



15th **WFSA** World Congress of Anaesthesiologists

Buenos Aires | Argentina | 25 – 30 March 2012

Corporate Prospectus





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INVITATION TO PARTICIPATE

Dear colleagues, friends and future friends,

On behalf of the Federación Argentina de Asociaciones, de Anestesia, Analgesia y Reanimación (FAAAAR) and the World Federation of Societies of Anaesthesiologists (WFSA), I would like to welcome you to the upcoming 15th WFSA World Congress of Anaesthesiologists (WCA 2012), which will take place 25-30 March 2012 in the city of Buenos Aires, Argentina.

This is only the 2nd time in the 55 year history of the WCA that it is being held South America. We are very honoured to welcome you!

The congress will showcase a series of cutting-edge presentations by some of the most prominent experts in the field of anaesthesiology. The programme will be comprehensive and diverse, representing the needs of our colleagues from all around the world! Programme content will cover the latest scientific knowledge in different areas of anaesthesiology including preoperative medicine, intensive care, emergency medicine and pain management. Topics will include research, organisation, economy and education.

This **Corporate Prospectus** contains the necessary details of all the opportunities for exhibiting, sponsoring and advertising in relation to WCA 2012. I am confident you will feel the WCA 2012 is a unique opportunity to present your products and your science to an international audience of over 7,000 qualified anaesthetist delegates and a faculty of more than 400 key opinion leaders.

Please reserve your participation by filling out the order forms on pages 16 to 20.

It will be a great pleasure for us to meet you in Buenos Aires!

Alfredo Cattaneo

President of the 15th WFSA WCA Organising Committee



ABOUT WCA

The World Congress of Anaesthesiologists (WCA) is the official congress of the World Federation of Societies of Anaesthesiologists (WFSA). The Congress takes place every four years and the 15th WCA will be held at La Rural, Buenos Aires, Argentina, from 25 – 30 March 2012.

WCA 2012 will be the benchmark for best practice in Anaesthesiology in 2012. Building on an established history, it is the major international exposition of the specialty of anaesthesia and its many related disciplines.

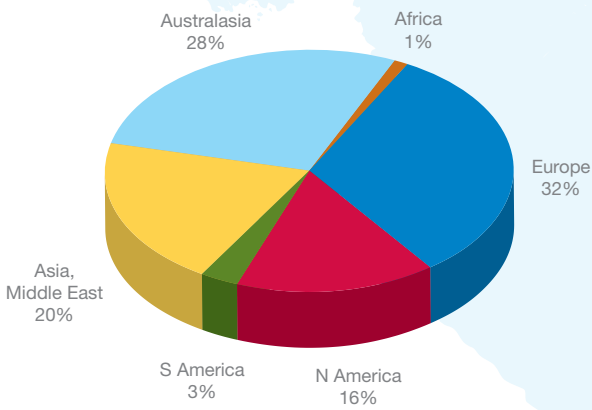
The congress will be constructed to ensure it is inclusive on an educational, logistical and financial basis for developed and developing nations. The congress will feature a broad and thoroughly up-to-date educational programme of the highest quality, delivered by a faculty of outstanding key opinion leaders from all over the world. The breadth of the educational programme will ensure topics of interest to all levels of anaesthesiologists and practitioners in related fields. The programme will be a combination of academic-style lectures and presentations coupled with hands-on workshops and interactive debates, to allow participants the flexibility to build an itinerary that suits their personal training needs. The inclusion of multiple poster sessions will open up the possibility of an active role in the programme for a large number of participants.

The working language of the congress is English but simultaneous translation into Spanish will be provided for some selected sessions. The workshop sessions will be presented in Spanish as well as in English.

