

# EXHIBITION & SPONSOR GUIDE

# IMOG 2017

28TH INTERNATIONAL MEETING  
ON ORGANIC GEOCHEMISTRY

.....  
FLORENCE • ITALY  
.....

17 - 22 SEPTEMBER 2017



[WWW.EAOG.ORG](http://WWW.EAOG.ORG)



[WWW.HOUSEOFGEOSCIENCE.ORG](http://WWW.HOUSEOFGEOSCIENCE.ORG)

# 1 General information

## 1.1 IMOG

On behalf of the Organizing Committee we have the honour of inviting you to participate in the 28th International Meeting on Organic Geochemistry (IMOG 2017) that will be held in Florence (Italy), during September 17-22, 2017. For the first time the conference will be organized by the European Association of Organic Geochemists in cooperation with the House of Geoscience (HOG).

IMOG 2017, the official biennial conference of the European Association of Organic Geochemists (EAOG) is the largest meeting on Organic Geochemistry. The EAOG (founded in 1983) has over 450 members from all around the world and seeks to promote organic geochemistry in its broadest sense.

The guiding principle of the IMOG meetings is to encourage presentation, communication and discussion of research results carried out in academia and industry in the fields of Organic Geochemistry with topics ranging from Biogeochemistry to Petroleum Geochemistry.

A scientific programme will be designed to fulfil this goal, with an outstanding collection of oral and poster presentations to cover the diverse aspects of organic geochemistry research, its application and integration into studies highly relevant for the advance of the science and industrial applications.

The Conference will be held in the “Palazzo dei Congressi”, located inside the 18th century Villa Vittoria, which is completely accessible on foot, in the heart of the city.

We are expecting more than 500 participants from all over the world with dozens of oral presentations and up to 500 poster presentations. In addition a number of specific workshops and an exhibition are also being organized to facilitate knowledge transfer and business among the geochemical community.

On behalf of the Organizing committee and the EAOG Board, we thank you all for your continuous commitment with the IMOG meetings. Hope to see you in Florence in 2017!

## 1.2 The event

### Event facts

Event dates	17 – 22 September 2017
Venue	Palazzo dei Congressi
Location	Florence, Italy
Expected attendance	500 - 550
Exhibition space	72 square metres
Expected exhibitors	12

At this event we offer all delegates:

- Free access to the welcome reception
- Free use of coffee points during official conference breaks
- Free lunch

### **1.3 Exhibition and sponsor guide**

This exhibition and sponsor guide is specially compiled for all who are interested in participating in the sponsor and/ or exhibition programme. First we will provide more information on the exhibition programme and secondly we have listed all sponsoring opportunities for IMOG 2017. We would like to invite you to have a look through this guide and to participate in the exhibition and/or sponsor programme.

### **1.4 Important dates/deadlines**

Deadline Early booth booking	1 March 2017
IMOG 2017	17-22 September 2017

### **1.5 Contact**

Should you wish to obtain more information on the event programme, exhibition and/or sponsoring, please contact us at:

House of Geosciences BV  
PO Box 59  
3990 DB Houten  
The Netherlands  
Tel: +31 88 99 550 55  
[imog2017@houseofgeoscience.org](mailto:imog2017@houseofgeoscience.org)

## 2 Exhibition

Main reasons for exhibiting:

- Meet existing and acquire new customers
- Introduce new products and services
- Demonstrate your technology and equipment
- Monitor the competition
- Expand your network

### 2.1 Exhibitor benefits

When booking stand space for IMOG 2017, every exhibitor will benefit from the following:

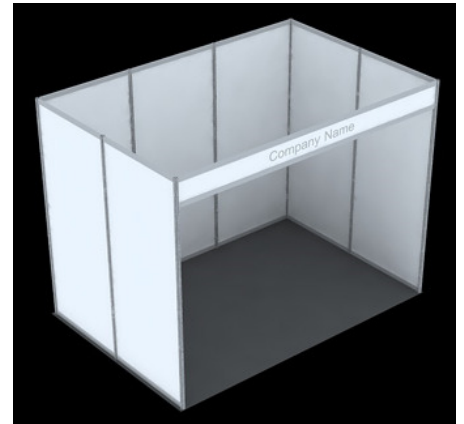
- One full registration badge
- Exposure on the IMOG 2017 website
- Access to the online exhibition manual
- Dedicated HOG Exhibition Team
- Extensive sponsor programme to maximize your exposure
- Free access to the welcome reception, including drinks and food
- Free use of coffee points
- Free lunch
- Exposure in the Programme & Catalogue
- Exposure on the Extended Abstracts USB

## 2.2 Stand space

### 2.2.1 Booth package

When booking stand space for IMOG 2017 a booth package is included. A 2x3 meter booth package consists of:

- White-walled panels (height 250 cm)
- 2 spotlight
- One power socket
- Normal electricity consumption
- A fascia with name board in a standard style
- 1 table, 3 chairs, 1 coat hanger, 1 waste bin
- Booth cleaning, incl. emptying of rubbish bins



