

# ISPOR Europe 2019

2-6 November 2019 | Copenhagen, Denmark



Dear Sponsors and Exhibitors,

We are pleased to present you with the ISPOR Europe 2019 Exhibit recap containing technical information for exhibiting at Bella Center Copenhagen during ISPOR Europe 2019.

This document includes all relevant information about the ISPOR Europe 2019 Conference exhibition and is designed to assist you in the preparation of your participation at ISPOR Europe 2019. It also includes useful guidance for the exhibitors as well as the specific technical exhibit direction for the stand building and dressing. We are confident that you will find it useful and we strongly suggest reading it carefully.

The design of the exhibition floor plan aims at maximizing your exposure to the delegates. Lunch and coffee in the exhibit hall, strategically placed lounges, and the HEOR Exhibitor Theater are all located in the exhibition hall and will attract the delegates.

Please forward this document to all the persons involved in the ISPOR Europe 2019 exhibition, including your stand build contractor.

Please do not hesitate to contact us for any further information or assistance you may need.

We look forward to meeting you in Copenhagen and wish you a successful ISPOR Europe 2019.

Best regards, ISPOR Exhibits and Sponsorship team!

Sean Gormley, Associate Director, Exhibits and Meeting Partnerships

Darline Daley, Exhibits and Meetings Partnerships

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## Rules and Regulations for Exhibiting Companies

### Eligibility

Only a company or organization identified and approved by ISPOR via a signed Application and Contract for Exhibit Space, submitted online, may exhibit at the ISPOR Europe 2019 Meeting. The Contract for Exhibit Space must be properly filled out and accompanied by full payment. When the contract is accepted by ISPOR, it shall become binding upon both ISPOR and the exhibitor with respect to space assigned and the use thereof and all other matters included in the contract and the Rules and Regulations for the Exhibit Program. ISPOR will confirm display space to the exhibitor when the contract is accepted and assign exhibit space according to the timelines provided.

ISPOR reserves the right to determine eligibility of any company or product to participate in the show at any time. ISPOR may refuse to accept an application for rental of exhibit space from, or terminate an already executed contract with, any company determined by ISPOR to be in competition with ISPOR or whose goods and/or services are not in its sole discretion, compatible with and complimentary to the show, ISPOR Europe 2019, membership, or the industry.

### Certificate of Insurance

Exhibitors are advised to ensure that their company's regular business insurance includes coverage outside of company premises and that they have their own theft, public liability, and property damage insurance. Show Management and all organizations and individuals who are employed by or associated with it in connection with this show will not be responsible for injury or damage that may occur to an exhibitor or his/her employees or agents, nor to the safety of any exhibit or other property against theft, fire, accident, or any other destructive causes. The exhibitor must surrender occupied space in the same condition as it was at the time of occupation.

To the extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury, death, or damage to property occurring in or upon the exhibitor's booth space or because of the acts of the exhibitor, his employees, servants, agents, licensees, or contractors; and exhibitor agrees to and shall indemnify and hold harmless ISPOR from and against any and all liability and claims and demands which may arise from or be assessed in connection with the foregoing undertakings and responsibilities of the exhibitor. Email certificates of insurance to ISPOR at [exhibit@ispor.org](mailto:exhibit@ispor.org)

### Cancellation/Reduction Policy

Exhibit space may be cancelled via written notice to ISPOR. The cancellation policy is noted on each exhibit. Reducing booth space (downsizing) is subject to the same cancellation policy and refund schedule as provided below.

- **Over 90 days-notice** (prior to Friday, 2 August 2019) – 75% Refund;
- **Over 30 days-notice** (from Friday, 2 August prior to Tuesday, 3 September 2019) – 50% Refund;
- **Less than 30 days-notice** – No Refunds are provided on or after Tuesday, 3 September 2019.



Exhibitors that change the size of their exhibit space are not guaranteed the originally assigned location and are subject to relocation by ISPOR.

## **Assignment of Space**

ISPOR assigns exhibit booths giving priority to event sponsors, symposia hosts, multiple booths, and then in date order of booking with payment. Requests for separation are also given consideration. Exhibitor booth or table top numbers will not be distributed, published, or issued to exhibitors until receipt of full payment.

Occasionally, an exhibitor's location may need to be re-assigned after space has been confirmed due to unforeseen situations either before the event or onsite. Every effort is made by the ISPOR to accommodate the exhibitor. ISPOR will provide written notification of any changes.

## **Subletting/Sharing**

Exhibitors may not sublet, assign, or share any booths, table top displays, or any part of allocated exhibit space with another company or organization and all exhibit benefits are non-transferable.

## **Access to the Exhibit Hall**

Exhibitor personnel will be allowed access to the exhibit hall 60 minutes prior to its opening on Monday through Wednesday. Request for access to the hall before these hours, or after closing hours, must be made in advance by contacting the exhibits team at [exhibit@ispor.org](mailto:exhibit@ispor.org). Each representative issued an exhibitors' badge must be employed by the exhibitor. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as exhibitors. Exhibitor badges will not be issued to registrants who should pay the registration fee or to representatives of leasing companies, financial institutions, suppliers, vendors, or others who wish to gain admittance for the purpose of making contacts.

