



THE WEB CONFERENCE

PARTNERSHIP OPPORTUNITIES



THE **WEB**
CONFERENCE

Lyon, France
23-27 April 2018

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PLEASE SAVE THE DATE



SPONSORSHIP

The best is to confirm by December 2017

FINAL PROGRAMME

Mid February 2018

BOOTH SET-UP

Saturday 21 & Friday 22 April

PRE OPENING RECEPTION

Sunday 22 April, 2018

EXHIBITION OPENING HOURS

From 23-27 April, 2018

OPENING CEREMONY

Wednesday 25 April, 2018 at 9:00 AM

WELCOME COCKTAIL

Wednesday 25 April, 2018

GALA DINNER

Thursday 26 April, 2018

CLOSING CEREMONY

Friday 27 April, 2018

BOOTH DISMANTLING HOURS

Friday 27 April 2018 (afternoon)



EDITORIAL

Welcome letter



The International WWW Conference series provides the world with a premier forum about the development of the Web, the standardization of its associated technologies, and the Web's impact on society and culture. These conferences bring together researchers, developers, users, policy makers and sellers... indeed all of you who are passionate about the Web and what it has to offer, now and in the future. Part of what is exciting about this series is the cross boundary and eclectic nature of the topics covered, and the opportunity it provides for exploration of new directions, both technological and social.

After the success of [www2012](#), Lyon will be the first city in the event's history to host the conference twice and will introduce a number of innovations for this 27th edition:

A new brand: The conference brand known as "WWW conference" will be shifting to become "The Web Conference". Being the premier conference on the web sciences but also the oldest, most renowned and selective in terms of its scientific value, the IW3C2 has chosen to rebrand it. And what would best describe this unique series but to define it as "The Web Conference"?

A new host: The second higher education cluster in France, Université de Lyon has just been rewarded "initiative excellence" a label given by an international committee and funded by the French ministry of education and research, giving Université de Lyon a very strong position amongst other French and European universities.

A new city: since 2012 both the city of Lyon and more so the region have changed tremendously. The digital economy is growing faster than ever and it's the second digital area in France. The growth of the City and the development of its cultural equipment is symbolized by the opening of the wonderful brand new confluences museum and by a new skyline as towers are rising. The new confluence district is home to a smart city with not only smart buildings but an entire area becoming a smart district, host to several international experimentations.

A new place: With a sharp focus on the exhibition we are introducing Hyper Spot, the very digital heart of the conference where you will not only exhibit and showcase but also be able to socialize, interact, recruit and experiment with all the Web stakeholders and makers.

Do you want you be a part of it ?

You have a rendez-vous in Lyon !



WHAT IS THE WEB CONFERENCE?

Building on the future of the Web... Since 1994

The Web Conference (formerly WWW conference) is the first (it exists since 1994), the most selective (ranked A+ with a 12% selection rate) and the most frequented in the world (an average of 1,500+ participants worldwide each year) scientific conference about the World Wide Web.

For the first time in the history of the conference, thanks to the success of the www2012 edition, the conference will return in an organizing city. Lyon will once again host The Web Conference in 2018.

THE VISIONARY CONFERENCE ON THE FUTURE OF THE WEB

Since its early beginning, the conference serie has seen many projects rocketing up from research works to major solution or companies:

- In 1998, Sergei Brin and Larry Page presented the PageRank algorithm; they created the Google search engine from this code idea a few months later.
- In 2000, Andrei Broder and his fellow researchers released a scientific publication about the "Graph structure in the Web": it lays to improve many of the crawling and indexing algorithms for Web search.
- In 2001, Badrul Sarwar and his fellow researchers proposed a new type of recommendation algorithm that is now integrated in many social networks and other everyday tools.

In 2012, our keynote speakers covered several subjects that are today topical:

- Neutrality of the Web by Neelie Kroes,
- Open data & privacy by Tim Berners Lee.
- Artificial intelligence by Chris Welty.

THE CONFERENCE BRINGS TOGETHER ALL PLAYERS OF THE WEB

Industrials, Private & Public Research and R&D, Investors, Politicians, Recruiters, Developers will discuss, exchange, share vision and build the Web of tomorrow. More than 50% of the attendance come from private companies.

In particular, we expect delegates in these broad categories

- Academics from computer science, web science, and digital humanities
- Professionals from major tech companies such as Google, Microsoft Research, Facebook, Yahoo, Baidu, etc.
- "Web developers, designers, game developers, editors and IT practitioners"
- Government representatives and public servants
- Business actors and entrepreneurs
- Internationally regarded web experts
- Innovators and futurists from across the world
- Local and international students - perhaps your future employees!

THE WEB CONFERENCE ATTENDANCE

We are expecting 2 500+ delegates

Previsionnal breakdown of our delegates:

50% from Europe

30% from the Americas, mostly USA and Canada

20% from Asia, particularly South East Asia and China



WHAT IS THE WEB CONFERENCE?

Building on the future of the Web... Since 1994

CONFERENCE WEBSITE

www2018.thewebconf.org



COMMITTEES

Program co-chairs:

Dr Mounia Lalmas
Dr Panos Ipeirotis

Conference general co-chairs:

Dr. Pierre-Antoine
Champin
Dr. Fabien Gandon
Dr. Lionel Médini

Local Organization Committee co-chairs:

Laurent Flory
Dr. Frédérique Laforest
Luc Mariaux

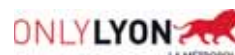
Local Organization Committee members:

Maud Charaf
Sébastien Desbenoit

ORGANIZERS



PARTNERS



THEMATICS/MAIN TOPICS OF THE CONFERENCE

General scientific topics

Searching the Web
Security and Privacy on the Web
Mining and learning on the Web
Social Web and Crowdsourcing
Web User Modeling, Personalisation, Adaptation
Web Semantics, Linked Data and Knowledge

Web Economics and Markets
Human-Web Interaction and user experience
Web of Things and Ambient Intelligence (Smart Devices, Ubiquitous, Mobile Computing)
Web Performance, Scalability, and Availability (High Performance Computing, Scalability, Infrastructure)

Conference key information

More information as soon as possible

2018 Specific focus

More information as soon as possible

Co-located events



And more to come



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PROGRAMME AT A GLANCE

		Sun 22	Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Sat 28	
The Web conference 2018 Program	Morning		Workshops & Tutorials		Plenaries & Scientific program			Hackaton	
			LUNCH						
	Afternoon	Registration desk opening	Workshops & Tutorials		Plenaries & Scientific program				
The Web conference 2018 Social Events				Poster Reception	Welcome Reception	Gala Dinner			
The Web conference 2018 Exhibition			Exhibiting, Showcasing, Socializing, Interacting, Experimenting						
Colocated Events			W4A & Digital Health	W4A & Digital Health & BIG2018	Digital Health				



PROMOTIONAL OPPORTUNITIES

WHY BECOME A SPONSOR OF THE WEB CONFERENCE 2018

- Contribute to writing a page of the history of the Web
- Exchange with the world's Web elite
- Meet with decision-makers, buyers and partners
- Showcase your latest innovations and attract new talents
- Identify or propose topics that will shape the Web tomorrow
- Enjoy high media coverage both nationally and internationally
- Access and understand the current research state of the art
- Recruit high-level talents
- Confront products, ideas, solutions to the world of research

We will provide opportunities for our sponsors, exhibitors and partners to be involved in conference activities and engage directly with our delegates.