The following fees apply for booth package

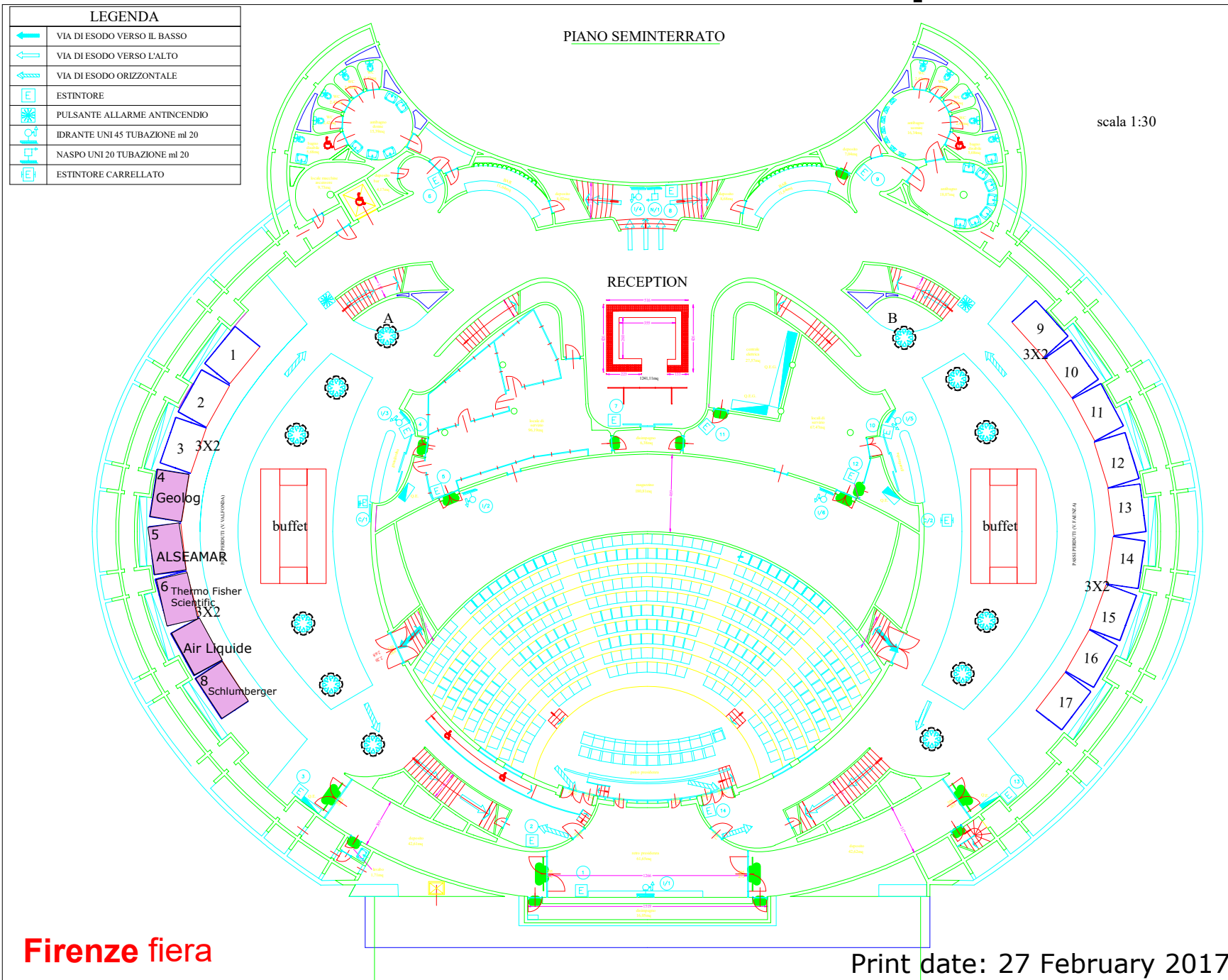
	Before 1 March 2017	On and after 1 March 2017
Price per booth of 6m <sup>2</sup>	€ 3900	€ 4440

*Rates are in Euros (€) per stand and exclude VAT*

Stands are available from 6sqm.

To secure booth space, please complete the IMOG 2017 exhibition contract (at the end of this guide) and send it to us by email ([imog2017@houseofgeoscience.org](mailto:imog2017@houseofgeoscience.org)). Please note that all incoming contracts will be handled on first come first served basis.

# IMOG 2017 Floorplan



## 3 Sponsoring Opportunities

With an array of unique promotional opportunities, we can help you design the perfect programme to enhance your company's experience at IMOG 2017. The Main Sponsor Programme exposes attendees and businesses to your company and promotes your presence within the industry. The sponsor programme includes a variety of sponsorship opportunities.

### 3.1 Why become a sponsor

When you're a corporate sponsor of the IMOG 2017, you get high visibility in a qualitative and uncluttered environment that makes your message stand out. The event programme offers a diverse menu that's sure to help you reach your target audience.

Sponsoring IMOG 2017 will enable you to:

- Increase your visibility before a national, regional and international audience.
- Enhance your corporate image.
- Reach an influential, exclusive audience.
- Break through the media clutter.

Please note that sponsoring opportunities are not restricted to packages in this guide. We would be delighted to explore ideas to fit your budget.

#### Selection of sponsoring opportunities

- Main sponsor
- Registration & badges
- Lanyards
- Delegate bags
- Technical Programme
- Catering

Should you wish to obtain more information on the sponsor programme, please contact us at [imog2017@houseofgeoscience.org](mailto:imog2017@houseofgeoscience.org).

## 3.2 Main Sponsors (max 4 sponsors)

IMOG 2017 offers the opportunity to act as a main sponsor. The Main Sponsor Programme allows your company maximum exposure to IMOG community. It is the best way to promote your presence within the industry.

