



ICN Congress

Nursing Around the World

2-4 November 2021

SPONSORSHIP OPPORTUNITIES

International Council
of Nurses 2021 Congress

NURSING AROUND THE WORLD

The virtual meeting place
of the world's nurses

**2-4
NOVEMBER
2021**

Organised by



In partnership with



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INTRODUCTION

Dear Industry Partners,

On behalf of the International Council of Nurses (ICN) and the Emirates Nursing Association (ENA), thank you for your interest in the ICN 2021 Virtual Congress.

As our valued Industry Partner, you will receive maximum visibility and interactivity to create a great impact on the ICN community and extend your contacts – before, during and after the Congress.

As you know from our previous communications with you, ICN is the world's largest organisation for health professionals and the ICN Congress is the number one nursing event in the world. For the past 120 years, the ICN Congress has proved itself as the global platform to gather and empower the global nurse community. In these extraordinary times, the ICN 2021 Congress will be held virtually from 2-4 November 2021. Using the theme "Nursing Around the World", we will pass the nursing baton across the different regions of the globe in a series of live and interactive events which will give our members and sponsors the opportunity to showcase their expertise and innovations.

The content of the Congress will be delivered via an innovative platform with both live and on-demand sessions.

While the world is focusing on the COVID-19 global pandemic, the importance of the nursing workforce in this time of need cannot be overstated. Nurses are at the centre of efforts to prevent, contain and manage this health emergency. The ICN 2021 Congress will build on the vital contribution of nurses in the battle for health and wellbeing across the entire world.

We invite you to join us to support nurses and the patients they care for by partnering with us at this major event in 2021. We have a wide array of sponsorship opportunities available so you can gain valuable exposure for your organisation and show your support for the largest healthcare profession in these extraordinary times.

The virtual environment will allow people from all over the world to join the Congress. We therefore expect even more attendees from even more countries than in previous ICN Congress editions.

The advantages of supporting the ICN 2021 virtual Congress are evident. In addition to lead generation technologies, you will receive a comprehensive set of metrics on the impact of your participation immediately after the Congress to clearly measure your return on investment at all levels.

Don't miss this unique opportunity!

In the following pages you will find all of the sponsorship packages and items available. Please bear in mind that every package can be customised according to your needs.

We look forward to working with you!

KEY CONTACTS

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BECOME A CONGRESS SPONSOR



SPONSORSHIP PACKAGES - BENEFITS & CATEGORIES

GOLD **35 000€**

ICN is pleased to offer its prestigious GOLD Sponsorship package, an opportunity to support nurses all around the world and maximise your organisation's impact!

Highlights of ICN's GOLD Sponsorship package include (among others):

- Special acknowledgment at the Opening Ceremony of the Congress
- Two 60 minute pre-recorded symposia with Q&A, including one in an exclusive slot not in competition with other sessions remaining embedded on the platform
- Exclusive Dedicated Partner Page on the Congress website & the Congress virtual platform (with videos and chat functions available)
- Eight complimentary Congress registrations
- Two pop-up notifications on demand to visit company page and/or symposia
- Bespoke personal support service from ICN

SPONSORSHIP PACKAGES - BENEFITS & CATEGORIES

SILVER **12 000€**

ICN's SILVER Sponsorship package, provides major visibility at the Congress.

Highlights of the SILVER Sponsorship package include (among others):

- One 60 minute pre-recorded symposium with Q&A
- Dedicated Partner Page on the Congress virtual platform with videos and chat functions available
- Four complimentary Congress Registrations

BRONZE **1 200€**

ICN's BRONZE Sponsorship package still provides a valuable opportunity to raise your profile at Congress and show your support.

Highlights of the Bronze Sponsorship package include (among others):

- Dedicated Partner Page on the Congress virtual platform
- One complimentary Congress registration

SPONSORSHIP PACKAGES - BENEFITS & CATEGORIES

	GOLD	SILVER	BRONZE
	35,000€	12,000€	1,200€
		NGO: 5,000€	
BEFORE CONGRESS			
Mention on our Congress newsletter	X	X	X
One dedicated Congress newsletter presenting symposium	X	X	-
Visibility on Congress website	X	X	X
One Twitter, Facebook and LinkedIn post (preference upon request)	X	X	X
Exclusive Dedicated Partner Page on the Congress website	X	-	-
Complimentary Congress registrations	8	4	1

SPONSORSHIP PACKAGES - BENEFITS & CATEGORIES

			GOLD	SILVER	BRONZE
			35,000€	12,000€	1,200€
				NGO: 5,000€	
DURING CONGRESS					
DEDICATED PARTNER PAGE		Company description	X	X	X
		Logo	X	X	X
		Company website link	X	X	X
		Social media links	X	X	X
		Sponsor contact information (up to 3 contacts)	X	X	X
		Live chat for the duration of the Congress	X	X	-
	Videos	General company video	X	X	-
		Symposium video embedded on company page	X	X	-
		Live stream of symposium (which remains on company page)	X	-	-
		Second symposium video embedded on company page	X	-	-
SYMPOSIUM		Product catalogue	max. 10	max. 10	max. 2
		Resources	max. 10	max. 10	max. 2
		Scheduled semi-live symposium + Q&A: 60 min pre-recorded video	2(1 exclusive slot)	1	-
		Follow up interaction possible through chat on Dedicated Partner's page	X	X	-
		Social media on Twitter, Facebook and LinkedIn (preference upon request)	X	X	-
		Facebook or Twitter live stream of one of the symposia on ICN social media platform	X	-	-
ACKNOWLEDGE-MENTS		On Congress website, platform and programme	X	X	X
		During Opening Ceremony of the Congress	X	X	X
		Special acknowledgement/name-checking at the Opening Ceremony of the Congress	X	-	-
		Pop-up notifications on demand to visit company page and/or symposia	2	-	-

