



## ISPOR EUROPE 2025 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 2025 Conference. The Application for Exhibit Space must be complete and accompanied by deposit outlined in the Terms & Conditions according to the payment schedule. When the application 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 Companies. ISPOR will confirm display space to the Exhibitor when the application is accepted and assign Exhibit space according to the timelines provided.

ISPOR reserves the right to determine the 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 or sponsorship 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 conference ISPOR Europe 2025, membership, or the healthcare industry.

### CANCELLATION/REDUCTION POLICY

Exhibit space may be cancelled via written notice to ISPOR. Reducing stand space (downsizing) is subject to the same cancellation policy and refund schedule as provided below.

- On or before 1 July 2025 – 50% of remaining stand fee
- After 1 July 2025 – No refund

*Note: 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 stands giving priority to Corporate Partners and Conference Sponsors, and then in date order of booking with payment. Requests for separation are given consideration but not guaranteed. Exhibitor stand assignments will not be distributed, published, or issued to Exhibitors until receipt of full payment. Occasionally, an Exhibitor's location may need to be reassigned after space has been confirmed due to unforeseen situations either before the event or onsite. Every effort is made by ISPOR to accommodate the Exhibitor. ISPOR will provide written notification of any changes.

### HEALTH AND SAFETY

ISPOR is committed to the health and well-being of its conference attendees. We are closely monitoring the Centers for Disease Control and Prevention (CDC) guidance and working with the Scottish Event Campus to develop and execute our health and safety plan. For more information, please visit the ISPOR Europe 2025 Health & Safety webpage.

## EXHIBITOR CONDUCT

Any Exhibitor who violates Exhibitor Conduct regulations may be ineligible to participate in future ISPOR conferences.

- Exhibits must be staffed during Exhibit Hall hours
- Exhibitors may install and dismantle only during official move-in and move-out times
- Exhibitors expressly agree not to begin packing or dismantling displays until the official move-out time. Exhibitors failing to comply with this rule may be penalized, including, but not limited to, prevented from Exhibiting in future shows, or moved to the back of the Exhibit Hall.
- Distribution of promotional or educational materials may be conducted and circulated only within the stand assigned to the Exhibitor.
- Aisles may not be obstructed at any time because of excessive crowding in the Exhibit stand.
- Exhibitors may not sublet, assign, or share any stands, or any part of allocated Exhibit space with another company or organization and all Exhibit benefits are non-transferable.
- No one under 18 years of age will be allowed in the Exhibit Hall at any time.

## ACCESS TO THE EXHIBIT HALL

Access to the Exhibit Hall by registered Exhibitors will be granted for stand installation based on the schedule below. Exhibit setup hours are for Exhibitors only and restricted to "Exhibitor" and "Exhibit Hall Only" badges, no exceptions. 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 stand are to be registered as Exhibitors.

**NOTE: Access will not be provided to attendees for entry before the opening or after the closing of the Exhibit Hall.**

### ***Installation/Move-in Schedule\****

Saturday, 8 November	10:00 – 17:00
Sunday, 9 November	8:00 – 17:00** show ready

### ***Exhibit Hall Hours\* Hall 4***

Monday, 10 November	9:30 – 19:00
Tuesday, 11 November	9:30 – 19:00
Wednesday, 12 November	8:30 – 11:30

### ***Dismantle/Move-out Schedule\****

Wednesday, 12 November	11:30 – 19:00
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***\*Subject to change***

**NOTE: All Exhibitors and Exhibitor Appointed Contractors are required to wear high-visibility safety vests during installation and dismantling.**

ISPOR allows ample time before the event for Exhibit stand installation. All Exhibitors and their independent contractors are required to adhere to the ISPOR schedule for exhibit stand installation and dismantle and to follow all ISPOR procedures. Exhibits must always be staffed during official show hours. All Exhibitors are expected to make travel arrangements 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.

## Exhibit Hall Meeting Room Access

Exhibit Hall Meeting Rooms will be available for use from 9:30 on Monday, 10 November through 11:30 on Wednesday, 12 November during open Exhibit Hall hours ONLY. No Exhibit Hall Meeting Room access will be provided to attendees (non-Exhibitors) for entry before the opening or after the closing of the Exhibit Hall. All

Exhibit Hall meeting room attendees must have an official conference badge to access the Exhibit floor and Exhibit Hall/Exhibit Hall Meeting Rooms.

## **Failure to Occupy Space**

All stands must be set up and 'show' ready by 17:00 on Sunday 9 November. ISPOR Show Management will do a walk-through inspection. All stands must be finalized at that time.

## **EXHIBIT SPACE AND DÉCOR GUIDELINES**

ISPOR follows the IAEE Exhibit Height and Space Guidelines regarding stand height and size. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Future location penalties will be assessed for exhibitors who violate the rules.