### Publicity and benefits

- Company logo on the IMOG 2017 websites
- A link from the IMOG 2017 websites to the company's website
- Company logo on the following printed material for IMOG 2017 (depending on the date of agreement)
  - First Announcement
  - Second Announcement
  - Programme and Catalogue
  - Abstracts USB
  - Event related Advertisements
  - Company logo in presentation at the Opening Session
  - Opportunity to insert a brochure (max 2 pages) in the delegate bag
  - Company logo in the venue

Investment (excl. VAT) € 10,000

## 3.3 Other Sponsors

### Publicity and benefits

- Company logo on the IMOG 2017 websites with the sponsored item identified
- Company logo on the following printed material for IMOG 2017 (depending on the date of agreement):
  - First Announcement
  - Second Announcement
  - Programme & Catalogue
- As specified under the specific item

### 3.3.1 Registration network plus badges (exclusive)

Benefits	Company logo at the registration & on the delegate badges
Date	18-22 September 2017
Location	Registration, Conference and exhibition area
Expected attendance	500-550
Price	€ 9,000 (excl. VAT)



### 3.3.2 Lanyards (exclusive)

Benefits	Company logo on the lanyards
When	18-22 September 2017 (and afterwards)
Location	Conference & Exhibition area
Exposure	500-550 delegates
Investment	€ 9,000 (excl. VAT)

*Please note that production costs of the lanyards are not included*

### 3.3.3 Delegate bags (max. 4 sponsors)

Benefits	Company logo on the bag/portfolio Insert brochure in the bag/portfolio (max 2 pages)
When	18-22 September 2017 (and afterwards)
Location	Conference and exhibition area
Exposure	500-550 delegates
Investment	€ 8,000 (excl. VAT)

### 3.3.4 Technical Programme package (max. 3 sponsors)

The Technical Programme package consists of sponsoring the Technical Programme and the proceedings USB. It offers a major visibility to conference delegates, session chairmen, technical programme committee, oral & poster programme.

Benefits	Company logo at lecture rooms, poster area and proceedings USB
When	18-22 September 2017 (and afterwards)
Location	Conference & Exhibition area
Exposure	500-550 delegates
Investment	€ 5,000 (excl. VAT)

### 3.3.5 Catering sponsor package

The catering sponsor package consists of sponsoring the Coffee points, Lunches and Icebreaker reception. It offers a great visibility during the conference breaks and social programme of the event.

Benefits	Company logo at the coffee points, at the lunch areas and at the Icebreaker reception
When	18-22 September 2017 (and afterwards)
Location	Conference and exhibition area
Exposure	500-550 delegates
Investment	€ 5,000 (excl. VAT)

### 3.3.6 Conference Dinner and Cultural event (max. 3 sponsors)

Benefits	Company logo at the location
When	TBA
Location	TBC
Exposure	500-550 visitors
Investment	€2,500 (excl. VAT)

## 4 Inserts

The delegate bags will be distributed among all delegates and inserting an item in the bag is therefore another great opportunity to get your message across to a wide audience.

### 4.1.1 Insert brochures in delegate bags

Benefits	Insert a brochure of your company in the delegate bag	
When	18-22 September 2017	
Location	Conference & Exhibition area	
Exposure	Your insert will be included in 600 bags	
Investment (Excl VAT)	Exhibitor	Non-exhibitor
< 2 pages	€ 600	€ 1,200
2 - 5 pages	€ 800	€ 1,600

### 4.1.2 Other inserts in delegate bags (max. 1 sponsor per item)

Companies can insert items with their logo in the delegate bags.

If you would like HOG to produce the insert then there will be an additional cost.

Benefits	Insert an item with your company logo in the delegate bags	
When	18-22 September 2017	
Location	Conference & Exhibition area	
Exposure	Your insert will be included in 600 bags	
Investment (Excl VAT)	Exhibitor	Non-exhibitor
Pen	€ 700	€ 1,300
Mouse Pad	€ 700	€ 1,300
Note Pad	€ 700	€ 1,300

*The company has to supply the brochure or item including logo. If you would like HOG to arrange the production of the brochure or item, HOG will be happy to make you an offer. If you would like to insert other items, please contact HOG for your ideas.*

For more information please contact us at [imog2017@houseofgeoscience.org](mailto:imog2017@houseofgeoscience.org).

## 5 Advertising

The Programme and Catalogue is a combined edition that will be distributed among all delegates, exhibitors and visitors of IMOG 2017. The content includes the full technical programme, social events, floor plans and further important information. You can imagine that this guide will be opened many times before, during and even after an event. They are therefore a great advertising opportunity!

In order to obtain more information on the advertising possibilities, in general or related to IMOG 2017 please contact our Account Manager Advertising at [imog2017@houseofgeoscience.org](mailto:imog2017@houseofgeoscience.org).

## EXHIBITION CONTRACT

### Main exhibitor contact details

All communication from House of Geoscience B.V. will be sent to the contact person of the main exhibitor

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 General telephone: \_\_\_\_\_ General fax: \_\_\_\_\_  
 General e-mail: \_\_\_\_\_ Website: \_\_\_\_\_  
 Contact person: Dr/Mr/Mrs/Ms: \_\_\_\_\_  
 Direct telephone: \_\_\_\_\_ Direct fax: \_\_\_\_\_  
 Direct e-mail: \_\_\_\_\_

### Invoice details (if different)

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Contact person: Dr/Mr/Mrs/Ms: \_\_\_\_\_  
 Direct telephone: \_\_\_\_\_ Direct fax: \_\_\_\_\_  
 Direct e-mail: \_\_\_\_\_  
 EU VAT Number: \_\_\_\_\_ (Obligatory for European companies)  
 Purchase Order Number: \_\_\_\_\_ (Please enclose a copy of your PO if applicable)

### Exhibition details

Please refer to the floor plan on the IMOG 2017 website and select 4 booth number(s) in order of your preference.

