



**"The Event"** – Health and Wellbeing at Work Week

**"The Organiser"** – Sterling Events Ltd

**"The Exhibitor/Sponsor"** – any company or person ordering display space or sponsorship at the event

**"The Booking Form"** – this refers to the contract between the Organiser and Exhibitor/Sponsor. By signing this, you are bound by these terms and conditions

## 1. Stand/Sponsorship Application/Allocation

- The Exhibitor/Sponsor must apply for a stand or sponsorship by signing, completing and returning the Stand/Sponsorship Booking Form immediately to the Organiser.
- Upon receipt of the Stand/Sponsorship Booking Form the Organiser will send an invoice to the Exhibitor/Sponsor who will then have 28 days to pay the deposit.
- Stands are assigned subject to availability. The Organiser reserves the right at any time to re-arrange the stand layout or allocation and compensation will not be given.

## 2. Payment

Payment for the stand/sponsorship will fall due as follows:- Within 28 days of the Exhibitor/Sponsor entering into the contract 50% + VAT by way of a non-refundable deposit, save as hereinafter mentioned. By 10 January 2021 – the balance +VAT. Applications received after 11 January 2021 must be accompanied by full payment, such payment to be due immediately.

If the Exhibitor/Sponsor fails to pay any sum due in the time and manner agreed herein, the Organiser may in writing require the Exhibitor/Sponsor to forego the stand/sponsorship allocated without the Organiser being under any liability to refund or abate sums paid or due herein.

The costs and package for the stand/sponsorship shall be as outlined in the Event sales brochure. The Exhibitor/Sponsor shall be responsible for the settlement of contractors' accounts in respect of items ordered in addition to those supplied in the stand/sponsorship package. The Organisers reserve the right to alter the package under certain circumstances.

All costs are quoted in UK Sterling. Any sums transferred from outside the UK will be payable at the exchange rate applicable on the date of payment and the Exhibitor/Sponsor will be responsible for all associated bank charges.

If the Organiser requires the services of a third party to retrieve any overdue sums, the Exhibitor/Sponsor will be fully liable for all legal costs, court costs and professional fees.

## 3. Exhibitor/Sponsor Cancellation

In the event of the Exhibitor/Sponsor giving written notice at any time prior to the Event of their intention to cancel their stand/sponsorship or in the event of their failure to upload the required information to the stand by the deadline provided by the organiser, the Organiser will have absolute discretion to deal with the display space as it thinks fit, without being under any liability to refund or abate any charges paid or due herein except as provided below.

Once a stand/sponsorship contract has been received, any Exhibitor/Sponsor who subsequently decides for any reason to withdraw from the event or reduce his stand space shall immediately inform the Organiser in writing and shall be liable to pay the following cancellation charges plus VAT:-

Cancellations received before 10 January 2021 – 50%

Cancellations received after 11 January 2021 – 100%

In the event of the Exhibitor/Sponsor becoming bankrupt, going into liquidation or being under any appointment of a receiver, the Organiser reserves the right to cancel any stand/sponsorship without being under liability to refund or abate any charges paid or due herein.

## 4. Change of Date or Event Cancellation

The Organisers reserve the right at any time to change the date of the Event or to cancel it altogether if they deem it necessary by reason of fire, flood, extreme weather conditions, acts of war or violence, malicious damage, explosion, earthquake, strike, civil disturbances, political unrest, epidemic, cyber attack, riot, labour dispute, power cuts or any other cause beyond the Organiser's control; or if the Organiser for any other reason deems it necessary or advisable. In such cases, the Exhibitor/Sponsor waives any and all claims he might have against the Organisers for refunds, damages or expenses.

In the event that the Event is cancelled by the Organiser for commercial reasons such as lack of support then all sums paid by the Exhibitor/Sponsor for the stand/sponsorship will be refunded. The Exhibitor/Sponsor agrees that under these circumstances he will have no further claims against the Organiser.

## 5. Display/Stand Design

The Event will be open to visitors during the times advertised and Exhibitors must ensure that their stand is fully designed and functional by the deadline set by the organisers to ensure that it is accessible to delegates on time. Any last minute changes may be charged for. Full training and guidance will be provided by the Organisers to enable you to design your stand and upload information. You are not permitted to display or link through to any materials that you do not have the right to promote, that are misleading, offensive, defamatory, illegal or political in nature. The Organisers will check everything prior to being made live and reserve the right to remove any inappropriate material or links without any liability.

## 6. Subletting

Exhibitors may not sublet their stands to any other organisation and may not promote products or services belonging to a third party. Stand representatives must be employees of the exhibiting company – because places are limited (depending on your chosen package), please ensure that all representatives are fully aware of your products and services.

## 7. Canvassing

You may only promote and sell your products and services from your exhibition stand. You may not use chats within networking areas or conference sessions to sell or promote your products. We want to ensure a productive and educational environment for delegates and reserve the right to suspend or terminate access to anyone who disrespects this without any liability. Chat and networking areas will be closely policed. We will be providing further advice and training on how to engage with delegates effectively in order to make the most out of the event. You will also not be permitted to use the event for meeting with or transacting business with media companies or other exhibition organisers – if they have registered as delegates, they will not be permitted to canvas business with any exhibitor or delegate and their access will be terminated with immediate effect. Please ensure that all your representatives are aware of this and inform the Organisers immediately if this is violated.

## 8. Access

The Exhibitor must appoint one main contact/administrator to be responsible for: liaising with the Organisers, undergoing stand design training, uploading information, accessing and managing their personalised dashboard and providing details of those representing the Exhibitor on the open days. Access for the Administrator and stand representatives is unique and cannot be sold, transferred or used by anyone else. Any access violation may result in that access being removed. Please ensure that all those involved are made fully aware of this.

## 9. Sponsored Conference Sessions/Meet the Expert

Sessions must be non-promotional. They should be educational in content and presenters will not be permitted to promote their products or services during the session. You will be permitted to display your logo and invite exhibitors to your stand to seek out further information and meet representatives. Content must not be misleading, defamatory, offensive, illegal or political. We want to ensure delegates have an excellent educational experience.

## 10. Use of Data and GDPR

Data and leads generated throughout the event must be kept safe and remain confidential. The Organisers cannot be responsible for accuracy of data provided by delegates. Delegates may request not to be contacted either during or after the event – please respect this. You cannot share or sell data or leads with anyone outside of your company, including marketing agencies. Data is provided for the sole purpose of following up leads and transacting business. If a delegate asks you to remove their details at any time, you are duty bound to follow their instructions with immediate effect. As Organisers, we will endeavour to protect your information that appears on the event platform. We cannot be held responsible for any breach in relation to the information, data or links that you provide for the event.

## 11. Rules of Etiquette

Rules of Etiquette will be distributed to Exhibitors and Sponsors prior to the event. By exhibiting/sponsoring, you are deemed to have accepted these.

## 12. Indemnity

The Exhibitor/Sponsor will defend and indemnify the Organiser, its directors, employees, contractors or agents from any claims for damages brought by third parties in connection with the Exhibitor/Sponsor's participation with the Event.

## 13. Breach of Terms and Conditions

If the Exhibitor/Sponsor is in breach of any of the Terms and Conditions contained herein, the organiser reserves the right, without notice to the Exhibitor/Sponsor, to offer the stand/sponsorship to another company or use it in any manner it deems fit. This shall not be construed as affecting the responsibility of the Exhibitor/Sponsor to pay the full amount specified by the contract. Any dispute or enforcement shall be settled under English Law.