

Dental institute

at Guy's, King's College
and St Thomas' Hospitals

Department of Restorative
Dentistry
Floor 25, Tower Wing
Guy's Campus
Great Maze Pond
London SE1 9RT



Dear Industry Partner,

We are delighted to announce that the ConsEuro 2015 Conference will be hosted by King's College London Dental Institute. This will be the first time ever that the ConsEuro Conference is hosted in the UK, taking place from 14 – 16 May 2015.

The Dental Institute, in collaboration with the European Federation of Conservative Dentistry (EFCD), the British Society for Restorative Dentistry, the British Association of Teachers of Conservative Dentistry and Hampton Medical Conferences, are proud to deliver an exciting, cutting-edge programme, covering the latest developments and new technologies in conservative dentistry in its broadest sense.

The conference programme will cover all areas of conservative dentistry, including clinical advances in imaging, computer-aided design and computer-aided manufacturing (CAD/CAM), lasers, radiology and 'smart' bioactive restorative materials. A special focus will be on the 'hot topics' of 21st century conservative dentistry:

- E-Dentistry and the impact and opportunities of technology on clinical dentistry, practice management, our patients and ourselves
- Technology Enhanced Learning (TEL) – opening future possibilities
- Social media – the strengths and the pitfalls in the dental profession

The ConsEuro academic leadership-team comprises the Dental Institute's most senior experts with decades of experience in academic and clinical research, and patient treatment:

- Professor Stephen Dunne, Professor of Primary Dental Care and President-elect, EFCD 2015
- Mr Leslie Howe, Director of Undergraduate Education and Consultant in Restorative Dentistry
- Professor Avijit Banerjee, Professor of Cariology & Operative Dentistry / Hon Consultant, Restorative Dentistry, Head of Conservative & Minimum Intervention Dentistry and Director of the King's MSc programme in Advanced Minimum Intervention Dentistry

The faculty will comprise more than 20 thought leaders and experienced clinicians from the Dental Institute, other dental schools in the UK and Europe.

The Dental Institute would like to invite you and your company to get involved and support the ConsEuro 2015. With more than 500 delegates expected (clinicians, researchers and teachers) over the three-day conference and parallel lecture sessions and workshops, we feel this is a unique opportunity for you to showcase your company's educational prowess, products and expertise in historic and global London.

The ConsEuro 2015 will take place at the centrally-located Queen Elizabeth II Conference Centre in close distance to the Houses of Parliament right in the heart of London.

The facilities are highly suitable for industry-led training sessions to run alongside the main conference programme and complement the practice-oriented and hands-on learning experience of the delegates. We invite you to talk to us and suggest speakers for such training sessions that will also provide you with an excellent opportunity for a deeper dialogue and interaction with the delegates.

In addition, we aim for the conference to be at state-of-the-art technological standard, including extensive use of digital technology and with plenty of opportunity to showcase your products throughout the conference.

The Sponsorship and Exhibition pack provides you with an overview of industry partners' packages to support the ConsEuro 2015 and get involved. Arrangements have purposely been made flexible to encourage mutual co-operation and we will be delighted to consider tailored arrangements.

We do hope that we can count on you to make the ConsEuro 2015 a unique and memorable experience and a great success for King's College London, EFCD, London and the UK.

Yours cordially



Professor Stephen Dunne
Professor of Primary Dental Care
and President-elect, EFCD 2015

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For queries and to discuss your support package for the ConsEuro 2015, please contact:

Jim Lucas
Project Manager

Hampton Medical Conferences
Email: jlucas@hamptonmedical.com,
Phone: +44 (0)1920 885170

Alternatively please contact:

Stephen Dunne: stephen.dunne@kcl.ac.uk
Leslie Howe: leslie.howe@kcl.ac.uk
Avijit Banerjee: avijit.banerjee@kcl.ac.uk

Benefits to attend

Meet and network with key opinion leaders with opportunity to:

- European Federation of Conservative Dentistry (EFCD)
- British Society for Restorative Dentistry
- British Association of Teachers of Conservative Dentistry
- 20 thought leaders and experienced clinicians from the Dental Institute at King's College London
- Expected 500 delegates over the three conference days including clinicians, researchers and teachers
- Showcase your company's educational prowess, products and expertise
- Engage in dialogue and interaction with delegates and speakers to share hands-on experiences
- See presentations and demonstrations using state-of-the-art technologies including latest digital formats