1. No. \_\_\_\_\_ 2. No. \_\_\_\_\_ 3. No. \_\_\_\_\_ 4. No. \_\_\_\_\_

Booth size	Deadline	Price per 6m <sup>2</sup> stand (excl. VAT)	Total in Euro (€)
<input type="checkbox"/>	Before 1 March 2017	€ 3900	€
	On/after 1 March 2017	€ 4440	€

Fascia Text: \_\_\_\_\_

### Co-exhibitor details (if applicable and please send us an appendix if you have more than one co-exhibitor)

Company: \_\_\_\_\_  
 Contact person: Dr/Mr/Mrs/Ms: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 General telephone: \_\_\_\_\_ General fax: \_\_\_\_\_  
 General e-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**I accept all terms and conditions mentioned overleaf  
 Do not forget to make a copy for your files**

\_\_\_\_\_  
 (Authorised Signature)

\_\_\_\_\_  
 (Please print name)

\_\_\_\_\_  
 (Date)

Please complete and return this to:  
**House of Geoscience B.V.**  
 PO Box 59, 3990 DB Houten, the Netherlands  
 E-mail: imog2017@houseofgeoscience.org

## TERMS & CONDITIONS

1. **APPLICABILITY**

1.1. These Terms and Conditions apply to all applications, agreements and other (juristic) acts between HOG and Exhibitor regarding Exhibitions.

1.2. Deviations from these Terms and Conditions are only valid if they are explicitly agreed upon in writing between HOG and Exhibitor and will only apply to the Agreement specifically referred to.

1.3. In the event that one or more stipulations of the Agreement to which the Terms and Conditions apply deviate(s) from the Terms and Conditions, the stipulations of the Agreement shall prevail, unless the relevant stipulation of the Agreement expressly states otherwise.

1.4. The Terms and Conditions also apply to activities and (juristic) acts of third parties engaged by HOG for the purpose of the Agreement.
  2. **CHARACTER OF THE EXHIBITION, RESERVATION OF RIGHTS AND FORCE MAJEURE**

2.1. The Exhibition is organized by HOG primarily for promotion and networking purposes in the field of geosciences. Exhibitor understands and agrees that its presence, in the broadest sense of the term, must suit such purposes.

2.2. HOG reserves the right, in its sole discretion, without prejudice to HOG's other rights and without any liability towards (Co-)Exhibitor(s), to dissolve or amend an Agreement within two weeks after the date of the Agreement, for instance in case it questions the suitability of the (Co-)Exhibitor(s) for the Exhibition concerned or if the applicant has an outstanding balance on accounts due to HOG and/or its affiliated companies.

2.3. Furthermore, HOG reserves the right, in its sole discretion, to judge the suitability of any exhibit. This reservation relates to – without limitation – any and all (to be displayed) products, materials, persons and/or conduct of any (Co-)Exhibitor(s) including their personnel, delegates, appointees, contractors or any other person who works in their service, or is employed under civil law or in any other form whatsoever in connection with the Exhibition, which might negatively affect (the character of) the Exhibition.

2.4. In the event that HOG determines that such exhibit, as referred to in clause 2.3, is not suitable and/or not in accordance and/or in breach with the (character of) the Exhibition, the Agreement, these Terms and conditions or the Exhibition Manual in any respect, HOG, acting reasonably, may (at Exhibitor's expense) : (1) decline to permit (Co-)Exhibitor(s) to maintain such exhibit; (2) cancel, discontinue, change or modify the booth build-up; (3) relocate booth(s) or exhibits; (4) remove, store and – if necessary, for good reasons – destroy materials of (Co-)Exhibitor; (5) close or vacate the booth and dispose of the space thus released; (6) exclude the (Co-)Exhibitor(s) concerned from participating in any other exhibitions to be organized and (7) – if the situation requires – terminate the Agreement, at any time and without further notice of default and with immediate effect, all without any liability towards Exhibitor and without prejudice to HOG's other rights in such situation, including – but not limited to – HOG's right to claim full compensation for any loss or damage suffered and/or yet to be suffered. HOG shall inform Exhibitor of any such changes and HOG shall have no obligation to justify its decision.

2.5. At all times HOG reserves the right to make changes in the time schedule, dates, duration, venue, location and concept of the Exhibition, if such changes are in the best interest of the Exhibition to be determined by HOG in its sole discretion.

2.6. Should any circumstances arise which prevent HOG from organizing the Exhibition as scheduled, HOG may terminate the Agreement without the obligation to refund any amounts already paid. The following circumstances may for instance occur: the premises where the Exhibition is to be accommodated are destroyed or damaged, the Exhibition fails to take place as scheduled, or is relocated or interrupted or discontinued, or access to the premises is prevented or interfered, by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason beyond the reasonable control of HOG. In the event of such termination, HOG shall not be liable for any and all damages and claims for damages, without prejudice to the cancellation policy as set out in article 9.
  3. **UNDERTAKINGS AND DEADLINES**

3.1. Exhibitor undertakes that Co-Exhibitor(s) and both Exhibitor's and Co-Exhibitor(s)'s personnel, delegates, appointees, contractors or any other person who works in their service, or is employed under civil law or in any other form whatsoever in connection with the Exhibition, are fully familiar with these Terms and Conditions and the Exhibition Manual and will comply. Exhibitor undertakes and warrants that both Exhibitor and Co-Exhibitor(s) have obtained the requisite (local) licenses, permits and other approvals and fulfill the requirements of the relevant legislation for legitimate participation in the Exhibition, including – without limitation – with respect to their personnel, delegates, appointees, contractors or any other person who works in their service, or is employed under civil law or in any other form whatsoever in connection with the Exhibition. Exhibitor shall be responsible to submit the aforementioned (local) permits, licenses or other approvals to HOG two months before the Exhibition.

