

Joint Congress of SOE/AAO 2011 Exhibition Technical Manual

CONTENTS

EXHIBITION FLOORPLAN

EXHIBITION LIST

INTRODUCTION

EXHIBITION FLOORPLAN
EXHIBITION LIST
DATES
DEFINITIONS
EXHIBITION ORGANISER
EXHIBITION VENUE
EXHIBITION DATES AND OPENING TIMES
RULES AND REGULATIONS
GUIDELINES ON EVENTS AND HOSPITALITY

VENUE AND DIRECTIONS

GENERAL INFORMATION

PALEXPO SHOP
AIR CONDITIONING
BADGES – CONTRACTOR ACCESS
BADGES – STAND PERSONNEL
NAME BADGE ALLOCATION
BANNERS AND POSTERS
BAR CODE READERS & DELEGATE BADGES
BUSINESS CENTRE
CARPET
CATALOGUE – EDITORIAL ENTRY
CATERING
STAND CATERING
CLEANING
CONDUCT
CONGRESS DOCUMENTATION
CONTRACTORS
CUSTOMS CLEARANCE AND FREIGHT FORWARDING
DAMAGE TO THE PREMISES
DELEGATE BAG INSERTS
DELIVERIES
ELECTRICAL SERVICES
EXHIBITOR LUNCH
FURNITURE
GANGWAYS
HEALTH AND SAFETY
HOTEL ACCOMMODATION
INSURANCE INCL FIRE INSURANCE
JOINING INSTRUCTIONS INFORMATION
LEAFLET DISTRIBUTION
LOADING BAY
NOISE LEVELS
OCCUPATION OF STAND SPACE
PAYMENT
RIGGING
SECURITY
SCIENTIFIC PROGRAMME
ELECTRONIC POSTERS
SMOKING POLICY
SOCIAL EVENTS
STAND DESIGN – SUBMISSION OF PLANS
STAND PERSONNEL

STOCK DELIVERIES

STORAGE

TROLLEYS

WATER AND COMPRESSED AIR

BUILD UP AND BREAK DOWN

ACCESS PASSES
BUILD UP TIMES
BREAK DOWN TIMES
WASTE
UNLOADING DETAILS

STAND CONSTRUCTION – SPACE ONLY

STAND CONSTRUCTION – SHELL

TERMS AND CONDITIONS

DEFINITIONS
APPLICATION
EXHIBITION DATES AND CANCELLATION
EXHIBITION LAYOUT
CONTRACT CANCELLATION
BANKRUPTCY OR LIQUIDATION

RULES AND REGULATIONS

GENEVA PALEXPO RULES AND REGULATIONS

CONDITIONS
FLOORS, FLOOR COVERING
MAINTENANCE OF RULES
DAMAGE REPORT
COSTS
FURNITURE AND CARPETING
FIRE SAFETY REGULATIONS
AS SET BY MEETING ORGANISERS
PAYMENT OF STAND SPACE
OCCUPATION OF STAND SPACE
BUILD UP AND BREAK DOWN
STAND CONSTRUCTION AND SERVICES
BANNERS AND POSTERS
ELECTRICAL REQUIREMENTS
MOVING EQUIPMENT
TRADE UNION LABOUR
OBSTRUCTION OF GANGWAYS
CONDUCT OF EXHIBITORS AND REPRESENTATIVES
CHILDREN AND ANIMALS
DANGEROUS MATERIALS AND EXHIBITS
GAS-FILLED BALLOONS
HEALTH AND SAFETY
HEALTH AND SAFETY AT WORK ACT
RISK ASSESSMENT
DAMAGE TO VENUE PREMISES
LIABILITY
INSURANCE
RESTRICTED USE
WORKS
STORAGE
ITEMS LEFT ON SITE
COMPLIANCE WITH RULES AND REGULATIONS

EXHIBITION FLOOR PLAN



LIST OF EXHIBITORS

Stand	Company
1350	Pfizer
1044	Icare Finland Oy
1141	FCI
1325	UFSK-International OSYS GmbH
1120	New World Medical Inc
1220	TRB Chemedica International SA
1030	Optovue Inc
1225	IFA Systems AG
1240	MSD
1321	Eyetechnicare
1203	Haag-Streit AG
1221	Ocular Instruments Inc.
1011	Alcon
1000	Santen
1210	Allegan
TBC	AAO
TBC	Wisepress
TBC	Elsevier
TBC	S Karger AG
1034	Iridex
1010	Novartis
1040	Ophmed Co. Ltd
1323	Clarity Medical Systems
1130	Carl Zeiss Meditec
1310	Topcon Europe Medical B.V.
TBC	ARVO
TBC	EGS
TBC	EJO
TBC	ESCRS
TBC	EVER
TBC	SOE 2013
TBC	WOC 2012
TBC	The Cornea Society
1327	Oertli Instrumente AG
1134	Thea Laboratoires
1050	Bausch and Lomb
1422	Novagali Pharma
1442	Sensimed
1424	Optos GmbH
1450	Volk Optical Inc./Keeler Ltd
1200	Sinqi Pharmaceutical
1304	Ferrara Ophthalmics
1204	Optical Imaging Ltd
1031	Omnivision Pharma
1410	MEACO
1057	Meridian AG
1033	Xuzhou Kaixin Electronic Instrument

1250	Lumenis GmbH
1416	Heidelberg Engineering GmbH

INTRODUCTION

Dates

The Joint Congress of the European Society of Ophthalmology (SOE) and the American Academy of Ophthalmology (AAO) will take place from 4 – 7 June 2011 at Geneva Palexpo Exhibition and Conference Centre, Geneva, Switzerland. Exhibition build will take place on Wednesday, 1, Thursday, 2 and Friday, 3 June, in preparation for the Exhibition open days; Saturday, 4 to Tuesday, 7 June 2011.

Definitions

In this document, the following terms are defined as:

Congress Secretariat: Congrex Sweden AB

Exhibition Organisers: Congrex Sweden AB

Exhibition: The industry Exhibition being held in conjunction with the Joint Congress of the SOE/AAO 2011.

Exhibitor: Includes any person, firm, company or corporation and its employees and agents to whom space has been allocated for the purpose of exhibiting at the industry Exhibition.