Access to the exhibit hall for move in by registered individuals will be granted on Saturday and Sunday, 2- 3 November from 08:30 – 21:00 and Monday, 4 November from 09:00 – 10:30. Move-in should be complete by Sunday night. Freight forwarders must remove empties Sunday evening. Only last-minute adjustments should be made during the limited move-in hours on Monday, 4 November from 09:00 – 10:30. The hall will be cleaned on Sunday evening with only light cleaning Monday morning.

Exhibitors with Meeting Rooms in the hall will be granted access beginning on Monday, 4 November from 07:00 – 19:30, Tuesday, 5 November from 07:00 – 19:30, and Wednesday, 6 November from 07:00 – 14:00.

Access to the exhibit hall by registered individuals will be granted on Wednesday, 6 November from 14:00 – 22:00 for booth dismantle.

All Meeting Room guests are required to check in with Security at the Hall. Security will have an approved list of companies who have reserved affiliate meeting rooms.

Exhibitors having meetings prior to show opening must remind their invited guests the exhibit floor is off-limits during non-show hours. All attendees must have an official conference badge in order to gain access to the exhibit floor and second floor meeting rooms. For Meeting Rooms 1-24 on the exhibit hall floor a



complimentary key will be in the meeting room door upon arrival. Should you misplace that key, security will assess a charge to replace it. For Affiliate Meeting Rooms in the Bella Center or Bella Sky Hotel, your meeting room key will be available at the hostess stand.

## **Booth Installation and Dismantle**

Exhibitors' contracts must be signed, and payment made in full prior to being allowed access to the exhibit hall for their exhibit booth installation. ISPOR allows ample time before the event for exhibit booth installation. All Exhibitors and their independent contractors are required to adhere to the ISPOR schedule for exhibit booth installation and dismantle and to follow all ISPOR procedures. Exhibits must be staffed at all times during official show hours. All travel arrangements must be made in accordance with this policy. Any exhibitor found to leave prior to the end of the show will not be invited to participate in any future ISPOR Meetings.

## **Failure to Occupy Space**

All booths and table top displays must be setup and ready for the show by the walk-through inspection. The Bella Center will be doing a final walk-through inspection at 21:00 Sunday, 3 November 2019.

## **Booth Structure and Décor Guidelines**

All exhibit floor spaces MUST be carpeted or covered with approved material. Unless the Bella Center, the official show services provider, has been notified that previous arrangements have been made, carpeting will be installed at the exhibitor's expense in any booth not carpeted by Monday, 4 November at 09:00.

Exhibit dimensions and inclusions are listed in the exhibit contract with further details provided in [Exhibitor Information on the ISPOR Europe 2019 website](#).

### **a. Exhibit Height Restrictions**

Inline, end cap – 2.5 meters (8.2 feet)

Islands – 4.87 meters (16 feet)

Future location penalties will be assessed for exhibitors who violate the rules.

- b. Table Top Displays:** The table top display exhibit space consists of one skirted table (1.8 meters (6 feet) length x .8 meters (3 feet) width and 2 chairs. Floor standing displays are permitted behind the tabletop but please note the area behind the table top is limited. There will be approximately .9 meters (3 feet) behind the table which includes the space needed for the provided chairs. Floor standing displays are not permitted at the side or in front of the table top.

## **Fire Regulations**

No combustible decoration, such as crepe paper, cardboard, or corrugated paper, may be used at any time. All packing containers, excelsior, and wrapping paper, which must be flameproof, are to be removed from the floor and must not be stored under tables or behind displays. All muslin, velvet, silken or any other decoration must stand a flameproof test as prescribed by the fire ordinance of Bella Center. All materials and fluids which are inflammable are to be kept in safety containers. Open flames, butane gas, acetylene, oxygen tanks, or other flammable materials are not permitted. For more information please reference the fire and safety codes provided by Bella Center in your Exhibitor webshop.



## Storage of Crates and Boxes

Fire regulations prohibit storing product, literature, empty packing containers, or packing material behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product within the booth area, so long as these do not impede access to utility services, create a safety problem, or appear unsightly. Accessible storage for exhibit materials will be available from Bella Center for a fee. Detailed information regarding accessible storage will be available in the Exhibitor webshop.

## Electrical Safety

All wiring on booths or display fixtures within an exhibitor's booth must meet underwriters' rules and pass standard fire department inspection applicable under all appropriate Bella Center Policies and Procedures. This applies to construction, not pre-wired equipment. Bella Center provides power to the stands from 07:00 on the first morning of move-in until tear-down has been completed at 22:00 on Wednesday, 6 November. There are no extra fees for 24/7 power.