3.2. Furthermore, Exhibitor undertakes and warrants that both Exhibitor and Co-Exhibitor(s) comply in all respects with all applicable local fire, safety and building codes.

3.3. HOG has set certain deadlines in connection with the Exhibition, such as those indicated in the Exhibition Manual and/or specific arrangements. If Exhibitor fails to meet any of such deadlines, HOG shall not be liable for the corresponding obligations under the Agreement and/or (timely) delivery of services related to such deadlines.
  4. **ASSIGNMENT OF SPACE AND PRIORITY POINTS**

4.1. Assignment of space at the Exhibition will be handled on a first come first served (space available) basis.

4.2. Dimensions and locations shown on the floor plan on the Exhibition website are assumed but not guaranteed to be accurate. HOG reserves the right to make modifications or relocate exhibitors in order to meet (safety) regulations, the (legitimate) needs of the (other) exhibitors, the Exhibition Venue operator or in case the organization or circumstances of the Exhibition requires HOG to do so. HOG has no obligation to inform Exhibitor of any changes in the floor plan, layout or assignments other than with regard to the space allocated to the Exhibitor.

4.3. The assignment of space or any necessary modifications therein made by HOG is binding on the Exhibitor.

4.4. As soon as it becomes clear that the Exhibitor will not claim (part of) the assigned booth/space, HOG has the right to use the relevant booth/space for other purposes, including the right to assign it to another exhibitor, without prejudice to HOG's right to (partially) terminate the Agreement without warning or notice of default and HOG's other rights in such situation. This clause will not affect the obligation of Exhibitor to pay the full Exhibition Fee, nor shall it affect the right of HOG to retain the whole or any part of the amounts already received.
  5. **REGISTRATION OF DELEGATES**

5.1. All of Exhibitor's staff attending the Exhibition must register as visitor through the regular HOG registration channels. Registration of additional persons or additional Exhibition components (such as workshops, field trips, courses etc.) must also be done through the regular registration channels.
  6. **INSTALLATION, USE AND DISMANTLING**

6.1. Exhibitor shall install, use and dismantle the space or booth only during the hours and dates as indicated by HOG and in accordance with all rules and regulations and relevant safety and environmental legislation, as set out in the Exhibition Manual and with any other instructions issued by HOG or the Exhibition Venue operator. Exhibitor shall ensure that the space or booth is being left in the same proper state as it was at the beginning of Exhibitor's occupation and shall be liable for any (extra)cleaning costs necessary to bring it in accordance with that state.

6.2. Exhibitor shall appoint one person to be its representative, with authorization to enter into service agreements as are necessary for the installation and dismantling of (both and exhibition) materials and the provision of other services, for which Exhibitor will be responsible. Besides, (at least) one person on behalf of Exhibitor shall be present during the installation, opening hours and dismantling, who shall be responsible for installation, use and dismantling.
  7. **FEES, INVOICING AND PAYMENT**

7.1. HOG charges an Exhibition Fee. Besides, if applicable, Exhibitor may order additional goods and services from HOG under the Agreement for which Exhibitor shall be charged as well.

7.2. Amounts mentioned in the Agreement are in Euro, exclusive of VAT or other taxes as may be applicable in the country where the Exhibition takes place.

7.3. Payments must be made at the latest on the due date of the relevant invoice(s), unless indicated otherwise.

7.4. For credit card payments, a 5% (five percent) surcharge is applicable.

7.5. If Exhibitor requires a purchase order number on the invoice, the purchase order number must be indicated on the Exhibition Contract Form. In the event of the failure of Exhibitor to provide a purchase order number on time, the absence thereof on an invoice or related documentation shall not affect Exhibitor's payment obligations, the payment term or HOG's rights under the Agreement.

7.6. Exhibitor is (automatically) in default after the expiry of any payment period, without any demand, notice of default or judicial intervention being necessary. If Exhibitor is in default, HOG may cancel booth/space and assign it to another exhibitor without any rebate or allowance to the defaulting Exhibitor, without prejudice to HOG's rights to demand immediate payment of the entire outstanding amount, and without prejudice to HOG's other rights in such situation. In case of default, Exhibitor is liable for the payment of HOG's actual collection costs (including all legal fees and court fees) and not entitled to a refund of any amounts already paid.

7.7. HOG is entitled to set off payments made by an Exhibitor first of all against any outstanding debts of Exhibitor to HOG and/or its affiliated companies.
  8. **BOOTH TYPES**

8.1. The stand includes a booth package. Each booth has a minimum size as indicated on the Agreement.

8.2. While every care is taken to ensure that booth spaces are of the dimensions stated on the Exhibition Contract Form, HOG shall not be liable for any variation of less than 5% of the allocated area. No rebate or allowance shall be awarded to Exhibitor if the space deviation is less than 5%.

8.3. HOG retains sole discretion and authority in the placement, arrangement and appearance of all displays. A "good neighbour policy" will be in effect at all times during the Exhibition.

8.4. The size of the exhibit space can be consulted on the floor plan. The latest floor plan is available via [www.houseofgeoscience.org](http://www.houseofgeoscience.org). All dimensions indicated are outside measurements. Any display shall be built to fit inside this area.

8.5. HOG reserves the right to set up, at Exhibitor's expense, any booth(s) not in compliance or not set up at the end of Exhibition set-up.
  9. **CANCELLATION OR DOWNSIZING**

9.1. If Exhibitor wishes to cancel or downsize the booth ordered under the Agreement, it shall send a request to this effect in writing to HOG. In principle, HOG will grant such request, on the condition that Exhibitor pays the cancellation fee, which shall be calculated as set out in the specific arrangements below.