Programme highlights:

- Clinical advances in imaging
- Computer-Aided Design and Computer-Aided Manufacturing (CAD/CAM)
- E-Dentistry and the impact and opportunities of technology on clinical dentistry, practice management, our patients and ourselves
- Lasers
- Radiology and 'smart' bioactive restorative materials
- Technology enhanced learning (TEL) – opening future possibilities
- Social media – the strengths and the pitfalls in the dental profession

CONS EURO 2015 – Preliminary Programme

Thursday 14 May

12:30-13:30	<i>Registration & welcome refreshments</i>
13:30-14:00	Keynote address: impact of technology on dentistry
14:00-16:00	Session 1: Tech-enhanced postgraduate dental education
14:00	Future revalidation in dentistry (UK)
14:20	Future revalidation in dentistry (EU)
14:40	Distance learning technology – commercial
15:00	Distance learning academic programmes
15:20	Q&A panel discussion
15:30-16:00	<i>Refreshments & opportunity to visit the exhibition</i>
16:00-18:00	Session 2: Tech-enhanced undergraduate assessment
16:00	The Digital dental school
16:20	Virtual reality simulation in dentistry I (King's College London)
16:40	Virtual reality simulation in dentistry II (ACTA)

17:00	Tech-enhanced student assessment
17:20	Q&A panel discussion
17:30-19:00	Welcome reception ceremony & exhibition (For opportunities to sponsor the entertainment please contact us)

Friday 15 May

08:00-09:00	<i>Registration, refreshments & opportunity to visit the exhibition</i>
	<u>Parallel sessions</u>
09:00-10:30	Session 3: I/O Scanners
09:00	Evidence-base critical review of digital scanners in dentistry
09:30	Clinical impressions of digital scanning I
09:45	Clinical impressions of digital scanning II
10:00	Clinical impressions of digital scanning III <i>Potential for in-theatre / exhibition educational demonstrations</i>
10:15	Q&A panel discussion
09:00-10:30	Session 4: Soft tissue lasers
09:00	Evidence-base critical review of lasers in dentistry
09:30	Clinical impressions of lasers - periodontology
09:45	Clinical impressions of lasers – intra-oral mucosae
10:00	Clinical impressions of lasers - dermatology <i>Potential for in-theatre / exhibition educational demonstrations</i>
10:15	Q&A panel discussion
10:30-11:00	<i>Refreshments, opportunity to view posters & visit the exhibition</i>
	<u>Parallel sessions</u>
11:00-12:30	Session 5: Laboratory digital scanners (CAD-CAM)
11:00	The digital link between dental surgery & laboratory
11:30	Clinical – laboratory interaction – Ceramic Crown & Bridgework
11:45	Clinical – laboratory interaction – Implantology
12:00	Clinical – laboratory interaction – Maxillofacial
12:15	Q&A panel discussion

11:00-12:30	Session 6: Hard Tissues Lasers
11:00	Clinical use of lasers in tooth preparation
11:20	Clinical use of lasers in bone management
11:40	Clinical use of lasers in endodontics/root management
12:00	Clinical use of lasers in dental bleaching
12:20	Q&A panel discussion
12:30-14:00	<i>Lunch, opportunity to view posters & visit the exhibition</i>

Parallel sessions

14:00-15:30	Session 7: Digital endodontics
14:00	Evidence-base critical review of digital developments in endodontic
14:30	Cone beam CT developments in dental practice
14:45	Clinical developments in digital apex locators
15:00	Clinical developments in digital diagnosis of pulp vitality
15:15	Q&A panel discussion

14:00-15:30	Session 8: The future of “Smart” dental materials
14:00	Evidence-base critical review of biomimetic dental materials
14:30	Clinical developments in calcium silicates
14:45	Clinical developments in bio-active glasses
15:00	Clinical developments in smart adhesive technology
15:15	Q&A panel discussion
15:30-16:00	<i>Refreshment, posters & exhibition</i>

Parallel sessions

16:00-17:30	Session 9: Digital diagnostics - caries
16:00	A critical review of digital caries diagnostics
16:30	Optical microscopy and caries detection
16:45	Luminescence & clinical caries detection
17:00	Optical scanning / detection of caries
17:15	Q&A panel discussion

16:00-17:30	Session 10: “MI” technologies for managing caries
16:00	A critical review of the future technologies for caries management
16:30	“MI” clinical methods of non-operative caries prevention
16:45	“MI” clinical methods of caries risk assessment
17:00	“MI” methods of tooth preservation / remineralisation
17:15	Q&A panel discussion