Premises/Venue: Those portions of the Geneva Palexpo, licensed to the Exhibition Organiser.

Exhibition Organiser

Congrex Sweden AB
Attn: The Joint Congress of SOE/AAO 2011
P.O. Box 5619
SE-114 86 Stockholm
Sweden
T: +44 7830 221032
F: +46 8661 9125
E:soe2011.industry@congrex.com
Contact: Josephine Gordon

Exhibition Venue

The Exhibition and catering, will take place in Hall 1. Geneva Palexpo Exhibition and Conference Centre 1218 Grand-Saconnex, Switzerland. **For further information about the venue, please visit www.geneva-palexpo.ch**

Provisional Exhibition Dates and Opening Times

Wednesday, 1 June 07.00–19.00 Exhibition access and build (free build only)
Thursday, 2 June 07.00–19.00 Exhibition build (free build only)
Friday, 3 June 08.00–17.00 Exhibition build (free build and shell scheme exhibitors)
Saturday, 4 June 10.00–19.30 Open
Sunday, 5 June 10.00–18.00 Open
Monday, 6 June 10.00–18.00 Open
Tuesday, 7 June 10.00–12.30 Open
Tuesday, 7 June 13.30–24.00 Exhibition Breakdown

Rules & Regulations

Can we remind all exhibitors to pay particular attention to the Rules and Regulations as set out by the organisers and Geneva Palexpo at the end of this document.

Guidelines on Events and Hospitality

Companies are advised to adhere to the guidelines for hospitality as per the rules in Switzerland and their own pharmaceutical code.

Venue and Directions

The Joint Congress of the SOE/AAO 2011 will be held at

Geneva Palexpo Exhibition and Conference Centre
Route François-Peyrot 30
CP 112, 1218 Grand-Saconnex
Switzerland

Getting to the Geneva Palexpo

Public Transportation in within Geneva

The city of Geneva is easily accessible by rail and road networks and the Geneva International Airport (GVA) is located 20 minutes by car from Geneva City centre. Visitors arriving at Geneva International Airport can benefit from a free public transport ticket, available from the machine in the Arrival's Hall, entitling them to 80 minutes free travel throughout the Geneva public transport network. Tickets can also be purchased from the machines located at bus stops (CHF or Euro change required) and at Swiss railway stations.

All visitors staying at a hotel in Geneva can benefit from the Geneva Transport Card, with no additional cost. This personal and non-transferable pass is established upon the visitor's check-in at the hotel enabling its holder use of the entire public transportation network without restriction (bus, train and boat), with validity for the entire duration of his/her stay including the departure day.

From the Airport

Geneva Palexpo Exhibition and Conference Centre is located about 1 km from the Geneva International Airport. *For those who wish to walk:* It is approximately a 15 minute walk from the airport to Palexpo, follow the signs. *You can also:* take N° 5 bus from the airport (departure level) to Palexpo (3 minutes)

From the City Centre

Efficient ground transfers are available from Geneva Palexpo to the city centre and hotels. N° 5 bus (Hôpital – Palexpo – Aéroport) links Geneva Palexpo with the City Centre in only 15 minutes, runs frequently. The airport railway station is located a 15 minutes walk from Geneva Palexpo. Direct rail links to Geneva Central station, Gare Cornavin.

GENERAL INFORMATION

IMPORTANT INFORMATION - PALEXPO ON LINE SHOP

Please note that most extra services are supplied by Palexpo and its partners and can be accessed via the Palexpo SHOP through the following link:

http://exhibitors.gponline.ch/ShopOnline/ptl/ptl_p1_main.aspx?oc=10&cc=PTLSOE11

Please read the Shop Instructions (pdf) as sent with this manual, on how to access the shop for your specific stand.

Air conditioning within the Exhibition hall

Please note that the Exhibition hall does not have air conditioning as per regulations within Switzerland. The Exhibition hall will be ventilated (32 central & peripheral units every 22m).

Badges

- Build Up Passes

Build up passes will be issued to all exhibiting personnel and their contractors for both the build up and break down periods. Access to the Exhibition area will not be permitted without a build up access pass. A build up Pass voucher will be emailed to you with full Joining instructions 6 weeks prior to the Congress, for you to print out and handover to the organisers in exchange for a Contractor badge. Each exhibitor is entitled to 20 Contractor Build Up Passes. Please contact the Exhibition organiser if you require more passes.

- Stand Personnel

Access to the Exhibition during opening hours will be granted only to people registered for the Congress and wearing their badges. Access to the Exhibition half an hour prior to opening and half an hour after closing, during official Congress days, will be granted only to Exhibitors wearing their Joint Congress of the SOE/AAO 2011 Exhibitor Badges. Contractor Badges will be issued during set-up and dismantling. Misuse of Exhibitor Badges or any other method used to assist unauthorised personnel to gain admittance to the Exhibition area will be cause of expulsion of the Exhibitor and representatives from the Exhibition area.

- Name Badge Allocation

Congrex AB will be distributing a spreadsheet in February 2011, to all exhibitors which should be completed to register stand personnel, active participants and additional social tickets. The number of complimentary Exhibitor badges depends on the size of your stand. For all queries regarding registration, hotel reservations and social events please contact Congrex AB Sweden at soe2011.registration@congrex.com

Additional Exhibitors' Badges will be charged at **EUR 100.00** including VAT per badge.

Banners and Posters for Exhibition Stand

Please order via the Palexpo SHOP.

Please submit any proposals for rigged banners about the stand with the working drawing.

Posters may not be displayed in the session hall foyers, corridors or any other public areas of the Palexpo.

Bar Code Readers (Lead Retrieval) and Delegate Badges

Delegate badges will be bar coded.

Exhibitors wishing to scan delegate details will require a bar code reader. At the end of the Congress, the scanned information is matched with the registration database to provide exhibitors with full contact details for all visitors who have been at their stand or symposia. In addition, exhibitors and sponsors will have the opportunity to define up to 100 marketing codes, for example, 'wants product brochure', 'contact by telephone', 'interested in product category A', etc. [**To note:** one barcode reader equals 20 Marketing codes – therefore to get 100 marketing codes the exhibitor will need to purchase 5 barcode readers; each barcode reader will come with its own marketing sheet – if an exhibitor does purchase more than 1 barcode reader, it is imperative that they keep track as to which marketing sheet belongs to which reader in order for us to produce correct data reports].

