

2016 ICOM MILANO

24TH GENERAL CONFERENCE • 3-9 JULY 2016 • ITALY

ICOM MILANO 2016

24TH GENERAL CONFERENCE
MUSEUMS AND CULTURAL LANDSCAPES

SPONSORSHIP MANUAL



INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSEES
CONSEJO INTERNACIONAL DE MUSEOS

www.milano2016.icom.museum

Credit: Roberto Mascaroni



SAVE THE DATE! 3 - 9 JULY 2016



TABLE OF CONTENTS

INVITATION TO ICOM MILANO 2016	4
Welcome Message from Hans-Martin Hinz, ICOM President	4
Welcome Message from Alberto Garlandini, President of the Italian Organising Committee of ICOM Milano 2016	5
CONFERENCE THEME: MUSEUMS AND CULTURAL LANDSCAPES	6
CONTACT DETAILS	8
ABOUT ICOM	9
ABOUT ICOM ITALY	10
ICOM GENERAL CONFERENCES	11
PROGRAMME HIGHLIGHTS	12
PROGRAMME AT A GLANCE	13
CONFERENCE VENUE	14
MUSEUMS AND THE ECONOMY	15
HOW TO SUPPORT ICOM MILANO 2016	17
SPONSORSHIP OPPORTUNITIES	19
Sponsored sessions and presentations	19
Conference material	20
Conference services	22
Advertisement	24
Social networking events	26
Further opportunities	28
EXHIBITION SPACES	29
PRELIMINARY EXHIBITION FLOOR PLAN	30
HOTEL AND ACCOMMODATION	31
GENERAL TERMS & CONDITIONS	32

INVITATION TO ICOM 2016 MILANO



Welcome Message from Hans-Martin Hinz, ICOM President

Dear colleagues,

The forthcoming 24th ICOM General Conference will be held from 3-9 July, 2016 in Milan, Italy. We would be delighted to welcome you for what is sure to be an exciting week of discussions and events in a country that is renowned worldwide for its incredibly rich and diverse cultural heritage.

The ICOM General Conference is key in allowing ICOM's 35,000 members from 136 countries to maintain and expand their expertise and leadership on cultural heritage issues. The international museum community will gather together in Milan around the theme of Museums and cultural landscapes, which raises a number of issues dear to us all, as museums around the world strive to redefine their roles and positions in relation to their communities and with respect to the cultural heritage that lies beyond their walls. The week-long conference will provide a platform for sharing and dialoguing on projects in a number of domains by participants from all different cultural and linguistic horizons, and offer a forum to develop innovative, interdisciplinary and inclusive conceptual frameworks in a dynamic and ever-changing museological environment.

An exhibition showcasing the latest innovations in the museum field will be at the heart of the week-long programme. I invite you to seize this opportunity to dazzle our public. It is an excellent opportunity for you to address to the decision makers and opinion leaders of the international museum community.

We are looking forward to welcoming you in Milan in 2016!

A handwritten signature in blue ink that reads "Hans-Martin Hinz". The signature is written in a cursive, flowing style.

Prof. Dr Hans-Martin Hinz
ICOM President

INVITATION TO ICOM 2016 MILANO



Welcome Message from Alberto Garlandini, President of the Italian Organising Committee of ICOM Milano 2016

Dear friends and colleagues,

The XXIV ICOM General Conference in Milan is getting closer.

The theme of the Milan Conference is Museums and Cultural Landscapes, a challenge for 21st century museums. This encompasses issues that are central to ICOM's vision and strategy, highlighting the new responsibilities of our museums towards the heritage that surrounds them. It offers a unique opportunity to form new partnerships with other professionals in the field of cultural heritage. Our aim is that an ICOM Declaration on Museums and Cultural Landscapes be approved in Milan, so that new strategic objectives and programmes are set for contemporary museums.

ICOM 2016 will host more than 4,000 museum professionals, and will thus provide a unique showcase for the presentation of products and services that facilitate and enhance their work, impacting the daily functioning of museums and allowing them to adapt for the present and future. The programme will feature an exhibition of the latest innovations in the museum field, and we would be delighted to invite you to join us here, presenting your relevant experiences and up-to-date solutions for the museum community.

I am sure that ICOM 2016 Milano will be a great opportunity for personal and professional growth and will open an exciting new page in the history of ICOM.

Ciao and arrivederci in Milan

Dr Alberto Garlandini
President of the Italian Organising Committee
of ICOM Milano 2016

CONFERENCE THEME

MUSEUMS AND CULTURAL LANDSCAPES

The Italian landscape is world-famous. It has been described and visited in all ages.

Who does not know the extraordinary range of landscapes that make up the Italian peninsula, extending from the Alps to the centre of the Mediterranean, with its hinterlands and its Rivas? Who does not have in mind at least one of the countless monuments encountered while traveling through Italy, a country offering a unique stratified palimpsest of testimonies from antiquity to the Middle Ages, from the Renaissance to the Baroque, from the Neoclassical age to the present day?

Equally famous are Italy's major museums, from the Uffizi Gallery in Florence to the Brera Gallery in Milan; from the Gallerie dell'Accademia in Venice, the Capodimonte in Naples and the Savoia Gallery in Turin to the Vatican Museums in Rome. Their masterpieces are an essential part of the Imaginary Museum described by André Malraux, along with many other works of art which are preserved in churches, in palaces and in the towns

and villages of the Bel Paese. Most works are displayed in art and archaeology museums, but also in sites and historic buildings that make Italy a great museo diffuso: an extended museum, an open air museum.

The Italian museum scenario is even richer than its well established image. First of all, there are the great museums born of the dynastic collections of pre-unification States (before 1861, Italy was politically divided in several independent states). Then there is the network of civic museums of large and medium-sized towns, and finally hundreds of small local museums, mostly established in the last few decades. In 2011, Italy had 4,588 museums and similar institutions, in detail 3,847 museums, 240 archaeological parks and areas, and 501 monuments and historic buildings. Nearly one out of three municipalities hosts at least one museum. Italy is a country where, as André Chastel wrote, "the collection, the building that hosts it and the town around the building are deeply intertwined: these three forms of museums are reflected in each other." ¹.



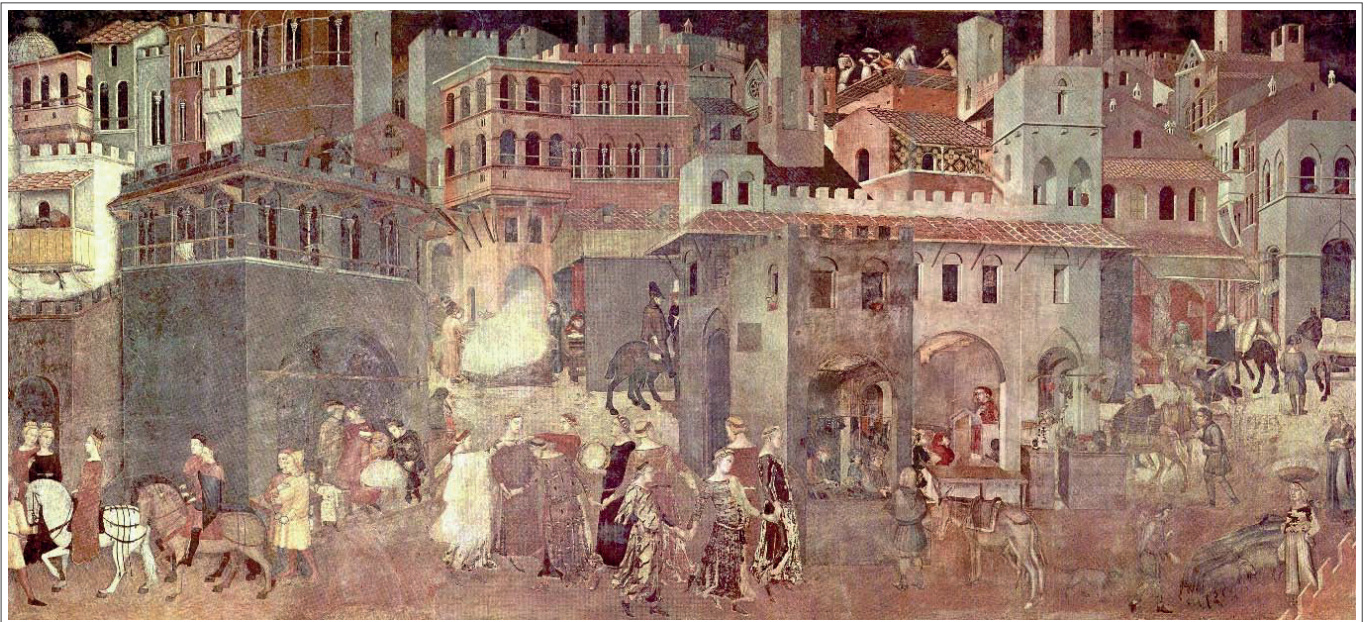
Ambrogio Lorenzetti, Allegoria ed Effetti del Buono e del Cattivo Governo (1338-1339), Effetti del Buon Governo in campagna (Allegory and Effects of Good and Bad Government, Effects of Good Government) Fresco – Siena, Sala del Consiglio dei Nove o della Pace, Palazzo Pubblico ²

© Public Domain

CONFERENCE THEME

Italy's cultural landscapes have been changing. Although endangered by urban and industrial development, many of her celebrated landscapes have been preserved: they may have changed but they have not been deprived of their ancient charm. New landscapes

have also emerged, and their expressions of modernity have already become a part of contemporary history, while the very interpretation of landscape has changed and has extended to encompass intellectual as well as visual connotations.



