



# ESHG 2024 Berlin

1 – 4 June 2024

## Exhibitors' Manual

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## IMPORTANT DATES & DEADLINES

### BUILD UP

Exhibitors are strongly advised to use the standard stand construction package (included in the stand space fee, see also form 2a, page 30), because build-up and break-down times are limited.

#### A. Standard Stands – Build Up on Friday 31 May: 08.30 – 17.30 hrs

##### Schedule for exhibitors using the standard stand construction package

Thursday, 30 May	<b>NO ACCESS</b> for exhibitors who use the package of standard stand construction (Form 2a, page 30)	
Friday, 31 May	08.30 – 17.30 hrs	Bringing in and installation of exhibits.
Friday, 31 May	16.30 – 17.30 hrs	Installation of exhibits <b>inside</b> the stands only, no more movements in the aisles in view of cleaning and carpeting of aisles.

#### B. Design (Self Build) Stands – Build Up on Thursday 30 May: 09.00 – 19.00 hrs

##### Schedule for exhibitors bringing and building their own stand (design stand)

Thursday, 30 May	09.00 – 19.00 hrs	Stand construction works by exhibitors and their stand contractors who <b>bring and build their own</b> and have a <b>written agreement with Rose International</b> about their construction works on Thursday 30 May 2024. <b>All construction works must be finished on Thursday 30 May by 19.00 hrs, no construction works whatsoever allowed on Friday 31 May.</b>
Friday, 31 May	08.30 – 17.30 hrs	Bringing in and installation of exhibits inside the stand. <b>No construction works whatsoever allowed (see Thursday).</b>
Friday, 31 May	16.30 – 17.30 hrs	Installation of exhibits inside the stands only, no more movements in the aisles in view of cleaning and carpeting of aisles.

### BREAKDOWN

#### A. Standard Stands – Breakdown Monday 3 June: 17.15 – 20.30 hrs

##### Schedule for exhibitors using the standard stand construction package

Monday, 3 June	17.15 – 18.15 hrs	Carpet will be removed from the aisles. <b>DO NOT PLACE ANY MATERIALS IN THE AISLES!!</b>
	17.30 – 18.15 hrs as of 18.15 hrs	Packing up activities <b>inside the stand</b> only. Delivery of empties (small ones first) to the stands, as soon as <u>all participants have left</u> the exhibition area and the carpet in the main aisles has been removed. <b>Note:</b> companies leaving earlier may be excluded from participation at ESHG 2025!
	18.15 – 20.30 hrs	Taking exhibits out of the exhibition hall. All rented materials will be collected by the relevant suppliers.

#### B. Design (Self Build) Stands – Breakdown Monday 3 June: 17.15 – 23.30 hrs

##### Schedule for exhibitors bringing and building their own stand (design stand)

Monday, 3 June	17.15 – 18.15 hrs	Carpet will be removed from the aisles. <b>DO NOT PLACE ANY MATERIALS IN THE AISLES!!</b>
	17.15 – 18.15 hrs as of 18.15 hrs	Packing up activities <b>inside the stand</b> only. Delivery of empties to the stands, as soon as <u>all participants have left</u> the exhibition area and the carpet in the main aisles has been removed.
	18.30 – 23.30 hrs	Break-down and taking materials and exhibits out of the exhibition hall.
	23.30 hrs (strict)	<b>The premises must be completely cleared of all materials and exhibits.</b>

**CONFERENCE & EXHIBITION DATES**

**EXHIBITION DATES & OPENING HOURS**

Saturday	1 June 2024	09.30	-	18.30 hrs	
Sunday	2 June 2024	09.30	-	17.00 hrs	
Monday	3 June 2024	09.30	-	17.00 hrs	

- **Note:** Exhibitors should be present at their stand 15 minutes before the opening of the exhibition (exhibitors may access the exhibition area 30 minutes before opening) and preferably stay for 15 minutes after closing time. This is for security reasons.
- Stands must be staffed at all times during opening hours of the exhibition.

**CONFERENCE DATES & HOURS**

		Conference programme				Registration open		
Friday	31 May 2024					14.00	-	18.00
Saturday	1 June 2024	08.30	-	20.00		07.30	-	20.15
		13.45	-	16.00	Welcoming addresses, followed by first plenary session			
		20.00	-	21.30	ESHG Networking Mixer			
Sunday	2 June 2024	08.30	-	20.15		08.00	-	19.00
Monday	3 June 2024	08.30	-	18.30		08.00	-	19.00
Tuesday	4 June 2024	09.00	-	16.00	<b>Exhibition closed!</b>	08.30	-	14.00

Conference programme details: <https://2024.eshg.org/programme-at-a-glance-local/>

**IMPORTANT DEADLINES**

DEADLINE	SERVICE	MANDATORY?	SUPPLIER	PAGE #	ORDER FORM #
asap	Freight Forwarder services Information / contact	<b>Highly Recommended</b>	Valverde	22-25	Order form
asap	Hotel Accommodation Information		CPO Hanser	34	On-line
1 March	Catalogue & Subject Index Entry Information	<b>Mandatory</b>	Rose Int.		Form by E-mail
19 April	Lead Retrieval System		M Events	41-44	Form
1 April	<b>Standard Stand</b> Construction	<b>Mandatory</b>	Rose Int.	30	Form 2a*
1 April	<b>Design Stand:</b> Form & Technical Drawings	<b>Mandatory</b>	Rose Int.	31	Form 2b*
18 April	Badge Information & Instructions	<b>Mandatory</b>	Rose Int.	12-13	Form by E-mail
18 April	Payments to Rose International	<b>Mandatory</b>	Rose Int.	29	Form 1
18 April	Networking Evening / Lunch Boxes		Rose Int.	32-33	Form 3
1 May	Stand Catering Services		Capital Catering	40	On-line
3 May	Carpet Colour		A-booth	35-36	On-line
3 May	Company Name on Fascia Board		A-booth	35-36	On-line
3 May	Extra Stand Components		A-booth	35-36	On-line
3 May	Additional Electricity & Connections		A-booth	35-36	On-line
3 May	Logo's & Graphics		A-booth	35-36	On-line
3 May	Stand Lay-out		A-booth	35-36	On-line
6 May	Plants & Flower Decorations		Messe Berlin	37-38	On-line
6 May	Audio Visual Equipment		Messe Berlin	37-38	On-line
6 May	Waste Disposal		Messe Berlin	37-38	On-line
6 May	Internet Access		Messe Berlin	37-38	On-line
6 May	WiFi		Messe Berlin	37-38	On-line
6 May	Stand Cleaning		Messe Berlin	37-38	On-line
6 May	Water Connection		Messe Berlin	37-38	On-line
6 May	Compressed Air		Messe Berlin	37-38	On-line
6 May	Temporary Staff – Hostesses & Security		Messe Berlin	37-38	On-line
6 May	Insurance for Exhibits		Messe Berlin	37-38	On-line
6 May	Rigging Services (after approval by Rose International)		Messe Berlin	37-38	On-line
16 May	Stand Furniture		expofair	39	Catalogue & Form
24 May	Arrival of Actual Shipments at Valverde Warehouse		Valverde	22-25	Physically
	Unloading & Loading Timeslot		Messe Berlin	15	On-line
-	Co-exhibitor Information		Rose Int.		On request

## CONTACT INFORMATION

### Exhibition Organiser

For all exhibition related questions, please contact **Rose International**:

Name	Rose International		
	Exhibition Management & Congress Consultancy bv		
Address	P.O. Box 93260, NL - 2509 AG The Hague, the Netherlands		
Contacts	Flora van Laer	E-mail	fvanlaer@rose-international.com
	Krista Vink	E-mail	kvink@rose-international.com
Telephone	+31(0)70 383 89 01		



Exhibition Service Desk You can reach the Exhibition Service Desk during build-up, exhibition days, and break-down by calling the Rose International Office number: +31 70 38 38 901.

### Conference Organiser

For information on the conference programme, please contact the Congress Office:

Name	ESHG 2024 - c/o Vienna Medical Academy - VMA		
Address	Alser Strasse 4, AT - 1090 Vienna, Austria		
Contact	Jana Ebert	E-mail	conference@eshg.org
Telephone	+43 (0)1 405 13 83 39		
URL	<a href="https://2024.eshg.org">https://2024.eshg.org</a>		



### Conference & Exhibition Location & Access

Venue	CityCube & Messe Berlin
Exhibition & Poster Area	Messe Berlin, Halls 2.2 & 4.2
Address	Messedamm 26, 14055 Berlin, Germany
Entrance	Main entrance CityCube
Telephone	+49 30 30 38 0
URL	<a href="https://www.messe-berlin.de/en">https://www.messe-berlin.de/en</a>

For any questions regarding the CityCube & Messe Berlin, please contact **Rose International**.

**Note:** Do not send any shipments/materials to the CityCube & Messe Berlin, they will not be accepted. Please see pages 22-25 for **Freight Forwarding**

### Official Housing Agent

For hotel bookings please see below:

Name	CPO Hanser Service GmbH
E-mail	<a href="mailto:eshg2024@cpo-hanser.de">eshg2024@cpo-hanser.de</a>
Telephone	+49 30 300669-0
URL	<a href="https://2024.eshg.org/myconference/accommodation/">https://2024.eshg.org/myconference/accommodation/</a>

For group bookings of at least 15 persons, please send your request via email to [eshg2024@cpo-hanser.de](mailto:eshg2024@cpo-hanser.de).

**Note:** Be aware that you may be contacted by telephone by **scam companies** claiming to be the official ESHG 2024 accommodation providers. Neither the ESHG nor CPO Hanser Service GmbH will call you to solicit reservations. Official ESHG (2024) emails will come from an email address ending in “@eshg.org” or “@rose-international.com”. All lodging for the ESHG should be arranged using the links provided. If you are unsure who has contacted you regarding your hotel reservations or if one of these scammers has contacted you, please inform the ESHG at [conference@eshg.org](mailto:conference@eshg.org) or [eshg@rose-international.com](mailto:eshg@rose-international.com).

**SUPPLIERS**

Please find below an overview of the different stand services and the respective suppliers.

Service	Supplier	Information on page(s)
Official Stand Builder: <ul style="list-style-type: none"> <li>• Carpet colour and Fascia board</li> <li>• Additional Stand Components</li> <li>• Additional Electricity</li> <li>• Graphics services &amp; Logo's</li> </ul>	A-booth	Page 35 - 36
Following Stand Services <ul style="list-style-type: none"> <li>• Internet Access</li> <li>• WiFi</li> <li>• Audio Visual Equipment</li> <li>• Extra Stand Cleaning (Note: floor of standard stands will be vacuum cleaned)</li> <li>• Plants &amp; Flower Decorations</li> <li>• Waste disposal</li> <li>• Rigging Services</li> <li>• Temporary Staff – Stand Security &amp; Hostesses</li> <li>• Water &amp; Compressed Air Connections</li> </ul>	Messe Berlin	Page 37 - 38
Stand Furniture <b>NOTE: furniture is NOT included</b>	expofair GmbH, Berlin	Page 39
Stand Catering	Capital Catering	Page 40
Lead Retrieval	M Events	Page 41 - 44
Freight Forwarding	Valverde	Page 22 - 25
Hotel Accomodation	CPO Hanser Service	Page 34



## GENERAL INFORMATION

### Exhibition Service Desk - Opening Hours

Build-up	Thursday	30 May	14.00 – 19.30 hrs <b>only for exhibitors who build their own stand</b> and have a written agreement with Rose International about their construction works on Thursday 30 May 2024.
Build-up	Friday	31 May	08.00 – 18.00 hrs
Exhibition	Saturday	1 June	08.30 – 19.00 hrs
Exhibition	Sunday	2 June	09.00 – 17.30 hrs
Exhibition / Break-down	Monday	3 June	09.00 – 20.30 hrs

The Exhibition Service Desk is located near the Exhibition Hall (Entrance Hall 7, see map page 11).

### Exhibition Service Desk - Telephone Number

To reach the Exhibition Service Desk just call the Rose International office number: +31 70 38 38 901.

### Opening Ceremony and Opening Networking Mixer

Exhibitors with an Exhibitor Conference badge are invited to the Welcoming Addresses on 1 June at 13.45 hrs. **Note:** the **exhibition remains open** during the opening ceremony and plenary sessions (until 18.30 hrs, coffee break from 18.00 – 18.30 hrs) so do not forget to keep staff on your stand.

All Exhibitors are welcome to the Opening Networking Mixer at 20.00 hrs in the CityCube, Messe Berlin. Exact location TBA (free admission but remember to wear your badge).

### WiFi and Internet Connections

WiFi will be available free of charge to all conference participants and exhibitors.

Exhibitors requiring a reliable Internet connection on their stand (e.g. for presentations) should order their own connection (see page 37 for information and how to order), because continuous access and speed cannot be guaranteed on the general WiFi.

**Note:** exhibitors are **NOT** allowed to use their **own wireless network** unless they received approval from CityCube & Messe Berlin. Please use the special form from CityCube & Messe Berlin to get their approval. You can find the form in the on-line portal:

[https://beco.messe-berlin.de/en/media/media/neutral/services/pdf/formulare\\_2023/ins\\_anmeldung\\_wlan\\_ap/download\\_sprache/0-Registration\\_for\\_operating\\_an\\_exhibitor\\_s\\_own\\_WiFi\\_access\\_point.pdf](https://beco.messe-berlin.de/en/media/media/neutral/services/pdf/formulare_2023/ins_anmeldung_wlan_ap/download_sprache/0-Registration_for_operating_an_exhibitor_s_own_WiFi_access_point.pdf)

### Coffee Breaks, Cash Bar, Lunch, Restaurants & Stand Catering

During the official breaks of the conference (as published in the conference programme), coffee, tea and refreshments will be served in the exhibition and poster area's free of charge for participants and exhibitors.

A Cash Bar will be open in the Exhibition Hall (Hall 2.2) during opening hours of the exhibition. The Cash Bar will offer food, snacks and drinks at a charge.

Lunch boxes can be ordered prior to the conference (**NO on-site orders**) for Saturday 1, Sunday 2, Monday 3 and Tuesday 4 June. Go to pages 32-33 for costs and how to order.

For stand catering, see page 40. It is not allowed to serve drinks and food on your stand, or anywhere else in the CityCube & Messe Berlin, unless these are ordered from Capital Catering (official catering company of CityCube & Messe Berlin). So also drinks and food brought by the exhibitor is not allowed.

### Events during the Conference - Social and Commercial

The Annual Meetings Committee of the ESHG does **not allow any company events** during the conference (1 – 4 June), outside the time slots for corporate satellite meetings offered in the sponsor programme. Not in the CityCube & Messe Berlin, neither in other locations in Berlin.

Outside these corporate satellite slots, the organisation of **social** events (so only events with a social character) is allowed under strict conditions and only on Friday evening 31 May (as of 18.00 hrs) and on Sunday evening 2 June (as of 21.00 hrs) and with written permission from Rose International. Please contact Rose International for details.

**Note:** not following these rules will result in exclusion to participate in the next conference, ESHG 2025.

### **Sponsor Programme and Advertising**

ESHG 2024 offers an attractive range of sponsorship and advertising opportunities, giving considerable exposure before and during the conference. Sponsorship items include e.g. corporate satellite slots during the conference programme, pre-and post-conference mailings, company brochure or invitation to company's corporate satellite on a dedicated and staffed desk (participants can pick up a copy for their conference bag), an advertisement in the pocket programme, in the exhibition catalogue & corporate satellites book or in a conference Newsletter, a push notification in the ESHG 2024 Mobile App, banners on the homepage of the virtual platform and the conference website, and many more.

All advertising (also in and around the CityCube & Messe Berlin) and sponsoring for and during ESHG 2024 is exclusively handled by Rose International.

If you have not yet received your copy of the Sponsor Programme, kindly contact Rose International.

### **ESHG Logo – Use of Logo by Exhibiting Companies and Sponsors**

It is allowed to use the official ESHG Logo to promote your presence at ESHG 2024. Please note that it is NOT allowed to use the official ESHG 2024 Banner, as used on the conference website. A special ESHG 2024 banner is created which can be used by exhibitors and sponsors. Please contact Rose International in case you want to receive the ESHG logo and/or ESHG 2024 banner for exhibitors/sponsors.