We are at your disposal to help you build a partnership that will best fit your needs.

THEY HAVE SUPPORTED PREVIOUS CONFERENCES

2016

Baidu
Bookwitty
Cambridge University press
Cisco
Elsevier
Google
IBM Research
Microsoft Research
Yahoo Research
Yellow pages

2015

Baidu
Cambridge University press
Elsevier
Facebook
Frontiers
Google
IBM Research
InnovAction Lab.
IOS Press
Istella
Linkedin
Microsoft Research
Odine
Yahoo Labs.

2014

AT&T
Baidu
Chosun Biz
Daum
Facebook
Google
IBM
Kaggle
LG Electronics
Microsoft
Naver
Samsung
SK Planet
Yahoo Labs.



SPONSORSHIP PACKAGES

The sponsorship packages provide sponsors with broad visibility before and during the congress.
4 categories are offered: **PLATINUM / GOLD / SILVER / BRONZE**

Items	Benefits	PLATINUM € 50 000 VAT Excl.	GOLD € 30 000 VAT Excl.	SILVER € 20 000 VAT Excl.	BRONZE € 10 000 VAT Excl.
EXHIBITION	Bare stand	36 sqm	24 sqm		
	Pre-equipped booth			18 sqm	12 sqm
REGISTRATION	Exhibitor badges	6	4	2	2
	Access to additional discounted badges	✓	✓	✓	
CONFERENCE	Free Conference Passes	6	4	3	2
	Access to additional discounted passes	✓	✓	✓	
	Conference speaking opportunity (upon approval by conference chairs)	✓			
	Hospitality suite on the exhibition area	✓			
	Access to the VIP lounge	✓	✓		
	Special thanks during the opening ceremony	✓			
ON SITE VISIBILITY	Promotional material inside conference bag	✓	✓	✓	✓
	Logo recognition on the acknowledgement banner	✓	✓	✓	✓
	Projection of the logo in the plenary room before the sessions	✓	✓		
ONLINE VISIBILITY	Logo and link on the conference website (sponsors' page)	First row	Second row	Third row	Fourth row
	Company description on the sponsor page of www2018.thewebconf.org	✓	✓	✓	✓
	Press release announcing the sponsorship	✓	✓	✓	✓
	Logo on the conference website homepage	✓	✓	✓	
	Logo on the conference e-newsletter	✓	✓	✓	
	Logo and link on the post-conference's report e-mailing	✓	✓		
	1 Specific e-newsletter to the pre-registered delegates (document provided by the sponsor)	✓			
ADVERT INSERTION	Logo on official conference documents and promotional materials	✓	✓	✓	✓
	1 page advert in the conference final program	1 Cover or double inner page	1 inner page	1/2 inner page	1/4 inner page
	Logo in the conference program	✓	✓	✓	✓
	Sponsor presentation in the conference program	✓	✓	✓	✓



SPONSORSHIP "À LA CARTE"

Exhibitor

BARE SURFACE / FLOOR SPACE

- **Not equipped**
- **Only available with the collaboration of a booth fitter**
- **Minimal rental space 36 sqm**
- **Materialization of stand space only**
(walls, carpet & furniture not provided)
- **Electricity provided:** TBD
- **Exhibitor badge**
Access given to the exhibition area, coffee breaks, lunches (except scientific sessions)
Additional badge:
 - € 65 VAT Excl. / day (early bird)
 - € 85 VAT Excl. / day (on-site registration)
 - € 300 VAT Excl. / full conference
- **Conference badge**
Access to all conferences, exhibition, coffee breaks, lunches
Additional badge:
 - € 245 VAT Excl. / day (early bird)
 - € 335 VAT Excl. / day (on-site registration)
 - € 760 VAT Excl. / full conference (early bird)
 - € 1 030 VAT Excl. / full conference (on-site registration)

Size	Price	Exhibitor badges included
36 sqm	€ 12 950 VAT Excl.	6
42 sqm	€ 15 050 VAT Excl.	8
54 sqm	€ 19 250 VAT Excl.	10

Quotation on request, please contact
jisse@europa-organisation.com



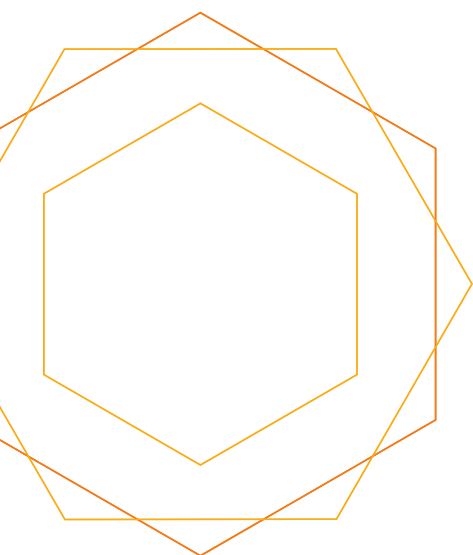
SPONSORSHIP "À LA CARTE"

Exhibitor

PRE-EQUIPPED BOOTH

- **Carpet**
- **Company sign**
- **Electricity:** 1 single-phase circuit breaker of 1,5kW
- **Furniture:** 1 table & 3 chairs
- **Additional equipment may be required**
- **Lighting:** 1 spotlight (100W) per 3 sqm
- **Partitions:** Wooden panels (height 2,50 m) with white structure
- **Display area:** 0,94m (l) x 2,40m (h)
- **Exhibitor badge**
Access given to the exhibition area, coffee breaks, lunches (except scientific sessions)
Additional badge:
→ € 65 VAT Excl. / day (early bird)
→ € 85 VAT Excl. / day (on-site registration)
→ € 300 VAT Excl. / full conference
- **Conference badge**
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→ € 760 VAT Excl. / full conference (early bird)
→ € 1 030 VAT Excl. / full conference (on-site registration)

Size	Price	Exhibitor badges included
6 sqm	€ 3 470 VAT Excl.	2
9 sqm	€ 5 030 VAT Excl.	2
12 sqm	€ 6 590 VAT Excl.	3
15 sqm	€ 8 150 VAT Excl.	3
18 sqm	€ 9 710 VAT Excl.	4
21 sqm	€ 11 270 VAT Excl.	4
24 sqm	€ 12 830 VAT Excl.	5
27 sqm	€ 14 390 VAT Excl.	5



Non contractual view



SPONSORSHIP "À LA CARTE"

Exhibitor



SPECIAL RATES

If you are partner, member of a partner or a startup*:



MINISTÈRE
DE L'ÉDUCATION NATIONALE,
DE L'ENSEIGNEMENT SUPÉRIEUR
ET DE LA RECHERCHE

You are eligible to a 20% reduction on booth or sponsorship until September 30th 2017 included. (15% after)

* Start-up: less than 3 years, less than 5 employees.



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EXHIBITION AREA: HYPER SPOT

Forums/Level-2

The exhibition/trade show we are setting up will be much more than a traditional exhibition within a scientific conference. Inspired by the success of what we did in 2012 and followed up with the spirit of the growing Blend Web Mix conference, it will be the “hyper spot” to experiment, to exchange with people, here and abroad thanks to its connectivity.

It will be the “hyper spot” with a very high level of intensity on a political and geographical scale, at the same time on a local and global point of view. A “hyper spot” where you both feel the event and build it. A “Hyper spot” to share, in between all the stakeholders, with the pleasure of being all there together, enhanced by mobility, communications, and interactions.



