

# Priorities 2008

Managing Scarcity in Health Care:  
Theory-to-practice and practice-to-theory



28th- 31st October 2008

The Sage Gateshead, Newcastle Gateshead Quays

## Sponsorship Pack

# Conference of the International Society for Priorities in Health Care

The International Society on Priorities in Health Care is delighted to invite you to participate in their 7<sup>th</sup> International Conference, which will be held at the Sage Gateshead Tuesday 28<sup>th</sup> – Friday 31<sup>st</sup> October 2008.

Formed in 1996, the Society provides a forum in which researchers, practitioners and others involved in Priority Setting can come together to exchange ideas and experience. The Society places particular importance on getting the results of research into practice and encouraging practitioners to learn about different approaches to Priority Setting.

The biennial conference has previously been held in Stockholm, London, Amsterdam, Oslo, Wellington, and Toronto and is now returning to the UK, this time to the north east of England. Much has changed in the eight years since the Society was last in the UK. Recognising the global attention received by the National Institute for Health and Clinical Excellence (NICE) for England and Wales, and the cutting edge research on Priority Setting conducted in the UK and specifically in the North East at Newcastle University, the conference, is being convened through the Institute of Health and Society at Newcastle University, chaired by Professor Cam Donaldson.

## Conference Objectives

The main theme of this conference is very much about achieving **greater action** on priority setting and improving frameworks used for this purpose across lower and higher income countries. Thus, the aim is to:

- Achieve participation from practitioners at all levels of health care (from national through to local) as well as the public.
- Create a vibrant environment for two-way learning, from theory to practice and practice to theory.
- Enhance learning about managing scarcity in more equitable and efficient ways, and, thus, for the greater benefit of the populations served.

## Programme Themes and Topics

The overarching theme of the conference is "**managing scarcity in health care: theory-to-practice and practice-to-theory**". Key topics for discussion and presentation will include:

- Theoretical and methodological advances in Priority Setting (reconciling health system objectives, the ethical and the economic, understanding how organisations learn and how organisations can change, developments in health technology assessment, evaluating public health interventions).
- Practical advances in priority Setting (accounting for the politics of health care, managing scarcity in resource-deprived environments of lower-income countries, achieving disinvestment in health care).
- Achieving real solutions (handling the 'media storm', legal issues and conflict resolution in Priority Setting, meaningful public involvement, making the 'academic' practical).
- Knowledge transfer and exchange (working across sectoral and disciplinary boundaries, learning from the private sector, barriers to engaging in knowledge transfer research).
- Information to underpin decisions (can decisions be made with little evidence? what are the informational requirements of decision makers both at national, local and individual client levels? Can these be met?)

## Delegates

Previous conferences have attracted over 300 delegates from both developed and developing countries including, the US, Canada, Australia, New Zealand, northern European countries, Israel, Mexico, and African countries. It is expected that the NewcastleGateshead 2008 conference will attract over 400 UK and international delegates.

The conference is aimed at those who, through working in the health care sector, are actively involved in, affected by, or are interested in health care priority setting.

Attendees at previous conferences have included:

- Policy makers (including health and finance personnel)
- Health care professionals and managers (including health care providers, public health practitioners)
- Health insurance agencies
- Patients and the public
- The media
- Researchers working in the field (from a variety of academic disciplines including: health policy, management, ethics, law, health economics)
- Private consultancy companies (specifically those in the field of health technology assessment and health management)

## Marketing

The conference is undergoing an extensive marketing plan and directly targets all health care sectors that are actively involved in, affected by, or are interested in health care priority setting.

The methods used include:

- Direct mail to members of the Society for Priorities in Healthcare
- Monthly e-newsletters to related associations and members
- Insertion of promotional material in newsletters of related associations
- Inclusion of information in mailings through related associations
- Reciprocal website links with key associations, partners and supporters

## Sponsorship & Exhibition Opportunities

There are a wide range of sponsorship options with a range of prices. Most sponsorship packages include exhibition space, advertising and inserts, as well as unique branding benefits in each package. Each sponsorship pack can be adapted to create a bespoke package to exactly meet your requirements.