9.2. Downsizing of the booth is considered to be partial cancellation, whereby the stipulated cancellation fee as referred to in the previous clause is applicable.

9.3. If a cancellation or downsizing request is received by HOG on or after the cancellation deadline, no refunds will be issued. In such cases, Exhibitor is obliged to effect immediate payment of any unpaid portion of the Exhibition Fee. Failure to do so will bar Exhibitor from filing the debt's claim until the debt is paid. In the event of cancellation or downsizing, HOG reserves the right to use the cancelled/downsized space, including assigning the booth/space to another exhibitor without any rebate or allowance to the cancelling/downsizing Exhibitor. When downsizing, HOG reserves the right to move the allocated space.
  10. **LIABILITY, INDEMNIFICATION AND INSURANCES**

10.1. Exhibitor must notify HOG in writing of any claims it may have concerning the Exhibition within thirty (30) days of the Exhibition – in the absence of which any right on Exhibitor's part to claim damages from HOG shall lapse.

10.2. To the fullest extent permitted by law, under no circumstances shall HOG be liable for any indirect, consequential, special, exemplary, incidental or punitive damages, such as loss of (future) profits or other economic loss, damages for delay, third party claims and suchlike, even if HOG and Exhibitor have been advised of the possibility of such damages.

10.3. HOG's total liability to Exhibitor, including liability arising out of the Agreement, negligence or tort, or warranty, shall not exceed the amounts actually paid by Exhibitor under the Agreement. If and in so far as HOG's limitation of liability contravenes the provisions of applicable mandatory legislation or is not upheld by a court of law for any reason whatsoever, and this results in HOG being liable for any loss on Exhibitor's side, HOG's total liability (which is deemed to include any indirect loss) shall be confined to the amount as paid out by the liability insurer of HOG in the case concerned, and in case such damages are not insured or paid by the insurance company, the total liability from HOG towards Exhibitor shall be confined to the total amount involved to Exhibitor under the Agreement.
  - 10.4. The limitation of liability as set out in this article 10 shall not apply in case of damages caused by intent or conscious recklessness on the part of HOG.
  - 10.5. Exhibitor shall fully indemnify and hold harmless HOG, the European Association for Geoscientists & Engineers, the event's Local Advisory Committee (LAC) and the organizing committee, the association board and volunteers, the Exhibition Venue (operator) and the appointed service companies against any claims, demands and/or costs on the part of some other party or otherwise, howsoever called and on whatever grounds they arise in connection with Exhibitor's and Co-Exhibitor(s)'s participation in the Exhibition, including – without limitation – claims, demands and/or costs arising from the installation, occupancy, use, maintenance and removal of the booth/space, their presence on the exhibition premises or any part thereof and/or due to any act or omission on the part of Exhibitor and/or Co-Exhibitor, their personnel, delegates, appointees, contractors or any other person who works in their service, or is employed under civil law or in any other form whatsoever. Exhibitor shall at all times have a duty to take out adequate insurances under usual terms and conditions, including insurances for fire, property and theft, and insurances against any and all loss or damage of any nature whatever that is caused by acts or omissions of Exhibitor itself, the Co-Exhibitor(s), their personnel, delegates, appointees, contractors or any other person who works in their service, or is employed under civil law or in any other form whatsoever in connection with the Exhibition, as well as the insurances as may be specified in the Exhibition Manual and/or required by law or the Exhibition Venue. Such insurances must include HOG and the Exhibition Venue (operator) as an additional insured.
  - 10.6. If Exhibitor uses a contractor to build or decorate its booth/space, Exhibitor shall be able to provide proof of the insurance of the contractor, which shall name HOG, the Exhibition Venue (operator) and the appointed service company as additional insured parties, prior to set-up. Such insurance shall at least consist of public liability insurance with a sum insured of not less than € 1,000,000,- (one million Euros) for each and every occurrence and unlimited in the aggregate. Exhibitor must submit an executed release of liability from its third-party representative in charge of providing installation and dismantling services prior to set-up.
  11. **INTELLECTUAL PROPERTY RIGHTS**

11.1. Exhibitor undertakes and warrants that if either owns, or is entitled to the use, all (the intellectual property) rights pertaining to the materials used by Exhibitor and Co-Exhibitor(s) in the Exhibition, such as – without limitation – information, documents, files, texts, (trade, company and personal) names, figures, images, photographs, drawings, portraits and other (graphic) materials. For this purpose intellectual property rights are deemed to include any copyrights, trading names, trademarks, rights to drawings and/or design rights, patents, database rights, know-how, domain names, or entitlement to same.

11.2. Exhibitor is fully responsible and liable for the (legality of the) materials used in the Exhibition by Exhibitor and Co-Exhibitor(s). HOG shall have no obligation to verify such materials or the legality thereof or if the use of them may cause damage to (third) parties. Any approval or similar notice shall not be construed as an approval of said materials or confirmation of the legality.

11.3. As far as Exhibitor is not the owner of or entitled to the use of (intellectual property) rights concerned, Exhibitor undertakes and warrants it has a license to use such rights and will comply with the applicable restrictions. More specifically shall Exhibitor not be permitted to display, offer and/or sell any materials which infringe the intellectual property rights of a third party. HOG shall be entitled to remove such materials (or have them removed) at the expense and risk of the Exhibitor and to take whatever other measures that it considers necessary, without prejudice to the provisions of clause 2.4.
  12. **ASSIGNMENT OF RIGHTS AND CO-EXHIBITING**

12.1. Exhibitor shall not have the right to (partially) assign its rights under the Agreement to third parties, except with the explicit prior authorization in writing from HOG to be laid down in the Agreement.