SPONSORSHIP PACKAGES - BENEFITS & CATEGORIES

	GOLD	SILVER	BRONZE
	35,000€	12,000€	1,200€
		NGO: 5,000€	
AFTER CONGRESS			
Content available on Congress platform for 6 months	X	X	X
Post-Congress report	X	X	X
-With information on Partner's page visits in accordance with GDPR rules	X	X	X
One Twitter, Facebook and LinkedIn post (preference upon request)	X	X	X

STAND-ALONE SPONSORSHIP ITEMS

TO BE PURCHASED WITH A SPONSORSHIP PACKAGE

Green Screen Studio Branding 50,000€ - exclusive

- Studio will be the central hub of the Congress with moderators guiding through the sessions
- Exclusive Sponsor receives extensive company logo visibility; logo placed in the studio background
- Representative of the Sponsor will be invited from remote for welcome words

Photo Booth 30,000€ - exclusive

- Very popular feature for posting selfies fully integrated into the virtual Platform
- Comprehensive visibility for exclusive Sponsor through branded frame and other branded features

Regional Sessions 10,000€

- Direct support of one selected regional session
- Including logo and written acknowledgement before the session and on all promotional material beforehand
- Including verbal acknowledgement in the welcome words of the session

Intersession Slides/Video 3,500€ per slideshow

- 10 seconds of slides or videotime during intersession slideshow
- Allocation in the Main Programme freely selectable (7,000€ if before/after Plenary or Main Session)

Community Area 8,000€ - exclusive

- One key pillar on the virtual Platform for networking, chats, games and more
- Two spaces for Sponsor's logos on the landing page
- Find more information and visuals in the Platform Guidelines

Networking Chat Rooms 3,500€ per room

- Moderated video chat spaces on particular themes, directly accessible from the Platform's Community landing page
- Find more information on the themes and visuals in the Platform Guidelines

Pop-up Notifications 3,500€

- Notifications at a scheduled time to promote company page or symposia
- Content to be provided by Sponsor and revised by ICN

E-mail Blast 3,500€

- Mailing to all registered delegates (subject to GDPR) at a scheduled time
- Content to be provided by Sponsor and revised by ICN

STATISTICS FROM PREVIOUS CONGRESSES

ICN CONGRESS 2019 SINGAPORE HIGHLIGHTS

“*The Congress was a fantastic experience! We had a tremendous amount of traffic to our booth and met so many terrific nurses and others who expressed real interest in our mission.*”

5,294⁺

Registered participants from 98 countries

“*This was my first ICN conference and I was very impressed with the presenters, sessions and focus of the conference.*”

3 Top Attendees:



110 Sessions

Presented by 735 speakers

**80% of
App users**

Defined the Congress App as user-friendly (5,000 participants or 90% participants downloaded the App)

