be added to BMUS website & Ultrasound 2017 website after the event.</p>
<p>Stewards T shirts £1600/£600*</p>	<p>Opportunity to sponsor the stewards T Shirts. T Shirt to carry sponsors logo and, wherever possible, will be in their company's base colour.</p>
<p>Welcome reception £1750</p>	<p>The drinks reception will take place on Wednesday 6th December 2017 at 5pm. The sponsor's name will be on the event ticket, all publicity material related to the Welcome Reception, including final printed programme. A tannoy announcement will be made thanking the sponsor and mentioning stand number during reception.</p>
<p>Conference App £3500 all 3 days/£1200 per day/£500 single page</p>	<p>Opportunity to sponsor conference app provision, with ability to include marketing information over all 3 days of event or on a daily basis.</p>
<p>Young Investigator Session/Award £1500</p>	<p>Opportunity to sponsor this Plenary Session and the winner's prize - an expenses paid trip to 2018 Euroson Congress. The winner is announced at the Annual Dinner and the sponsor will be mentioned during the award ceremony.</p>

* cost of sponsorship if item is provided by the sponsor

EXHIBITION OPPORTUNITIES 2017

Exhibition Space

An alternative to sponsorship is to have an exhibition stand at the event. A stand is a great way to showcase your products and services to the delegates who may or may not know who you are or what you do.

The costs for exhibiting at Ultrasound 2017 are:

Shell scheme: £300 per square metre. Each shell scheme stand comes with:

- Flush Fitting Walls
- Fascia Board
- Single Spotlight (dependent on position) or fluorescent fitting
- Double Electrical Socket (500w)
- Requirements above those provided require to be purchased separately

Space only: £290 per square metre (applicable to stand sizes 15 sq metres and above)

Please note that the exhibition hall is carpeted with floor tiles. Piped services, furniture and other requirements require to be ordered from the official event scheme builder/furniture supplier. BMUS accepts no responsibility for exhibitors' failure to order services, furniture or their fascia board, details of how to order these are available within the exhibitor guide which is listed on the conference website:

<https://www.bmus.org/ultrasound-2017/>

Exhibitors will be able to distribute unlimited complimentary passes to allow guests to attend the exhibition, these need to be pre-ordered from the BMUS office. Should you wish to provide catering for your guests, this needs to be ordered and paid for beforehand.

Complimentary exhibition only passes will not be available at the event therefore please ensure that you arrange your requirements on the form within the exhibitor pack.

Exhibition passes are not available for commercial scoping purposes.

Education Sessions/Scanning on the Stand:

To avoid conflict with the published Scientific Programme, exhibitor education sessions or scanning on the stand is only permitted with prior approval from BMUS. It should be noted that Platinum and Gold sponsors have allocated timetabled sessions during refreshments and lunchbreaks over the 3 days. The remaining breaks are available, should you wish to take advantage of this opportunity, please contact joy@bmus.org who will supply a booking form for this purpose.

All live models are required to have signed a scanning consent form (included in the Exhibitor Guidelines) and their details must be submitted to the BMUS office (office@bmus.org) a minimum of 10 days prior to the event.



