



# International Society for Quality in Health Care

**The 27<sup>th</sup> International Conference**  
Quality Outcomes: Achieving Patient Improvement

*10<sup>th</sup> - 13<sup>th</sup> October 2010*  
*Marriott Rive Gauche Hotel, Paris - FRANCE*



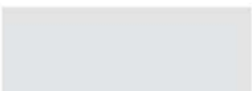
## Exhibitor and Sponsor Brochure

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BRUSSELS - PARIS



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# Welcome words

The 27<sup>th</sup> International Conference of the International Society for Quality in Health care (ISQua) will be a significant event in the healthcare world.

The conference is focused on Quality Outcomes and how they achieve improvements for patients and users of health services. Delegates from around the world will meet in Paris from 10<sup>th</sup>-13<sup>th</sup> October 2010 at the Marriot Rive Gauche Hotel to discuss and share information on this topic.

ISQua is a non-profit, independent organisation with members and links to healthcare leaders in over 100 countries. It works to provide services to guide health professionals, providers, researchers, agencies, policy makers and consumers, to achieve excellence in healthcare delivery to all people, and to continuously improve the safety and quality of care. ISQua is formally recognised as being in official relations with the World Health Organisation.

Along with its annual conference which attracts an excess of 1000 delegates, ISQua's other activities include an International Accreditation Programme (IAP) which is the leading global programme for assessment and accreditation of national healthcare standards, the performance of national healthcare accreditation organisations and other external evaluation organisations. ISQua, in association with Oxford University Press, publishes the International Journal for Quality in Health Care.

With the "Quality Outcomes: Achieving Patient Improvement" theme, the conference programme in Paris is being promoted to a target audience across the world of health care.

With a strong emphasis on delegate participation and networking, the conference will provide an unique opportunity for your organisation to be associated with this world-wide event and the forum to interact and meet delegates both local and across the world.

There is a wide range of sponsorship opportunities available which can be tailor made to meet your needs.

Sponsorship details are included within this brochure and we would be happy to provide any further information you require and to discuss your needs further with you.

Roisin Boland

A handwritten signature in black ink that reads 'Roisin Boland'.

ISQua CEO



# Presentation of the conference

ISQua's mission is driving continual improvement in the quality and safety of healthcare worldwide through 'education, research, collaboration and the dissemination of evidence-based knowledge'.

As a non-profit, independent organisation with members in over 70 countries, ISQua offers a unique opportunity for delegates to share expertise and knowledge via a multidisciplinary forum, including plenaries, invited speaker sessions, brief papers, poster presentations and poster displays.

Paris 2010 will be ISQua's 27<sup>th</sup> International Conference following on from the two most successful conferences to date, Copenhagen 2008 and Dublin 2009, with over 1,000 delegates attending each conference. Further information can be found on the ISQua website [www.isqua.org](http://www.isqua.org)

## Main topics:

The theme of the conference is Quality Outcomes: Achieving Patient Improvements. The overall aim is to demonstrate the effectiveness of patient safety and quality improvement initiatives in terms of achieving better outcomes for patients. The theme is supported by 10 tracks, they are:

1. Governance and Leadership
2. External Evaluation Systems
3. Health Information Technology
4. Patient Safety
5. Education and Culture
6. Patient Experiences
7. Health Technology Assessment
8. Quality Systems
9. Measurements and Outcomes
10. Integrated Care and Quality Outcomes

## Introducing the Programme and Planning Committee(PPC)

**Prof Laurent Degos, Executive Chair PPC** – President, Haute Autorité de Santé, France

**Mr Phil Hassen, ISQua President** - Canadian Patient Safety Institute, Canada

**Prof Rene Amalberti** - Professor of Pathophysiology and Psychologie Cognitive, France

**Prof Bruce Barraclough, ISQua Past President** - Clinical Excellence Commission NSW, Australia

**Ms Roisin Boland, ISQua CEO** - ISQua, Ireland

**Dr Charles Bruneau, ISQua Board Member** - Haute Autorité de Santé, France

**Dr Tracey Cooper, ISQua Board Member** - Health Information Quality Authority, Ireland

**Mr John O'Brien** – Ireland

**Dr. Stephen Pang**- Hospital Authority, Hong Kong

**Ms Dominique Polton** - Caisse Nationale d'Assurance Maladie des Travailleurs Salaries, France

**Dr Claude Rambaud** - Association Le Lien, France

**Prof Philippe Ravaud** - Hospital Bichat, France

**Dr Gloria (Lai-fan) Tam** - Deputy Director of Health, Hong Kong

## Provisional Agenda

The Conference takes place over a four day period. The main programme will run from the 11<sup>th</sup>-13<sup>th</sup> October preceded by the Pre Conference Seminar on Sunday 10<sup>th</sup> October which consists of an Accreditation Symposium, a Performance Indicator Summit and a Leadership and Governance Seminar. 500 delegates attended the pre-conference activities in Dublin 2009.