92%

Exhibitors defined satisfaction of traffic at booth very good or excellent

STATISTICS FROM PREVIOUS CONGRESSES

ICN CONGRESS 2019 SINGAPORE HIGHLIGHTS



37

EXHIBITORS

36K

FACEBOOK FOLLOWERS DURING THE
CONGRESS

695K

TWITTER IMPRESSIONS DURING THE
CONGRESS

4800

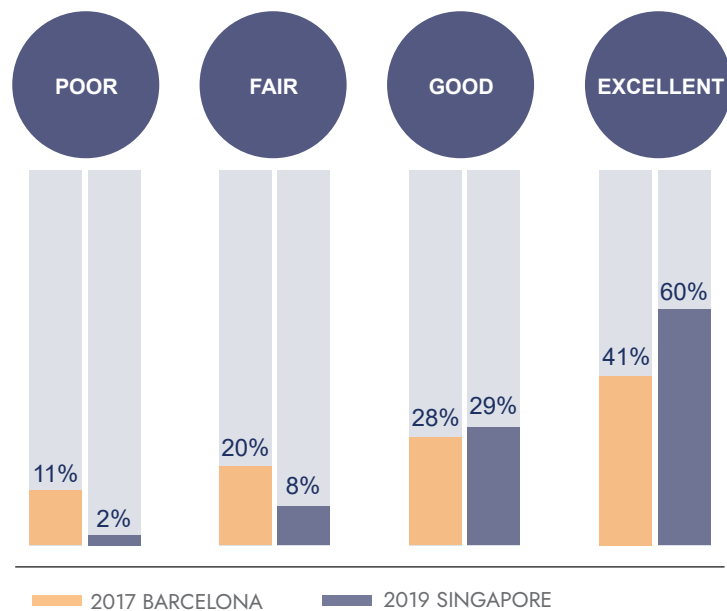
SUBMITTED ABSTRACTS

STATISTICS FROM PREVIOUS CONGRESSES

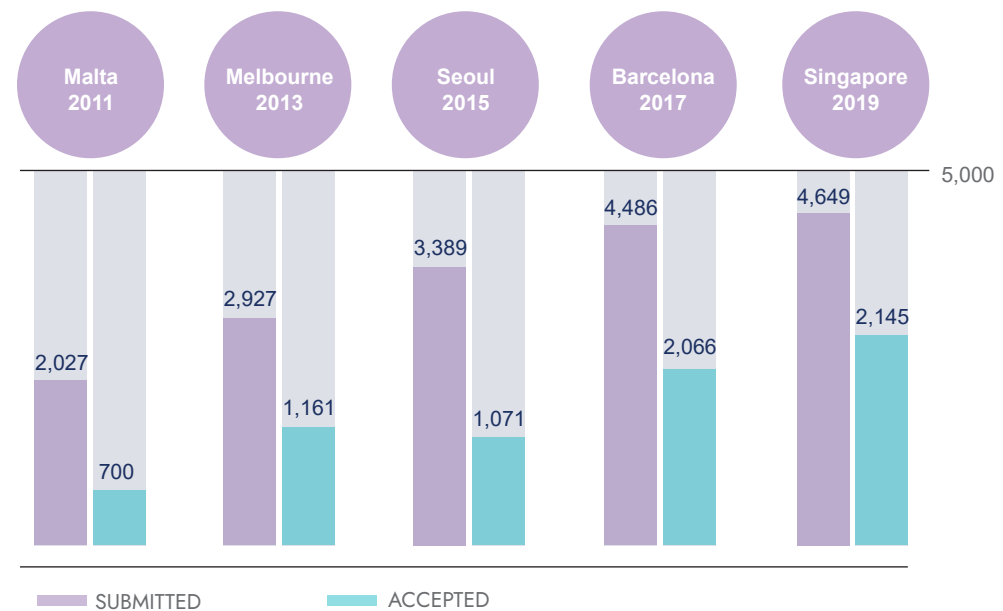
ICN CONGRESS 2019 SINGAPORE HIGHLIGHTS

"It was an exceptionally good event, I thoroughly enjoyed myself. It was very trendy, full of innovations in nursing practice"

ICN CONGRESS 2017-2019 OVERALL EXPERIENCE



ICN CONGRESS ABSTRACTS 2011-2019



ABOUT THE INTERNATIONAL COUNCIL OF NURSES

The International Council of Nurses (ICN) is a federation of more than 130 national nurses' associations (NNAs), representing the more than 20 million nurses worldwide. Founded in 1899, ICN is the world's first and widest reaching international organisation for health professionals. Operated by nurses and leading nurses internationally, ICN works to ensure quality nursing care for all, sound health policies globally, the advancement of nursing knowledge, and the presence worldwide of a respected nursing profession and a competent and satisfied nursing workforce.

ICN's ever-increasing networks and connections to people reinforce the importance of strong linkages with national, regional and international nursing and non- nursing organisations. Building positive relationships internationally helps position ICN, nurses and nursing for now and the future. Our work with the specialised agencies of the United Nations system, particularly with the World Health Organization, the International Labour Organisation and the World Bank, are essential for nurses everywhere. In addition, we work closely with a range of international non-governmental organisations.

Learn more about ICN by visiting our website: www.icn.ch



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Emirates Nursing Association (ENA) is a non-profit organization which was founded in 2003 in the United Arab Emirates (UAE). It was established and exists exclusively to strengthen the nursing profession in UAE and has been a member of the International Nursing Council (ICN) since 2005.

ENA advances the nursing profession by promoting professional development of nurses through coordination and cooperation with local, regional and international organizations to develop and maintain efficiency standards, support and promote nursing education and research, encourage young Emiratis to enrol in nursing, contribute to the development of national nursing workforce to meet the nation's healthcare needs and encourage nurses to adhere to the professional code of ethics.

ENA's values revolve around seven key areas: Evidence-based practice; Maintaining excellence; Innovation; Role model; Accountability; Transparency; Empowerment; Standards which stands for EMIRATES.

For more information: www.ena.ae



EXHIBITION AND SPONSORSHIP ORDERING SYSTEM (ESOS®)

HOW TO USE ESOS®

ICN 2021 virtual
Tuesday, November 2, 2021 7:00 AM - Thursday, November 4, 2021 11:59 PM

Sign In to Industry Portal

I have previously registered and my password is:

Email

Password

☐ Remember me

[Forgot your password?](#) | [I have never registered](#) [Sign Up](#)

[Sign In to Industry Portal](#)

Welcome to the main page of our platform!
Sign Up on our platform.

EXHIBITION AND SPONSORSHIP ORDERING SYSTEM (ESOS®)

ICN 2021 virtual

Dienstag, 2. November 2021 07:00 - Donnerstag, 4. November 2021 23:59

Exhibitor & Sponsor Checklist

Please complete the following tasks prior to the due date.



Welcome

Completed
08.07.2021

Completed



Sponsorship Opportunities

Due Date
31.08.2021



Manage your online Company Profile

Please add your company Publishing Information

Due Date
31.08.2021

EVENT LINKS

Sponsorship
Prospectus

ICN 2021 Congress
Website

[Imprint](#) | [Privacy Policy](#) | [Terms of Use](#)

Here you can find all information related to the Congress.

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EXHIBITION AND SPONSORSHIP ORDERING SYSTEM (ESOS®)

The screenshot shows the ESOS® website interface. At the top, there's a navigation bar with 'Booth: Pending', 'Contact', and a user profile 'Alexandra Krohn'. The main header features the ESOS® logo and the event title 'ICN 2021 virtual' with dates 'Dienstag, 2. November 2021 - Donnerstag, 4. November 2021'. A search bar and a shopping cart icon showing '€0,00' are also present. On the left, a 'Navigation' sidebar lists 'Welcome' and 'Sponsorship options >'. The main content area is titled 'SPONSORSHIP LEVELS' and explains that industry partners receive acknowledgements and benefits based on their support level. It lists three levels: Gold (€ 35,000), Silver (€ 12,000), and Bronze (€ 1,200). A note states that all prices are net prices. At the bottom, there's a link to 'Continue to order your Sponsorship Items!'.