Ambrogio Lorenzetti, *Allegoria ed Effetti del Buono e del Cattivo Governo* (1338-1339), *Effetti del Buon Governo in campagna* (Allegory and Effects of Good and Bad Government, Effects of Good Government) Fresco – Siena, Sala del Consiglio dei Nove o della Pace, Palazzo Pubblico²

© Public Domain

Inviting colleagues from all over the world to the 24th General Conference of ICOM, which will be held in Milan from 3 to 9 July 2016, the Italian National Committee offers a theme dear to Italian museology: the relationship between museums and cultural landscapes.

This is a central issue for Italy, but also a strategic perspective for museums around the world as we enter the third millennium.

This theme presents both an opportunity and a challenge for museums to revive their mission and strengthen their cultural and social role.

¹ A. Chastel, *Italia museo dei musei*, in *I musei*, TCI, Milano 1980, p. 14

² The frescos depict the rural and urban landscape of Siena. It is the first time in the history of Italian painting, the landscape becomes the main subject of a painting. At the same time it is invoked to propose a topical political message: that of „good governance” of the community and the region.

CONTACT DETAILS

CONFERENCE ORGANISER

ICOM

Maison de l'UNESCO
1 rue Miollis
75732 Paris Cedex 15
France
Tel: +33 (0) 1 47 34 05 00
Fax: +33 (0) 1 43 06 78 62
Email: secretariat@icom.museum

ICOM Italy

via Fabio Filzi, 22
20124 Milano
Italy
Tel/Fax: +39 (0) 2 4695693
Email: segreteria@icom-italia.org

The Organising Committee

c/o ICOM Italy
via Fabio Filzi, 22
20124 Milano
Italy
Tel/Fax: +39 (0) 2 4695693
Email: segreteria@icom-italia.org

- Italian Ministry of Cultural Heritage and Tourism
- Italian Ministry of Foreign Affairs
- Lombardy Region
- Province of Milan
- City of Milan
- Italian National Commission of UNESCO
- Fiera Milano Congressi
- Banca Intesa Sanpaolo
- Milan Chamber of Commerce/PROMOS
- The Twelve Universities of Lombardy

ICOM MILANO 2016

c/o K.I.T. Group GmbH
Association and Conference Management
Kurfürstendamm 71
10709 Berlin
Germany
Tel: +49 30 24 603 520
Fax: +49 30 24 603 200
Email: icom2016@kit-group.org

For any specific questions on:

Registration:

Email: icom2016-registration@kit-group.org

Accommodation:

Email: icom2016-hotel@kit-group.org

Dedicated telephone line

for Registration and Accommodation:
+49 30 246 03 252

Exhibition/Sponsoring:

Email: icom2016-sponsorship@kit-group.org

Exhibition and Sponsorship Ordering System (ESOS®)

Management: icom2016-esos@kit-group.org

Conference Venue:

MiCo Milano Congressi
Piazzale Carlo Magno, 1
20149 Milano
Italy

Virtual visit of the spaces at:

www.micomilano.it

ABOUT ICOM

ABOUT ICOM



ICOM (International Council of Museum) has been created in 1946 and it is a worldwide organisation of museums and museum professionals.

Founded in 1946, by and for museum professionals.

ICOM is committed to promoting and protecting natural and cultural heritage, present and future, tangible and intangible. With more than 32,000 members in 135 countries, the ICOM network is made up of museum professionals from a wide range of museum and heritage-related disciplines.

More than 35,000 members.

ICOM promotes standards of excellence in the museum field, in particular through its ICOM Code of Ethics for Museums, a standard-setting tool for museums, which includes basic principles for museum governance, the acquisition and disposal of collections, and rules for professional conduct.

Promote standards of excellence in the museum field.

ICOM's other activities include fighting illicit traffic in cultural goods and promoting risk-management and emergency preparedness to protect world cultural heritage in the event of natural or man-made disasters.

Fights of illicit traffic in cultural good.

In order to carry out these activities, ICOM partners with entities such as ICCROM, INTERPOL, the World Customs Organisation, and the World Intellectual Property Organization, and maintains a long-standing collaboration with UNESCO.

A long standing collaboration with UNESCO.

The UNESCO-ICOM Museum Information Centre, created in 1946, gathers the most comprehensive collection of ICOM publications including ICOM News, ICOM Red Lists, publications by International Committees and conference proceedings.

Committed to culture and knowledge sharing.

ICOM's commitment to culture and knowledge sharing is reinforced by its 30 International Committees, which are dedicated to a wide range of museum specialties and conduct advanced research in their respective fields for the benefit of the museum community.

118 National Committees and 30 International Committees dedicated to various museum specialties.

The organisation's International and National Committees, Regional Alliances and Affiliated Organisations hold conferences and symposiums worldwide that focus on pre-defined themes with a view to fostering exchange among museum professionals of all nationalities.

Sustain the social role of museum.

ICOM organises International Museum Day each year, a worldwide event held on and around 18 May, to increase public awareness of the role of museums in the development of society. The theme of the 2016 edition will be dedicated to „Museums and Cultural Landscapes“, the same as the General Conference in Milan.



ABOUT ICOM ITALY

The Italian National Committee of ICOM is the leading professional association of the museum sector in Italy. It addresses the problems closely related to the development and the defence of the profession. ICOM Italy promotes and also coordinates the activities of the Permanent Conference for the Italian museum Associations.

ICOM Italy is present on the national territory thanks to the efforts of the Regional Coordinators, the continuous research of thematic committees studying and regulating the organization of some of the most important events in the industry, such as the National Conference of Museums of Italy, the ICOM Italy Award for the Museum of the year, the National Assembly of ICOM and the International Museum Day.



© FONDAZIONE MUSEO DEL VIOLINO ANTONIO STRADIVARI – room Lo scrigno dei tesori, Cremona (credit Mino Boiocchi)

ICOM GENERAL CONFERENCES

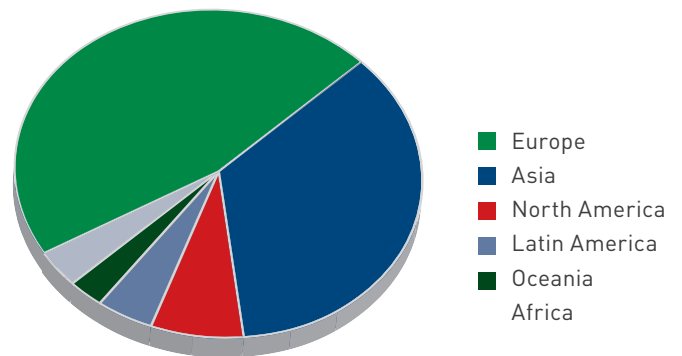
Every three years, ICOM's General Conference gathers the international museum community around a theme chosen by museum professionals. In 2016, ICOM's 24th General Conference will take place in Milan, Italy from 3 to 9 July 2016. In 2013 it took place in Rio de Janeiro, Brazil and in 2010 in Shanghai, China.

At each edition of the General Conference, more than 100 nationalities are present (100 in Seoul, 117 in Vienna, 122 in China and 103 in Brazil).

WHO ATTENDS THE ICOM GENERAL CONFERENCES?

Many professions are represented at the General Conference: museum and heritage professionals, curators, conservators, archaeologists, historians, architects, urban planners, exhibition designers, project managers, archivists, registrars, inventory coordinators, document and knowledge managers, librarians, government officials, cultural policy makers, cultural officers, tourism experts, researchers, academics, lecturers, artists, suppliers, consultants... Participants can also be culture enthusiasts, senior members and students of the above fields and, of course, ambitious newcomers.

Almost half of the participants of the ICOM Seoul 2004 General Conference were directors or board members of museums, while about 20% were curators and conservators. Professors and educators made up almost 10% of the participants.



Average percentage of participants by continent in the last three editions of ICOM General Conference in Seoul, Vienna, Shanghai and Rio.