Throughout the Conference, presentations will be heard from approximately 450 speakers and presenters including leaders in their field. Posters will also be displayed throughout the conference and dedicated social events will take place to showcase such posters.

Time is also given to networking in more relaxed environments starting with a Welcome Reception on Sunday 10<sup>th</sup> October and a Gala Reception on Monday 11<sup>th</sup> October 2010.

## ISQua past conferences

The Dublin 2009 conference attracted over 1,000 delegates from over 50 countries. The Copenhagen 2008 conference was attended by over 1,000 delegates from 69 countries.

### Dublin Demographic Spread

Albania	Indonesia	Singapore
Argentina	Israel	South Africa
Australia	Italy	Spain
Austria	Jordan	Sri Lanka
Bahrain	Korea South	Sweden
Belgium	Kyrgyzstan	Switzerland
Brazil	Lithuania	Taiwan
China	Malaysia	Tajikstan
Congo Republic	N. Ireland	Tanzania
Croatia	Netherlands	Thailand
Czech Republic	New Zealand	Turkey
Denmark	Nigeria	Uganda
Egypt	Norway	United Arab Emirates
England	Oman	United States
Finland	Pakistan	Yemen
France	Peru	
Germany	Portugal	
Ghana	Scotland	
Hong Kong	Senegal	
India	Serbia	

Some of the sponsors from previous conferences include:

**Department of Health and Children Ireland, Picker Institute, Haute Autorité du Santé, Joint Commission International, Accreditation Canada, 3M, Danish Regions, Price Waterhouse Cooper, PM Group, NHS Scotland, BCM Hamby Wallace, Agencia de Calidad Sanitaria de Andalucia ....**

# General information

## Congress organiser: working on behalf of ISQua

12, rue de la Croix-Faubin  
75557 Paris Cedex 11 - France  
Tel. +33 (0)1 44 64 15 15  
Fax. +33 (0)1 44 64 15 16



All correspondence concerning this congress may be sent to the address below:

**ISQua 2010 c/o COLLOQUIUM**  
12, rue de la Croix Faubin  
F - 75557 PARIS Cedex 11  
Tel.: + 33 (0)1 44 64 15 15 - Fax: + 33 (0)1 44 64 15 16  
Email: isqua2010@clq-group.com

<p><b>Commercial department</b> Noëlle Géranton E-mail: n.geranton@clq-group.com Tel: + 33 (0)1 44 64 14 88 Fax : + 33 (0)1 44 64 14 96</p>	<p><b>Coordination department</b> Vanda Williamson E-mail: v.williamson@clq-group.com Tel: + 33 (0)1 44 64 15 13 Fax: + 33 (0)1 44 64 15 16</p>
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## Congress Venue

Marriott Paris Rive Gauche Hotel  
17 Boulevard Saint Jacques 75014, Paris - France

**Dates** \* The dates and times are preliminary and subject to change.

Booth set-up	Sunday 10 <sup>th</sup> October	07h30 to 20h00
Booth dismantling	Wednesday 13 <sup>th</sup> October	12h30 to 20h00
Exhibition opening hours	Monday 11 <sup>th</sup> October Tuesday 12 <sup>th</sup> October Wednesday 13 <sup>th</sup> October	07h30 to 18h00 08h00 to 18h00 08h00 to 12h30

# Exhibition and Sponsorship opportunities

ISQua values the support of its partners and strives to create the best possible event in a conducive environment for all who participate; our exhibition hall has space for a minimum of 8 booths close to the meeting rooms where delegates attend lectures and workshops. New sponsorship opportunities are proposed in order to increase your visibility and enhance your position in this area of expertise.

### NEW THIS YEAR:

Create your own tailor-made package according to your budget by selecting options from the shopping list hereafter.

Once you have chosen your exhibition and sponsorship options, calculate the total amount of your participation and find out if you benefit from one of the Major Sponsor Packages which provide additional publicity and networking tools.

More visibility and return on investment at no extra cost... see page 11.

## Exhibition space

**Official exhibitors of the congress will be acknowledged on the ISQua website, in the final programme and on the main screen in the plenary sessions.**

### Booth rate :

➤	<b>6 sqm</b>	(2m depth X 3m width)	<b>3 600 €</b>
➤	<b>8 sqm</b>	(2m depth X 4m width)	<b>4 800 €</b>

### Basic booth structure:

- Side panels and back panels, shell scheme and fascia board
- 1.5 kW electricity supply, power socket and 2 spotlights
- 1 table and 2 chairs, 1 dustbin.

**and 2 exhibitors badges for a 6 or 8sqm booth**



*NB: this image is not contractual*

Additional equipment and services will incur separate charges. Full details will be provided in the technical manual.

### **Exhibitors' charter**

1. Please note that all promotional actions outside the designated areas and in the conference's perimeter are strictly forbidden. This includes distribution and/or use of promotional items such as advertisements, banners, cars, etc.
2. During the event, no participant may organise or favour meetings, gatherings or any other events, relating to the topics covered by the congress, which shall not have been reported to, and approved by, the organising committee beforehand.