It is important that the elements of the logo remain consistent. Do not attempt to redraw the lettering, branding elements or alter their relative position. Before reproducing the ESHG logo and/or ESHG 2024 banner, a print proof should be sent to Rose International for approval.

### **Compliance**

The ESHG organises its meetings in compliance with the rules of EFPIA and Eucomed with regards to sponsor involvement and recognition. Any (contractual) agreements in contradiction to these rules will be considered void.

*Remember that company compliance may differ from ESHG compliance.*

All companies exhibiting at and/or sponsoring ESHG 2024 are advised to consult the guidelines and codes of practice applicable in Germany. By signing the relevant application form to participate in ESHG 2024, each company agrees to and confirms that it has reviewed the advice and guidelines which determine the applicable codes of practice in Germany and that it will be adhering to all relevant codes and accepts all liability in all cases of non-compliance with these codes (such as EFPIA, MedTech Europe, IFPMA).

### **Not allowed to advertise prescription drugs**

Due to an EU Directive, the FSA-codex as well as the pharma codes, it is forbidden to advertise (show, offer or present) any prescription drugs at ESHG, since not all ESHG participants are MD's (prescribers).

### **Green Meeting**

The goal of the ESHG Board is to organise the ESHG conference in an environmentally sound manner. This includes higher energy efficiency, waste avoidance and environmentally benign travel of participants to the conference. Aspects of regional added value and social responsibility are also taken into account. Exhibitors and sponsors are requested to support these efforts.

### **The exhibitor agrees to comply with the following rules:**

#### **I. Catering – Stand catering:**

Catering must be arranged solely with the exclusive caterer of the conference and is at the exhibitor's own expense. Please consider not using disposable tableware (tumblers, plates, cutlery etc.). Drinks should be served from reusable packs or bulk packs.

#### **II. Waste disposal**

Waste at the stand must be separated and disposed according to the requirements covering the waste management scheme of the event. Waste management will be executed by the venue according to that scheme. Please note that there will be a recycling waste baskets in the exhibition hall, where you can separate the waste into the different waste streams (glass, paper and packings).

**III. Giveaways**

Giveaways that produce large amounts of waste or environmentally harmful waste, such as non-returnable beverage packages, products with batteries or accumulators, are prohibited.

**IV. Printed materials**

Refrain from mass production of printed materials solely for this conference (e.g. flyers, brochures) and consider electronic information sharing (e.g. QR codes). Use 100% recycled paper or at least totally chlorine-free bleached paper (TCF) for the necessary printed matters.

**V. Miscellaneous**

The materials which are used by the exhibitor and for which the exhibitor is responsible (racks, roll-ups, decoration, maybe floor covering) must be reusable and are reused.

**Literature and Give Aways – Free Literature Table**

Distribution of literature and give-aways is not permitted outside the exhibitor's stand (art. 3.6. of Rose International General Conditions). Any literature or give-aways found outside exhibitors stands will be trashed.

It is however **allowed** to display exhibitor's material (**1 item per exhibitor**), in reasonable quantities, on the **Free Literature table**, in or near by the exhibition area (location to be determined). Please help to keep the table neat and tidy. Also please keep in mind that ESHG 2024 will be a green meeting, so paper waste should be avoided.

It is also possible to book a so called "**Company Brochure**" at a fee, as per the Sponsor Programme (item D.3). These Company Brochures will be made available to participants on a dedicated and staffed desk close to the registration area and close to the Conference Bags desk. In Berlin, participants are free to pick up a bag and take Company Brochures and conference materials from the dedicated desk. This means that there will be no pre-stuffed bags.

**Emergency Telephone Numbers**

In case of an emergency (fire, medical, etc.) in CityCube & Messe Berlin please notify the staff at the Conference registration and/or Exhibition Service Desk.

In case of a life-threatening emergency you can call the emergency hotline 112 (when every second counts).

**Smoking**

ESHG 2024 is a non-smoking conference. CityCube & Messe Berlin and German law, do not allow smoking in any parts of the building, this includes during build-up and break down days as well.

**Animals**

It is not allowed to bring any animals into the building. Exception will be made for service dogs, in case they wear a muzzle.

**Currency**

The currency in Germany is the EUR. For up-to-date exchange rates, check at a currency exchange site on the Internet, e.g. [www.xe.com](http://www.xe.com).

**Tourist Information**

For tourist information on Berlin and Germany, please refer to the following websites:

<https://www.visitberlin.de/en> and <https://www.germany.travel/en/home>

**Visa**

Remember to check with your travel agency, or with the German consulate or embassy in your country, if you need a visa to enter the country.

**How to get to the CityCube Berlin**

Whether you arrive by plane, train or car, please have a look at the following url on how to get to the CityCube & Messe Berlin: <https://www.messe-berlin.de/en/visitors/arrival-departure/arrival/>

**Parking Private Cars**

Private cars can be parked in car park P14 in front of CityCube, see map below.

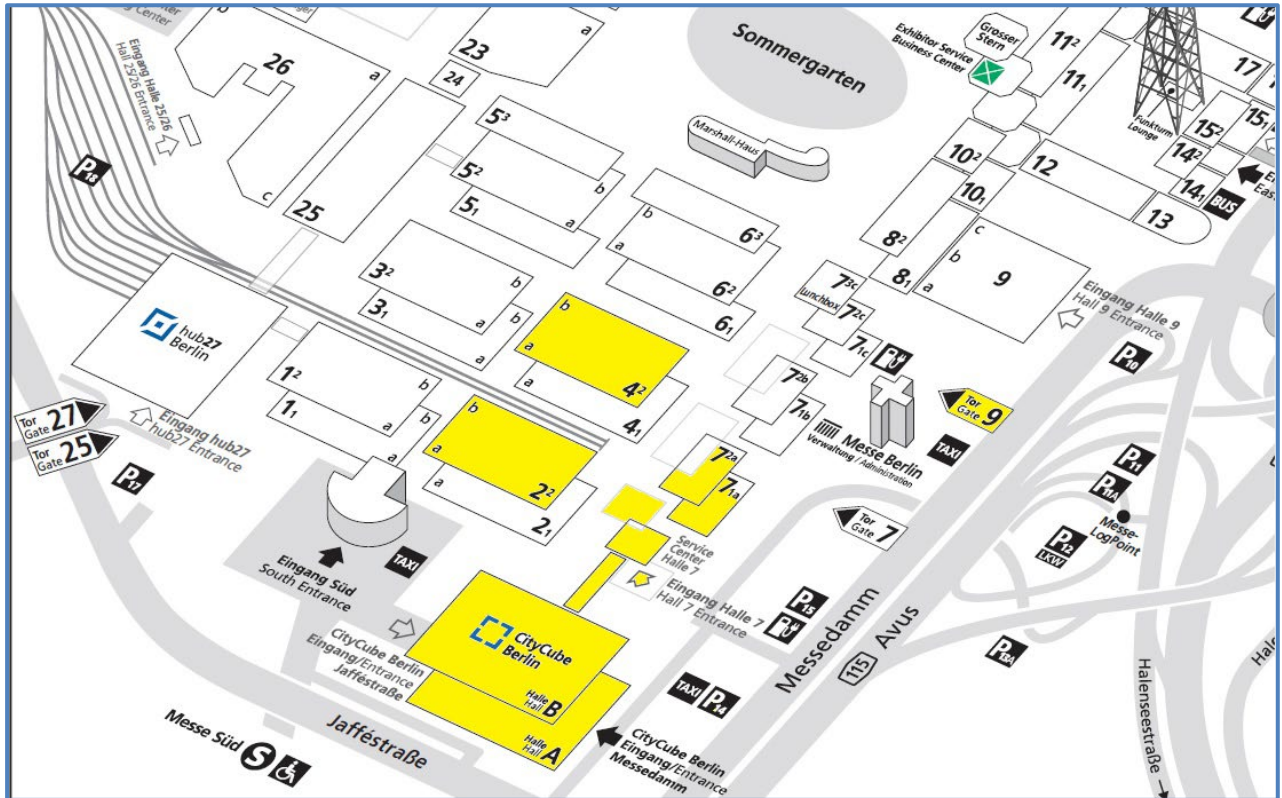
Parking ticket can be bought on-site (EURO 10.00 in cash or by credit card when entering the car park). Note: it is not allowed to park cars overnight at the CityCube.

**Parking Trucks**

Trucks can be parked at the public parking lot P12 free of charge, see map below.

For paid parking on the exhibition grounds vouchers can be booked via the Messe Berlin webshop.

**Map of CityCube & Messe Berlin**



## EXHIBITOR BADGES & REGISTRATIONS

### Exhibitor Badge Types

The following 2 types of badges are available for exhibitors:

- A. Exhibitor Conference Badges, exclusive for exhibiting company staff
- B. Exhibits Only Badges

Please see below for details, applicable fees and order process.

#### A. Exhibitor Conference Badges – Access to Exhibition & Scientific Sessions

Each Exhibiting Company receives the following number of free Exhibitor Conference Badges (with access to the Scientific Sessions):

Stand Size	Free Exhibitor Conference Badges
6 – 14 m <sup>2</sup>	2
15 – 24 m <sup>2</sup>	3
25 – 33 m <sup>2</sup>	4
34 – 42 m <sup>2</sup>	5
43 – 51 m <sup>2</sup>	6
52 – 60 m <sup>2</sup>	7
>60 m <sup>2</sup>	8

Exhibitor Conference Badges give free access to the exhibition area, the scientific sessions (provided that seats are available), the Opening Ceremony and the Opening Networking event on Saturday 1 June (time schedule on page 4). Exhibitor Conference Badges include refreshments which are free for participants during the official breaks.

In addition to the free Exhibitor Conference Badges additional Exhibitor Conference Badges (full conference registration for exhibiting company staff) are available at a fee of EURO 275.00, if ordered **before the early deadline (18 April 2024)**. After this date the fee will be EURO 300.00. **Note:** Exhibitor Conference Badges are available **exclusively for exhibiting company staff**.

#### B. Exhibits ONLY Badges – Access to Exhibition ONLY

In addition, each exhibiting company will receive 1 (one) free Exhibits ONLY Badge (valid for all three exhibition days). Additional Exhibits Only Badges can be ordered at EURO 100.00 each, if ordered **before the early deadline (18 April 2024)**. For badges ordered after this date the fee will be EURO 110.00. Exhibits ONLY Badges give access to the exhibition area and company's own corporate satellites, not to scientific sessions, and include refreshments available free of charge to participants.

Exhibits Only Badges are also available for exhibitors' guests who wish to visit the exhibition. Exhibits Only Badges can be purchased on-site at the Exhibition Service Desk (at EURO 110.00 each). More information about the badge-order process on-site will follow per e-mail.

#### Important Information – Exhibitor Conference and Exhibits Only Badges

- Exhibitor Conference Badges will show the name of the exhibiting company and the personal name of the staff member (both are mandatory), as well as the text EXHIBITOR.
- Exhibits Only Badges will have, besides company (or institution for e.g. guests) and personal name, the text EXHIBITS ONLY.
- All badges will have a QR code which can be scanned by exhibitors and/or corporate satellite organisers (after approval of the badge holder). The QR code provides the company name, personal name, company/institution name and email address of the badge holder.
- **Badges must be worn visibly at all times in view of security and access procedures.**

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**Badge Ordering**

Exhibitors receive the badge form by e-mail in Excel format; the form should be returned to Rose International by e-mail, in the same format, Excel (do not pdf!), **before 18 April 2024** to benefit from the **reduced rate**.

We advise exhibitors to pre-order all badges, this to avoid long waiting time at Exhibition Services Desk on site. Deadline for pre-ordering badges is **10 May 2024**. Orders received after this deadline will not be processed and these badges will need to be bought on site at the Exhibition Service Desk.

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**Badge Collection (Printing) On Site**

Badges will not be sent to exhibitors or guests in advance. All badge holders will receive an email with their unique QR code to print their badge on site. The exhibitors can print their badges at the **entrance of Hall 7 of Messe Berlin** (Note: this is NOT the Registration area for participants), close to the Exhibition Service Desk. **Note:** everybody needs to print and pick up their own badge, **no collective badge printing**.

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**Lost or Forgotten – Exhibitor Conference and Exhibits Only Badges**

Exhibitors who lose, or forget to bring to the congress centre, their badge (Exhibitor Conference or Exhibits Only Badge) will be able to buy an Exhibits Only Badge at a fee of EURO 110.00 per badge, or an Exhibitor Conference Badge (for exhibiting company staff only) at the late fee, i.e. EURO 300.00. Badge preparation on-site will cause a delay in accessing the exhibition and conference levels.

**Badges will not be re-issued, under any circumstances.**

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**Cancellations & Changes – Exhibitor Conference and Exhibits Only Badges**

- **Cancelled** badges will **not be refunded** at any time and remain payable in full.
- The process for **badge changes** will be communicated together with the badge order process via e-mail.

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**Conference Registrations for Exhibitor's guests**

Exhibitor's guests, who wish to be registered as a full/regular participant of the conference should be registered on-line at <https://2024.eshg.org/myconference/registration/>. Information and rates are available on the ESHG 2024 Conference website. Early fee deadline for ordering Conference registrations: 18 April 2024, Regular fee deadline: 16 May 2024, as of 17 May 2024 (also on-site) the late fee will apply. **Note:** it is NOT possible to order Exhibitor Conference Badges for guests, since these badges are exclusive for exhibiting company staff.

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**Access during Build-up & Breakdown – Worker Badges**

**Rose worker badges for build-up** are required for **all** persons (not for exhibitors who have an Exhibitor Conference or Exhibits Only Badge) working during **build-up on Friday 31 May and breakdown (Monday 3 June)**. These badges can be picked up on site at the Rose International Exhibition Service Desk (pre-order is not necessary).

**BUILD UP & BREAKDOWN**

Exhibitors are strongly advised to use the standard stand construction package (included in the stand space fee, see also form 2a, page 30), because build-up and break-down times are limited.

**BUILD UP**

**A. Standard Stands – Build Up on Friday 31 May**

Schedule for exhibitors using the standard stand construction package		
Thursday, 30 May	<b>NO ACCESS</b>	for exhibitors who use the package of standard stand construction (Form 2a, page 30)
Friday, 31 May	08.30 – 17.30 hrs	Bringing in and installation of exhibits.
Friday, 31 May	16.30 – 17.30 hrs	Installation of exhibits <b>inside</b> the stands only, no more movements in the aisles in view of cleaning and carpeting of aisles.

**B. Design (Self Build) Stands – Build Up on Thursday 30 May**

Schedule for exhibitors bringing and building their own stand (design stand)		
Thursday, 30 May	09.00 – 19.00 hrs	Stand construction works by exhibitors and their stand contractors who <b>bring and build their own</b> and have a <b>written agreement with Rose International</b> about their construction works on Thursday 30 May 2024. <b>All construction works must be finished on Thursday 30 May by 19.00 hrs, no construction works whatsoever allowed on Friday 31 May.</b>
Friday, 31 May	08.30 – 17.30 hrs	Bringing in and installation of exhibits inside the stand. <b>No construction works whatsoever allowed (see Thursday).</b>  <b>Note: on Friday 31 May worker badges are required for all people without Exhibitor Conference or Exhibits Only Badge.</b> The worker badges can be picked up at the Exhibition Service Desk
Friday, 31 May	16.30 – 17.30 hrs	Installation of exhibits inside the stands only, no more movements in the aisles in view of cleaning and carpeting of aisles.

► **If in doubt whether** you belong to **group A** (standard stand construction stand) **or group B** (design/own stand), check with Rose International to avoid misunderstandings on your build-up schedule.

There will be **absolutely no access on Thursday for exhibitors of Group A (Standard stand).**  
**For Group B (Design stand) there will be only access** if the exhibitor or his stand contractor has a **written agreement with Rose International** about their building up schedule on Thursday 30 May.

Please see page 17 for an overall **BUILD UP Schedule!**

Contractual working hours agreed with CityCube & Messe Berlin do **not allow for any delay** in leaving the exhibition area after contractual hours. If an exhibitor, his staff, his contractor or his supplier does not leave the premises at, or before, the times printed above, the exhibitor will be held responsible for additional rental and other fees incurred.