**Linear or In-line Stands:** Linear or in-line stands are 3m x 3m units arranged in a straight line. The back wall of any construction in a linear stand shall not exceed 2.5m (8'2") in height including signage. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Shell scheme stands are 2.5m high. Shell schemes and fascia included with stand packages cannot be removed. The internal dimensions of a shell scheme stand will vary. We strongly recommend that you check the product specification for panel heights and ceiling grid height restrictions with GES before proceeding with your designs and graphics production. A maximum height of 2.5m (8'2") is allowed only in the rear half of the stand space, with a 1.21m (4') height restriction imposed on all materials in the remaining space forward to the aisle. All space only stands will follow these guidelines.

**Premium Space Only Stands:** These stands are exposed to aisles on three sides and comprised of two stands. Each is 3m deep x 6m wide. All guidelines for Linear Stands apply.

**Island Stands:** Island stands are any size stand exposed to aisles on all four sides and are 6m x 6m or larger. The following applies to island stands only:

- Island stands including signage may not extend over 4.9m (16 feet) in height.
- Island stands must adhere to a 50% see-through effect for the first 2.5m (8.2 feet) in height, from front to back and side to side, so that the surrounding area can be viewed around and through the stand and that neighboring stands are not inappropriately obstructed.
- Exhibits and walling must be positioned in such a way as not to obstruct the view of the Exhibition or adjacent stands. Under no circumstances are neighboring stands to be visually blocked off from the rest of the Exhibition. Please note that opaque and/or frosted walls are not considered see-through.
- Demonstrations, presentations, catering, etc. may not be on or close to the aisle line of your stand and should be set back a minimum of 2 feet from the stand edge.
- Exhibitors that have activities that will draw crowds in their stands must make available (in contracted exhibit space) adequate room for lines, without obstructing any aisles.
- Stand space with furnishings, equipment, etc. must be large enough to accommodate all stand activities, including catering and any traffic generated.
- Hanging signs are not permitted.

## **Gangways/Aisles**

All gangways must always remain unobstructed and accessible. Under no circumstances will any part of a stand, furniture, exhibits or displays be allowed to project beyond the boundary of your stand.

## Stand Appearance

Exhibitors shall always keep their assigned space neat and clean. All display parts and/or equipment must be finished or covered by the Exhibitor in a professional manner, so they do not present an unsightly appearance when viewed from adjoining stands or aisles. Where it is deemed necessary, ISPOR Show Management may order masking drapes at Exhibitor's expense, without prior consent or knowledge of the Exhibitor.

Nothing may be stored behind stands or back walls. All Exhibits are subject to inspection by ISPOR Show Management and/or the Health & Safety during setup and throughout the show to ensure that these areas are kept free of materials. Adherence to all fire and safety regulations is mandatory.

## Carpet

The Exhibit Hall in the Scottish Event Campus is NOT carpeted. All stands must be carpeted at the expense of the Exhibiting company. Carpet may be supplied either by the Exhibitor or ordered through GES, the official General Service Contractor. ISPOR Show Management will instruct GES to install carpet at the Exhibitors' expense in any stand without carpet installed by Sunday 9 November at 12:00.

**NOTE:** Stands purchased with a shell scheme include carpet and does not need to be ordered separately.

## Furnishings

Furnishings are not included in your stand space fee. Information on renting furnishings including tables, chairs, etc. will be included in the Exhibitor Service Manual.

## Stand Rendering Submission Instructions

All Premium Space Only and Island stands are required to submit a digital drawing or rendering **including heights and dimensions** to ISPOR Show Management via email to [exhibit@ispor.org](mailto:exhibit@ispor.org) for approval by **Monday, 22 September 2025**. Renderings must be submitted as a PDF and include a top, front, and side view of the Exhibit. Diagrams should indicate height and width dimensions of all stand walls and major structures including applicable setback measurements.

Any changes that occur after initial submission must be resubmitted to ISPOR Show Management for approval prior to the meeting. Any Exhibitor attempting to build a Premium Space Only or Island stand without ISPOR approval will not be permitted to set up or will be forced to close their space until the design has been approved. Should stand construction at the conference deviate from the actual submitted and approved floor plans, ISPOR Show Management reserves the right to ask the Exhibitor to make modifications onsite at the Exhibitor's expense.

## 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 fabrics, films, draperies, curtains and similar furnishings must be flame resistant. 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.

## Storage of Crates and Boxes

Fire regulations prohibit storing products, 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 products within the stand 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 for a fee. Detailed information regarding accessible storage is available in the Exhibitor Service Manual.

## Electrical Safety

All wiring on stands or display fixtures within an Exhibitor's stand must meet underwriters' rules and pass standard fire department inspection applicable under all appropriate country, state, county, city, and the Scottish Event Campus. This applies to construction, not pre-wired equipment.