Terms & Conditions 2017

- **DEFINITIONS:** In these Standard Terms and Conditions the word 'Sponsor/ Exhibitor' means any company, organisation or person who has applied for space allocation in an exhibition and/or to sponsor an event, or their agent, contractor or employee. The word 'Organiser' means British Medical Ultrasound Society.
- **STAND BOOKINGS:** Sponsors/Exhibitors must complete sign and return the booking form. Provisional bookings can be held for 14 working days; however no application will be considered valid until a signed booking form and payment is received. The Organiser reserves the right to refuse any bookings at any time without stating a reason. A booking is only confirmed when accepted by the Organiser in writing.
- **PAYMENT TERMS:** An invoice will be raised on receipt of a booking form with 33% of booking due within 14 days of placing the order; the 2nd stage payment is due on 5th September 2017, with the final payment of 33% due on 31st October 2017. Where the invoice amount is not paid within the prescribed time, stands and sponsorship packages may be re-allocated and any loss incurred by the Organiser by such non-payment shall be claimed from the defaulting Sponsor/Exhibitor.
- **CANCELLATION:** All cancellations must be made in writing and are subject to a 25% administrative cost withheld from the original payment. Cancellations made within 60 days of the event will be liable to a further 50% cancellation fee. Cancellations made within 28 days of the event will be liable for payment of the total invoice amount for the original booking.
- **AMENDMENT OF EXHIBITION FLOOR PLAN:** While every endeavour is made to retain the published plan of the exhibition, the Organiser shall be entitled to vary the layout if it believes such variation to be in the general best interests of the exhibition as a whole.
- **SECURITY AND INSURANCE:** Neither the Organiser nor its contractors shall be responsible for the safety and security of the exhibit or of any other property of any Sponsor/Exhibitor, its agents or employees, or for the loss, damage or destruction by theft or fire, or from any other cause, to such exhibits or other property, or for loss, damage or injury sustained by any Sponsor/Exhibitor or any other person save where proved to be caused by the negligence or breach of duty of the Organiser. The Sponsor/Exhibitor shall indemnify the Organiser and its contractors against any liability incurred by the Organiser or its contractors to third persons, as a result of any act or omission of the Sponsor/Exhibitor, its employees or agents. The Sponsor/Exhibitor should effect its own insurance against the risk of any loss, damage or injury or liability.
- **POSTPONEMENT OR ABANDONMENT:** The Sponsor/Exhibitor shall have no claim against the Organiser or its contractors in respect of any loss or damage caused by the prevention, postponement or abandonment of the event, for reasons beyond the control of the Organiser or its contractors.
- **SUBLETTING AND SHARING OF STANDS:** The Sponsor/Exhibitor shall neither share with, nor part with possession of the whole or any part of the stand allocated to it, to another organisation, company or person without the written consent of the Organiser.
- **STAND FITTINGS REGULATIONS:** The Sponsor/Exhibitor and its contractors may not interfere with the exhibition building in any way whatsoever, and any damage caused by their acts of negligence shall require them to indemnify the Organiser and its contractors against any claim arising from such damage.
- **ACCESS AND STAND DISPLAYS:** The Sponsor/Exhibitor must ensure that its stand is ready before the opening of the exhibition each day. Stands must be fully staffed and stocked at all times. The Sponsor/Exhibitor must comply with build up, breakdown and delivery times, as set out in the Sponsor/Exhibitor manual. Late build up and early breakdown creates problems in exhibition halls, contravenes health and safety regulations and is discourteous to other Sponsor/Exhibitors. If late setup is unavoidable, a suitable time slot will be allocated by the Organiser at its discretion. Exhibits are not to be removed until the exhibition is closed, and any Sponsor/Exhibitors closing the stand before that time without the permission of the Organiser will be liable for an early closing fee of 25% of the total invoice amount. The Sponsor/Exhibitor must vacate its stand, and ensure that all exhibit items are removed from the premises, within the time specified for exhibition breakdown.
- **UNDESIRABLE ACTIVITIES:** If it appears to the Organiser that the Sponsor/Exhibitor may be engaged in activities which it considers to be contrary to the best interests of the Exhibition or event or which appear unethical or unlawful, the Organiser may without being under any liability to refund or reduce any costs, cancel any stand booking or sponsorship package and require the Sponsor/Exhibitor to vacate the event forthwith and to refuse the Sponsor/Exhibitor the right to participate further in the event. Canvassing for orders, except by the Sponsor/Exhibitor on his own stand in the normal course of his business is strictly prohibited and in any such case the right to expulsion referred to above will be exercised at once. The distribution or display of printed or other placards, flyers or circulars or other articles except by the Sponsor/Exhibitor on its own display space is prohibited, except by prior written agreement with the Organiser.
- **SAMPLING CONSUMABLES:** If the Sponsor/Exhibitor wishes to sample consumables it must ensure that it complies with sampling regulations as laid out by the venue's contract and caterers. Consumables may be subject to corkage.
- **HEALTH & SAFETY AT WORK ACT:** It is the responsibility of the Sponsor/Exhibitor to ensure that its contractors' employees' and agents', displays and exhibits comply with current legislation regarding Health & Safety at Work.
- **DISPOSAL OF WASTE:** It is the responsibility of the Sponsor/Exhibitor to ensure that all debris and waste material arising from its own stand fitting is completely removed from exhibition area prior to the opening of the exhibition. Failure to comply with this procedure shall render the Sponsor/Exhibitor liable for the cost of clearance by the Organiser.
- **SPECIAL HAZARDS:** Any exhibit that may be regarded as constituting a special risk or hazard must be notified to the Organiser at least one month in advance of the opening of the exhibition. The Sponsor/Exhibitor must at its own expense, comply with any conditions or safety precautions the Organiser, venue licensor or local authority may impose.
- **SPONSOR/EXHIBITOR BADGES:** Please note that Sponsor/ Exhibitor badges will not grant access to any of the conference educational sessions. Individual employees, agents, or contractors from sponsoring/exhibiting companies or organisations who wish to attend the conference sessions must register as full conference delegates.
- **DELEGATE NUMBERS:** Whilst the Organiser will make every effort to secure a high level of attendance of delegates, there can be no guarantee of delegate numbers and no discounts or refunds are available if delegate numbers do not reach the projected levels.
- **AGREEMENT:** These Standard Terms and Conditions, together with the booking form, printed sales material, letter of confirmation and any subsequent agreed variations in writing and signed by the Organiser shall represent the entire Agreement between the Organiser and the Sponsor/Exhibitor and shall supersede any previous agreements or representations whether written or oral.