EXHIBITION

Year after year delegates of the ERS International Congress stated that the Exhibition was either an essential or a very important/interesting 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. 73% of all delegates on the exhibition floor prescribe medicines and/or specify/buy medical equipment and devices.

Exhibitors have the option to exhibit within the normal exhibition area or in the Clinical Resource Area, an area reserved for companies that would like to exhibit in a non-commercial area. This area has been set aside for scientific debate, exchange of knowledge and clinical resources. Exhibitors in this area are not permitted to promote products, and the stand should be staffed by non-commercial employees.

ORGANISATION

ACCESS AND OPENING HOURS

EXHIBITOR ACCESS

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, September 27</td>
<td>06.30 – 18:00</td>
</tr>
<tr>
<td>Monday, September 28</td>
<td>06.30 – 18:00</td>
</tr>
<tr>
<td>Tuesday, September 29</td>
<td>06.30 – 18:00</td>
</tr>
<tr>
<td>Wednesday, September 30</td>
<td>06.30 – 12:00</td>
</tr>
</tbody>
</table>

DELEGATE ACCESS

<table>
<thead>
<tr>
<th>Day</th>
<th>Congress Centre</th>
<th>Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, 26 September</td>
<td>07.00 – 21.00</td>
<td></td>
</tr>
<tr>
<td>Sunday, 27 September</td>
<td>06.30 – 19.30</td>
<td>08.00 – 17.00</td>
</tr>
<tr>
<td>Monday, 28 September</td>
<td>06.30 – 19.30</td>
<td>08.00 – 17.00</td>
</tr>
<tr>
<td>Tuesday, 29 September</td>
<td>06.30 – 19.30</td>
<td>08.00 – 17.00</td>
</tr>
<tr>
<td>Wednesday, 30 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>Day</th>
<th>Time</th>
<th>Over 80m²</th>
<th>Less than 80m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 24 September</td>
<td>07.00 – 22.00</td>
<td>13.00 – 22.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>07.00 – 16.00</td>
<td>16.00 – 20.00</td>
<td></td>
</tr>
<tr>
<td>Friday, 25 September</td>
<td>07.00 – 22.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday, 26 September</td>
<td>07.00 – 16.00*</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 construction must be completed by 16.00 on Saturday, 26 September 2015, 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>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 30 September</td>
<td>14.00–22.00 (light dismantling from 12.00)</td>
<td></td>
</tr>
<tr>
<td>Thursday, 1 October</td>
<td>07.00–18.00</td>
<td></td>
</tr>
</tbody>
</table>

No prior dismantling allowed. Times are subject to change.

IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>28 November 2014</td>
<td>Application deadline of Major Sponsors and orders of minimum 40 sqm</td>
</tr>
<tr>
<td></td>
<td>For non-major sponsors, first-come, first-served basis</td>
</tr>
<tr>
<td>31 January 2015</td>
<td>Confirmation of stand allocation, Major Sponsors and orders of minimum 40 sqm</td>
</tr>
<tr>
<td>From February 2015</td>
<td>Confirmation of stand allocation on a first-come, first-served basis</td>
</tr>
<tr>
<td>4 June 2015</td>
<td>Deadline for submission of company description for Online Congress Guide</td>
</tr>
<tr>
<td>15 July 2015</td>
<td>Deadline for submission of free-built stand design plans</td>
</tr>
<tr>
<td></td>
<td>Deadline for Exhibitors’ Active Participants and Exhibitor Badges</td>
</tr>
<tr>
<td></td>
<td>Deadline for order forms for additional technical requirements</td>
</tr>
</tbody>
</table>

EXHIBITION REGULATIONS

NEW REGULATIONS

According to the Dutch Medicines Act, non-prescribing individuals cannot be subjected to the promotion of prescription medicine. This restriction applies to the following areas: exhibition, Industry sponsored sessions, advertising and activities organised outside of the congress centre.

The following actions have been taken to facilitate the management of the access to the areas promoting prescription medicine:

- All delegates will be asked to indicate their status on registration to the Congress.
- All delegates and participants in the Congress will be issued with a badge that will make it clear whether they are permitted to access areas indicated for the promotion of prescription medicines.
- All delegates will be contacted by the ERS to inform them of the laws in the Netherlands and the restrictions this will place upon their movement in the congress centre.
- 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.

EXHIBITION

The Exhibition area will be divided into two parts allowing for a restricted area that will be dedicated to the promotion on prescription medicines. The restricted section will be clearly identifiable and access to it will be limited to:

- All healthcare professionals with a license to prescribe medicines
- ERS staff
- Members of staff of exhibiting companies / societies having a booth in the specific section
- Journalists working in the field of medicine and healthcare.
- Congress centre staff offering services such as security, catering, cleaning etc.