Booth: Pending | Contact | Alexandra Krohn

ESOS®

ICN 2021 virtual

Dienstag, 2. November 2021 - Donnerstag, 4. November 2021

Search [Search] €0,00

Navigation

- Welcome
- Sponsorship options >

SPONSORSHIP LEVELS

Industry partners receive acknowledgements and benefits according to their level of support for the ICN 2021 virtual Congress.
Based on previous ICN meetings, there are three levels of recognition of sponsorship.

The levels are:

- Gold € 35,000
- Silver € 12,000
- Bronze € 1,200

Please note that all prices are net prices.

[Continue to order your Sponsorship Items!](#)

Each time the task is completed, you are directed to the following task. While you are completing the tasks and you wish to go back to this page, please click on the lefthand side on "Exhibitor & Sponsor Checklist".

TERMS AND CONDITIONS

1. VALIDITY OF THE GENERAL TERMS AND CONDITIONS

These General Terms and Conditions of Business (hereinafter referred to as “GTC”) are an integral part of the contract and apply equally to participation as sponsor/exhibitor in virtual, hybrid or face-to-face events (“event formats”). Unless expressly distinguished, the following terms and conditions shall apply to the acquisition of exhibition space and/or sponsoring elements in any event format (virtual, hybrid or presence event). The provision of the services offered by the Organiser is exclusively subject to these Terms and Conditions. The GTCs shall therefore also apply to future bookings for this event, even if this is not expressly mentioned again. The General Terms and Conditions shall be deemed to have been confirmed and accepted by the sponsor/exhibitor at the latest upon provision of the services by the Organiser.

2. GENERAL PRINCIPLES

2.1 The term “Organiser” means K.I.T. Group GmbH including its managing directors and employees as well as directly or indirectly commissioned third parties and/or the commissioning specialist company

2.2 The term “event” and/or “event format” shall equally denote any event, exhibition, conference or meeting organised by the Organiser in virtual, hybrid and/or face-to-face formats. The event format “presence event” refers to events in which the content is predominantly conveyed by analogy. The event format hybrid event refers to events whose predominantly congruent contents are conveyed in a virtual and a presence format. The event format virtual event refers to events in which content is conveyed

exclusively in digital form. The event and/or the event format are described in detail, in particular, in the Sponsors’ Handbook or the exhibition and sponsorship ordering system ESOS®.

2.3 In these General Terms and Conditions, “K.I.T. Group” means K.I.T. Group GmbH and its affiliated companies, if services are provided by them.

2.4 “Sponsor/Exhibitor” means the legal or natural person who has been granted exhibition space and/or rooms and/or sponsoring elements in any form for the purpose of supporting the event and includes its employees, affiliated companies, suppliers and agents.

2.5 “Venue” means the local authority in or, in the case of the virtual or hybrid event, from which the event is held. The venue of the virtual event or the virtual part of the hybrid event shall, unless otherwise provided, be determined in principle by the registered office of the Organiser.

2.6 The term “event location” means the exhibition hall, the event facility, the hotel and other buildings or structures (in particular the event location listed in the sponsor’s handbook) as well as any room and/or location at the event location within the sphere of influence of the Organiser for the purpose and duration of the event. In the case of a virtual or hybrid event, “event location” means the virtual room (hereinafter referred to as “event room”) in which the event takes place and from which the contents of the event are made accessible.

2.7 The ESOS® (Exhibition and Sponsorship Ordering System) is an online booking system that brings together organisers, exhibitors, sponsors and other service providers on a digital platform and enables the acquisition of exhibition space and/or sponsoring elements as well as associated personnel services or the acquisition of objects for the implementation of the event presentation (in particular furniture, additional technical services, etc.).

2.8 The “Sponsorship Prospectus” is a document (digital and/or print) in which all sponsoring and exhibition opportunities offered within the framework of an event are listed together with their terms and conditions.

2.9 The “Service Manual” is the document containing the conditions and detailed information for confirmed exhibitors and sponsors relating to the staging of the exhibition (e.g. on object bookings, dates, technical guidelines, safety regulations, local and on-site regulations, advertising restrictions, construction specifications, etc.) as well as other information on event staging.

3. BOOKING

3.1 Application procedure

Applications for the booking of exhibition space and/or sponsoring elements must always be submitted via ESOS®. For this purpose, each client must register in the ESOS® booking system. The registration is free of charge and does not trigger any obligation to order.

TERMS AND CONDITIONS

3.2 Confirmation of Booking

3.2.1 Each booking is binding upon confirmation via ESOS®. The Organiser shall confirm the booking within six (6) weeks after receipt of the registration and issue an invoice/confirmation. Taking into account the given booking situation and the actual circumstances, the Organiser will try to comply with the request of the Sponsor/Exhibitor, but can under no circumstances guarantee that the wishes of the Sponsor/Exhibitor can be fully or partially complied with.

3.2.2 If the confirmation differs from the sponsor's/exhibitor's application, the sponsor/exhibitor will be informed by the Organiser of the necessary changes. The sponsor/exhibitor may then lodge an objection within ten (10) working days. Excepted from this is the location or positioning of the exhibition space (see section 4). If the Organiser does not receive an objection within the aforementioned period, the booking is deemed to have been confirmed by the sponsor/exhibitor together with the changes.