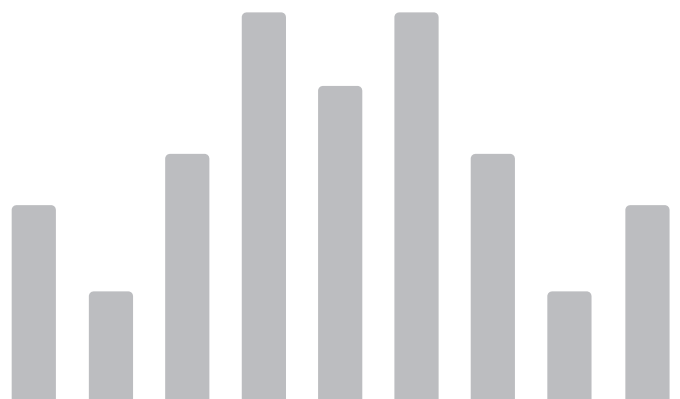
ICOM GENERAL CONFERENCES

PROGRAMME HIGHLIGHTS

The 24th ICOM General Conference will host a great variety of meetings, sessions and presentations, and it offers sponsoring companies important opportunities to get in touch with more than 4.000 museum professionals.

SESSIONS and PRESENTATIONS

- **High-profile speakers** delivering provocative and visionary insights on multidisciplinary subjects concerning the international museum community
 - **Scientific discussions** among ICOM's 30 International Committees, with lively discussion on the conference theme
 - **Panel discussions and round tables** with exchanges and debates among museum experts
 - **EXPO Forum presentations** in the heart of the Museum Exhibition. Product, project and best practice presentations.
 - **Case studies** presenting concrete development in the museum fields with industry partners
- **Meet the decision makers** of the worldwide museums and public institutions
 - **Museum and Institutional Exhibition** where suppliers and museums showcase their latest projects and products
 - **Cultural activities** for exploring the treasures of the host city and country
 - **Informal networking events** promoting dialogue and exchange with and among fellow professionals
 - **Parties and social events** soak up some of what the beautiful city of Milan has to offer with like-minded colleagues
 - **Administrative sessions** to summarize and evaluate the actions conducted over the past three-year period, to initiate the new working term and plan new activities and projects



PROGRAMME AT A GLANCE

SUNDAY 3 JULY		MONDAY 4 JULY	
Registration	ICOM Advisory Committee Meeting	Registration & Voting station Museum Exhibition	<ul style="list-style-type: none"> Opening Ceremony and Plenary Sessions Sponsored Newcomers Session Meetings organised by ICOM Committees, Regional Alliances and Affiliated Organisations
		Opening Party - Castello Sforzesco	
TUESDAY 5 JULY		WEDNESDAY 6 JULY	
Registration & Voting station Museum Exhibition	<ul style="list-style-type: none"> Plenary Sessions Sponsored Sessions Meetings organised by ICOM Committees, Regional Alliances and Affiliated Organisations 	Registration & Voting station Museum Exhibition	<ul style="list-style-type: none"> Plenary Sessions Sponsored Sessions Meetings organised by ICOM Committees, Regional Alliances and Affiliated Organisations
Social events - Around the city		Social events - Around the city	
THURSDAY 7 JULY		FRIDAY 8 JULY	
OFF-SITE MEETINGS OF ICOM COMMITTEES outside the Conference Center		EXCURSION DAY outside the Conference Center	
SATURDAY 9 JULY			
Registration	<ul style="list-style-type: none"> Closing Ceremony ICOM General Assembly 		
Closing Party - Triennale			



Onsite Programme at MiCo



Offsite Programme

CONFERENCE VENUE



© Comune di Milano

MiCo - Milano Congressi is conveniently situated in the centre of Milan, 4 km from the Duomo and just 5 minutes from Leonardo's Last Supper. Two stops of the metro red line, Amendola and Lotto, are located in proximity of the convention centre.

Linate airport is 1 hour distance from MiCo, while Malpensa and Orio al Serio are both 1 hour 30 minutes distance.

Designed in 2002 and doubled in size in 2005, the current extension will place MiCo - Milano Congressi among the largest conference facilities in Europe and worldwide.

Milan and Italy incredible historical and cultural wealth makes this country an **ideal host for the ICOM 2016** and represents an **amazing network** that brings together **museums, creative and cultural industries, research, education and industrial development.**

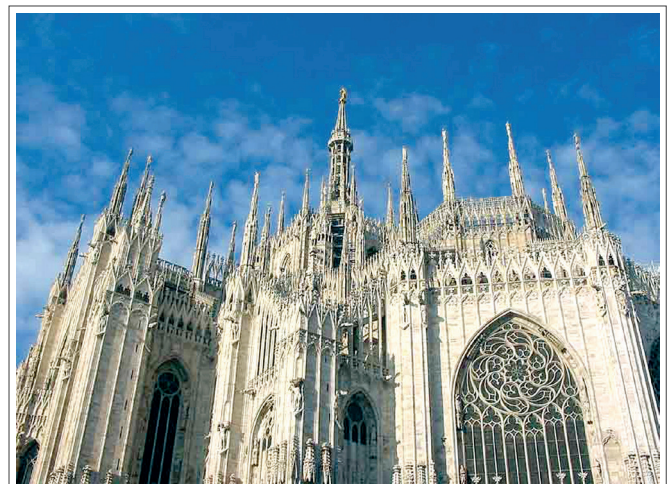
Milan is the 2nd largest city in Italy and one of the **most appealing European cities.** It is presently undergoing a period of extraordinary development and renovation in connection to the upcoming **EXPO 2015 - Feeding the Planet, Energy for Life!**

Tourists visiting Milan have the option to discover also **many beautiful cities and towns nearby**, all very elegant and rich in history and monuments. Also the **natural beauties** of Milan's surroundings make it up for a charming experience, with wonderful landscapes and green areas to explore. Some of the **loveliest art and historical**

cities and towns in Italy as Turin, Verona, Venice, Genoa, Bologna, Florence, and Rome are well connected with Milan by high-speed trains in one to three hours.

Conference attendees will be given the possibility to choose between many interesting proposals for the **Excursion Day** (July 8th), as well as for the **Social Programme** (July 5th and 6th evening), while the International Committees will be fully assisted in the organisation of their **Off-site Meetings**, both inside and outside the city of Milan.

Historically, there has always been a special, strong relation between **Milan and ICOM Italy** (20% of ICOM Italy's members live and work in Milan and Lombardy) and it creates a high valuable context for the organisation of the ICOM 2016 General Conference.



© www.micomilano.it

MUSEUMS AND THE ECONOMY

The creative and cultural industries are booming. These sectors have undergone rapid growth and are bright prospects for future economic prosperity, not only in Europe.

Whilst public subsidy is vital to the ongoing success of museums and galleries, public expenditure remains only a fraction of a given countries government spending yet has been shown again and again to reap massive dividends and returns. The **mixed economy** model adopted by most museums and galleries sees them draw on a variety of income streams including private investment, individual giving and earned income.

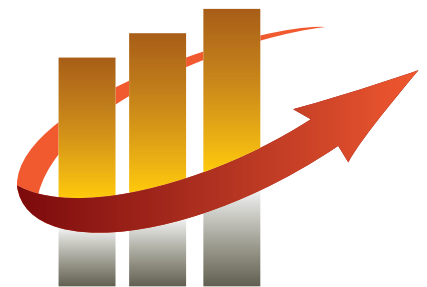
This income not only generates vast economic benefits through areas such as jobs, tourism, inward investment and regeneration but also means museums and galleries are dependent on buying in a range of **products and services** to support them in achieving their financial goals.

In fact a short glance over statistics produced by EGMUS (European Group on Museum Statistics) and AAM (American Alliance of Museums) shows that European museums have a combined spending power of around € 3.5 bn and in the USA the museums are spending over € 1 bn on construction alone.

Museums and galleries across the globe are spending Nearly 5 bn Euros annually*

Global tourism and public appetite for culture are ever growing. To keep pace museums and galleries must continue to invest and the ICOM General Conference is the **perfect platform** to **provide museum curators, directors and managers** with the **products and services** they need to feed this growth.

*AAM & EGMUS



MUSEUMS AND THE ECONOMY

Who can you expect to meet?

The General Conference is the industry's opportunity to share knowledge, project and experiences and to hear what others have to say. Case studies showing real-world applications and the implication of new technologies and an understanding of museums within a cultural landscape are at the forefront of our industry and will help us all on the path of evolution. Topics of relevance in particular for:

- Government entities
- Urban planners
- Museum Directors
- Curators
- Exhibition Designers
- Restorers
- Architects
- Conservationists
- Archivists
- Facility Managers
- Retail / Merchandising Managers

Why you should contribute

A unique environment dedicated to the exchange of innovation and best practices of the industry. Aligning your organization with the conference will provide opportunities, experiences and new levels of exposure helping to:

- ✓ Create and increase awareness and positioning of your brand
- ✓ Showcase your latest products and services in a face-to-face environment
- ✓ Creating and strengthening relationships with key decision makers and opinion leaders through the many networking opportunities afforded by the conference.