STANDS

The exhibition hall, is a centrally located high-ceiled area, which facilitates smooth loading and a wide variety of stand configurations:

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

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.
The following rules are designed to create a comfortable and open exhibition space for delegates and exhibitors alike. 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 neighbouring stands and keeping open-sided stands as accessible to exhibition traffic as possible. Exhibitors wishing to have closed walls should consider corner or peninsula sites rather than the island option.

FULL GUIDELINES FOR THE ERS EXHIBITION WILL BE PROVIDED ON APPLICATION TO EXHIBIT AND ARE AVAILABLE AT ANY TIME VIA INTERPLAN.

STAND DESIGN

1. When designing the stand, please ensure that all fixtures/touch screens, reception desks, display cases, etc. are constructed at least 50cm from the edge of the stand space. This is to ensure that delegates viewing your materials, devices, products, display, etc. can stand on your booth rather than in the walkway. The maximum height of any fixture or fitting at the edge of the stand is 2.50m. (This rule applies to stands of 20m² or more only.)

2. Walls must not be constructed across an entire side of an open stand. The maximum percentage of an open-sided stand a solid wall can cover is 30% (or 4m, whichever is shorter) if built to the very border of the stand space, and 40% (or 5m, whichever is shorter) if constructed 50cm or more from the border. The maximum height of a solid wall is 2.5m.

3. Exhibitors wishing to build storage rooms to the edge of a booth that require a greater area than allowable in rule 2 should consider a peninsula stand.

4. The maximum height for side and back walls connecting to another stand directly on the stand perimeter is 2.5m. This is to ensure that neighbouring booths are not overshadowed and to comply with standard sizes or other types of stand. Exhibitors working with raised floors should contact Interplan for more specific advice.

5. All parts of side or back walls that could be visible from a neighbouring stand must be completely white and clean, with no visible signage, cabling, etc.

6. The maximum height of construction for banners, signage, towers, rigging, etc. inside the stand (minimum distance 50cm to the stand border) is 4.5m measured from the floor of the exhibition hall. Towers and other solid constructions higher than 2.5m must not cover more than 30% of the open-side of a stand or block more than 50% of the view from one side of a stand to another. Banners that hang all around the rigging with a closed surface may have a depth of max. 1m. These banners may hang directly over the edge of the booked exhibition space with a max. height of 4.5m top edge. This is to allow a large enough gap between the walls on the stand and the rigging banners hanging over the stand with the goal to provide free view through the stand onto the other side and not having a massive block over the stand blocking the view. Height restrictions for unbranded rigging: unbranded rigging used for technical installations only may be hung at 6m height above the floor. These rigging can hang directly over the edge of the exhibition space.

7. Open sides must remain at least 60% unconstructed. This rule does not apply to fixtures such as reception desks, flat screens, posters, etc. but to solid walls that restrict the view through the stand and block access to the delegates.

8. Exhibitors should be aware that construction of stands at certain venues may be affected by the positioning of service outlets. In the event that a service outlet has to be shared by a neighbouring stand, exhibitors are advised to build raised floors. Exhibitors will be advised of such a situation prior to entering a contract. There is no discount offered in such instances.

9. As there may be some instances where the interpretation of the guidelines is in dispute, we remind exhibitors that the overall principle for guidelines relating to stand design is to ensure a well-designed and open Exhibition for the delegates and fairness for all exhibitors. The ERS therefore reserves the right to pass an overall judgement on a stand design in favour of this principle.

All stand projects have to be submitted to the professional exhibition organiser for approval by 15 July 2015 at the latest. Exhibitors will not be permitted to construct booths without approved designs. If a booth is constructed outside the specifications of the approved designs, the ERS/professional exhibition organiser will insist on modifications to the design or undertake any measures they deem are needed to impede the use of the exhibition booth.

The ERS leadership retains the right to make exception to the regulations should a stand concept be deemed to add an extra benefit to the Exhibition and to the delegates.

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.

ACTIVITIES ON EXHIBITION STANDS

The 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/organise 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. The 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 make video recordings on their own booth of their own people and material, but all equipment and camera crew must stay within the exhibition booth. Videoing 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 engaged by the exhibitor to take photographs of his/her own stand and can avoid inclusion of neighboring 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, the 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 WiFi in the exhibition hall, strict guidelines for the use of WiFi will be available from Interplan. As the misuse of the free WiFi system and the setting up of rogue WiFi networks seriously damages the services provided by the 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 are asked to refrain from serving and preparing 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.

CLINICAL RESOURCE AREA

• Stands in this area should be low-key and non-commercial.

• Only corporate branding is allowed in this area.

• The booth should be staffed by medical or scientific representatives.

• Product should not play a part in any of the images, text or fixtures of the stands.

Any exhibitor found to be in breach of the above guidelines will be asked to desist. In the unfortunate event that an exhibitor refuses to comply, the ERS will take further action to halt the activity.

ACCESS TO THE EXHIBITION

• 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, artists, etc.

• Children and members of the public who are not considered to be respiratory professionals will be excluded from 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 1 hour before the Exhibition opening time and can stay up to 1 hour after the official closing time.