# Sponsorship opportunities

The ISQua congress provides an ideal context to be in direct contact with professionals, providers, researchers, agencies, policy-makers and consumers.

Check out the new possibilities for 2010: take the time to look at the range of opportunities which provide you with higher visibility, reinforcing in the public mind the strength of your implication in quality health care.

**Official sponsors of the congress will be acknowledged on the ISQua website, in the final programme and on the main screen in the plenary sessions.**

## New for 2010 - exclusive sponsorship options

- |   |                     |
|---|---------------------|
| ➤ <b>Labelled water bottles</b>   | <b>5 000 €</b>      |
| Distributed in rest areas during the conference. 3 000 items<br>Supplied by the organiser, to be labelled with ISQua 2010 and the sponsor's logo  |                     |
| ➤ <b>Labelled lanyards</b>  | <b>5 000 €</b>      |
| Sponsor's logo on all lanyards (2 cm wide) supplied by the organiser. 1 500 items   |                     |
| ➤ <b>Pocket programme</b>   | <b>4 000 €</b>      |
| Distributed on site; to be included in all delegates' badges. 1 500 items<br>Advertisement on back outside cover  |                     |
| ➤ <b>Public Transportation Pass</b>   | <b>On quotation</b> |
| To be given on site to all participants (up to 1 500 pers.), sponsor's logo on the pass<br>This pass provides free access to the Parisian public transport network: Metro, RER, Buses, Trams, SNCF (Zone 1 to Zone 2) for the duration of the congress. |                     |

## Advertising

**Final programme:** to be distributed on site to all participants (up to 1500 pers.).

Also available in PDF format on ISQua's website after the conference. Full page advertisements.

- |                       |                |
|-----------------------|----------------|
| > Back outside cover: | <b>5 000 €</b> |
| > Front inside cover: | <b>3 000 €</b> |
| > Back inside cover:  | <b>3 000 €</b> |
| > Inner page:         | <b>1 500 €</b> |

*Sizes will be sent to you subsequently*

**Congress bag insert:**

**2 000 €**

(Max format A4 – 4 pages - subject to approval of the Organising Committee)

Sponsor's leaflet/brochure to be included in the congress bags for all participants

**Inter session presentation:**

A slide of the sponsor's advertisement or logo will be projected between sessions in the breakout rooms

- |                   |                |
|-------------------|----------------|
| > For one day:    | <b>2 500 €</b> |
| > For the 3 days: | <b>6 000 €</b> |

## Labelling - one partner only

<b>Labelled conference bag</b> Bags with the sponsor's logo Supplied by the organiser, (labelling requires approval)	<b>8 000 €</b>
<b>Labelled writing pads and pens:</b> To be supplied by the sponsor and inserted into the conference bag - 1 500 items of each	
> Writing pads: one partner only	<b>1 500 €</b>
> Pens: one partner only	<b>1 500 €</b>
<b>Labelled USB Key:</b> To be supplied by the organiser. Sponsor's logo on the reverse side of the USB 1500 items - containing all accepted abstracts	<b>8 000 €</b>
<b>Conference T-Shirt:</b> Sponsor will have the opportunity to emblazon quality t-shirts with their company logo which will be worn by staff on site. T-shirts will be labelled with Isqua's and the sponsor's logos	<b>5 000 €</b>

## Other sponsorship opportunities

<b>Coffee breaks:</b> one partner per day (30 minutes / twice a day) - Between sessions, for all delegates Sponsor's logo and acknowledgement on signboards during the coffee break	
> For one day:	<b>3 000 €</b>
> For the 3 days:	<b>8 000 €</b>
<b>Lunches:</b> one partner per day Sponsor's logo and acknowledgement on signboards during the lunches	<b>10 000 €</b>
<b>Welcome Reception - Sunday 10<sup>th</sup> October:</b> one partner only Sponsor's logo on buffet tables Sponsor's logo and acknowledgement on signboards during the welcome cocktail Please contact us for more details	<b>10 000 €</b>
<b>Gala Night - Monday 11<sup>th</sup> October:</b> one partner only Sponsor's logo and acknowledgement on signboards during the evening Please contact us for more details	<b>25 000 €</b>
<b>Wine &amp; Cheese Reception - Poster Viewing</b>	<b>7 500 €</b>
Tuesday 12 <sup>th</sup> October: one partner only Sponsor's logo and acknowledgement on signboards during the Poster viewing	
<b>Poster Presentation Breakfast Sessions:</b> one partner per day	<b>5 000 €</b>
Sponsor logo and acknowledgement on signboards during the breakfast	
> Monday 11 <sup>th</sup> October	
> Tuesday 12 <sup>th</sup> October	