Organisations within the following sectors should not miss out on participating:

- Financial and Insurance sectors
- Audio / Mobile Guides & Visitor Services
- Interior Design, furniture and display cases, acoustics
- Facility Management, lighting, air conditioning, security, energy conservation
- Retail Outlet Suppliers, merchandising, food & beverage
- Architects and architectural services
- IT and Graphics, digitalization, multimedia apps.
- Ticketing
- Logistics, shipping, packaging, storage
- Educational services, publishers
- Cultural and conservational consultants

Why you should sponsor ICOM

Industry involvement is one of the key elements in the success of ICOM's General Conference in Milan 2016. Your presence and contributions enhance the overall value of the Conference. ICOM offers you the opportunity to become a sponsor of the ICOM General Conference, enabling you to raise the recognition of your company while promoting endeavours and taking full opportunity of the chance to attract new business partners.

On the following pages, various sponsorship options are listed, from which you may select different elements according to the amount of your company's financial support.

HOW TO SUPPORT ICOM 2016

You will be given a Sponsorship Category status depending on the amount of your Sponsorship contribution. The total contribution may consist of Sponsored Items such as advertisements, presentations or sessions as well as Exhibition Space.

*All prices are net prices and are subject to taxes / VAT.

Category	Minimum Contribution*	Deadline for Application
▪ Gold Sponsor	€ 25.000,00	October 15, 2015
▪ Silver Sponsor	€ 15.000,00	November 15, 2015
▪ Bronze Sponsor	€ 8.000,00	December 15, 2015
▪ Supporters	-	-

BENEFIT	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	SUPPORTERS
Priority choice: date / slot for sessions and presentations	1 st	2 nd	3 rd	
Priority choice: exhibition space allocation	1 st	2 nd	3 rd	
Priority choice: exclusive sponsorship	1 st	2 nd	3 rd	
Acknowledgment and logo projection during plenary sessions	✓			
One Email Blast to registered delegates	✓	✓		
Conference Bag Insert	✓	✓		
Complimentary registrations	6	2	2	
Logo in the Conference Final Programme	✓	✓	✓	Text name only – no logo
Company profile in the Conference Final Programme	100 words	75 words	50 words	-
Logo on Conference Website with link to your corporate website	✓	✓	✓	Text name only – no logo
Logo and short company profile on Conference App	✓	✓	✓	
Acknowledgement on Social Media upon confirming sponsorship	✓	✓	✓	
Company name and logo on sponsors acknowledgement boards in the venue	✓	✓	✓	
Use of Conference logo	✓	✓	✓	

Please note: until the deadline, priority is given depending on Sponsorship Category and on a “first come first served basis” within the category. After the deadline priority is given on the basis of availability.

For Exhibition Space assignment all sponsors are treated with priority.

HOW TO SUPPORT ICOM 2016

MAIN SPONSORS AND PARTNERS

Main sponsors and partners will be guaranteed a high visibility through all the Conference.

Details upon request.

Please contact:

icom2016-sponsorship@kit-group.org (international)

Barbara Landi
blandi@kit-group.org (Italian)

PUBLIC CONTRIBUTORS

Specific agreements will be arranged for the public contributors.

Please contact:

Barbara Landi
blandi@kit-group.org

SPONSORS AND SUPPORTERS



SPONSORSHIP OPPORTUNITIES

SPONSORED SESSIONS AND PRESENTATIONS

The ICOM General Conferences (GC) are a unique place to present your products, ideas, solutions and projects to a selected audience of professionals in museums and culture.

For the latest programme news and updates of floorplans and commercial opportunities please refer to the ICOM website www.milano2016.icom.museum

All prices are subject to relevant taxes / VAT

NEWCOMERS SESSION

During the 24th edition of the ICOM GC a specific session will be dedicated to “newcomers”: It will be a lively session welcoming not only first time attendees, but the next generation of museum professionals. There will be a panel on stage discussing their personal experiences, outlining congress highlights and sharing tips on how to make the best of the congress.

The sponsor will be acknowledged and the company logo will be displayed during the session.

Date: Monday, July 4th
Duration: 90 min.

Price: € 5,499

Topics have to be discussed and approved by ICOM.

The cost includes: room rental for the duration of the presentation, standard A/V equipment (screen, projector, sound system, 2 microphones), standard theatre style set-up. Any other service not listed above will be provided at extra charge (E.G. hostesses for material distribution, extra A/V, simultaneous translation, catering, etc.).

The programme / schedule will be announced in the Conference programme.

CASE STUDY PRESENTATIONS

Directors or board members of museums from all over the world, curators, conservators, project managers, and many other professionals will attend ICOM 2016 Milano and can be enticed with the presentation of a significant case study, as well as with the discussion of a specific topic/product in a dedicated workshop.

Joint sessions between sponsors and ICOM International and National Committees about specific topics are welcome.

Duration: 60 min. or 90 min.

Price (60 min): € 7,450

Price (90 min): € 9,950

Topics are subject to approval by ICOM.

The cost includes: room rental for the duration of the presentation, standard A/V equipment (screen, projector, sound system, and 2 microphones), standard theatre style set-up. Any other service not listed above will be provided at extra charge (E.G. hostesses for material distribution, extra A/V, simultaneous translation, catering, etc.).

SPONSORSHIP OPPORTUNITIES

“EXPO FORUM” FOR PRODUCT PRESENTATION

Exhibitors and sponsors have the opportunity to reserve a dedicated area in the Museum Exhibition - the “Expo Forum” - to launch their new products, showcase existing products and reinforce their product awareness to the Conference attendees. The “Expo Forum” would be available at predefined times throughout the day.

Dates: Monday, July 4th (afternoon), Tuesday, July 5th and Wednesday July 6th
Duration: 20 min. or 45 min.

Price (20 min): € 1,300

Price (45 min): € 1,700

The cost includes: space rental for the duration of the presentation, standard A/V equipment (screen, projector, sound system, and 2 microphones), standard theatre style set-up. Any other service not listed above will be provided at extra charge (E.G. hostesses for material distribution, extra A/V, simultaneous translation, catering, etc.).

The programme / schedule will be announced in the Conference programme.

CONFERENCE MATERIAL

NOTE PADS & PENS

Note Pads and Pens will be included in every Conference Bag.

Pieces: 3,500

Price: € 2,500

Design must be submitted to the Conference Organiser for approval. Material must be provided and delivered directly by the sponsor.



CONFERENCE BAGS

The Sponsorship of the Conference Bag will ensure the Sponsor has high visibility, not only during the Conference but long after the event.

Pieces: 3,500

Price: on request

Design must be submitted to the Conference Organiser for approval. Material must be provided and delivered directly by the sponsor.



SPONSORSHIP OPPORTUNITIES

CONFERENCE BAG INSERT / GIFT

Insert a leaflet, a gift or an invitation to your Exhibition Booth or to your sessions / presentations into all Conference Bags.

Pieces: 3,500

Price: € 1,900

Design must be submitted to the Conference Organiser for approval. Material must be provided and delivered directly by the sponsor.

POCKET PROGRAMME

The Pocket Programme is a short version of the Conference Programme noting all important ICOM 2016 Milano information. It will be inserted into the badge holder of all the attendees.

Pieces: 3,500

Price: € 7,500

- Sponsor's advertisement featured in the Pocket Programme
- Sponsor's logo featured on the Pocket Programme
- Exclusive sponsorship

The Pocket Programme will be produced by the Conference Organiser.



BADGE LANYARDS

Lanyards will be assigned to every delegate together with their name badge.

Pieces: 3,500

Price: € 7,950

Design must be submitted to the Conference Organiser for approval. Material must be provided and delivered directly by the sponsor.

DELEGATE NAME BADGES

Name badges will be assigned to every attendee.

Pieces: 3,500

Price: € 3,000



SPONSORSHIP OPPORTUNITIES

Sponsor's logo printed on badges.

Attendee name badges will be produced by the Conference Organiser. The name badge will include the attendee's name and country of residence.

A unique opportunity exists to have your brand shared exclusively with every delegate by buying the name badge and lanyard package. Please enquire for details.

CONFERENCE SERVICES

REGISTRATION & CERTIFICATE OF ATTENDANCE TERMINALS

Upon arrival at the Conference, attendees will have the opportunity to print their own registration badges and Certificates of Attendance at several printing stations (4 terminals). These terminals will be placed in the registration area for the duration of the ICOM 2016 Conference giving the sponsor maximum exposure.

Price: € 9,950

- Terminals will be used for the duration of the ICOM 2016 Conference.
- Terminals branded with Sponsor's logo / design on the entire terminal front side.
- Sponsor's logo / design can be used as a screensaver and desktop design.