12.2. HOG may assign this Agreement, including all rights and obligations hereunder, at any time to any of its affiliates or to any entity acquiring substantially all of HOG's assets. Subject to this clause, this Agreement is binding upon and is for the benefit of the parties and their respective successors and assigns. HOG will inform Exhibitor in writing of such a transfer of rights and obligations.

12.3. Co-Exhibitor(s) shall be indicated on the Exhibition Contract Form with full company details as requested by HOG. Exhibitor shall be jointly and severally liable for all of Co-Exhibitor(s)' obligations, acts and omissions in connection with the Exhibition. All communications from HOG and/or its assigned suppliers shall be to Exhibitor only. Exhibitor is responsible for all communications to their Co-Exhibitor(s), suppliers, subcontractors etc.
  13. **CONFIDENTIALITY**

13.1. Each of the parties (a "Receiving Party") shall keep in strict confidence the (commercial) terms of the Exhibition Contract Form, and all other information of a confidential and/or business-sensitive nature of the other party (a "Disclosing Party"), and shall not release, disclose or divulge such confidential information without the prior written consent of the other party. A Receiving Party may only use and copy such confidential information as is necessary to carry out its activities contemplated by the Agreement (but subject to the provisions thereof) and for no other purpose. A Receiving Party may disclose confidential information to its employees, personnel, subcontractors and representatives on a "need to know basis", provided that it shall first instruct such employees, personnel, subcontractors and representatives to maintain the confidentiality thereof. Confidential information shall not include information that: (a) is or becomes a part of the public domain through no act or omission of the Receiving Party; (b) was in the Receiving Party's lawful possession prior to the disclosure and had not been obtained by the Receiving Party either directly or indirectly from the Disclosing Party; (c) is lawfully disclosed to the Receiving Party by a third party without restriction on disclosure; (d) is independently developed by the Receiving Party; or (e) is required to be disclosed pursuant to a statutory provision or a duly given order by a public body.

13.2. Parties shall see to it that the confidentiality obligations as intended here are complied with by its staff, agents and agencies, as well as any Co-Exhibitor, including Co-Exhibitor's staff, agents and agencies.
  14. **MISCELLANEOUS**

14.1. Possible deviations to the Agreement made by HOG towards Exhibitor shall be limited to the specific case concerned and shall have no influence on the rights that HOG may invoke in other situations.

14.2. If any stipulation of the Agreement or other rules and arrangements applicable between HOG and Exhibitor is/are invalid, the remaining stipulations of the Agreement and/or other applicable rules and arrangements shall remain in effect. Parties shall agree on a new stipulation that is as close as possible to the intent of parties while being legally valid.
  15. **APPLICABLE LAW AND COMPETENT COURT**

15.1. This Agreement, these Terms and Conditions and any rules and regulations applicable between HOG and Exhibitor are solely governed by and construed in accordance with Dutch law.

15.2. The applicability of the United Nations Convention on Contracts for the International Sales of Goods (the "Vienna Sales Convention") is excluded.

15.3. Disputes between the parties resulting from or otherwise connected to the Agreement and/or these Terms and Conditions, including but not limited to disputes that are only deemed to be such by one of the parties, shall be resolved as much as possible by consultation. Any dispute not resolved by the parties can solely be brought before the competent court in Utrecht, the Netherlands, unless HOG decides to initiate legal proceedings against the Exhibitor before the competent court in the country / place of business of Exhibitor.
- SPECIFIC ARRANGEMENTS**  
**Registration** For every stand booked and paid for; 1 full delegate registration is included.
- For additional registrations, please see point 5.1
- Important payment dates** For Exhibition Contract Forms received prior to 1 April 2017:  
- HOG will send an invoice for a down payment of 50% of the Exhibition Fee, as outlined in the Agreement, payable within 30 (thirty) days of the invoice date;  
- In the month after the abovementioned date, HOG will send a second invoice for the remaining amount due, payable within 30 (thirty) days of the invoice date.
- For Exhibition Contract Forms received after the abovementioned date, HOG will send an invoice for the total amount due, payable within 30 (thirty) days of the invoice date.
- If the Exhibition Fee has been set according to the fee structure applicable up to the abovementioned date and if any amounts pertaining to the Exhibition Fee are not paid within the stipulated payment term, then the higher Exhibition Fee applicable as of said deadline shall apply and HOG reserves the right to submit a new invoice for the full new Exhibition Fee or the surplus.
- Exhibition Contract Forms received two months or less prior to the Exhibition must be accompanied by full payment of all amounts due by credit card.
- Booth types** Any items not mentioned below are not included.  
Booth package includes the following:  
- White wall panels;  
- Socket outlet;  
- 2 spotlights;  
- A fascia with name board in a standard style;  
- 1 table, 3 chairs, 1 coat hanger, 1 waste bin;  
- Booth cleaning.
- Cancellation fees** The cancellation fee shall be calculated as follows:  
In case of cancellation received prior to 1 June 2017; the cancellation fee shall be 50% of the Exhibition Fee;  
In case of cancellation received on or after 1 June 2017; the cancellation fee shall be 100% of the Exhibition Fee.