Alternatively exhibition space is an excellent way to present your products and services. Exhibiting at the conference provides an outstanding platform to meet face-to-face with your clients in discussing priority setting issues with both academics and healthcare practitioners working in the field. More information can be found on the conference website, [www.healthcarepriorities.co.uk](http://www.healthcarepriorities.co.uk).

## Social Events

There will be a welcome reception as well as a gala conference dinner for all delegates, speakers and exhibitors.

More information will soon be available on our website regarding keynote speakers and workshops. Until then, please mark this exciting event in your diary.

We look forward to hearing from you soon to discuss the exciting opportunities available to your organisation.

Kind regards,

**Agata Tocewicz**  
**Project Sales Manager**

0191 244 2824  
agata@benchcom.co.uk

# Preliminary Conference Programme

	<b>Tuesday 28 October *</b>	<b>Wednesday 29 October</b>	<b>Thursday 30 October</b>	<b>Friday 31 October</b>
08.00		Poster and Exhibition Viewing and Networking	Poster and Exhibition Viewing and Networking	Exhibition Viewing and Networking
08.30				
09.00		Concurrent Paper Presentations and Workshops	Concurrent Paper Presentations and Workshops	Concurrent Paper Presentations and Workshops
09.30				
10.00		REFRESHMENT BREAK	REFRESHMENT BREAK	REFRESHMENT BREAK
10.30		Concurrent Paper Presentations and Workshops	Concurrent Paper Presentations and Workshops	Concurrent Paper Presentations and Workshops
11.00				
11.30		LUNCH	LUNCH	Conference Close
12.00				
12.30		Poster and Exhibition Viewing	Poster and Exhibition Viewing	
13.00				
13.30		Plenary Speaker	Plenary Speaker	
14.00				
14.30		REFRESHMENT BREAK	REFRESHMENT BREAK	
15.00				
15.30	Registration	Concurrent Paper Presentations and Workshops		
16.00				
16.30	Welcome and Opening Plenary Speaker			
17.00				
17.30	Welcome Reception	City Tour		
18.00				
18.30	Conference Dinner Discovery Museum			
19.00				
Onwards				

\* The committee dinner will also be held on this evening at Blackfriars. This is an invitation only dinner.

A more detailed programme can be found at [www.healthcarepriorities.co.uk/programme.html](http://www.healthcarepriorities.co.uk/programme.html).

## Conference Opportunities

There are a number of sponsorship packages available, which include a unique variety of benefits. All packages can be tailored to suit your organisation's needs, so please enquire if you have specific requirements.

Sponsorship	Main Benefit	Price (+ VAT)
<b>Major Sponsorship</b>	Exclusive sponsorship	<b>Agreed</b>
<b>Conference Dinner Sponsorship</b>	Dinner speech opportunity	£3,000
<b>Conference Pack Sponsorship</b>	Logo on all delegate folders	£3,000
<b>Topic Sponsorship</b>	Your logo on presentation slides	<b>Agreed</b>
<b>Conference Handbook Sponsorship</b>	Logo on delegate handbooks	<b>Agreed</b>
<b>Welcome Reception Sponsorship</b>	Welcome speech	<b>Agreed</b>
<b>Name Badges</b>	Logo on all name badges	£1,500

Exhibition		Price (+ VAT)
<b>Commercial Rate</b>		£795
<b>Government / Academic Rate</b>		£650
<b>Charity Rate</b>		£495

Extras		Price (+ VAT)
<b>Adverts (half / full page)</b>		£250 / £400
<b>Inserts</b>		£250
<b>Exhibitor Stand Staff Upgrade</b>	Access to sessions (does not include dinner)	£100 / person
<b>Conference Dinner</b>		£50 / person

# Conference Dinner Sponsorship

The Priorities 2008 conference dinner will be a fantastic event, taking place at The Discovery Museum on 30th October. This will be an informal gala dinner open all delegates, exhibitors and speakers.

The Discovery Museum is one of the largest and most popular visitor attractions in North East England. Interactive galleries celebrate the history, diversity and achievements of Tyneside. The venue offers a superb setting for drinks and dinner.

**Welcome Speech:** A representative from your organisation will have the opportunity to give a short welcome speech before dinner.