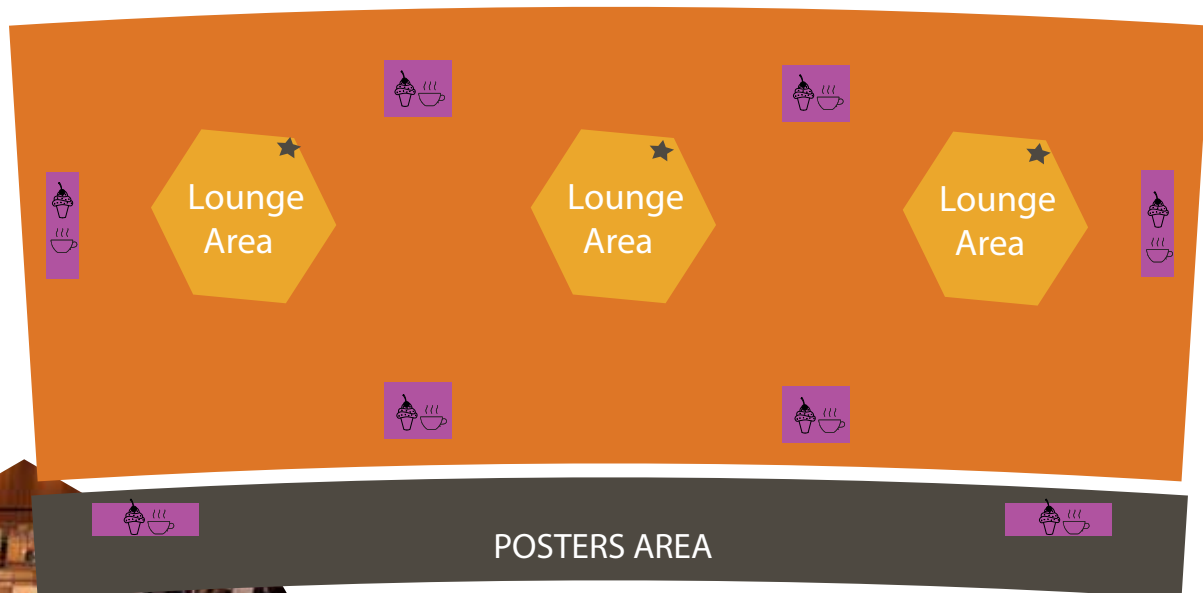
Exhibitors



Coffee-breaks, desserts buffet



Opportunities to customize
Contact us!



Provisional floor plan



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COMMUNICATION & VISIBILITY



FINAL PROGRAM

The final program is inserted in the delegate bags. It details the scientific and social program and provides important information about the congress venue and surroundings. Advert position will be allocated on a first-come, first-served basis.

- Inside front cover page € 2 000 VAT Excl.
- Inside back cover page € 2 500 VAT Excl.
- Back cover page € 3 000 VAT Excl.



NOTE PADS & PENS

Please contact us



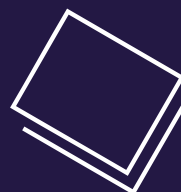
DELEGATE SPONSORED BAGS

Distributed to all delegates upon arrival. The bags contain the conference material: programme, floorplans, cityguide...

Sponsor benefits

- Coloured logo on the front of the delegate bags
- Promotional insert in the delegate bags (flyer or brochure)
- Logo recognition on the conference website (sponsors' page)
- Logo recognition in the conference program

Please contact us



CONGRESS BAG INSERTION

Communication to the delegates by inserting your promotional material in the conference bags (brochure, invitation card to your symposia or product promotion, etc).

Production quantity

Copies of your material should be supplied and sent to Lyon – Convention Center (delivery date and address to be confirmed later).

Sponsor benefits

- Company logo in the conference final program
- Company logo on conference signage
- Company logo on conference screen

- 1 A4 size page € 1 000 VAT Excl.
- 1 brochure € 1 500 VAT Excl.



COMMUNICATION & VISIBILITY



EXCLUSIVITY

CONGRESS BADGE LANYARDS

The sponsoring company's logo appears on the badge lanyards.

Promotional benefits

This highly visible sponsorship reminds participants of your support of The Web Conference.

Sponsor benefits

The lanyards are provided by the organizer. You just have to send us your logo.

- Sponsor's logo printed on the lanyards.
- Logo recognition and hyperlink to the official website (sponsors' page and programme page)

€ 5 000 VAT Excl.



EXCLUSIVITY

WIFI COVERAGE

- Logo on the website as "wifi coverage sponsor" on the sponsors' page
- On-site Logo recognition: "Wifi brought to you by..."
- Logo on the Wifi connexion page
- Display of a promotional flyer at the welcome desk by conference hostesses
- Logo in the conference program

€ 20 000 VAT Excl.

EXCLUSIVITY

SPONSORED SESSION

Sponsors can associate their brand to one of the meeting-sessions organized during the conference.

- Priority : First come first served
- Projection of the logo in the conference room
- Logo associated to the session in the conference program

€ 5 000 VAT Excl.



CHARGING STATION BOXES

The Conference center will host charging station boxes, available for all attendees to charge their smartphones during the conference. Sponsors can associate their brand and thus offer free charging to the audience.

Service benefits for attendees:

- Easy to use and intuitive
- 100% mobile phones compatible
- High-tech security with lockable boxes

Sponsor benefits

- Very high visual impact
- High added value service provided
- Originality and high-tech solution

Personnalization options: Simple logo / Full coverage / Embedded video

€ 6 000 VAT Excl./ Exclusivity
€ 4 000 VAT Excl./ 3 stations
€ 2 500 VAT Excl./ 2 stations



COMMUNICATION & VISIBILITY



COFFEE BREAKS

Coffee breaks are held in the hyper spot each morning and afternoon. All participants attend these breaks.

Promotional Benefits:

High visibility of your support.

This support includes:

2 coffee breaks per day.

- Special acknowledgement: "this break was offered by..." on each buffet
- Promotional material displayed on the buffet (flyer or brochure)
- Logo on the conference website (sponsors' page)
- Logo in the conference program

€ 5 000 VAT Excl./per day



GALA DINNER

Reception venue: Les Halles de Lyon-Paul Bocuse is the very heart of the french gastronomy. Paul Bocuse is one of the most famous French chief in the world; in the Michelin Guide since 1965.

Prominent promotion of your company throughout the evening:

provides a unique forum for discussion and informal contact.

- Logo on the conference website (evening events page)
- Logo and acknowledgment banner during the gala event

2 possible sponsors.

- 10 invitations
- Welcoming word

€ 20 000 VAT Excl.



EXCLUSIVITY

"WEB CONFERENCE APPLICATION"

The Conference will provide a full web application running on every device (desktop, tablet, smartphone). The webapp is a full responsive multi services platform: free personal account, interactiv program, list of participants, lits of exhibitors, exhibition map, internal chat,...

Promotional benefits:

- Homepage advertising => high visibility
- Webapp widely used by most attendees
- User friendly and very intuitive

€ 10 000 VAT Excl.