Each visitor can be assigned a maximum of 20 codes [as indicated previously up to 20 marketing codes can be assigned to 1 barcode reader and therefore to 1 visitor]; this information is matched with the delegate details and emailed to your chosen email address, providing you with a database **[THIS WILL BE IN THE FORM OF AN EXCEL SPREADSHEET – ALONG WITH THE DELEGATE CONTACT DETAILS WE WILL INCLUDE THE MARKETING CODES STORED AGAINST THE DELEGATE’S NAME IF ANY; THE EXHIBITOR WILL THEN BE REQUIRED TO MATCH THE CODE AGAINST THEIR COMPLETED MARKETING SHEET]** to facilitate easy and targeted follow-up after the event. There will be no other delegate list provided.

Bar code readers can be order via the Bar Code Reader Form with this manual.

Business Centre

There is a small business centre on the 1st floor of the Palexpo Administration Building, where exhibitors can access services such as PCs, printer, copier, faxes, etc.- these are paying services). The business centre operates during office hours only.

Carpet

All gangways, catering areas and lounge areas will be carpeted. Aisle carpet will be laid during in the evening of Friday 3June and will be ready before the opening of the congress. Shell Scheme will have carpet in place and this will be on your stand if you have ordered a shell scheme for your stand area.

Catalogue – Editorial Entry

Each Exhibitor will be listed in the Final Programme and may have a maximum of 75 words (excluding name and address), free editorial copy (Company Profile only). Please note the content can only be Company Profile and not advertising a satellite symposium etc. The editorial should contain company name, company address, telephone, fax, email and contact name and a company profile of 75 words or less. The editorial entry should be returned to the SOE/AAO 2011 Congress secretariat via email to soe2011.industry@congrex.com **no later than 15 March 2011** to ensure that the details in the Programme are correct. **In case of no reply by the deadline, we will consider that you agree to have only the name, address and booth number of your company published.**

Catering

Tea and Coffee will be available at the catering points within the Exhibition area during the official refreshment breaks.

- Stand Catering

All catering may only be undertaken by the authorized in house caterers. The official Palexpo caterers, EXPOGOURMET are the nominated caterers.

EXPOGOURMET

Tel:+41 227611529

Email: stand@expogourmet.ch

Please order Catering via the Palexpo SHOP.

The Exhibition Organisers reserve the right to cancel/stop such activities should it be deemed necessary, without incurring any responsibility and/or being liable for compensation to the Exhibitor. The Exhibitor may not sell food or drink for consumption at the Venue. If the exhibitor wishes to serve alcohol from the stand this MUST be approved by the official organiser.

Cleaning

The Organisers are responsible for the cleaning of the aisles and public areas within the Exhibition on a daily basis.

Daily cleaning of the Exhibition stands can be ordered from Palexpo SHOP. Without the order of cleaning, no stand cleaning will be provided. Cleaners will only vacuum stands and remove rubbish, they will not clean exhibits or counter tops. Prior to the opening of the Exhibition and at the end of each day, the aisles and public areas in the Exhibition hall will be cleaned.

Conduct

Although the Exhibition Organisers do not wish to interfere with the presentation of exhibitors' products and services, they would remind you that no visual or audible nuisance may be caused to any exhibitor by any exhibitor's stand activities. Projected images, however generated, may not play onto aisles, venue walls, and ceiling or onto other stands. **If theatre style areas will be included as part of the stand, headphones must be used by those attending.**

Congress Documentation

Each stand is entitled to ONE Congress briefcase containing the documentation that will be given to delegates; this will ensure that Exhibitors have relevant Congress information on their stands. You will receive your briefcase when you collect your exhibitor name badges from the Exhibition desk at Registration.

Contractors

Free build exhibitors are free to appoint stand designers and construction contractors of their choice. It is, however, each company's responsibility to ensure that all such contractors are familiar with the Exhibition and Palexpo regulations and they comply with health and safety requirements.

Customs Clearance and Freight Forwarding

The Exhibition Organisers have appointed Meritex International Limited as the official forwarding agent for temporary importation of goods for the Exhibition. Please contact them directly for prices and all necessary information. Please see forms under Other Suppliers on the Congress website.

It is the Exhibitor's responsibility to carry out correct customs formalities for equipment and products arriving from abroad into Switzerland. The Exhibition Organisers will not be held responsible for any difficulties that may arise in connection with such formalities. Meritex, the official freight, forwarding and material handling services contractor will also be pleased to offer a customs clearance service for the duration of SOE/AAO 2011. For all Freight forwarding and custom clearance requirements, please contact them directly:

Meritex International Ltd

(c/o Inter ExpoLogistics)

The Coach House

20 Northernhay Street

Exeter EX17 4BT

United Kingdom

T: +44 1392 454999

F: +44 1392 454998

E: eve@meritex.co.uk / paul@meritex.co.uk

Contact : Eve Novikova / Paul Saunders

Exhibitors are not recommended to send shipments by courier service as it may cause problems with customs clearance.

Damage to the Premises

No nails, screws or other fixtures may be driven into any part of the Premises including floors and shell walls. Nor may any part of the premises be damaged or disfigured in any way. Should any damage occur to the venue and/or the shell scheme stand, the Exhibitor responsible will be invoiced for any reparation charges incurred.

Delegate Bag Inserts

Exhibitors wishing to insert a leaflet in the delegate bag are welcome to do so at a cost of €4,000 plus VAT. Leaflets should be no larger than A4 page, single fold or similar, maximum weight of 20g. The insert may be advertising, an invitation or a company message, and will be inserted into the Congress briefcase on your behalf by the Exhibition Organisers. If exhibitors wish to have an insert included in delegate bags, please contact:

Congrex Sweden
Visiting address: Karlavägen 108
Postal address: PO Box 5619
114 86 Stockholm
Sweden
T: +46 8 459 66 00
F: +46 8 661 91 25
E: soe2011@congrex.com

Deliveries

Deliveries cannot be made and will not be accepted by the venue prior to Wednesday, 1 June 2011. Should you wish to send deliveries prior to this date, they must be made via the official freight contractor, Meritex International/ c/o Inter ExpoLogistics (see details above under Customs and Freight Forwarding), who will make storage arrangements until delivery can be made to the Venue. All other carriers will be turned away should they attempt to deliver prior to Wednesday, 1 June 2011.