**Conference Dinner:** Your organisation will receive a dedicated table of 10 places at the conference dinner.

**Menus:** Your organisation's logo will be displayed on dinner menus on each table.

**Venue Branding:** Your organisation will have the opportunity to brand the venue with pop up stands, banners, general signage and gobos. All promotional material is to be provided by your organisation.

**Promotional Gift Box:** You will have the opportunity to place a gift on each dinner place. (Gift to be provided by your organisation).

**Promotional Material:** You will have exclusive rights to insert promotional material in the gift box/bag.

**Exhibition Space:** A 1x3m exhibition space which includes a 4ft trestle table, two chairs and tablecloth.

**Exhibition Staff:** Your organisation will have two exhibition staff places to attend the stand with lunch and refreshments supplied. (Does not include access to sessions or conference dinner).

**Delegate Places:** Registration for **two** delegates which includes all conference sessions and lunch.

**Delegate Discount:** 15% discount on further delegate registrations (up to a maximum of 5).

**Conference Pack Inserts:** Your organisation will have the opportunity to distribute literature to the conference delegates through delegate pack inserts.

**Conference Handbook Advert:** Your organisation will have the opportunity to place a half-page A4 colour advert to appear within conference handbook. All artwork is to be provided by your organisation.

**Sponsor Acknowledgement:** Your organisation will also be acknowledged in the conference handbook, listed alphabetically, with your logo and a 50-word description of your organisation.

**Website:** Your organisation's description, logo and link will feature in alphabetical order on the dedicated sponsors page.

**Conference Pack:** The organisers will provide you with a full delegate list and a conference handbook during registration at the conference.

Price £3,000

# Conference Pack Sponsorship

Conference pack sponsorship offers immediate visual recognition with your organisation. The conference pack design will be seen by every delegate and by hundreds of others for months and sometimes years to come. It will be one of the first chances that you get to make an impression on the delegates, speakers and attendees at the conference.

Please ask us for more information on the pack material and design.

**Conference Pack Branding:** Your organisation's logo will be printed (mono) on all delegate packs.

**Exhibition Space:** A 1x3m exhibition space which includes a 4ft trestle table, two chairs and tablecloth.

**Exhibition Staff:** Your organisation will have two exhibition staff places to attend the stand with lunch and refreshments supplied. (Does not include access to sessions or conference dinner).

**Delegate Places:** Registration for **two** delegates which includes all conference sessions and lunch.

**Delegate Discount:** 15% discount on further delegate registrations (up to a maximum of 5).

**Conference Pack Inserts:** Your organisation will have the opportunity to distribute literature to the conference delegates through delegate pack inserts.

**Conference Handbook Advert:** Your organisation will have the opportunity to place a half-page A4 colour advert to appear within conference handbook. All artwork is to be provided by your organisation.

**Sponsor Acknowledgement:** Your organisation will also be acknowledged in the conference handbook, listed alphabetically, with your logo and a 50-word description of your organisation.

**Website:** Your organisation's description, logo and link will feature in alphabetical on the dedicated sponsors page.

**Conference Pack:** The organisers will provide you with a full delegate list and a conference handbook during registration at the conference.

Price £3,000

# Name Badges Sponsorship Package

Your logo will be displayed on all name badges throughout the conference including delegates, speakers and exhibitors. This package is suitable for organisations who want branding at the conference but do not wish to exhibit. Please enquire if you would like to include exhibition space within this package.

All badges are recycled after use.

**Name Badge Branding:** Your organisation logo will be printed on all name badges.

**Delegate Places:** Registration for **two** delegates which includes all conference sessions and lunch.

**Delegate Discount:** 15% discount on further delegate registrations (up to a maximum of 5).

**Conference Pack Inserts:** Your organisation will have the opportunity to distribute literature to the conference delegates through delegate pack inserts.

**Conference Handbook Advert:** Your organisation will have the opportunity to place a half-page A4 colour advert to appear within conference handbook. All artwork is to be provided by your organisation.

**Sponsor Acknowledgement:** Your organisation will also be acknowledged in the conference handbook, listed alphabetically, with your logo and a 50-word description of your organisation.

**Website:** Your organisation description, logo and link will feature in alphabetical order on the dedicated sponsors page.

**Conference Pack:** The organisers will provide you with a full delegate list and a conference handbook during registration at the conference.