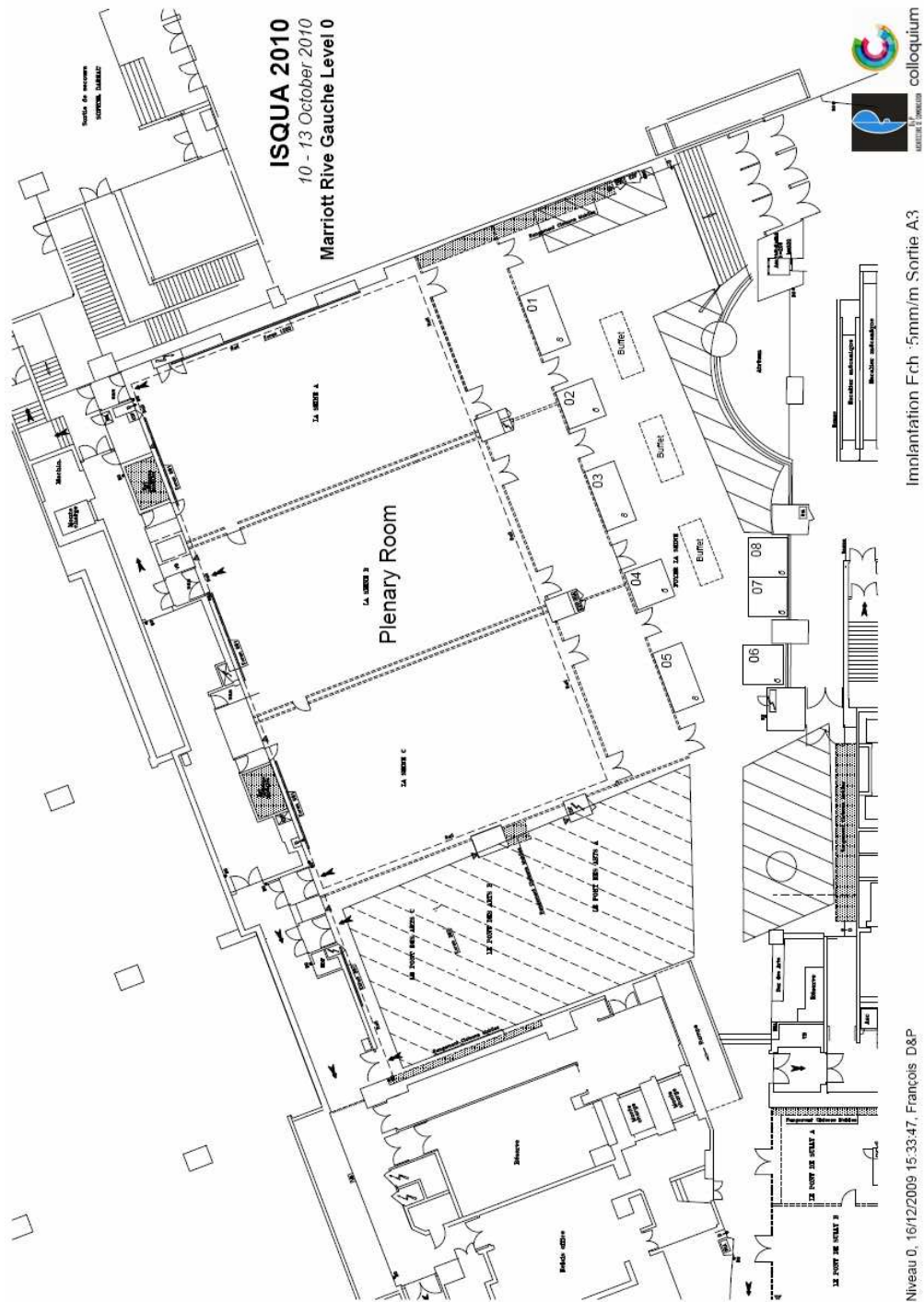
# Major Sponsorship Packages

If your total level of contribution (booth & sponsorship bookings) is 10 000 € or more, you will benefit from the additional publicity and networking tools listed on this page.

Higher visibility, at no extra cost.

	<b>Diamond Sponsors</b> Superior to 25 000 €	<b>Platinum Sponsors</b> 15 000 € to 25 000 €	<b>Gold Sponsors</b> 10 000 € to 14 999 €
Logo in ISQua newsletters (6 issues per year, circulated to members, available on line)	<b>Yes</b>	-	-
Full inner bound page advert in the final programme	<b>Yes</b>	-	-
Logo on signposting	<b>Yes</b>	<b>Yes</b>	-
Inter-session presentation (projection of the sponsor's advertisement or logo in breakout rooms)	<b>Yes</b>	<b>Yes</b>	-
Congress bag insert	<b>Yes</b>	<b>Yes</b>	-
ISQua 2010 major sponsor label on booth and for your documentation /website	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Acknowledgment as a major sponsor on ISQua website + link to sponsor's own site	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Complimentary registrations	<b>3</b>	<b>2</b>	<b>1</b>
Receive list of participants from 10 <sup>th</sup> September 2010 (Company, name, first name and email - if authorised)	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>

# Exhibition area





# Reservation Form

Please return your original copy by Fax : + 33(0)1 44 64 14 96 or by mail to ISQua 2010 c/o COLLOQUIUM 12, rue de la Croix Faubin, F-75557 Paris cedex 11, France

Mrs  Ms  Mr. ....  
 Position : .....  
 Company: .....  
 Address: .....  
 .....  
 Tel: ..... Fax: ..... E-mail: .....  
 VAT number: .....  
 Official name to be used in the programme and the exhibitor's list: .....  
 Billing address: .....