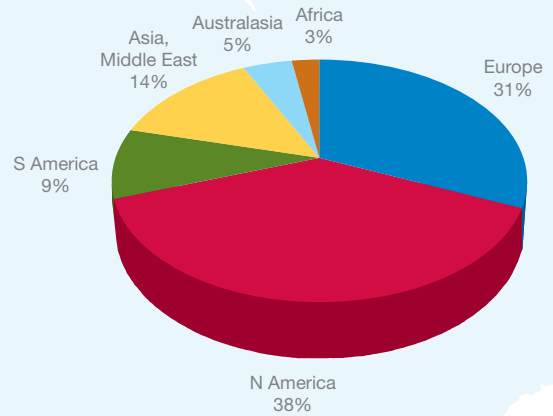


HISTORIC ATTENDANCE PROFILE

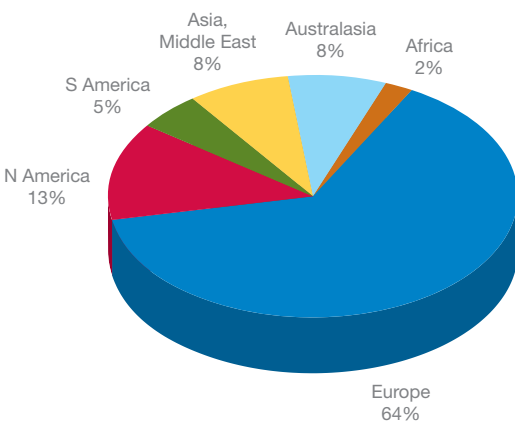
WCA 1996, Sydney



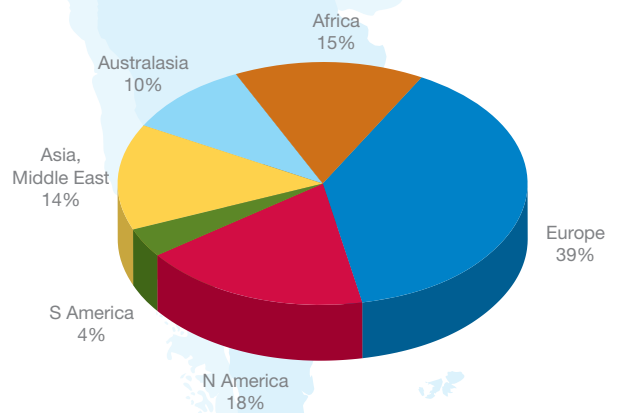
WCA 2000, Montreal



WCA 2004, Paris



WCA 2008, Cape Town

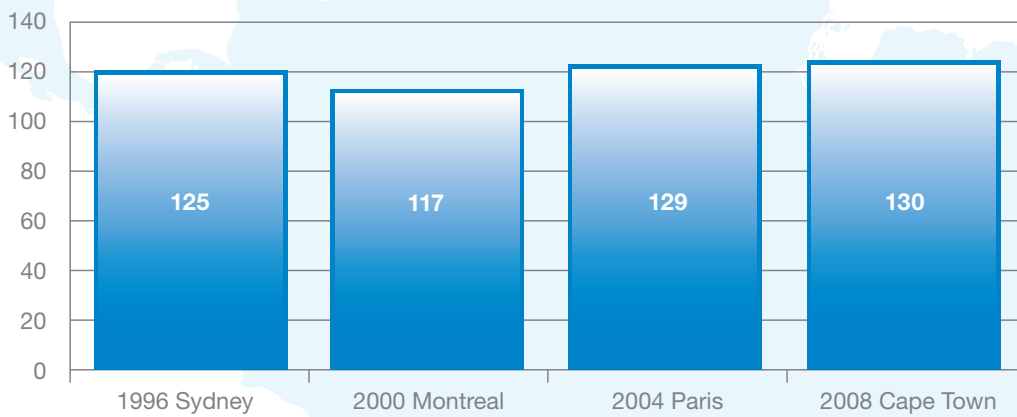


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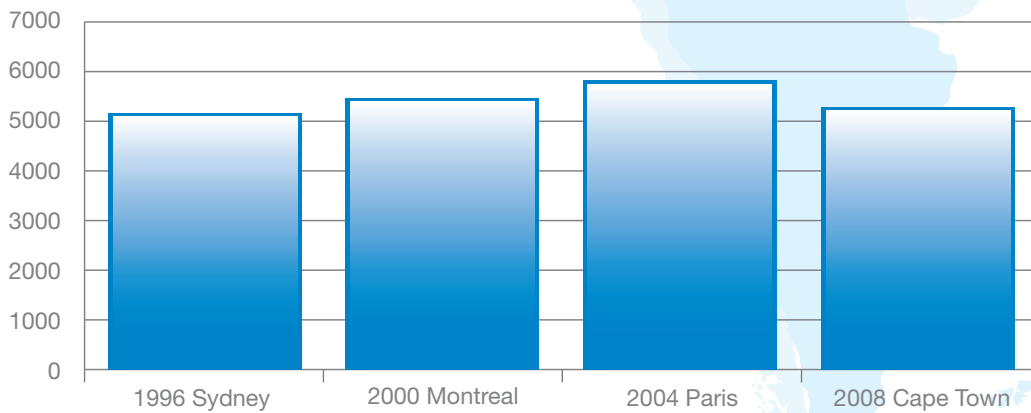
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WCA Exhibitors



WCA Anaesthesiologist Delegates





WCA 2008 - LIST OF EXHIBITORS

A

Abbott International
Acoma Medical
Acutronic Medical Systems
Adcock Ingram Scientific Group
Air Liquide Santé International
Aircraft Medical
Ambu
American Society of Anesthesiologists
AnaesthetIQ
Arizant International
Armstrong Medical Ltd
Aspect Medical Systems
Association of Anaesthetists of Great Britain and Ireland
AstraZeneca
Australian and New Zealand College of Anaesthetists
Australian Society of Anaesthesiologists

B

B L Lifesciences Pvt Ltd
B Braun Melsungen AG
Barema
Baxter
Biopure Corporation
Bristol Myers-Squib

C

Cair Laboratorios Espana
Cambridge University Press
Canadian Anesthesiologists' Society
Cardinal Health
Carl Reiner GmbH
Clarus Medical LLC
Cook Medical
Covidien

D

Dale Medical Products, Inc
Dameca A/S
Danmeter A/S
Datascope Corp
Diamedica Ltd
Draeger Medical

E

Edwards Lifesciences
EKU Elektronik GmbH
Elsevier
Equip Medikey
European Society of Anaesthesiology

F

FAAAAR
Flexicare
Fresenius Kabi

G

GE Healthcare

H

Haemoscope Corporation
HEINE Optotechnik
Heinen + Lowenstein GmbH
Hilbro Instruments (Pvt) Ltd.
Hospital Information Services

I

IMD Inc.
IMDsoft
Intersurgical

J

Johnson & Johnson
Pharmaceutical Services

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K

Karl Storz

L

Laerdal Medical AS

LIDCO Ltd

Linde Gas Therapeutics

Lippincott Williams & Wilkins
Publishers

M

Maquet Critical Care

Masimo Corporation

Medecins Sans Frontiers

Med-Storm Innovation AS

MedTel

Minrad Inc

N

Neon Laboratories Limited

Nihon Kohden Corporation

Northwest Anesthesia Seminars
Inc

Novo GmbH

O

Obstetric Anaesthetists'
Association

Oxford University Press

P

Penlon Limited

PENTAX Corporation

Pfizer

Philips Medical Systems

Prodol Meditec SA

Pulsion Medical Systems AG

R

Respironics Inc

S

Schering-Plough Corporation

Schiller AG

ShenZhen Mindray Bio-Medical
Electronics Co. Ltd

Sibanye

Singapore Society of
Anaesthesiologists

Smiths Medical

SonoSite Ltd

Spacelabs

SSEM Mthembu Medical Pty Ltd

T

TAEMA

Tecmed Ltd

Teleflex Medical

The European Society of Regional
Anaesthesia & Pain Therapy

The Laryngeal Mask Company
Limited

The Latin American Confederation
of Societies of Anesthesiologists

The New York State Society
of Anesthesiologists, Inc.

The Surgical Company
International

Tianjin Medis Medical Device Co.