Price £1,500

# Exhibition Space

The exhibition is to be held on the outer floor of Hall One on level one of the Sage Gateshead over the four days of the conference, Tuesday 28<sup>th</sup> until Friday 31<sup>st</sup> October.

Parallel sessions and workshops will take place in the four main rooms situated on these levels. Posters will be displayed outside Hall Two on floor one. Delegates are encouraged to move between parallel sessions and workshops, and there is dedicated time in the programme for early morning networking, and exhibition and poster viewing. The main conference room is in close proximity to this showcase area with easy access for loading. Please refer to the [floor plan](#) for stand details.

Catering will be located on the exhibition floors so all breaks and lunch will be taken in and around the exhibition stands.

Please visit [www.healthcarepriorities.co.uk](http://www.healthcarepriorities.co.uk) for updates on the floor plan, programme timings and further details.

**Exhibition Space:** A 1x3m exhibition space which includes a 4ft trestle table, two chairs and tablecloth.

**Exhibition Staff:** Your organisation will have two exhibition staff places to attend the stand with lunch and refreshments supplied. (No access to sessions or dinner). *Option to access sessions for £100 per person and the conference dinner for £50 per person.*

**Delegate Discount:** 10% discount on further delegate registrations (up to a maximum of 5).

**Website Link:** Your organisations logo and link will be placed in alphabetical order on the exhibitor page on the Priorities in Health Care conference website.

**Conference Pack:** The organisers will provide you with a full delegate list and a conference handbook during registration at the conference.

## Exhibition Rates (+ VAT)

Charity Rate:	<b>£495</b>
Government / Academic:	<b>£650</b>
Commercial:	<b>£795</b>

## Exhibitor Upgrades (+ VAT)

Access to sessions:	<b>£100 / person</b>
Conference dinner:	<b>£50 / person</b>

From £495

### Conference Handbook Advertising

The conference handbook will be in every delegate pack. You have the opportunity to advertise in the A4 handbook displaying your message to the 400 delegates who pass through the doors. Space is available in half and full page full colour. All artwork is to be supplied by your organisation.

Price £250 (half page) or £400 (full page)

### Conference Pack Inserts

Inserts will be placed in the conference packs which are distributed to every delegate. Your insert can be up to A4 size and a maximum of 5 **bound** printed pages.

Price £250

# Priorities In Health Care Conference - Booking Form 2008

**Name of Organisation:** \_\_\_\_\_

**Contact name:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_ **Post Code:** \_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Web site address:** for hot link between Priorities In Health Care conference web site

\_\_\_\_\_

NB The organisers reserves the right to disallow any product / service from the exhibition that is deemed as inappropriate.

<b>I wish to book the following sponsorship options (prices are excluding VAT)</b>			
	Major Sponsorship	<b>Agreed</b>	
	Conference Dinner	£3,000	
	Conference Pack	£3,000	
	Topic Sponsorship	<b>Agreed</b>	
	Conference Handbook	<b>Agreed</b>	
	Welcome Reception		<b>Agreed</b>
	Name Badge		£1,500
	Full Page (A4) Advertising		£400
	Half Page (A4) Advertising		£250
	Conference Pack Inserts		£250

<b>I wish to book the following exhibition space (prices are excluding VAT)</b>			
	Commercial	£795	
	Government / Academic	£650	
	Charity		£495
	Charity Registration Number		

Preferred exhibition space (1-20/no preference): \_\_\_\_\_

<b>I wish to book the following extras (prices are excluding VAT)</b>			
	Conference Dinner Ticket	£50	
	Exhibition Stand Staff Upgrade		£100 pp

**Invoice Address** (if different from above): \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

I understand and agree to the terms and conditions of exhibiting at/sponsoring the Priorities in Healthcare Conference 2008.

Purchase Order no: \_\_\_\_\_ Signature: \_\_\_\_\_

## **PRIORITIES IN HEALTHCARE SPONSORSHIP & EXHIBITION TERMS AND CONDITIONS**

In these terms and conditions the term 'Exhibitor / Sponsor' means any organisation, firm or person who has been allocated space in the exhibition, or Sponsorship, or any agent, representative or employee of the exhibitor. The term 'Exhibition / Sponsorship' refers to the event detailed in the enclosed literature and where the term 'Organisers' appears it refers solely to the Priorities in Healthcare Conference Secretariat, Benchmark Communications Ltd.

