Exhibition
STILL THE MOST EFFECTIVE WAY TO ATTRACT INTEREST FROM *new and existing* CONTACTS...
EXHIBITION

Year after year, delegates of the ERS International Congress state that the Exhibition is either an essential or a very important feature of the Congress. An exhibition booth remains the single most effective way to demonstrate new products, disseminate information and attract interest from new and existing contacts. 87% of all delegates on the Exhibition floor prescribe medicines and/or specify/buy medical equipment and devices.

ORGANISATION

ACCESS AND OPENING HOURS

<table>
<thead>
<tr>
<th>Date</th>
<th>Exhibitors Access</th>
<th>Delegate access to the Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, 9 September</td>
<td>07.00 – 21.00</td>
<td></td>
</tr>
<tr>
<td>Sunday, 10 September</td>
<td>06.30 – 19.30</td>
<td>08.00 – 17.00</td>
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<tr>
<td>Monday, 11 September</td>
<td>06.30 – 19.30</td>
<td>08.00 – 17.00</td>
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<tr>
<td>Tuesday, 12 September</td>
<td>06.30 – 19.30</td>
<td>08.00 – 17.00</td>
</tr>
<tr>
<td>Wednesday, 13 September</td>
<td>06.30 – 13.30*</td>
<td>08.00 – 12.00</td>
</tr>
</tbody>
</table>

All timings are subject to change.

CONSTRUCTION OF STANDS

<table>
<thead>
<tr>
<th>Date</th>
<th>Times</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 7 September</td>
<td>07.00–22.00</td>
<td>Over 80 sqm</td>
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<tr>
<td></td>
<td>13.00–22.00</td>
<td>Less than 80 sqm</td>
</tr>
<tr>
<td>Friday, 8 September</td>
<td>07.00–22.00</td>
<td></td>
</tr>
<tr>
<td>Saturday, 9 September</td>
<td>07.00–16.00*</td>
<td></td>
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<tr>
<td></td>
<td>16.00–20.00</td>
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</tbody>
</table>

In order to ensure a smooth set up, delivery time slots should be reserved with the official Congress logistics partner, Schenker.

*All stand constructions must be completed by 16.00 on Saturday, 9 September 2017, by which time aisles must be cleared of exhibition material, empty boxes and crates. Trucks should have left the exhibition area. Early prolonged set-up and dismantling is possible on request. Exhibitors should be aware that there is a surcharge for this allowance.

DISMANTLING

<table>
<thead>
<tr>
<th>Date</th>
<th>Times</th>
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<tbody>
<tr>
<td>Wednesday, 14 September</td>
<td>14.00–22.00 (light dismantling from 12.00)</td>
</tr>
<tr>
<td>Thursday, 15 September</td>
<td>07.00–18.00</td>
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</tbody>
</table>

No prior dismantling allowed. Times are subject to change.

INFORMATION

The Exhibition will be located next to the main entrance of the Congress centre.

DATES

9-13 September 2017

PRICE

EUR 598/sqm plus statutory sales tax according to European regulations.

WASTE DISPOSAL FEE

EUR 2.50/sqm.

The minimum exhibition space that can be hired is 9sqm. Invoices will be issued in euros. The rental is for bare floor space only and does not include any wall panels, carpet, furniture or installations.
IMPORTANT DATES
Application deadline for orders of minimum 40 sqm. - 9 December 2016
Confirmation of stand allocation, and orders of minimum 40 sqm. - 3 February 2017
Confirmation of stand allocation on a first-come, first-served basis - From March 2017
Deadline for submission of free-built stand design plans - 28 June 2017
Deadline for exhibitor badges - 28 June 2017
Deadline for order forms for additional technical requirements - 28 June 2017

EXHIBITION REGULATIONS

STANDS

The Exhibition hall is located next to the registration area in the largest hall of the Congress centre. This will facilitate smooth loading and a wide variety of stand configurations:

- Island (4 open sides)
- Peninsula (3 open sides)
- Corner (2 open sides)
- In-line (1 open side)

A shell scheme is available for in-line stands and corner sites and is charged as an additional cost via an order form provided in the Exhibition Service Kit.

CONSTRUCTION RULES AT A GLANCE

In order to get an overview of our booth construction rules please consult the following examples. They are designed to create a comfortable and open space for both delegates and exhibitors. We aim to encourage the most effective use of island spaces and this means keeping the view through the Exhibition as free as possible, not overshadowing or obscuring the view of the neighbouring stands and keeping open-sided stands as accessible as possible. Exhibitors wishing to have closed walls should consider corner or peninsula sites rather than the island option.

THE FULL GUIDELINES AND REGULATIONS FOR THE 2017 ERS EXHIBITION WILL BE PROVIDED BY INTERPLAN AFTER RECEIVING THE CONFIRMATION OF YOUR BOOTH LOCATION.
PRICE

Cost per square metre (sqm): EUR 598 + statutory sales tax according to European regulations.