Timesco of London Ltd

Trucorp Ltd

Tuoren Group

V

VBM Medizintechnik

Venner

Verathon Medical Europe BV

Vital Signs

Vygon

W

Wiley-Blackwell

World Federation of Societies of
Anaesthesiologists Foundation

Z

ZOLL Medical Corporation

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ORGANISER DETAILS

Pieter Frisch
WCA 2012 Sales & Marketing Executive
Choice Live
65 Knowl Piece
Wilbury Way
Hitchin
Hertfordshire
SG4 0TY
UK

Tel: +44 (0) 1462 471888
Fax: +44 (0) 1462 452562
Email: pieter.frisch@choicelive.com

CONGRESS EXHIBITION: Key Dates and Venue

Set-up Dates and Times

Friday, 23 March 2012	08.00-22.00 hrs
Saturday, 24 March 2012	08.00-22.00 hrs
Sunday, 25 March 2012	08.00-12.00 hrs

Exhibition Dates and Times

Monday, 26 March 2012	09.30-17.00 hrs
Tuesday, 27 March 2012	09.30- 17.00 hrs
Wednesday, 28 March 2012	09.30-17.00 hrs
Thursday, 29 March 2012	09.30-17.00 hrs

Dismantling Dates

Thursday, 29 March 2012	18.30-22.00 hrs
Friday, 30 March 2012	08.30-22.00 hrs

Exhibition Times Notes:

As the exhibition area is integrated within the scientific lecture/workshop area, delegates will have access to the exhibition area from 08.30 to 18.00 hrs from Monday 26 March to Thursday 29 March inclusive. The exhibition will be officially open from 09.30 to 17.00 hrs each day but any exhibitor may choose to also be open for delegates during the extended hours of delegate access (that is 08.30 – 18.00 hrs).

In addition, there are plans to hold the Welcome Reception at La Rural, immediately following the Opening Ceremony on the evening of Sunday, 25 March 2012. Exhibitors may wish to staff their booths during the Welcome Reception to take advantage of this additional promotional opportunity.

Important Note:

All stands must remain in place until the close of scientific sessions at 18.30 hrs on Thursday, 29 March 2012. There is no dismantling or removal of stands and materials allowed before 18.30 hrs.



Exhibitor Desk

There will be a staffed exhibitor desk available during the event and full details will be published in the exhibitor manual.

Exhibition Venue

WCA 2012 will take place at La Rural, an ideal venue located close to the city centre. First used for events towards the end of the nineteenth-century, La Rural has developed into an extensive, modern congress and exhibition centre.

Exhibition Floor Plan

You can download the floor plan in a PDF that can be magnified. Please click on the link below, select industry, then exhibition floor plan.

www.wca2012.com

Booking a Stand

There is over 3,000 sqm of exhibition space available at WCA 2012. The minimum space sold is 9sqm. When booking exhibition space, companies are invited to specify the number of square metres required, as well as the preferred location and any competitor avoidance.

Allocations of Floor Space

The congress organisers will be responsible for allocating floor space. While every effort will be made to allocate stand space based on your preferences, the organisers reserve the right to reallocate stand space should unforeseen circumstances render this necessary.

Open Side Policy

Stands should be fully accessible on all “open” sides. At least 70% of the sides facing the aisles must be open, it is therefore not allowed to erect walls or similar which cover the entire sides of the stand.

Design of Stand

The maximum building height for all stands is 8 metres. When the height of the stand is more than 2.5 metres, this area must be at least 1 metre from dividing wall with a neighbour stand. Every exhibitor must submit an exact statement of the dimensions of the stand as well as plans and descriptions of the stand for approval by the organisers. All stands need to follow the rules and regulations of La Rural.

Please send your plan to the WCA Sales & Marketing Manager at least one month prior to the congress or before the deadline indicated in the corporate prospectus and exhibitor manual.

Exhibition Technical Regulations

The exhibitor manual will be available on the congress website no later than eight months before the meeting.



Raw Exhibition Space

Raw exhibition space means that booth space will be rented to the exhibitor without any prefabricated wall installations, furniture, carpet, electricity or any other technical supplies or facilities. It is the responsibility of the exhibitor to personally take care of the set up and installation of their booth.

This Raw Space includes:

- Exhibition floor space
- Exhibitor badges x 2 per 9 sqm
- Company profile listing in the final programme
- Company listing as an exhibitor on the congress website

Price:

The cost of all raw exhibition space - **US \$675** per sqm.

Shell Scheme Booths

The shell scheme booth is designed for exhibitors who do not have their own stand to construct. The shell scheme booth will be both set up and dismantled by the official stand constructor. If you purchase a shell scheme booth you will simply need to personalise and decorate the stand once it has been constructed.

The Standard Shell Scheme Booth includes:

- Stand Panels
- Name Fascia
- Carpet
- Power Socket
- 2 Spot Lights
- Table and Two Chairs

Price:

A Shell Scheme Booth of 3m x 3m (9sqm) - **US \$7,075**

A Shell Scheme Booth of 3m x 6m (18sqm) - **US \$14,150**

How to Apply

Apply for exhibition booth space by completing the booking form on page 16.



INDUSTRIAL SYMPOSIA

	700 capacity room Number Available	200 capacity room Number Available	Total time	Time slot
Monday 26 March 2012	1	2	90 minutes + 30 minutes set up, 30 minutes break down	13.00 hrs – 15.30 hrs
Tuesday 27 March 2012	1	2	90 minutes + 30 minutes set up, 30 minutes break down	13.00 hrs – 15.30 hrs
Wednesday 28 March 2012	1	2	90 minutes + 30 minutes set up, 30 minutes break down	13.00 hrs – 15.30 hrs
Thursday 29 March 2012	1	2	90 minutes + 30 minutes set up, 30 minutes break down	13.00 hrs – 15.30 hrs

The 700-capacity syndicate rooms cost US \$55,000 per symposium and the 200-capacity cost US \$35,000 per symposium.

How to Apply

Apply to organise a symposium by filling out the booking form on page 19.

Please indicate your preferred date, time and room size. Your preference will be considered when allocating your time slot. A tentative title and a provisional list of speakers must be submitted in advance to be approved by the Chairperson of the COC Scientific Programme Committee, who is responsible for controlling the scientific content of the symposia.

Please note that content, the speakers and the time slots are subject to approval by the Chairman of the Scientific Programme Committee who, in turn, will endeavour to avoid the scheduling of sessions of similar interest. **Please submit the programme title by 1 July 2011 and the final outline of your symposium as early as possible or the latest on 1 August 2011.**

Symposium Halls Set-up

- Theatre style
- Projector and screen, basic PA system
- Presentations displayed through central AV systems. If your symposium requires a different set-up, please contact the Sales and Marketing Manager to discuss.