Please ensure that arrangements have been made if lifting equipment is required to move materials from delivery vehicles. To arrange freight forwarding and unloading assistance, please contact the official Freight Forwarder.

For any deliveries on or after Saturday, 4 June requiring no handling assistance please address as follows –

Geneva Palexpo
Hall 1
For Joint Congress SOE/AAO 2011
Company Name / Booth number
1218 Grand-Saconnex
Switzerland

Please note a company representative **MUST** be on the stand to receive any delivery that does not require handling, as the Exhibition Organiser cannot accept packages for any exhibitors.

Electrical Services

All electrical mains connections will be carried out by Palexpo and can be ordered via Palexpo SHOP. All temporary electrical equipment and circuits must be installed in accordance with the venue's regulations and all flexible leads will be provided with proper connections.

Note: For safety reasons, the use of coiled extensions leads and double adaptors is not permitted in the Exhibition area. System multi-points of four outlets may be used. The total loading must not exceed the wattage of the socket ordered and multi points must not be connected from an adjacent multi point. All wiring must comply with the regulations as defined by the Exhibition Organisers and the Venue.

Please refer to Palexpo SHOP for costs and to order your electrics. If you are not sure of your electrical supply requirements, please contact Palexpo.

Palexpo

P.O. Box 112
CH-1218 Grand Saconnex (Geneva)
T: +41 22 761 11 27
F: +41 22 798 01 43
E : alice.saint-clair@geneva-palexpo.ch Contact : Alice Saint-Clair Syme

Exhibitor Lunch

There are morning and afternoon refreshment breaks in the scientific programme each day. Complimentary lunch is NOT included for delegates or exhibitors and should be purchased from the catering outlets within the Exhibition hall. Catering will take place within Hall 1, and registered exhibitors will receive free tea and coffee during Exhibition opening times at the designated breaks.

Floral and Plants

GreenMe5 have been appointed as the official contractor for the provision of plants. Please order via the Palexpo SHOP.

Furniture

Mathys SA have been appointed as the official supplier for Shell scheme stands and Furniture. Please order all furniture via the Palexpo SHOP.

Gangways

Gangways must be kept clear at all times and free for passage. Any exhibitor who continues to cause obstruction or nuisance after notice has been given will be liable to have their stand closed by the Exhibition Organisers at the exhibitor's expense and risk.

Exhibitors will not be allowed to display exhibits in such a manner as to obstruct light or impede or project over gangways or affect the display of neighbouring exhibitors.

Health and Safety

Exhibitors are advised that Health and Safety Guidelines are followed that require any equipment being operated or demonstrated shall be inherently safe and not create a hazard to the demonstrator or visitor.

Hotel Accommodation

Exhibitors are advised to make their reservations via the official Congress Secretariat.

Please visit the SOE/AAO 2011 website to make your reservation online and for more information at www.soe2011.org or email soe2011.hotel@congrex.com

Insurance

Exhibitors are required to take out appropriate insurance, especially third part liability. It remains the Exhibitors' full responsibility to insure themselves appropriately.

Particular attention is drawn to the need for the following (this is not an exhaustive list):

Abandonment Insurance: Please see the various Cancellation clauses detailed in the Rules and Regulations included in this Exhibition Technical Manual and insure against cancellation accordingly.

Stand, Fixtures and Similar Insurance: All risks of the loss or damage to the Exhibitors' property, fixtures, fittings and all other property of a similar nature, such as the personal effects of the directors, principals and employees, whilst at the Venue and in transit from the Exhibitors' premises to the Exhibition and return should be covered by the Exhibitor.

Fire Insurance

Exhibitors MUST have fire insurance, which they can take either with Palexpo via the Palexpo SHOP, or with another supplier – but in either case, the Fire insurance form in the Palexpo SHOP should be completed.

Palexpo offers **Fire insurance** as well as Transit/Exhibition insurance which can be ordered via the Palexpo SHOP.

Exhibitor Joining Instructions – On-Site information for Exhibitors

Exhibitor Joining Instructions will be sent to you six weeks in advance of the Congress via email and will contain useful and helpful information concerning your participation, including vouchers for contractor passes and vehicle passes.

Leaflet Distribution

Leaflets may not be distributed from anywhere other than the Exhibition stands. Leaflets displayed or distributed at any other point throughout the venue will be removed and destroyed by the Exhibition Organisers.

Loading Bay

Please note that all large free stand exhibitors MUST access the building on 1 June 2011. The loading bay is located at the back of the hall- (loading doors 9.6 x 6m, max floor load 500kg/m²)

PLEASE NOTE: Thursday, 2 June, is Ascension; a public holiday in many European Countries, and trucks are not allowed to circulate in Switzerland. On Friday, 3 June all exhibitors including shell scheme exhibitors can build stands until 17.00hrs.

Noise Levels

Exhibitors may not use audible equipment which may be heard outside the exhibitors' assigned space. Microphones and other voice enhancing devices are not accepted.

Live presentations at the stand are not permitted without prior approval Exhibition Organiser.

Occupation of Stand Space

Unless otherwise agreed in writing by the Exhibition Organisers, exhibitors are not authorised to sublet, share or transfer their stand space.

In the event of an exhibitor failing to take possession of their stand the Exhibition Organisers have the right to re-allocate the stand and all monies paid shall be forfeited.

Parking

Please note that there is onsite parking at Palexpo for both cars and trucks. Parking should be ordered via the Palexpo SHOP.

Passport, Visa and Letter of Invitation

Participants are advised to make their own arrangements with respect to entering Switzerland. Individuals requiring an official letter of invitation in order to obtain a visa and authorisation to attend the Congress are kindly asked to visit the Congress website where more information is available: www.soe2011.org. Please apply for the visa within reasonable time (minimum 3 months ahead) before the planned travel.

Payment

The Exhibition Organisers will accept payment in € Euros and reserve the right to pass on bank charges that may be incurred for payment in any other currency.

Any exhibitors who have not paid in full for their Exhibition space prior to the build date will not be permitted access to their stand.

Rigging

Any exhibitor requiring rigging, drop wires, etc can find info and prices in the Palexpo SHOP.