**Access to the Exhibition Hall during Build-up hours**

- **Access:**
  - o Exhibitors using the **Standard Stand Construction** have access on **Friday 31 May only.**
  - o Exhibitors **building their stand (Design Stand)** have access on **Thursday 30 and Friday 31 May.**
- Exhibitors who need to **unload a car or truck:** see “Delivery & Removal of Exhibits” below. Important: no access to (un)loading area without a **pre-booked and paid timeslot.**
- Entrance during build-up for exhibitors is through Entrance Hall 7 of Messe Berlin. In case of **hand-carrying** materials, we advise you to come through this entrance.
- **Badges (Exhibitor Conference, Exhibits ONLY or Worker badge)** are required for **all** persons entering the exhibition hall on Friday 31 May. Please see pages 12 and 13, for further information.
- Unloading and bringing in of exhibits to be finalised **before 16.30 hrs on Friday 31 May.**

**Occupation of Exhibit Space**

If an exhibitor has not taken up his stand space on:

**A.** Friday 31 May 2024 at **16.30 hrs** – exhibitors using the standard stand construction package

**B.** Thursday 30 May 2024 at **19.00 hrs** – exhibitors bringing/building their own stand

Rose International may dispose of exhibitor’s stand space without notice or proof of default. The agreed fees remain due in full and the exhibitor is not entitled to any compensation.

**BREAKDOWN**

**A. Standard Stands – Breakdown Monday 3 June: 17.15 – 20.30 hrs**

Schedule for exhibitors **using the standard stand construction package**

Monday, 3 June	17.15 – 18.15 hrs	Carpet will be removed from the aisles. DO NOT PLACE ANY MATERIALS IN THE AISLES!!
	17.15 – 18.15 hrs as of 18.15 hrs	Packing up activities <b>inside the stand</b> only. Delivery of empties to the stands, as soon as <u>all participants have left</u> the exhibition area and the carpet in the main aisles has been removed. <b>Note:</b> companies leaving earlier may be excluded from participation at ESHG 2025!
	18.15 – 20.30 hrs	Taking exhibits out of the exhibition hall. All rented materials will be collected by the relevant suppliers.

**B. Design (Self Build) Stands – Breakdown Monday 3 June: 17.15 – 23.30 hrs**

Schedule for exhibitors bringing and building their own stand (**design stand**)

Monday, 3 June	17.15 – 18.15 hrs	Carpet will be removed from the aisles. DO NOT PLACE ANY MATERIALS IN THE AISLES!!
	17.15 – 18.15 hrs as of 18.15 hrs	Packing up activities <b>inside the stand</b> only. Delivery of empties to the stands, as soon as <u>all participants have left</u> the exhibition area and the carpet in the main aisles has been removed.
	18.30 – 23.30 hrs	Break-down and taking materials and exhibits out of the exhibition hall.
	23.30 hrs (strict)	<b>The premises must be completely cleared of all materials and exhibits.</b> After 23.30 hrs the organisers are entitled to have goods and (stand) materials removed and stored at the expense of the relevant exhibitor.

**Delivery & Removal of Exhibits to/from the Exhibition Hall (unloading/loading car/truck)**

For the the delivery and removal of exhibition goods (**non-hand carrying**) during build-up and break-down, a voucher is required. The access gate will be mentioned on the pre-ordered voucher.

**IMPORTANT: NO access** without pre-booked and paid **timeslot!** (see below for more details)

The following instructions apply for the delivery and (un)loading of goods.

- Valverde is the official ESHG 2024 freight forwarder, appointed by Rose International.
- The use of forklift trucks and other motorized transport and lifting equipment by other parties than Valverde is not allowed.
- For parking of trucks: see page 11.
- **For each vehicle who needs to enter the loading zone (so for both unloading and loading)** a timeslot needs to be booked and paid through the online tool, VisiFair, from Messe Berlin. Costs: EURO 15.00 per hour. No access without pre-booked and paid timeslot. Time slots can be booked as of 1 May 2024 through the following url: [https://visifair-bookings.messe-berlin.de/Security/login?BackURL=de\\_DE/events&l=en\\_US](https://visifair-bookings.messe-berlin.de/Security/login?BackURL=de_DE/events&l=en_US). Please use the following **event code** for ESHG: **JeM7n**. Rose International will email all exhibitors a reminder around this date. Please also see Traffic Guide on page 16 for more details.
- In case of **hand carrying** items we advise you to park your car at **P14** in front of CityCube, see map on page 11. During Build up on Thursday 30 (design stands only), Friday 31 May (all exhibitors) and during break down on Monday 3 June parking at P14 is free of charge. Note: during conference days (1 – 4 June), the fee is EURO 10.00 per day. Ticket can be bought when entering P14 and can be paid by cash and credit card.













Traffic Guide



# Traffic Guide - ESHG 2024

Information for exhibitors, stand constructors and contracted delivery companies

Access for	Entry to fairground for build up		Exhibition dates		Entry to fairground for dismantling
	30.05.2024 (07:00 - 15:00 CEST) Building as of 09:00 CEST	31.05.2024 (08:30 - 17:30 CEST)	01.06.-03.06.2024 (17:15 CEST)		03.06.2024 (18:00 - 23:30 CEST)
	- Design Stands (Self Build) - No Access for Standard Stands				- Design Stands (Self Build) - Standard Stands till 20:30 CEST
Cars / Vans Total length 6 m 	only with loading zone booking max. stay 1 hour	only with loading zone booking max. stay 1 hour	Access not allowed 	Access not allowed 	only with loading zone booking max. stay 1 hour
Trucks Total length < 12 m 	only with loading zone booking max. stay 2 hour	only with loading zone booking max. stay 2 hour	Access not allowed 	Access not allowed 	only with loading zone booking max. stay 2 hour
Trucks Total length > 12 m 	only with loading zone booking max. stay 3 hour	only with loading zone booking max. stay 3 hour	Access not allowed 	Access not allowed 	only with loading zone booking max. stay 3 hour
Loading zone booking	Loading zone booking is possible from 1st may 2024 via the following link: <a href="https://visifair-bookings.messe-berlin.de/">https://visifair-bookings.messe-berlin.de/</a>				
Event code	Jem7n (You can register for ESHG 2024 with the event code after logging in.)				
Forwarding services	Valverde Event Logistics - ESHG@valverde.nl - +31 (0)20 653 8555 / +31 (0)6302 00588				
Important information	Unauthorized parked vehicles or loading units (on the exhibition grounds) will be moved at the expense of the parker. Long term parking for trucks (free of charge) available at AVUS-Nordkurve (P12). Unloading handcarrying items on P14 during build up and dismantling time --> No booking needed				
					

**Overall Schedule BUILD UP**

ACTIVITY	Thursday 30 May	Friday 31 May	REMARKS
Bringing in of <b>stand</b> materials/ shipments for <b>exhibitors building their own stand (<u>design stand</u>)</b>	09.00 – 15.00	-	If you build your own stand (design stand), make sure to instruct Valverde to deliver your materials early on Thursday 30 May.
<b>Exhibitors bringing/building their own stand (<u>design stand</u>)</b>	<b>Construction Works *</b> 09.00 - 19.00	<b>Installation of Exhibits</b> 08.30 – 17.30	* Agreement required with Rose Int. for construction on Thursday 30 May. <b>All construction works should be finished on Thursday at 19.00 hrs.</b>
Bringing in and installation of exhibits by <b>exhibitors using the <u>package of standard construction</u></b>	<b>No Access on Thursday!</b>	08.30 – 17.30	
<b>Aisles must be cleared of all goods, waste materials, empties etc.</b>		<b>16.30 strict</b>	- Storage empties: Valverde (page 24) - To order a storage in your standard stand construction stand, please order via the on-line portal of A-Booth
Aisles will be cleaned and carpeted		After 16.30	Concerns the aisles in and around the exhibition areas.
Collection of empties for storage by Valverde		08.30 – 16.30	Pre-order storage for your empties: Valverde, page 24
Ordered Stand Furniture brought to stands	End of the day		Ordered items will be placed in the stand by expofair.
Rented Stand AV brought to stands and installed		9:00 – 16:00	Ordered items will be placed in the stand by Messe Berlin.
Internet access installation			Ordered internet line already in stand.
Ordered plants and flowers brought to stands		09.00 – 16.00	Plants and Flowers will be placed in the stand by Messe Berlin.
Stand floors and general cleaning of the exhibition standard stands and areas		Evening	Stand floor of standard stands will be vacuum cleaned and is included in your stand space fee, as well as on Saturday and Sunday evening.

**The Exhibition opens on Saturday 1 June at 09.30 hrs  
Exhibitors should be present at 09.15 hrs**

## TECHNICAL INFORMATION EXHIBITION & STANDS

### Technical Specifications

Below are important technical specifications related to (the use of) your exhibit space, the standard stand construction package, and the exhibition area in general.

<b>Building height and how to use your exhibit space</b>	Stand walls must be <b>2.50 m high exactly</b> , not lower, not higher, measured from the floor of the hall, not from e.g. a raised or technical floor.  It is <b>not allowed to use the walls of neighbouring stands</b> , each stand must have its own walls, finished to the satisfaction of the organisers. <ul style="list-style-type: none"> <li>• <b>In-line stands</b> should have <b>side and back walls</b> measuring the full depth, width and height (2.50 m) of the rented stand space.</li> <li>• <b>Head stands</b> should have a <b>back wall</b> covering the full width and height (2.50 m) of the stand. Partly closed side walls are advisable in order to hide e.g. the backside, and wires of spotlights, of a display system in the stand. Contact Rose International for advice.</li> <li>• <b>Corner stands</b> must have <b>two back walls</b> over the full depth and height (2.50 m) of the stand.</li> </ul>
<b>Objects in stands</b>	For <b>objects higher than 2.50 m permission is required</b> from Rose International. These higher objects should be placed at a minimum distance of 0.75 m inward from the stand front, side and back lines or walls.
<b>Displays in stands</b>	If you intend to <b>bring a display system</b> (e.g. pop-up display) to put in your stand, please inform Rose International of the measurements (height x width in m) so we can check if the display will fit. For spotlights on your system: also see below, Plugs, sockets and adapters.
<b>Floor material Exhibition area</b>	The exhibition hall has a wooden floor. Aisles will be carpeted (red) and carpet in the stands is mandatory.
<b>Flooring in stands</b>	All stands must have flooring. <b>Carpet for the standard stand construction stands is included in the package</b> (go to page 36 for instructions on how to select the colour). <b>Note:</b> Carpet in aisles of the exhibition is red. Exhibitors who bring/build their own stand should bring their own flooring or can order this. Please contact A-booth if you wish to order any stand flooring.
<b>Max floor load</b>	1000 kg / m <sup>2</sup>
<b>Electricity</b>	3,3kw/16A – basic electrical installation 230/400V, installation on site accord. To VDE 0100 Electricity connections come from the floor.
<b>Plugs, sockets and adapters</b>	The plugs and sockets in Germany are the same as the regular European plugs and sockets. Adapters can be ordered through the online portal of A-Booth.
<b>Voltage transformers</b>	For <b>equipment requiring 110/120V, a transformer is needed to connect to 230V/ 400V</b> . Although we advise exhibitors to bring their own transformer if their equipment needs this, transformers can also be ordered with A-booth, please contact them directly, see details page 36. <b>No on-site</b> ordering of transformers.
<b>Suspensions/ Rigging</b>	The height of the hall allows for suspensions and rigging in most places. Please contact Rose International well in advance if you have any plans for suspensions over your stand. These need careful planning (build-up time is limited!) and the approval of Rose International <b>before 1 April 2024</b> . All costs involved in rigging/suspensions will be for the exhibitor. See also pages 45-48 with important regulations. Rigging height is set to 500cm.

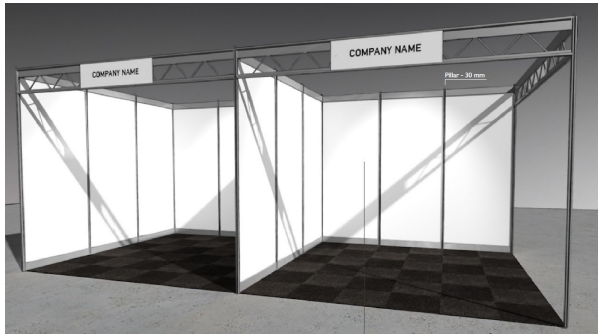
### Standard Stand Package (By Default Included)

The package includes:

- Stand walls 250 cm high.
- Fascia board with company name and stand number in standard lettering, max. 20 characters <sup>1)</sup>.
- One spotlight/3 m<sup>2</sup>, including electricity connection 2 kW (24 hours connection) + 2 EU sockets + consumption <sup>2)</sup>.
- Carpet: see colour catalogue via the on-line portal of A-booth<sup>3)</sup>.

**NOTE:** the standard stand does **NOT include** any stand furniture. Please order with the supplier “expofair GmbH, Berlin”, see page 39

1. Please fill in, via the on-line portal of A-booth, how your company name should show on the fascia board. For information about the A-booth portal see page 35.
2. In case more kW is needed: order on-line with A-booth, see page 35 for details.
3. Mark the carpet colour you wish to have in your stand also on-line via the A-booth portal (default colour is 3540 GREY). **Note:** Carpet in the aisles is red. For on-line ordering via A-booth see page 35. **NOTE:** Deadline for choosing you colour carpet is **3 May 2024**. If you have not chosen the colour by this date you will get the **default colour 3540 GREY**.



Visual standard stand (inline and corner) 3x3 = 9 m<sup>2</sup>



Picture of standard stands at ESHG

### Design Stands (Self-Build Stands)

If you bring/build your own stand (**Note: build-up time is very limited**) please fill out and return Form 2b.

- The exhibitor, or his stand contractor, should agree with Rose International on construction works to be carried out on Thursday 30 May (**no construction works allowed on Friday 31 May**). See detailed build-up schedule on page 17.
  - It is not possible to order parts of the package of standard stand construction if you build your own stand, neither is there a reduction on the stand space fee if you bring/build your own stand.
  - The stand space includes a 2 kW electricity connection (24 hours connection) + 2 EU sockets + consumption: more power can be ordered on-line with A-booth, see page 36 for details.
1. All exhibitors, as well as their stand contractors and other suppliers, are obliged to read the ESHG 2024 Exhibitors' Manual and sign Form 2b to confirm this. Form 2b should be returned to Rose International before **1 April 2024**.
  2. The **stand design, including technical drawings**, must reach Rose International for written **approval before 1 April 2024**.
  3. The design should be scaled with full measurements in cm, including height of the stand walls (should be 2.50 m exactly, measured from the floor of the hall) and of any objects inside the stand which are higher than 2.50 m. Do not forget to include the suspensions, if any, in the design. Further important instructions, see the regulations, pages 45-48.

### Booth Inspection

Inspection of the booths by Rose International is carried out continuously during build-up procedures to make sure that exhibitors receive the services ordered, and to see to it that the instructions of, and on behalf of, the organisers and the CityCube Berlin are taken into account.

### List of Exhibitors & Floor plan

For an updated list of exhibitors and the most recent floor plan please visit the conference website: <https://2024.eshg.org/exhibition/>

### Stand Number & Final Stand Allocation

Stand locations and stand numbers will be (re-)confirmed by Rose International in April 2024. In case it is necessary to change an exhibitor's stand location and/or stand number, the exhibitor will be notified immediately.

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**Rules & Regulations, General Conditions – Rose International**

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For the Rose International Rules & Regulations, go to pages 45-50.

**Liability**

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Neither the exhibition organisers or the (official) service suppliers, nor the conference organisers, the CityCube & Messe Berlin and/or the city of Berlin, nor the ESHG can accept responsibility for the security and safety of the booths, their contents and exhibitors' staff. Neither can they accept responsibility for damage to or theft of any goods whatsoever. According to Article 10 of the General Conditions of Rose International, participation in the exhibition is at the risk of the exhibitor under all circumstances.

Exhibitors accept full responsibility for rented equipment by signing the relevant order form(s) and/or when ordering on-line. The exhibitor will be charged for any loss of or damage to rented equipment. Any damage to the building will be charged to the relevant exhibitor.

See also important note on liability on page 50.

**Insurance**

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**All exhibitors** should take care of an insurance to cover third party liability including liability towards Rose International, the ESHG, the congress centre and all service suppliers. All rented equipment must be insured by the exhibitor. And please make sure your staff is well insured (liability, health etc.). Companies without an insurance can order this via the BECO Messe Berlin on-line portal, please see page 37.

**Theft Prevention - Security**

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Exhibitors who wish to order a security guard on the stand, please see page 37. We strongly advise exhibitors to observe the following suggestions for theft prevention.