Symposium Advertisement

- Details included on WCA 2012 website
- Listed in final programme
- Opportunity to display pull-up banner onsite during congress (produced at your own cost), location to be agreed with the Sales and Marketing Manager.

Advertisement Guidelines

Content will be subject to approval by congress organiser. Technical specifications will be available prior to the posting of submission deadline.

Speakers Information

To ensure correct slide projection during your symposium, we require all speakers to submit their presentation in advance to the congress onsite speaker ready room. All presentations should be submitted no later than two hours before your session starts.

If any of your speakers would like to attend other sessions during the congress, please note that a full delegate registration badge will be required. For speakers only attending the congress to speak at your event, an exhibitor pass can be provided upon request.



CONGRESS SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Sponsorship opportunities may be purchased as individual items or as a sponsorship package.

List of Sponsorship Items (all prices quoted in US dollars)

~~Congress Bags (Supplied by organiser) US \$15,000 **SOLD**~~

OR

~~Congress Bags (Supplied by sponsor, subject to organiser approval) US \$5,000 **SOLD**~~

~~Name Badge Lanyards (Supplied by sponsor, subject to organiser approval) US \$10,000 **SOLD**~~

Bag Inserts (Supplied by sponsor. A4 size/limit of 4 pages and restricted to first ~~10~~ companies to order) **7 remaining** US \$4,000

Pocket Programme (Exclusive) US \$15,000

Notepads/Pens (Supplied by sponsor, subject to organiser approval) US \$8,000

Abstracts & Poster Sessions

~~Abstract memory stick (or CD Rom or similar) US\$ 8,000 **SOLD**~~

Daily poster presentation sessions (x 4 stations twice daily am/pm) US\$ 4,000 per day

Sponsorship of all poster prize-giving (exclusive) US\$ 11,000

Advertising Opportunities

Preliminary Programme

~~Back Cover US \$8,000 (each) **SOLD**~~

Final Programme

~~Inside Front/Back Cover US \$8,000 (each) **SOLD**~~

Inside Pages US \$5,000

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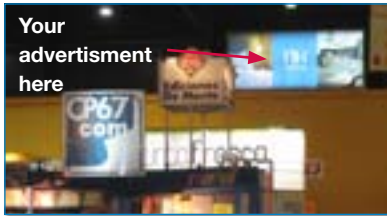
Venue Signage

Main entrance billboard (6 x 6 metres)
US \$6,000



Prime advertising opportunity on the main entrance billboard to the La Rural exhibition centre on Avenue Sarmiento. Guaranteed brand exposure by all delegates entering the congress.

Pavilion backlights x 12 (6 x 2.5 metres)
US \$3,000 each



Advertising within the exhibition hall. Drive traffic to your stand and increase brand exposure within the congress centre.

Three sided totems x 8 (0.6 x 2.6 metres)
US \$TBC



Information totems placed at strategic points within the entire congress centre to direct delegate traffic. Advertise on one face of these totems at 8 locations throughout the congress.

Additional Opportunities

Email bulletin x 4 US
\$4,000 each

Reach confirmed delegates before the congress by sponsoring important email bulletins delivering key information. Hyperlink to your website to increase web traffic. Contact pieter.frisch@choicelive.com to find out more about email content and opportunities.

Internet Cafe
US \$15,000

Sponsor the WCA 2012 internet cafe and display your branding on screensavers, mouse mats and information signage.

Social Programme

Plans are currently underway for a Welcome Reception following the Opening Ceremony on Sunday, 25 March 2012 and a Gala Evening on Wednesday, 28 March 2012. Sponsorship opportunities will be available for both of these activities – please call the Sales & Marketing Manager to discuss.



Sponsorship Packages

Platinum Sponsors, qualifying spend of US \$100,000

- 10 complimentary full registrations
- Advanced delegate list on spread sheet in excel format (one month before congress)*
- Final list of delegates on spread sheet excel format (after congress)*
- Sponsors logo will appear on the congress website with hyperlink to website of their choice

Gold Sponsors, qualifying spend of US \$75,000

- 7 complimentary full registrations
- Final list of delegates on spreadsheet in excel format (after the congress)*
- Sponsors logo will appear on the congress website with hyperlink from this logo to website of their choice

Silver Sponsors, qualifying spend of US \$50,000

- 3 complimentary full registrations
- Sponsors logo will appear on the congress website with hyperlink from this logo to website of their choice

In addition all Platinum/Gold/Silver Sponsors will receive the following benefits:

- Right to use the Congress logo (subject to approval by organiser), from the signature of the sponsorship contract until the final day of the congress
- Acknowledgement on Sponsors Board on-site according to sponsorship level
- A printed acknowledgement in categories in the following publications:
 - Second Announcement
(subject to receipt by publishing date)
 - Final Programme
(subject to receipt by publishing date)

*Please note that the list of delegates will include only the participants who agree to share their information



Payment Information

Payment terms

First 50% of total stand price with Participation Contract

Remaining 50% by 16 September, 2011'

Note: Your booth space is not confirmed until the initial deposit has been received and confirmation of acceptance of the booking has been issued. For complete payment details see terms & conditions.

Payment methods

The preferred method of payment is bank transfer to the following account:

Choice Live Ltd WCA2012

Bank Name: **Lloyds TSB**

Sort Code: **30 94 30, Account no. 11651382**

Bank Address: **1 Bancroft, Hitchin, Herts, SG5 1JG, United Kingdom**

BIC Code: **LOYDGB21142**

IBAN: **GB18 LOYD 3094 3011 6513 82**

Payment may also be made by credit card (Visa or MasterCard only).
Please note that a 5% handling charge will apply to all credit card payments.

Cancellation policy

In the event that the Organiser receives the Exhibitor's Cancellation Notice in writing on or before 18 March 2011, the organiser will provide a refund minus 10% of the total cost of the space or shell scheme booked; between 19 March 2011 and 16 September 2011 (inclusive), the organiser will provide a refund minus 50% of the total cost of the space or shell scheme booked; and after 16 September 2011, no refund will be payable (terms and conditions refer).

Order Forms

See end of prospectus.



ORDER FORMS

Exhibition Space, Advertising & Sponsorship Contract

(Participation Contract)

All confirmations, invoices and information will be sent to the Primary Contact Person.