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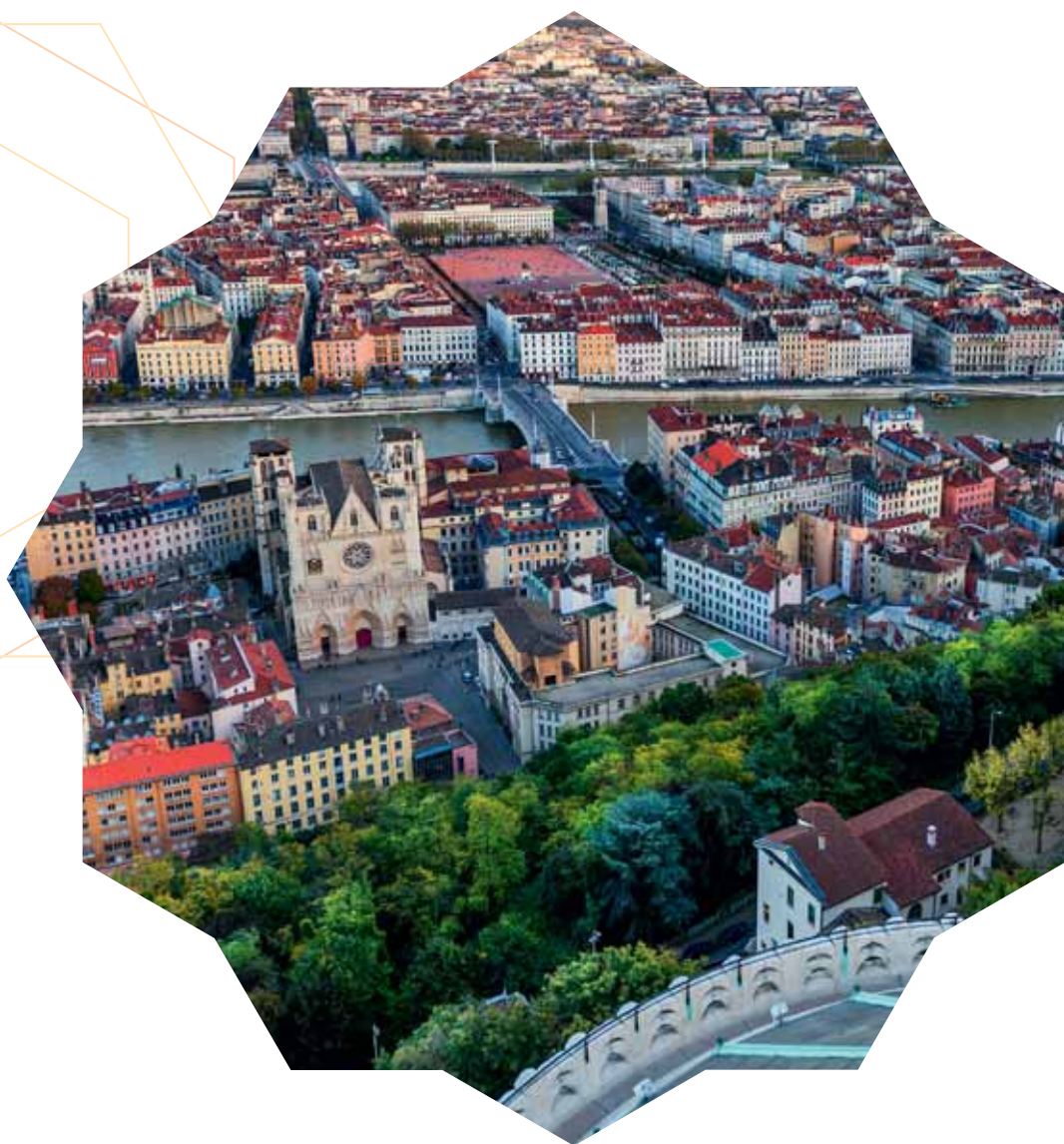
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COMMUNICATION & VISIBILITY

GENERAL CUSTOMIZATION

Specific customized signage
Promotional banner
Lounge area
Floor stickers
VIP Room

On request



ONLY LYON



Walk through **2000 years of history**: from the UNESCO world heritage classified Vieux Lyon to the contemporary district of the Confluence,

- > A **wide range of cuisines**, from Lyon's traditional bouchons to original brasseries and the gourmet delights of award-winning restaurants,
- > Lyon – Saint Exupéry airport offers direct flights to more than **115 destinations and worldwide travel** thanks to its connecting flights to other major European hubs. In addition, 25 high speed train rotations each day link Lyon to Paris in less than 2 hours,
- > More than **18 000 hotel rooms** in every range, 3000 apartment hotels and more than 2 000 rooms in students residences,
- > With **France's second-largest network of higher education** and research institutes, the Lyon area provides a pool of highly qualified students, researchers and employees,
- > Lyon is also synonymous with the tranquility of According to the 2010 rapport on security published by the Regional Chamber of Lyon, the safety of its visitors is of high importance,
- > Lyon is **capital of the new Auvergne-Rhône Alpes region** : 2 hours from the French Alps, The Burgundy vineyards region, Côte d'Azur and Mediterranean sea.

Talent encouragement

- > 2nd teaching and research center in France, the Lyon region offers a pool of students, researchers and highly qualified employees. On its own it admits nearly 1 French student out of 10, thanks to its reputation for job training, which is known both nationally and internationally. Each year, nearly 15,000 foreign students come to study in Lyon

Lyon in the rankings

- > Voted **Europe's leading Weekend Destination 2016**
- > **2nd choice** in France for business and considered as future alternative to the Paris according to 60% of the decision-makers interviewed (Ernst & Young 2013 Survey)
- > **Tourism: 3rd** French city for conferences (ICCA 2015 rankings) and 4th "Travellers' Choice Destination" according to Trip Advisor (2013)
- > **9th** most attractive European city (Ernst & Young 2013 Survey)



Attractive world leader

- > 1st host region for international companies in France: 900 companies with foreign capital Internationally known institutions: Interpol, Euronews, the International Agency for Research against Cancer, WHO, one of only two P4 laboratories in Europe.

Tradition of innovation

- > 5 recognised competitiveness clusters: biotechnology, clean technologies, digital entertainment, technical textiles and transport systems
- > A comprehensive tertiary centre: from banking/finance to HR consulting, insurance, audit, corporate real estate advisory Influential Part-Dieu - France's second business district after La Défense
- > A dense, competitive outsourcing network : mechanics, textiles, equipment manufacturers... more than 6,500 businesses, 166,000 employees and 20% of national production capacity in the Rhône-Alpes region

Lyon, a beautiful, proud and welcoming city.



