



Primary Care and Public Health

11-12 May 2022 www.primarycarehealth.co.uk

Terms and Conditions

"The Event" – Primary Care and Public Health

"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 Organisers and the Exhibitor/Sponsor. By signing this, you and your company are bound by these terms and conditions.

1. Stand/Sponsorship Application and Allocation

The Exhibitor/Sponsor must apply for a stand or sponsorship by signing, completing and returning the Booking Form immediately to the Organiser. Upon receipt of the Booking Form, the Organiser will send an invoice to the Exhibitor/Sponsor who will then have 28 days to pay a non-refundable deposit (see 'Payment' below). Stands and packages are assigned subject to availability. The Organiser reserves the right at any time to rearrange the stand layout or allocation if appropriate and compensation will not be given.

2. Payment

Payment for the stand/sponsorship will fall due as follows:

Within 28 days of booking: 50% + VAT by way of a non-refundable deposit, save as hereinafter mentioned.

By 10 March 2022: 50% + VAT

After 11 March 2022: 100% payable immediately. Please ensure you and your accounts team are aware of this

All costs and payments are in UK Sterling and where sums are transferred from outside of the UK, the exchange rate is applicable on the day of payment. The Exhibitor/Sponsor is responsible for all bank charges. Payments should be made by bank transfer/BACS, we are unable to accept cheques. Payments should be paid by the above deadlines. Failure to pay on time may result in the stand/package allocation being withdrawn by the Organiser without the Organiser being under any liability to refund or abate sums paid or due herein. 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 wanting to cancel for whatever reason, cancellation needs to be made in writing to and acknowledged by the Organiser. The Exhibitor/Sponsor will be responsible for cancellation payments as follows:

Before 10 March 2022: 50% of the total cost contracted

After 11 March 2022: 100% of the total cost contracted

In such cases, the Organiser will have absolute discretion to deal with the display space/package as it thinks fit, without being under any liability to refund or abate any charges paid or due herein. In the event of the Exhibitor/Sponsor becoming bankrupt or going into liquidation or being under 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 it deems necessary by reason of fire, flood, extreme weather conditions, acts of war or violence, malicious damage, explosion, earthquake, strike, civic 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 Organiser 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/Content

The Event will be open to visitors during the times advertised and the Exhibitor must ensure that his stand is ready at least one hour prior to the Event opening each day. Stands must be staffed and stocked during open times. The Exhibitor may place promotional material and merchandise on the Stand walls using removable adhesive fittings as specified in the Exhibitor's Handbook. The Exhibitor must not tamper with the structure of the stand including stand walls, carpet, electrics or the surrounding areas and will be responsible for any damage incurred. Display literature or products must not be misleading, offensive, defamatory, illegal, political or unsafe or promote a third party who is not the Exhibitor. In such cases, the Organisers reserve the right to remove and dispose of such literature without compensation to the Exhibitor. The Exhibitor/Sponsor will indemnify the Organiser for any damage incurred. All information requested by the Organiser must be submitted by the deadlines provided.

6. Subletting

No part or whole of the any stand may be sublet by the Exhibitor without prior written permission of the Organiser. All Stand representatives must be employed by the Exhibitor or be a member of their organisation. All Exhibitor badges will carry the name of the Exhibitor and not a third party.

7. Sponsored Conference Sessions, Advertising and Marketing Opportunities

Conference sessions must be non-promotional, educational in content and presenters are not permitted to promote their products or services during the session. You can however include your logo on slides and invite people to visit your stand or website. Presenters, title, themes and content must be agreed by the Organiser in a timely manner and the Organiser reserves the right to cancel the session if this has not been met. Content must not be misleading, defamatory, offensive, illegal or political. We want to ensure delegates have an excellent education experience. All information requested by the Organiser must be submitted by the deadlines provided.

8. Removal of Exhibits

Stands can not be dismantled, packed away or removed until the Event has terminated. If the Exhibitor is in breach of this provision, he shall pay a fine equivalent to 25% of the total stand cost + VAT. The Exhibitor must ensure that all Stand content is removed from the venue by 9.00pm on the final day of the Event. Failure to do so may render the Exhibitor liable for all costs incurred in storing and handling the said exhibits together with additional site rental costs imposed by the venue.

9. Canvassing

Canvassing for orders and the distribution of literature and promotional material may only be done within the confines of the exhibition stand. If an Exhibitor is in breach of this provision, he may be asked to surrender the materials in question and the right of expulsion without compensation may be exercised. Exhibitors/Sponsors will however be permitted to use bona fide digital networking platforms provided by the Organiser to invite attendees to their stand and websites for meetings and discussions.

10. Access

Once the Booking Form is returned, the Exhibitor must appoint one main contact to be responsible for all administration before, during and after the event. The Organiser cannot be responsible for liaising with multiple members of staff and contractors. This is to ensure efficiency and avoid confusion.

11. Disturbances

The Exhibitor must ensure that any sound coming from their stand, whether during build up, open times or breakdown, is kept to a volume that does not cause any annoyance to other exhibitors, their contractors or attendees. In case of any dispute, the Organiser's decision is final. Please ensure any stand builders are aware of this.

12. Exhibitor's Handbook

The Exhibitor's Handbook/Guidance will be sent to Exhibitors at least two months prior the Event. The Exhibitor is bound to comply with its contents and deadlines together with any other written communication from the Organiser.

13. Insurance and Security

The Exhibitor should ensure that all stand contents and other items brought with are fully insured and that valuables are locked away at all times. The Organiser cannot accept responsibility for any losses incurred. The Exhibitor is required to effect public liability insurance and a risk assessment for attending.

14. Use of Data and GDPR

Data and leads generated throughout the event must be kept safe and remain confidential. The Organiser 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 any Event information. We cannot be held responsible for any breach in relation to the information, data or links that you provide for the Event.

15. 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 participation at the Event.

16. Limitation on Liability

The Organiser, its agents and employees shall not be liable for any loss, theft, damage or injury to persons or property during the terms of this agreement from any cause whatsoever. The Organiser will not be liable for any printing errors appearing in any literature associated with the event, whether digital or hard copies.

17. Breach of Terms and Condition

If the Exhibitor/Sponsor is in breach of any of the terms and conditions contained herein, the Organiser reserves the right without notice 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.