Please note that the item that is suspended must fall within the area directly above or within the Exhibition stand. The height of the suspended items is restricted to 7.5m.

E.g. If the stand height is 6m you can hang your banner between 6m and 7.5m.

Risk Assessment Forms

All exhibitors (free build and shell scheme) are requested to complete the Risk Assessment forms with this Manual.

Security

Exhibitors are requested to use common sense precautions at all times and to ensure that all stand personnel wear identity badges. Should any suspicious or unidentified articles be discovered, they must be reported to the Organisers immediately. The security provided by the Organisers has been implemented to prevent

unauthorised access to the Exhibition areas and not to secure the contents of Exhibition stands. Each Exhibitor is responsible for their property and necessary precautions should be taken.

Exhibitors wishing to hire additional security personnel to patrol individual stands should order via the Palexpo SHOP.

Scientific Programme

All session halls are located within Geneva Palexpo. Details of plenary and parallel sessions will be contained within the Final Programme. Exhibitors are not permitted to attend the Scientific Sessions unless they have registered as full delegates for the Congress. For up to date information concerning the Scientific Programme please refer to the official website; www.soe2011.org.

Electronic Poster Area

Scientific posters will be in electronic format, as per SOE/AAO 2011, and will be located Hall 1.

Smoking Policy

Exhibitors should note that the Palexpo is a no smoking venue.

Social Events

There are a number of social events taking place at the Joint SOE/AAO 2011 Congress which exhibitors may wish to attend to catch up with colleagues and make new acquaintances.

Welcome Reception - Saturday 4 June - 18.00 – 19.30

You are cordially invited to attend the Welcome Reception in the exhibition area at the Geneva Palexpo to socialise with other exhibitors and delegates. Drinks and canapés will be served throughout the exhibition. No cost or ticket is required

SOE Happy Hour - Sunday, 5 June – 16.00 – 17.30

All participants and exhibitors are invited to attend the 'SOE Happy Hour' which will be held in the exhibition hall (Hall 1) of the Geneva Palexpo.

Congress Dinner - Monday 6 June - 19.30 Price – 95.00 €

The Congress Evening will be held at the Bâtiment des Forces Motrices, BFM.

It is the perfect location to get together and chat with friends and colleagues from around the world. The evening will start with a drink followed by dinner and dancing. Please note that seats are limited, so advance registration is highly recommended.

Dress: Suit jacket

Stand Design – Submission of Plans

All stands that wish to build above the height limit of 2.5 meters, must submit to scale plans with supporting pictures and a list of all electrical, water and waste requirements to the Exhibition Organiser:

Exhibition Organiser

Congrex Sweden AB

Attn: The Joint Congress of SOE/AAO 2011

P.O. Box 5619

SE-114 86 Stockholm

Sweden

Tel: +44 7830 221032

Fax: +46 8661 9125

Email: soe2011.industry@congrex.com

Contact: Josephine Gordon

Any double decker stands and static calculations must be approved by Geneva Palexpo.

Stand Height

No stand should exceed 6m in height.

Stand Personnel

All stands must be staffed throughout the opening hours of the Exhibition. Canvassing in the gangways, public area of the building, car parks and approaches is prohibited.

Personnel such as hostesses, mechanics or game-related staff must be registered as stand personnel and will be counted as part of your personnel allocation for the stand. Companies interesting in hiring hostesses for stand hospitality and symposia services should order via KTNM (official hostess contractor) at the Palexpo SHOP.

Stock Deliveries

Exhibitors needing to re-stock their stands during the Exhibition should make arrangements to do so prior to opening times. Deliveries will not be permitted during Exhibition open hours.

Storage

Meritex International Ltd/ c/o Inter ExpoLogistics has been appointed as the official transport, lifting, shipping and storage contractors for this event. Should you require a quote for their services, please refer to the Freight Forwarding forms on the website. Meritex International Ltd details can be found under Freight Forwarding above.

Storage Space on Site

The Exhibition Organisers offer a limited amount of storage space for rent with the Palexpo
Please contact the organisers on soe2011.industry@congrex.com for storage information and cost.

Trolleys

Please be advised that exhibitors, non-official contractors and other freight forwarders are not allowed to operate pallet truck and forklifts inside the halls. Please contact the official freight forwarder if you want to order trolleys or fork lifts.

Water and Compressed Air

Please see the Palexpo SHOP for prices and to order.

BUILD UP AND BREAK DOWN

Access – Contractor Access Passes

Access passes will be issued to all exhibiting personnel and their contractors for both the build up and break down periods. Access to the Exhibition area will not be permitted without a valid access pass. Access Pass voucher will be emailed to you in the Joining instructions email for you to print out and handover to the Exhibition Organisers in exchange for a Contractor badge. This information should be forwarded to your official contractor if necessary so that they have the relevant information. Each exhibitor is entitled to up to 20 Contractor Build Up Passes. Please contact the Exhibition Organiser if you require more passes.

Full installation and access instructions will be sent with passes 6 weeks prior to the Congress, with the Joining instructions.

Build Up Times

Access to the Exhibition Area will be available to exhibitors with free-build stands from 07.00 hours on Wednesday, 1 June until 19.00 hours. All large free-build stands MUST access the venue on Wednesday, 1 June 2011. On Thursday, 2 June exhibitors and contractors will be able to build the stand from 07.00 hours to 19.00hrs. PLEASE NOTE: on Thursday, 2 June there can be no unloading due to a public holiday in Switzerland and restrictions on traffic movement within the City of Geneva. On Friday, 3 June all exhibitors including shell scheme exhibitors can build stands until 17.00 hours.

Basic shell scheme stands will be ready by 08.00 hrs on Friday, 3 June. All stands should be completed to the satisfaction of the Exhibition Organisers by 09.00 hrs on Saturday, 4 June. **Aisles must be cleared of Exhibition material, empty boxes and crates by 17.00 on Friday 3 June.** After this time work will only be permitted with special permission from the Exhibition Organisers and must be arranged in advance. Please inform all parties involved (stand builders, agencies and forwarding companies) of all necessary details – without this communication important information is lost and smooth operation becomes difficult.