Layout and advertisement must be submitted to the Conference Organiser for approval. The terminals will be produced by the Conference Organiser.



SIMULTANEOUS INTERPRETATION

Simultaneous interpretation will be a vital part of the conference and we can offer a variety of opportunities to make your company name extremely visible to the delegates through sponsoring opportunities. Please ask us for availability and prices.

Price: on request

SPONSORSHIP OPPORTUNITIES

INTERNET AREA AND PRINT CENTRE

An Internet Area for the use of the attendees including PC's and printer will be located in the Exhibition Area.

- Sponsor's logo will appear on Internet Area banners and signage.
- Sponsor's logo may be used for a screen saver and desktop design.
- Sponsors may provide mouse pads.

Price: € 11,995

Sponsors are encouraged to provide mouse pads for the Internet Area. Delivery details will be provided at a later stage.

WORKING LOUNGE AREA

A Working Lounge Area equipped with a mix of comfortable and functional furnishings for the use of the attendees will be located in the Exhibition Area.

- Sponsor's logo will appear on Working Lounge Area banners and signage.

Price: on request

SPEAKERS' CENTER

The conference will be equipped with a central system for speakers' presentation uploading and direct distribution of the presentations in the meeting rooms. Speakers will find PCs at their disposal for checking their slides before uploading. Personal PCs in the meeting rooms are not allowed, therefore all speakers will be asked to go in the Speakers' Center.

- Sponsor's logo will appear on PCs desktops.
- Banners and signage are allowed. Not included in price.

Price: € 15,000

CONFERENCE APP

The ICOM 2016 Conference App is designed to enhance the Conference by providing Conference-related information.

Price: € 15,000

- Sponsor's logo on App landing page
- Sponsor's banner and logo in the exhibitors list
- Exclusive opportunity



SPONSORSHIP OPPORTUNITIES

WI-FI CONNECTION

People will come from all the world and WI-FI connection is a must!

During the past ICOM conference more than 80% of attendees used a smartphone, a tablet or a PC, therefore some 3,000 people will see your logo. Don't miss the opportunity!

WI-FI connection will be provided through all the conference venue.

- Sponsor's logo will appear on the login page.

Price: € 15,000

ADVERTISEMENT

Raise your visibility onsite at the Conference centre with signage and banners. A range of custom-tailored opportunities are available on request.

DIRECTIONAL SIGNAGE

Have your company's logo featured on all Directional Signage throughout the Conference venue.

Price: € 5,950

Sponsor's logo placed on all directional signage throughout the venue.

BANNERS IN THE CONFERENCE CENTRE AND EXHIBITION HALL

Place Banners in the Conference Centre and Exhibition Hall to increase awareness of your presence and products during the ICOM 2016

Price: On request

High visibility of sponsor's logo and product during the Conference.

VOLUNTEER SHIRTS

All volunteers will wear your logo as they carry out their duties for the duration of the Conference.

Pieces: 600

Price: On request

Sponsor's logo placed on the volunteer's shirts.

SPONSORSHIP OPPORTUNITIES

EMAIL BLAST

Send out your individual announcement for your session, exhibition booth or other information to all registered attendees.

Price: € 1,450

Sponsor's personal message to all attendees.

Email Blast will be sent out by the Conference Organiser. Sponsor must provide email design, texts, pictures, etc., in HTML format with links to all graphics two weeks prior to the date the Email Blast is due to be sent out.

PUBLICATIONS OF LOGO AND LINK ON THE CONFERENCE WEBSITE

All sponsors will be acknowledge on the Conference website in a list with names in plain text. Don't miss the opportunity of having your own logo linked to your website.

Price: € 1,000

PUBLICATIONS ON CONFERENCE PROGRAMME

The Conference Programme will be the most essential publication for all attendees guiding them through the Conference. It includes information on presentations, sessions, exhibitions and other activities. The Conference Programme will be inserted in all attendees' Conference Bags.

Outside back cover: € 5,500

Inside front cover: € 3,500

Inside back cover: € 3,500

Full page: € 2,000

Half page: € 1,300

Full page in the Pocket Programme
(upon availability): € 2,500

Bookmark in the Conference Programme: € 3,500 + production cost

Non-exhibitors pay an additional € 1,500

SPONSORSHIP OPPORTUNITIES

SOCIAL NETWORKING EVENTS

Social events form a core part for the networking opportunities provided by ICOM 2016. Each event attracts a large number of attendees and sponsors can use this unique opportunity to network with attendees outside of their booth.

WORKING LUNCH

ICOM 2016 will have a tight agenda, therefore attendees will enjoy their working lunches inside the Conference Venue. By supporting a working lunch you will have your name upmost in the delegates mind.

Price: starting from € 20,000

COFFEE BREAK

Put your Company at the centre of conversations between delegates relaxing over a fine cup of coffee!

Price: starting from € 10,000

OPENING PARTY

The Opening Party will be held in the beautiful location of Castello Sforzesco and will be an important moment for ICOM 2016 to meet and network in a relaxed context. Visit to the museums of the castle will be offered, as well as cocktail reception and musical entertainment.

Date: July 4th
Time: 19.00 – 23.00
Location: Castello Sforzesco (Sforza Castle)

Price: on request

The sponsor will be acknowledged and the company logo will be displayed during the event.



© www.wikimedia.org

SPONSORSHIP OPPORTUNITIES

CLOSING PARTY

The Closing Party will be held in the beautiful location of Triennale and will be an occasion to celebrate and to discuss the conference results. Visit to the exhibitions in Triennale will be offered, as well as food reception and musical entertainment.

Date: July 9th
Time: 19.00 – 23.00
Location: Triennale

Price: on request

The sponsor will be acknowledged and the company logo will be displayed during the event.



© www.wikimedia.org

CULTURAL EVENINGS

ICOM 2016 will offer several evening entertainments on July 5th and 6th. Most of them will be free of charge for the attendees, but support for the two main events will be very welcome.

LA SCALA THEATRE

Delegates will have the opportunity to enjoy a unique event in the famous and ancient La Scala Theatre.

Price: on request

The sponsor will be acknowledged and the company logo will be displayed during the event.



© www.wikimedia.org

CONCERT IN THE MILAN CATHEDRAL (DUOMO)

Delegates will have the opportunity to enjoy a concert in this marvellous location.

Price: on request

The sponsor will be acknowledged and the company logo will be displayed during the event.



© www.wikimedia.org

SPONSORSHIP OPPORTUNITIES

EXCURSION DAY

Delegates and their partners are welcome to register for the Excursion Day (July 8th): ICOM 2016 will offer several proposal of half-day and one-day tour in selected location inside Milan and in the surrounding.

Price: on request

PUBLIC TRANSPORTATION IN MILAN

Get your company name out to the delegates before they even enter the conference by sponsoring the Public Transportation in Milan. You can feature your logo and booth number giving your exposure during the whole conference first thing in the morning and last thing in the evening!

Price: on request



© www.wikimedia.org

FURTHER OPPORTUNITIES

Please don't hesitate to enquire about further ways of increasing your visibility and enhancing delegate engagement by taking advantage of the following sponsoring opportunities. We will gladly supply you with details on request.

- HYDRATION STATIONS (WATER BOTTLES / CUPS)
- FLOOR STICKERS
- GALLERIA STAIR RISERS
- COFFEE CARTS
- CLOAKROOM & REGISTRATION COUNTERS
- LUGGAGE CHECK & CLOAKROOM TICKETS
- INTERACTIVE FLOOR PLANS
- PHONE CHARGING STATIONS
- MILAN SURVIVAL KITS
- INTERACTIVE PHOTO BOOTH

CURIOS TO KNOW MORE? OR DO YOU HAVE SOME IDEAS OF YOUR OWN YOU WOULD LIKE TO DISCUSS?

WE WOULD BE DELIGHTED TO HEAR FROM YOU!

EXHIBITION SPACES

This Exhibition Area forms the hub of the Conference and provides an excellent opportunity to engage with museum professionals coming from all over the world to promote your products, services, company, etc.

The Exhibition Area will host the "Expo Forum", a place where product presentations can be made, situated in the core of the Conference Venue and amidst the catering services of the Conference.

The square meter price includes raw exhibition space only.

Extra services will be available to book online, into ESOS® system.

Exhibition Costs per square meter

Minimum stand area: 6 m²

Early booth space booking (until January 15, 2016):

€ 265/sqm

Standard booth space booking (from January 16, 2016):

€ 295/sqm

*Discounts are available on request for NGO and Charitable companies.

Exhibitor Benefits

Free Exhibitor Name Badges are provided to Exhibitors based on the amount of square metres purchased as follows:

6 m ² =	1 badge
9 m ² =	2 badges
15 m ² =	3 badges
From 16 to 25 m ² =	4 badges
More than 25 m ² =	TBD

The Exhibitor Name Badge entitles full access to the Exhibition Area but not the General Programme.