19:00-Late

Gala dinner

(For opportunities to sponsor the prize competition please contact us)

Saturday 16 May

08:00-09:00

Registration & exhibition

09:00-10:30

Session 11: The future of “social media” in dentistry

09:00

Social media – marketing, advertising and patient education

09:45

Social media – the technological and legal pitfalls

10:15

Q&A panel discussion

10:30-11:00

Refreshments, opportunity to view the exhibition

11:00-12:10

Session 12: Clinical research in dental practice – a funding, practice-building opportunity?

11:00

Practice-based research networks – the trials and tribulations

12:00

The NHS clinician’s perspective

12:15

Q&A panel discussion

12:30-13:00

Closing address: outlook - what’s the future and where will we be in 2020?

13:00-14:00

Prize awards (European Federation of Conservative Dentistry)

Sponsorship

Sponsor star system

We recognise the changing marketing needs of the industry and are pleased to offer this star package system. The system is intended to allow organisations to select and tailor the package that best suits their marketing objectives and investment.

How to use the sponsor star system:

Step one

Select which level of sponsorship suits your budgetary requirements.

Step two

Once you have selected your desired level of representation, choose your items from the list to the value of stars available at that level. For example, if you select the Gold package worth four stars you can choose to also sponsor the pocket programme (three stars) and message board branding (one star) in addition to the items already included as standard in the package.

Step three

Select your preferred exhibition stand location.

Tailor made packages

We fully recognise that this system may not meet every company's requirements. Should this be the case we encourage you to contact us to discuss where we can assist you to maximise the return on your investment and create a successful package for your organisation.

Any further ideas on how to promote your products or services will be welcome for consideration.

To discuss the sponsorship and exhibition opportunities at ConsEuro 2015, please contact:

Jim Lucas
Project Manager

Hampton Medical Conferences
Email: conseuro@hamptonmedical.com
Phone: +44 (0)1920 885170

Alternatively please contact:

Stephen Dunne: stephen.dunne@kcl.ac.uk
Leslie Howe: leslie.howe@kcl.ac.uk
Avijit Banerjee: avijit.banerjee@kcl.ac.uk

Gold package

2 x available



The fee for GOLD Sponsorship includes:

Value: £28,600 + VAT

Sponsorship of two speakers within main programme (one speaker per session)

- Six delegate registrations
- Six exhibition passes
- 14sqm exhibition space
- Exclusive sponsorship of evening welcome reception **or** Academic Prize
- Acknowledgement in final programme – Company editorial and logo (100 words)
- Press release pre and post congress email
- ‘Open Demonstration Stage’ within exhibition hall for 15 minutes*
- Logo on exhibition map
- ‘Open Demonstration Stage’ within exhibition hall for 15 minutes*
- Delegate pack insert
- Lanyards (sole sponsor)
- Company logo on final joining instructions
- Company logo on holding slide during the conference breaks
- Final list of delegates in excel format after conference with location, name and institution (delegates who opt in to their details being forwarded to third parties)
- Four stars to spend on optional extras (subject to availability)
- Company logo on the Conference website with hyperlink to your own website highlighting Gold sponsorship

Silver package

2 x available



The fee for SILVER sponsorship includes:

Value: £14,300 + VAT

Sponsorship of one speaker within main programme

- Four delegate registrations
- Insert in delegate pack
- Four exhibition passes
- 4m x 4m exhibition space
- ‘Open Demonstration Stage’ within Exhibition hall for 15 minutes*
- Company logo on the conference website with hyperlink to your own website
- Acknowledgement in final programme – company editorial and logo (75 words)
- Logo on exhibition map
- Three stars to select optional extras (subject to availability)
- Final list of delegates in excel format after conference with location, name and institution (delegates who opt in to their details being forwarded to third parties)



Bronze package

4 x available



The fee for BRONZE sponsorship includes:

Value: £7,700 + VAT

- Two delegate registrations
- 'Open Demonstration Stage' within exhibition hall for 15 minutes*
- Two exhibition passes
- 3m x 2m Exhibition Space
- Company logo on the Congress website with hyperlink to your own site
- Acknowledgement in final programme – company editorial and logo (50 words)
- Insert in delegate pack
- Logo on exhibition map
- One Star to select optional extras (subject to availability)

'Open demonstration stage'

* The 'Open Demonstration Stage' gives a company 15 minutes during one of the coffee or lunch breaks to present in an informal manner to the conference delegates. The content of the presentation will be subject to the approval of the Scientific Committee. The 'Open Demonstration Stage' will be located within the exhibition hall. Sessions will be allocated on a first come first served basis.

