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. 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Exhibitors Access</th>
<th>Delegate access to the Exhibition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, 3 September</td>
<td>07.00 – 21.00</td>
<td>–</td>
</tr>
<tr>
<td>Sunday, 4 September</td>
<td>06.30 – 19.30</td>
<td>09.00 – 17.00</td>
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<tr>
<td>Monday, 5 September</td>
<td>06.30 – 19.30</td>
<td>09.00 – 17.00</td>
</tr>
<tr>
<td>Tuesday, 6 September</td>
<td>06.30 – 19.30</td>
<td>09.00 – 17.00</td>
</tr>
<tr>
<td>Wednesday, 7 September</td>
<td>06.30 – 13.30*</td>
<td>09.00 – 12.00</td>
</tr>
</tbody>
</table>

All timings are subject to change.

CONSTRUCTION OF STANDS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 1 September</td>
<td>07.00 – 22.00</td>
<td>Over 80m²</td>
</tr>
<tr>
<td></td>
<td>13.00 – 22.00</td>
<td>Less than 80m²</td>
</tr>
<tr>
<td>Friday, 2 September</td>
<td>07.00 – 22.00</td>
<td></td>
</tr>
<tr>
<td>Saturday, 3 September</td>
<td>07.00 – 16.00*</td>
<td></td>
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<tr>
<td></td>
<td>16.00 – 20.00</td>
<td></td>
</tr>
</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, 3 September 2016, 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>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 7 September</td>
<td>14.00 – 22.00 (light dismantling from 12.00)</td>
</tr>
<tr>
<td>Thursday, 8 September</td>
<td>07.00 – 18.00</td>
</tr>
</tbody>
</table>

No prior dismantling allowed. Times are subject to change.
IMPORTANT DATES

30 November 2015 Application deadline for orders of minimum 40 sqm.
29 January 2016 Confirmation of stand allocation, and orders of minimum 40 sqm
From March 2016 Confirmation of stand allocation on a first-come, first-served basis
1 July 2016

DEADLINE FOR SUBMISSION OF FREE-BUILT STAND DESIGN PLANS
DEADLINE FOR EXHIBITORS’ ACTIVE PARTICIPANTS AND EXHIBITOR BADGES
DEADLINE FOR ORDER FORMS FOR ADDITIONAL TECHNICAL REQUIREMENTS

EXHIBITION REGULATIONS

STANDS
The exhibition hall, is a centrally located high-ceiled area, which facilitates smooth loading and a wide variety of stand configurations:
- Island (4 open sides)
- Corner (2 open sides)
- Peninsula (3 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 exhibition 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 to exhibition traffic 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 2016 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 2016. 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 (IN TOTAL OR PARTIAL) 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, 2016: refund of 40 %, 60 % cancellation fee of the total stand cost.
• Cancellation from March 15, 2016: no refund and all outstanding monies due.
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 the 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
Partially or wholly sub-leasing or otherwise relinquishing a stand 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 material or signs of persons or firms other than those actually renting the space is prohibited.
Exhibitors wishing to assign or apportion any part of the confirmed exhibition space to a Co-Exhibitor must ensure that the Co-Exhibitor applies to and is accepted by INTERPLAN. The fee is EUR 1’295 + 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 besides the regular staff from the exhibitors company hired staff as 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>
<th>ACTIVE EXHIBITOR BADGE ALLOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 – 12 m²</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>13 – 36 m²</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>37 – 60 m²</td>
<td>18</td>
<td>4</td>
</tr>
<tr>
<td>61 – 100 m²</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>101 – 150 m²</td>
<td>32</td>
<td>4</td>
</tr>
<tr>
<td>151 – 200 m²</td>
<td>41</td>
<td>4</td>
</tr>
<tr>
<td>201 – 300 m²</td>
<td>52</td>
<td>4</td>
</tr>
<tr>
<td>over 301 m²</td>
<td>62</td>
<td>4</td>
</tr>
</tbody>
</table>
### STAND SIZE BADGE ALLOCATION

<table>
<thead>
<tr>
<th>THE BADGE IS INDICATING:</th>
<th>COMPLIMENTARY EXHIBITOR BADGE ALLOCATION</th>
<th>ACTIVE EXHIBITOR BADGE ALLOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name, individual name and country</td>
<td>Visit of the Exhibition (including access before the official opening hours) / Opening Ceremony / Welcome Reception / their own Evening Symposium</td>
<td>Visit of the Exhibition (including access before the official opening hours) / Opening Ceremony / Welcome Reception / Scientific sessions / Evening Symposia</td>
</tr>
<tr>
<td>THIS BADGE WILL INCLUDE:</td>
<td>Scientific Sessions / a public transport pass</td>
<td>Postgraduate Courses / Meet the Professor</td>
</tr>
<tr>
<td>THIS BADGE WILL NOT INCLUDE:</td>
<td>All representatives and staff of the Exhibitor / local staff (hired by an agency e.g. hostesses) / guests of the Exhibitor</td>
<td></td>
</tr>
</tbody>
</table>

### 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 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.**

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 Opening Ceremony and Welcome reception but **not the Scientific Sessions.**

Additional Exhibitor Badges can be ordered till July 1, 2015 and will be charged with **10 EUR per badge** plus statutory sales tax according to European regulations.
• 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 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, 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 later in time. 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. (send all your request to exhibition@ersnet.org)

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 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 will not be allowed in 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.

EXHIBITION BOOKING
ERS Marketing & Corporate Relations
EXHIBITION@ERSNET.ORG
Tel.: +41 21 213 01 64, Fax: +41 21 213 01 00

ALL EXHIBITORS ARE ADVISED TO READ THE FULL EXHIBITION GUIDELINES. THE FULL GUIDELINES AND REGULATIONS FOR THE 2016 ERS EXHIBITION WILL BE PROVIDED BY INTERPLAN AFTER RECEIVING THE CONFIRMATION OF YOUR BOOTH LOCATION.