THE VENUE

GENERAL INFORMATION



Location

Convention center

Cité | Centre de Congrès | Lyon
50 avenue Charles De Gaulles
69463 Lyon Cedex 06-FRANCE



Date

23-27 April, 2018

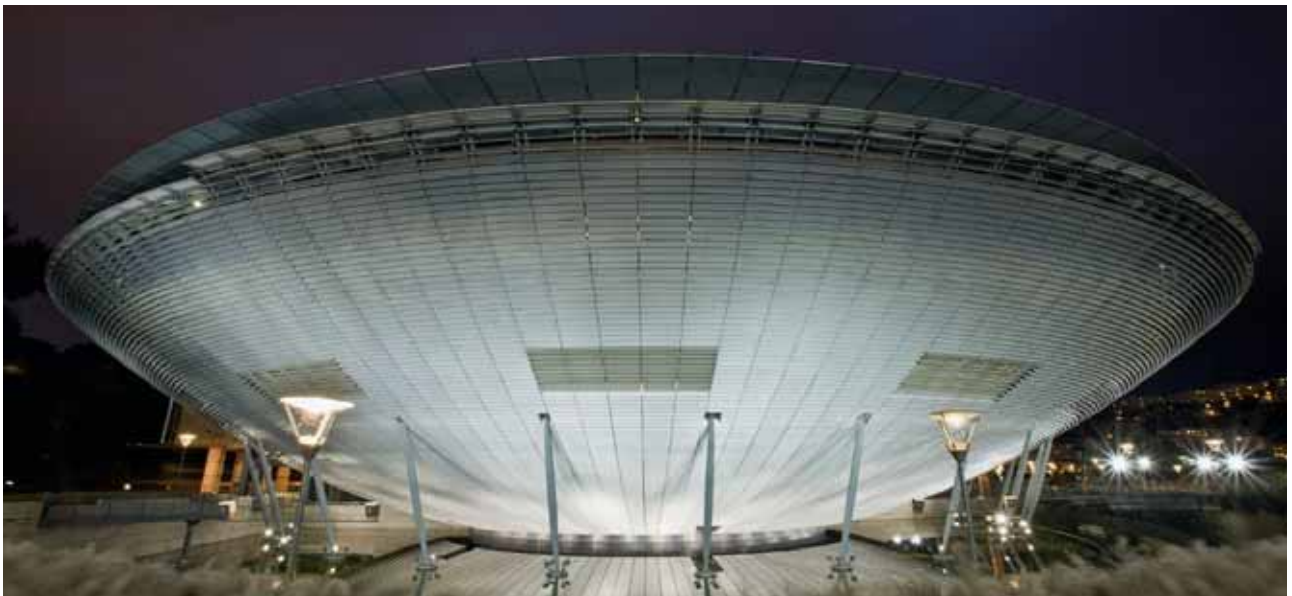


Conference website

www2018.thewebconf.org

LYON CONVENTION CENTER

Despite its modern look and its clean lines, the Cité internationale's identity is strongly influenced by nature. Nestling between the Parc de la Tête d'Or and the Rhône, the site was designed and completed with an approach geared towards sustainable development and with special attention being paid to public areas and reduced energy consumption. Here the Lyon Convention Centre has found its home base. Offering customers a real all in one event complex, it has gradually become one of the spearheads of business tourism in Lyon.



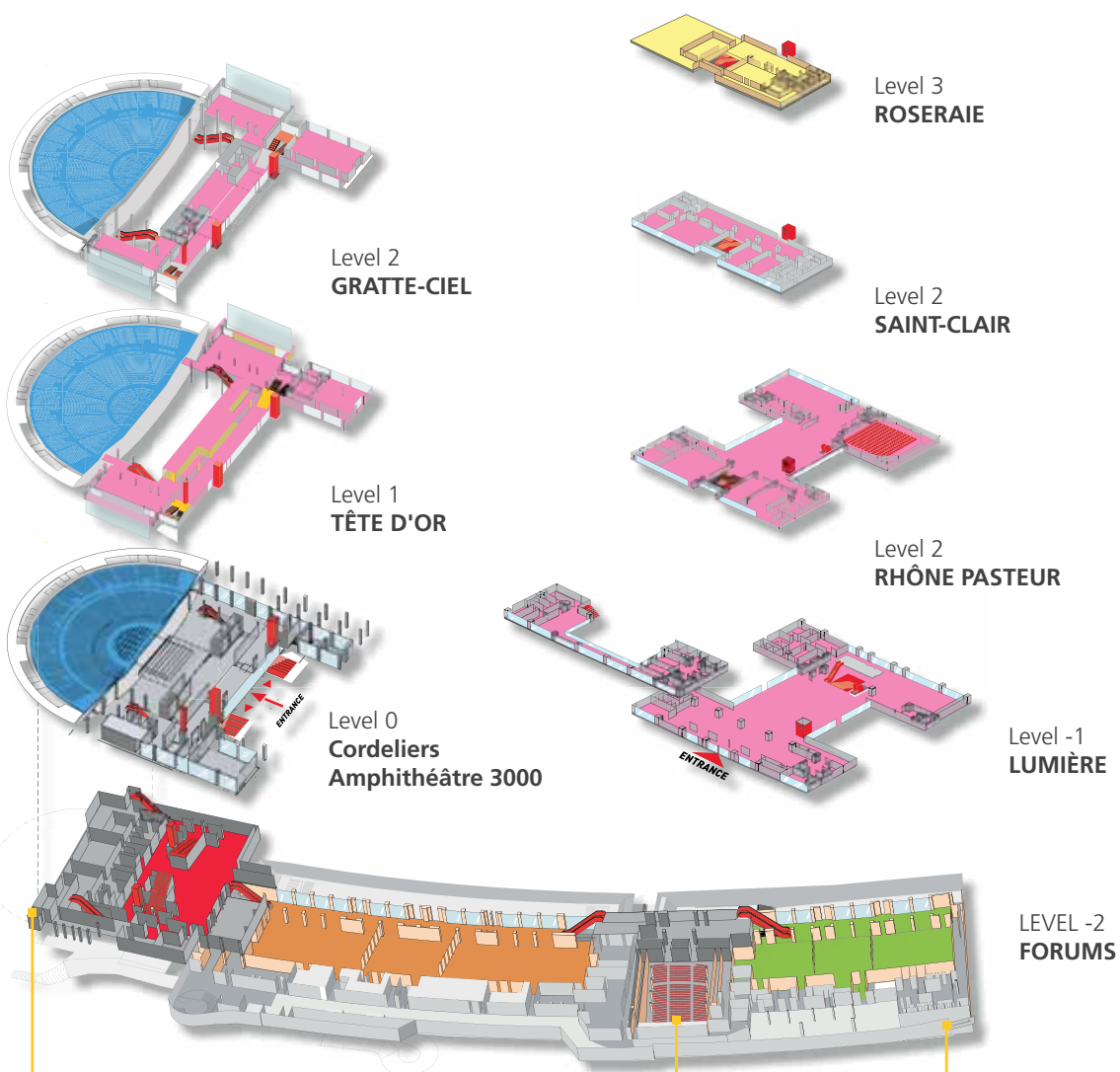
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THE VENUE



- VIP Room
- Conference room
- Plenary sessions
- Hyper spot
- Catering
- Reception hall



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CONTACTS & RESERVATION



PARTNERSHIP

For information and confirmation, please contact:
From 9:00AM to 06:00PM (local time)

Jessica Issé

Tel: +33 5 34 45 50 72

Mobile: +33 6 52 97 95 41

jisse@europa-organisation.com

Toulouse, France.

HOTEL BOOKING

The organization of the Web Conference 2018 has arranged room blocks at a variety of hotels and residences near the conference venue to suit most tastes and budgets. The preferential rates can only be accessed when you register online. Most of our partner hotels are in easy walking distance to the Convention center.



EVENT REGULATIONS – GENERAL TERMS AND CONDITIONS FOR PARTNERS

1. PREAMBLE

These General Terms and Conditions apply to each exhibitor (hereinafter, a “Partner”) taking part in The Web Conference to be held on April 23-27, 2018, organized by Insight outside, subsidiary of Europa Organisation (hereinafter, the « Organizer »)

The placing of a partnership order form or acceptance of a quote with or from Europa Organisation shall act as full acceptance by the Partner of these General Terms and Conditions, without reservation.