The minimum exhibition space that can be hired is 9 sqm.

The stand rental covers the following:

- General security service during the official construction and dismantling period
- General security service during the official Congress period
- Fire protection
- General lighting
- Air-conditioning
- Heating
- General cleaning of the aisles

The rental is for bare floor space only and does not include:

- Any wall panels
- Carpet
- Furniture
- Installations
- Electricity

A waste disposal fee of EUR 2.50 per sqm will be charged.

An invoice will be sent together with an exhibition contract as soon as the stand location is confirmed (see booking, assignment and contracting of exhibition space). All amounts must be paid within 30 days after receipt of the invoice and prior to the set-up of the Congress. This is also valid for bookings that are made later than 30 days prior to the Congress. The Exhibition Service Manual, including all technical order forms, will be available from February 2017. Invoicing of payments for floor space and any additional requests will be made in Euro (EUR). Payments must be made free of bank and other charges for the beneficiary.
CANCELLATION OF SPACE BOOKED (TOTALLY OR PARTIALLY) BY THE EXHIBITOR
Display and distribution of any material (flyers, posters, etc.) must be done from the exhibitor’s stand.

After receipt, the booking form signed by the exhibitor is considered as a binding agreement.
If an exhibition space confirmed in writing has to be cancelled by the exhibitor, written cancellation of the total or partial exhibition space will be accepted under the following conditions:
  • Cancellation before March 15, 2017: refund of 40 %, 60 % cancellation fee of the total stand cost.
  • Cancellation from March 15, 2017: no refund and all outstanding amounts.

In the event that the Exhibition is fully booked and the Exhibition space can be entirely let again, a cancellation administrative fee of 20% will be charged.

If only parts of the cancelled space can be let again, a 20% cancellation fee is due on the part let again and the cancellation charge above is due for the unsold remainder. Partial cancellation follows the same process as described above. All cancellations must be in writing and mailed to ERS by registered post.

As the co-exhibitor fee is an administration fee, there will be no refund in case of cancellation.

CO-EXHIBITORS AND SUB-LEASING
Sub-leasing a stand partially or entirely to a third party, as well as private arrangements for exchange of stands or floor space between exhibitors without the express permission and acceptance of ERS is prohibited. Advertising for material, persons or firms other than those renting the space is prohibited.

Exhibitors wishing to assign any part of the confirmed exhibition space to a co-exhibitor must ensure that the co-exhibitor applies to and is accepted by ERS. The fee is EUR 1295 + statutory sales tax according to European regulations. The corresponding invoices will be issued in EUR. Each registered co-exhibitor will receive two nominative exhibitor badges under the name of the co-exhibitor’s company, allowing them to attend the Opening Ceremony and Welcome Reception but not the Scientific Sessions.

DISTRIBUTION OF PROMOTIONAL MATERIAL
Display and distribution of any material (flyers, posters, etc.) must be done from the exhibitor’s stand. Non-exhibitors are not allowed to display any material in any part of the Congress centre.

REGISTRATION OF STAND PERSONNEL
In order to be granted access in the exhibition area each individual will need to wear a name badge. This includes the regular staff from the exhibitor’s company and any hired staff e.g. hostesses, bar and service personnel etc. For security reasons, stand personnel must wear their name badges at all times.

Each exhibitor is entitled to a number of complimentary exhibitor badges in accordance with the size of the exhibition stand as stated in the table below.

<table>
<thead>
<tr>
<th>STAND SIZE BADGE ALLOCATION</th>
<th>COMPLIMENTARY EXHIBITOR BADGE ALLOCATION</th>
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<tbody>
<tr>
<td>9 – 12 sqm</td>
<td>10</td>
</tr>
<tr>
<td>13 – 36 sqm</td>
<td>14</td>
</tr>
<tr>
<td>37 – 60 sqm</td>
<td>18</td>
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<tr>
<td>61 – 100 sqm</td>
<td>22</td>
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<tr>
<td>101 – 150 sqm</td>
<td>32</td>
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<tr>
<td>151 – 200 sqm</td>
<td>41</td>
</tr>
<tr>
<td>201 – 300 sqm</td>
<td>52</td>
</tr>
<tr>
<td>over 301 sqm</td>
<td>62</td>
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</tbody>
</table>
### THE BADGE IS INDICATING:
- Company name, individual name and country

### THIS BADGE WILL INCLUDE:
- Visit of the Exhibition (including access before the official opening hours) / ERS Congress Opening Session / their own Evening Symposium

### THIS BADGE WILL NOT INCLUDE:
- Scientific and Educational Sessions / a public transport pass

### THIS BADGE IS FOR:
- All representatives and staff of the Exhibitor / local staff (hired by an agency e.g. hostesses) / guests of the Exhibitor

Each co-exhibitor is entitled to two complimentary Exhibitor Badges indicating the name of the co-exhibitor’s company. These badges entitle the holder to enter the Exhibition (including access before the official opening hours), the ERS Congress Opening Session but not the Scientific Sessions.