Additional Exhibitor Badge will be available for purchase at € 100 each.

Booth Assignment

Exhibition space will be assigned on a first-come/ first-served basis within the respective Sponsorship Levels, according to the date of the Exhibition space booking and the date of the receipt of the payment.

How to Book

Exhibition spaces can be booked via the Exhibition and Sponsorship Ordering System (ESOS®): www.kitsecure.org/ICOM2016/

Provisional Exhibition Opening Hours

Set-up:

Sunday, July 3rd, 08:00 – 20:00

Extra hours on request.

Opening Time:

Monday, July 4th, 12:30 – 18:00

Tuesday, July 5th, 09:00 – 18:00

Wednesday, July 6th, 09:00 – 18:00

Dismantle:

Wednesday, July 6th, 18:00-20:00 and

Thursday, July 7th, 08:00-13.00

For information about Sponsorship & Exhibition please contact:

icom2016-sponsorship@kit-group.org
(international sponsors)

Barbara Landi (Italian sponsors)
blandi@kit-group.org

PRELIMINARY EXHIBITION FLOOR PLAN



HOTEL AND ACCOMMODATION

Several hotels in Milan that fall in different price categories have been reserved for the 24th General Conference of the International Council of Museums. As a service for individual participants, K.I.T. Group will arrange your hotel accommodation at no extra charge.

If you are interested in further information, please see the Conference website or contact us:

K.I.T. Group GmbH

Kurfürstendamm 71

10709 Berlin

Germany

Tel: +49 30 246 03 252

Fax: +49 30 246 03 200

Email: icom2016-hotel@kit-group.org

Website: www.milano2016.icom.museum

GENERAL TERMS & CONDITIONS

§ 1

VALIDITY OF THE TERMS & CONDITIONS

All services provided by the organisers will solely be carried out in discretion of these Terms & Conditions. The Terms & Conditions therefore also apply to future bookings within the conference; even though they have not explicitly been named again. At the latest, the contractor confirms and accepts these Terms & Conditions upon the rendering of services by the organisers. Contractor's acknowledgements referring to his/her own terms and conditions are hereby rejected and will not be recognised.

Definitions

a. In these Terms & Conditions the term 'contractor' shall mean any company, partnership, firm, organisation or individual to whom sponsorship options have been allocated for the purpose of any of the following; exhibiting, advertising and/or sponsorship, and shall include their employees, suppliers and agents.

b. An 'exhibitor' is a contractor that opts for the purchase of exhibition floor space only.

c. A 'sponsor' is considered a contractor that opts for at least one additional sponsorship option besides the purchase of exhibition floor space, although the purchase of exhibition floor space is not a condition to become a sponsor.

d. The term 'conference' or 'congress' shall mean any conference, exhibition or event run by K.I.T. Group GmbH Association & Conference Management, hereafter referred to as K.I.T. Group, and in particular shall mean the event detailed in the Sponsorship Manual or the Exhibition and Sponsorship Ordering System (ESOS®), hereafter referred to as ESOS®.

e. The term 'organisers' shall mean K.I.T. Group and its employees.

f. The term 'conference venue' shall refer to any exhibition hall, conference facility, hotel or other such building, and in particular shall mean the conference venue listed in the sponsorship manual and anywhere within the precincts of such location under the control of the organisers for the purposes and duration of the conference.

g. Exhibition and Sponsorship Ordering System (ESOS®) is an online ordering system that brings together exhibitors, sponsors, vendors and conference organisers to one platform.

h. The term 'Exhibition & Sponsorship Manual' or 'Sponsorship Manual' or 'Sponsorship Prospectus' shall mean the document announcing all sponsorship opportunities offered within the frame of the conference.

i. The term 'exhibition manual' shall mean the document which includes all detailed information pertaining to the realisation of the exhibition (i.e. dates, onsite regulations, material order forms etc.)

§ 2

BOOKING APPLICATION

1. Application Process (online)

Applications for exhibition space and/or sponsorship items should be ordered through ESOS®. Please use the sponsor and exhibitor application through ESOS® to place your request. The application is binding upon the contractor's signature or upon confirming through ESOS®.

2. Confirmation of Booking

a. The organisers are to reconfirm the booking and issue an invoice/confirmation within six (6) weeks after the application has been received. The organisers will endeavour to match the contractor's request wherever possible, however, cannot guarantee that the contractor's selected options will be met.

b. Should the confirmation differ from the contractor's request, the contractor will be notified by the organisers with any needed changes. At that point the contractor has ten (10) working days to object, except for the exhibition space location (see §4.4). If no such objection is registered within the allotted time, the booking is considered confirmed with the changes.

c. The organisers are empowered with the right to accept or reject any application.

GENERAL TERMS & CONDITIONS

§ 3

GENERAL PRINCIPLES

- a.** The organisers may from time to time add to or vary the foregoing rules and regulations and do anything at their sole discretion they deem desirable for the proper conduct of the conference, provided that such amendments or additions do not operate to diminish the rights reserved to the contractor under this booking and shall not operate to increase the liabilities of the organisers.
- b.** In the event of disagreement regarding behaviour, construction, procedures, contents, etc. the organisers have the sole right to decide how matters shall be handled.
- c.** The organisers retain the right to change the conference venue without prior notification including if they deem it to be in the interest of the conference, or for reasons beyond their control.
- d.** The contractor should refer to the organisers to ensure they are in compliance with all local laws and regulations enforced by the city of the event, the conference venue, and suppliers.
- e.** In all cases, contractors are solely responsible for ensuring that their promotion during the conference is legally and ethically acceptable in the country of performance.
- f.** The organisers reserve the sole right to decide who will be admitted and to which areas and at what times. The organisers have the full authority to deny admittance to or expel any person from the conference venue.
- g.** The organisers reserve the right to alter or change the assigned room(s), spaces, and time slots.
- h.** As far as educational issues and contents are concerned, the contractor is bound to the decisions of the organisers when alterations, omissions or cancellations of lectures, presentations, etc. may be necessary.
- i.** Sponsors who choose to finance a speaker's travel/accommodation costs or an official conference session have no influence regarding the organisation and/or content of the session or the presentation.
- k.** The contractor acknowledges that the organisers have the irrevocable right to use recordings of any kind which have been produced within the framework of the conference, for their own advertising purposes.
- l.** The contractor understands and acknowledges that any expenses incurred by the contractor in connection with the conference are the sole responsibility of the contractor, even in the event of cancellation by either party.
- m.** If the contractor fails to comply in any substantial respect with the Terms and conditions, the organisers shall have the right to exclude the contractor and to sell its exhibition space/sponsorship options. The contractor however will be liable for any loss suffered by the organisers thereby, and all monies paid by the contractor shall be absolutely forfeited to the organisers.
- n.** The use of the organisers' name (in full or as abbreviation) as well as its logos is strictly forbidden in publicity, advertising, sign, product, printed matter, film, video, other media, etc. without the explicit permission, in writing, of the organisers. The only exception is that contractors may refer to the meeting as with its official complete name as it is published in the official conference publications. The contractor may use a text internet link to the conference website from their own company website, or submit to K.I.T. Group for permission to use the conference logo.
- o.** It is prohibited to use the official conference logo for any signage/publications/websites, in which layout is similar in kind to the ones from the official publications of the conference. For all other publications that the contractor uses the official conference logo for or when in doubt, the organisers' approval must be obtained.
- p.** Additionally, the organisers must be named as the official organisers of the conference; however, the contractor is the organiser of their own satellite symposium.
- q.** Smoking is not permitted in the conference venue or any other area under control of the organisers.
- r.** Children and animals are not permitted at the conference without specific acceptance by the organisers in writing.

GENERAL TERMS & CONDITIONS

s. The contractor undertakes not to disclose to any third party, other than to its professional advisers or as required by law or as agreed by the organisers, any confidential information relating to the business or affairs of the organisers.

t. Both the contractor and the organisers shall ensure the general protection of personal data which is defined by the data protection rules and regulations of the country in which the conference venue is located. In particular, the contractor undertakes that any data provided by the organisers or generated in connection with the conference will only be used for the specific purposes outlined and that it will obtain similar undertakings in regard to any such data passed to sub-contractors.

u. The taking of pictures, other than by the official organisers' photographer, is expressly prohibited during construction, dismantling, and non-exhibition hours; cameras will not be allowed on the exhibition floor during these times. Only the contractor may grant permission to have their stand photographed or an audio presentation taped and this must only take place during exhibition hours. Each contractor may prevent those considered as competitors from gaining access to or photographing their stands. No contractor shall deny any reasonable request for permission to photograph their booth from outside the boundaries of the booth.

v. Contractors organising an event for 25 or more participants, before, during or after the ICOM General Conference, must first seek approval from the organisers. The contractor may request to hold an event; however, the event must not occur parallel to the official conference programme or other social/cultural events.