3.2.3 The Organiser is entitled to accept or reject registrations from Exhibitors and/or Sponsors for technical (e.g. capacity exhaustion), legal (e.g. in the event of default of payment) and factual (e.g. outside the industry) reasons.

4. GENERAL PROVISIONS FOR EVENT FORMATS

4.1 The Organiser is entitled from time to time to supplement or amend the regulations and provisions set out in these GTCs above and below or to do what he deems necessary for the proper execution of the event, provided that such amendments or

supplements do not significantly affect the rights of the Sponsor/Exhibitor within the framework of the booking.

4.2 In the event of differences of opinion regarding the organisation and execution of the event, the conduct and/or procedure before, during and after the event, regarding set-up or operation of advertising and/or other facilities, content and/or the presentation of content etc., the Organiser alone is entitled to decide how to proceed in the matter.

4.3 The Organiser reserves the right to change the venue or location of the event without prior notice, in particular if he considers this to be in the interest of the event, as well as in the event of the planned implementation being prevented for reasons outside his sphere of influence or for which he is not responsible.

4.4 In order to comply with the laws and public-law regulations applicable at the venue and at the event, the Sponsor/Exhibitor is recommended to contact the Organiser in good time for appropriate information.

4.5 Insofar as pharmaceutical products or medical technology products are presented by the Sponsor/Exhibitor, the Sponsor/Exhibitor undertakes to comply with the statutory regulations (e.g. competition and advertising law and the German Drug Advertising Act) as well as other self-imposed regulations and the codes of conduct affecting them (in particular FSA e. V., BVMed e. V., EFPIA, Medtech Europe, etc.) on the advertising and distribution of drugs or medical products. The sponsor/exhibitor

is obligated to comply with all applicable disclosure rules and to this extent is also obliged to notify the organiser. The Organiser cannot be held responsible for any omissions on the part of the Sponsor/Exhibitor. The sponsor/exhibitor shall indemnify the Organiser from any liability in this respect.

4.6 In any case, the Sponsor/Exhibitor shall ensure that his event-related advertising measures before, during and after the event at the venue are legally and ethically permissible and do not infringe the rights of third parties.

4.7 The Organiser reserves the sole and exclusive right and authority to decide in any event format which persons are granted access to which areas and at what times. The Organiser may at any time refuse access to the event location to persons within the meaning of the house rules or expel them from the event location.

4.8 In all event formats, the Organiser reserves the right to change allocated rooms, areas and times at any time.

4.9 If scientific topics and contents are affected, the sponsor/exhibitor is bound by the decisions and instructions of the Organiser, especially if changes, omissions or cancellations of lectures, presentations etc. should be necessary. Any influence or attempted influence by the sponsor/exhibitor on the scientific programme or parts thereof is strictly prohibited and will have no effect on the organisation and/or content of the meetings or presentations.

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4.10 The Sponsor/Exhibitor authorises the Organiser to make, use and exploit for its advertising purposes any image and/or sound recordings made in connection with the event. The sponsor/exhibitor acknowledges that a claim for remuneration does not arise and waives any assertion of such claims in this respect. The sponsor/exhibitor permits the organiser to reproduce and duplicate the images and recordings for use in newspapers, magazines or corresponding online services, social media channels and websites for the purpose of reporting and advertising.

4.11 The Sponsor/Exhibitor has been informed and acknowledges that he is solely liable for all his expenses incurred in connection with the event, including in the event of termination by one of the parties.

4.12 If the Sponsor/Exhibitor does not act in accordance with these General Terms and Conditions in a material respect, the Organiser is entitled to expel the Sponsor/Exhibitor and to otherwise dispose of his entire exhibition space and/or his sponsoring options. However, the Sponsor/Exhibitor shall remain liable for any losses incurred by the Organiser as a result of this, all amounts paid by the Sponsor/Exhibitor shall be irretrievably forfeited to the Organiser.

4.13 The use of the name of the Organiser (full version, abbreviation, alias) and its logos in publications, advertising, signs, products, printed works, films, videos, other media, etc. without the express written permission of the Organiser is strictly prohibited. Unless the Organiser objects, the Sponsor/Exhibitor

may use its official, full name (as listed in the official event publications) in connection with the event. The Sponsor/Exhibitor may establish a text link from his company's website to the event's website or apply to the Organiser for permission to use the event logo.

4.14 Use of the official event logo by the Sponsor/Exhibitor or third parties commissioned by him/her for signatures, publications of any kind, social media appearances and/or websites whose layout is similar to the official publications of the event is prohibited. For all other publications of the sponsor/exhibitor using the official event logo, as well as in any case of doubt, the consent of the organiser must be obtained. In the event of infringements of this, the organiser may charge the sponsor/exhibitor a usage fee in the amount of the rates customary in copyright infringement cases.

4.15 The Organiser must be named as the official organiser of the event (e.g. conference, congress, convention, etc.); the Sponsor/Exhibitor, on the other hand, is deemed to be the organiser of the industry event organised by him (e.g. symposium, workshop, etc.).

4.16 Smoking is not permitted at the event location in the context of the presence and/or hybrid event and in all other areas within the Organiser's sphere of influence.

4.17 Children and animals are not permitted to enter the event in any event format without the express written approval of the Organiser.

4.18 The Sponsor/Exhibitor undertakes not to disclose confidential information about the business operations or affairs of the Organiser to third parties who are not his professional or statutory advisers or advisers approved by the Organiser in individual cases.