**During Build-up**

- Bring valuable and personal goods into the building as late as possible and do not leave unguarded.
- When leaving the building after or during build-up, mark your stand site with a ribbon. Exhibition organisers and security will know that persons behind the ribbon do not belong in your stand.
- Staff your booth during the entire build-up period, and in particular after your exhibits have been installed.
- Also observe other periods when the public will be around.
- Do not leave valuable goods in the stand when leaving. Take these with you (preferably), or lock away.

**During Exhibition Opening Hours**

- Do not leave your stand unmanned during opening hours of the exhibition.
- Arrive preferably 15 minutes before opening time of the exhibition.
- Poster viewing hours run concurrent with exhibition opening hours: so do not come late, and do not leave early.
- Always keep your valuable and personal belongings locked away.
- After closing of the exhibition, keep your stand manned until all visitors have left the exhibition area.
- Make sure to take with you, or lock away, valuable goods at the end of each exhibition day.

**During Break-down**

- Remove all valuable and personal goods as quickly as possible from the building when the exhibition closes and leave these in a safe place.
- Keep your stand manned permanently by one person at least until all your goods have been removed and taken out of the exhibition hall.

**Stand Cleaning**

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For all stands using the standard stand construction, daily (overnight) cleaning is included. Stand carpet will be vacuum cleaned and waste baskets (if placed at the aisle at the end of the day) will be emptied. Design stands will not be cleaned. Stand cleaning can be ordered via the on-line portal of Messe Berlin, see page 37.

**Waste Disposal & Environmental Regulations**

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Exhibitors, their stand contractors and suppliers are obliged to dispose their own waste. Any waste, including promotional material, left behind will be removed by the organizers at the expense of the exhibitor concerned. For exhibitors with a standard stand construction containers (for both plastic and paper) will be available during build-up and breakdown for waste disposal outside the exhibition hall. Stand contractors who are building a Design

stand will need to order their own waste disposal via the BECO Messe Berlin on-line portal or take out the waste themselves. In case an exhibitor leaves any waste in their stand or anywhere else in the exhibition hall, the costs for removal will be charged directly to the exhibitor.

During the conference and exhibition opening hours, waste stations to separate waste will be available in the CityCube and Messe. Please see picture below.





**CUSTOMS CLEARANCE & FREIGHT FORWARDING**

**Shipping Instructions ESHG 2024**

We are proud to inform you that Valverde is appointed as the official logistics supplier for ESHG 2024. The exhibition organizer, Rose International has chosen this partnership to guarantee a professional and high-level logistic service at all times.

**Important aspects for your shipping:**

- Carefully note the latest arrival deadline of 24 May 2024.
- Do not send any goods directly to CityCube & Messe Berlin; these will not be accepted.
- Courier shipments should be avoided. If courier shipment cannot be avoided, we advise to go through Valverde (see instructions on page 23). Courier shipments addressed to the venue will be rejected and/or sent back to origin.
- Make sure that your company staff at the stand in Berlin bring with them:
  1. **Copies of all freight documents issued at the point of departure of your goods.**
  2. **Full contact details, including mobile phone, of your contact at the freight forwarder who shipped your goods to Berlin.**

These documents and contact details are needed if your goods have not arrived in Berlin in time. Valverde will only be able to help search for your goods if your company staff can give them these documents and contact details.

**Services by Valverde**

1.	Manpower
2.	Customs Clearance & Freight Forwarding
3.	Storage of Empties

**Contact Details**

Name	Valverde BV	Contact:	<b>Floris de Kok</b>
Telephone	+31 (0)20 653 8555 / +31 (0) 6302 005 88	E-mail	<a href="mailto:eshg@valverde.nl">eshg@valverde.nl</a>
URL	www.valverde.nl		

**General Instructions Event**

Build-up : 30 – 31 May 2024 (design stands construction works only on 30 May, access standard stands only on 31 May)

Exhibition dates : 1 – 3 June 2024

Breakdown : 3 June 2024 (17.30 – 20:30 hrs (standard stands), 23:30 hrs (design stands))

**Note:** all freight not collected during breakdown on Monday 3 June between 18:30 and 23:30 hrs will be taken by Valverde and brought to the warehouse in Hoofddorp, The Netherlands at the expense of the exhibitor.

Exhibitors who have placed an order with Valverde in advance will be given priority on-site during the construction and dismantling days. If you would like to receive a quote, please let us know by indicating this on the order form, see page 25.

During the exhibition only Valverde is allowed to use forklifts and other electrical lifting equipment on the event site and no stand materials can be delivered or collected during other times than those set by the organization.

Stand construction materials for design stands (construction works on Thursday 30 May) can be delivered to the Messe Berlin after agreement on this with Valverde. Delivery to the stand location with forklift or motorized equipment by Valverde only. Contact Valverde for further details.

**As the exhibition hall is not a permanent warehouse, courier shipments sent directly the CityCube & Messe Berlin will be refused.**

**How to Consign your Air Freight Shipment**

All air freight must be shipped on a direct AWB, please mail a copy of the AWB to [eshg@valverde.nl](mailto:eshg@valverde.nl).

Airport of destination: Amsterdam Schiphol Airport (AMS)  
 Deadline of arrival: Wednesday 22<sup>nd</sup> May 2024

Please contact Valverde for the right consignee instructions.

**Markings on package(s):** ESHG 2024+ Exhibitor name + Hall/Stand number and case numbers.

**How to Consign your Road Freight/Courier Shipment**

All road freight and courier shipments must be pre-advised by e-mail to [eshg@valverde.nl](mailto:eshg@valverde.nl) prior to delivery

<b>Consignee</b>	<b>Notify</b>
IAA c/o Valverde	Valverde BV
Contour Avenue 51	ESHG 2024
2133 LD Hoofddorp	Tel: +31 20 653 8555
The Netherlands	<a href="mailto:Eshg@valverde.nl">Eshg@valverde.nl</a>

**Deadline** of latest arrival at Valverde warehouse: Friday 24th May 2024  
**Warehouse opening hours:** Monday – Friday; 08:30 – 17:00

**Marking on package(s):** ESHG 2024+ Exhibitor name + Hall/Stand number and case numbers.

**Tariffs Air Freight & customs****Inbound & Outbound Air Freight**

From free arrival Schiphol airport (AMS) till arrival warehouse per shipment excl. airline storage charges, agent fees, customs formalities and delivery to the stand.

Basic amount per shipment	€ 160.00
0 - 100 kgs. per kg.	€ 0.60
101 - 300 kgs. per kg.	€ 0.55
300 kgs. + per additional kg.	€ 0,50

Rates include airport handling fees and transit document.  
 Deconsolidation charges and warehouse rent will be passed on to you at cost.

**Customs Formalities Inbound**

ATA Carnet clearance	€ 195,00 per carnet
Permanent import clearance	€ 195,00 per shipment
Duties & taxes	as per outlay

Advance of funds fee	15%
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\*\* due to new rules from Dutch customs, it is not possible to send temporary shipments on commercial invoice, only by ATA Carnet

**Customs Formalities Outbound**

Export declaration	€ 195,00 per shipment
Handling ATA Carnet export	€ 195,00 per carnet

**Direct Unloading/Reloading To/From Stand**

Rates are available on request per [eshg@valverde.nl](mailto:eshg@valverde.nl) and only available for Full Truck Loads.

**Handling Shipments via Warehouse – Air/Road/Courier**

Receipt at Hoofddorp warehouse and delivery to stand

Road freight & courier shipments up to 50 kgs.	€ 165.00
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## CUSTOMS CLEARANCE & FREIGHT FORWARDING

ESHG 2024 – Berlin, Germany, 1 - 4 June 2024

Airfreight and road freight shipments above 50 kgs.

€ 25.00 per 100 kgs.  
minimum € 250.00

Costs will be charged at 1 cbm equals 300 kgs. whichever is greater. Costs are excluding overtime surcharge

Storage costs per day

€ 18,50 per cbm per day

From arrival day in warehouse till 30th May

After the show, storage will apply if the shipment is not collected before 15th June, storage charges apply per day.

### Storage and Handling Packaging Material during the Event

Storage of empties incl. collection/re-delivery to your stand

€ 85,00 per cbm  
min. 3 cbm

### General Fees

Consignment fee

€ 60.00 per shipment, each way

Late arrival surcharge

35% for shipments arriving after  
deadlines

Overtime (17:00 – 08:00) & Saturday surcharge

50%

Sunday & holiday surcharge

100%

## Other Information

### Important Information

- Above rates are excluding VAT.
- Our normal working hours are weekdays from 8:00 to 17:00. Work executed on different hours will be subject to surcharge
- All orders can be cancelled 1 week before the start of the build up period, thereafter a cancellation fee will be charged.
- Your order needs to be placed 5 working days before the start of the build-up period. Thereafter a surcharge of 30% is applicable on the final invoice.
- No credit is given to any exhibitor. Therefore, we advise you to use one of our preferred agents in your country.
- Credit card transactions will be charged with a 5% surcharge on the total invoice amount.
- We charge a 3% advance of funds fee for all third-party charges.

### Insurance & Liability

The liability of a logistics service provider is limited and therefore we advise you to insure your exhibition goods for transportation and residence during the exhibition.

The latest version of the Dutch Fenex conditions is applicable on all our transactions. All work is carried out subject to the general conditions of the federation of the Dutch forwarding agent's FENEX deposited at the Registry of the Court at Amsterdam, Arnhem, Breda, Rotterdam, latest version. These conditions will be sent to you on request.

### Billing & Payment

#### Address

Valverde BV  
Zekeringstraat 36B  
1014 BS Amsterdam  
The Netherlands

#### Bank address

ABN AMRO Bank NV  
Postbus 42  
2130 AA Hoofddorp  
The Netherlands

#### Bank details

IBAN NL76ABNA0243435533  
BIC ABNANL2A  
VAT NL815887140B01

Customs Clearance & Freight Forwarding – Order Form

E-mail this form to:

**VALVERDE**

Valverde B.V.

Tel.: +31 (0)20 653 8555

E-mail: [eshg@valverde.nl](mailto:eshg@valverde.nl)

Stand No: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

VAT No: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tel: \_\_\_\_\_

Use this form to order all required logistic services from Valverde B.V.

Please return a copy by e-mail to: [eshg@valverde.nl](mailto:eshg@valverde.nl)

*For all orders a quotation will be provided by Valverde before confirmation of the order.*

**Your order:**

Shipment details (Number of parcels, dimensions, weight)

\_\_\_\_\_  
\_\_\_\_\_

Inbound handling of your goods

Delivery Date \_\_\_\_\_, Time \_\_\_\_\_ (for **design stands only**, goods for standard stands will be delivered on Friday morning, 31 May)

Outbound handling of your goods

Storage of packing material

Number of pieces \_\_\_\_\_, volume \_\_\_\_\_ m3

After the event goods will  or will not  be returned (please cross mark).

Unless otherwise agreed, payment needs to be arranged before delivery of the shipment.

**SERVICES ORDERS – FORMS & PORTAL ACCESS**

# **SERVICES ORDERS**

## **IMPORTANT INFORMATION**

1. On the next page you will find an overview of stand services, indicating if a service should be ordered on-line or with an order form. The deadlines by which services orders should have reached the relevant suppliers are also shown.

2. For services to be ordered with an order form, the information can be found in this section.

For services to be ordered on-line, a 'how to order on-line' information sheet is included in this section. Same for services for which the form will be sent to exhibitors by e-mail (catalogue entry and badge forms).

See page numbers for forms and information sheets on the next page overview.

3. Orders should be sent directly to the relevant suppliers.
4. Supplier name, e-mail address and URL (for on-line ordering) are printed on each form/information sheet.
5. Keep copies of your orders, bring these with you to the exhibition and have these available during build-up.
6. Observe the deadlines for ordering. Considerable surcharges are applicable after the deadlines. Some services cannot be provided in case it was not ordered before the deadline. Deadlines and surcharges are printed on order forms and shown in 'how to order on-line' information sheets.
7. Your signature on the order forms is considered to be the signature of a legal representative of the exhibiting company, or his supplier, and therefore legally binding for the company appearing on the form.
8. For any services not listed in this manual, please contact Rose International.

**Services & Deadlines – Overview**

*\*Form 2a is mandatory for Standard Stands, form 2b for Design Stands*

DEADLINE	SERVICE	MANDATORY?	SUPPLIER	PAGE #	ORDER FORM #
asap	Freight Forwarder services Information / contact	<b>Highly Recommended</b>	Valverde	22-25	Order form
asap	Hotel Accommodation Information		CPO Hanser	34	On-line
1 March	Catalogue & Subject Index Entry Information	<b>Mandatory</b>	Rose Int.		Form by E-mail
19 April	Lead Retrieval System		M Events	41-44	Form
1 April	<b>Standard Stand</b> Construction	<b>Mandatory</b>	Rose Int.	30	Form 2a*
1 April	<b>Design Stand:</b> Form & Technical Drawings	<b>Mandatory</b>	Rose Int.	31	Form 2b*
18 April	Badge Information & Instructions	<b>Mandatory</b>	Rose Int.	12-13	Form by E-mail
18 April	Payments to Rose International	<b>Mandatory</b>	Rose Int.	29	Form 1
18 April	Networking Evening / Lunch Boxes		Rose Int.	32-33	Form 3
1 May	Stand Catering Services		Capital Catering	40	On-line
3 May	Carpet Colour		A-booth	35-36	On-line
3 May	Company Name on Fascia Board		A-booth	35-36	On-line
3 May	Extra Stand Components		A-booth	35-36	On-line
3 May	Additional Electricity & Connections		A-booth	35-36	On-line
3 May	Logo's & Graphics		A-booth	35-36	On-line
3 May	Stand Lay-out		A-booth	35-36	On-line
6 May	Plants & Flower Decorations		Messe Berlin	37-38	On-line
6 May	Audio Visual Equipment		Messe Berlin	37-38	On-line
6 May	Waste Disposal		Messe Berlin	37-38	On-line
6 May	Internet Access		Messe Berlin	37-38	On-line
6 May	WiFi		Messe Berlin	37-38	On-line
6 May	Stand Cleaning		Messe Berlin	37-38	On-line
6 May	Water Connection		Messe Berlin	37-38	On-line
6 May	Compressed Air		Messe Berlin	37-38	On-line
6 May	Temporary Staff – Hostesses & Security		Messe Berlin	37-38	On-line
6 May	Insurance for Exhibits		Messe Berlin	37-38	On-line
6 May	Rigging Services (after approval by Rose International)		Messe Berlin	37-38	On-line
16 May	Stand Furniture		expofair	39	Catalogue & Form
24 May	Arrival of Actual Shipments at Valverde Warehouse		Valverde	22-25	Physically
	Unloading & Loading Timeslot		Messe Berlin	15	On-line
-	Co-exhibitor Information		Rose Int.		On request

*On the following pages, you will find the information, order forms/online access and services of the different suppliers*

## Services from Rose International: Badges, Lunch &amp; Networking tickets, Catalogue entries

## Rose International



Name Rose International  
 Contact Krista Vink & Flora van Laer  
 E-mail [kvink@rose-international.com](mailto:kvink@rose-international.com)  
[fvanlaer@rose-international.com](mailto:fvanlaer@rose-international.com)  
 Telephone +31 (0)70 38 38 901

Please see below the services/forms which are being handled by Rose International.

## SERVICES - ROSE INTERNATIONAL

Deadline: see below in table

Forms are available on the next pages

	Services	Deadline	How to order
1.	Exhibitors Manual		Download
2.	Catalogue & Subject Index entry – <b>Mandatory</b>	1 March 2024	Form by e-mail
3.	Badges (Exhibitor Conference and Exhibits Only) – <b>Mandatory, see pages 12-13</b>	18 April 2024	Form by e-mail
4.	Payment Form: Payments to Rose International - <b>Mandatory</b>	18 April 2024	Form 1
5.	A. Standard Stand Construction – <b>Mandatory</b>	1 April 2024	Form 2a
6.	B. Design Stand – <b>Mandatory</b>	1 April 2024	Form 2b
7.	Networking Evening & Lunch Boxes	18 April 2024	Form 3
8.	Co-exhibitor on the Stand		On request

## Payment Procedures

**Mandatory - Form 1**

- Exhibitors receive an invoice, with specified VAT if applicable, for all their orders. The invoice will show the amount due in EURO.
- Orders received up to **18 April 2024** may be paid by bank transfer or by credit card (see further information on [Form 1, Payments to Rose International](#)).
- Orders received **between 18 April and 15 May and on-site** will be charged at the applicable [late fees](#) and should be paid by credit card (surcharge for credit card payment applies).
- After **15 May 2024** no more pre-ordering of services only on-site orders for badges.
- In case a PO/reference number is needed** on your invoice, please fill in this number on Form 1.
- All bank costs are for account of the exhibitor, instruct your bank accordingly when making a bank transfer. Always use Swift/BIC code and IBAN as stated on your invoice.
- Any bank costs incurred** by Rose International **need to be reimbursed on-site**, in cash, or by credit card (surcharge for credit card payment applies).
- All **Credit Card payments**, before the conference and on-site, incur a **surcharge of 5% on total due, including VAT if applicable, plus EURO 2.00** transaction costs.
- An administration fee of **EURO 75.00** will be charged if **an invoice needs to be re-issued on the request of the exhibitor**, e.g. with different name/address, or other changes.