Power connections to stands are ready for build-up **IF ORDERED IN ADVANCE.**

Break Down Times

The Exhibition will close officially at 12.30hrs on Tuesday 7 June. Dismantling of stands may commence before at 13.00hrs however no vehicle will be allowed into the hall until 13.30hrs to allow all delegates to leave the Exhibition area and aisle carpet to be removed. The Exhibition area must be cleared of all exhibits/stands/materials by 24.00hrs on Tuesday, 7 June.

Each Exhibitor must make arrangements for the removal of their material in accordance with the event rules and with the instructions provided in this Exhibition Technical Manual. Any special arrangements for the removal of exhibits must be made in consultation with the Exhibition Organisers. Items for which no arrangements have been made for removal and items which have been left behind will be deemed as abandoned and, as such as rubbish and no reimbursement will be made for the loss of such items. Any costs incurred in the removal of such items will be charged to the Exhibitor. If the Exhibitor does not dismantle and clear away the Exhibition by the stated times removal of items will be carried out by the Exhibition Organisers at the cost to the Exhibitor.

Waste

All exhibitors are responsible for their own waste during build-up, Exhibition open hours and dismantling. All exhibitors MUST order containers or purchase waste bags for waste disposal on site at the Palexpo Exhibitors Contact Desk. See info in the Palexpo SHOP.

Unloading Details

Vehicles must be removed as soon as unloading is complete. It is recommended that all contractors, drivers and exhibitors bring their own trolleys to transport goods, to and from their stands. This will reduce the amount of time it takes to load and unload and thereby assist with the free flow of traffic. Please see Trolleys section for details on additional assistance, forklifts etc.

IMPORTANT: *Motor vehicles used for delivery of materials or equipment will not be permitted to remain inside the Exhibition halls overnight.*

Truck Parking: free of charge during assembly and dismantling, paying during the event (CHF60.-/day) to be ordered via the Palexpo SHOP.

STAND CONSTRUCTION – SPACE ONLY

Space Only Stands

Free-build stands are allocated on a space only basis. This means that no stand services are provided. **No stand may exceed a height of 6 metres.** Please also note that for the multi storey structures, plans **MUST** be forwarded at least two months before the opening of the show for venue approval.

Free-build exhibitors are reminded of the following points:

- a. **Drawings of all free build stands must be submitted for approval to the Exhibition Organisers no later than 15 March 2011.** It would be helpful if you could also let us know whom you have appointed as your contractor to build the stand.

Please note that **one** copy of the working drawings should be submitted and must show the name of the company, stand number and stand measurements, including building heights. All working drawings should be to a reasonable scale, but not less than 1:100. Original or electronic copies must be submitted; faxed copies are not acceptable.

- b. All stand designs with a raised platform must incorporate a wheelchair access ramp on at least one of its open sides.
- c. Any stand incorporating closed rooms/theatres with covered ceilings may be subject to approval on emergency lighting and exit width. Please submit copies of the drawings as in b. above.
- d. All structures, materials, special designs, unusual constructions and all signs shall conform to all relevant statutory authority regulations. Any display work or materials contravening this clause must be modified to meet requirements.
- e. It is every free build exhibitor's responsibility (if sharing a space-only site) to provide partition walls between themselves and their neighbours. These walls must be cleanly decorated on both sides and must be at least 2.5m high but no higher than 3m.
- f. No exhibitor will be permitted to span an aisle by ceiling or floor covering.
- g. Please contact the Exhibition Organisers if you require a copy of the Exhibition layout plans showing the location of service ducting.
- h. It is the responsibility of free-build exhibitors to observe the building, fire and health and safety regulations of the Venue. Copies of these are available on request from the Exhibition Organisers.

Failure to comply with any of the afore-mentioned could result in approval of your stand being withdrawn.

STAND CONSTRUCTION – SHELL SCHEME

Shell Scheme Stands

The following company has been appointed as official contractor for the provision of shell scheme and shell scheme accessories:

Shell scheme contractor:

MATHYS SA

11 chemin Delay
1214 Vernier - Geneva
Switzerland

T: + 41 22 306 40 32

M: + 41 79 743 55 47

E: f.darves@mathys-sa.ch



The standard shell scheme will look similar to the graphic opposite.

If required, basic shell scheme will be provided within the cost of hiring Exhibition space. The stands provided will consist of a modular system consisting of white panels with aluminium uprights and beams and name board with black text on one side. The shell scheme will also include grey carpet, spotlight and lighting. **Please note that electricity supply and socket are not included and this must be ordered via the Palexpo SHOP.**

All materials used in display, construction work, etc. must be effectively fireproofed or made of non-flammable materials in accordance with the standards of the appropriate authorities. Any display work or materials contravening this clause must be removed from the Exhibition areas at the Exhibitor's own cost.

Please note that nothing may be screwed, nailed or glued to the face of the panels, nor may any part of the shell scheme be damaged or disfigured in any way. Should damage occur the Exhibitor concerned will be invoiced for any costs incurred.

Name Boards and Shell Scheme Accessories

Fascia panels will be white with black lettering and will display the Company Name. 'Company', 'Limited', etc will be shown in abbreviated form. Any exhibitor may, for an additional fee, have their company name in logo style. A price per name board will be quoted on receipt of your company logo. Additional shell scheme items are available from the official shell scheme stand contractor, MATHYS. **Please go to the Palexpo SHOP (see instructions on page 8) where you can order your name board etc. All shell scheme exhibitors are asked to complete the necessary form indicating what name they require on their fascia and return to MATHYS.**

Note: For safety reasons, exhibitors are not permitted to affix their own material to fascia boards.

Shell Scheme Carpeting

Stand carpeting within the shell stands will be grey carpet tiles.

PALEXPO RULES AND REGULATIONS

PLEASE NOTE THAT ALL EXHIBITORS AND SPONORS MUST ADHERE TO THE PALEXPO RULES AND REGULATIONS. PLEASE CLICK IN THE FOLLOWING LINK AND READ THESE VERY CAREFULLY.

<http://www.geneva-palexpo.ch/en/Services/Reglementation/index.php>

TERMS AND CONDITIONS OF EXHIBITING

1. Definitions

In these Regulations the term Exhibition in all cases refers to the aforesaid Trade Exhibition, being held in conjunction with the aforesaid Congress. The term Exhibitor includes any person, firm, company or corporation and its employees and agents to whom space(s) has been allocated for the purpose of exhibiting at the Exhibition. The term Organisers means Congrex Sweden AB on behalf of the Organising Committee. The term Premises refers to those portions of the stated venue licensed to the Organisers.