Please complete in CAPITAL LETTERS.

First Name:		Title:	
Last Name:			
Function:			
Organisation:			
Mailing address 1:			
Mailing address 2:			
City:		Postcode/Zipcode:	
Country:			
Tel (incl country code):		Fax (incl country code):	
Email address:			

Secondary Contact Person (if applicable):

First Name:		Title:	
Last Name:			
Function:			
Email address:			

Send to Congress Organiser by fax or email details on page 9

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Company Profile

Company name as it is to appear in the Final Programme:

Company description as it is to appear in the Final Programme (100 words or less; if there are more than 100 words the description will be cut off after the 100th word):

Exhibition Space

Exhibition floor space

	Number of square metres	Price per square metre	Cost US\$
Raw space:			
Minimum (9 Sqm)		\$675	
Shell scheme package 9 sqm		\$7,075	
Shell scheme package 18 sqm		\$14,150	
SUB-TOTAL			US\$

Exhibition Space Preferences

Enter the stand number(s) of your preferred locations:

	Stand Number
1st choice	
2nd choice	
3rd choice	

Send to Congress Organiser by fax or email details on page 9

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Sponsorship

Please mark your selection(s):

	# of units	Unit price US\$	Cost US\$	
Congress Bags		US\$ 15,000		SOLD
Congress Bags supplied by sponsor*		US\$ 5,000		SOLD
Name Badge Lanyards supplied by sponsor*		US\$ 10,000		SOLD
Bag Inserts supplied by sponsor, A4 size/limit of 4 pages		US\$ 4,000		
Pocket Programme		US\$ 15,000		SOLD
Notepads/Pens supplied by sponsor*		US\$ 8,000		
Abstracts & Poster Sessions exclusive package		US\$ 30,000		SOLD
Abstract Memory Stick (or CD Rom or similar)		US\$ 8,000		SOLD
Daily poster presentation sessions (x 4 stations twice daily am/pm)		US\$ 8,000		
Poster Prize-giving (exclusive)		US\$ 20,000		
SUB-TOTAL			US\$	

* item to be approved by the congress organiser and to be supplied in addition to the cost stated

Send to Congress Organiser by fax or email details on page 9

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Advertising

Please mark your selection(s):

		# of units	Cost US \$		Cost US \$
Pocket Programme	Exclusive		US\$15,000	SOLD	
Final Programme	Back Page	n/a	US\$ 10,000	SOLD	
	Inside Front	n/a	US\$ 8,000	SOLD	
	Inside Back	n/a	US\$ 8,000	SOLD	
	Inside Page		US\$ 5,000		
SUB-TOTAL					

Industrial Symposia

Dates	700-capacity room		200-capacity room		200-capacity room		Total cost US \$
	Cost US \$	✓	Cost US \$	✓	Cost US\$	✓	
Monday, 26 March	US\$ 55,000		US\$ 35,000		US\$ 35,000		
Tuesday, 27 March	US\$ 55,000		US\$ 35,000		US\$ 35,000		
Wednesday, 28 March	US\$ 55,000		US\$ 35,000		US\$ 35,000		
Thursday, 29 March	US\$ 55,000		US\$ 35,000		US\$ 35,000		
SUB-TOTAL							US\$

Time available: 30 min set up, 90 min symposium, 30 min break down

Send to Congress Organiser by fax or email details on page 9

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Payment

	Cost US \$
Total Exhibition Space Fee	US\$
Total Sponsorship Items Fee	US\$
Total Sponsorship Packages Fee	US\$
Total Advertising Fee	US\$
Total Industrial Symposia Fee	US\$
SUB-TOTAL	US\$

Payment Method:

- Bank Transfer
- Credit Card (5% handling fee on all credit cards)

Credit card details: Please tick ✓

- Visa
- MasterCard

Name of credit card holder (as it appears on the card):

Credit card number:

Expiry date:

CVV number (last 3-digits on the signature strip on reverse of card):

Signature (signature of card holder):

- Please tick this box to confirm that you have read and agreed to the Terms and Conditions for Exhibitors, Advertisers & Sponsors. **This box must be ticked before your booking can be processed.**

Authorised signatory:

Name (in CAPITAL LETTERS):

Date:

Send to Congress Organiser by fax or email details on page 9



Terms and Conditions

1. Definitions

- 1.1 In the Agreement the following words and phrases match the following meanings:
- Agreement:** the terms and conditions for exhibitors, advertisers and sponsors;
 - Cancellation Notice:** has the meaning given in clause 3.3;
 - Choice Live:** (Professional Congress Organiser) Choice Live Limited (company number 05783257) trading as Choice Live whose registered office is at 65 Knowl Piece, Wilbury Way, Hitchin, Hertfordshire, SG4 0TY, United Kingdom;
 - Choice Live Website:** www.choicelive.com;
 - Congress:** 15th WFSA World Congress of Anaesthesiologists;
 - Congress Dates:** 25th to 30th March 2012 inclusive;
 - Congress Venue:** La Rural, Buenos Aires, Argentina;
 - Congress Website:** www.wca2012.com;
 - Exhibition Space, Advertising and Sponsorship Contract:** Exhibition space, Advertising and Sponsorship Contract entitled as such which is available on the congress Website;
 - Exhibitor:** the party named as the exhibitor and/ or the advertiser and/ or the sponsor on the Participation Contract;
 - Exhibitor Credit Card:** the credit card specified by the Exhibitor on the Participation Contract or any subsequent credit card notified by the Exhibitor to the Organiser pursuant to clause 3.8;
 - Exhibitors Terms:** these terms and conditions;
 - Organiser:** Choice Live and/ or others appointed by it to organise the Congress together with its agents, servants and workmen;
 - Organiser's Cancellation Team:** Choice Live Cancellation Team, Choice Live Limited, 65 Knowl Piece, Wilbury Way, Hitchin Hertfordshire, SG4 0TY, United Kingdom;
 - Participation Contract:** the Exhibition Space, Advertising and Sponsorship Contract;
 - Rate:** the cost specified in the Participation Contract;
 - La Rural:** La Rural, Juncal 4431, C1425BAA, Buenos Aires, Argentina.