### **1. INFORMATION SUPPLIED**

Information supplied by the organisers in relation to any exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the organisers and any inaccuracy or mistake therein or omission there from shall not entitle the exhibitor to cancel his space booking.

### **2. APPLICATION FOR SPACE**

(A) Application for space must be made on the official booking form and must contain information on the exhibits / sponsors to be displayed. The organisers may accept applications by purchase order, in writing, or by facsimile, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the terms and conditions contained herein fully apply.

(B) Any application for space or sponsorship, or any acceptance thereof or by the organisers shall not be conditional on the presence or location of any other exhibitor / sponsor at the same or any other exhibition/sponsor and any reference to such conditionality shall not apply to any contract between the organisers and the exhibitor / sponsor for exhibition stand space / sponsorship.

### **3. CANCELLATION OF SPACE**

(A) If the exhibitor sponsor wishes to cancel, then written notice of such wish must be forwarded to and received by the organisers by recorded delivery post not later than the dates referred in the table below. For the avoidance of doubt the organisers shall not be obliged to accept the exhibitors/sponsors wish to cancel his space booking.

(B) In the event that the exhibitor/ sponsor either:

(I) Wishes to cancel his space booking after acceptance by the organiser or:

(II) Fails to meet any of the payment obligations (whether as to the amounts or dates of payment) Detailed overleaf.

Then the organisers reserve the right (But without being obliged to do so) to apply the following cancellation charges and to re-allocate the space booked:

Cancellation Occurring	Cancellation Charge
On or before 30 April 2008	25%
01 May – 30 June 2008	50%
On or after 01 July 2008	100%

(C) Notwithstanding that the organisers may re-sell or re-allocate the cancelled space/sponsorship after payment of the above cancellation charges the organiser shall be under no obligation to reimburse all or any part of such cancellation charges.

### **4. SPACE REDUCTION**

Where an exhibitor/sponsor wishes to reduce the size of his space booking after allocation of space, notification must be received in writing. The organisers reserve the right to apply the scale of cancellation charges outlined above to the total cost of the area by which the original stand has been reduced on a pro rata basis, and to re-allocate the area in question.

### **5. LOCATION OF SPACE**

For the avoidance of doubt any contract between the organisers and the exhibitor/sponsor for exhibition stand space/sponsorship is only for an amount of such space and no acceptance by the organisers of the exhibitors space booking form or allocation of the exhibitors name to any particular part of any exhibition floor plan will constitute any agreement warranty or representation by the organisers that the exhibitor is entitled to exhibit at the exhibition in such particular location and the organisers reserve the right without being required to give notice to the exhibitor to alter the layout of any exhibition floor plan at any time.

### **6. UNOCCUPIED SPACE**

Every exhibitor/sponsor must occupy the space allotted to him by opening time on the first day of the conference. Any exhibitor failing to do so will be deemed to have cancelled his space booking. In this event, the terms and conditions relating to cancellation will apply and space maybe offered to a new or existing exhibitor/sponsor.

### **7. FIRE PRECAUTIONS AND DANGEROUS MATERIALS**

All materials used for building, decorating or to cover stands must be of non-flammable material. Exhibitors/sponsors must comply with all instructions given by the organisers to avoid the risk of fire or any other risk.

The following are excluded from the exhibition; explosives; detonating or fulminating compounds, and all dangerous or harmful substances, including priming, fireworks, etc. Priming, fireworks, matches and similar objects can only be exhibited in the form of imitations, and on condition that they contain no inflammable matter. Only goods described at the time of application may be displayed on stands, and any goods not approved by the organisers must be removed from the building.

### **8. EXCLUSION OF PERSON**

The organisers reserve the right to exclude or remove from the exhibition any persons whose presence at the absolute discretion of the organisers is or is likely to be undesirable and the organisers may exercise such rights notwithstanding that any person is a servant or agent of the exhibitor or otherwise any way connected or associated with the exhibitor.