## Stand Accessibility

The representatives of each Exhibiting company will be responsible for making their Exhibit accessible to persons with disabilities as required by local accessibility laws. It is understood that ISPOR will be held harmless by the Exhibiting company for the failure of its representatives to comply with the requirements of all local accessibility laws.

## STAND ACTIVITY GUIDELINES

### [Stand Activity and Giveaway/Raffle Submission Form](#)

Any activity within the Exhibits must conform to the educational and professional nature and character of the conference. All stand activities must be contained within the Exhibit space, not spill out into the aisle or block traffic. The noise level of any demonstration or sound system should be kept to a minimum. To request permission for a stand activity, please complete the submission form by **22 September 2025**.

## Giveaway/Raffle 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 state and local laws and regulations for such activity. Exhibitor stand 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 if necessary. Prizes, drawings, raffles, etc. must be equally offered to all attendees, and only promoted within Exhibitor's assigned stand. The Exhibitor is responsible for security and storage of give-away items. The noise level of any demonstration or sound system should be kept to a minimum. To request permission for a giveaway or stand raffle, please submit details via the submission form by **22 September 2025**.

## Food and Beverage

Food and Beverage must be purchased and coordinated through SEC Food, the official catering service in the Scottish Event Campus. Exhibitors may not dispense food and/or beverages of any kind, including bottled water, without written permission from SEC Food.

Alcoholic beverages are permitted to be served and consumed in the Exhibit stand 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.

## Photography and Video Recording

Any videography/photography performed professionally is strictly prohibited in the Exhibit Hall unless ISPOR grants written permission in advance. Professional photography includes the use of professional camera equipment and service providers. Please reach out to ISPOR Show Management if you have further questions regarding photography in the Exhibit Hall.

## **EXHIBITOR APPOINTED CONTRACTOR (EAC)**

An Exhibitor Appointed Contractor (EAC) is a company (other than the official service contractor, GES) that provides a service (for example, display and installation/dismantling of a stand) at Exhibitor's request and needs access to Exhibitor's stand during the installation and/or dismantling period. Official EAC Forms are available in the Exhibitor Service Manual and are due by **22 September 2025**.

All Exhibitors utilizing an EAC must notify their EAC's to not 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 subcontractor of the Exhibitor. The EAC must provide worker names for each day to the venue security checkpoint upon arrival to receive installation/dismantling wristbands to access the Exhibit Hall.

Exhibitor Appointed Contractors must send a copy of their current, valid General Liability Insurance Certificate with a combined single limit of at least \$1,000,000.00/\$2,000,000 aggregate each occurrence for bodily injury and property damage no later than March 28, 2025. The Appointed Contractor will not be permitted to service your Exhibit if failure to submit the Certificate on time. Certificates should be emailed to [exhibit@ispor.org](mailto:exhibit@ispor.org).

## **INSURANCE**

The Exhibitor understands that neither ISPOR nor the Venue Parties maintain insurance covering the Exhibitor's property. General liability insurance from RainProtection is included with the purchase of Exhibit space. Each Exhibitor will receive compliant general liability insurance with a combined single limit of at least \$1,000,000.00/\$2,000,000 aggregate each occurrence for bodily injury and property damage. Such insurance shall name the following: ISPOR, Scottish Event Campus, Exhibition Way, Glasgow G3 8YW, United Kingdom, and their respective members, officers, agents, and employees.

## **SECURITY**

Exhibitors are responsible for the 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 and the Scottish Event Campus are 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 EVENT SPACE**

Any Affiliate Event that includes attendance by ISPOR conference delegates regardless of the hosting organization status (Partner, Sponsor, and Exhibitor) is considered an Affiliate Event and is required to complete a Submission Form for review and approval by ISPOR. All Affiliate Events and Private meetings held in conjunction with ISPOR Europe 2025 must adhere to the official request process and established criteria, located on the conference website.

## **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. The [ISPOR Europe 2025 Marketing Kit](#) provides meeting graphics in multiple sizes for Exhibitor use in promotional materials announcing their participation at ISPOR Europe 2025.

## **ATTENDEE DATA AND LEAD RETRIEVAL**

ISPOR respects the privacy of all its customers. ISPOR does not sell, rent, publish, or otherwise share contact information for its attendees, speakers, or Exhibitors.

Lead Retrieval is available to Exhibitors through a third-party provider. The lead retrieval form is available in the Exhibitor Service Manual. ISPOR registration badges will contain a QR Code. By allowing an Exhibitor or Sponsor to scan their badges during the conference, Attendees are consenting to provide their contact information (Name, Title, Organization, and Email only).

## **AMENDMENT OF RULES**

ISPOR reserves the right to make changes, amendments, and additions to the terms and conditions, the Exhibitor Rules and Regulations, or other show requirements or 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.