Additional sponsor star items



Individual stars can be added to the package to purchase additional sponsored items. Each star comes at a cost of £1,000.00. For example, if you'd like to purchase the luggage tags for two additional stars + VAT, the cost will be £2,000 + VAT

Sponsorship item	Star value
• Delegate bag (sole sponsor)	*****
• Voting paddles (sole sponsor)	****
• Delegate lanyards (sole sponsor and subject to availability)	****
• Pocket programme (sole sponsor)	***
• Delegate pads (sole sponsor)	***
• Delegate pens (sole sponsor)	***
• Final programme advert (outside back cover, sole sponsor)	***
• Final list of delegates in excel format after conference with location, name and institution (delegates who opt in to their details being forwarded to third parties)	**
• Final programme advert (inside print item)	**
• Product delegate pack insert (sole sponsor to provide)	**
• Luggage tags (sole sponsor)	**
• Acknowledgement in final programme with logo (75 words)	**
• Logo on delegate list	**
• Paper delegate bag insert	*
• Acknowledgement in final programme with logo (50 words)	*
• Logo on exhibition map	*
• Company logo in final mailing/joining instructions	*
• Message board branding	*
• Sponsor's logo will appear on the conference website and a hyperlink from this logo to a website of their choice	*

Exhibition spaces

The standard package includes 3 x 2m Exhibition Space and the following services:

Value: £3,850 + VAT

- One delegate registration
- Company logo on the conference website with hyperlink to your own site
- One exhibition pass
- Acknowledgement in final programme – company editorial and logo (50 words)

Sponsorship & Exhibition booking form

Booking Procedure: Please note that all Packages and Additional Sponsor Star items (including exhibition spaces and sponsorship items) will be allocated on a 'first come first served' basis and ONLY upon receipt of the completed booking form.

Contact name

Company

Product

Address

Postcode

Telephone

Fax

Email

Sponsorship Package(s) Requested

1. £

2. £

Sponsor Star Items Included In Package Entitlement Star value per item *****

1.

2.

3.

4.

Additional Sponsor Star Items Star value per item *****

1.

2.

3.

4.

Total cost of additional star items (*individual stars £1,000 + VAT*) £

Exhibition Stand - *Please reserve the following stand*

£641.67 + VAT per square metre

Size or area required m x m

Additional stand space can be purchased at £641.67 + VAT per square metre subject to availability

TOTAL AMOUNT PAYABLE: £.....+ VAT

King's College London will invoice your company upon receipt of the booking form. All payment details and methods of payment will be explained on the invoice.

Your Purchase Order No:

IMPORTANT: Please ensure that Purchase Orders are made to King's College London

Name and address to which invoices should be sent:

Accounts Payable Contact Details:

Name:

Email address:

Telephone number:

Payment terms:

Payments must be received upon invoice and within 30 days of the invoice date or prior to the commencement of the conference, whichever is sooner. All packages, exhibition spaces and sponsorship items can only be confirmed upon full payment.

Confirmation:

I confirm that I:

1. Have read the terms and conditions attached and agree to be bound by them.
2. Understand the cancellation charges stated in the terms and conditions.
3. Am authorised to sign this document for and on behalf of the company named above.
4. I understand that, whilst every endeavour will be made to adhere to the published layout of the exhibition, the organisers shall be entitled to vary the layout depending on final exhibition sales if, in their opinion, this is in the best interests of the exhibition.

Signature

Printed name

Date

Please return this form to:

Jim Lucas

ConsEuro 2015

c/o Hampton Medical Conferences Ltd

4-6 Crane Mead

Ware

Hertfordshire, SG12 9PW, UK

Tel +44 (0) 1920 885170

Fax +44 (0) 870 900 7783

Email jlucas@hamptonmedical.com

King's College London – Terms & Conditions for Exhibition and Sponsorship

(ConsEuro Conference 2015)

1. INTERPRETATION

1.1 **Definitions:** In these Conditions, capitalised words shall have the meanings set out in the Letter. Otherwise the following definitions apply:

Client: the company exhibiting at the Event.