§ 4

SERVICES

1. Sponsorship

a. Priority will be given according to sponsorship level as outlined in the Sponsorship Manual. Priority amongst sponsors within the same level will depend on the order of receipt of application and appropriate payment. Priority for level sponsors is applicable for the following: workshop/presentation slots, exhibition booth allocation, block hotel booking, advertisements, and exclusive sponsorship options.

b. The organisers will project the sponsor's logo in the plenary room as detailed in the Sponsorship Manual. Sponsors' logos will be published in all conference publications and on the official conference website, after the down payment has been received.

c. Through the sponsorship participation the contractor is partially supporting the financing of the conference. In return, the contractor will receive the opportunity to present their endeavours, products and findings within the scope of the conference.

d. Additional benefits will be allocated to level sponsors as listed in the table for additional benefits in the sponsorship manual or on ESOS®.

2. Sponsored Sessions and Presentations

a. Sponsored Sessions and Presentations will be allocated in regards to the sponsorship levels as noted above. Sessions are organised by the contractor in consultation with the organisers. In principle all sessions are concurrent, except if specified as exclusive in the Sponsorship Manual.

b. The contractor will be financially responsible for the invitation and travel arrangements of any invited speakers and chairpersons that have specifically been invited to participate in contractor's Sponsored Session of Presentation – even though they might also be invited by the organisers.

c. The technical equipment as noted in the Sponsorship Manual or on ESOS® will be provided by the organisers for the Sessions.

d. The contractor may publish its own Sponsored Session programme and proceedings.

e. The contractor agrees to provide the organisers with the proposed programme of the Sponsored Session, including proposed speakers, topics, and titles, no later than noted in the sponsorship manual or on ESOS®. The goal is to ensure that the programme is based on accurate and relevant themes and that an overlap of topics among all sessions and presentations is prevented. Once the programme for the Sponsored Session is approved, it cannot be modified, except upon written agreement between the contractor and the organisers.

GENERAL TERMS & CONDITIONS

f. The organisers are to publish the Sponsored Session programme in the conference final programme and on the conference website.

g. Accessibility for set-up and clearance of Sponsored Sessions will be defined in the Sponsorship Manual. Decorations or other advertising items, which have been brought in by the contractor or its acting agents must also be removed by this time. If the contractor fails to vacate the room in due time after the close of the session, the organisers are entitled to remove and store or dispose of the items at the contractor's expense.

h. Food and beverages are not permitted in the session rooms unless permission of the organiser is granted. Any catering event, including time and location, must be approved by the organisers prior to the conference. Catering events cannot be held during official conference sessions.

i. The contractor assumes full responsibility for promoting their Sponsored Session or Presentation in an appropriate manner.

j. Flyers as well as Sponsored Sessions invitations may only be distributed at the exhibition booth and in front of the Sponsored Session room shortly before the start of the contractor's session.

k. The display of posters in the official conference hotels except in the hotel where the contractor has allocated their own participants through K.I.T. Group is prohibited.

3. Advertisements in Official Conference Publications

For advertisements in announcements, final programme, and/or other conference related literature, a high resolution file (at least 300 dpi, or eps format) containing the advertisement for printing in the respective publication must be submitted to the organisers no later than noted in the sponsorship manual or on ESOS®.

The advertisement is subject to the organisers' approval before printing. At least two weeks are allocated for the approval process.

4. Exhibition Space

a. Exhibition space will be confirmed in writing after the receipt of payment.

b. Exhibition space will be assigned by the organisers on a 'first-come, first-served' basis within the respective sponsorship levels, according to the date of the exhibition space booking and the date of the receipt of the payment. Special wishes regarding placement of the exhibition space will be given all possible consideration but placement demands as a condition of participation on the part of the exhibitor cannot be recognised.

c. Any changes in the duration and/or location of the exhibition do not entitle the exhibitor to cancel the agreement or request a refund of rates or to put forward a claim to damages incurred thereby.

d. Exhibitors desiring to share their contracted exhibition space with another company will face a surcharge and such an agreement is subject to approval by the organiser.

e. The exhibitors will be informed of the location of their exhibition space when the exhibition floor plan is sent out as noted in the sponsorship manual or on ESOS®. The exhibition floor plan includes the most detailed information in regards to the exhibitor's exhibition floor space. It is the exhibitor's responsibility to verify such information before set-up.

f. While every effort is made to preserve the published floor plan of the exhibition, the organisers shall be entitled to vary the general layout at any time to ensure a harmonious construction of the exhibition. The organisers are obliged to consult the exhibitor prior to implementing a change and make every effort to reach a satisfactory solution for both parties, whereby the exhibitor is not entitled to any refunds or claims against the organisers regarding any changes in the general layout. The organisers determine the external design of the exhibition as well as of the exhibition space. Therefore, applications can be refused if the booth layout fails to fit in with the exhibition as a whole.

g. If due to any unforeseen circumstances it is found necessary to close the exhibition or the whole event on any day(s) or to vary the opening hours of the exhibition, the organisers reserve the right to do so, at their sole discretion without any liability to the organisers.

h. Exhibitors' names will be listed in all conference publications as well as on the official conference website.

GENERAL TERMS & CONDITIONS

i. Flyers may be distributed at the exhibition booth only.

5. Booth Set-up

a. There are three different types of booth possibilities: in-line, peninsula and island. More information is made available about the specific types and applicable conditions for your type of booth in the sponsorship manual.

b. Regulations for the set-up of booths, meeting rooms, hospitality suites and satellite symposia will be communicated in the Exhibition Manual and are binding. The Exhibition Manual will be published between three (3) and six (6) months prior to the beginning of the conference. Publication dates will be stated in the Sponsorship Manual.

c. It is the contractor's responsibility to be familiar with all regulations in regards to their booth location.

d. All special booth set-ups must be approved by the organisers. The organisers must be informed within the time frame outlined in the Exhibition Manual should special requirements be necessary. A booth can only be set up if it is approved by the organisers. Therefore the contractor or its agent must send detailed reference documentation, including blueprints or layout images of the booth design and dimensioned drawings. Any changes or additions must be submitted before the deadline given in the official exhibition manual and are subject to approval by the organisers. At any time the contractor may be required to show appropriate supporting documents/certificates during the set-up and the exhibition period at the booth. In the interest of the harmonious overall design of the exhibition, applications can be refused if the exhibit fails to fit in with the exhibition as a whole.

e. All borders to adjacent booths or to free spaces which are not official aisle ways must be separated by a shell scheme wall or panel to inhibit passage and/or view. The walls/panels must be at least two metre fifty (2.5m) high. Pop-up booth, fair displays or canvas/tent materials are not considered proper booth separation. Please refer to ESOS® or to the Exhibition Manual to order shell scheme walls/panels for acceptable booth separation.

f. Walls that adjoin neighbouring booths must not include any logos or graphics (on the neighbouring side) and should be white.

g. For insurance and security reasons and to adhere to regulations stipulated by the conference venue, the organisers will appoint official contractors for all installations (such as electricity, communications, hanging points, mains and fittings), and all ancillary services. Due to the necessity of co-ordinating all activities during set-up and dismantling periods and for security purposes, no other contractors will be permitted to undertake any of this work without the prior consent of the organisers.

h. The contractor will not damage any walls, floors, or ceiling area of the conference venue – by nails, screws, oil, and paint or by any other cause whatsoever. The exhibitor guarantees to pay for the repair of any damage caused by either accidental or intentional means.

i. When planning booth activities, the overall educational character of the conference must be respected. Therefore, the projection of films and slides, the amplification of spoken words with the aid of loudspeakers, the production of music and/or sounds, as well as the use of video monitors is permitted as long as hindrance to other exhibitors or participants is not caused. The sound should always be held at a low level. The organisers reserve the right to determine at what point sound constitutes interference with others and if the sound needs to be reduced or to be discontinued. If the organisers judge that a disturbance is being caused, the exhibitor is to halt the activity immediately.

j. Only quizzes with an educational content and having approval by the organiser can be held at the booth. Participation can be "rewarded" with a prize or giveaway. The distribution of giveaways should be low-profile and in no way should overshadow the main activity of the booth. However, the prize should be the same for everybody and should not exceed 10.00 EUR in value. "Drawing winners" is not permitted. Notwithstanding the legal responsibilities of each exhibitor at its booth; giveaways with a value not exceeding 10.00 EUR are acceptable at the exhibition; i.e. badges, T-shirts, pens. If the exhibitor does not comply, the organisers reserve the right to make the necessary arrangements to end the activities at the expense of the exhibitor.

k. Set-up must take place and be finished during the times as noted in the Exhibition Manual or on ESOS®. Should the contractor fail to do so, the organisers reserve the rights to reallocate the exhibitor's space to another exhibitor without refund.