4.19 Both the Sponsor/ Exhibitor and the Organiser must ensure the protection of personal data. In addition to the provisions of Regulation (EU) 2016/679 (DSGVO) and the Federal Data Protection Act (BDSG) in their respective applicable versions, the data protection regulations and provisions of the country in which the event location is located shall also apply in particular. In particular, the Sponsor/Exhibitor undertakes that all data provided by the Organiser or generated in connection with the event will only be used for the specified purposes and that the rights of those affected by the data processing will be strictly observed. The Sponsor/Exhibitor shall also ensure that an identical obligation is concluded with any third parties commissioned (in particular subcontractors, subcontractors, service providers, etc.) for the data passed on to them (contract processing agreement).

4.20 In any event format, the making or production of image, sound and video recordings ("recordings") by persons or companies other than the Organiser's officially appointed service providers during the set-up, dismantling and closing times of the exhibition is expressly prohibited; during these times, cameras and cameras are not permitted in the exhibition corridors. Recording equipment in mobile communication devices must be switched off. In case of suspicion of or actual violation, the

TERMS AND CONDITIONS

Organiser may order safe storage for the above-mentioned period and, if necessary, carry it out himself. Only the organiser may grant permission to have recordings made at or on a stand. These may only be carried out during the opening hours of the exhibition. Every sponsor/exhibitor is entitled to prevent alleged competitors from entering his stand or from taking photographs of his stand. Requests for permission to take photographs of a stand from outside the boundaries of this stand may only be refused by a sponsor/exhibitor if there is reason to fear a serious violation of the personal rights of third parties or the commission of a criminal offence. The organiser has the sole right to decide on this matter.

4.21 By using these General Terms and Conditions, the Sponsor/ Exhibitor grants the Organiser and/or - if different - K.I.T. Group express permission to contact the Organiser - in particular in text form via e-mail or telephone - for the purpose of transmitting or presenting information and/or content about events or activities of similar nature or content by the participating specialist groups and/or for conducting customer surveys. The sponsor/exhibitor can revoke his permission at any time with effect for the future and demand the deletion or blocking of the personal data.

5. PARTICIPATION AND SUPPORT OPPORTUNITIES IN THE EVENT FORMATS

5.1 Sponsoring elements

By participating in the sponsoring, the sponsor/exhibitor supports the financing of the event. In return, the sponsor/ exhibitor is given the opportunity to present the company,

products and research results within the framework of the event - in particular by organising symposia and/or workshops. The terms and conditions of symposia and workshops may vary in terms of content, time and space and must be agreed separately when booking.

5.2 Advertising in official event publications

The organiser can offer the sponsor/exhibitor various communication options in all event formats before, during and after the event. The sponsor/exhibitor is responsible for the unconditional compliance with the dates necessary for implementation and published in the sponsor's handbook, the service handbook and in ESOS® (e.g. deadline for printing documents). Late submitted files can no longer be considered. Advertising must be approved by the organiser before printing. In this case, the testing period shall be at least 2 weeks.

5.3 Exhibition area and/or exhibition space in all event formats

5.3.1 The booking of the exhibition space or the exhibition room shall be deemed to have been bindingly ordered by the Exhibitor upon confirmation by the Organiser.

5.3.2 The exhibition space or exhibition premises shall be allocated by the Organiser in the order of their timely receipt, i.e. the date of booking for the exhibition space or exhibition premises and the date of receipt of payment. Special requests of the Exhibitor may be considered in accordance with the existing booking situation, but shall in no case constitute a condition of

participation of the Exhibitor.

5.3.3 Changes to the duration and/or location of the exhibition do not entitle the Exhibitor to terminate the contract or to assert any claim for damages that may have arisen as a result.

5.3.4 The Exhibitor shall be informed of the location of the exhibition space or the exhibition room upon announcement of the exhibition space plan. The exhibition space plan also contains detailed information about the Exhibitor's exhibition space. It is the Exhibitor's responsibility to check this information before assembly.

5.3.5 Although every effort shall be made to maintain the published exhibition area plan, the Organiser is entitled to change the general layout of the exhibition at any time, in particular in order to ensure a harmonious construction of the exhibition. The Organiser is obliged to consult the Exhibitor before implementing any change and to make every effort to find a solution satisfactory to both parties. Any claims for damages by the Exhibitor in this respect are excluded. The Organiser shall have the sole right of disposition with regard to the design and arrangement of the exhibition. The Exhibitor is obliged to obtain the stand construction permit from the Organiser. Stand constructions without permission are not permitted and, if they are erected, must be removed from the exhibition immediately upon request.

5.3.6 Should it prove necessary to close the exhibition or the entire event on one or more days of the event or to change the

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opening hours of the exhibition in the respective event formats due to unforeseen external circumstances that can only be averted by the use of disproportionate means, the Organiser reserves the right to do so at its own discretion and without liability to the clients. Claims for damages by the Sponsor/Exhibitor are excluded in this respect.

5.3.7 The Sponsor/Exhibitor will be named in the event programme with his specified company name (company) as part of a basic entry. Entries in other event publications or in specific formats must be booked separately.

5.3.8 Flyers in all event formats may only be distributed at the exhibition stand or in a specially designated exhibition room.

5.4 Production of the exhibition stand and/or the exhibition space in all event formats

5.4.1 In the hybrid and presence event formats, four different stand types or their virtual equivalents are generally offered, depending on availability and conception: Row, corner, head and island stands. In the course of technical development, stand types in the virtual and hybrid event formats which deviate from these may be approved if they do not conflict with the harmonious overall appearance of the exhibition and do not cause disruption to third parties. The exhibitor has no right to demand approval of a particular type of stand.