Representative: the person/s attending the Event on behalf of the Client.

Confidential Information: means any information of a confidential nature disclosed in any form or medium in connection with the Letter or the Course, but excluding information which: (i) forms part of the content of the Course; (ii) is known publicly or otherwise in the public domain; or (iii) is independently developed by the recipient.

Conditions: these Terms and Conditions as amended from time to time in accordance with section 14.7.

Intellectual Property Rights: all patents, copyright and related rights, trademarks, trade, business and domain names, rights in goodwill or to sue for passing off, rights in designs, rights in computer software, database rights, rights in Confidential Information (including know-how and trade secrets) and any other intellectual property rights, whether registered or unregistered and including all applications for and renewals or extensions of such rights, and all similar or equivalent rights or forms of protection in any part of the world.

Letter: means the Letter agreement made between the parties governing the provision of the Event, incorporating these Conditions and the Event Programme.

Participants: any person the Supplier permits to attend the Event, including any liaison, translator or support person.

Supplier: means King's College London and any other parties identified as Supplier in the Letter.

Personnel: means the officers, employees, representatives, students, advisors, agents, sub-contractors and researchers of the Supplier.

1.2 **Construction:** In these Conditions, the following rules apply:

- (a) a **person** includes a natural person, or a corporate or unincorporated body;
- (b) words in the singular shall include the plural and vice versa;
- (c) a reference to writing or written includes faxes but not e-mail;
- (d) any obligation in the Letter on a person not to do something includes an obligation not to agree, allow or permit that thing to be done; and
- (e) where the words "include(s)", "including" or "in particular" are used in the Letter or these Conditions, they are deemed to have the words "without limitation" following them.

2. BASIS OF CONTRACT

2.1 The Letter constitutes the entire agreement between the parties in relation to its subject matter. The Client accepts that it has not relied on any statement, promise or representation made or given by or on behalf of the Supplier which is not set out in the Letter.

2.2 These Conditions apply to the Letter to the exclusion of any other terms.

3. SUPPLY OF SERVICES

3.1 The Supplier will provide the Services in accordance with the Letter.

3.2 The Supplier is not obliged to provide any services not specifically included in the Letter.

3.3 The Supplier may, without notice, change the Event programme in order to comply with any applicable safety, statutory or regulatory requirements, or as otherwise reasonably required by the Supplier, provided that such changes do not materially affect the nature or

scope of the Event, or the Charges. A change of Personnel will not be considered to materially affect the nature or scope of the Event.

3.4 The Supplier can deny access to, and remove any person from, any premises owned by or under the control of the Supplier. If this occurs, no reduction or refund of the Charges will be made.

3.5 Unless otherwise indicated, the Suppliers will provide a table in the exhibition room to be used by the exhibitor. Stands will be allocated strictly on a first-come first-served basis in the order that booking forms are received.

3.6 The Suppliers reserve the right to allocate exhibitors to whichever stand the Suppliers deem appropriate.

4. EVENT MANAGER

4.1 The Supplier will ensure that the Event Manager is available to the Client at reasonable times to assist with the provision of the Services.

4.2 If the Client wishes for changes to the Services offered by the Supplier, the Client will provide the Event Manager with all details of such change in writing. The Event Manager will, within a reasonable time, provide a written estimate to the Client of whether it is possible to implement the change, any necessary variation to the Charges, and any other impact on the Letter. The parties may then vary the Letter in accordance with Condition 14.7. The Supplier may charge the Client for the time spent assessing a request for a change.

4.3 The Supplier may replace the Event Manager, or any named Supplier, by written notice to the Client.

5. CLIENT'S OBLIGATIONS

5.1 The Client will:

- (a) co-operate with the Supplier, and ensure that each Representative will co-operate with the Supplier in all matters relating to the provision of the Event;
 - (b) carry out any task reasonably allocated to it in a timely manner, and provide such information and/or resources as the Supplier may reasonably require in connection with the Event, and ensure that such information is accurate in all respects;
 - (c) be solely responsible for all travel, immigration, accommodation and other arrangements of a similar nature for the Representatives;
 - (d) notify all Representatives in writing of their obligations under the Letter and ensure each such Participant complies with his or her obligations under the Letter.
- 5.2 If the Location is at the Supplier's premises or the premises of any third party, the Client will, and will ensure that each Representative will,
- (a) comply with any policy, regulation, code of practice, or instruction from the Supplier or such third party including access to premises, use of equipment to which access is provided as part of the Event;
 - (b) comply with all applicable health and safety, security, and other legislation which may be in force from time to time; and
 - (c) keep all premises and equipment to which access is provided as part of the Event in good condition.