2. Installation and Removal of Exhibits

Exhibitors will be advised of when they may commence installation of exhibits. Exhibitors are prohibited from commencing such installation until the time nominated to them. The Organisers will use their best endeavours to adhere to the nominated date for the commencement of Exhibitors work but will accept no responsibility for any costs, claims or expenses arising from any variation to such date. Exhibits which do not reasonably satisfy the Organisers shall be modified forthwith by the Exhibitor in such manner and within such time as the Organisers may require and in default the Organisers may remove such exhibits at the expense of the Exhibitor who shall forfeit all sums paid by way of deposit, rental or otherwise. No exhibitor shall erect any sign, stand, wall or obstruction, which in the opinion of the Organisers interferes with or over shadows an adjoining Exhibitor. The Exhibitor is responsible for the safety of his products, display and stand. During breakdown period NO material should be left unattended at anytime. It is the responsibility of the Exhibitor to leave his stand space clean and tidy during the Exhibition and after dismantling. All exhibits, displays, stand fittings and materials must be removed from the Premises by the time and date stated by the Organisers. Removal of exhibits and dismantling may not commence until after the official closing time. Any special arrangements for installation or removal of exhibits must be made in consultation with the Organisers.

3. Stand Construction and Services

For insurance, security reasons and to adhere to regulations stipulated by the stated venue the Organisers will appoint official contractors for all stand construction, all electrical services (mains and fittings) and all ancillary services. Due to the necessity of co-coordinating all activities during installation and dismantling periods and for security purposes, No other contractors will be permitted to undertake any of this work without prior consent of the Organisers.

4. Application

The Organisers reserve the right to refuse any application or prohibit any exhibit without assigning any reason for such refusal or prohibition. An Exhibitor may not, except by express written permission of the Organisers display directly or indirectly, advertise or give credits to any products other than his own or his named principals. The display of acknowledgement or credit indicating membership of organisations or Trade Associations is not allowed except by express written permission of the Organisers. The Organisers reserve the right to have masked or removed from the Premises any product or sign violating this regulation. The Organisers reserve the right to postpone the Exhibition from the set dates, and to hold the Exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action and without any liability to the Organisers. The Organisers reserve the right to change the Exhibition floor layout if necessary. The Organisers reserve the right in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organisers.

5. Cancellation

Cancellations must be submitted by registered post. In the event of the stand being re-let and the Exhibition is fully sold, 90% of the contract price will be refunded. The Organisers shall retain 10% of the contract price if the cancellation is received more than 12 months prior to the Exhibition. 50% of the contract price if the cancellation is accepted after that time. 100% of the contract price if the cancellation is accepted within 3 months prior to the Exhibition Opening.

6. Bankruptcy or Liquidation

In the event of an exhibitor becoming bankrupt or entering into liquidation (other than voluntary liquidation for the purpose of amalgamation or reconstruction) or having the Receiver appointed, the contract with such an exhibitor will terminate forthwith, the allotment of stand space will be cancelled and all sums paid by the Exhibitor under contract shall be forfeited.

7. Occupation and Payment of Stand Space

The Exhibitor, his servants, agents, employees and contractors may enter the building at a time which will be nominated to them for the purpose of stand dressing and fitting. In the event of an Exhibitor failing to take possession of his stand the Organisers have the right to reallocate the stand and all monies paid shall be forfeited. No Exhibitor shall occupy his stand space in the Exhibition until all monies owing to the Organisers by the Exhibitor are paid in full.

8. Obstruction of Gangways and Open Spaces

Exhibitors will not be allowed to display exhibits in such a manner as to obstruct the light or impede or affect the displays of neighbouring exhibitors. Exhibitors will not be allowed to project onto the gangways, ceilings or walls, which are not part of their stand. Gangways must at all times be kept clear and free for passage. All emergency exits and access to service areas are to be kept clear at all times. They must not be restricted or rendered unrecognisable. Public gangways shall remain the means of

escape even during installation and dismantling periods. Any Exhibitor who continues to cause obstruction or nuisance after notice has been given will be liable to have his stand closed by the Organisers at the Exhibitors expense and risk.

9. Conduct of Exhibitors and Representatives

Annoyance: The Organisers reserve the right to stop any activity on the part of any Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitors own stand and under no circumstances may this be carried out from a gangway or elsewhere within the Exhibition.

Microphones/Audio Visual Equipment:

The use of microphones/audio visual equipment is permitted, but the volume must not be such as to cause annoyance to other Exhibitors. The Organisers reserve the right to prohibit their use if in the Organisers opinion any annoyance is being caused.

Publicity Material: Any publicity material shall be displayed and/or given away only from the Exhibitors own stand.

10. Trade Union Labour

All stand fitting, construction or display work should be carried out by members of the appropriate Trade Unions recognised by the Exhibition Industry at the rates of pay and overtime and conditions in accordance with the Terms of the Working Rules Agreement currently in force.

11. Electrical Requirements

Full lighting and power services will be available to the Exhibitor through the official electrical contractor. A schedule of these services will be available once application has been made. Exhibitors may provide their own electrical fittings where such fittings are in the form of made up units, showcases and/or signs complete and ready for connection to the mains supply. Electrical devices, which interfere with radio or television systems, must be switched off immediately if requested by the Organisers.

The use of electrical appliances such as coffee machines, etc. shall only be permitted if they conform to the conditions concerning electrical appliances as laid down by the appropriate authority and other statutory bodies. Before such appliances are used, permission must be obtained from the Organisers. The use of immersion heaters and electric heaters with unguarded elements are not permitted.

12. Dangerous Materials and Exhibits

The Exhibitor must conform to the conditions concerning explosives and dangerous combustible materials as laid down by the appropriate authority and other statutory bodies. Any material or exhibit not approved by the appropriate authority or by the Organisers must be removed from the building at the request of the Organisers.