5.4.2 When setting up and equipping the exhibition stand and/or exhibition space, the Exhibitor must comply with the public

law regulations at the venue and in particular the technical guidelines of the respective venue. These are an integral part of the contract and are regularly included in the service manual of the event. The Exhibitor is obliged to obtain the technical guidelines from the technical service provider commissioned for the event. Any claims for the implementation of a stand design or for damages as a result of failure to observe the technical guidelines applicable at the venue are excluded. In the interest of all event participants, the commissioning of the exhibition stand or the exhibition space and/or the staging of the event itself may be prohibited if the technical guidelines applicable at the venue are not observed and defects found and reported in writing have not been rectified by the start of the event.

5.4.3 The Exhibitor accepts the safety regulations of the Organiser, the technical service provider commissioned with the production of the exhibition and the respective event location in all event formats of registration in ESOS® or a separate confirmation in text form (e-mail, letter, fax). The instructions of the Organiser, his agents and representatives must be followed without fail.

6. PROCEDURE IN THE EVENT OF NON-COMPLIANCE

If the Sponsor/Exhibitor violates the regulations mentioned in sections 4 and 5, the Organiser may, after unsuccessful removal order, claim a contractual penalty of up to EUR 1,000 per day and violation. If the Sponsor/Exhibitor continues to fail to remedy the situation contrary to the terms of the contract after a warning has been issued and a contractual penalty has been imposed, the Organiser may exclude the Sponsor/Exhibitor from further

participation in the event or take additional suitable measures necessary to ensure compliance with the General Exhibition Terms and Conditions and the peace and quiet of the event. In this respect, the Sponsor/Exhibitor waives the assertion of any claims against the Organiser.

7. METHOD OF PAYMENT/PAYMENT METHODS

7.1 All prices quoted are exclusive of statutory value-added tax and are generally valid for the duration of the event. Unless otherwise agreed, the fees can be determined and changed by the Organiser vis-à-vis the Sponsor/Exhibitor taking into account the market situation (e.g. drastically increased energy or logistics costs) and the expense (e.g. procurement problems due to loss of transport capacity) within the scope of verifiable reasonable discretion. The Organiser will inform the Sponsor/Exhibitor immediately of the planned measure. A right of withdrawal by the sponsor/exhibitor is excluded in this respect.

7.2 Unless otherwise agreed, the fees agreed for the services booked are due immediately. The sponsor/exhibitor is obliged to pay 100% of each invoice amount within the agreed due date without deductions. If the due date is exceeded, the sponsor/exhibitor is automatically in default. If payment is not received within the due date, the participation of the sponsor/exhibitor can be cancelled. It is the sole responsibility of the sponsor/exhibitor to check the invoice for factual and content-related correctness immediately after receipt and to inform the Organiser of any problems with orders or other obstacles to payment.

7.3 If more services (e.g. exhibition space or sponsoring

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elements) than originally requested are required and made available before or during the event, the additional amount due is due for payment immediately in each case. The Organiser reserves the right, particularly in the case of additional bookings immediately before and during the event, to provide services only against advance payment. If a sponsor/exhibitor does not meet his payment obligation, he will be invoiced for all costs incurred in the course of the procurement.

7.4 Payments can be made by bank transfer and - if agreed - by credit card. Unless otherwise agreed, payments must always be made in EUR (€). Bank charges are not covered by the organiser and must be paid in advance by the remitter in any case. In this respect, the Sponsor/Exhibitor undertakes to reimburse all bank transfer fees charged to the Organiser. For all payments, the bank details shown on the invoice must be used (alternatively the bank details in the event documents or in ESOS®).

7.5 All bank transfers must contain the name of the event, the company name (company) and the invoice number as the subject.

7.6 A fee of 2.50 EUR (€) shall be charged for each reminder sent after the payment deadline. The organiser reserves the right to claim further damages caused by delay. The Sponsor/Exhibitor can prove that the delay has caused a lower financial loss.

7.7 If the Sponsor/Exhibitor is in arrears with payments, the Organiser is entitled to demand interest on arrears. The default interest rate may be higher if the Organiser can prove a higher

interest charge.

8. CANCELLATION OF THE EVENT AND REDUCTION OF BOOKINGS IN THE EVENT FORMATS

8.1 Cancellations must be sent in text form (e-mail, letter, fax) to the Organiser or - if different - to K.I.T. Group:

K.I.T. Group GmbH

Kurfürstendamm 71
10709 Berlin / Germany
e-mail: icn2021-industry@kit-group.org
fax: +49 30 24603 200

Cancellation of the booking shall be deemed to have been duly effected upon receipt by the organiser.

8.2 If the sponsor/exhibitor withdraws from the contract for reasons for which he is responsible, his obligation to pay for services ordered and confirmed in principle remains in force. In addition, the Organiser must be reimbursed for all expenses incurred up to the date of cancellation in connection with the provision of services as well as any other costs that may result from the cancellation of the sponsor/exhibitor.

8.3 The Contractor agrees to pay the following as liquidated damages (and not as a penalty) if the Contractor cancels its exhibit space or support items: If written notice of cancellation is received by the Organisers

By or before 80 days before start of the Congress: 25% of the

total fee for Contractor's participation in the Congress (including exhibit space, booth, and/or support items).

Between 79 days and 50 days before start of the Congress: 50% of the total fee for Contractor's participation in the Congress.