5.3 The Client shall be solely liable for any damage to the Supplier's premises or the premises of any third party caused by the Client or the Representatives, and shall indemnify the Supplier against any damage to such premises or any claims or demands brought against the Supplier in connection with such damage.

6. INTELLECTUAL PROPERTY RIGHTS

6.1 Nothing in the Letter will affect the ownership of any Intellectual Property Rights owned or controlled by a party and neither party grants to the other any right or licence under any Intellectual Property Rights except as expressly granted in the Letter.

6.2 The Client may use, for the purpose of taking part in the Event all information, software, and materials supplied to

it by or on behalf of the Supplier. No right or licence is granted to the Client to copy, publish, or distribute any such information, software or materials without the prior written consent of the Supplier.

7. PUBLICITY

- 7.1 Neither party may use the name or logo of the other party in any announcement or publicity material without the prior written consent of the other party.
- 7.2 Notwithstanding the provisions of Conditions 6 and 7.1, the Supplier may use and publish the name and logo of the Client and any written statements made by the Client to the Supplier in relation to the Event, in marketing and publicity materials, including on the Event programme and on the Supplier's website, and may attribute such statements to the Client.

8. PAYMENT

- 8.1 Once the signed Letter has been received from the Client by the Supplier, the booking is considered complete and cancellation charges will apply.
- 8.2 In consideration of the provision of the Service, the Client will pay the Charges. All payments will be made in pounds sterling. The Client will be responsible for any currency conversion costs, bank charges or other expenses incurred in paying the Charges.
- 8.3 The Supplier will issue invoices to the Client as set out in the Letter. The Client will pay each invoice within 30 days after its date or at the date defined in the Letter, to such bank account as the Supplier may specify from time to time.
- 8.4 The Charges are exclusive of VAT.
- 8.5 If the Client is required by law to make any deduction or withholding from any sum payable under the Letter on account of tax or otherwise, the amount payable to the Supplier by the Client will be increased by the amount of that deduction or withholding to ensure that the Supplier receives a sum equal to the Charges.
- 8.6 If any payment to the Supplier is overdue, the Supplier may do one or more of the following:
- (a) suspend provision of the Services until that payment has been made in full; or
 - (b) treat the non-payment as a material breach and terminate the Letter in accordance with Condition 12.3; or
 - (c) charge the Client interest on any overdue sum and the costs of recovery in accordance with the Late Payment of Commercial Debts (Interest) Act 1998.

9. CONFIDENTIALITY

- 9.1 Each party (the "Recipient") will, (and in the case of the Supplier, ensure that the Personnel will, and in the case of the Client, ensure that the Participants will) keep in strict confidence all Confidential Information of the other party, and not disclose such information to any third party other than those persons who have a need to know it for the purpose of the Course only.
- 9.2 Neither party will be in breach of its obligations under this condition to the extent that disclosure of any Confidential Information is required by law, a court, or other public or regulatory body that has jurisdiction over it.
- 9.3 This Condition 9 shall survive termination of the Letter.

10. WARRANTIES

- 10.1 The Client warrants to the Supplier that all Representatives have all necessary visas, permissions and consents required for their stay in the United Kingdom or any other relevant country and attendance of the Event.
- 10.2 The Supplier does not provide any warranty that:
- (a) a minimum number of Attendees will be achieved; or
 - (b) named Attendees sign up or named Attendees who have signed up will attend the Event;
 - (c) Attendees show interest in the Client's Products and Materials; or
 - (d) that the Events leads to any further interest or sales of the Client's products whatsoever.
- 10.3 Except as set out in the Letter, all warranties, conditions, terms, undertakings and obligations are excluded to the fullest extent permitted by law.