These terms and conditions lay out the specific conditions of the service delivery provided to the exhibitor by the organiser. They are completed in case of discrepancy, by the suppletive provisions of the General Regulation of Commercial Events (RGMC/2015) of the UNIMEV, professional federation of which the organiser is a member. To receive them, contact: infos@unimev.fr – Tel: +33 (0) 1 53 20 20 00

2. DEFINITIONS

Partnership File: means the Event presentation file delivered by the Organizer to the Partner, containing details of the offers and options available to the Partner.

Technical Guide: means the document delivered by the Organizer to the Partner containing practical information in relation to the Event.

Event: means the event called The Web Conference organized by Insight outside, subsidiary of Europa Organisation from April 23-27, 2018

Safety Regulations: means the safety rules established by the hosting Structure and attached as a schedule to the Technical Guide.

Stand: means the exhibition space made available to the Partner, whether delivered bare or pre-fitted.

Hosting Structure: means the lessor of the exhibition space in which the Event is due to take place.

3. CONDUCT OF THE EVENT

3.1 GENERAL

The Organizer determines the Event location, date, duration, opening and closing times and programme.

3.2 EVENT CHANGES

Whenever it deems it appropriate in the interest of the Event, the Organizer reserves the right to change:

- before the Event, the Event opening date and/or closing date and/or duration, subject to advising the Partner as soon as possible;
- during the Event, the opening and closing times and the programme.

3.3 CANCELLATION OF THE EVENT

In the event of total cancellation of the Event, the Partner shall be entitled to a refund of the amounts paid to the Organizer but shall not be entitled to any other amount and/or compensation.

However, in the event of cancellation of the Event due to force majeure, any and all amounts paid by the Partner shall automatically accrue to the Organizer. The Partner and the Organizer agree that the following events shall constitute force majeure events within the meaning of this section 3.3: fire, flood, storm, destruction of the premises, strike etc., as well as any other event beyond the Organizer's control.

4. PARTICIPATION APPLICATION AND ADMISSION

Participation applications are made using a “partnership order form” drawn up by the Organizer. The sending of a signed partnership order form, once confirmed by the Organizer, acts as a firm commitment to pay the full amount of the price.

The Partner acknowledges and agrees that, should it no longer wish to take part in the Event for any reason, the Organizer shall retain any and all amounts paid, and any and all amounts outstanding shall remain due to the Organizer.

The Organizer reserves the right to reject participation applications, at its full discretion. Where a participation application has been rejected, the applicant shall be entitled to a refund of any and all amounts paid to the Organizer, to the exclusion of any other amounts and/or compensation.

Admission results from the Organizer's issuance of an invoice made out in the name of the Partner.

The space booking or partnership contract becomes final upon issuance of the invoice.

5. RATES AND REGULATIONS

5.1 RATES

The Event participation rates as well as the rates of the various options available to the Partner are determined by the Organizer and specified in the Partnership File.

5.2 PAYMENT TERMS AND CONDITIONS

A down payment of 50% of the price must be made simultaneously with the participation application, failing which the request shall be rejected. The remainder of the price shall be paid upon receipt of the invoice issued by the Organizer and in any event 2 months prior to the start of the Event.

In the event of a failure to pay the remainder of the price in due time, the Organizer may, further to the sending of a formal notice remaining unheeded, deem the space booking contract to be terminated. In such event, any and all



amounts paid shall accrue to the Organizer, which further reserves the right to demand payment of the remainder of the price.

In any event, in case of overdue payments and without the need for a reminder, the Partner shall, pursuant to article L.441-6 of the French Commercial Code, be required to pay (i) late payment penalties at the European Central Bank rate plus ten (10) points, (ii) and a fixed indemnity for collection expenses in an amount of 40 Euros. The Organizer shall be entitled to demand an additional indemnity, upon submission of supporting documents, whenever the collection costs incurred by it exceed such fixed amount.

5.3 VALUE ADDED TAX

The Organizer shall comply with the provisions of directives 2006/112/EC of 28/11/2006 and 2008/8/EC of 12/02/2008 in determining the VAT regime applicable to invoiced services. Foreign Partners may in certain cases be required to pay VAT on services invoiced to them by the Organizer. In such event, they shall be responsible for claiming a VAT refund, either directly or through authorized organizations, in accordance with the laws and regulations in force. The Organizer shall under no circumstances be required to assist with the foregoing.

6. ALLOCATION OF SPACES AND PARTNERSHIPS

The Organizer designs the Event plan and determines: the Stand locations, the time slots for sponsored sessions as well as the allocation of the proposals of the Partnership File. The allocated Stands (surface area and location of the Stands), the times of the sessions and the partnerships proposed in the file are at all times subject to change by the Organizer until the Event opening date. If the change relates to the allocated surface area, the Partner shall be entitled to a pro rata reduction of the Price.

7. FITTING-OUT PLAN, TAKING-OVER AND INSTALLATION OF THE STAND

7.1 FITTING-OUT PLAN

The Organizer ensures the consistency of the Event general aesthetics, decorating and fitting-out plan. In this respect, it reviews all proposed personal constructions and installations (storage spaces, tents, advertising or decorating patterns, illuminated signs, etc.) as well as all special fittings (removal of partition walls, floor wedging, etc.) proposed by the Partner, as the case may be.

The Partner acknowledges and agrees that the placing of advertising boards or signs outside the Stands other than in the placed reserved for such purpose if prohibited, and that banners are not permitted.

The Partner shall, upon receipt of the Technical Guide but no later than 2 months prior to the start of the Event, submit a detailed plan of its project to the Organizer, which plan shall comply with the construction guidelines set forth in the Technical Guide and show the proposed installations and/or fittings, so as to be in a position to make any changes requested by the Organizer, as the case may be, prior to the Event.

The Organizer shall not incur any liability should the Partner be prohibited from opening its Stand as a result of (i) late communication of the detailed plan or (ii) the Partner's refusal to make the changes requested by the Organizer or (iii) the Safety Commission's refusal of the stand.

7.2 TAKING-OVER AND INSTALLATION OF THE STAND

Upon taking possession of its allocated Stand, the Partner shall cause the following to be recorded: (i) deteriorations in the Stand made available to it, if any and (ii) any discrepancies between the surface area of the Stand made available to it and the surface area set forth in the partnership order form, as accepted by the Organizer. The foregoing claims shall be made before one of the Organizer's representatives present on the site on a permanent basis at the general headquarters throughout the Event, failing which the Stand shall be deemed to have been received (i) in perfect condition and (ii) for the reserved surface area.

The Partner shall, at its expense and under its responsibility, arrange for the installation of its Stand, including the transportation and assembly of the stand equipment and material. The installation of the Stands shall under no circumstances cause damage to or modify the permanent installations of the exhibition site or undermine the safety of the other exhibitors and visitors.

The Stand assembly and installation timetable is set forth in the Technical Guide, which shall be sent to the Partner prior to the start of the Event. The Partner shall be required to have finalized its installation on or before the dates and times determined by the Organizer in the Technical Guide. Beyond such dates and times, no packaging, material, transportation vehicles shall be permitted to access the Event site for any reason whatsoever, regardless of the consequences for the Partner.

8. SAFETY

Throughout the Event, the Partner shall be required to comply with the provisions of the laws and regulations in force, with the Safety Regulations provided by the site Hosting Structure and with the Technical Guide delivered by the Organizer, as well as with all safety measures taken by the Public Authorities and/or the Organizer and/or the Hosting Structure.