My email address may be forwarded to partners and sponsors of ISQua meetings:  Yes  No

The personal information you have provided is processed according to data protection regulations. You may access this information at all times to modify or delete the content that you have submitted ("Informatique et Libertés" act, 6th January 1978). If you wish to do so, please contact: [colloquium@clq-group.com](mailto:colloquium@clq-group.com). Please tick hereafter if you do not want your details to be used for commercial purposes:

## Exhibition

Surface: ..... X 6 sqm	..... x 3 600 € = ..... €
Surface: ..... X 8 sqm	..... x 4 800 € = ..... €
Booth preference n°1:..... n°2:..... n°3:.....	<b>TOTAL excluding VAT: ..... €</b>

## Sponsoring

Please refer to the "sponsorship opportunities"

Type of sponsoring:	
▪ .....	Amount: .....€ excluding VAT
▪ .....	Amount: .....€ excluding VAT
▪ .....	Amount: .....€ excluding VAT
▪ .....	Amount: .....€ excluding VAT
▪ .....	Amount: .....€ excluding VAT
<b>TOTAL excluding VAT: ..... €</b>	

Please tick your Major Sponsor Package as applicable (p. 10)

<input type="checkbox"/> <b>Diamond Sponsor</b> (superior to 25 000 €)	<input type="checkbox"/> <b>Platinum Sponsor</b> (from 15 000 € to 25 000 €)	<input type="checkbox"/> <b>Gold Sponsor</b> (from 10 000 € to 14 999 €)
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## Payment

**A 50% deposit before tax is required.**

- By cheque in Euros to ISQua 2010 c/o COLLOQUIUM to be sent with this form (a paid deposit invoice will be supplied)
- By bank transfer to ISQua 2010 c/o COLLOQUIUM – Full bank details will be indicated on the invoice to be paid on receipt

**Please note that your reservation will be confirmed when the deposit payment has been received.**

**The outstanding balance must be paid by 30 July 2010 at the latest.**

I request my admission to ISQua 2010 and I declare that I have read and understood the General Terms of Sales.

**Must be completed and signed:**

Name and position of the authorised person
--

Date, Signature and Company stamp
-----------------------------------

# General Terms of Sale

## Chapter 1 - General Terms

### Section 1.1

An « applicant » is defined as one who is interested in participating in the event, and who applied in order to participate.

A « participant » is defined as any applicant admitted by the event planner to participate in the event.

The « event planner » is the association who initiated the Event as well as the company COLLOQUIUM PARIS, in charge of the marketing of the event on behalf of and/or for account of the association and/or the organizing committee of the Event.

### Section 1.2

The members willing to exhibit or organize a session agree unreservedly and undertake to comply with these general terms, the regulation of the hosting location which applies to them and which they acknowledge, as well as more generally, the regulation including security regulation, applicable to events organized in France. They agree to all new provisions imposed by circumstances or in the interest of the event which the event planner reserves the right to notify, even verbally.

### Section 1.3

The event planner sets the location, the duration, the opening hours and closing hours of the event, the price of stands/locations, that of admissions, as well as the closing date for registration. He is the only one who determines the types of individuals or companies admitted to exhibit and/or visit the event as well as the list of products or services presented.

## Chapter 2 - Application and Admission

### Section 2.1

Excluding any other, the application request is realized by way of the official form established by the event planner duly signed if applicable, completed with additional required documents. Neither a request for being sent a registration form, nor its mailing, nor the cashing of a registration cheque shall be considered as an application.

### Section 2.2

The event planner processes application and rules on admissions. Admission becomes only effective after written confirmation to the participant.

### Section 2.3

In case of rejection, the event planner is not required to give grounds for his decision which shall be notified to the applicant. On no account, the rejected applicant shall claim any compensation whatsoever concerning this matter and in particular by claiming that his admission was solicited by the event planner. He shall not either use the correspondence exchanged between him and the event planner or the cashing of the amount of the membership or even the publication of his name on any list as proof of his admission. Rejection of admission shall not give rise to the payment of any compensation other than the reimbursement of the amounts paid to the event planner.

### Section 2.4

In any case, admission of application files shall be subject to the availabilities offered by the Event.

### Section 2.5

Any admission binds definitively and irrevocably the participant who then becomes liable of the entire amount of the sums described in chapter 3.