- 1.2 In the Agreement:
 - 1.2.1 the singular includes the plural and vice versa;
 - 1.2.2 references to gender include references to all genders;
 - 1.2.3 unless otherwise stated, references to clauses are to clauses of the Agreement;
 - 1.2.4 the clause headings are for reference only and will not affect the construction or interpretation of the Agreement; and
 - 1.2.5 references to statutes, any statutory instrument, regulation or order will be construed as a reference to such statute, statutory instrument, regulation or order as amended or re-enacted from time to time.
- 1.3 In the event of conflict, the Exhibitors Terms will prevail over the Participation Contract.

2. Application of Terms

- 2.1 The Participation Contract submitted by the Exhibitor on the Congress Website or in hard copy will be deemed to be an application by the Exhibitor for the Exhibitor to exhibit at the Congress and/ or to purchase advertising and/ or sponsorship opportunities in connection with the Congress subject to the terms and conditions of these Exhibitors Terms. The Organiser reserves the right to accept or reject any application from any potential Exhibitor. A binding contract shall come into force only when the Exhibitor's offer is accepted by the Organiser sending written notification to the Exhibitor confirming that the Exhibitor's Participation Contract has been accepted.
- 2.2 No terms or conditions endorsed on, delivered with or contained in the Exhibitor's purchase order, confirmation of order or other document will form part of the Agreement simply as a result of the document being referred to in the Agreement.

3. Congress

- 3.1 The Organiser will hold the Congress at the Congress Venue on the Congress Dates.
- 3.2 Upon payment of the appropriate percentage of the Rate, as specified in the Participation Contract, the Organiser will send the Exhibitor written notice confirming that the Exhibitor's Participation Contract has been accepted (in accordance with clause 2.1).
- 3.3 The Exhibitor may cancel its Participation Contract by sending written notice of such cancellation ("Cancellation Notice") to the Organiser's Cancellation Team.
- 3.4 In the event that the Organiser receives the Exhibitor's Cancellation Notice:
 - (i) on or before 18 March 2011, the Organiser will retain 10% of the Rate;
 - (i) between 19 March 2011 and 16 September 2011 (inclusive), the Organiser will retain 50% of the Rate; and
 - (iii) after 16 September 2011, the Organiser will retain 100% of the Rate.



- 3.5 The parties acknowledge that each exhibitor contract relating to the Congress is deemed to be separate and independent to other exhibitor contracts (including the Agreement) and that any variation and/ or waiver to a third party exhibitor contract will not affect the parties' rights and obligations under the Agreement unless such variation and/ or waiver is made in accordance with the terms of the Agreement.
- 3.6 The Organiser reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to Exhibitors/Sponsors.
- 3.7 The parties acknowledge that the Organiser has the right to exclude or remove from the Congress Venue any person whose presence is or is likely to be undesirable in the Organiser's reasonable opinion and the Organiser may exercise such right notwithstanding that any such person is the employee, agent or contractor of the Exhibitor or otherwise in any way connected to or associated with the Exhibitor. Management reserves the right of admission.
- 3.8 The parties acknowledge that all utilities at the Congress Venue shall be supplied only by La Rural or its official contractor. Only La Rural or its official contractor may make connections into permanent distribution boxes and the Exhibitor is required to complete the appropriate order forms contained in the exhibitor technical manual in respect of any utility work which it requires in connection with the Congress.
- 3.9 The Exhibitor will immediately notify the Organiser in writing of any changes to the information submitted by the Exhibitor on the Participation Contract including, without limitation, any changes to the Exhibitor Credit Card.

4. Local Rules And Regulations

- 4.1 The Exhibitor must comply with all statutory local and other regulations or requirements and bye-laws which affect or apply to the Congress or the Congress Venue and in particular any fire regulations. The Exhibitor must also comply with and observe the additional regulations and stand fitting regulations and all other instructions and regulations in connection with the Congress. Any infringement of these rules may lead to immediate withdrawal of the right of the Exhibitor to participate in the Congress without compensation or refund of sums already paid.
- 4.2 Where the Exhibitor submits an Exhibition Space, Advertising and Sponsorship Contract which is accepted by the Organiser, exhibition space will be licensed to the Exhibitor for trade promotion purposes only for the dates of the Congress specified on said Contract. The Exhibitor shall not, without the prior written consent of the Organiser, sub-licence the exhibition space allocated to it, either in whole or in part, and the Exhibitor shall ensure that any authorised sub-licensee complies with the terms of the Agreement and shall be responsible for any default of such sub-licensee.
- 4.3 Where the Exhibitor has a display, it must ensure that its display is properly spread and does not exceed the maximum load limitation for the Congress Venue.

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- 4.4 The Exhibitor shall not alter or in any way affect the structure or fixtures of the Congress Venue and shall pay the cost of making good any damage caused to the Congress Venue by or on behalf of the Exhibitor.
- 4.5 Where the Exhibitor has an exhibition stand, the Exhibitor is obliged to ensure that its stand is manned by an authorised and competent representative of the Exhibitor at all times during the exhibition opening hours.
- 4.6 The Exhibitor shall adhere to all fire, electrical and safety laws and regulations of the Congress Venue. Aisles, fire exits, fire protection systems and security systems must be kept clear and accessible at all times. No storage behind exhibits is provided or permitted. All materials used in the construction and decoration of exhibition stands shall be flame retardant in accordance with local regulations and shall be subject to inspection by the Organiser or its appointed agent. Relevant certificates of fire test, flame test or fume test should be available for inspection if requested.
- 4.7 Where the Exhibitor has an exhibition space, it agrees to set-up that exhibition space according to the arrangements and within the time limits specified by the Organiser.
- 4.8 The Exhibitor shall not permit its exhibition stand to be dismantled before the official closing time on the 29 March 2012 without obtaining the prior written consent of the Organiser.
- 4.9 At such time after 18.30 hrs on the 29 March 2012 as the Organiser may specify or on sooner termination of the Agreement, the Exhibitor shall remove all of its exhibits and deliver vacant possession of the exhibition space to the Organiser in its original condition. Any of the Exhibitor's property remaining after the last day designated by the Organiser for material to be removed may be sold or otherwise disposed of at the Exhibitor's expense.
- 4.10 The Exhibitor shall not allow any individual to use tobacco products in the Congress Venue.
- 4.11 The Exhibitor shall not distribute or permit to be distributed food or beverages, other than for hospitality purposes where the food and beverages have been purchased from the appointed catering contractor for the Congress Venue.
- 4.12 The Exhibitor shall not offer gifts which exceed a maximum value of Thirty US dollars (\$30) unless those gifts are for professional or patient educational purposes, in which case they should not exceed a maximum value of One hundred and thirty US dollars (\$130). The Exhibitor shall not hold contests, such as lotteries and raffles, without the prior written approval of the Organiser.
- 4.13 The Exhibitor shall not disclose, appropriate or use any technical or confidential information regarding the business or affairs of the Organiser or any other exhibitor which the Exhibitor may obtain.
- 4.14 The Exhibitor shall not permit children under the age of 18 to attend the Congress or to enter the Congress Venue.
- 4.15 The Exhibitor agrees to be responsible for its property and persons and for the property and persons of its employees and agents through full and