11. LIMITATION OF LIABILITY AND INDEMNITY

- 11.1 Subject to Condition 11.4, the total liability of the Supplier and the Personnel to the Client for any breach of the Letter, including any deliberate breach, any negligence, or arising in any other way out of the Letter or the provision of the Event, will not extend to any indirect or consequential damage, loss, or expenses, or to any loss of profits, loss of revenue, loss of data, loss of contracts or opportunity (whether direct or indirect).
- 11.2 Subject to Condition 11.4, the aggregate liability of the Supplier and the Personnel to the Client for any breach will not exceed in total the Charges.
- 11.3 The Supplier and the Personnel will not be liable for the damage or loss or loss in value whatsoever of property brought to the Venue by the Client and the Representatives.
- 11.4 Nothing in the Letter limits or excludes the liability of the Supplier or the Personnel for death or personal injury caused by negligence, fraud or any sort of liability that, by law, cannot be limited or excluded.
- 11.5 The Client agrees to indemnify the Supplier and the Personnel against all losses, liabilities, damages, costs and expenses (including legal fees and costs) suffered or incurred in connection with: any loss or damage to the property, equipment or premises of the Supplier arising as a result of the action or omission of the Client or the Representatives.
- 11.6 The Provider shall not be in breach of the Letter or be liable for any costs or losses incurred by the Client as a result of the Provider's performance of its obligations under the Letter being prevented, delayed or materially affected by any act or omission of the Client, its agents, subcontractors or employees ("Client Default"). The Client will re-pay to the Provider on demand any costs or losses sustained or incurred by the Provider arising out of such Client Default.

12. TERMINATION

- 12.1 The Letter will come into force on the date of last signature thereof and will remain in force until the completion of the provision of the Services or earlier termination in accordance with Condition 12.
- 12.2 The Client may terminate the Letter at any time on 30 days' notice in writing to the Supplier. In the event of termination under this Condition, the Client will remain liable to the Supplier for the amount of any Cancellation Charges.
- 12.3 Either party will have the right to terminate the Letter immediately by notice in writing to the other if:
- (a) the other is in material breach of its obligations under the Letter and, if it is possible to remedy the breach, has not done so within 14 days of receiving notice to do so; or
 - (b) the other party becomes insolvent, or if an order is made or a resolution is passed for its winding up, or if an administrator, administrative receiver or receiver is appointed over the whole or any part of the other party's assets, or if the other party makes any arrangement with its creditors or ceases to carry on business or does or suffers any similar or related act existing under the laws of any country.
- 12.4 The termination of the Letter for any reason will be without prejudice to the provisions of Condition 12 and to any rights of either party which may have accrued by, at or up to the date of such termination.
- 12.5 On termination of the Letter for any reason Conditions 2, 7.2, 8 (in respect of invoices issued prior to the date of termination) 9, 10, 11 and 13 will survive and continue in full force and effect.

13. CANCELLATION CHARGES

- 13.1 If the Client withdraws from the Event after signing the Letter, the following cancellation fees will apply:
- 13.2 Cancellations made on or before 14th January 2015 will be liable for a cancellation fee of 50 per cent of the Charges.
- 13.3 Cancellations made after 14th January 2015 will be liable for a cancellation fee of 100 per cent of the Charges.

14. GENERAL

- 14.1 **Force majeure:** A party will not be in breach of the Letter, or be liable for any failure or delay in performance

of any obligations under the Letter arising from or attributable to events beyond its reasonable control.

- 14.2 **Assignment and subcontracting:** Neither party may assign or otherwise transfer any rights or obligations under the Letter without the prior written consent of the other party. The Supplier may freely subcontract its obligations under the Letter.
- 14.3 **Notices:** Any notice or other communication required to be given to a party under or in connection with the Letter shall be in writing and shall be delivered to the other party personally or sent by prepaid first-class post, recorded delivery or by commercial courier, at its registered office, or sent by fax to the other party's main fax number. This Condition 14.3 shall not apply to the service of any proceedings or other documents in any legal action.
- 14.4 **Waiver:** A waiver of any right under the Letter is only effective if it is in writing and shall not constitute a waiver of any subsequent breach or default.
- 14.5 **Severance:** If any part of the Letter is found to be unenforceable by any court or other competent authority, such unenforceability shall not affect the enforceability of the remainder of the Agreement.
- 14.6 **Relationship and Third Parties:** Nothing in the Letter will create any partnership or joint venture between the parties or the relationship of principal and agent. A person who is not a party to the Letter shall have no rights under or in connection with it, except that the Personnel may enforce the indemnity against the Client as set out in Condition 11.3.
- 14.7 **Variation:** Any variation of the Letter must be in writing and signed by an authorised signatory of each party.
- 14.8 **Law:** The Letter, and any claim connected with it shall be subject to English law and to the exclusive jurisdiction of England and Wales.



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