Between 49 days and 30 days before start of Congress: 75% of the total fee for Contractor's participation in the Congress.

Within 29 days before start of Congress: 100% of the total fee for Contractor's participation in the Congress.

8.4 If the Sponsor/Exhibitor does not appear at the event and the requested services are not called up, the Sponsor/Exhibitor remains obliged to pay the amount due in accordance with the cancellation regulations in the full amount. Further claims for damages by the Organiser against the Sponsor/Exhibitor are not affected by this.

8.5 If the sponsor/exhibitor intends to assign the booked services to another organisation, it is mandatory to obtain the approval of the Organiser in advance. The Organiser will charge the original sponsor/exhibitor an administration fee of 10% of the total amount.

9. LIABILITY, COMPENSATION, CANCELLATION OF THE EVENT

9.1 Warranty and compensation claims of the Sponsor/Exhibitor are based on the statutory provisions, unless otherwise agreed below. All claims must be asserted within the statutory limitation

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periods.

9.2 Claims by the Sponsor/Exhibitor against the Organiser for damages due to contractual and/or tortious claims are excluded to the extent permitted by law. Excluded from this are damages arising from injury to life, body or health if the Organiser is responsible for the breach of duty and for other damages based on an intentional or grossly negligent breach of duty by the Organiser. A breach of duty on the part of the organiser is equivalent to that of a legal representative or vicarious agent.

9.3 If the event cannot take place or is cancelled due to circumstances for which the Organiser is not responsible, or if the event has to be cancelled due to circumstances for which the Organiser is not responsible, the Organiser shall be released from his obligation to perform. Sponsors/exhibitors with confirmed and paid services will be reimbursed for the amounts already paid. Reimbursement will be made no later than 90 working days after the originally planned date of the event. The amount refunded is limited to what has not yet been used by the Organiser or to what the Organiser has received as a substitute from third parties. The funds still available in this respect will be divided proportionally between the sponsors/exhibitors. The Organiser is entitled to deduct from the reimbursement the costs incurred by the Sponsor/Exhibitor as a result of the production of the services booked by the Sponsor/Exhibitor up to the time of the occurrence of the prevention of the event for which he is not responsible. Further claims for damages or claims for reimbursement of expenses are excluded.

Furthermore, the Organiser is entitled to postpone, shorten or extend the event in whole or in part due to circumstances for which he is not responsible. In such justified exceptional cases, the Sponsor/Exhibitor shall have no claim to a reduction in the contract price or to compensation.

9.4 Furthermore, the Organiser reserves the right to make up for the event within one year of the contractually agreed event date on the same terms. In this case, the Sponsor/Exhibitor shall have no claim to rescission or termination of the contract, nor to a reduction or repayment of the fees paid. In this case too, the Sponsor/Exhibitor shall only be entitled to claim damages if the Organiser or one of its vicarious agents is guilty of intent or gross negligence in the cancellation of the event.

9.5 If the Organiser is responsible for the cancellation of the event, the Sponsor/Exhibitor is entitled to reimbursement in full of the contributions made. Further claims for damages against the Organiser shall only exist, however, if the Organiser or one of his vicarious agents is guilty of intent or gross negligence.

9.6 The Sponsor/Exhibitor is liable for all damage caused by him, his employees, his agents or his visitors. It is recommended that the Sponsor/Exhibitor take out appropriate insurance for the items brought in by him. The Organiser accepts no liability for damage not caused by him as a result of deliberate or gross negligence.

9.7 The Organiser points out that all reasonable efforts are made to ensure that downloadable content is free of viruses. The

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Organiser cannot accept any liability for damage resulting from a virus attack on the computer systems of third parties that occurs from a website of the Organiser. The Organiser cannot guarantee the undisturbed use of digital components in the event formats. Claims for damages in this regard are excluded.

10. PLACE OF PERFORMANCE AND JURISDICTION

10.1 The place of performance for the event formats of the presence event or the presence part of the hybrid event shall depend on the event location.

The place of performance for the event formats virtual event and/or the virtual part of the hybrid event is Berlin.

10.2 The place of jurisdiction is - if the Sponsor/ Exhibitor is a merchant and as far as permissible - Berlin. The law of the Federal Republic of Germany shall apply.

11. REQUIREMENT OF WRITTEN FORM, SEVERABILITY CLAUSE, LANGUAGE AND RESERVATION OF THE RIGHT TO CHANGE

11.1 Oral agreements have not been made. Changes and/or additions to these terms and conditions must be made in writing to be effective. This also applies to the waiver of the requirement of the written form.

11.2 Should individual provisions of these General Terms and Conditions of Business be and/or become invalid and/or impracticable, this shall not affect the remaining provisions.

Rather, the parties undertake to replace the invalid and/or unenforceable provisions with legally valid and/or enforceable provisions that are economically equivalent to the invalid and/or unenforceable provisions. This also applies to any loopholes.

11.3 In the event of contradictions, questions of interpretation and/or ambiguities, the German-language version on which these General Terms and Conditions are based shall prevail over the English-language version.

11.4 The Organiser may make changes and/or additions to these General Terms and Conditions at any time, subject to the written form requirement. The Client shall be informed of such revisions from time to time. If the changes and/or amendments concern essential parts of the contract and if the rights of the client are significantly changed as a result, each client with an existing and paid booking will be informed separately with the possibility of approval.

Berlin, July 2021

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info@kit-group.org
www.kit-group.org



ICN Congress

Nursing Around the World

2-4 November 2021