Additional exhibitor badges can be ordered via Interplan until 5 July, 2017 and will be charged 10 EUR per badge plus statutory sales tax according to European regulations. Additional badges that are ordered onsite will be charged 35 EUR per badge.

### ACTIVITIES ON EXHIBITION STANDS
ERS encourages sponsors to offer delegates an interesting, educational and interactive experience on their stands. While we wish all sponsors the best return possible on their support of the Congress, we ask exhibitors to adhere to the following guidelines for interaction with delegates:

- While demonstration of an exhibitor’s products is perfectly acceptable on the stand, exhibitors are not allowed to organise/advertise scheduled sessions and events such as Industry Practical Workshops or “Meet the Professor”-type sessions (or any other scheduled event) at any time, to prevent conflict with the ERS Scientific Programme and other ERS activities developed for delegates.
- Free gifts should have a limited value and comply with the national guidelines of the country in which the Congress will take place. ERS encourages sponsors to offer gifts that relate to science and medicine, in keeping with regional codes and guidelines.
- Any quizzes should focus on scientific and medical subject matter. In all instances the correct answers to the quiz must be made clear to the delegates participating in the quiz, either verbally or in writing. Microphones are discouraged but allowable if the noise levels do not carry unreasonably on to another stand.
- Exhibitors wishing to incorporate games and activities into their stand concepts should ensure these are relevant to the respiratory field. Examples of disallowed practices include computer golf games, skiing games, portrait painters or photographers, etc.
- In all instances, exhibitors must allow enough space for participants to take part in activities on the stand itself. Any exhibitor with activities causing delegates to participate from the walkways will be asked to halt the activity.
- All interaction with delegates (including market research surveys) should take place on the stand, not in the walkways or any other part of the Congress centre.
- Exhibitors are allowed to film on their own booth, staff and material, but all equipment and camera crew must stay within the exhibition booth. Filming of other exhibitors and their materials, ERS Congress features or any ERS sessions is expressly forbidden unless permission has been given by the exhibitor or the ERS respectively.
- The photographing of booths is not permitted during the setup/breakdown of the exhibition unless the photographer is hired by the exhibitor to take photographs of his/her own stand and can avoid inclusion of neighbouring booths. Photography during the opening times of the exhibition of all aspects of the event is allowable in all instances except in cases where the
photographer or photography equipment would cause an obstruction or danger to delegates / staff visiting or working in the exhibition hall.

- The use of microphones and the playing of videos or music must be limited to a maximum level of 80 decibels. If the noise is clearly and unreasonably affecting a neighbouring stand, ERS retains the right to insist that sound is reduced to an acceptable level even if the acceptable level is lower than 80 decibels.

- Due to the overwhelming demand for Wi-Fi in the exhibition hall, strict guidelines for the use of Wi-Fi will be available later in time. As the misuse of the free Wi-Fi system and the setting up of rogue Wi-Fi networks seriously damages the services provided by ERS and the activities on neighbouring stands, the organisers reserve the right to demand that any unauthorised networks be shut down. In the unfortunate event that exhibitors refuse to comply, further measures will be taken to shut down the network to protect the Congress and fellow exhibitors from the disruption caused.

- Exhibitors may offer delegates drinks and cold food. Exhibitors must not prepare and serve hot food as the accompanying odours can affect neighbouring stands and walkways.

- Charitable initiatives are permitted but should be limited to the exhibition stand. Exhibitors should seek approval from the ERS office to ensure there is no conflict with other initiatives. (Send all requests to alexandre.delage@ersnet.org)

**ACCESS TO THE EXHIBITION AREA**

- Only delegates in possession of a valid exhibitor or Exhibition set-up badge will be allowed access to the Exhibition outside opening hours. This includes all hired staff such as technicians, decorators, etc.

- Children and members of the public who are not considered to be respiratory professionals are not allowed in the Exhibition.

- Exhibitors must not hinder the closure of the exhibition hall by encouraging guests to stay on their booth after closing time. Exhibitors are allowed to access the exhibition hall at the minimum 1 hour before the Exhibition opening time and can stay up to 2 hours after the official closing time.

**ALL EXHIBITORS ARE ADVISED TO READ THE FULL EXHIBITION GUIDELINES. THE FULL GUIDELINES AND REGULATIONS FOR THE 2017 ERS EXHIBITION WILL BE PROVIDED BY INTERPLAN AFTER RECEIVING THE CONFIRMATION OF YOUR BOOTH LOCATION.**