# IMOG 2017

17-22 September 2017

Florence, Italy

## SPONSOR CONTRACT

### Sponsor contact details

Company: \_\_\_\_\_

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

City/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

General telephone: \_\_\_\_\_ General fax: \_\_\_\_\_

General e-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Contact person: Dr/Mr/Mrs/Ms: \_\_\_\_\_

Direct telephone: \_\_\_\_\_ Direct fax: \_\_\_\_\_

Direct e-mail: \_\_\_\_\_

### Invoice details (if different)

Company: \_\_\_\_\_

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

City/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Contact person: Dr/Mr/Mrs/Ms: \_\_\_\_\_

Direct telephone: \_\_\_\_\_ Direct fax: \_\_\_\_\_

Direct e-mail: \_\_\_\_\_

EU VAT Number: \_\_\_\_\_ *(Obligatory for European companies)*

Purchase Order Number: \_\_\_\_\_ *(Please enclose a copy of your PO if applicable)*

### Sponsor Item(s)

\_\_\_\_\_ € \_\_\_\_\_

\_\_\_\_\_ € \_\_\_\_\_

**TOTAL (excl. VAT)** € \_\_\_\_\_

On receipt of the confirmation we will send you an invoice. The sponsoring benefits will be initiated after receipt of the full payment of the invoice.

On behalf of \_\_\_\_\_ (Company), I \_\_\_\_\_ (Name)  
hereby authorize sponsoring as indicated.

\_\_\_\_\_ (Authorized Signature) \_\_\_\_\_ (Date)

Please sign and send this form to: [imog2017@houseofgeoscience.org](mailto:imog2017@houseofgeoscience.org)  
Do not forget to make a copy for your files

## SPONSOR TERMS & CONDITIONS

### 1. TERMS

**House of Geoscience (HOG)** – is House of Geoscience B.V., a limited liability company under Dutch law and the contracting party in this agreement, and as the case may be in this contract, any of its designated employees.

**EVENT** – is any conference, workshop, field trip or exhibition organized by HOG.

**SPONSOR CONTRACT** – the agreement between HOG and the Sponsor, to which these Terms and Conditions are annexed.

**SPONSOR** – is the contracted party, as mentioned in the Sponsor Contract.

### 2. ENTIRE AGREEMENT

This Sponsor Contract constitutes the entire and only agreement between the Parties, and supersedes all prior or contemporaneous agreements, representations, warranties and understandings with respect to this Sponsorship, and the subject matter of this Sponsor Contract. To the extent that anything in or associated with the Sponsorship is in conflict or inconsistent with the Sponsor Contract, the Sponsor Contract shall take precedence. Amendments to the Sponsor Contract shall only be valid when made in writing and signed by both Parties.

### 3. SPONSORSHIP BENEFITS

During the Term of sponsorship, Sponsor shall be entitled to the benefits as described in the Exhibition & Sponsor Guide or Sponsoring Opportunities which can be found on [www.houseofgeoscience.org](http://www.houseofgeoscience.org).

### 4. PAYMENT

- a) Payments must be made in Euros, according to the instructions stated on the invoice;
- b) For credit card payments, a 5% surcharge is applicable;
- c) On all invoices, VAT will be applicable at the rate of the country where the event takes place.
- d) When a sponsor requires a Purchase Order number on the invoice, the Purchase Order number must be indicated on the Sponsor Contract.
- e) In the event of the failure of the sponsor to provide a Purchase Order number on time, the absence thereof on an invoice or related documentation shall not constitute in any way a reason to delay or postpone payment. Any such omission shall not affect HOG's rights under this contract. The sponsor's purchase conditions shall not be applicable to this Contract.

### 5. CANCELLATION

Upon providing written notice, a sponsor may cancel, subject to the following conditions and restrictions:

- a) Cancellations received 3 months prior to the Event: the cancellation penalty fee shall be 50% of the total Sponsor Contract;
- b) Cancellations received after 3 months prior to the Event: the cancellation penalty fee shall be 100% of the total Sponsor Contract;
- c) Cancellations must be in writing and received by HOG before the stated deadline(s);

### 6. TERMINATION OF THE EVENT

If the premises where the Event is to be accommodated are destroyed or damaged, or the Event fails to take place as scheduled, or is relocated or interrupted and discontinued, or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency, or for any other reason, this contract may be terminated by HOG. In the event of such termination, the sponsor waives any and all damages and claims for damages and agrees that the sole liability of HOG shall be to return to each sponsor any rental payments received.

### 7. ASSIGNMENT

HOG may, without Sponsor's consent, assign this Agreement, including all rights and obligations hereunder, at any time to any of its affiliates or to any entity acquiring substantially all of HOG's and/or EAGE's assets. Subject to this Section, this Agreement is binding upon and is for the benefit of the parties and their respective successors and assigns.

### 8. LIABILITY

In no event shall HOG be liable to the Sponsor for any direct, indirect, incidental, special, consequential or punitive damages, or any damages whatsoever, resulting from the execution or non-execution of this agreement.

### 9. PRIORITY POINTS

For every € 1,000 spend on sponsoring, the sponsor will receive 1 point.

Priority points are the property of HOG and not the property of any exhibiting company; they are rather simply used to determine the order of space selection. Priority points cannot be transferred, sold or assigned. Points can be used for booth allocation for annual exhibitions.

### 10. GENERAL

HOG reserves the right to determine the eligibility of any sponsor. HOG reserves sole control over admission policies. These Rules and Regulations are established for the mutual protection of HOG and the sponsors. HOG reserves the right to make such changes in the time schedule or in the general plan of the Event as may be deemed by HOG to be in the best interests of exhibitors and the Event generally. All matters and questions not covered by these Rules and Regulations are at the discretion of HOG.

### 11. APPLICABLE LAW

Any dispute with regard to the conclusion, interpretation or implementation of this agreement or further agreements originating from the same as well as any other dispute related to or in connection with this agreement, either legal or factual, none excluded, shall be settled by the competent court in Utrecht (the Netherlands).

Dutch law is exclusively applicable to this agreement and further agreements originating from the same.