**Payments to Rose International Form**  
 E-mail this form to:



Contact: **Krista Vink**  
 E-mail: **kvink@rose-international.com**  
 Tel.: +31 (0)70 383 8901

Stand No:	_____
Company:	_____
Contact:	_____
E-mail:	_____
	_____

**RETURN with your  
 Rose International service order(s)  
 before 18 April 2024**

*Mandatory for all exhibitors*

- The undersigned will pay the service orders **with Rose International** (additional badges, lunch tickets networking event ticket), please tick ✓ appropriate box below:

**PAYMENT METHOD**

<input type="checkbox"/> by bank	All bank costs to be paid by exhibitor No bank payments for orders <b>received after 18 April 2024</b> . These need to be paid by credit card.
<input type="checkbox"/> by credit card	A surcharge of 5% of total due including VAT, plus EURO 2.00 transaction costs, will be charged. Rose International works with <u>Pay by Link</u> . We will send you an e-mail with a link for the online credit card payment*.

**FOR CREDIT CARD PAYMENTS ONLY:**

Please write/print clearly name and e-mail of the person to whom the **CREDIT CARD** link should be sent to.

**NAME:** \_\_\_\_\_

**E-MAIL ADDRESS:** \_\_\_\_\_

- Rose International will issue an invoice for the ordered Services. Please fill out below the relevant invoice address:

**INVOICE ADDRESS**

<b>COMPANY NAME:</b>
<b>CONTACT PERSON:</b>
<b>E-MAIL CONTACT PERSON:</b>
<b>ADDRESS:</b>
<b>CITY &amp; COUNTRY:</b>
<b>VAT NUMBER:</b>

- The following reference and/or PO number needs to be stated on our invoice (if applicable):

<input type="checkbox"/> Reference:	_____
<input type="checkbox"/> PO Number:	_____

**Note:** if you do not yet have a reference or PO number when submitting this form, please inform Rose International asap, but before 18 April 2024, if you wish to pay by bank. Re-issuing of invoices incur an administration charge of EURO 75.00.

Date

Signature + Company Stamp

## A. Standard Stand Construction Form - Mandatory

E-mail this form to:



Contact: Krista Vink  
 E-mail: [kvink@rose-international.com](mailto:kvink@rose-international.com)  
 Tel.: +31 (0)70 383 8901

Stand No: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_

## RETURN BEFORE 1 April 2024

*Mandatory for each exhibitor using the  
**STANDARD STAND CONSTRUCTION***

**Acknowledgement**

By my signature at the end of this page I hereby certify that:

- I have completely read the ESHG 2024 Exhibitors' Manual.
- I agree to comply to all provisions and regulations.
- I understand all rules and regulations as outlined in the ESHG 2024 Exhibitors' Manual, including the regulations, and on behalf of my company agree to abide by them.
- I understand that it is my responsibility to inform all subcontractors of the rules and regulations outlined in the ESHG 2024 Exhibitors' Manual.
- It is my responsibility to comply with all the local and European laws, and ESHG/Rose International bears no responsibility for the compliance or enforcement of such laws.
- I am authorized to sign this document on behalf of my company.

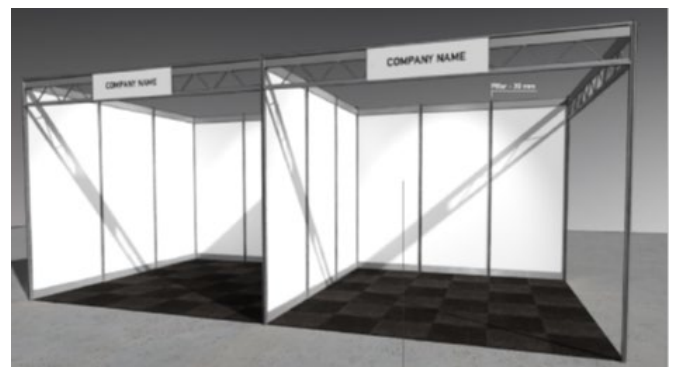
**Standard stand construction****YES**, we will use the package of **standard stand construction****Display system / pop-up**

Inform Rose International timely of the measurements (width + height in cm) of any **display system** that you may wish to **put up inside the standard stand construction stand**.  
 For carpet and fascia see page 36.

**Included in your Standard Stand Package:**

- Stand walls 250 cm high
- Fascia board
- One spotlight/3 m<sup>2</sup>, incl. electricity + consumption
- Carpet

**NOTE:** Furniture is **not** included and can be ordered with expofair GmbH, Berlin, see page 39.



Date \_\_\_\_\_

Signature + Company Stamp \_\_\_\_\_

## B. Design Stand Form - Mandatory

E-mail this form to:



Contact: Krista Vink  
 E-mail: [kvink@rose-international.com](mailto:kvink@rose-international.com)  
 Tel.: +31 (0)70 383 8901

Stand No: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_

**RETURN FORM + DESIGN BEFORE 1 APRIL 2024**

***Mandatory for all exhibitors with a  
 DESIGN STAND (Self Build)***

**Acknowledgement**

By my signature at the end of this page I hereby certify that:

- I have completely read the ESHG 2024 Exhibitors' Manual.
- I understand all rules and regulations as outlined in the ESHG 2024 Exhibitors' Manual, including the regulations, and on behalf of my company agree to abide by them.
- I understand that it is my responsibility to inform all subcontractors of the rules and regulations outlined in the ESHG 2024 Exhibitors' Manual.
- It is my responsibility to comply with all the local and European laws, and ESHG/Rose International bears no responsibility for the compliance or enforcement of such laws.
- I am authorized to sign this document on behalf of my company.

**Design Stand****YES, we will build our own stand**

1) We will **bring and build our own design stand** and will **send the stand design** including full measurements in cm to Rose International **before 1 April 2024 for their approval**. See important guidelines and instructions for design stands on pages 45-48.

2) Our **stand contractor** who will design and build the stand is:

Company name: \_\_\_\_\_

Contact: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

On-site contact: \_\_\_\_\_

E-mail: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Date \_\_\_\_\_

Signature + Company Stamp \_\_\_\_\_



Networking Evening Tickets & Lunch Boxes

Rose International



Name: Rose International  
 Contact: Krista Vink  
 E-mail: kvink@rose-international.com

**RETURN BEFORE 18 April 2024**

The undersigned would like to order tickets for the networking party and lunch boxes as indicated below.

NETWORKING EVENING TICKETS		QUANTITY	PRICE PER PERSON (EXCL. 19% VAT)	TOTAL (EXCL. VAT)
Networking Evening on Monday, 3 June, Location: Palais am Funkturm, Messe Berlin Dinner and 3 drinks are included in the price			€ 59.00	€
SATURDAY 1 JUNE		QUANTITY	PRICE PER PERSON (EXCL. 19% VAT)	TOTAL (EXCL. VAT)
	COLD – Regular		€ 20.50	€
	COLD - Vegetarian		€ 20.50	€
	COLD - Special		€ 20.50	€
	WARM – Regular		€ 20.50	€
	WARM – Vegetarian		€ 20.50	€
	WARM – Special		€ 20.50	€
SUNDAY 2 JUNE		QUANTITY	PRICE PER PERSON (EXCL. 19% VAT)	TOTAL (EXCL. VAT)
	COLD – Regular		€ 20.50	€
	COLD - Vegetarian		€ 20.50	€
	COLD - Special		€ 20.50	€
	WARM – Regular		€ 20.50	€
	WARM – Vegetarian		€ 20.50	€
	WARM – Special		€ 20.50	€

MONDAY 3 JUNE		QUANTITY	PRICE PER PERSON (EXCL. 19% VAT)	TOTAL (EXCL. VAT)
	COLD – Regular		€ 20.50	€
	COLD - Vegetarian		€ 20.50	€
	COLD - Special		€ 20.50	€
	WARM – Regular		€ 20.50	€
	WARM – Vegetarian		€ 20.50	€
	WARM – Special		€ 20.50	€
TUESDAY 4 JUNE		QUANTITY	PRICE PER PERSON (EXCL. 19% VAT)	TOTAL (EXCL. VAT)
<i>NOTE: Exhibition is closed on Tuesday 4 June, so only order if stand staff stays for the conference</i>				
	COLD – Regular		€ 20.50	€
	COLD - Vegetarian		€ 20.50	€
	COLD - Special		€ 20.50	€
	WARM – Regular		€ 20.50	€
	WARM – Vegetarian		€ 20.50	€
	WARM – Special		€ 20.50	€

**Note:** For details on the content of the lunch boxes, please see the conference website:

<https://2024.eshg.org/myconference/registration/>, nr 10. Information on Lunch Bags.

For details on the networking evening, please see the conference website:

<https://2024.eshg.org/myconference/official-events/>

**Note:** Networking Evening and Lunch tickets are **non-refundable after ordering**. The ordered tickets will be given to the person designated by the exhibiting company (see below), no individual pick-up of these tickets. Pick-up at the Exhibition Service Desk.

**Vouchers CANNOT be exchanged!**

**Designated person to collect the Networking Evening and/or Lunch Box tickets:**

*Please enter name of person who will pick up the tickets*

## Hotel Accommodation

## CPO Hanser Service GmbH



Name	CPO Hanser Service GmbH
E-mail	<a href="mailto:eshg2024@cpo-hanser.de">eshg2024@cpo-hanser.de</a>
Phone	+49 30 300669-0
Book on-line	<a href="https://2024.eshg.org/myconference/accommodation/">https://2024.eshg.org/myconference/accommodation/</a>

**As Soon As Possible**

ESHG does not provide housing services. Instead, you may contact the **official accommodation provider (housing agency)** for the ESHG 2024 conference, **CPO Hanser Service GmbH**.

To book a room (up to 15 persons) for the ESHG 2024 please access the **online accommodation portal** of **CPO Hanser Service**: URL: <https://2024.eshg.org/myconference/accommodation/>. Via the accommodation portal you will be able to book a hotel directly in the price category and location of your choice. Rooms will be sold on a first come, first served basis.

For group bookings of at least 15 persons, please send your request via email to [eshg2024@cpo-hanser.de](mailto:eshg2024@cpo-hanser.de)

**Note:** Be aware that you may be contacted by telephone by **scam companies** claiming to be the official ESHG 2024 accommodation providers. Neither the ESHG nor **CPO Hanser Service** will call you to solicit reservations. Official ESHG (2024) emails will come from an email address ending in “@eshg.org” or “@rose-international.com”.

CPO HANSER SERVICE

Conference Event Destination Association Management Career About CPO

Hotel booking portal  
ESHG 2024 | Berlin, Germany

ESHG Conference 2024  
1-4 June 2024  
Berlin, Germany  
hybrid

## Carpet colour, Fascia, Stand components, Logo's &amp; Graphics, Extra Electricity

## A-booth



Name	A-booth exhibition services
Address	Skoon 37 NL-1511 HV Oostzaan, the Netherlands
Contact	Jasper van Honk
E-mail	<a href="mailto:eshg@a-booth.nl">eshg@a-booth.nl</a>
Telephone	+31 (0)75 622 55 81
Order on-line	<a href="https://eshg.a-booth.nl">https://eshg.a-booth.nl</a>

## ORDER BEFORE 3 May 2024

Prices increase after 3 May 2024  
After 20 May 2024 the portal is closed

For ordering the following services please go to: <https://eshg.a-booth.nl>

1.	Carpet Colour	On-line
2.	Company Name on Fascia Board – <i>exclusive supplier</i>	On-line
3.	Extra Stand Components – <i>exclusive supplier</i>	On-line
4.	Additional Electricity Connections & Supplies – <i>exclusive supplier</i>	On-line
5.	Logo's & Graphics*	On-line
6.	Stand Lay-out	On-line

\* A-booth is *exclusive supplier* of logo's on the fascia board and for graphics that need to be printed on stand walls of the standard stand construction package.

### Access to online A-booth portal

You will receive your log-in details via e-mail from the A-booth at the beginning of February 2024 or within 2 weeks after receipt of your official exhibit space booking confirmation from Rose International. In case of any problem with your log-in credentials please contact A-booth: [eshg@a-booth.nl](mailto:eshg@a-booth.nl)

### Payment & Cancellation Procedures

1. After finalising your orders for A-booth via the on-line portal, you can pay your order in the on-line portal with the following payment options:
  - Creditcard (Visa, Master en American Express) (max. € 10.000)
  - Ideal
  - Paypal

You will receive an order confirmation and invoice directly from A-booth.

**Note:** all orders need to be paid via the online payment options.

2. Only services for which full payment has been received before opening of the exhibition will be delivered.
3. Prices may be subject to changes. If invoices must be changed on request of the exhibitor, A-booth charges an administration fee of EURO 25.00 per invoice.
4. Cancellation Procedure:
  - After 1 May 2024: 30% cancellation fee will be charged and is payable.
  - After 15 May 2024: 70% cancellation fee will be charged and is payable.
  - After 22 May 2024 and on-site: 100% cancellation fee will be charged and is payable.

### Carpet Colour

Carpet is included in the standard stand construction package. Exhibitors can choose from 12 different colours. The default colour is GREY 3540. The colour of the carpet in the aisles is red. **NOTE:** Deadline for choosing your colour carpet is **3 May 2024. If you have not chosen the colour by this date you will get the default colour GREY 3540.**

### Company Name on Fascia Board

*Exclusive supplier*

Exhibiting companies using the package of standard stand construction will have their company name and stand number printed on the fascia board, in standard lettering (max. 20 characters). Please fill in, via the on-line portal of A-booth, how your company name should show on the fascia board. Please pay attention to capital letters where appropriate in your company name. **Note:** in case you ordered a co-exhibitor do not forget to enter their company name which also will be printed on the fascia board (max. 20 characters).

### Extra Stand Components

*Exclusive supplier*

For extra stand components (e.g. shelves, storage, etc.) please go to the A-booth on-line portal. Bear in mind to order a storage in your stand to hide your spare supplies.

### Electricity Connections & Supplies

*Exclusive supplier*

- Each exhibitor is **entitled to an electricity connection of 2 kW + 2 free sockets**, including consumption (EURO 290.00, invoiced by Rose International together with your stand space).
- If you need more power (note the connection is running 24 hours), order on-line via A-booth.
- All equipment in the stand should be switched off by the exhibitor at the end of each day, except for items that need 24 hour connection (electricity runs 24 hours)

Electricity	3,3kw/16A – basic electrical installation 230/400V, installation on site accord. To VDE 0100 Electricity connections come from the floor.
Plugs, sockets and adapters	The plugs and sockets in Germany are the same as the regular European plugs and sockets. Adapters can be ordered through the online portal of A-Booth.
Voltage transformers	For <b>equipment requiring 110/120V, a transformer is needed to connect to 230V/ 400V.</b> Although we advise exhibitors to bring their own transformer if their equipment needs this, transformers can also be ordered with A-booth, please contact them directly. <b>No on-site ordering of transformers.</b>

### Logo's & Graphics

You can order company logo's (e.g. for the stand fascia) or other graphics (e.g. prints on stand walls) via the on-line portal. **Notes:** 1. A-booth is *exclusive supplier* of logo's on the fascia board and for graphics that need to be printed on stand walls of the standard stand construction package. 2. Branded desks can be ordered with the furniture supplier, expofair GmbH, Berlin, please see page 39 for ordering information.