### Section 2.6

Admission application subscriptions as well as admissions imply conformity of the applicant to the provisions of these regulations and the special regulations inserted in the participant's guidebook as well as the security and police measures which would be prescribed by the authorities as well as the Administration. Any breach of these regulations or of the special regulations may entail immediate, temporary or final exclusion of the member, without any compensation or reimbursement of the amounts paid and without prejudice to legal actions which may be brought against him.

### Section 2.7

Any subscription by the applicant of an admission application is deemed to be a waiver of all other general/specific terms of purchase or any additional or dispensatory document offered by the latter.

### Section 2.8

The admission certificate issued by the event planner to members is nominative and shall not be transferred. Members are strictly forbidden, except with written authorization of the event planner, to transfer, sublet or share for free or for a fee all or part of their location. They are also strictly forbidden to rent within the hosting site a surface other than the one offered by the event planner.

## Chapter 3 - Registration Fees

### Section 3.1

A down payment of 50% of the total amount is due by the participant from the date of the admission; the rest of the payment is due no later than 45 days before the event. Failing that payment within 30 days following the issuance of the corresponding invoice, late charges shall be immediately payable. Their rate is set to three times the applicable legal interest at the date of payment, these charges being payable the day following the planned date of payment, pursuant to section L441-6 of the Commercial Law Code [*Code du Commerce*]. For any reservation request sent less than 45 days before the Event, the entire amount is due on reservation subject to admission.

### Section 3.2

In case of non-payment of the down payment and/or the payment of the rest of amount at the specified dates of payment, the event planner reserves the right to terminate at any moment, without prior notice nor formal notice, the participant's membership, the due amounts remaining irrevocably earned by the event planner, the latter being thus able to dispose as he sees fit of the location or the room in question which he shall market towards a third person.

## Chapter 4 - Conditions of Termination

### Section 4.1

In case of termination, on whatever ground, by a participant more than 45 days before the first day of the event, the event planner keeps as compensation the 50% down payment received (or due if the down payment has not been paid at this date). If termination occurs on the 45<sup>th</sup> day or less than 45 days before the first day of the event, the entire sums due shall be kept as termination compensation.

### Section 4.2

Any request for reduction of the space already booked shall be expressly approved by the event planner and shall then be considered as a partial cancellation which entails charges born by the participant in the following manner : 25 % on the price of the space initially reserved in case of a partial cancellation more than 45 days before the first day of the event and 35 % on the price of the space initially booked in case of a partial cancellation less than 45 days before the first day of the event.

### Section 4.3

It is up to the participant to subscribe to any insurance he shall consider necessary in order to cover any possible unavailability which could prevent him from participating to the Event.

## Chapter 5 - Attribution of Locations

### Section 5.1

The event planner determines the map of the event and proceeds to the distribution of the locations and admission does not confer any right of use of a fixed location for the participant.

### Section 5.2

The map of the exhibition and the schedules of sessions are determined by the event planner who distributes the locations in the order of reservations, taking into account as far as possible the wishes expressed by the participants.

### Section 5.3

The event planner reserves the right to modify, any time he shall considered useful in the interest of the event, the disposition of surfaces, the map of the exhibition as well as the schedule of sessions. No reserve shall be allowed from the members. If the modification concerns the granted surface area, there shall only be a discount in proportion with the price of the stand.

### Section 5.4

The event planner shall not be held liable for mild differences which could be noted between the numbers indicated and the real dimensions of the location, nor for modifications which could occur in the environment of the stands (modification of neighbouring stands, reconfiguration of the aisles...) as registrations are being recorded.

## Chapter 6 - Installation and compliance of the stands

### Section 6.1

The participant undertakes to comply with all the regulations, standards and technical and security specifications applicable to the Event.

### Section 6.2

The installations of the stands shall not exceed 2.50m high. Concerning particular adjustments outside of the standards of weight or height, a special authorization request shall be sent to COLLOQUIUM PARIS no later than 60 days before the date of the convention.

### Section 6.3

If the event planner wishes to know the fitting out and decoration planned by the participant who is exhibiting, a detailed map may be requested upon the latter by the event planner.

The participants shall comply with the instructions of the hosting location and of the event planner, for the regulation of entries and exits of goods and in particular, concerning vehicles of all kinds within the walls of the institution.

### Section 6.4

The participants, or their principals, must have finished setting up their stand at the date and time set by the event planner, after which time and date, no packaging, material, transportation vehicle, exterior contractors, shall be, under any reason whatsoever and regardless of whatever damage it can cause to the participant, access, be kept, or remain on the site of the event.

### Section 6.5

The setup of the stands shall not, under any circumstance, damage or modify permanent installations of the exhibition site and it shall not impair the convenience or the security of other participants and of the visitors.

### Section 6.6

The particular decoration of stands/locations is done by the participants and under their responsibility. It must, in any case, fit with the general decorations of the event, the visibility of neighbouring stands and the possible stipulations of the particular regulation and/or of the "guidebook" or "the participant's handbook" on that subject.

### Section 6.7

In the closed exhibition spaces, all used materials, curtains and carpeting included, shall comply with the security regulations against fire hazard, the event planner reserving, at all times, the right to have removed or destroyed any material or any installation which would not comply with these regulations.