The Partner's attention is drawn to the fact that the use of the walls, posts and floors of the Stands as mechanical load support is strictly forbidden and the load per square metre may not exceed the values set forth in the Security Regulations and/or the Technical Guide.

The opening of the Stand is subject to the authorization of the Event Safety Commission. The Partner or any person duly instructed to represent it shall be present at its Stand during the Safety Commission visit. The opening authorisation may be denied to any Stand that does not comply with the aforementioned rules. The Safety Commission may also at all



times decide to shut down any Stand that does not meet the safety requirements. The Organizer's liability may not be sought in respect of the foregoing decisions.

In addition, any breach of the safety rules (i) may, by decision of the Organizer, lead to the immediate, temporary or permanent exclusion of the Partner, which shall not be entitled to any refund or the amounts paid or compensation and (ii) shall expose the Partner's full liability in the event of deterioration or inconvenience to the other exhibitors, or in the event of accidents.

9. OCCUPATION OF THE STAND

The Partner shall occupy its allocated Stand within the installation dates defined in the Technical Guide.

If for any reason a Partner does not occupy its Stand on the Event opening date or before the installation deadline determined by the Organizer, such Partner shall be deemed to have waived its exhibition right. The Organizer shall be free to dispose of the unoccupied Stand and to allocate it to another exhibitor, without any right for the uninstalled Partner to claim any compensation and/or refund whatsoever or to avoid its obligation to pay the price in full.

The Stand shall remain open and furnished throughout the duration of the Event and during the Event opening hours. The Partner may under no circumstances clear out its Stand prior to the close of the Event, except with the express exceptional authorization of the Organizer.

The Partner shall have competent reception staff in sufficient numbers to ensure a permanent presence. Such staff shall be polite and abstain from any conduct likely to cause any disturbance to the visitors or to the other exhibitors. The Organizer reserves the right to demand the immediate replacement of any person who does not meet the aforementioned requirements.

10. ASSIGNMENT AND SUB-LETTING

Any assignment or sub-letting, with or without consideration, of any part or all of the Stand is prohibited.

However, with the Organizer's consent, exhibitors within the same profession or complementary professions may occupy a common Stand, at the request of a principal exhibitor. The principal exhibitor's participation application shall include a precise list of the candidates for the collective Stand, being said that the information requested in the form shall also be provided for each candidate. The Organizer reserves the right to approve or refuse each candidate. The rejection of a candidate's application shall not allow the other applicants to cancel the booking of their collective Stand. The principal exhibitor of the relevant Stand shall be personally liable to the Organizer, jointly with the secondary exhibitor(s), for the payment of the various amounts due in any respect whatsoever to the Organizer or any supplier of services or material presented by it. The same shall apply in respect of all of the exhibitors' obligations.

11. RUNNING OF THE STAND

The Partner shall keep its Stand in a perfect state of maintenance and shall not in any manner deteriorate the partitions, floors or ceilings or any material provided by the Organizer.

The Stands shall at all times be kept in a perfect state of cleanliness and tidiness. The Partner shall cause its Stand to be cleaned every morning prior to the opening of the Event. No packaging and/or container may be stored in or in the area surrounding the Stand. The Partner shall not allow any displayed objects and/or materials to remain covered during the Event opening hours.

12. STAND ACTIVITY

12.1 PUBLICITY AND COMMUNICATION WITH THE PUBLIC

Any advertising activities by the Partner shall comply with the laws and regulations in force. Advertising activities may be conducted inside the Stand only and on the condition that they do not cause any inconvenience. Voice advertisements or advertisements using sound devices, mimes, clowns and other types of attractions are expressly forbidden.

Complimentary small objects and/or prospectuses may be distributed if they are not incompatible with the image of the Event, if they are distributed inside the Partner's Stand and if their distribution does not cause any inconvenience. The distribution of advertising balloons is prohibited.

The projection of films or slides, the use of sound amplifiers, the setting-up of a sound system in the Stand and the use of computer monitors and television screens are allowed provided they do not encroach beyond the Stand limits and do not cause any inconvenience. The Organizer reserves the right to take action in the event of inconvenience. Quizzes may be organized in the Stand, with the Organizer's consent, provided their content is related to the Event.

Receptions may be organized from time to time on the condition that they do not overflow into adjoining Stands or alleys or beyond the Event opening hours.

12.2 EXHIBITION AND DEMONSTRATION

The Partner agrees to present only products, services or materials that comply with the rules and regulations in force. Explosive substances and dangerous or harmful products in general are prohibited.

All displayed appliances and machines shall be equipped with a safety device, particularly those with moving components that may be left unsupervised by the Partner, even if the barrier provided by the Safety Regulations has been put in place. Appliances whose installation or operation may cause an inconvenience to or be a source of danger for the other exhibitors or the visitors are prohibited.

12.3 TAKE-AWAY SALES

The Partner recognizes and agrees that take-away selling activities are strictly prohibited in the Event premises. The Partner is however authorized to take orders at its Stand.

13. COMMUNICATIONS OPTIONS

The Partner may take out a number of communications options in order to strengthen and optimize its visibility during

the Event. The characteristics and rates of such options are set forth in the Partnership File delivered to the Partner.

Applications for any of the aforementioned supplementary communications options shall be made using the partnership order form drawn up by the Organizer, in accordance with the terms and conditions of article 4 of these General Terms and Conditions.

13.1 PUBLICATION OF CONTENTS

The Partner contents intended for publication (logo, corporate name, brand, press release, internet links, publicity etc.) shall be communicated by the Partner on the dates and according to the format provided by the Organizer in due time, so as to allow for the printing, online posting and correcting (as the case may be) within the requisite time periods. The Organizer reserves the right not to perform any Partner option subscription if the relevant Partner does not strictly comply with the aforementioned requirements. In the event of a failure to communicate its contents, the Partner may lose the price paid.

The Partner's contents shall be published, broadcast and posted online under the sole responsibility of the Partner, which represents that it holds all of the rights required for such purpose. It undertakes to indemnify and hold the Organizer harmless from and against any harmful consequences, such as any costs incurred to defend any third party claim and/or action. The Organizer reserves the right not to publish any Contents if it believes that this may result in its liability being sought. In such event, and subject to the Partner having complied with all content communication and approval deadlines, the cost of the service ordered shall be refunded to the Partner, which shall not be entitled any other compensation.

Although the Organizer shall use its best efforts to avoid any material error or technical failure at the time of publication / online posting / insertion / delivery of the contents, the Partner acknowledges that the Organizer is bound by a best efforts obligation (*obligation de moyens*) only and that its liability shall in any event be limited to the price paid by the customer in respect of selected communications option.

The insertion instructions may be transmitted by the Partner's advertising agency. Pursuant to the Law of 29 January 1993 known as the *Loi Sapin*, the advertising agency shall hold instructions from the Partner and provide evidence thereof to the Organizer, which shall send the invoice directly to the Partner, with a copy to the advertising agency. The Partner shall have sole responsibility for remunerating its agency, as the law prohibits the Organizer from paying any remuneration to the advertising agency.

13.2 SESSION ORGANIZED BY THE PARTNER

13.2.1 *Role of the Partner*

Where the option selected by the Partner includes a communications session (hereinafter, a Session) organized by the Partner with the support of the Organizer, the Partner shall, under its sole responsibility, draw up the session programme.