### Stand Lay-Out

To indicate the location of e.g. your storage or book shelves, extra components to your package of standard stand construction, exhibitors can use the tool provided on-line via the portal of A-booth.

Internet, AV, Extra Cleaning, Rigging, Waste, Insurance, Flowers

CityCube & Messe Berlin

Name **CityCube & Messe Berlin**  
 Contact [beco-support@messe-berlin.de](mailto:beco-support@messe-berlin.de)  
 Order on-line [https://beco.messe-berlin.de/en/content/services/index.html? event=ESHG+24](https://beco.messe-berlin.de/en/content/services/index.html?event=ESHG+24)

**ORDER BEFORE 6 May 2024**  
*Surcharge apply for orders after 6 May apply and will only be accepted subject to availability*

For ordering the following services please go to:

[https://beco.messe-berlin.de/en/content/services/index.html?\\_event=ESHG+24](https://beco.messe-berlin.de/en/content/services/index.html?event=ESHG+24)

1.	Internet Access & WiFi – <i>exclusive supplier</i>	On-line
2.	Audio Visual Equipment	On-line
3.	Temporary Staff – Stand Security & Hostesses	On-line
4.	Plants & Flower Decorations	On-line
5.	Water & Compressed Air Connections – <i>exclusive supplier</i>	On-line
6.	Rigging Services – <i>exclusive supplier</i>	On-line
7.	Stand Cleaning – <i>exclusive supplier</i>	On-line
8.	Waste Disposal– <i>exclusive supplier</i>	On-line
9.	Truck Parking Vouchers	On-line
10.	Insurance for Exhibits	On-line



### Access to online portal Messe Berlin

Each Exhibitor is requested to register themselves in case they want to place an order with Messe Berlin. This is possible as of February 2024. In case of any issues with your log in please contact Berlin ExpoCenter Online (BECO), beco-support@messe-berlin.de.

#### NOTES:

1. Go to: [https://beco.messe-berlin.de/en/content/services/index.html?\\_event=ESHG+24](https://beco.messe-berlin.de/en/content/services/index.html?_event=ESHG+24)
2. Click **LOG IN / Registration** in the right top corner
3. Complete the information. NOTE: **Stand Hall number is: 2.2**
4. You will receive an email to activate your account and to set your password
5. When logged in for the first time, first click **ORDER AUTHORIZATION**, complete the information and click Send Request. Without Order Authorization you cannot place any orders.
6. To grant **another person also access to your account**, you should use the "Co-Orderer" feature under "Manage Account". That person will be able to order services in your name and at your expense.
7. If you have a **service provider** who should be able to place orders at **their own expense/account**, they need to **register and set up their own account** in the webshop.

### Payment & Cancellation Procedures

1. After your on-line order you will receive an email from BECO Messe Berlin including the confirmation.
2. The invoice for services ordered will follow after the exhibition. Payments (so after you received the invoice) can be made by bank transfer or credit card payment.  
**Note:** all bank costs are for account of the exhibitor, so please instruct your bank accordingly.
3. If invoices must be changed on request of the exhibitor, BECO Messe Berlin charges an administration fee of EURO 100.00 per invoice.
4. Cancellations received after 17 May 2024, are not entitled to any refund.
5. No surcharges apply for orders placed before 6 May 2024.
6. Orders after 6 May 2024 and on-site, are subject to a surcharge. Surcharge percentage depends on the order.

### Delivery of the services to the stand by Messe Berlin

All installation services ordered through the online portal of BECO Messe Berlin will be placed inside your stand before you arrive on Thursday 30 May (design stands) or Friday 31 May (standard stands). Flower arrangements and AV will be delivered on Friday 31 May by the end of the day. For questions or services not delivered when you arrive during build-up, please come to the Exhibition Service Desk, located in the main entrance Service Center hall 7.

**Stand Furniture****Contact Details expofair GmbH, Berlin**

Name	expofair GmbH, Berlin
Contact	Milena Extra - Sachse
E-mail	<a href="mailto:milena.extra-sachse@expofair-berlin.de">milena.extra-sachse@expofair-berlin.de</a>
Telephone	+49 30 684086-56

View PDF Catalogue & Order Form Online	- Messe Portal: <a href="https://beco.messe-berlin.de/en/content/services/index.html?event=ESHG+24">https://beco.messe-berlin.de/en/content/services/index.html? event=ESHG+24</a>
	- A-booth Portal: <a href="https://eshg.a-booth.nl">https://eshg.a-booth.nl</a>

- Or email Krista ([kvink@rose-international.com](mailto:kvink@rose-international.com)) so she can email you the catalogue and order form

**ORDER BEFORE 3 May 2024**

*Prices increase after 3 May 2024 with 20%*

**Order furniture**

Furniture can be ordered with the **Order Form from expofair GmbH, Berlin. No online ordering!**

Both the furniture catalogue as well as the order form are available online in both the Messe Portal ([https://beco.messe-berlin.de/en/content/services/index.html? event=ESHG+24](https://beco.messe-berlin.de/en/content/services/index.html?event=ESHG+24), please see *Services > Stand Construction and Equipment > Stand Furniture*) as well as in the A-booth Portal (<https://eshg.a-booth.nl>).

For items not listed in the catalogue please have a look at the website of expofair GmbH, Berlin: <https://expofair-berlin.de/en/product-category/catalog/>. Please contact Milena from expofair GmbH, Berlin for the applicable prices and availability.

**NOTE:** *The stand does **NOT come with** any furniture, so please make sure to order your furniture!*

**Delivery of the services to the stand by expofair GmbH, Berlin**

All services ordered will be placed inside your stand before you arrive on Friday 31 May 2024. For questions or services not delivered when you arrive during build-up, please come to the Exhibition Service Desk for further assistance.

**Payment Procedures**

1. expofair GmbH, Berlin accepts bank transfer and credit card payments.
2. You will receive the invoice by e-mail (latest 2 weeks before the conference).

**Furniture Order after deadline**

Any order placed after 3 May and on-site, if accepted, will be subject to a 20% surcharge.

**Cancellation policy**

After 16<sup>th</sup> May 2024, cancellations or changes cannot be accepted, 100% cancellation fee is payable. Additionally, any unpaid order will be considered as cancelled. Therefore, it won't be delivered.



Stand Catering

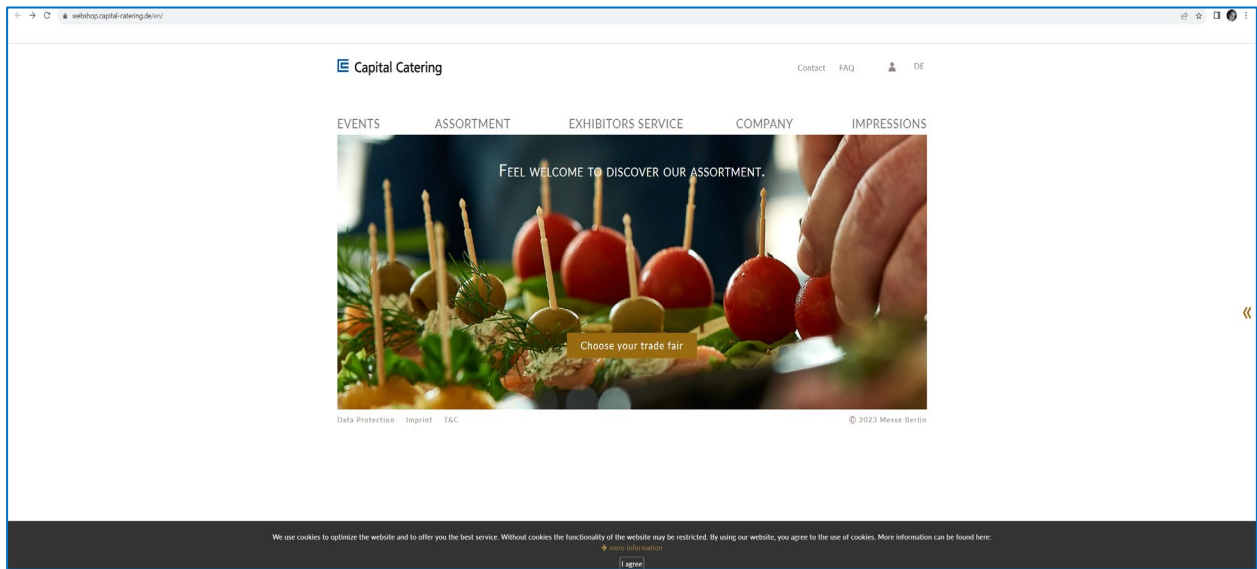
Contact Details Capital Catering



Name	Capital Catering
Contact	Mutlu Turac
E-mail	<a href="mailto:cateringservice@capital-catering.de">cateringservice@capital-catering.de</a>
Phone	+49 30 3038 2993
Order on-line	<a href="https://webshop.capital-catering.de/en/">https://webshop.capital-catering.de/en/</a>

**ORDER BEFORE 1 May 2024**

For ordering Stand Catering please go to: <https://webshop.capital-catering.de/en/>, click CHOOSE YOUR FAIRTRADE and select ESHG – European Society of Human Genetics



After registration on the website, you can place your order and when checking out pay online with credit card. The invoice will be sent after the exhibition. **Note:** payment can be done only with credit card.

NOTE: It is not allowed to serve drinks/food on your stand, or anywhere else in the City Cube & Messe Berlin, unless these are ordered from the official catering company, Capital Catering.

**Cancellation Procedure:**

After 1 May 2024: 50% cancellation fee will be charged and is payable.

After 15 May 2024 and on-site: 100% cancellation fee will be charged and is payable.

Lead Retrieval

Contact Details M Events

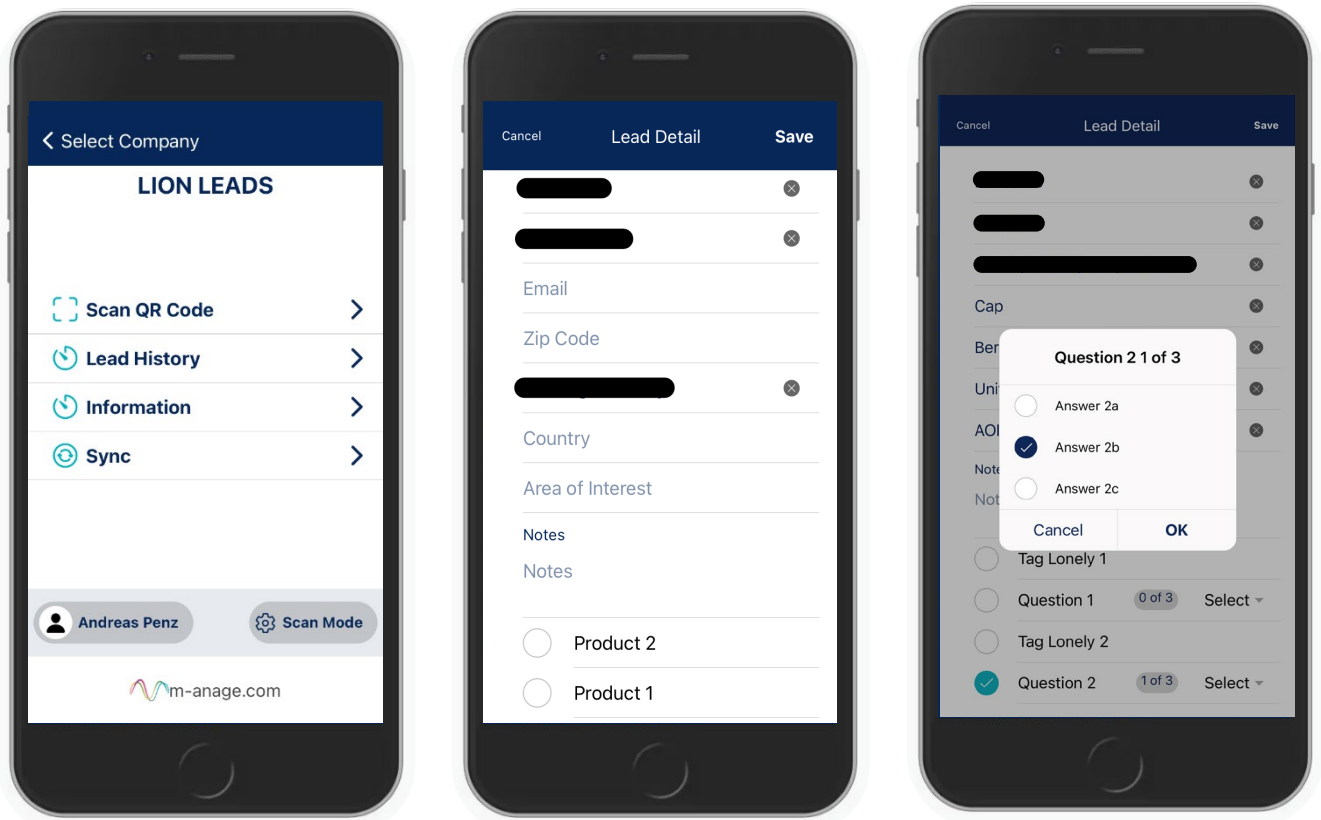


Name M Events Cross Media GmbH  
 Contact M Events Industry Department  
 E-mail [industry@m-events.com](mailto:industry@m-events.com)

Lion Leads App

The flexible lead retrieval system for stands and corporate satellites

Scan the visitors' QR codes with your own iOS devices or our premium rentals. Capture, comment qualify your prospective clients straight away. Make sure to get the right answers with pre-defined set of questions. Real-time access to your collected data via the online portal allows immediate follow-up during the conference.



Key Features

- Available for your own iOS devices or with our premium Apple rentals
- Assign qualifiers and notes to your leads
- Setup questions that you want to ask your visitors
- Offline scanning
- Editable lead details immediately after scanning
- Quick scanning mode on pre-set rental devices for corporate satellites
- Automated cloud synchronization with the online portal (internet connection required)
- Immediate download via the online portal
- Simple login and setup via personalized credentials
- Dedicated onsite support



### Lion Leads - The intuitive lead retrieval App for your booth and symposia

Scan the visitors' QR codes with your own iOS devices or our premium rentals. Capture, comment and qualify your prospective clients in the app and download the information via the online portal in real-time.

#### How does it work?

The intuitive and reliable lead retrieval app Lion Leads offers flexibility in taking notes, assigning qualifiers or answer questions. It will accelerate the evaluation process at the same time.

A QR code will be printed on the badges of all delegates. This QR code is related to the participant's record in the registration database. Exhibitors need to scan the QR code with the internal camera of their (rental or own) devices, and the participant's details instantly show up in the app, e.g. name, country.

Exhibitors can edit and complete the details, answer questions or add notes and predefined qualifiers straight away (i.e. product interest, follow up actions, status etc.).

All collected information is securely stored on our cloud server, and you will get real-time access to the backend and data.

#### Administrative Procedure

1. **Order**

Please order the required number of licenses and rentals according to the early bird and final order deadlines.

2. **Order confirmation**

After receipt of your order, M Events will confirm the receipt, invoice, and charge the amount due.

3. **Configuration of products and services**

Before the event, you will receive the credentials & guidelines for the online portal m-anage.com, so you can setup qualifiers prior to the event.

4. **Lead capture**

Pick up your rental devices at the Lead Retrieval desk. M Events staff will be available to answer your questions during the announced opening hours. Scanned data are synchronized to the online portal automatically when your device is connected to the internet, however upon return of the device you must ensure that there are no unsynchronized leads (as explained in the manual).

5. **Data provision**

After synchronization with the database you can access, edit, and download your collected data from the online portal.

#### GDPR Compliance

Using this service will imply the processing of personal data, e.g. when scanning the visitor badges. Note, that any processing of personal data must be in line with GDPR and other applicable data protection laws. By using our service, you acknowledge your role as data controller. Therefore, you are responsible for, and must be able to demonstrate compliance with the principles relating to processing personal data (which includes having a legal ground for processing). Please note, that visitors can object being scanned without negative consequences. They must still be granted access to the symposium/booth.

#### Terms and Conditions

• **Data**

Download of the data via the online database (print out of the list or download of an MS-Excel file). Since not all delegates will provide the registration department with the complete contact information, we cannot guarantee the accuracy of the data.

• **Services included**

Quotes are per Lion Leads app license and / or rental device and an unlimited number of scans.

• **Scanning**

Scanning is only allowed on the booth or corporate satellite room.