comprehensive insurance. The Exhibitor's property is brought to, displayed and removed from the Congress Venue at the Exhibitor's own risk and should be safeguarded by the Exhibitor at all times during the Congress.

- 4.16 The Exhibitor shall take out adequate insurance in respect of its liabilities hereunder including (without limitation) public liability insurance for the loss, damage or injury caused by the Exhibitor's neglect or default, providing a minimum limit of indemnity of USD 2 million. All exhibitor employees, and the employees of any sub contracted companies such as stand constructors, who wish to enter the Venue are required to have personal accident insurance (including death and disability) to a minimum value of US\$100,000 and personal medical insurance to a minimum value of US\$10,000 in respect of the Exhibitor's participation in the Congress. This public liability of insurance will need to be provided as proof before participation in the congress.
- 4.17 Where the Exhibitor has an exhibition space, it must, at its own cost, occupy the exhibition space allocated to it as set out in the Exhibition Space Contract. Any Exhibitor failing to do so will be deemed to have cancelled its booking for the exhibition space unless it served written notice on the Organiser requesting the exhibition space to be kept allocated to it. In this event the terms and conditions relating to cancellation will apply and the Organiser may resell or reallocate the exhibition space.
- 4.18 The Exhibitor shall not do, cause, permit or suffer to be done anything which shall in the reasonable opinion of the Organiser constitute a nuisance or which may be an infringement of or contravene any license held by Choice Live, La Rural or its appointed catering contractor and (without limitation) the Exhibitor shall ensure that sound levels emitted from its exhibition stand shall not exceed those levels which in the reasonable opinion of the Organiser would cause disturbance to other exhibitors or which would breach any laws, bye-laws or any other relevant rule or regulation.
- 4.19 The Exhibitor shall not do, cause, permit or suffer to be done anything which may occasion damage, disfigurement or injury of any kind to the Congress Venue or to the person or property of Choice Live, La Rural or any other exhibitor or any visitor.
- 4.20 The Exhibitor shall not use the exhibition space or any part of the Congress Venue for any illegal or immoral purpose or for betting or gaming and shall not use live animals in connection with the Congress.
- 4.21 The Exhibitor shall remove or procure the removal from the Congress Venue or the exhibition stand of any person or persons or any advertising, other installation, materials or articles which, in the reasonable opinion of the Organiser, is, or may be, undesirable, inappropriate, harmful (including harmful to the commercial interests of the Organiser) offensive, obscure or illegal.
- 4.22 Where the Exhibitor has an exhibition stand, it will close or procure the closure of the exhibition stand if so requested by the Organiser.



5. Price and Payment

- 5.1 In consideration of the Exhibitor being entitled to the particular benefits as described in the Participation Contract, the Exhibitor will pay the Organiser the Rate.
- 5.2 The rate may be paid by bank transfer or by Visa or MasterCard credit card. Payments made by credit card are subject to a 5% handling fee.
- 5.3 The Exhibitor will submit payment of the Rate in accordance with the following payment schedule:
 - 5.3.1 Bookings made prior to 18 March 2011:
 - Deposit 10% with Participation Contract
 - Balance of the first 50% by 18 March 2011
 - Final 50% by 16 September 2011
 - 5.3.2 Bookings made between 19 March 2011 and 16 September 2011 inclusive:
 - 50% with Participation Contract
 - 50% by 16 September 2011
 - 5.3.3 Bookings made on or after 17 September 2011
 - 100% with Participation Contract
- 5.4 The Exhibitor hereby irrevocably authorises the Organiser to charge the Rate to the Exhibitor Credit Card in accordance with clause 5.2.
- 5.5 The Organiser reserves the right to refuse to let the Exhibitor occupy the exhibition space or attend the Congress if the Organiser has not received all payments due from the Exhibitor by the due dates.
- 5.6 Any payment that is not made on the due date shall bear interest at the rate of 3% per year above the base rate of Lloyds TSB Bank from time to time calculated on a daily basis from the day when such payment fell due until the date of payment.

6. Warranties and Liability

- 6.1 The Exhibitor warrants to the Organiser that the information stipulated by the Exhibitor on the Participation Contract and any updated information submitted to the Organiser in accordance with clause 3.8 is true, complete and accurate.
- 6.2 The Exhibitor warrants to the Organiser that it is authorised to provide the Organiser with the Exhibitor Credit Card for payment of the Rate.
- 6.3 Save as expressly specified in the Agreement, all terms, conditions, warranties, representations, or guarantees whether express or implied relating to the performance, quality or fitness for purpose of any part of the goods and/or services provided by the Organiser under the Agreement are, to the fullest extent permitted by law, hereby excluded.
- 6.4 Neither party excludes or limits liability to the other party for death or personal injury caused by that party's negligence, or liability for fraudulent misrepresentation, or any breach of any obligations implied by Section 12 of the Sale of Goods Act 1979 or Section 2 of the Supply of Goods and Services Act 1982.