### Section 6.8

The event planner further reserves the right to have removed or modified those installations which would damage the general aspect and/or the image of the event, hinder the neighbouring participants or the visitors, or who would not comply with the particular maps or plans previously submitted.

### Section 6.9

The participant shall be present at his stand during the visit of the security services and shall comply, throughout the entire event, with the security measures imposed by Public Authorities or decided by the event planner.

## Chapter 7- Occupation and use of the stands

### Section 7.1

It is expressly forbidden to transfer, to sublet, to exchange, for free or for a fee, all or part of the location attributed by the event planner.

The attributed locations shall be occupied by the participant at the opening time and day of the event. Failing that, they shall be deemed available and shall be liable to receive a new assignment without the failing participant being able to claim any compensation or any reimbursement whatsoever.

The stands shall, during opening hours, be constantly occupied by a representative of the participant.



#### Section 7.2

Except if given prior written authorisation by the event planner, the participant shall not present on his location other materials, products or services than those which are listed in the admission request and corresponding to the list of the products or services established by the event planner. Except as otherwise expressly stipulated, the presentation and offer of second-hand materials are absolutely forbidden.

#### Section 7.3

The participant shall not, under any form whatsoever, present products and services nor make advertisement for non participating companies and contractors, unless prior written authorisation given by the event planner.

#### Section 7.4

The appearance of the stands shall remain impeccable all throughout the event, the cleaning of each stand, at the participant's expense, shall be done each day and finished for the opening of the event to the public.

#### Section 7.5

No sponsor or exhibitor shall, during the time of the Event, organize or promote meetings, gatherings or other events on the themes of the Convention.

No sponsor or exhibitor shall organize a month before and/or after pre- or post-convention classes, workshops or symposiums.

No sponsor or exhibitor shall organize parties on the days of the Event.

#### Section 7.6

Sales for the purchaser's personal use of promotional objects are allowed provided that the unit value of the object sold does not exceed 80 € TTC (tax included) pursuant to Decree n°2006-768 of June 29th, 2006 and section L762-2 of the Commercial Law Code (code de commerce).

### Chapter 8 - Access to the event

#### Section 8.1

No one can be admitted within the walls of the event without presenting a title issued or admitted by the event planner. Some "participant passes", or badges, giving the right of access to the event are, under the conditions determined by the event planner, issued to participants. Invitation cards for individuals or companies which they wish to invite are, under conditions determined by the event planner, issued to participants

#### Section 8.2

The event planner reserves the right to forbid admission or to have expelled any individual, visitor or participant, whose presence or behaviour would be detrimental to the security, the peacefulness or the image of the event.

### Chapter 9 - Contact and communication with the public

#### Section 9.1

The event planner has the exclusive right to write, publish and distribute, for payment or not, the catalogue of the event. He may transfer all or part of this right as well as the advertisement included in this catalogue. The information necessary to write this catalogue shall be provided by the participants under their responsibility and under penalty of non insertion, within the time set by the event planner.

#### Section 9.2

The participant expressly waives all remedies, both against the event planner and the producers or distributors, as to the distribution, for event's necessities, in France and abroad, by television, video document or any other mediums (books, booklets), of his image, that of his stand, of his sign, his brand, his staff, his products or his services and indemnifies the event planner of all remedies of his employees, subcontractors and co-contractors, undertaking in advance to impose upon them this obligation.

#### Section 9.3

The event planner reserves the exclusive right to post within the walls of the site hosting the event. The participant shall therefore only use, inside his stand only, the posters and signs of his own company, excluding any others and within the limits of the instructions related to general decoration.

#### Section 9.4

The minutes, catalogues, prints, gratuities or objects of any kind, may only be distributed by the participants at their booked stand/location. No prospectus related to products which are not exhibited may be distributed without written authorisation of the event planner.

#### Section 9.5

The distribution or sale of newspapers, periodicals, prospectus, lottery tickets, signs, participation coupons, even if it is related to a charity or charity event, the surveys, are forbidden, in the location of the event and its immediate surroundings, unless exemption given by the event planner.

#### Section 9.6

Any advertisement with light or sound, and all animations, shows, or demonstrations liable to give rise to crowd gatherings in the aisles, must receive prior agreement from the event planner who can cancel the authorization which may have been previously given, in case it hinders the traffic or the running of the event.

#### Section 9.7

Advertisement spoken aloud and recruitment, in whatever form and manner, are strictly forbidden. The participants shall not in any circumstances block the aisles or encroach on them, except upon written and prior exceptional authorization by the event planner.

#### Section 9.8

The participants shall scrupulously make sure to inform the public loyally of the qualities, prices, sales conditions and guarantees of their products or services, fully, objectively and in compliance with the regulations. They shall not make any advertisement or any action whatsoever liable to misrepresent or constitute unfair competition.