In this respect, the Partner shall determine the session topics, select the speakers and establish the schedule of presentations. The Partner shall forward its proposed programme to the Organizer, on the dates and in the format communicated by the Organizer in due time prior to the start of the Event. The proposed programme shall be submitted to the Organizer, which may refuse it or request certain amendments if the programme appears inappropriate in light of (i) the objectives of the Event or (ii) the economic and/technical imperatives of the sessions organized in connection with the Event.

The Partner shall, under its sole responsibility, manage the relationships with its selected speakers, in accordance with the laws and regulations in force. It shall be responsible for the payment of their registration fees and reimbursement of their expenses (travel and accommodation costs) as well as for the payment of their fees, if any, on terms consistent with the laws and regulations in force. In this respect, it acknowledges that it shall be responsible for entering into a written agreement with each health professional called upon to speak, which agreement shall comply with the laws and regulations in force and, as the case may be, for submitting such agreement to the competent professional bodies. The Partner shall ensure that any health professionals called upon to speak at all times comply with the laws and regulations in force and, in particular, with the duty of transparency incumbent upon them. The Partner acknowledges that the Organizer wishes to enter into an agreement with each Session speaker, pursuant to which the speaker authorizes the Organizer to make use of the rights deriving from his/her presentations, in various formats (online publishing of texts and videos in particular). The Partner shall inform the speakers called upon to speak during the Session and shall assist the Organizer in securing the aforementioned agreements from all speakers. The text of the agreement is available from the Organizer upon request.

13.2.2 *Role of the Organizer*

The Organizer shall be responsible for the technical and material organization of the Session, on terms consistent with the partnership order form signed by the Partner, and shall in this respect use its best efforts to maintain a level of quality consistent with the standard of the Event.

In this respect, it shall also perform the following services: it shall determine the date and timing of the Session, taking into account, to the extent possible, the Partner's preferences; it shall dedicate a room in which the Session is to take place, with a sufficient surface area and lay-out and furnished with the necessary equipment (furniture, audio/video equipment); it shall take out the necessary insurance policies in connection with the organization of the Session; it shall provide a certificate of the foregoing insurance policies to the Partner upon request; it shall ensure the promotion of the Session in the Event documentation, in a manner consistent with the customs of the trade; it shall negotiate and enter into the services agreements required for the proper technical and material organization of the Session, not including any special requests from the Partner, which shall be included in additional order forms. It shall pay the service providers and handle any claims they may have.

13.2.3 *Liability*

The Partner shall be fully responsible for the contents of the Session programme and presentations. It shall hold the

Organizer harmless from any third party claim asserted against it in this respect.

The Partner shall manage its relationships with the speakers, in accordance with the laws and regulations in force, and shall ensure that such speakers comply with the laws and regulations in force. The Partner accordingly agrees to hold the Organizer harmless from any claim asserted against it in this respect.

The Partner shall be responsible for informing the Organizer of any law or regulation to which it may be subject as a result of its activities and likely to have an impact on the organization of the Session. The Partner shall comply with such laws and regulations and shall hold the Organizer harmless from any claim asserted against it as a result of any breach of such laws and regulations.

The Organizer shall be liable for any negligence occurring in connection with the technical and material organization of the Session. Its liability to the Partner shall however be limited to 20 % of the amount of the price paid in respect of the Session.

14. ACCESS TO THE EVENT

All persons present on the Event site shall be required to wear a name badge. If a person is unable to produce his/her badge, he/she may be expelled from the Event. Details of the access policy as well as the terms and conditions for delivery of paying and free of charge badges are set forth in the Technical Guide sent to the Partner several months prior to the start of the Event.

15. VACATION OF THE SPACES

The removal of the Stands, goods, specific decorations and of any waste as well as the rehabilitation of the Stand shall be undertaken at the Partner's expense and under its responsibility, within the time periods and according to the terms and conditions set forth in the Technical Guide. If the Partner fails to comply with the foregoing within the requisite time, the Organizer shall be entitled to arrange for the removal of the remaining materials and rehabilitation of the allocated space, at the Partner's expense.

The Partner or any of its duly authorized representatives shall be present at the Stand from the start of the disassembly operations until its complete vacation, in order to (inter alia) prevent the risk of loss and theft. Loss and theft shall not be covered under the mandatory insurance policy if the foregoing obligation is not complied with.

16. FAILURE TO COMPLY WITH THE EVENT RULES

Any breach of the provisions of these General Terms and Conditions and/or of the specifications of the Technical Guide and/or requirements of the Safety Regulations may result in the immediate shutdown of the breaching Partner's Stand and termination of the space booking contract.

The foregoing shall apply, in particular, in the event of absence of insurance (art. 17), breach of the rules on the safety, fitting-out and installation of the Stand (art. 7 and 8), breach of the rules on the occupation of the Stand, sub-letting and assignment of the Stand and on the running of the Stand (art. 9, 10 and 11) and the failure to comply with the rules on the Stand activities (art. 12).

In such event, the price paid by the Partner shall accrue to the Organizer, without prejudice to any damages amounts.

In addition, all items (boards, signs, banners etc.) placed in breach of these General Terms and Conditions, of the Technical Guide or of the Safety Regulations may be removed by the Organizer, at the Partner's risk and expense, without prior formal notice.

17. INSURANCE

Pursuant to the laws and regulations in force, all exhibitors shall, at their expense and at the time of sending of their partnership order form, take out an "all risks" and a third party liability insurance policy with the insurers of the collective policy established for the account of the exhibitors and approved by the Organizer.

The mandatory insurance premium provides coverage up to a limited amount - which the Partner shall be free to increase by paying an additional premium - for:

1. displayed goods and stand fittings and installations.
2. the Partner's third party liability.

The Organizer shall waive any and all rights of recourse against the exhibitors and their agents (save in the event of malicious acts) in the event of loss, and each Partner, by virtue of its participation, also waives any and all rights of recourse against the Organizer. The specific terms and conditions of the insurance contract are available to the exhibitors for inspection.

18. LIMITATION OF LIABILITY

The Organizer's potential liability to the Partner in connection with the organization of the Event shall in any event be strictly limited to the Stand leasing costs. In addition, the amount of any indemnity received by the Partner under the mandatory insurance taken out pursuant to article 17 shall be deducted from any amounts due by the Organizer to the Partner.

19. INTELLECTUAL PROPERTY

The Partner holds and shall retain exclusive ownership of its corporate name, trademarks and logos, domain name and displayed products and materials.

The Event is organized by the Organizer in a spirit of cooperation; accordingly, the Partner grants the Organizer the right to reproduce and/or represent its identifying elements (including its name, corporate name, logos and trademarks) as well as all of the products and materials displayed during the Event. The foregoing right is strictly limited to what is necessary or useful for the purpose of the organization, hosting and promotion of the Event and of its consequences, including, inter alia, the reproduction and representation of the aforementioned identifying elements on all visuals and

media in relation to the Event (catalogue, Event website, plans and visuals delivered to the visitors etc.)

The Partner shall not use the logo or identifying visuals of the Event in its documentation, whatever its nature or medium, without the prior consent of the Organizer.

20. APPLICABLE LAW AND CHOICE OF FORUM

These General Terms and Conditions are governed by French law. It is expressly agreed between the parties that the courts of Toulouse shall have exclusive jurisdiction to settle any disputes, including in the event of multiple defendants.