#### 9. POSTPONEMENT OR ABANDONMENT

The exhibitor/sponsor shall not have any claim against the organisers in respect of any loss or damage consequent upon the failure for whatever reason of the exhibition being held or of the building becoming wholly, or partially unavailable for the holding of the exhibition for reason beyond the organisers' control. If by re-arrangement or postponement of the period of the exhibition, or by substitution of another hall for the exhibition, or by means of any other reasonable matter of thing, the exhibition can be carried through, the contracts for space shall be binding upon all parties, except as to the size and position, as to which any modification, substitution, or re-arrangement considered necessary by the organisers shall be substituted for the original.

#### 10. STAND LETTING

Is deemed personal to the exhibiting organisation contracting and is in no way assignable to any other person, organisation or organisation. The under letting or sharing possession of any part of the stand is absolutely prohibited without the prior written consent of the organisers provided always that consent will not be forthcoming in any circumstances for an assigning or under letting or sharing of possession of a stand with any exhibition organising organisation.

#### 11. PROHIBITION OF TRANSFER

Exhibitors/sponsors may not assign, sublet, or grant licenses in respect of the whole, or any part of the space allocated to them, or assigned or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide exhibitors be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents or principals of the exhibitor/sponsor, which are duly listed on the official space booking form at the time of booking.

#### 12. LICENSOR AND LICENSEE

On the acceptance of this application for space by the organisers there is a contract between the organisers and the exhibitor/sponsor including these terms and conditions, subject to amendments as mentioned below, and as regards any space so allotted, the relationship of licensor and licensee shall exist between the organisers and the exhibitors, from the date of the exhibitor occupying the space. In case of non-payment of any sum due from the exhibitor/sponsor, whether legally demanded or not, or of a breach, or non-observance, by the exhibitor/sponsor or any of the terms and conditions herein contained, or any regulations to be observed by him, the organiser shall have the right to revoke his licence and re-enter upon the allocated space to remove and exclude the exhibitor/sponsor, and all persons there from without prejudice to the right to recover all sums payable by the exhibitor/sponsor and all other claims against him, and damages sustained by the organisers.

#### 13. INSURANCE

The organisers are not responsible for the safety of any exhibit or other property of the exhibitor/sponsor or other person, or for the loss, damage or destruction by theft, or fire or any cause, or for the loss, damage, or injury sustained by any exhibitor or other persons. This is whether by reason of any default in the exhibition building caused by fire; storm; tempest; lightning; explosion; national emergency; war; labour disputes; strikes; lock-outs; civil disturbances; inevitable accident; force majeure or for any other cause not within the direct control of the organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the exhibition. Exhibitors/sponsors should secure their own insurance to cover all liabilities and risks.

#### 14. ATTENDANCE

The exhibitor/sponsor acknowledges that the organisers shall not be held responsible for the failure of all or any other contracted exhibitions to attend the exhibition or the failure of any number of attendees to attend the exhibition for any reason beyond the reasonable control of the organisers.

#### 15. EXHIBITION OPENING HOURS

Details of exhibition opening hours will be given in the conference programme, during these times stands must be manned by exhibitor's staff.

#### 16. SIGNATORIES

The person or persons signing the space application form on behalf of the exhibitor/sponsor shall be deemed to have full authority to do so on behalf of the exhibitor/sponsor and the exhibitor/sponsor shall have no right to claim as against the organisers that such person or persons did not have such authority.

#### 17. EXHIBITORS' BANKRUPTCY

In the event of an exhibitor/sponsor becoming bankrupt, committing any act of bankruptcy, going to liquidation, having a receiver appointed in respect of any of its assets the organiser's reserve the right to terminate the contract with the exhibitor/sponsor and the terms and conditions relating to cancellations shall apply.

#### 18. ERECTION OF STANDS

No exhibitor/sponsor will be permitted to display his goods in such a manner as, in the opinion of the organisers, obstructs the light or impedes the view along the open spaces or gangways, or to occasion inconvenience or otherwise effect the display of other exhibitors.

#### 19. SERVICE / PRODUCT EXHIBITED

NB The organisers reserves the right to disallow any product / service from the exhibition that is deemed as inappropriate according to the stated mission & objectives.

#### 20. THE TERMS AND CONDITIONS

Shall be construed in accordance with English law and any disputes resulting from an interpretation of these terms and conditions shall be settled by the English court.