- 6.5 Subject to clauses 6.4 and 6.6, the entire maximum liability of the Organiser in respect of all or any breaches of the Agreement or of any other duty to the Exhibitor or for negligence in connection with the subject matter of the Agreement will be limited to the amount of the Rate which the Exhibitor has paid to the Organiser.
- 6.6 Subject to clause 6.4, in no event will the Organiser be liable to the Exhibitor for any of the following however and whenever arising:
- 6.6.1 Loss of profits; or
 - 6.6.2 Loss of business; or
 - 6.6.3 Loss of revenue; or
 - 6.6.4 Loss of data; or
 - 6.6.5 Loss of goodwill; or
 - 6.6.6 Loss of anticipated savings; or
 - 6.6.7 Any special, indirect, consequential or pure economic loss, damage, costs or expense.
- 6.7 The Exhibitor will indemnify the Organiser forthwith upon demand in respect of any loss, damage, cost or expense suffered or incurred by the Organiser as a result of the Exhibitor breaching any of its obligations in the Agreement.

7. Termination

- 7.1 Notwithstanding any other provision of the Agreement, and without prejudice to any other rights that the Organiser may have, the Organiser may forthwith terminate the Agreement by written notice to the Exhibitor if any of the following events occur:
- 7.1.1 If the Exhibitor fails to pay the whole or any parts of the amounts due from it under the Agreement within 14 days after the due dates (whether formally demanded or not); or
 - 7.1.2 If the Exhibitor is in material breach of a provision of the Agreement; or
 - 7.1.3 if the Exhibitor (being an individual) has a statutory demand or bankruptcy order made against him or makes an arrangement or composition with creditors or otherwise takes the benefit of any statutory provision for the time being in force for the relief of insolvent debtors, or (being a body corporate) enters into administration (whether out of court or otherwise), receivership, liquidation, a formal arrangement with its creditors or any analogous proceedings or procedure, or is otherwise insolvent or ceases or threatens to cease to trade.
- 7.2 Termination of the Agreement will be without prejudice to any accrued rights or obligations of either party.



8. Force Majeure

- 8.1 Neither party will be liable for any failure or delay in the performance of the Agreement which is caused by circumstances beyond the reasonable control of the party concerned including without limitation acts of God, war or national emergency, acts of terrorism, strike, lock-out, fire, explosion, volcanic eruption and flood (“Force Majeure”), provided always that the defaulting party uses all reasonable endeavours (but without an obligation to incur cost) to minimise the period of disruption caused by Force Majeure.
- 8.2 The Organiser reserves the right to defer or to cancel the Congress (without liability to the Exhibitor) in the event of a Force Majeure.

9. Data Protection

- 9.1 The Organiser will process personal information (“**Information**”) as defined in the Data Protection Act 1998 (“**DPA**”) provided by the Exhibitor to the Organiser in accordance with applicable data protection law and this clause 9. The Exhibitor consents to the Organiser using Information as follows:
 - 9.1.1 the Organiser will obtain, record, store and use Information as necessary in connection with the Congress including transfer of Information to employees, agents and third parties as required for this purpose;
 - 9.1.2 The Organiser may transfer its business assets (which include Information) on re-organisation, sale or merger of the whole or any part of its business;
 - 9.1.3 the Organiser reserves the right to process Information as required for marketing purposes, to obtain legal advice, comply with legal requirements, enforce or apply any agreements (including the Agreement) and protect the rights, property or safety of the Organiser its employees, its clients and others; and
 - 9.1.4 The Organiser may transfer Information outside the European Economic Area for any of the purposes listed in this clause 9.
- 9.2 If the Organiser intends to process Information other than as set out above the Exhibitor will receive notice and be given the opportunity to decline the processing.



10. General

- 10.1 The Agreement contains the whole agreement between the parties in respect of its subject matter and supersedes any prior written or oral agreement between them, and the parties confirm that they have not entered into the Agreement on the basis of any representations that are not expressly incorporated in the Agreement. Nothing in the Agreement will operate to limit or exclude any liability for fraud.
- 10.2 No amendment to the Agreement will be binding unless made in writing and signed by an authorised signatory of each party.
- 10.3 The Exhibitor will not assign, charge or otherwise transfer to a third party any of its rights or obligations hereunder without the prior written consent of the Organiser. The Organiser may assign, transfer or sub-contract any of its rights or obligations hereunder without the prior written consent of the Exhibitor.
- 10.4 No waiver of any breach of either party's obligations hereunder will represent a waiver of the waiving party's rights hereunder or of any subsequent breach.
- 10.5 The parties respectively will and will procure that any other necessary party will execute all such documents and do all acts and things as may reasonably be required to secure each of the obligations of the parties under the Agreement.
- 10.6 None of the provisions of the Agreement are intended to or will operate to confer any benefit pursuant to the Contracts (Rights of Third Parties) Act 1999 on a person who is not named as a party to the Agreement.
- 10.7 Any notice to effect cancellation, suspension or termination of the whole or any part of the Agreement:
- 10.7.1 will be made in writing and signed by the party giving notice and either delivered personally or sent by recorded delivery to the party to whom the notice is addressed at its address as set out in the Agreement or such other address as a party may specify by notice in writing to the other party;
- 10.7.1 in the absence of evidence of earlier receipt will be deemed to have been duly given:
- (i) if delivered personally, when left at the address referred to in clause 10.7.1; or
- (ii) If sent by recorded delivery, at the time recorded by the delivery agent.
- 10.8 For the avoidance of doubt electronic mail will be deemed to be "writing" for the purpose of the Agreement but this will not prejudice the express requirements for delivery of notices under clause 10.7.
- 10.9 If any provision of the Agreement is held to be void or unenforceable in whole or in part, the Agreement will continue to be valid as to the other provisions thereof and the remainder of the affected provision.
- 10.10 The Agreement will be binding on and will continue for the benefit of the permitted successors and permitted assigns (as the case may be) of each of the parties.



- 10.11 All provisions of the Agreement will so far as they are capable of being performed and observed continue in full force and effect notwithstanding any expiry or earlier termination.
- 10.12 Nothing in the Agreement is intended to, or shall be deemed to, constitute a contract of employment.

11. Dispute Resolution Procedure

If any dispute arises in connection with the Agreement, a representative of each party with authority to settle the dispute will, within 14 days of a written request from one party to the other, meet in good faith in an effort to resolve the dispute. If the dispute is not resolved at that meeting, either party may commence legal proceedings.

12. Applicable Law

The Agreement will be governed by and construed in accordance with the laws of England and Wales and, subject only to clause 11, the parties submit to the exclusive jurisdiction of the English courts for the resolution of any dispute.