#### Section 9.9

The participants undertake to only present products, services or materials, in compliance with French or European regulations, unless, if applicable, their non-compliance is clearly indicated, by means of a sign. They are entirely liable for them towards third parties, the event planner shall bear no liability whatsoever for them.

#### Section 9.10

It is up to each participant to fulfil, every time it is necessary to do so, the formalities which are required for his participation to the event, in particular, concerning work regulations, concerning customs for materials or products from abroad, concerning hygiene for food products and animal species. The event planner shall not, at any time, be liable for difficulties arising therefrom.

### Chapter 10- Intellectual Property and various rights

#### Section 10.1

The participant must take care by himself of the intellectual protection of materials, products and services which he exhibits (patents, brands, models...), pursuant to the legal and statutory dispositions in force. These measures shall be taken before the presentation of the materials, products or services, as the event planner shall not accept any liability on this subject, in particular in case of a litigation with an other participant or visitor.

#### Section 10.2

The participants shall deal directly with the S.A.C.E.M<sup>1</sup> if they use music inside the event, even for simple demonstrations of sound materials, the event planner accepting no liability for this matter.

#### Section 10.3

Photography or filming may be allowed, upon written authorization of the event planner, within the walls of the event. A print of all the photographs or film shall be given to the event planner within fifteen days following the closing of the event. This authorization shall be withdrawn at all times.

#### Section 10.4

Photography or filming by visitors may be forbidden by the event planner.

#### Section 10.5

The photography of certain objects in stands may be forbidden upon the participants' expedition and request.

### Chapter 11 - Insurances

#### Section 11.1

The participant undertakes to subscribe to a third-party liability insurance policy covering any damages caused to third parties on account of his own liability (including that of his employees, contributors and casual employees of any kind), the said insurance policy shall include a section on «tenant's risks».

The participant also undertakes to subscribe to insurance policies necessary to cover all damages (losses, thefts, damages...) incurred by the material which he has custody of (presented objects and more generally all movable elements or other which he has custody of), with waiver of any remedy on behalf of the participant and his insurers towards the event planner and his insurers. The event planner is deemed not to be liable, in particular concerning loss, theft and damages whatsoever of the aforementioned material.

#### Section 11.2

The participant shall show proof of subscription to such policies, upon confirmation of his subscription, by presenting certificates within 15 days following such subscription.

### Chapter 12- Dismantling stands at the end of the exhibition

#### Section 12.1

The participant, or his duly accredited representatives, shall be present at his stand from the beginning of the dismantling until total emptying of the stand.

#### Section 12.2

The emptying of stands, goods, items and particular decorations, as well as residual waste of materials having been used for the decoration of the stands shall be done by the participants within the time and hours given by the event planner. After this time, the event planner may have the objects carried into a furniture depository of his choice at the participant's own expenses and own risks without being held liable to partial or total deteriorations or losses.

#### Section 12.3

The participants will let the locations, settings, materials at their disposal in the same condition in which they will have found them. All deteriorations caused by their installations or goods, either to the material, or the building, or to the occupied floor, shall be assessed by the technical services of the event planner and born by the liable participants.

### Chapter 13 - Various Provisions

#### Section 13.1

In case of *force majeure* or any other exterior event in particular of a political, social, sanitary, economical kind, exceeding the control of the event planner and forcing the latter to cancel the event, and lacking the possibility of deferment of such event, the event planner shall definitively keep the down payments already paid and he shall not be held liable for this cancellation.

#### Section 13.2

The event planner shall not be held liable for too low a number of registered conventionneers or for any lack of interest for the entire event.

#### Section 13.3

Any breach of the provisions of this regulation, of any possible particular additional regulation, or of the specifications of the "guidebook" or of the « participant's handbook » prescribed by the event planner, can, without prejudice to all other legal actions, give rise, with the help of the police if need be, to the immediate closing down of the stand of the offending participant and to his exclusion.

It is particularly the case for default of insurance, non-compliance of the layout, non-compliance of the security rules, non-occupation of the stand, presentation of products which do not comply with those listed in the admission request, etc....

Under such circumstances, the amount paid as to the participant's registration is kept by the event planner, without any prejudice to the payment of the rest of the price, of any due sum remaining or of any other damages.

#### Section 13.4

Any information request or report of any financial kind on the attribution of the sums shall be directly sent by the participant to the professional association initiating the event.

#### Section 13.5

The event planner shall have the right to rule on all cases not provided by these regulations. All decisions taken will be final and immediately binding.

#### Section 13.6

The applicable law for this contract is French Law; in case of litigation, only the Trade Court of Paris [Tribunal de commerce de Paris] shall have jurisdiction.

#### Section 13.7

Possible construction difficulties of this General Regulation in another language shall be solved by reference to the meaning of the French Version of the General Terms [Conditions générales].

#### Section 13.8

The participant shall be solely liable for any tax/contribution which he would be liable for concerning his participation to the event and including the tax mentioned by section L541-10-1 of the Code of Environment [Code de l'environnement] related to the documentation he is distributing at the event.