13. Fire Precautions

In accordance with the requirements of the appropriate authority, all material used in Construction work, display materials etc. must be effectively fire proofed or made of non-inflammable materials in accordance with the standards of every appropriate authority. Fire extinguishers will be provided by the Organisers in the display areas and placed as regulations require. The Exhibitors must comply with any reasonable instructions given by the appropriate authority or the Organisers to avoid the risk of fire.

14. Damage to the Premises

No nails, screws or other fixtures may be driven into any part of the Premises including floors; nor may any part of the premises be damaged or disfigured in any way. Should any such damage occur, the Exhibitor responsible would be invoiced for any reparation charges incurred.

15. Cleaning

The Organisers will arrange for the daily cleaning of the aisles outside the Exhibition open hours. Exhibits will not be cleaned.

16. Security Services

The Organisers will arrange a site security service during the period of the Exhibition but will accept no liability for loss or damage.

17. Storage

There are no storage facilities available within the Exhibition area or premises (unless space has been purchased from the Organiser prior to the Exhibition and only if available). Exhibitors are advised to make their own arrangements for removal and storage of packing cases, etc. Under no circumstances may packing materials of any kind be left in the aisles or on the stands.

18. Freight and Transport

The Organisers will appoint official forwarding agents for temporary importation of goods for the Exhibition. Overseas exhibitors wishing to bring in goods or materials for temporary importation MUST contact the Organisers for details of the official contractor.

19. Liability

Whilst the Organisers will endeavour to protect Exhibition property whilst on display at the Exhibition, it must be clearly understood that the management of the Premises, the Organising Committee and the Organisers cannot accept liability for any loss or damage sustained or occasioned from any cause whatsoever. Exhibitors will be responsible for all damage to property and for any loss or injury caused by them or their agents or employees and will indemnify the Organisers against all claims and expenses arising there from. In the event of it being necessary for any reason whatsoever for the Exhibition to be abandoned, postponed or altered in any way in whole or in part, or if the Organisers find it necessary to change the dates of the Exhibition or vary the hours the Exhibition is open, the Organisers shall not be liable for any expenditure, damage or loss incurred in connection with the Exhibition. The Organisers shall further not be liable for any loss, which the Exhibitor or

Exhibition Contractors may incur owing to the intervention of any authority, which prevents or restricts the use of the Premises or any part thereof in any manner whatsoever.

20. Insurance

Exhibitors are required to take the appropriate insurance and ensure the Organisers are sent a copy of the documents. The Organisers can advise Exhibitors of suitable Insurance Brokers upon request. Particular attention is drawn to the need for the following: Abandonment Insurance: Exhibitors will have seen from paragraph 19 above that the Organisers are not obliged to return any monies paid for space in the event of cancellation or restriction of the Exhibition. Stand, Fixtures and Similar Insurance: All risks on loss or damage to Exhibitors property, fixtures, fittings and all other property of a similar nature such as personal effects of directors, principals and employees whilst on the Premises and transit risks from the Exhibitors premises to the Exhibition and return. Public Liability: Liability to the public may arise out of the Exhibitors activities and should be covered by insurance.

21. General Conditions

The Organisers are responsible for the control of the Exhibition area. Exhibitors are responsible for the control and supervision of their own stands. The decision of the Organisers is final and decisive on any question not covered in the foregoing regulations. The Organisers may from time to time add to or vary these rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the Exhibition, provided that such amendments or additions do not operate to diminish the rights reserved to the Exhibitor under this agreement and shall not operate to increase the liabilities of the Organisers. Exhibitors must comply in all respects with the requirement of every appropriate authority, with the Terms of Agreement by which the Organisers may occupy the Premises and with the policies of insurance effected by the Organisers. Copies of the Agreement and policies of insurance may be inspected at the Exhibition office 30 days prior to the opening of the Exhibition. Signature of the Exhibition Contract implies acceptance of these Exhibition Rules and Regulations and Conditions.

22. Symposiums

All symposiums must take place at the official Congress venue. Sponsors are prohibited from arranging symposiums at sites other than the official Congress sites and outside the official Congress programme.

DISCLAIMER

The information provided in this Technical Manual has been prepared by Congrex Sweden AB to assist the exhibitors.

Whilst every care has been taken to ensure that the details are correct at time of issue, Congrex AB shall not be liable or responsible to any Stand Organiser, Exhibitor or any other person in respect of inaccuracy or omission in the information contained herein, nor shall they be responsible or in any way concerned with any contract or agreement made by Stand Organiser or Exhibitor with any person, firm or company whose services are described herein.

The Joint Congress of SOE/AAO 2011 and Congrex Sweden AB cannot accept liability for injuries or losses of whatever nature incurred by participants and/or accompanying persons, nor for loss of or damage to their luggage and/or personal belongings. Please check the validity of your travel insurance. All reasonable endeavours will be made to hold the Joint Congress of SOE/AAO 2011 and to present its programme as scheduled under circumstances which assure the comfort and safety of all participants and accompanying persons. However, neither the SOE/AAO 2011 nor its committees, representatives or agents, shall be held liable by any person as a result of the cancellation of the Joint Congress of SOE/AAO 2011 or of any of the arrangements, programmes or plans connected therewith, or for any injury, damage or inconvenience which may be suffered by any person while travelling to or from, or during such person's presence in Switzerland in connection with this Congress. Participants and accompanying persons are advised to purchase their own insurance against any such occurrences.

Cancellation or Modification of the Congress due to Force Majeure

In case of force majeure, the Joint Congress of SOE/AAO 2011 has the right to alter or cancel the Congress without prior notice, however a notice of the occurrence shall be given by Joint Congress of SOE/AAO 2011 as soon as reasonably possible. Force majeure shall mean any circumstance beyond the reasonable control of the Joint Congress of SOE/AAO 2011 which prevents or impedes the holding of the Congress, including, but not limited to, government action, war or hostilities, riot or civil commotion, plague or other epidemic such as SARS, bird flu, etc, earthquake, flood, hurricane, cyclone, fire or other natural physical disaster, explosion, accident or breakdown, strike, lack of the usual means of transportation or terrorism. The Joint Congress of SOE/AAO 2011 shall not be liable for any direct or indirect, incidental or consequential damages, losses, expenditures or any other inconveniences or costs caused by such modification or cancellation of the Congress. Furthermore, registration fees will not be reimbursed by the Joint Congress of SOE/AAO 2011.