• **Invoicing**

M Events sends out invoices for the total purchase amount after receipt of order. Payment can be made via bank transfer.

• **VAT**

All prices excl. 19% VAT. If VAT ID is provided, invoice can be issued without VAT.

- **Payment term**

Invoices must be settled within 10 days after receipt, net without any obligations to M Events. Devices cannot be handed out onsite or and no credentials will be sent out unless M Events received full payment.

- **Order deadline**

After the ordering deadline, M Events does not accept orders automatically but will confirm acceptance separately. For orders after the deadline, a surcharge is applicable.

- **Cancellation**


All orders cancelled prior to 45 days of the conference will incur a € 100.00 cancellation fee. Orders cancelled within 45 days of the conference will not be refunded.

If the congress has to be cancelled the client will get a 100 % refund on ordered devices. If the congress will take place as a virtual meeting, a company participating in the virtual congress with either a company profile or a symposium will receive virtual lead retrieval at the exact costs.

- **Loss or Damage**

In case of loss or damage, the client is obliged to the following compensation: The cost of a new device replacement (market value) plus VAT will be charged for lost or damaged iPhones, 75€ per charger/cable.

The General Terms and Conditions of M Events Cross Media GmbH applies: [www.m-events.com/public/AGB\\_MEV\\_EN\\_220127.pdf](http://www.m-events.com/public/AGB_MEV_EN_220127.pdf)

Please fill in the following form for your Leads Retrieval order		Event: ESHG 2024	
<b>Please return via email to:</b> M Events Industry Department <a href="mailto:industry@m-events.com">industry@m-events.com</a>			
		<b>M Events Cross Media GmbH</b> Felix-Wankel-Str. 1   82152 Krailling, Germany VAT-ID: DE219741158	
I hereby order the following Lead Retrieval solutions (all prices excl. VAT). Final order deadline:			
Lead Retrieval System for onsite congress:	until 19 April 2024	after 19 April 2024	Total €
<b>Lion Leads Booth License only</b> <span style="border: 1px solid red; padding: 2px;">ON-SITE</span> <ul style="list-style-type: none"> <li>iOS app for the installation on your own Apple device (no Android support)</li> <li>one license for one device</li> <li>for the period of the event</li> <li><b>staff for scanning is not included</b></li> </ul>	€ 350	€ 500	
<b>Lion Leads Booth License incl. Rental iPhone*</b> <span style="border: 1px solid red; padding: 2px;">ON-SITE</span> <ul style="list-style-type: none"> <li>iOS app pre-installed on our rental devices</li> <li>one license for one device</li> <li>for the period of the event</li> <li><b>staff for scanning is not included</b></li> </ul>	€ 500	€ 750 subject to availability	
<b>Lion Leads Corporate Satellite License incl. rental iPhone*</b> <span style="border: 1px solid red; padding: 2px;">ON-SITE</span> <ul style="list-style-type: none"> <li>iOS app pre-installed on device and correctly configured for your Corporate Satellite</li> <li>one license for one device</li> <li>for the period of the Corporate Satellite</li> <li><b>staff for scanning is not included</b></li> </ul>	€ 400	€ 500 subject to availability	
Please inform us about your Corporate Satellite(s):			
Date	Title	Time	Room
<b>Exhibitor / Company name:</b>		<b>Booth Number:</b>	
Invoice address:			
VAT number:		PO number:	
Contact Person:			
Email Address (for main Leads account):			
Mobile phone (onsite):			
Herewith, I confirm the order of the above-mentioned number of Lion Leads licenses and devices for the congress and accept the General Terms and Conditions incl. cancellation regulations. <b>I acknowledge that scanning and the subsequent processing of personal data must be in line with GDPR and other applicable data protection laws. I acknowledge my role as data controller and are therefore responsible for, and be able to demonstrate compliance with, the principles relating to processing of personal data.</b> * in case of loss or damage, the client is obliged to the following compensation: 300 € per iPod/iPhone, 75€ per charger/cable			
Date, Signature, company stamp:			

## **RULES & REGULATIONS ROSE INTERNATIONAL**

### **General**

- By completing and signing the Exhibit Application Form, the exhibitor declared her/himself legally bound by the General Conditions of Rose International. These General Conditions can be found on pages 49-50.

### **Sharing a Stand and Co-exhibitor (local distributor/agent)**

- Exhibitors are not permitted to share any stand space allotted to them with other companies or organisations without prior written consent from Rose International
- Exhibitors who wish to share their stand with a local distributor/agent, please contact Rose International.

### **Damage to Building and Rented Materials & Equipment**

- Exhibitors are liable for any damage caused by themselves, or by a third party commissioned by them, to any parts of the congress centre, inside and outside (e.g. walls, floors, doors, lifts, pillars, ornaments etc.), and rented materials (e.g. standard stand construction) and equipment (furniture, media equipment etc.) during build-up, operation and dismantling of their stands, or at any other time.
- Repairs or replacement resulting from the disregard of this regulation will be at the sole expense of the exhibitor. This includes any adhesive tape which may remain behind on the floor of the exhibition hall, and/or on walls of the standard stand construction, or e.g. on rented furniture, after dismantling.

### **Fixing Posters to Stand Walls**

- The use of adhesive tape is allowed to fix posters to the walls of the standard stand construction. All tape and glue marks must be removed by exhibitors without damaging the walls during dismantling. If tape or marks are left on the walls or if the walls are damaged, the exhibitor will be invoiced for removal or replacement costs.

### **Suspensions**

- It is strictly forbidden to attach any suspensions, signage or whatever to (technical) provisions or structures of the venue, e.g. cables, sprinkler systems, ventilation and smoke removal ducts etc. All suspensions need approval of Rose International and of the venue, so contact Rose International at an early stage for any suspensions you may want to plan in your stand.

### **Storage of Empties & Spare Materials**

- It is not allowed to keep or store empties, boxes (with spare materials) etc. in open space on the stand. Neither is it allowed to leave these anywhere else in the building.
- Order a storage unit in the stand (via on-line portal of A-Booth, see instructions on page 35) and/or use the storage services of the official freight forwarding agent (see page 22).

### **Literature & Give Aways**

- Literature on display and promotional give-away items shall be limited to reasonable quantities. Reserve supplies shall be kept in closed containers and stored in a neat and compact manner (remember to order a storage area on your stand).
- Giveaways that produce large amounts of waste or environmentally harmful waste, such as non-returnable beverage packages, products with batteries or accumulators, are prohibited.
- Distribution of literature and give aways is not permitted outside of the exhibitor's stand. It is however allowed to display exhibitors literature, in small quantities, on the Free Literature table, in the exhibition area. Note: ESHG 2024 will be a green meeting.

### **Carpet in Stands**

- Flooring in stands is mandatory (carpet, wooden floor etc.). Carpet is included in the package of standard stand construction.
- If you build your own stand, include flooring description in the design.
- If you wish to order carpet for your design stand please contact Rose International.

### **Waste during Build-up and Dismantling**

- Exhibitors, their stand contractors and suppliers are obliged to dispose their own waste. Any waste, including promotional material, left behind will be removed by the organizers at the expense of the exhibitor concerned. During Build-Up & Breakdown and also during the conference, there will be a recycle bins in the exhibition hall, where exhibitors (only for exhibitors using the standard stand construction) can separate the waste into the different waste streams (paper, glass & packings). In addition there will be containers available outside the hall for bigger plastic and cardboard items. **Design stands** either need to order waste collection with CityCube & Messe Berlin, see page 37, or will need to take out all their waste themselves (after build up and/or break down).

**Sound, Lighting & Special Effects**

- Written consent is required from Rose International for the use of audio, video and lighting equipment, live music and performances on the stand.
- “Special effects” lighting, smoke machines and laser projection may not be used in the stands, as they are disruptive for neighbouring stands.
- Provided that permission is obtained for sound equipment in the stand, the sound must be regulated and directed into the booth so that it does not disturb neighbouring exhibits and their visitors.
- In case you plan (scheduled) presentations on the stand with sound amplification, make sure to get permission from Rose International before making any arrangements.

**Goods not Allowed**

The following materials, equipment, goods are not permitted:

- Easily inflammable or explosive substances, gases and dangerous goods, including radioactive and chemical substances. In particular, Ethylene oxide, carbon disulphide, sulphuric ether and acetone.
- Goods or appliances which cause a nuisance by virtue of smell, sound, light or in any other way.
- Balloons inflated with flammable or toxic gas, celluloid items, any types of heating devices, goods not listed in the application form submitted by the exhibitor.
- The organiser and/or the congress centre reserve the right to remove any dangerous goods or unhealthy equipment which releases disagreeable, harmful or disturbing odours, as well as installations likely to detract from the general appearance.

**Demonstrations & Promotional Activities**

- All demonstrations, interviews etc. must be confined to the limits of the exhibit space.
- Do not place a demonstration area or device on the aisle lines of your stand.
- Leave space within your own exhibition space to absorb the visitors.
- Due to a EU Directive, the FSA-codex as well as the pharma codes, it is forbidden to advertise (show, offer or present) any prescription drugs at ESHG.
- Rose International reserves the right to determine at what point promotional activities interfere with the interests of other exhibitors and/or the visitors, and therefore must be discontinued.
- The ESHG will not allow any DTC tests to be performed at the conference venue, as the ESHG does not wish to give the impression it would endorse any of these tests.

**Payment Policy**

- Payment for products/services ordered should be settled directly with Rose International or the relevant (official) supplier as applicable. All payments should be settled before the start of the build-up period, taking into consideration the payment date as stated on the individual invoices. Not complying with this regulation will cause delay in your build-up procedures, because Rose International does not allow move-in of exhibits until all financial obligations have been fulfilled.
- If payment on-site cannot be avoided, then make sure that, at the beginning of the build-up, a member of your crew is authorised to take care of the payment (cash or credit card). All on-site orders should be paid with credit card.
- Exhibitors remain solely responsible for all payments towards Rose International and/or suppliers. Also if these products/services were ordered by a 3<sup>rd</sup> party in name of the exhibitors (e.g. stand builder). If the 3<sup>rd</sup> party does not take care of the timely payment, the exhibitor will be held responsible for payment.

**Insurance Policy**

- Rose International cannot accept any liability for damage, loss, theft, disappearance or injury of anything or anybody due to any cause. The exhibitor and the contractors he may employ are obliged to take out insurance against third party risks before the start of the exhibition. The costs of these insurances are for the exhibitor's account.

**Instructions**

- Exhibitors are obliged to follow the instructions given by or on behalf of the organisers regarding build-up procedures, safety and general appearance of the exhibition, advertising, goods or objects on display, decoration and dismantling procedures.

**Green meeting**

The goal of the ESHG Board is to organise the ESHG conference in an environmentally sound manner. This includes higher energy efficiency, waste avoidance and environmentally benign travel of participants to the conference. Aspects of regional added value and social responsibility are also taken into account. Exhibitors and sponsors are requested to support these efforts.

**The exhibitor agrees to comply with the following rules:****I. Catering – Stand catering:**

Catering must be arranged solely with the exclusive caterer of the conference and is at the exhibitor's own expense. Please consider not using disposable tableware (tumblers, plates, cutlery etc.). Drinks should be served from reusable packs or bulk packs.

**II. Waste disposal**

Waste at the stand must be separated and disposed according to the requirements covering the waste management scheme of the event. Waste management will be executed by the venue according to that scheme. Please note that there will be a recycling station in the exhibition hall, where you can separate the waste into the different waste streams (dry mixed recycling, card board and general waste).

**III. Giveaways**

Giveaways that produce large amounts of waste or environmentally harmful waste, such as non-returnable beverage packages, products with batteries or accumulators, are prohibited.

**IV. Printed materials**

Refrain from mass production of printed materials solely for this conference (e.g. flyers, brochures) and consider electronic information sharing (e.g. QR codes). Use 100% recycled paper or at least totally chlorine-free bleached paper (TCF) for the necessary printed matters.

**V. Miscellaneous**

The materials which are used by the exhibitor and for which the exhibitor is responsible (racks, roll-ups, decoration, maybe floor covering) must be reusable and are reused.

**Messe Berlin Regulations**

You can download the Messe Berlin Technical Regulations here: <https://www.messe-berlin.de/messe-berlin/downloads-englisch/technical-guidelines-berlin-expocenter-city.pdf>

**In all those cases not foreseen by these Rules & Regulations and/or by the General Conditions of Rose International, Rose International shall decide.**



## ADDITIONAL REGULATIONS & INSTRUCTIONS FOR DESIGN STANDS

Exhibitors building their own stand must comply with the following **additional** regulations & instructions:

- Design stands (exhibitors building their own stand) need the approval of Rose International. Therefore Rose International needs to be informed if exhibitors use the package of standard stand construction, or build their own stand, before **1 April 2024**. Use **Form 2b**, page 31. Deadline for the design and technical drawings is **1 April 2024**.
  - Stand walls should be finished on both sides; it is not allowed to use the walls of neighbouring stands.
  - The sight on/of neighbouring stands may not be hindered. The overriding principle for the design of all stands is transparency. All open sides of the stand must be freely accessible; this means that at least 80% of aisle sides must remain open and may not be closed or obstructed by e.g. walls.
  - The building height of the stand (walls) should be 2.50 m exactly, measured from the floor of the hall (not measured from a raised floor!); permission to build higher is required from Rose International.
  - Stands with a platform/raised floor higher than 2 cm, on which visitors are permitted, must have an 0.80 m wide access ramp with a slope of 2 - 8%. The ramp must be integrated in the stand design within the allotted floor space.
  - The layout of a stand may not hide the general safety signs indicating the location of (emergency) exits. Fire extinguisher and related material may not be hidden or obstructed. This includes fire hose cabinets, glass breaking instruments and emergency (wall) phones.
  - White lettering on a green background is strictly forbidden; it is reserved for general safety signs.
  - Flooring in stands is mandatory (carpet, wooden floor etc.); use only removable tape; leave no tape behind after dismantling and ensure to leave the exhibition floor without any pieces or traces of tape. Do not forget to include the flooring in your design.
  - Stand lights are compulsory.
  - Each exhibitor receives a basic electricity connection of 2 kW + 2 sockets + consumption as part of their exhibit space package. See page 35 for how to order more power.
  - Objects in a stand which are higher than 2.50 m should be placed at a minimum distance of 0.75 m inward from the stand front, side and back lines or walls; for objects higher than 2.50 m permission is required from Rose International.
  - Suspension/rigging is possible in most areas of the halls considering, but build-up time is limited and permission is required from Rose International for any suspensions/rigging; all costs involved are for the exhibitor; contact Rose International well **before 1 April 2024** for approval of your suspensions. Do not forget to include the suspensions in your design (technical drawings). The rigging height is set to 500cm.
  - **No sawing and painting allowed in the exhibition hall**; bring ready-made materials. This is, in the first place, to ensure that aisles, surrounding stands and carpet in poster and catering areas (already in place during build-up!) are kept clean. Secondly, build-up time is **very limited** and all **building/construction works should be finished on Thursday 30 May before 19.00 hrs**.
- No construction works whatsoever will be allowed on Friday 31 May, and all construction materials, tools, packaging etc. must be taken out of the exhibition hall before 19.00 hrs on Thursday 30 May.**
- For build-up and dismantling schedules: see pages 14 – 15. Remember to **agree, in writing**, with Rose International, on your construction works on Thursday 30 May 2024.

## ROSE INTERNATIONAL GENERAL CONDITIONS

These General Conditions apply to all offers, quotations and invitations from ROSE INTERNATIONAL, Exhibition Management & Congress Consultancy bv (KvK Den Haag 27152295), van Imhoffstraat 20, P.O. Box 93260, 2509 AG The Hague, the Netherlands ("ROSE INTERNATIONAL"), to exhibit and/or to sponsor, to all applications submitted by a company who is interested in exhibiting at and/or sponsoring an Event organised by ROSE INTERNATIONAL (the "Company") and to all agreements concluded between ROSE INTERNATIONAL and the Company.

The Events organised by ROSE INTERNATIONAL, hereinafter referred to in these General Conditions as the "Event", form an integral part of an international or national Conference being held anywhere in the world. The relevant Conference is hereinafter referred to in these General Conditions as the "Conference".