## Americans with Disabilities Act (ADA)

The representatives of each exhibiting company will be responsible for making their exhibits accessible to persons with disabilities as required by the US Americans with Disabilities Act. It is understood that ISPOR will be held harmless by the exhibiting company for the failure of its representatives to comply with the requirements as stated in the US Americans with Disabilities Act. Further information regarding ADA compliance is available at [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

## Booth Activity/Giveaway Guidelines

Any activity within the exhibits, including without limitation, distribution (for free or otherwise) of any literature, product or any other item must conform to the educational and professional nature and character of the conference. Contests, lotteries, raffles, and games of chance may be conducted only with the prior approval of ISPOR. In conducting any pre-approved contest, lotteries, raffles, or games of chance, Exhibitor shall warrant that it has complied with all local laws and regulations for such activity. Exhibitor booth raffles are permitted; however, we request that the exhibitor notify the raffle winner of their prize at their discretion and arrange for shipping to the winner. The noise level from any demonstration or sound system should be kept to a minimum.

## Food and Beverage

Food and Beverage must be purchased and coordinated through the official catering service, Bella Center Copenhagen's F&B department. Exhibitors may not dispense food and/or beverages of any kind, (excluding bottled water), without written permission from the convention center.

Alcoholic beverages are permitted to be served and consumed in the exhibit booth providing this is in accordance with conference facility rules. **Exhibitors with alcohol service must refrain from serving until 17:00.** If an alcohol violation does occur, venue security will confiscate all alcohol and the exhibitor will immediately be removed from the exhibit floor. In addition, the exhibitor will be banned from the exhibit floor for one whole year.





## **Exhibitor Appointed Contractor (EAC)**

An Exhibitor Appointed Contractor (EAC) is a company (other than the official service contractor listed in the Exhibitor webshop) that provides a service (for example, display and installation/dismantling of a booth) at Exhibitor's request and needs access to Exhibitor's booth during the installation and/or dismantling period. All exhibitors utilizing an EAC must notify their EAC's not to solicit business in the exhibit hall at any time. The exhibiting company is responsible for the actions of its EAC and all exhibitor rules apply to this sub-contractor of the exhibitor.

## **Security**

Exhibitors are responsible for security of their exhibit and its contents. Security personnel contracted directly by ISPOR are intended primarily for crowd control and credentials verification. Exhibitors are encouraged to budget and make security arrangements for sensitive or valuable items. ISPOR is not responsible for the security of Exhibitors' property. Protection, both security and insurance coverage, of Exhibitors' property is the sole responsibility of the Exhibitor.

## **Affiliate Conference Space/Other Events**

[All events organized immediately before/after or during the ISPOR conference must be approved by ISPOR.](#)

Approval will not be given when the timing coincides with any ISPOR event. Conference space is limited and subject to availability. All Affiliate Meetings in conjunction with the ISPOR event must be submitted to and approved by ISPOR. Affiliate meetings must NOT overlap with scientific sessions, poster presentations, or designated ISPOR programming. When scheduling affiliate meetings, please refer to the event program on our website to view the daily activity hours.

Affiliate meetings held in the venue must be scheduled during hours the venue is open to avoid additional cost to be incurred by ISPOR. All participants of an affiliate meeting MUST be registered to attend the ISPOR event, and must wear their name badge to gain access to the venue and all meeting areas at the venue. If you wish to reserve additional space outside of the convention center, [you are also required to fill out the request form.](#)

## **Use of ISPOR Logo and Meeting Name**

No company may use the ISPOR logo, which is a registered trademark, or likeness on any promotional materials (i.e. signage, direct mail piece, etc.), without the express written consent of ISPOR. Meeting graphics in multiple sizes will be made available for Exhibitor use in promotional materials announcing their participation at ISPOR 2019. These banners should be hyperlinked to the ISPOR website [www.ispor.org](http://www.ispor.org).

## **Photography and Video Recording**

Exhibitors are permitted to photograph, videotape, and/or audiotape within their own booth space and may photograph, videotape, and/or audiotape Exhibit Hall attendees provided permission has been granted by the subject. Exhibitors may not photograph or videotape other Exhibitors' or organizations' exhibits. All photography, video, and audio equipment must remain within Exhibitors' booth space and must not disrupt visitor traffic.



## **Attendee Data**

ISPOR respects the privacy all of its customers. ISPOR does not sell, rent, publish, or otherwise share contact information for its attendees, speakers, or exhibitors. The official ISPOR Conference App is available to download by the following ways: Desktop version: <https://myispor2019.zerista.com/> or Download the app in the Apple Store and Google Play by searching “ISPOR”.

There is the option to opt-in to access the mobile app. This opt-in is in compliance with a fairly new mandatory international privacy regulation called the Global Data Protection Regulation, GDPR. By opting in, you will allow others to see your name as a registrant.

## **Amendment of Rules**

ISPOR reserves the right to make changes, amendments, and additions to the terms and conditions, the Exhibitor Policies and Procedures, or other rules at any time, and all changes, amendments, and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised in writing of any such changes. Any matters not specifically covered are subject to the discretion of ISPOR.