GENERAL TERMS & CONDITIONS

l. The exhibitor is responsible for the safety of products such as prizes and giveaways, and general display of the booth.

m. The exhibitor is responsible to the organisers for ensuring that its booth is maintained in a clean and orderly state. Storage space is not guaranteed to be available in the exhibition hall and the exhibitor must ensure that all packing materials and empty cartons are removed from the premises before the opening of the exhibition. The organisers reserve the right to order cleaning of an exhibitor's space at the exhibitor's cost.

n. Removal of exhibits and dismantling is not allowed until after the official closing time which will be listed in the Exhibition Manual. The exhibitor must dismantle the stand within the allocated time. The exhibitor must leave the stand area clear and the floor clean. The organisers can demand that the exhibitor restore the exhibition area to the original condition at the exhibitor's expense. During the dismantling period, no material should be left unattended at any time. Stored materials, empty containers and packing material must be disposed of properly.

6. Technical Guidelines

a. By accepting the Terms & Conditions the contractor accepts the general conditions and regulations of the organisers, the conference venue, and the suppliers as well as the technical guidelines and local safety regulations. Detailed technical guidelines will be provided in the Exhibition Manual. The contractor should refer to the organisers to ensure that they meet all regulations enforced by the conference venue and the suppliers.

b. The contractor must conform to the regulations and conditions concerning explosive and dangerous materials, combustible or otherwise, as laid down by the local authorities and other statutory bodies. Any materials/exhibits not approved by the authorities or the organisers must be removed from the conference venue.

c. All inflammable materials shall effectively comply with any statutory or local regulations or requirements to which the exhibition may be subject. Drapes and curtains must be at least 150 mm above the floor. No packing material or empty cartons shall be stored at the booth. Fire points must be kept clear at all times. The contractor must comply with any reasonable instructions

given by the local authorities, the fire officer and/or the organisers to avoid the risk of fire.

d. Security will be provided at the absolute discretion of the organisers although they cannot accept liability for any loss or damage that may occur. Conference name badges must be worn at all times by the contractor and his/her staff whilst in the conference venue and in all other areas within the full control of the organisers for the duration of the conference.

§ 5

PAYMENT POLICY / METHOD OF PAYMENT

All rates listed in the Sponsorship and/or Exhibition Manuals and on ESOS® exclude statutory VAT and refer to the duration of the conference and of the exhibition (except if stated in the above mentioned manuals or on ESOS®).

a. Payments must be completed in due time. All orders will be confirmed upon receipt of the full payment of 100%. If payment is not received in due time, the contractor's participation will be cancelled. It is the contractor's responsibility to advise the organisers of the problems with any orders and to check the invoices issued for accuracy prior to the close of the conference.

b. If more exhibition space and/or sponsorship items than were originally applied for are requested and allocated during the event, the additional amount due shall be paid immediately.

c. Payments must be made by bank transfer and in EUR only. Bank charges must be prepaid by the transmitter and are the responsibility of the payer. Please use the bank account as noted in the Sponsorship and/or Exhibition Manual, ESOS® and/or invoice.

d. Please indicate the 'conference', your company, and the invoice ID number on all money transfers.

e. For each reminder sent after the payment deadline, a fee of € 2.50 will be charged. However, the organisers reserve the right of asserting further claims in regards to the damage caused by the delay. The contractor reserves the right to prove that lower financial damage has been caused by the delay.

GENERAL TERMS & CONDITIONS

f. Should the contractor's payments be delayed, the organisers are authorised to charge interest on outstanding debt. The interest rate for delay may be increased should the organisers be able to prove a higher burden.

§ 6

CANCELLATION OR REDUCTION OF THE BOOKING

a. All booking cancellations must be sent in writing to the organisers. In the case of a booking termination it is strongly advised to notify the organiser of such via recorded mail.

b. Should the contractor cancel for reasons other than that of failure, neglect or contravention, the contractor shall assume responsibility for all costs payable for previously ordered items made in connection with the booking. The organisers shall be reimbursed for all expenses in connection with the planning of the conference incurred up to the date of termination and any foreseeable unavoidable costs that might result from the contractor's cancellation or from the contractor's sponsorship commitment.

c. The following cancellation charges apply:

- 20% of the total amount will not be refunded to the contractor for cancellations received earlier than nine (9) months prior to the conference.
- 60% of the total amount must be paid by the contractor for cancellations received between nine (9) and six (6) months prior to the conference.
- 100% of the total amount must be paid by the contractor for cancellations received six (6) months prior to the conference.

d. Shall the contractor fail to appear at the conference without a valid reason and the requested services will not be required, the contractor will still be obliged to pay the amounts as referred to in the cancellation policies.

e. If Gold, Silver or Bronze sponsors would like to cancel single items of their package, the minimum payment of the specific sponsor level must be maintained. Cancellations within a certain sponsor level are also subject to the cancellation policies as noted above.

f. Should the contractor desire to resell its space and/or sponsorship items to another organisation, they must first obtain the permission in writing from the organiser which should also clearly specify the name and details of the new contractor. Once approval has been confirmed, a 10% administrative charge will be levied to be paid by the original contractor.

§ 7

CANCELLATION OF THE CONFERENCE

a. The organisers are entitled to cancel the conference due to reasons beyond their control that prevent or substantially hinder the planned holding of the conference.

b. If the organisers are compelled to cancel the conference for reasons beyond their control, i.e. without organising another conference in its place within twelve (12) months of the originally planned date, the contractor is released from its sponsorship obligation. The organisers shall immediately refund 50% of the payment made by the contractor. The remainder shall be used by the organisers for payment of costs incurred. If proof can be given that the amount withheld by the organisers from sponsorship payments exceeds the costs incurred, the organisers shall be obliged to refund a proportionate amount of the sum not required for recovery of costs and expenses to the contractor. The same applies should the organisers decide to cancel parts of the conference. The organisers also reserve the right to re-schedule the conference on equal terms within a year's period. In this case the contractor does not have the right to withdraw from or decrease its sponsorship participation.

c. If the conference must be cancelled or changed due to unforeseen political and economic events, or general 'Force majeure', the organisers cannot be held liable for any compensation.

GENERAL TERMS & CONDITIONS

§ 8

LIMITATIONS OF LIABILITY

a. A contractor's claim for compensation is only applicable in case of gross negligence from the organisers and/or their employees, agents or suppliers. Compensation and guarantee claims from the contractor must follow the statutory regulations, if they have not been noted differently.

b. In no case will the organisers or their employees, agents or suppliers be liable for any indirect, incidental, special or consequential damages including but not limited to damages for loss of profits, loss of business information, cost related to cancellations or cost of procuring substitute goods or services, however arising, even if it has been advised of the possibility of such damages. While the organisers may provide security guards, this is done solely as an accommodation for contractors.

c. An exception thereof are damages occurring due to personal injury of body or health resultant from a breach of duty attributed to the organisers or for other damages arising from determinable wilful misconduct and/or gross negligence on behalf of the organiser, its legal representatives and/or vicarious agents.

d. The contractor is liable for all damage to buildings or inventory which is caused by participants of the event, including visitors, staff and other third parties whether under the contractor's jurisdiction or by the contractor in person.

e. The organisers assume no liability for any loss or damage to any property or equipment brought in by the contractor or any of its employees, agents or contractors, whether attributable to accident, fire, theft or any cause whatsoever. The contractor must ensure adequate insurance coverage as necessary including public liability coverage, to cover loss of, or damage to, exhibits or other personal property.

f. The organisers shall not be responsible, in whole or in part, for any failure to perform any of the obligations under this booking or for failure to hold the conference as a result of circumstances beyond its reasonable control, including, but not limited to, riot, strike, civil disorder, acts of war, failure of facilities, terrorism, threats of terrorism, communicable disease, earthquake, storm, fire, flood, and other acts of God.

§ 9

GOVERNING LAW

This booking is made and shall be governed under German law. Exclusive jurisdiction and venue of any actions arising out of, or relating to or in any way connected to this booking, its negotiation or termination, or the event, will be in the courts of Germany.

§ 10

SEVERABILITY CLAUSE

No amendments, changes, modifications or alterations of these Terms and conditions shall be binding upon either party hereto unless in writing and signed by both parties. If any of the provisions of these Terms and conditions are held to be void or unenforceable, then such void or unenforceable provisions shall be replaced by valid and enforceable provisions which will achieve as far as possible the economic business intentions of the parties. All other provisions of the Terms and conditions that are not being affected remain valid.

Copyright

The content of this concept is copyrighted. Without prior consent of the author the content must not be copied or partially copied, published, edited, translated or otherwise used, By transferring, transmitting or remitting this concept the author does not offer any copyrights to the recipient.

K.I.T. Group GmbH
Association & Conference Management
Kurfürstendamm 71
10709 Berlin, Germany
Telephone +49 (30)24 60 30
www.kit-group.org

Association & Conference
Management Group 

SEE YOU IN