### 1. APPLICATION TO EXHIBIT AND/OR SPONSOR AND CONCLUSION OF AGREEMENTS

- 1.1. All offers, quotations and invitations to exhibit at and/or sponsor an Event organized by ROSE INTERNATIONAL, whether verbal or in writing, do not entail any obligation for ROSE INTERNATIONAL and do not bind it.
- 1.2. An agreement between ROSE INTERNATIONAL and the Company (the "Agreement") is concluded if, and as soon as, the Company has submitted a fully completed and signed application form, as included in ROSE INTERNATIONAL's invitation to exhibit at and/or sponsor the relevant Event.
- 1.3. By completing and signing the application form, the Company also declares itself to be familiar with and to adhere to the objectives of the Conference of which the Event is an integral part.
- 1.4. The person who signs the application form is considered to have full authority to do so on behalf of the Company. The Company cannot appeal to ROSE INTERNATIONAL on grounds of any lack of authority on the part of the signatory or on the ground that the application form was not fully completed or contains errors.
- 1.5. ROSE INTERNATIONAL has the authority to one-sidedly amend the original floor plan and will do so – amongst others – when not all stand locations have been sold or in case the venue has dictated new conditions with regard to for example width of aisles.

### 2. EXHIBITORS MANUAL & STAND DESIGN

- 2.1. In good time before the start of the Event, the Company will be sent the relevant "Exhibitors Manual," covering technical details, time schedules, services, rules & regulations and other important information in regards of the Event for which the Company has registered. The provisions contained in the Exhibitors Manual, together with these General Conditions, form part of the Agreement between the parties. Should the General Conditions and the Exhibitors Manual be inconsistent in any given case, the provisions in the Exhibitors Manual will prevail.
- 2.2. If applicable, a design for the stand of the Company, in the form of a clear scaled drawing with measurements in cm, should be submitted to ROSE INTERNATIONAL prior to the date stated in this regard in the Exhibitors Manual. The design must meet the requirements in regards of design stands as per the Exhibitors Manual.

### 3. OBLIGATIONS OF THE COMPANY IN RESPECT OF THE STAND

- 3.1. The Company is obliged to comply with the instructions given by, or on behalf of, ROSE INTERNATIONAL, the fire service, officials of the venue where the Event is held and other authorities.
- 3.2. The Company is responsible for the maintenance of order and safety regarding the construction, layout and design of its stand, advertising on its stand, the products or objects to be exhibited as well as decorations to the stand.
- 3.3. The Company is obliged to observe the schedules set out in the Exhibitors Manual for the construction and dismantling of his stand, as well as the schedule for the days on which its stand will be open to Conference participants.
- 3.4. The Company is obliged to ensure that the stand is permanently staffed during the exhibition opening hours as per the schedule in the Exhibitor Manual.
- 3.5. The Company is not permitted to make all or part of the stand he has been allocated available to third parties. Exceptions to this rule can be made for co-exhibitors if the co-exhibitor application has been approved in advance in writing by ROSE INTERNATIONAL. The Company will be held responsible for his co-exhibitor staff in regards of compliance with these General Conditions and all stipulations in the Exhibitors Manual.
- 3.6. The presentation of products, services, advertising material etc. by the Company may only take place within the allocated stand space.
- 3.7. The use of light, flammable materials, the use of fire and the use of heaters in or on the stand is permitted only with ROSE INTERNATIONAL's prior written consent, in accordance with the fire regulations of the Conference venue. The Exhibitors Manual may provide additional requirements with respect to permitted materials, which must be adhered to by the Company.
- 3.8. No use may be made of amplification equipment on the stand to e.g. attract the attention of the Conference participants, for presentations on the stand etc.

ROSE INTERNATIONAL's prior written permission is required for exemption from this rule.

- 3.9. The provision of refreshments on the stand is only permitted if the catering regulations of the venue of the Conference are observed.
- 3.10. After dismantling of the stand at the end of the exhibition, the Company is obliged to leave the stand space made available to him in its original condition. If ROSE INTERNATIONAL or the venue, in its discretion, considers it necessary to take steps to restore it to its original state, the costs incurred will be borne by the Company.

### 4. OBLIGATIONS OF THE COMPANY IN RESPECT OF PRODUCTS

- 4.1. The Company may only promote, demonstrate, or show products and services on the stand as specified on the exhibit application form, as referred to in section 1.2.
- 4.2. Products and services promoted at the Event, must be of professional interest to the Conference participants.

### 5. HOSPITALITY ROOMS

- 5.1. Companies exhibiting at and/or sponsoring the Event have the exclusive right to reserve one of the hospitality rooms made available by ROSE INTERNATIONAL.
- 5.2. If the Company cancels its exhibit space and/or sponsoring of the Event in accordance with section 7, the reservation of a Hospitality Room will be automatically cancelled as well. Confirmed fees for hospitality rooms remain payable in full under all circumstances (see section 7.2).
- 5.3. The Company is not allowed to make room reservations directly with the venue, for whatever purposes.

### 6. PAYMENT AND INVOICING

- 6.1. Payment is to be made in accordance with the conditions of payment as per the application form and the invitation to exhibit and/or sponsor, as referred to in section 1.2. Payment must be made without any discount, deduction or offset.
- 6.2. Bank charges on payments, both sender's and receiver's charges, will under all circumstances be for account of the Company. The same rule applies if a refund is being made due to cancellation for any reason, reduction of exhibit space or other reason, e.g. excess payment made by the Company.
- 6.3. If the Company fails to pay an invoice on time or in full, it is in default immediately without any notice of default being required and statutory commercial interest (article 6:119a Dutch Civil Code) will be charged to the Company. Moreover, the Company is liable for any legal and non-legal expenses ROSE INTERNATIONAL may incur in the collection of these sums.
- 6.4. Invoices will be addressed according to the invoicing details provided by the Company on the application form. If the Company requests a change of e.g. invoicing address or other detail, an administration fee will be charged to the Company. The amount of the administration fee will be announced in the Invitation and/or Sponsor Programme or equivalent.
- 6.5. Complaints concerning an invoice must be made in writing and must be received by ROSE INTERNATIONAL within 14 days after the invoice date. After this term has expired, the Company is deemed to have accepted the invoice. A complaint as referred to in this subparagraph does not suspend the Company's payment obligation. In the event the complaint is justified, ROSE INTERNATIONAL will, if applicable, credit the relevant amount to the Company.

### 7. CANCELLATION AND CHANGES

- 7.1. If (i) an agreed sponsor item is not available, (ii) the stand space does not fulfil the requirements as indicated on the application form and/or (iii) none of the preferred stand locations as indicated by the Company on the application form is available, ROSE INTERNATIONAL and the Company will consult with each other to find a solution satisfactory to both parties. If no such solution is found (to be determined at the discretion of each party), both parties have the right to immediately cancel the Agreement and the Company's participation in the Event by written notice without any party being liable in any way to the other party for any loss, damage, costs and interest. Any payments already made to ROSE INTERNATIONAL, will be refunded to the Company.
- 7.2. The Company may request in writing full or partial cancellation of his stand space or sponsoring item(s). Only cancellations confirmed by ROSE INTERNATIONAL in writing will be accepted and the following cancellation fees will apply to the cancelled space (m<sup>2</sup>) and/or sponsoring item(s):
  - If the cancellation takes place at least 180 calendar days before the first Event day, 50% of the confirmed fees is payable by the Company.
  - If the cancellation takes place between 120 and 180 calendar days before the first Event day, 75% of the confirmed fees is payable by the Company.
  - If the cancellation takes place within 120 calendar days before the first Event day, the confirmed fees are payable in full by the Company.
  - Above cancellation fees do not apply to corporate satellite room rental and AV package fees, and hospitality room rentals. These fees remain payable in full. Services ordered by the Company directly from the venue for the stand, a corporate satellite or hospitality room are subject to the cancellation policy of the venue.
- 7.3. Changes of dates, times, location or concept of the Event and/or the Conference, or changes of the stand space allocated to the Company, the design and size of the Company's stand, the Company's stand location or sponsorship items may

- be dictated by the Board of the Society/Association under whose umbrella the Conference is being organised. ROSE INTERNATIONAL will communicate such changes to the Company. The Company must adhere to the changes and is not entitled to terminate the Agreement, to cancel his participation in the Event or to any other (legal) rights (such as a right to claim damages). Agreed fees remain payable in full.
- 7.4. If a Company has not taken up the allocated stand space in due time as indicated in the Exhibitors Manual or if it is clear prior to this time that the Company will not be taking up his stand space, this space may be made available by ROSE INTERNATIONAL to other companies without notice. In such cases, the agreed fees remain payable in full and the Company is not entitled to any legal right, including any right to claim compensation of any kind.
- 8. TERMINATION**
- 8.1. If and as soon as:
- the Company fails to meet one or more of its obligations under these General Conditions (including, without limitation, the obligations set out in section 3, 4 and 12) or any agreement with ROSE INTERNATIONAL (including any payment obligations), in time, in full, properly or at all;
  - a force majeure situation, as set out in section 11.1, occurs; or
  - the Company is declared bankrupt, requests or obtains a moratorium or a suspension of payments or otherwise loses or has lost his capacity to dispose of (parts of) his property or the Company (partly) ceases to continue its business,
- ROSE INTERNATIONAL will be entitled to immediately terminate (in Dutch: *opzeggen*) the Agreement in full or in part (at its discretion) by way of a written notification, without any prior notice of default or any court intervention being required and without being liable in any way to the Company for any loss, damage, costs and interest and notwithstanding any legal right of ROSE INTERNATIONAL, such as its right to claim full compensation of damage.
- 8.2. The right of the Company to dissolve (in Dutch: *ontbinden*) the Agreement pursuant to article 6:265 Dutch Civil Code is excluded.
- 9. REMOVAL OF COMPANY AND ITS STAND FROM THE VENUE**
- 9.1. During the Event and the Conference, at ROSE INTERNATIONAL's first demand, the Company is obliged to comply with the obligations resting with him under these General Conditions (in particular, but not limited to, section 3 and 4) or any agreement with ROSE INTERNATIONAL, as well as with the instructions of ROSE INTERNATIONAL or officials responsible for the maintenance of order and safety of the Event and/or the Conference. If the Company does not comply with any of said demands or instructions (to be determined at the discretion of ROSE INTERNATIONAL) or if ROSE INTERNATIONAL terminates the Agreement in accordance with section 8.1, ROSE INTERNATIONAL may demand that the Company closes his stand and/or terminates his sponsoring activity within an hour and leaves the venue where the Event is held. The Company is excluded from taking part in and attending the Event for the entire remainder of its duration. The Company is obliged to pay any and all costs in connection with the removal of the Company and its staff from the venue and with bringing the stand space made available to the Company back in its original condition, notwithstanding any other (legal) right of ROSE INTERNATIONAL, such as its right to claim full compensation of damage. The Company may not claim a refund for the period during which he is not allowed to participate in the Event, nor can he make any claim for compensation of damage.
- 9.2. In case the Company has not removed his stand and/or exhibits at the end of the exhibition break-down schedule in accordance with these General Conditions and/or the Exhibition Manual, ROSE INTERNATIONAL is entitled to dismantle the stand, bring the stand space made available to the Company back in its original condition and to have the stand and the Company's properties stored at the Company's expense. ROSE INTERNATIONAL may retain these properties as security for all fees payable by the Company to ROSE INTERNATIONAL or to its suppliers as a result of the Company's failure to comply with his obligations until the moment the Company has fully fulfilled its financial obligations towards ROSE INTERNATIONAL and its suppliers. If the amount payable to ROSE INTERNATIONAL has not been settled within 30 days of the Company's stand and/or goods being stored, ROSE INTERNATIONAL is hereby explicitly authorized by the Company to dispose of the goods by public or private sale. After deduction of all debts payable to ROSE INTERNATIONAL and its suppliers, including costs incurred, damage suffered and any fines imposed, the balance will be paid to the Company. If the actual costs exceed the amount generated by the sale of the goods, the Company will be bound to pay the remaining amount.
- 10. LIABILITY**
- 10.1. The Company takes part in the Event entirely at his own risk. The Company indemnifies ROSE INTERNATIONAL against all costs and damage (including third party claims) incurred by ROSE INTERNATIONAL in connection with the Company's participation in the Event, any infringement by the Company of a third party's intellectual property rights, or with any failure by the Company to comply with its obligations under these General Conditions (including, without limitation, section 3, 4 and 12) or an agreement with ROSE INTERNATIONAL.
- 10.2. The Company is obliged to take out adequate insurance for all normal commercial risks and in respect of any potential liability it may incur in connection with the Agreement and its participation in the Event, with a financially sound and reputable insurer, at its own costs. If so requested by ROSE INTERNATIONAL or the venue where the Conference will be held, the Company must submit proof of such insurance.
- 10.3. ROSE INTERNATIONAL accepts no responsibility whatsoever for damage or costs incurred by the Company as a result of his presence at or participation in the Event, including loss of, or damage to, the Company's goods.
- 10.4. The liability of ROSE INTERNATIONAL for any attributable breach of its obligations under the Agreement is limited to the amount actually paid out by ROSE INTERNATIONAL's insurer in relation to such breach. If no amount is paid out by ROSE INTERNATIONAL's insurer, ROSE INTERNATIONAL's liability is limited to the amount received from the Company under the Agreement. ROSE INTERNATIONAL cannot be held liable on any other legal ground, including, without limitation, for an unlawful act against the Company, except where ROSE INTERNATIONAL's liability results from intent or deliberate recklessness of the directors of ROSE INTERNATIONAL or of executive officers forming part of the management. Under no circumstances can ROSE INTERNATIONAL be held liable for consequential loss, indirect damage, loss of profits and sales, lost savings and reputation damage.
- 11. FORCE MAJEURE**
- 11.1. If performance of the Agreement by ROSE INTERNATIONAL is fully or partly, permanently or temporarily prevented by a circumstance beyond ROSE INTERNATIONAL's reasonable control – even if such circumstance could already have been foreseen at the time of entering into the Agreement –, including, without limitation: a pandemic, natural disaster, strikes, riots, governmental actions and measures, a decision by the Board of the Society/Association under whose umbrella/responsibility the Conference is being held (including a decision resulting in cancellation of the Conference and/or the Event), ROSE INTERNATIONAL cannot be held liable for such failure to perform its obligations.
- 11.2. If the Event is cancelled due to circumstances beyond ROSE INTERNATIONAL's reasonable control, as set out in section 11.1, ROSE INTERNATIONAL will reimburse payments received from the Company less a maximum of 15% of confirmed fees for costs incurred by ROSE INTERNATIONAL while preparing the Event, cancellation fees of the venue and suppliers and other costs already incurred and/or connected with the cancellation. In such case, the Company is not entitled to claim compensation of any kind and agreed fees remain payable in full.
- 12. COMPLIANCE WITH INDUSTRY REGULATIONS, TRADEMARKS AND COPY RIGHTS**
- 12.1. The Company declares that it will comply with all applicable legislation, regulations, standards and codes of practice of applicable international and national organisations of the relevant industry, such as but not limited to EFPIA, MedTech Europe, IFPMA.
- 12.2. The Company warrants that it does not infringe any third-party rights, such as trademark and copy rights.
- 13. AMENDMENT OF THE GENERAL CONDITIONS**
- 13.1. ROSE INTERNATIONAL may at its discretion amend or supplement these General Conditions at any time. ROSE INTERNATIONAL will give the Company notice of any such amendments and will provide the Company with the new version of the General Conditions, which will apply 5 calendar days after said notification.
- 14. MISCELLANEOUS**
- 14.1. The invalidity, invalidation or ineffectiveness of one of the provisions contained in these General Conditions does not affect the validity of the remaining provisions. In the event that one or more provisions are/become invalid, invalidated or ineffective, ROSE INTERNATIONAL and the Company will record replacement provisions which are valid and which most closely match the content and purport of the invalid, invalidated or ineffective provision.
- 14.2. The Company's rights and obligations under the Agreement are non-transferable.
- 15. APPLICABLE LAW AND DISPUTE RESOLUTION**
- 15.1. The Agreement, these General Conditions, the Exhibition Manual, any other agreement and all contractual or non-contractual obligations arising therefrom or relating thereto are governed by the laws of the Netherlands.
- 15.2. All disputes relating to or arising from the Agreement, these General Conditions, the Exhibitors Manual, any other agreement and all contractual or non-contractual obligations arising therefrom will be submitted to the exclusive jurisdiction of the competent courts in The Hague, the Netherlands. In addition, ROSE INTERNATIONAL may seek provisional relief from any court of competent jurisdiction.